

The Time for Environmental Action is NOW



**Environmental Forum of Marin
2018–2019
Annual Report**



Promoting a Sustainable World through Environmental Education

Environmental Forum of Marin promotes a sustainable world by providing exceptional educational programs on environmental issues.

Founded 1972
Environmental Forum of Marin
A California, 501(c)3, nonprofit organization
#94-2644185

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MarinEFM.org

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Message from the President

This past year has been a tremendous success for Environmental Forum of Marin (EFM)! We graduated our 45th Master Class, held sold-out Community Education Programs, increased our membership, and raised a robust Founders Fund.

Many thanks to all our supporters who renewed their memberships, and gave generously to the Founders Fund. Your donations ensure that we can continue EFM's education programs.

This year we had the opportunity to expand EFM's reach with our Community Education Programs that brought hundreds of people together. Our series, Innovations in Climate Protection, focused on solutions to climate change and brought a new understanding, and hope, to attendees.

Additionally, EFM has begun to test other ways to connect with the public. We opened up our Master Class West Marin field trip to attendees of the Global Climate Action Summit. We had a terrific response: a group of conference attendees joined us to learn about West Marin's mariculture and agriculture communities.

Here are some highlights from the past year:

Master Class 45

Master Class 45 successfully graduated eleven environmental advocates, who now have an enriched understanding of the significant issues affecting Marin, including climate change, sea level rise, sustainable land use, and the role of local governments and agencies in addressing those issues. The graduates also received training in how to effectively advocate on behalf of Marin's unique environment. At graduation, members of the class presented their individual projects, once again demonstrating the power of insight, imagination and commitment to bringing about meaningful change for the good of our community. Master Class 45 is an impressive group of environmental advocates and we are delighted to have several of them joining our Board of Directors this year.

We look forward to another exciting class this fall, please spread the word to your friends and associates.

Community Education

This year EFM hosted five community education events and co-sponsored two films, one with the City of Novato and another with Sustainable Fairfax. Our November event featured Congressman Jared Huffman and acclaimed authors Arlie Hochschild, *Strangers in Their Own Land: Anger and Mourning on the American Right*, and Mark Hertsgaard, *Hot: Living Through the Next 50 Years on Earth*.

EFM's spring series of programs on 'Innovation in Climate Protection' brought experts from across the Bay Area to discuss innovative solutions being researched, developed and implemented to mitigate greenhouse gases causing climate change and adaptation to the impacts that are already affecting life on earth. Series topics included Biomimicry, 'Beyond Green' Building, Carbon Sequestration, and the Green New Deal.

Events admission is free for students and much effort went into reaching out to a younger audience attending high schools and colleges in Marin. The last event on the Green New Deal included three youth speakers.

Record numbers of people attended events this year and EFM received very positive reviews!!

Membership

We Love our Members!

EFM's members are the backbone of our organization, providing financial support and volunteering time and expertise to help with everything — from teaching in the Master Class, helping with event registration and providing accounting assistance! Many EFM members have been committed to environmental education and advocacy training for a long time, with two 50+ year members and former Master Class students from Class #2 to Class #44.

Membership revenue is up by over 15% in 2019. Individuals and businesses have joined EFM to support environmental education and advocacy training for the natural world. They enjoy a range of benefits such as a field trip with the Master Class, the Holiday party, and Spring/Annual Meeting event. Members also receive an opportunity to purchase tickets early to popular Community Education Events and discounts on these events based on membership level.

EFM is grateful to all of its new and renewing members and is looking forward to another groundbreaking year in 2019/2020!

Founders Fund

The Founders Fund was launched at last year's Annual Meeting and has been a heartwarming success. The fund was created to honor the founders, support the Master Class by providing funds for scholarships for students in need and in underserved communities, subsidize the cost of tuition, and leverage grants and contributions. To date more than \$26,000 has been raised. The fund got off to a great start thanks to two challenge gifts from an anonymous donor and Phyllis Faber. Many thanks to all who have contributed and plan to contribute to keep supporting the Master Class!

Communications and Outreach

Through a generous grant from a long-time donor, we were able to contract with Susan Bierzychudek (Master Class #40 graduate) and founder of Green Ideals, a branding and marketing agency located in Marin. Susan researched Marin's changing demographics and compared EFM's mission and website presence to various environmental organizations — both local and national. Susan's suggestions helped us visualize new ways of presenting our landmark master class and community program offerings. We are working together to enhance our website to engage future advocates and connect our members. In each issue of our e-news, sent five times per year to over 1800 subscribers, we highlight current master class lectures, field trips, and master class graduates' impact. When possible, we cross-promote upcoming environmental events with like-minded organizations. The success of our community education offerings speaks to their overall appeal, quality, and our ability to promote them to a wide audience through various media, our business sponsors, and various nonprofit partners. We are most grateful to Tom McAfee - videography, Gayle Marsh - graphic design and website support, and Tamela Fish - social media mastermind! — for their limitless enthusiasm and unwavering dedication.

In Conclusion

The world we now live in has changed dramatically from where it was in 1972 when EFM was founded, but the mission has remained the same over the years: environmental education for a sustainable world. What is changing is how we go about delivering our mission. We must keep current with the increasing demands on people's time and focus, and that reality will drive the way our classes and programs are presented during the next year and into the future. Stay tuned for some exciting changes as we adapt to our changing environment.

EFM is remarkable because of the many people who support it and because of the volunteers who provide fresh input and energy. Many thanks to the wonderful individuals who have volunteered their time to serve on the board this past year and a special thanks to our Executive Director, Kim Rago, whose tireless efforts keep EFM going and flourishing.

Susan Rusche, *President*

2019 Annual Meeting Agenda

The Time for Environmental Action is NOW



Celebration of Spring and Annual Meeting

Sunday, May 5, 2019

Bay Model Visitor Center

Welcome to EFM's Celebration of Spring and Annual Meeting!
We are thrilled to host this event alongside the photography exhibit, ***Beauty and the Beast: California Wild Flowers and Climate Change***, sponsored by the Marin Chapter of the California Native Plant Society. Artists **Nita Winter** and **Rob Badger** will give a presentation on their work following the annual meeting portion of the program.

Program

- 3:00 - 3:30** Registration & Refreshments, Lobby area
Exhibit 'sneak peek', Bay Model Gallery
- 3:30 - 3:50** Annual Meeting, Conference room
- 3:50 - 4:15** Artists' Program: Beauty and the Beast
Presentation and Q&A, Conference Room
- 4:15 - 5:00** Art viewing, conversation with artists, and social time
Bay Model Gallery

2018 – 2019 Officers, Directors, and Standing Committee Members

Officers

Susan Rusche (24), President, Treasurer
Helene Marsh (43), Vice President, Programs Director
Sarah Loughran (43), Membership Director
Karen Mendelow Nelson (38), Secretary

Directors

Norma Fragoso (42), Master Class Director
Tom Arthur (43), Master Class Assistant Director
Nancy Benjamin (42), Marketing and Communications Director
Bruce Richard (35), Development and Operations Director

Off-Board Positions

Executive Director

Kim Rago (38)

Nominating Committee

Kate Powers (27), Chair
Norma Fragoso (42)
Ann Bauer (41)
Stephanie Moulton-Peters (39)

Social Media Coordinator

Tamela Fish (39)

Graphic Design and Website

Gayle Marsh (39)

Treasurer's Report- EFM end of fiscal year financials

Profit and Loss

June 2018 - May 2019

	<u>Total</u>
Income	
Interest Income	11.69
Master Class Income	11,001.52
Membership Dues	15,645.00
Membership Event Income	30.00
Public Events Income	12,573.00
Restricted Grants and Donations	30,470.00
Unrestricted Grants and Donations	3,697.00
Total Income	\$ 73,428.21
Gross Profit	\$ 73,428.21
Expenses	
Advertising & Marketing	6,515.51
Bank Charges & Fees	1,336.94
Board Development	155.00
Database and Web Hosting	2,207.00
Executive Director	20,833.27
External Membership Fee	78.98
Insurance	1,709.97
Master Class	10,689.42
Membership Communications	1,326.21
Membership Events	1,493.99
Office Supplies & Software	1,866.03
Professional Services	1,032.13
Public Events	4,174.53
security deposit	100.00
Taxes & Licenses	31.70
Total Expenses	\$ 53,550.68
Net Operating Income	\$ 19,877.53
Net Income	\$ 19,877.53

Balance Sheet

As of May 31, 2019

	<u>Total</u>
ASSETS	
Current Assets	
Bank Accounts	
Checking	5,000.16
Savings - Restricted Funds	30,700.43
Savings - Unrestricted Funds	20,120.39
Total Bank Accounts	\$ 55,820.98
Other Current Assets	
Transfer	0.00
Total Other Current Assets	\$ 0.00
Total Current Assets	\$ 55,820.98
TOTAL ASSETS	\$ 55,820.98
LIABILITIES AND EQUITY	
Total Liabilities	
Equity	
Opening Balance Equity	35,942.78
Retained Earnings	0.67
Net Income	19,877.53
Total Equity	\$ 55,820.98
TOTAL LIABILITIES AND EQUITY	\$ 55,820.98

**Proposed Budget for Fiscal Year 2019–2020
(June 1, 2019 to May 31, 2020)**

Environmental Forum of Marin	2018-2019 Budget	June 1 to March 31, 2019	2019-2020 Budget
Membership Dues	\$15,000	\$14,575.00	\$15,000
Master Class income	\$15,000	\$11,001.52	\$13,000
Public Events	\$3,500	\$8,515.50	\$6,500
Restricted Grants/Donations	\$8,000	\$30,470.00	\$15,000
Unrestricted Grants/Donations	\$7,500	\$3,085.00	\$4,000
Interest Income	\$8	\$9.30	\$9
TOTAL INCOME	\$49,008	\$67,656.32	\$53,509
Membership Communications	\$1,500	\$1,326.21	\$1,500
Membership Events	\$2,500	\$786.45	\$1,300
Master Class expenses	\$12,000	\$9,463.33	\$10,500
Public Events	\$3,000	\$2,547.38	\$5,000
Professional Services	\$1,500	\$839.63	\$3,600
Marketing	0	\$3,440.84	\$3,000
Office Supplies, Storage, P.O. Box	\$1,800	\$1,296.03	\$2,000
Insurance and Tax Filing	\$2,300	\$1,967.70	\$2,300
Data Base and Web Hosting	\$3,200	\$2,167.00	\$2,700
Merchant and Banking Services (fees)	\$1,000	\$1,128.68	\$1,100
External Membership (CVNL)	\$75.00	\$78.98	\$80.00
Board Development	\$300	\$55.00	\$200
Executive Director	\$20,000	\$12,499.95	\$20,000
Venue Security Deposits	0	\$750.00	0
TOTAL EXPENSES	\$49,175	\$38,347.18	\$53,280

2019–2020 Slate of Officers and Directors

The Nominating Committee respectfully submits the following nominees for the slate of Officers and Directors for Environmental Forum of Marin, for a term of service starting June 1, 2019, through May 31, 2020:

Officers

Susan Rusche* (24), President
Karen Mendelow-Nelson** (38), VP Education
Bruce Richard* (35), VP Development/Operations
Barbara Ball (45), Treasurer
Elizabeth Scofield, Secretary

Directors

Helene Marsh* (43), VP Community Programs
Norma Fragoso* (42), Master Class Director
Sarah Loughran** (43), Director At-Large

*continuing in the same position from 2018–2019

**continuing in a new position from 2018–2019

2019–2020 Off-Board Positions and Standing Committees

Kim Rago* (38), Executive Director
Nancy Benjamin * (42), Communications Director
Kirsten Nolan (45), Assistant Communications Director
Gayle Marsh* (39), Graphic Design and Website
Tamela Fish* (39), Social Media Coordinator
Terri Thomas (43), Master Class Coordinator

Environmental Forum Members

Lifetime Members

Nancy Bell	Phyllis Faber	Karol Raymer
Barbara Boucke	Tamela Fish	Vicki Rupp
Barbara Boxer	Martin Griffin	Susan Rusche
Ann Christensen	Pam Lloyd	Barbara Salzman
Kathy Cuneo	Kathy Lowery	Ginger Souders-Mason
Nona Dennis	Barbara Perlman-Whyman	Kraemer Winslow

Members

Master Class 45 Participants (*graduated)

Paula Alsterlind*	Maika Llorens Gulati	Annika Osborn
Barbara Ball*	Gerrie Kunin	Elizabeth Scofield
Daisy Carlson*	Joanne Lasnier*	Markus Thorndike
Felicia Chavez*	Marion Matthews*	Laura Vernon
Patrick Costello*	Amanda Meecham*	Wilford Welch*
Cathleen Coulman	Kirsten Nolan*	Lisa Williams*

Supporter (\$35)

Cynthia Abbott	Joyce Gardella	Al Lubow
Jim Adams	Robert Gelardin	Alan Lubow
Cathy Ainsworth	Louise E. Gilbert	Janice Lum Ennik
Anne Baele	Lindsey Going	Perry Lloyd
Elizabeth Baker	Rika Gopinath	Sue Mace
Rory Bakke	Richard Gray	Susan Mackenzie
Catherine Bartlett	Terrie Green	Edward Mainland
Suzi Beatie	Randy Greenberg	Roger Marsden
Dan Bell	Ronald Gremban	Gayle Marsh
Zeinab Benchakroun	Joan Griffin	Stephen Mason
Bonnie Bibas	Nancy Grover	Alison Massa
Jeff Bickner	Bob Harlow	Tom McAfee
Ted Bissell	Anne Harper	Teri Meadows
Lisel Blash	Ora Hatheway	Robin Moller
Barbara Bogard	Tom Heinz	Dan Monte
Edward Boisson	Teresita Heiser	Callita Moore
Gary Brand	Burr Heneman	Rita Nattestad
Ken Brooks	Bonnie Herzog	Linda Novy
Bob Brown	Heather Itzla	Laurie Ozone
Cindy Brown	Kristin Jakob	Nicole Pantaleo
Tish Brown	Kurt Johnson	Anne L. Petersen
Cory Bytof	Alan Jones	Norma Pomerance
Pat Carlone	Wendi Kallins	Martha Proctor
Martha Cherry	Kay Karchevski	Ralph Purdy
David Coury	Marie Kerpan	Ann Rivo
Julie Dashiell	Carolyn Kohler	Conn Rusche
Linda Delair	Steffen Kuehr	Marie J Salerno
Terese Driscoll	Lynn Langford	Carol Saysette
David Fix	Joanne Lee	Gary Scharlach
Tom Flynn	Marcy Levine	Judy Schriebman
Jonathan & Moira	Michael Levine	
Frieman/Brennan	Louise Lipsey	
Bruce Fullerton	Trudie London	
Kathleen Gaines	Carolyn Losee	

Alice Shinn
Donna Shoemaker
Bob Stern
Susan Stompe
Ruth Stotter
Mike Swezy

Mark Swoiskin
Jill Templeton
Stephen Thal
Terri Thomas
Jody Timms
Rob Ward

Rona Weintraub
Molly Whiteley
Sandra Kay Wollenberg
Chip Wray

Advocate (\$50)

Antonia Adezio
Leslie Alden
Bruce Bell
William Carney
Pamela Cook
Douglas Cooper
Paul da Silva
Bing Gong
Maureen Groper
Karen Halvorsen
Stella Huddleson
George D. Jelatis
Alex Kahl
Michael Kamerick
Diane Kay
Sita Khufu

Kiki La Porta
Don Magdanz
Claire McAuliffe
Donna Miller
Mia Monroe
Steven Moore
Phillip Muller
Pat Nelson
Barbara O'grady
Kathryn Olson
April Orcutt
Maureen Parton
Roger Peters
Tamra Peters
April Philips
Kate Powers

Victor Rago
Patricia Ravasio
Pamela Reaves
Robert Reyff
Jean Rhodes
William Ring
Barbara Rothkrug
Carrie Sherriff Rosenberg
April Starke Slakey
Sue Spofford
Rodney Stock
Andrea Taylor
Ben Toland
Wanden Treanor
Nancy Vernon
Ellen Weber

Steward (\$100)

Bruce Ackerman
Julie Allecta
Robert Archer
Thomas Arthur
Ann Bauer
Susan Bierzychudek
Greg Brockbank
Bob Bundy
Karen Chatham
Elizabeth Clark
Belle Cole
Christine Mortonson Cunha
Mary Fraser
Dianne Fruin
Heather Furmidge
Katy Hallal

Susan Hopp
Bettina Hughes
Nancy Hughes
Sarah Kelley
Jack Krystal
David Kunhardt
Mardi Leland
Cheryl Longinotti
Martin Lowenstein
Micheal Metzner
Robert Miller
Mary Morgan
Diane Nicolson
Marilyn Norman
Carolyn Revelle
Katie Rice

Bruce Richard
Yvonne Roberts
Susan Roegiers
Jenelle Shapiro
Marianne & Stan Stefancic
Trevor Stevenson
Judy Teichman
Marc Vendetti
Elisabeth von Halem
Christina Waldeck
Ken Waldeck
Arlin Weinberger
Sally Wilkinson
Anthony Williams
Cindy Winter
Ruth Zamist

Benefactor (\$250)

Nancy Benjamin
Barbara Boylan
Peter Joseph

Sarah Loughran
Karen Mendelow Nelson
Stephanie Moulton-Peters

Kim Rago
Bob and Sue Spofford
Sanna Thomas

Guardian (\$500)

Helene Marsh
Vera Meislin

Business Partnerships

Corte Madera Lions Club
Vertical Asset Management
Golden Gate National Parks Conservancy
MCE (Marin Clean Energy)

Strategic Energy Innovations (SEI)
Marin-Link
Cool the Earth & Drive Clean Marin
Uplift Investing

In Kind Donations

Straus Family Creamery
Good Earth Natural Foods
KRCB
Trader Joe's—Greenbrae

Contributors to the Founders Fund

\$5000

Phyllis Faber
Pam Lloyd
Anonymous

\$1,000

Helene Marsh
Mia Pelletier

\$500

Nona Dennis
Peter Joseph
Sarah Loughran
Bruce Richard
Susan Rusche
Kathy Taylor
Madeleine Wood

\$250

Robert Archer
Kathy Cuneo
Sarah Kelley
Mia Monroe
Rodney Stock

\$200

Thomas Arthur
Deborah Coburn

Heather Furmidge
Mary Morgan
Claire McAuliffe
Karen Mendelow Nelson
Barry Neal

\$150

Judy Alstrom
Arlin Weinberger
Wendy Wyse

\$120

Markus Thorndike

\$100

Nancy Bell
Nancy Boyce
Greg Brockbank
Stockton Buck
Bob Bundy
Elizabeth Clark
Martin Griffin
Maureen Groper
Katy Hallal
Martin Lowenstein
Kathy Lowrey
Don Mathews

Donna Miller
Dan Monte
Soo-Hi Nayer
Diane Nicolson
Kathryn Olson
Mary O'mara
Cheryl Pole
Kate Powers
Laurette Rogers
Judy Schriebman
Eleanor Siperstein
Jody Timms

\$75

Anne Baele

Up to \$50

Carleen Cullen
Betty Gandel
Joan Griffin
Marie Kerpan
Cheryl Longinotti
Zeva Longley
Sherry Stanton
Kraemer Winslow

Environmental Forum Donors

\$1000

John and Josephine Shuman — Tribute to Jim Lloyd
Sarah Loughran

\$350

Tom Heinz

\$200

Martin Griffin

\$50–100

Eva Angell
Louise and David Beesley — Tribute to Paul Miller
Gerrit and Sandra Blauvelt — Tribute to Jim Lloyd
Alan Fraser — Tribute to Jim Lloyd
Heather Furmidge
George D. Jelatis
Jack Krystal
Federick and Carol Ley Ttee — Tribute to Jim Lloyd
Scott and Phyllis Watterworth — Tribute to Jim Lloyd

Up to \$50

Bob Brown
Cory Bytof
Betty Gandel
Janice Huddleson
Teri Meadows
Claire McAuliffe
Pat Ravasio
Carol Saysatte

Grants and Gifts

\$4000

Anonymous Donor

\$1000

County of Marin

\$500

Lions Club of Corte Madera

Master Class 45 Student Projects

Greening Green Oaks	Kirsten Nolan
Do You Want a Climate Crisis or Climate Solutions?	Daisy Carlson
Novato Baylands Restoration	Amanda Meecham
Building Blocks for Setting Up a Non Profit	Barbara Ball
Getting to Know the Corte Madera Creek	Paula Alsterlind
A Systems Thinking Approach to Local Adoption and Adaptation of the United Nations Sustainable Development Goals of 2030	Felicia Chavez
Exploring Intergenerational Collaboration to Address the Climate Crisis	Wilford Welch, Lisa Williams
Fossil Fuel Divestment	Patrick Costello
Age of Humanity And Rock Me on the Water	Marion Matthews, Joanne Lasnier, Patrick Costello