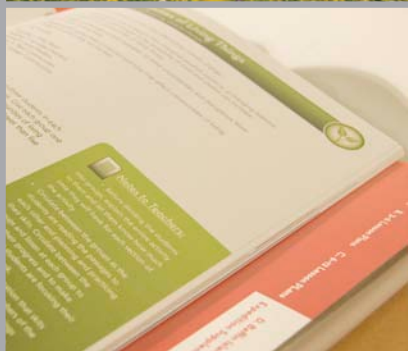


ANNUAL REPORT 2009-2010

EDUCATE • INSPIRE • EMPOWER





WILL STEGER
FOUNDATION 

2801 21st Avenue South, Suite 127
Minneapolis, Minnesota 55407
TEL: 612.278.7147
FAX: 612.278.7101



The Will Steger Foundation (WSF) is dedicated to creating programs that foster international cooperation and leadership through environmental education and policy.

WSF is educating, inspiring, and empowering people of all ages to engage in climate change solutions.

ANNUAL REPORT 2009-2010

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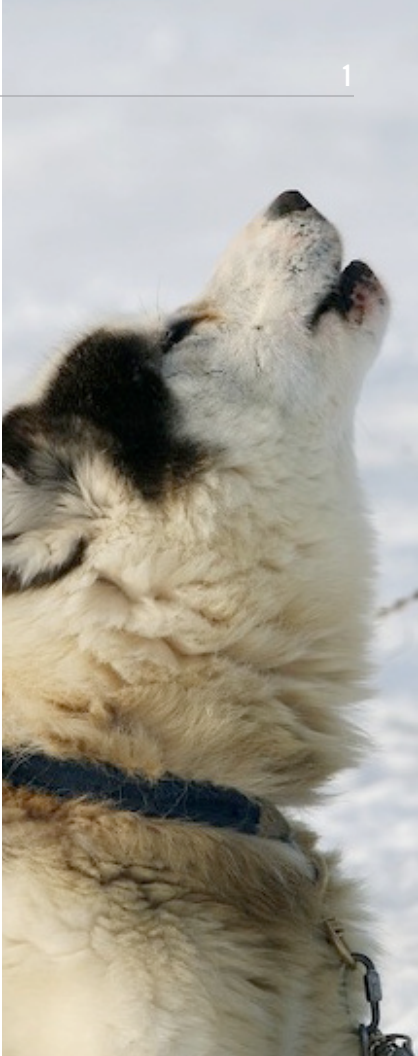
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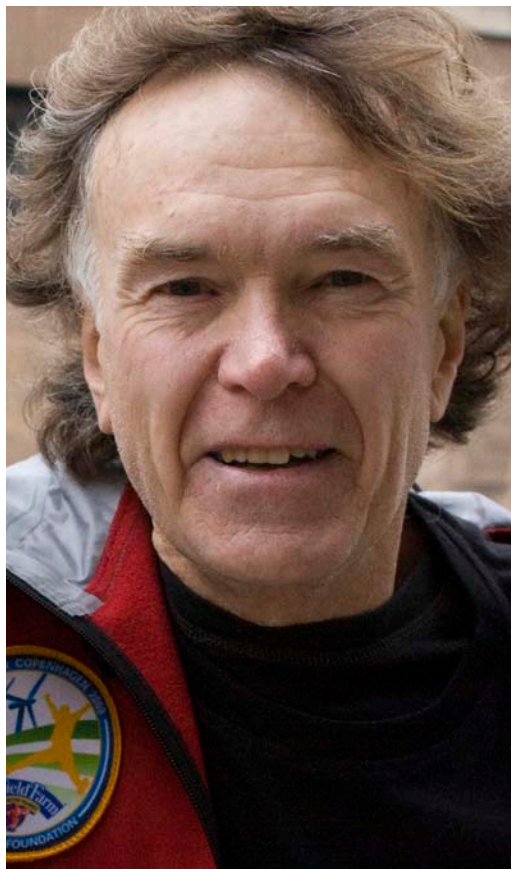
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REFLECTIONS
FROM
WILL STEGER



On a cold, dark day last December 2009, I faced my expedition team. Granted, we were not traveling across the Arctic, but the challenge that lay ahead was not that different from the minus 40 degree temperatures and strong winds my team faced crossing Antarctica. On this day, our challenge lay in moving the U.S. Senate forward to see that it enacted the pledges President Obama made at the United Nations climate summit in Copenhagen.

My expedition team, a group of 12 youth from across the Midwest, spent a year working together to ensure that the United States was invested in meaningful participation in Copenhagen and to highlight the unique role of the Midwest region. The Midwest is a key player in driving national climate policy, public opinion and the transition to a clean energy economy, and ultimately to pass a comprehensive climate bill in the



Wisconsin delegate Charlie Nevarez interviews Will about the UN Climate Summit in Copenhagen.

United States that would finally put a price on carbon, one of the main drivers of climate change.

Now, a year later, I am keenly aware that the progress we made the last few years has not resulted in the policies that our youth -- and the children who will come after them -- so desperately need.

When I give my presentation, "Eyewitness to Global Warming," to any audience, I can see the despair people

feel in the face of all that is happening as a result of warming. However, when I talk about economic solutions, people are inspired, especially when I focus on the American can-do spirit and ingenuity we have to overcome any challenge. It is critical that we do not give up. I still feel very strongly that climate change is one of the biggest opportunities -- ever -- to turn our economy and environment around.

We need to get the economy going again and this is directly connected to making the transition to local energy production and clean energy jobs. This is the kind of clean energy future we need to create.

A handwritten signature in black ink that reads "Will Steger".

Will Steger





THANK YOU

Jessie Row

I would like to express my deep gratitude to our donors, partners, supporters, volunteers and friends for making 2009-2010 a successful year. I believe that educating, inspiring and empowering people on the issue of climate change is an important key to solving our greater environmental challenges.

Everything we do is focused on getting results. Watching our youth delegation meet with U.S. decision-makers in Copenhagen made us proud, but the subsequent feature on The White House blog about the statements our youth collected from students across the U.S. and their vision for climate and international climate policy is what makes for real youth leadership. Providing educators with tools to address climate science in the classroom is critical to building environmental and climate literacy in this country, but when it results in educators engaging with their students outside the classroom on climate action projects is what is truly meaningful.

Will's Eyewitness presentation reached thousands in key climate policy states like Montana and Alaska, making headlines, but the fact that our visit led to increased citizen engagement in local issues is what makes a difference.

Over the course of the next year, I hope that I will have the opportunity to talk one-on-one with as many of our supporters as possible, to learn what it is about the Will Steger Foundation that you are most passionate about and is the key to why you support our organization. Your ideas and opinions are important to us. In fact, our supporters are among our greatest asset.

Please enjoy reading about our recent program successes in the following pages and feel free to explore our website – at www.willstegerfoundation.org - for even more information about our organization. We look forward to learning what we can do to gain and keep your support.



We would like to thank each of the Will Steger Foundation's supporters for your continued support through the remainder of 2009 and 2010. We appreciate that charitable giving was more difficult for many of our supporters, and we are therefore extremely grateful for the support you were able to contribute. WSF remained strong throughout this past fiscal year despite the continued economic down turn.

Please accept our sincere thanks once again for your continued support. Partners like you allow us to provide quality educational programming and to train a new generation of climate leaders.

Will Steger Foundation Board of Directors

BOARD OF DIRECTORS

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**Joined September 2010*

***Board member that served in fiscal year 2010.*

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Advisor

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Edward Lamoureux,

Advisor

Mick Wirtz, Advisor

“After attending Will Steger’s presentation on climate change at the [Billings] Depot on Feb. 9, I was shocked by some of the opinions in the cap and trade article in the Gazette Feb. 15. Those who doubt global warming should have seen Steger’s maps, photographs and videos of the changes that are taking place at an alarming rate. There are numerous reasons to urge our legislators to pass

POLICY

The Will Steger Foundation executed over 15 clean energy and climate focused events this past year aimed at advancing comprehensive climate and energy policy at the national level.

We hosted a press conference in the Twin Cities with five business leaders and Environment Minnesota at a locally owned solar business to discuss



MN Representative Kate Knuth joins WSF for 350 International Day of Climate Action at MN State Capitol, October 2009.

the potential climate and clean energy legislation has for American business and job creation.

We took Will Steger’s *Eyewitness to Global Warming* message to Alaska, Montana and South Dakota in order to build public support for federal climate legislation. The tours were well received by the public and local media.

In South Dakota, our efforts were focused on two college campuses, South Dakota State University and the South Dakota School of Mines and Technology.

While in Montana, Steger delivered his presentation to over 800 Montanans in Billings, Bozeman, and Missoula; met with business leaders, field directors for U.S. Senators Baucus and Tester; media, and University of Montana students and faculty to engage different stakeholders in the urgency of climate change and the need for political action. We collected



Will gives his Eyewitness to Global Warming presentation in Montana.

over 1,000 postcards for Senators Baucus and Tester and garnered significant media coverage in major local papers, television stations and Montana Public Radio.

In Alaska, with support from Clean Energy Works, we visited Juneau, Anchorage and Fairbanks. We met with media in all three cities to share Will's Eyewitness perspective and the role Alaska can play in shaping its clean

energy future. In Fairbanks, we met with faith-based leaders and arctic scientists and mobilized the dog mushing community.

We were proud to join the robust membership of the U.S. Climate Action Network to connect our work with that of other regional and national groups working on climate policy.



Will Steger greets Alaskan's at the Dog Musher's Hall in Fairbanks before an Eyewitness to Global Warming presentation.

federal clean energy legislation. For many, national security is top priority... This is not an issue over which we can afford political polarization. It is an issue affecting all people on the Earth and an issue for which the United States must play a leading role."

**– Susan Hills,
Billings Gazette**

“Minnesota student organizers recruited over 250 college and high school youth to participate in Powershift 09, the largest youth climate summit in U.S. history held in Washington DC.

250 Minnesota students lobbied Senator Klobuchar in support of strong climate legislation and filled the offices of their Congressmen and women, delivering their message and the green hard hats that have

EMERGING LEADERS

YEA! MINNESOTA



Youth Environmental Activists Minnesota (YEA! Minnesota) is a program of the Will Steger Foundation run in partnership with

the Alliance for Sustainability, dedicated to engaging and empowering youth leadership on climate change solutions. The YEA! MN program connects students from high school environmental clubs across the Twin Cities metro area, and through a student-run steering committee, facilitates a series of educational events and action opportunities over the course of the school year.

YEA! MN participated in the 350.org

International Day of Climate Action, Wellstone Action's student leadership training, organized online presentations with Expedition Copenhagen delegates, and implemented energy saving initiatives through participation in Minnesota Schools Cutting Carbon program. This past year we were lucky to have Mindy Ahler Olmstead coordinate the groups' activities from December-June. We hired Richmond Appleton as our new YEA! MN Coordinator for the 2010-2011 school year.



*Richmond Appleton,
YEA! MN Coordinator*

MIDWEST YOUTH CLIMATE OUTREACH

Will Steger Foundation staff member, Abby Fenton, was hired by RE-AMP as Youth Climate Coordinator in August 2009. This role allowed Abby to continue the Foundation's youth climate work through the Emerging Leaders program while growing our Midwest outreach and impact. RE-AMP, a network of non-profit



organizations and philanthropic foundations, is dedicated to supporting strong climate policy across the region, focusing

specifically on transportation, coal, clean energy, energy efficiency, and global warming solutions. Abby worked directly with youth climate leadership across the Midwest to support their capacity and to foster strategic collaboration with non-profit organizations across the region.

Highlights included: RE-AMP policy mentor and media support for Expedition Copenhagen delegates in the summer and fall of 2009; a Midwest strategic youth gathering at the University of Chicago in May 2010 and a Midwest youth delegation to the RE-AMP annual meeting in August 2010.



Youth leaders strategize around shared climate campaigns at the RE-AMP Annual Meeting in Chicago.

become an icon for the youth climate movement.

It was a shining example of the inclusive vision, strong leadership and dynamic sophistication that exists in the growing youth climate movement. We are witnessing a power shift, from apathy to action, as this generation, unified across state borders, race, and economic status, shapes our future in its own hands."

**– RE-AMP blog,
Abby Fenton, Youth
Programs Director**

WSF partnered with the University of Minnesota and the Fulbright Program to offer a 3-day program in Ely for European Students on climate change and sustainability. *(below)*



BRITISH COUNCIL – CLIMATE CHAMPIONS AND CLIMATE GENERATION PROGRAM

The Will Steger Foundation became the lead partner for the British Council Climate Generation Program in the Midwestern United States. Utilizing WSF's curriculum resources and youth leadership program, the goal of this program is to inspire youth climate leadership by engaging classrooms and schools and increase connections between personal action, curriculum and school environments related to climate change. The program launched in fall 2010 in Minnesota with YEA! Minnesota and our school and youth partners across the state to empower youth engagement in climate action projects, resulting in school leadership projects, awards, and select Climate Champions.



YEA! MN youth gather in support of 350.org.

EXPEDITIONS

EXPEDITION COPENHAGEN

The Will Steger Foundation launched Expedition Copenhagen, a Midwest youth delegation to the international climate negotiations at the United Nations Framework Convention on Climate Change in Copenhagen, Denmark, December 5-19, 2009.



MN delegates, Aurora Conley and Reed Aronow listen to a presentation.

Delegates assumed a leadership role in a regional climate campaign to pass strong climate legislation leading up to the international negotiations and also supported the Will Steger Foundation Citizen Climate curriculum in schools across the United States.

While in Copenhagen our delegation worked on a range of issues. They interpreted high level policy discussions on adaptation, finance, climate

justice and technology transfer. They participated in creative actions with youth from across the globe. They shared their experiences with media and their peers in Copenhagen, as well as back home in the Midwest. In addition to hosting a series of presentations and briefings over the course of the summit, Expedition Copenhagen team members met with government delegates and civil society from around the world.



Nicole Rom gives an overview of the schedule at COP15, Copenhagen.

“We are educating young people and empowering them to give them the tools and skills to change/impact their local community.”

– Danielle Ostafinski,
Michigan Youth
Delegate

“People are really interested in WSF because of the curriculum. I think it’s regarded legitimately and I used [Citizen Climate] to prepare for the negotiations.”

– Liana Balinsky-Baker, Illinois Youth Delegate



HIGHLIGHTS FROM THE PROGRAM INCLUDED:

- A campaign to pressure Midwest Senators to support comprehensive climate policy, including student lobby days, meetings with legislators, and community forums.
- Climate education and outreach to local communities across the Midwest and presentations to middle and high schools. Delegates directly distributed WSF’s Citizen Climate curriculum to over 25 educators.
- Delegates worked with the RE-AMP Media Center on a successful Midwest media campaign, including a Call to Action Letter (distributed to college campuses), Expedition Media Advisory and Press Release (distributed nationally), and Letter-to-the-Editor (delivered to daily papers in Midwest markets).
- National media hits during the negotiations included The Huffington Post, Grist, The Washington Post, and National Geographic BlogWild.
- Delegation received significant attention from prominent political figures during COP15. They attended high level meetings and events including a private event with Al Gore, reception with Blue-Green Alliance featuring U.S. Congressional delegation where Wisconsin delegate spoke with Congressman Waxman on the U.S. climate bill, and a one-on-one meeting between Iowa delegate and Secretary of Agriculture Tom Vilsack.
- Delegates directly supported international cooperation by raising over \$2,700 to support participation of youth from the Global South in COP15 and facilitated a shared dinner with Chinese youth which led to a joint press event with the U.S.

and Chinese delegations (which Iowa delegate joined), and a joint U.S.-China youth meeting with Secretary of Commerce Gary Locke (which Wisconsin delegate joined).

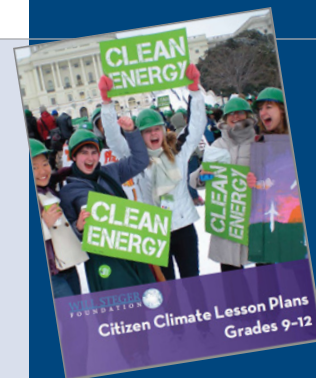
- Delegates gained fast-paced hands-on experience in Copenhagen with public speaking, direct action, social networking, media outreach, and exposure to high-level climate policy negotiations and prominent decision makers.
- Delegates were successful in making Midwest youth climate leadership visible to a national and international community of peers, as well as the capacity for the Midwest as a region to provide a national shift in climate policy and concrete resources for climate solutions.



MN Youth Delegate Aurora Conley participates in a press conference on indigenous rights at COP15.



Expedition Copenhagen with 350.org founder Bill McKibben.



The Citizen Climate curriculum has been downloaded and distributed to over 300 educators since its launch in August 2009. Educators downloaded it from Canada, India, Denmark and 35 of the 50 United States.

“The lesson plans were very adaptable – I was able to use them in both my physical sciences classroom and my physics classroom.”

“I think the lessons are on point to address topics like global climate change and climate destabilization in the Global South and Industrial North with high school students.”

EDUCATION

Kristen Poppleton joined us in February as our K-12 Education Program Manager. Kristen brings a wealth of expertise in curriculum development and a passion for climate change education. Kristen has already revamped our Educator Resources binder, managed and cultivated new education partnerships, and begun working on the educational deliverables, including a new curriculum, for our newly funded



WSF Education Program Manager, Kristen Poppleton, helps an educator.



WSF staff with Expedition Copenhagen delegates at the Summer Institute for Climate Change Education.

project *Engaging Students in Environmental Stewardship through Adventure Learning*. Kristen has also been working with the Interagency Climate Change Partnership Working Group (EPA, USFS, NPS, NOAA) and Climate Literacy Network, networking nationally with federal agencies working on climate change education. This summer she collaborated with the National Parks Foundation by developing lesson plans to use with their Electronic Field Trip to North Cascades

National Park. She also developed a three-day climate change program with the University of Minnesota for European students with funding from the Fulbright Program. Follow her weekly blog, *Climate Lessons*, for ideas and news on climate education.

SUMMER INSTITUTE FOR CLIMATE CHANGE EDUCATION

Our 2010 Summer Institute for Climate Change Education marked our fifth year of offering in-person professional development workshops for educators. This year we took time to “*Go Back to the Basics*” featuring keynote speakers, Dr. Naomi Oreskes, climate historian and author of *Merchants of Doubt*; University of Minnesota climatologist, Mark Seeley; and a new presentation by Will Steger on his history of online adventure education. We were able to offer scholarships to educators from out-state Minnesota, reaching 75



Will Steger presents his new presentation on online adventure education.

educators in person and via webinar. The Institute provided educators with an understanding of why climate misinformation persists and the tools to respond to those in doubt, by getting back to the basics of climate science and climate change education methods. In addition, participants received a special sneak preview of WSF's new curriculum, *Minnesota's Changing Climate*, using Will's lifelong archives to highlight Minnesota's changing climate.

“I enjoyed the [Summer Institute] because it gave me ideas and suggestions on how I personally can make a difference in climate change and how our school can make changes.”

– D. Trewartha,
Educator

DEVELOPMENT

We started off our fiscal year with an incredible partnership with the leading organic yogurt company, Stonyfield Farm to execute Expedition Copenhagen. Our partnership with Stonyfield resulted in a full program of inspiring interviews between our delegates and activists in Copenhagen; an opportunity for Will Steger to engage directly with Stonyfield's employees, and a chance for our youth delegation to hear directly from CEO Gary Hirshberg regarding corporate sustainability, innovation and the role the business sector can play in solutions to climate change. Expedition Copenhagen was also supported by Supervalu Foundation, Wild Harvest natural and organic foods, Wild Things, and Gramicci.

We were thrilled to join 1% for the Planet this year, adding to our list of corporate giving programs, which also includes the Combined Federal Campaign.

We also received a two-year grant from the Minnesota Environment and Natural Resources Trust Fund, as recommended by the Legislative-Citizen Commission on Minnesota Resources for a project entitled *Engaging Students in Environmental Stewardship through Adventure Learning*. The \$250,000 allocated to the Will Steger Foundation is supporting the development of a new curriculum, teacher training, online learning and collaboration with schools. The focus of the project is on investigating the connection between Minnesota's changing climate and the impacts on ecosystems and natural resources. Outcomes include the development, evaluation, and implementation of an adventure learning climate change education program. We are lucky to have the archives of Will Steger beginning from when he was a boy that show how he has dedicated most of his life to practicing observation skills and support

Will Steger Foundation website
(below).



from the Minnesota Historical Society Arts and Cultural Heritage Fund to begin an inventory. Items from Will's archives will be integrated into the curriculum and multimedia elements will be built into a new section of our website.

OPERATIONS

With a revamped Will Steger Foundation website, better social networking features, including new twitter accounts, and a streamlined e-newsletter system, we are now reaching thousands of people through our various communication channels on a regular basis. In addition to our monthly e-newsletter, we are also sending a bi-annual newsletter in the spring and fall to provide our supporters and partners with updates on our programs.

We added two additional Board members to our Board of Directors, Leigh Currie and David Bryan. Our Board continued

to visit our strategic plan we completed in fall 2008, focusing this past year on policy (for Expedition Copenhagen) and fundraising with facilitation provided by Claudia Del Zoppo. We also created a new brochure and materials to better describe our history, programs and impact, a direct result of our strategic plan. Going forward we will be refining our organizational health, including examining our organizational structure and financial stability.



WSF Board and staff at a retreat in Ely, MN, Fall 2009.

MEDIUM REACH

(as of 8/31/10)

Print newsletter (2x/year):
2,400

Monthly E-newsletter:
6,900

Website Average:
3,000 unique visitors/month

Climate Lessons Blog
(weekly):

150-300 page views

Facebook (daily updates)
4,021 Friends
1,573 Fans

Twitter (daily updates)
580 Followers

ACHIEVEMENTS

Our policy tours in South Dakota, Montana, and Alaska garnered significant coverage on local public radio, TV stations and in the cities major newspapers where we visited. Expedition Copenhagen was featured in major articles in The Washington Post, Star Tribune and The White House blog.

In Minnesota, our programs were featured on Minnesota Public Radio (MPR), MPR NewsQ online, WCCO-TV and Kare-11 this past year. We created over 50 high-quality video stories and over 100 videos were captured by our delegates at the United Nations Climate Summit in Copenhagen.

Will Steger was honored by Conservation Minnesota's Conservation Voter Fund with the Conservation Leadership Award in 2009. This year, he received two honorary doctorates

from Northland College and Hamline University, where he established the Global Center for Environmental Education. Executive Director, Nicole Rom was selected to participate in the University of Minnesota's Humphrey Policy Fellows Program for 2010-2011.



Will Steger and climate historian Dr. Naomi Oreskes at the 2010 Summer Institute.



“Polar explorer Will Steger began his career in Juneau with a double Klepper kayak he paddled to Skagway with a friend in 1963. Just 18 years old, he hitchhiked from Minnesota to Prince Rupert, boarded the ferry and made his first expedition in Lynn Canal. Forty-seven years later, he’s back in Southeast Alaska for the first time since that trip as a teenager. This time, the accomplished cold-climate expedition leader has a Power Point presentation and a message: America needs to do something about climate change, now.”

—Kim Marquis,
Juneau Empire

“I was very impressed with your delegation and found the students articulate and caring. They provided superb feedback and response to the younger students. We are happy that such well prepared students are attending the UN Climate Summit to help move forward action to solve the biggest problem of our times.”

– Peg Steffen, NOAA

FINANCIAL INFORMATION

STATEMENT OF REVENUE AND EXPENSES

Fiscal Year 2010*:
September 1, 2009 - August 31, 2010

SOURCES OF SUPPORT

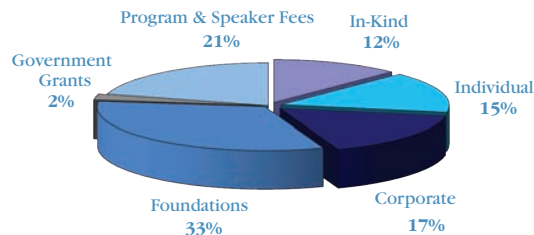
Contributions	\$342,912
Program and Speaker Fees	\$105,822
In-Kind Services	\$63,706
Total:	\$512,440

EXPENSES

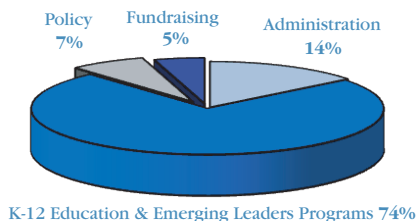
K-12 Education & Emerging Leaders.....	\$347,631
Policy	\$33,053
Administration	\$67,442
Fundraising	\$21,657
Total:	\$469,783

Excess/(Deficit)..... \$42,657
*Unaudited

SOURCES OF SUPPORT



EXPENSES



CONTRIBUTIONS

Without the financial and in-kind support we received from individuals, foundations, corporations, board members, interns, volunteers and friends of the organization we would not exist! Thank you to everyone who enabled WSF to grow and deepen our impact locally, nationally and internationally from 2009-2010.

ARCTIC ADVOCATES (UP TO \$100)

John and Lois Abraham
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Robert Payne and Paul Snyder
Elizabeth and Don Perrine
Haley Rekucki

Thanks to all of our wonderful volunteers who donated over 550 hours this last fiscal year (9/1/09 - 8/31/10). We couldn't do this work without you!



“As President Obama called world leaders back to the table in Copenhagen to work on an agreement, the White House Offices of Energy and Climate Change and Public Engagement helped facilitate a meeting between White House aides and young environmental leaders from the United States and Kenya. The American coalition hand-delivered hundreds of letters to the President from a wide spectrum of young Americans: from high school students in Illinois to young leaders in Michigan to young sportsmen in South Dakota.

– **Kalpen Modi, The White House Blog**

Marc and Nancy Rosenberg
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Jim Sorensen
Matt Schuerger
Wilderness Travel

STEGER SOCIETY (\$5,000 AND UP)

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Tom Braun
Steger Designs, Inc. dba Steger
Mukluks

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Minnesota Historical Society – Arts
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Summit Academy OIC
Wallis Foundation
WM Foundation

CORPORATE & GOVERNMENT

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Combined Federal Campaign
French Meadow Bakery
British Council
Great River Energy
Stonyfield Farm Profits for the
Planet Fund

EMPLOYEE MATCHING PROGRAMS

Ameriprise Financial Employee
Giving
Thompson Reuters Employee Giving

EVENT SPONSORS: EXPEDITION COPENHAGEN

Gramicci
Peace Coffee

SUPERVALU
American Italian Pasta Company
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Golden Boy Foods
Christian Sauve
Wild Harvest
Wild Things

2010 SUMMER INSTITUTE

Aveda
Birchwood Café
Blue Sky Guide
Do It Green Guide
Eureka Recycling
French Meadow Bakery
Linden Hills Cooperative
National Education Association
Orion Magazine
Peace Coffee
St. Paul Public Schools
Stonyfield Farm
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Institute on the Environment
Office of International Programs
History of Science & Technology
Valley Natural Foods
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Alaska Interfaith Power and Light
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Clean Energy Works
Climate Counts
Cool Planet
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Environment America/Environment
Minnesota
Focus the Nation
Fresh Energy
Global Exchange
HECUA
Humphrey Institute of Public Affairs
Indigenous Environmental Network
1sky
Minnesota Environmental
Partnership
Minnesota Renewable Energy
Society
Minnesota Schools Cutting Carbon
Montana Audubon
MPIRG
National Education Association
National Parks Foundation
National Wildlife Federation



Ohio Student Environmental
Coalition
Oxfam
Peace Coffee
RE-AMP
RE-AMP Media Center
Repower America
School of Environmental Studies
Sierra Club
Sierra Student Coalition
Steger Mukluks
SustainUS
The Partnership Project
350.org
University of Minnesota
US Climate Action Network
WISPIRG
Youth Environmental Summit
(YES MN)

IN-KIND PROFESSIONAL SUPPORT

WSF minimizes expenses through lean, efficient operations and generous in-kind support from many individuals and partner organizations. WSF thanks the following for their assistance, time, equipment, facilities, and much more:

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INTERNS

Ethan Buckner
Roy Cloutier
Alma DeAnda
Maia Dedrick
Libby Fones

VOLUNTEERS

We are grateful to our dedicated volunteers who donated over 550 hours this year:

Mindy Ahler Olmstead**
Reed Aronow
Anne Bauers
Ben Braaten
Diane Belanger
Grace Ferrara
Libby Fones*
Joe Foss
Aimee Jaroscak**
Dolores Karan
Holly Karas

Madeline McDonald
Dawn Newbrough
Gayle Prest
Richard Ratcliff
Paul Thompson
Cheryl Walker

*Denotes over 50 hours

** Denotes over 100 hours

STAFF & CONSULTANTS

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Director
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Any comments or corrections regarding this annual report, please contact: info@willstegerfoundation.org or (612) 278-7147

The Will Steger Foundation is sustained by the generosity and encouragement from people like you! Over 80% of our revenue directly supports our programs.

We are a proud member of several giving campaigns, including:



**Combined Federal
Campaign** (CFC number 36762)



MN Environmental Fund



1 % for the Planet



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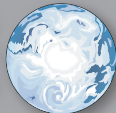
Check out www.youtube.com/willsteger1

- Read our blog:
www.willstegerfoundation.org/wsf-blog



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