

ANNUAL REPORT 2011-2012

**EDUCATE • INSPIRE • EMPOWER** 





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REFLECTIONS
FROM
WILL STEGER



NASA climate scientist Jim Hansen recently titled an opinion piece in <u>The Washington Post</u>: "Climate change is here—and it is worse than we thought." This profound statement resonates as deeply as the changes I've witnessed firsthand in the polar regions. The reality is that Hansen is absolutely correct.

While it has been another troubling year for the Arctic, with immense sea ice melt on the Greenland ice cap and the ice extent on the Arctic Ocean even lower than 2007 records, the impacts are also being felt across the United States and around the world, including increased frequency of severe weather such as droughts, heat waves and intense storms.

Scientists warned us less than 10 years ago that we had a limited window to act. We are simply running out of time to limit global temperature increases of between 4 and 5 degrees Fahrenheit.

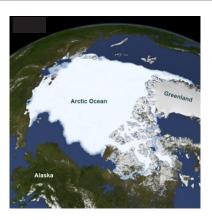
According to the latest climate models, we can add 565 gigatons of additional carbon dioxide to the atmosphere by 2050 and still limit temperature increases to 4 or 5 degrees. However temperature increases of this magnitude would still be very disruptive, and make the changes we've already seen look insignificant by comparison. With current global emissions at 30 gigatons annually and growing, we'll exceed 565 gigatons in less than 20 years. Which is, perhaps, one reason that climate scientists like Jim Hansen are feeling increasingly desperate.

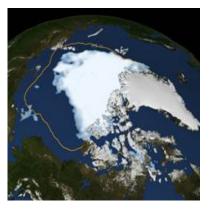
I am committed more than ever to staying on the front line of this issue, to continue to document and communicate on a daily basis the enormous changes taking place across the world, but particularly in the far north, where the impact of the warming climate has been so much more dramatic than other parts of the planet.

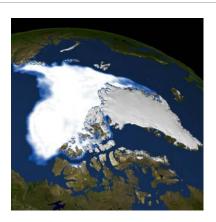
Our fossil-fuel-based energy system has left us stuck in the past, using up a form of energy that has no future; it is literally and figuratively dead—an energy path that says it all in its name: fossil fuels. I believe we've prided ourselves as a country on being nimble, resilient and brave in the face of adversity, but what we really need is a coherent consensus about what we face and an agreement about what to do about it. We need to have humility—to admit we have a problem and commit to solving it.

I know you are with me and that we can push on together with your support and participation in our work. Thank you for continuing to support our efforts.

Will Steger







Clockwise from top left: Summer sea ice melt on the Artic Ocean, NASA, 1979, 2007, 2012



Executive Director Nicole Rom and Will Steger at the 2012 Summer Institute.

# LETTER FROM THE EXECUTIVE DIRECTOR

his year the Will Steger
Foundation (WSF) focused its
activities locally and regionally.
We advanced our environmental and
climate policies through public outreach
and collaboration with decisionmakers. We expanded our youth climate
leadership network and implemented
and revised our award-winning
Education project, Minnesota's Changing
Climate.

Please enjoy reading about our program accomplishments and explore our website—www.willstegerfoundation.org —for even more information about our organization. We are incredibly grateful for your generous support and critical participation in our accomplishments!

Thank you - we could not do this work without you!

Sincerely,

Nicole Rom



#### MISSION:

The Will Steger Foundation educates, inspires and empowers people to engage in solutions to climate change.

#### VISION:

Building on Will Steger's experience as a polar explorer and an eyewitness to climate change, the Will Steger Foundation inspires people to embrace the transition to a low-carbon economy through climate literacy, citizen engagement and international cooperation.



#### **OVERVIEW:**

Our programs operate at the local and regional level with national and international implications. We provide educators with our interdisciplinary curriculum and professional development opportunities on the basics of climate change and tools for action. We work with Emerging Leaders, ages 15-30, to empower climate change solutions through school, campus, and community initiatives. We also work with the public and decisionmakers to pass strong climate and clean energy legislation. Our programs provide a platform for furthering education, discussion and civic engagement, and offer unique opportunities for interaction with prominent leaders that lead to lasting climate change solutions.

Nicole Rom and board member David Bryan on the California Climate Ride.

## BOARD OF DIRECTORS

Will Steger, President and Founder David Brown, Chair Jon Dettmann, Vice Chair Michael Noble, Treasurer Leigh Currie, Secretary David Bryan, Director Joann Knuth, Director Kim Knutson, Director Bridget Levin, Director Matt Schuerger, Director Tim Seck, Director

#### **ADVISORY BOARD**

Sheldon Strom, Senior Advisor Edward Lamoureux, Advisor Mick Wirtz, Advisor

#### EDUCATION PROGRAM ADVISORS

Carolyn Breedlove Dave Chittenden Craig Johnson John Shepard Mick Wirtz

### Educator Testimonials for *Minnesota's Changing Climate*

"This curriculum fills a niche that no other curriculum fills. It is relevant, brief and engaging because it addresses the world around us in Minnesota."

"The fact that this curriculum focused on Minnesota was perfect for my high school students who care more about things that seem pertinent to their lives."

"The tools and resources in the online classroom will be very engaging for my students. I'm very grateful for the resources that I've received to accompany the *Minnesota's Changing Climate* curriculum."

#### **EDUCATION**

#### GOAL:

To support educators, students and the public with science-based interdisciplinary educational resources on climate change, its implications and solutions to achieve climate literacy.

Our Education program continues to expand its reach locally and nationally, while our current focus has been implementing and revising *Minnesota's Changing Climate*.

#### MINNESOTA'S CHANGING CLIMATE

The Minnesota's Changing Climate project recognizes the importance and power of connecting students with their local "place." The curriculum emphasizes journaling and observation in the outdoors as tools for connecting with place, drawing on Will Steger's life



Will Steger addresses a classroom.

and archives as examples, while helping students understand what a changing climate means for their region.

We kicked off the school year with site visits to schools across the state implementing *Minnesota's Changing Climate*. Will Steger gave six assembly presentations at schools with teachers implementing *Minnesota's Changing* 

EDUCATION



Educators at the 2012 Summer Institute.

Climate and then classes shared what they had been learning. We were also taken outside to the areas where students were doing their journaling and observations, a critical component of the program. Through these visits, we were able to document educators' increased comfort and confidence with teaching the issue of climate change. The students' questions and well-developed



Will Steger with students showing off their outdoor observations.

skills of observation and journaling outdoors were a great testament to what the outcome of teacher training and a well-developed and implemented curriculum can be.

The supporting online classroom has continued to be used throughout the school year with almost 1,000 submissions. Through the web portal,



Check out student observations from Minnesota's Changing Climate online classroom: http://classroom. willstegerfoundation.org

# CURRICULUM

No. of No. of Total U.S. States Countries Distribution

Minnesota's Changing Climate:

5 1 450

Citizen Climate:

31 9 14

Educator Resource Binder:

45 32 1,692

The first draft of the Next Generation Science Standards were released this year, and for the first time, include climate change as a core topic to include in K-12 science curriculum.



Educators use our online classroom.

students have been able to share observations, photos and action projects, as well as view and comment on other student submissions from around the state. Teachers have used the classroom in a variety of ways, including as homework, as a final assessment, and as a virtual place for what students have observed throughout the year. We will continue to maintain and support the



Education partners join us for a strategic planning conversation about our education programming.

classroom during the 2012-2013 school year.

With educator feedback on the curriculum through a formal evaluation, we revised the curriculum and distributed the second edition at the seventh annual Summer Institute. Educators overwhelmingly liked the focus, supporting resources and

EDUCATION 9



Dr. John Abraham is one of the keynote speakers at the 2012 Summer Institute.

journal examples. In May 2012, Environmental Initiative recognized *Minnesota's Changing Climate* with their Environmental Education award for our partnership-based approach.

# SUMMER INSTITUTE FOR CLIMATE CHANGE EDUCATION

We held our seventh annual Summer

Institute for Climate Change Education with over 90 educators at the School of Environmental Studies in Apple Valley, MN. Participants received training on our revised *Minnesota's Changing Climate* curriculum and online classroom and attended a variety of breakout sessions that provided supporting information to enhance the use of the curriculum. Keynote speakers included climate scientist Dr. John Abraham, Will Steger, and Dr. Eugenie Scott from the National Center for Science Education..

#### **EDUCATION PARTNERSHIPS**

Our Education Program expanded its reach through national partnerships with organizations like the Climate Literacy Network and the National Park Foundation.

Through collaboration with the National Park Foundation, Mississippi National River and Recreation Area and the Educator Testimonials for the Summer Institute:

"All of the activities and speakers were valuable.... This was one of the best professional development opportunities I have participated in."

"I can't thank you enough for putting on such a wonderful event. I learned so much from your excellent speakers, breakout sessions and trainings."

"This was a wonderful use of my time—I gained a great deal and I am excited to utilize what I have learned." Over 600 educators have attended our Institutes in seven years. Eighty-six educators have attended more than once.

Mississippi River Fund, we trained a 20-teacher cohort on the impacts of climate change on the National Parks and specifically the Mississippi River. These educators each received \$500 in mini grants to implement action projects this past year. We will continue our collaboration this year by supporting 12 teachers who received additional training at the 2012 Summer Institute. Each of these teachers will use transportation funding to bring their students to Fort Snelling State Park during the 2012-2013 school year.

In an effort to leverage our climate expertise at the local and national level, our Director of Education, Kristen Poppleton, also serves as an advisor for many nationally recognized environmental and climate-oriented programs. Kristen is an advisor for the Minnesota Department of Education Environmental and Outdoor Education program, assisting with the Green



Director of Education Kristen Poppleton leads a journaling exercise outside with students.



Ribbons School selection. She also serves as an education advisor to the US Department of Agriculture's funded, Pine Integrated Network: Education, Mitigation and Adaptation Project. Recognized as a leader in state-wide climate change education efforts, we have presented at national conferences on making climate change relevant at the local level. Our education resources are also featured through national networks including the Creating a Learning Community for Solutions to Climate Change (CAMEL) project.

We increased our statewide presence through conference presentations at Education Minnesota, Minnesota Naturalists Association, Minneapolis Public Schools Elementary Science Teacher Institute, Independent School Forum, Minnesota Science Teachers Association, St. Paul Public Schools, Minnesota Phenology Network, Minnesota Association for Environmental Education and Minnesota Homeschooler's Alliance.



Students at Proctor Middle School show off their journals with special guest, Will Steger.

"I consider the Will Steger Foundation to be among the most effective organizations in the country in educating the public about climate change. National Parks, even urban ones like the Mississippi National River and Recreation Area, are where we often see the effects of climate change first. The Foundation has been a great partner in our Parks Climate Challenge Initiative and I look forward to future projects that reach hundreds of teachers and students throughout Minnesota."

—Katie Nyberg, Executive Director, Mississippi River Fund

# SPOTLIGHT ON EMERGING LEADERS





Siiri Bigalke, Past YEA! MN co-chair, currently at Smith College

Siiri joined YEA! MN as a freshman at Stillwater High School. As a junior and senior she was elected as the YEA! MN Co-Chair. In the spring of 2011, she joined Will Steger and 11 other outstanding young leaders from across Minnesota for a meeting with Governor Dayton, asking him for a commitment to veto the attempt to lift the ban on new coal plants. He gave them his word. Siiri accepted an internship in the Governor's office the following summer before heading to Smith College in the fall. We are proud to continue our support of Siiri as a WSF delegate for the COP18 international climate negotiations in Doha, Qatar.

Erick Boustead, Emerging Leader

Erick was not your average business school grad: a vegan with a punk-rock edge and a Udall Scholar with passion for social and environmental justice. WSF worked closely with Erick and a coalition of other students in 2008 to get the University of Minnesota to sign on to the President's Climate Commitment. After graduation, Erick went on to launch Substance, an organization connecting arts and activism. WSF partnered with Substance on their Ripple Effect event, drawing hundreds of young people to the MN State Capitol during the Republican National

Convention for education, community building, music and art in the name of positive social and environmental change. We were proud to recommend Erick for a communications position at Fresh Energy in 2009 as well as to nominate him for the Young Climate Action Leaders Network this spring. Erick has been running his own business, Line Break Media, since 2011.



### Ethan Buckner, YEA! MN founder, currently at Vassar College

Ethan had a vision of a unified high school student base, working together to support student action projects on climate change solutions across the Twin Cities metro. He approached WSF in the fall of 2008 and became the first YEA! MN student chair that spring. During his senior year at Hopkins High School, we worked with Ethan to host Minnesota Power Shift 2009, a statewide youth climate conference engaging high school and college youth. Ethan went on to travel across the Middle East, attend Vassar College, lead the Sierra Student Coalition's delegation to the UN Climate Negotiations in Copenhagen, and host WSF's Green Schools Youth summit in 2010. This summer Ethan launched a Summer of Solutions program in Oakland, CA, building community-based projects in support of the clean energy economy.

#### EMERGING LEADERS PARTNERS



#### YEA! MN LEADERSHIP

Cole Norgaarden, co-chair Tim Sheehan, co-chair

#### YEA! MN PARTICIPATING SCHOOLS

The Blake School
Edina High School
Great River School
Hopkins High School
Metro Tech Academy
Roseville High School
School of Environmental
Studies
Seed Academy
St. Paul Central High School



YEA! MN youth at their year-end retreat in June at Piney Hill Farm.

#### **EMERGING LEADERS**

#### **GOAL:**

To educate, inspire and engage a new generation of climate leadership on a local, regional, national and international scale.



YEA! MN youth prepare to sing a song in the Capitol rotunda in support of solar energy.

#### LOCAL: YEA! MN

A core program of the Will Steger Foundation, YEA! MN supports a network of high school environmental clubs working together across the Twin Cities Metro Area to empower student leadership on climate change solutions at home, at school, and in the wider community. The YEA! MN network includes 30+ public, private

and charter high schools from a crosssection of urban and suburban districts. Key partners include the Center for Energy and Environment, Alliance for Sustainability, MN Public Interest Research Group, and Cool Planet.

We welcomed Joe Kruse, graduate of the University of MN, as our new YEA! MN coordinator in the fall of 2011. With Joe's leadership, we actively engaged and mentored eight high school leaders from five Twin Cities metro area schools through the YEA! MN steering committee.

We directly supported student leadership on climate action projects at 10 metro area high schools and had over 50 youth participate in the Minnesota Energy Challenge. Youth steering committee members coordinated a series of events over the course of the school year for their peers, including hands-on weatherization and sustainable agriculture



Joe Kruse leads YEA! MN youth at Piney Hill Farm service day.

experiences; leading a community conversation with Minnesota delegates at the United Nations climate conference; and organizing a youth-led sustainability summit for 90 students with a focus on action projects.

We partnered with MPIRG for our fourth annual youth lobby day at the MN State Capitol, engaging 50 YEA! MN youth



### RE-AMP YOUTH CAUCUS MEMBERS

- 350.org
- Energy Action Coalition
- Grand Aspirations
- Green Economy Leadership Training
- Illinois Student Environmental
  Coalition
- Indigenous Environmental Network
- Little Village Environmental Justice Organization
- MPIRG
- Michigan Student Sustainability Coalition
- Minnesota Youth Environmental Network
- Ohio Student Environmental Coalition
- Sierra Student Coalition
- WISPIRG



High school students participate in a Clean Air Act letter writing campaign.

in support of solar energy and recycling policies. YEA! MN students were also responsible for crafting a song about solar power, which they taught to all Lobby Day attendees and performed with 100 high school and college students in the Capitol rotunda.

#### **REGIONAL**

In partnership with the RE-AMP

network, the Will Steger Foundation is committed to engaging and empowering youth leaders on climate change solutions across the Midwest through access to high profile decision-makers, funding resources, mentorship, training and leadership opportunities. Will Steger Foundation Youth Programs Director Abby Fenton continues to serve as the RE-AMP Youth Climate Coordinator. In this role, Abby directly engaged Midwest youth climate leaders in RE-AMP allies funding and supported six grant recipients in the following initiatives:

### • Global Exchange: Green Economy Leadership Training, Detroit

Global Exchange's Green Economy Leadership Training (GELT) program educates, engages and empowers youth to be active agents of change in building the necessary clean energy, green economy future.

### • Little Village Environmental



Twin Cities Summer of Solutions youth talk with community members about insulation, solar, and other energy strategies through the Our Power campaign.

### Justice Organization: Neighborhood Transit Access, Chicago

Little Village environmental Justice Organization (LVEJO) has created 'Communities for a 31st Bus Route' to advocate for transit access for six Chicago neighborhoods, including Little Village (noted as one of the top six most polluted areas in the Chicago metro), and to serve a ridership of over 100,000 people, mostly low-income. The campaign targets key



Youth leaders are developing rain gardens through the Sustainable Community Organizers program hosted by Grand Aspirations.

legislators and seeks to save up to 500 tons of  $CO_2$  per year.

# • Grand Aspirations: Our Power Campaign, Minneapolis/Iowa City

Grand Aspirations expanded its Our Power campaign in South Minneapolis and replicated it in Iowa City, Iowa. The campaign focuses on building diverse alliances in support of energy efficiency and clean energy at the neighborhood



Climate organizations that participated in the 2012 Climate Ride, including the Will Steger Foundation.

and city level and integrating implementation of energy efficiency and clean energy with movement building.

### • Wisconsin Public Interest Research Group: Energy Service Corps Program

Through direct citizen outreach and partnerships with local institutions, the program engages youth leadership at the University of Wisconsin Steven's Point and the University of Wisconsin Madison in reaching diverse constituencies with demonstrations, presentations, and home inspections that highlight the potential of efficiency to save energy, save the environment and save money.

### • Minnesota Public Interest Research Group: Minnesota Youth Alignment

Minnesota Public Interest Research Group (MPIRG) engaged its statewide youth network in support of several



Minnesota youth support the 350.org Day of Action at the Capitol.

policies, including solar works for Minnesota and defending clean energy laws and regulations.

# • Illinois Student Environmental Coalition: Chicago Coal Campaign

Illinois Student Environmental Coalition continued its collaboration with the Chicago Clean Power Coalition (CCPC) to retire two existing coal plants in the city.



Midwest youth advocate for climate change solutions in Washington, D.C.

#### MIDWEST YOUTH COALITION

Since 2007, we have been actively working with partner youth organizations across the Midwest to build a unified regional youth coalition. The Midwest Youth Coalition, with support from the Will Steger Foundation, is working to foster strategic cross-collaboration between youth climate organizations across the region

and between states on specific focus areas including coal, tar sands, hydraulic fracturing or "fracking," agriculture, political engagement and building the clean energy economy.

A major highlight this past year was Midwest Powershift. Five hundred young people from across the Midwest gathered at Cleveland State University for a three-day intensive summit on youth climate action around five core themes: coal, fracking, tar sands, environmental policy, and building the clean energy economy. The summit featured over 60 youth-led workshops, strategic breakouts by state, site visits, keynote speakers including David Orr, Lois Gibbs, and Reverend David Bullock, and a march and rally in opposition to the Keystone XL Pipeline. WSF Youth Programs Director Abby Fenton was an active member of the youth steering committee, delivered the opening keynote address, and engaged 100 students on-site in building a unified

We have a strong record of continuing to mentor and engage youth with the Emerging Leaders program. We are providing a gateway for high school youth into the broader youth climate movement and training them to be leaders, locally, regionally, nationally and internationally.





Above: YEA! MN youth attend a monthly meeting. Left: Minnesota youth visit the Capitol in support of climate policy.

Midwest youth climate coalition. Watch the Midwest Powershift video to see youth in action!

### **New Mentorship Program**

This summer we researched and developed a robust mentorship program within the RE-AMP network. This program is aimed at building transformational relationships between



WSF co-hosts a breakfast discussion with health leaders on the Clean Air Act.

young climate leaders and nonprofit leaders with the goal of increasing the flow of knowledge, resources, and ideas in both directions, and ultimately arriving at new ground where both participants gain powerful new insights and perspectives. We will pilot this program with 10 mentor matches from October 2012 through May 2013.



Youth deliver Clean Air Act postcards to Senator Klobuchar's office.

### POLICY

#### GOAL:

To facilitate the development of and public support for local, regional, national and international policies that are scientifically and economically sound and provide clean energy, adaptation and conservation solutions to climate change.

# ADVANCING MINNESOTA'S CLEAN ENERGY FUTURE

Thanks to Will Steger's long-standing relationship with Governor Dayton, we hosted a series of meetings with his team of advisors and commissioners to discuss how Minnesota can advance a strong clean energy and jobs agenda. We facilitated a visit with former Colorado Governor Ritter who made the development of a clean energy economy a top priority of his administration. Ritter's remarks allowed Minnesota's leaders to learn from policies adopted in Colorado, and where the potential opportunities exist in Minnesota. We will continue to work with the governor and his advisors and commissioners on his climate and clean energy leadership over this next year.

### **Protecting the Clean Air Act**

For over 40 years, the Clean Air Act has given the EPA the right to protect



During Governor Ritter's visit, he shared this interesting fact: 220 million people in the U.S. live in states with Renewable Energy or Portfolio Standards, which requires a percentage of our electricity be powered from renewable sources. If these states formed their country, collectively this region would be the sixth largest country with an efficiency and renewable energy standard.

public health and regulate air pollution. The EPA has been updating many of its safeguards, including mercury and other air toxic pollution from coal fired power plants, ozone standards, greenhouse gas emissions from coal-fired power plants, and fuel efficiency standards for vehicles. The oil and gas industry and their allies in Congress have been working to weaken the clean air standards. that protect our environment and us. Throughout 2011 and into 2012, the Will Steger Foundation worked with a coalition of advocacy groups at the state and federal level to stop attacks on the Clean Air Act.

In Minnesota, we built political support for the Minnesota federal delegation to defend the EPA and the Clean Air Act. We launched a significant effort to engage prominent Minnesota attorneys to sign on to a letter to Senator Klobuchar. We submitted opinion pieces to media across the state and



WSF staff participate in the I Heart Climate Scientists campaign.

hosted public events. We also organized a series of meetings for youth climate leaders and health professionals with the offices of Senator Franken and Klobuchar regarding the importance of a strong Clean Air Act. We delivered over 1,000 postcards to Senator Klobuchar's office demanding strong leadership and support.



Youth meet with Senator Klobuchar's staff in support of strong leadership on climate and clean air.

### PUBLIC OUTREACH

In partnership with nonprofit organizations, congregations, and universities, Will Steger Foundation co-hosts Eyewitness to Global Warming community forums on climate change solutions; the forums spark future public and political action. This year, as part of our Clean Air Act defense work, we



Will Steger presenting at a climate and clean air forum in Grand Rapids, Minnesota.

held two forums in Grand Rapids and Princeton, Minnesota. Over 500 people learned of the connections between climate change, clean air and human health. We garnered coverage in the local media and had attendees sign postcards to Senator Klobuchar and Congressman Cravaack, asking them to support clean air policies administered by the Environmental Protection Agency



Youth address Minnesota legislators at the youth lobby day in support of solar energy.

Responses to The Changing Arctic event:

"I found the breadth of information ranging across topics that typically are not associated with the Arctic to be the most beneficial."

"The holistic approach to the entire Arctic situation was most helpful. The symposium helped connect the dots and establish a solid context for the myriad of issues we face in that region." to protect the health of our children and families.

Using public forums as a strategy, we also feature prominent climate scientists, leaders and authors to raise public awareness. This year our two large community events were both held in partnership with the Humphrey School of Public Affairs. In collaboration with the Consulate General of Canada in Minneapolis and the University of Minnesota, we hosted The Changing Arctic in October. Over 80 people joined us for a thought-provoking conversation with a diversity of experts from the U.S. and Canada that explored what a changing arctic, mainly an icefree arctic, means for economics, the environment, diplomacy and security.

The second event, attended by over 200 people, *Climate Science in Schools: the Next Evolution,* featured Dr. Eugenie Scott, the Executive Director of the

National Center for Science Education (NCSE). NCSE launched a new initiative this year to defend the teaching of climate change. Dr. Scott spoke about teachers coming under fire for teaching climate science. In her words, "The similarity we see between the pressures that teachers receive about teaching evolution and pressures that teachers feel about teaching climate change ultimately go back to the fact that people hold strong ideologies that influence their willingness to accept information. When it comes to global warming and climate change, the ideologies that drive the denial of this science are really political and economical. But, it is the responsibility of teachers to teach good science."



Canada's Consul General in Minneapolis, Martin Loken, and Will Steger, open The Changing Arctic symposium.

#### **OPERATIONS**

We actively engaged our Board of Directors in strategic planning and in our development activities this year, which resulted in refined program goals and more personal contact between our board members and supporters.

We received continued support from the National Park Foundation and Minnesota Environment and Natural Resources Trust Fund. We received two new corporate supporters from Minnesota-based companies: General Mills Foundation and Aveda for our educator Summer Institute. We also increased our engagement as a new member of the Minnesota Environmental Fund by examining how we can increase the number of employees giving in current campaigns to this environmental workplace-giving program. Our number of individual donors increased from 280 active donors during our previous fiscal year to 363.

Nearly 25 volunteers generously donated over 1,000 hours, not including the generous time donated by our Board of Directors. We continue to have a consistent, reliable, and regenerating volunteer base of over 185 people, and interns continue to return during holidays or summer breaks to volunteer.

Our monthly e-newsletter now reaches over 6,500 individuals. Our mailed

# Medium Reach (as of 8/31/12)

Print newsletter (2x/year) 2,365

E-newsletter (monthly) 6,584

Website
45,091 visitors (with an average duration of 2:00 minutes on the site)
33,549 unique visitors
2.700 visits/month

WSF Blog (weekly) 175-2,500 visits/blog

Facebook (daily updates) 2,194—Will Steger Foundation 5,613—Will Steger

Twitter (daily updates)
2,040 followers
(combined Twitter accounts)

newsletter is distributed to over 2,300 people twice a year. Facebook fan page and Twitter accounts continue to receive increased traffic and engagement. Our website had over 45,000 visits this past year, with people spending on average over two minutes on our site, and 70 percent of our visitors were new. Our education program continues to be the most visited section of our website.

We welcomed two new board members in January: Matt Schuerger, a technical consultant focused on planning and analysis for sustainable power systems, and Tim Seck, Managing Director for Eastern Energy Development for Iberdrola Renewables. We will welcome two new board members this fall, Joann Knuth and Bridget Levin, who both bring experience with education, branding, and marketing.

#### **MEDIA**

WSF has produced over 10 high definition videos this year, showcasing our youth engagement, policy and education initiatives. Youth from around the state gathered at the Minnesota State Capitol for the annual lobby day to meet with legislators and encourage support for state-wide solar initiatives. The students also produced and led the YEA! MN Student Sustainability Summit with over 80 middle and high school students attending. On the regional front, students traveled to Cleveland, Ohio and participated in Midwest Powershift. Collaborating with Canada's Consul General Martin Loken. WSF sponsored a policy forum and series of panel discussions on "The Changing Arctic." Six news videos showcase the WSF Summer Institute for Climate Change Education, featuring keynote presentations from John Abraham and

Eugenie Scott. Local and national media outlets featured WSF in more than 50 press articles ranging from National Geographic Magazine, MPR News, Duluth News Tribune, MinnPost and many others. All of these and more can be viewed in our media and video galleries online.

#### **MINNPOST**

Don Shelby attended the WSF-sponsored event The Changing Arctic and wrote a column about it for MinnPost.

#### STAR TRIBUNE

"Even though I am most known as a polar explorer, my career and lifelong passion has been as an educator." Will Steger published an Op-Ed in the Star *Tribune* calling for climate literacy.















POST





Tompovarily



Will Steger Foundation staff with dedicated volunteers, Aimee Jaroscak and Kathy Koch. Image copyright 2012 John Ratzloff.

#### FINANCIAL INFORMATION

#### STATEMENT OF REVENUE AND EXPENSES

Fiscal Year 2012: September 1, 2011 - August 31, 2012

		Temporarily	
<b>Sources of Support</b>	Unrestricted	Restricted	Total
Contributions	\$110,419	\$48,003	\$158,422
Program & Speaker Fees	103,010		103,010
In-Kind Services	69,736		69,736
Corporate	43,122		43,122
Foundations	4,965	36,500	41,465
Government	22,288	5,000	27,288
Misc. Income	1,029		1,029
Release from Restriction	155,600	(155,600)	
Total	\$510,169	(\$66,097)	\$444,072
Expenses			
Education & Emerging Leaders	339,639		339,639
Policy	103,546		103,546
Administration	45,572		45,572
Fundraising	32,135		32,135
<b>Total Expenses</b>	\$520,892		\$520,892
Excess/(Deficit)	(10,723)	(66,097)	(76,820)
<del>-</del>			

In 2011-2012, the Will Steger Foundation made a significant investment in our development and policy activities. We contracted with our president and founder for this effort. We finished the year with a \$10,000 unrestricted or operating deficit. In addition, we had a \$66,000 reduction in restricted contributions as a result of a decrease in a multiple year (final year) government contract.

#### SOURCES OF SUPPORT **EXPENSES** Fundraising 6% In-Kind Program & Administration 9% 16% Policy 20% Speaker Fees 10% Government Grants 23% Foundations 9% **Education and Emerging** Corporate 6% Individual 36% Leaders programs 65%



WSF staff at the Red Stag Supperclub for the inaugural donor appreciation breakfast, May 2012.





Highlighting WSF activities at our donor appreciation breakfast.

#### CONTRIBUTIONS

#### STEGER SOCIETY (\$5.000 AND UP)

Anonymous (3) Ioan Brownstein **Judson Dayton** Matt and Ann Schuerger Steger Designs, Inc. dba Steger Mukluks

#### CIRCUMPOLAR CIRCLE (\$500 UP TO \$5,000)

Anonymous David and Rita Baden Joseph and Michael Bailey Dan Buettner Leigh and Peter Currie Eric Dayton Julia Dayton Chuck Dayton and Sara Evans Robert Elde Heidi Ferris Virginia Hunter Susen Jacobson Donna and Michael Kaplan

Tom and Lisa Kirscht Kimball Knutson Jon Kramer and Julie Martinez Jim and Susan Lenfestey Bridget and Ross Levin David Bryan and Ann Longfellow Gayle Peterson Elizabeth Ringer Lisa Ringer Win and Binky Rockwell Ray Rodney and Wilderness Travel Timothy Seck Don and Barb Shelby

Peter Tester Sarah Winton

#### **FOUNDATION FRIENDS** (\$100 UP TO \$500)

Anonymous Kevin Alexander Barbara and Tran Alfrey Gretchen and Bob Amis Shayna Berkowitz Jodi Billy Debra Bistodeau Matt and Marybeth Blair Sarah Bowman

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Will Steger with WSF friends.

Give to the Max Day
November 16, 2011:
More than 60 donors
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Foundation. We were also
in the top 25 small nonprofit organizations for
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Donor Daniel Rutman in honor of Nicole Rom "way to go!"

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We've earned the Charities Review Council Meets Standards seal, which shows our commitment to accountable and ethical practices.

#### 1% FOR THE PLANET

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

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Will Steger, President & Founder
Nicole Rom, Executive Director
Janet Brown, Associate Director
Abby Fenton, Youth Programs Director
Kristen Poppleton, Education Director
Ann Benson, Education Program Assistant (Until Aug. 2012)
Jim Paulson, Webmaster
John Smith, Education Program Assistant (Beginning Oct. 2012)
Jerry Stenger, Media Development
Joe Kruse, YEA! MN Coordinator
Megan Van Loh, Administrative Coordinator (Beginning Nov. 2012)
Libby Fones, Intern
Christy Newell, Intern



WSF staff, board and volunteers at the Red Stag Supperclub for the inaugural donor appreciation breakfast, May 2012. 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:



MN Environmental Fund



1% for the Planet

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



Will Steger Foundation Staff and Board, Ely, MN, Strategic Planning Retreat, Fall 2012













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# WILL STEGER FOUNDATION

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