

**WILL STEGER**  
FOUNDATION



ANNUAL REPORT  
2007-2008



INSPIRE  
EMPOWER  
EDUCATE



# WILL STEGER FOUNDATION

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

## TABLE OF CONTENTS

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

WSF seeks to inspire, educate and empower the world to understand the threat of and solutions to global warming.

### ANNUAL REPORT 2007 – 2008

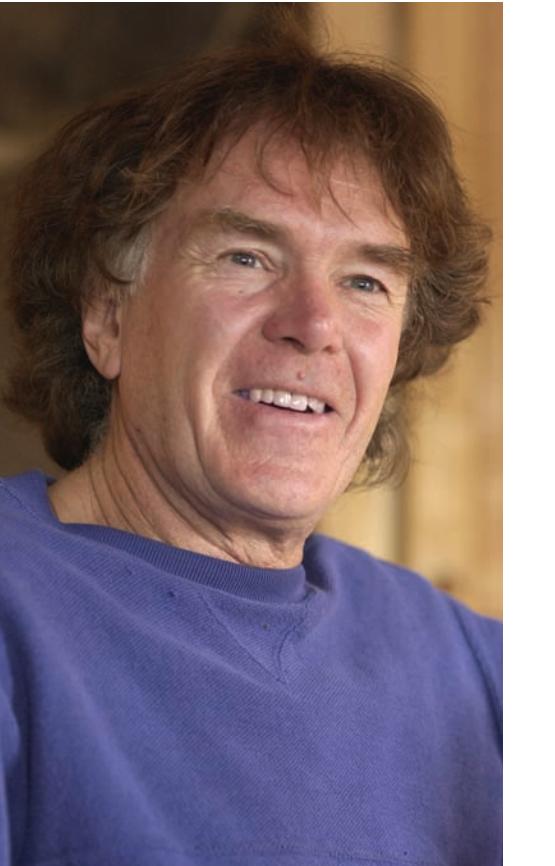
Letter from Will Steger.....	2
Letter from the Executive Director .....	4
Fostering Leadership and International Cooperation .....	6
Inspiring Others through the Eyewitness Account .....	8
Empowering Others through Education .....	10
Global Warming 101 initiative .....	18
Media Outreach .....	24
Supporters .....	26
Donors.....	26
Financial Information.....	29

"[Will Steger and the WSF] were the ones that brought the left and the right into the center on this issue [global warming]."

– Roger Moe,  
former Democratic  
Congressman



## LETTER FROM WILL STEGER



## WILL STEGER FOUNDATION ANNUAL REPORT 2007 - 2008

Dear Friend:

Over the past year I was fortunate to travel back to the Arctic on two expeditions to witness the ongoing impact of global warming on this sensitive environment. In late March I set out from Resolute in the High Arctic with a team of 21-28 year olds from four countries along with 3 sleds and 30 dogs. Our main objective was to visit the threatened ice shelves 800 miles away on northern Ellesmere Island, an area I first visited in 1983. As you may know from following our progress on [www.globalwarming101.com](http://www.globalwarming101.com), we were unable to reach northern Ellesmere because we were slowed down by massive rubble of the Arctic Ocean that had disintegrated last summer from unusually warm temperatures. We did however make it to the remnants of the Ayles ice shelf that had broken off from its parent body in 2005.

A month later I kite skied east to west

## LETTER FROM WILL STEGER

across Greenland with three of my Ellesmere expedition team members. At 5400 feet on the west side of Greenland we were met by rivers of water that flowed on top of the ice cap, in an area that was frozen. Since my return from this expedition two more major ice shelves on northern Ellesmere have broken off. It is with some regret that I was unable to reach this area to bid farewell to these massive bodies of ice that have been around for 5000 years.

These catastrophic changes we witnessed on our expeditions are silently happening while influential people continue to debate the existence of global warming despite scientific consensus that human activity is permanently changing our climate. How will we eliminate our dependence on fossil fuels in the long term? The answer is clearly strong investment in clean, renewable energy. We have run out of time and we must act now to first level out and then decrease

the rapidly accumulation of carbon dioxide. We need more education, social engagement, sound energy policies that cut current emissions and invest in clean energy sources.

I have dedicated my life to helping solve the global warming problem. The record of the Will Steger Foundation speaks to this commitment. I encourage you to read this annual report to learn more about what we have accomplished in 2008, even as a small organization.

There is still plenty of hope but we all must be engaged with each other and work together for the sake of future generations.

  
Will Steger





**LETTER FROM  
EXECUTIVE  
DIRECTOR  
NICOLE ROM**

The Will Steger Foundation has an unprecedented ability to connect with influential decision makers, inspire and empower citizens at all levels in understanding of and engagement in global warming solutions. Our programs provide an international platform for furthering education, discussion and civic engagement, offering unique opportunities for public interaction with prominent policy makers, scientists, journalists and business leaders.

Driven by a commitment to solutions, the Will Steger Foundation provides resources for action, giving educators, learners and community groups tools to work towards slowing global warming. Our achievements demonstrate the valuable commitment you have made for our next generation of leaders. Below are highlights of our accomplishments, which demonstrate our ability to foster international cooperation and leadership to confront global warming:

## WILL STEGER FOUNDATION ANNUAL REPORT 2007 - 2008

### POLICY

- Launched a successful partnership with Minnesota Governor Tim Pawlenty which included the execution of three community forums throughout Minnesota with concerned citizens, industry, government, business, civic and environmental organizations
- Launched successful relationships with Norwegian diplomats, government, and nongovernmental organizations including the US Ambassador to Norway, Ministries, and academic institutions in Norway

### EXPEDITIONS

- Executed the 2008 Ellesmere Island expedition with six international young adventurers from four countries. The expedition connected with over three million educators through our partnership with the National Education As-

### LETTER FROM THE EXECUTIVE DIRECTOR

sociation and distributed daily updates to an average of 25,000 unique visitors to [www.globalwarming101.com](http://www.globalwarming101.com). In addition to the educational outreach, the expedition was able to spread its message virally through ABCNews.com, Treehugger.com and social networking sites such as Facebook. Overall, the Ellesmere Island Expedition received great exposure from national and international media outlets and received over two billion media impressions

### EDUCATION

- Established regional partnerships with over ten non-profit/student organizations across the Midwest with a focus on youth climate activism
- Enhanced the Summer Institute for Climate Change Education to include noteworthy keynote speakers, including Dr. James Hansen and Andrew Revkin and created new climate

change curricula for our educational efforts, including an Arctic Community Curriculum and a set of lessons for grades 3-6 with a focus on persuasive communication and language arts

Support from the business community, government, individuals, and organizations is critical to our success in transforming the hearts and minds of citizens, educators, and young people. Through educating, inspiring and empowering people at all levels, we are making a tangible impact in the movement to stop global warming and we know that you are a major part of our progress.

We look forward to sharing more success with you in the future!

Nicole Rom  
Executive Director

"Like most Minnesotans, Will and I share a great respect for nature and the outdoors. By highlighting impacts of climate change right here in Minnesota, we hope to bring greater attention to this important issue."

– Minnesota Governor Tim Pawlenty, October 2007

'They are adventurer-explorers who have gone - literally - to the ends of the earth. Not just to pursue adventure, but also to pursue greater knowledge and an understanding of our place in the world. Will Steger is one of these, and he is a good friend of mine. Next month, he embarks on a 1,200-mile trip by dogsled through the Canadian Arctic. I figure if he can do this, we can get a bipartisan bill. At age 62, why is Will Steger doing these things? His many journeys over the past four decades have shown him firsthand the effects of global warm-

## WILL STEGER FOUNDATION ANNUAL REPORT 2007 - 2008

### FOSTERING LEADERSHIP AND INTERNATIONAL COOPERATION: GOVERNMENT PARTNERSHIPS

The Will Steger Foundation is a non-partisan advocate for proactive policy in reducing the threat of global warming. During the end of 2007, and the beginning of 2008, we forged many governmental partnerships including community forums with Minnesota Governor Tim Pawlenty and Region 5 of the US Environmental Protection Agency, and an international relationship with the Norwegian government, all of which connected key decision makers with the realities of, and solutions to, global warming. By appealing to the moral imperative of slowing global warming, we connected policy makers with constituents to further the practical solutions to this local and global problem.



*Minnesota Governor Tim Pawlenty meets with college youth at the Global Warming Solutions Forum at the University of St. Thomas*

### COMMUNITY FORUMS WITH MN GOVERNOR TIM PAWLENTY

In a series of three community forums, Minnesota Governor Tim Pawlenty and Will Steger teamed up to bring attention to the urgency of global warming in Minnesota and to gain support for legislative solutions. The forums included a discussion of the impacts of global warming on the Lake Superior watershed, economy, northern Minnesota's natural resources, indigenous

### GOVERNMENT PARTNERSHIPS

community, tourism, recreation and industry. The first forum reached over 200 participants at the Making a Great Lake Superior Great conference in Duluth, Minnesota. Together with Senator Amy Klobuchar, the second forum reached over 250 people in Ely, Minnesota about the urgent need for action and opportunities for clean energy solutions. The final forum focused on engaging 450 high school and college youth and the Governor in their vision for Minnesota's role in global warming solutions.

Through these forums, Pawlenty and Steger shared the economic potential for Minnesota to reduce its carbon dioxide emissions while promoting cleaner energy options.

### US ENVIRONMENTAL PROTECTION AGENCY

The US Environmental Protection Agency Region 5 became a strategic partner

to take on the issue of global warming. In continuing our collaboration with national policy makers, the Will Steger Foundation and J. Drake Hamilton, from Fresh Energy, met with the EPA Region 5 staff to influence climate change policy in the Great Lakes Region. Through this strategic partnership the Will Steger Foundation received a \$100,000 grant from the EPA, carried through the Minnesota Pollution Control Agency to raise awareness in the Great Lakes Region



*TEAM MN youth convene at Will Steger's Homestead in Ely in October 2007 to plan campus energy initiatives for the school year*

ing. During the past year, he has been in practically every church basement and every community meeting room in Minnesota to talk about this subject. A friend says that Will's new determination is rooted in sorrow. 'He's watching the places he loves melt away' - literally. But Will's message is ultimately one of hope: He knows it is within our power to do something about it. Some people still don't believe this is happening,' he says. 'But the even bigger danger is that some think we can't do anything about it.'

– Senator Amy Klobuchar, Jan. 2007

We were able to reach two-thirds of Minnesota state legislators with a faith message through our eight forums we held in partnership with the Lutheran Coalition for Public Policy and Fresh Energy. At each of these eight forums we engaged bishops to give a faith message that clearly linked faith and social justice to the problem of global warming. In addition, our partnership with

## WILL STEGER FOUNDATION ANNUAL REPORT 2007 - 2008

about the threat of global warming and the role the Region can play in solutions.

### REGIONAL MAYORS MEETING

Believing every sector of government can positively impact climate policy the Will Steger Foundation worked with the Regional Mayors at their annual meeting in the fall 2007, reaching over 150 Mayors including over 35 Minnesota Mayors who have signed the Mayors Climate Protection Agreement.

### NORWEGIAN GOVERNMENT

The issue of global warming transcends all cultures and regions. In an effort to foster international cooperation, the Will Steger Foundation developed an international relationship with the Royal Norwegian Embassy and the Ministry of Environment. Norway is leading the world in carbon reduction with the goal to be carbon neutral by 2030. The Will

Steger Foundation is working with the Ministry of Environment to reach Norwegian youth and the Norwegian public through the Ellesmere Island Expedition, including translated Norwegian dispatches and a lecture series with Norwegian team member and polar historian, Tobias Thorleifsson in the fall of 2008.



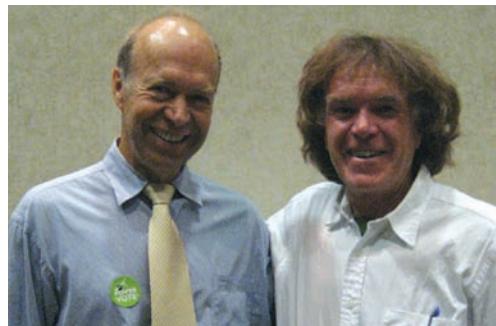
*Ellesmere Island Expedition team members gather with US Ambassador to Norway, Ben Whitney and Norwegian Minister of Environment, Erik Solheim*

### INSPIRING OTHERS THROUGH THE EYEWITNESS ACCOUNTS OF GLOBAL WARMING

## INSPIRING OTHERS THROUGH EYEWITNESS ACCOUNTS

### OUTREACH

Through direct speaking engagements, the Will Steger Foundation has reached over 25,000 people worldwide with the message of global warming solutions. Colleges, churches, businesses, organizations, and governmental entities all proved to be dynamic and interested venues for Will Steger and others within the Foundation to demonstrate the urgency of global warming. These community forums have been a catalyst for



*Will Steger and Dr. James Hansen in St. Paul, MN in August 2008*

future public action and have brought the message of global warming home.

### WILL'S HIGHLIGHTS

Will Steger's *Eyewitness to Global Warming* presentation was brought to over 10,000 Minnesotans in only five weeks in fall 2007. The message combines the science of global warming to the adventure of Will Steger's expeditions. Following the Minnesota tour, Will took his tour to South Dakota and Kansas where he met with scientists and college students in Brookings and Sioux Falls and Kansas Governor, Kathleen Sebelius. The broad base of his audiences included presentations to high-level executives at General Mills, Xcel Energy, Governor Pawlenty's cabinet, Goldman Sachs, SUPERVALU, and UnitedHealth Group. Universities included the commencement address for the University of Minnesota College of Liberal Arts, Gustavus Adolphus College Nobel Conference, St.



the Minnesota Energy Challenge resulted in energy savings across these communities and increased participation in the Challenge.

Of the 35 new Energy Challenge members that resulted from our community forums, their total CO<sub>2</sub> savings equal 134 tons. Add 58 tons from the Will Steger team, that is a total of 192 tons of CO<sub>2</sub> avoided or 384,000 lbs. This also equates to 19,200 kwh of electricity saved at \$1 kwh/20 lbs of CO<sub>2</sub>). According to the EPA's greenhouse gas calculator, that's the equivalent of the annual emissions from 31 passenger vehicles, 405 barrels of oil and over 19,000 gallons of gasoline consumed.

## WILL STEGER FOUNDATION ANNUAL REPORT 2007 - 2008

Olaf College, Duke University, Augustana College, and Concordia College.

### FOUNDATION HIGHLIGHTS

Will Steger Foundation staff also spoke at highly select venues including: the United Nations, Iowa House of Representatives and PowerShift 2007, a national conference with over 5,000 college and high school students in Washington D.C. We delivered 25 educational presentations to K-12 schools, colleges, and universities related to the Global Warming 101 expeditions and solutions and participated in four educational Earth Day events.

### EMPOWERING OTHERS THROUGH EDUCATION

As we look ahead to 2009 and beyond, we take stock of a changing political climate, a shrinking window of opportunity to make the changes needed to slow



*Emerging leaders from Minnesota gather at the national Powershift 2007 conference, University of Maryland*

global warming, and a growing population of new voters and policy makers coming of age. In order to solve global warming, it is critical that we engage our young citizens in global warming education and solutions.

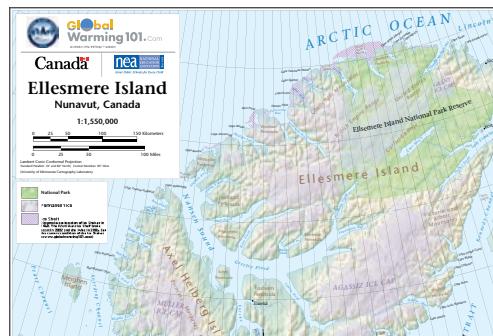
With strong ties to youth of all ages, from college students to grade school students the Will Steger Foundation is inspiring and catalyzing international environmental leadership to stop global warming through education. Through

### EMPOWERING THROUGH EDUCATION

partnerships with the National Education Association, our Emerging Leaders Program, curriculum development and the dynamic and interactive website of Global Warming 101.com, the Will Steger Foundation is engaging young people in global warming solutions.

### NATIONAL EDUCATION ASSOCIATION AND CURRICULUM DEVELOPMENT

In 2007, we forged a partnership with the National Education Association (NEA). Supporting Global Warming 101



curriculum and educational content, NEA has added national credibility to our educational programming. Most importantly they provide necessary outreach to their 3.2 million educator members through state affiliates. Through our partnership with NEA and the St. Paul Public Schools, our Summer Institute offers interested educators a 3-day program on climate change education, held annually in August.

The Will Steger Foundation was successful in meeting our goals for curriculum development in 2007, including presenting content in a stand-alone format, able to compliment, but not tied to specific Global Warming 101 expeditions. We also succeeded at making our curriculum and educational programming more user friendly through the redevelopment of the GlobalWarming101 website. Appealing to teachers with a diverse spectrum of age levels and subjects, our curriculum meets and exceeds educational standards

"I was amazed at how much I learned through the [Summer Institute] and how much time, money, and effort are going into reaching out to people to show them what is going on and that we can make a difference."

– S. Kilmer, Educator

"The Will Steger Foundation Summer Institute on Climate Change Education was a wonderful experience – to see and hear what the information is, what it tells us and what we can do to deal with now and in the future."

– C. Urban, Educator

## WILL STEGER FOUNDATION ANNUAL REPORT 2007 – 2008

and is ready and easy to implement in the classroom. The journals, notes and daily dispatches from the expeditions provide an interactive method for getting students involved and excited about learning.

*Today after 27 hard days through mostly rough ice conditions we finally made it to the remains of the Ayles Ice Shelf. This of course is one of the main goals of our expedition. It was a dramatic moment when we saw the 8-meter tall ice wall of the Ayles on the horizon. We camped this evening below the edge of the ice shelf resting both the dogs and ourselves after four pretty brutal days in the roughest ice we have experienced on the trip so far. It has seemed to get more difficult everyday over the last few days. We really worked hard to get to the Ayles and we are content to witness and document this smoking gun of global warming. From the chaotic world of the rough sea ice, the world below changes drastically when you climb the 8 meters up to the tip of the shelf. Up there it is flat as far as the eye can see. As much as*

*it was great to get to Ayles it is also sad to witness this great ice shelf floating around in the sea destined to disintegrate. We are seeing a changing Arctic and this might only be the beginning. This experience has made a serious impact on me as a person and it has made me forever more determined to work for the preservation of this great and sublime wilderness.*

– Ellesmere Island Expedition Trail Dispatch, Toby Thorleifsson, Norway

### ANNUAL EDUCATOR SUMMER INSTITUTE

For our third year in a row, the Will Steger Foundation has hosted an annual Summer Institute for educators on climate change education. The purpose of the Institute is to provide basic knowledge on global warming, science, solutions and educator resources for the school and classroom. Through the Summer Institute we have connected

## EMPOWERING THROUGH EDUCATION



Scott County educators discuss climate change resources at the 2008 Summer Institute

over 150 educators directly to the Will Steger Foundation's expeditions and educational programming. In 2007, we doubled our numbers from its first year and focused on action plans. In 2008, we provided educators with a binder including expedition supplements, two series of lesson plans for grades 3-6 and 6-12 and action supplements.

*[The WSF] educational binder-it's like a miracle-I will use it immediately"*

We invited Dr. James Hansen of the NASA Goddard Institute for Space Studies, who gave teachers a powerful presentation on the science behind global warming and the changes needed to solve this problem. Andrew Revkin, science writer for The New York Times gave a live online presentation on the coverage of climate change in the media and the importance of engaging youth on the issue and Don Shelby closed the program with a message of hope.



Educator participants interact during an International Polar Year hands-on activity at the 2007 Summer Institute

"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

"I would recommend the WSF Summer Institute because it provides the most comprehensive introduction and resources on the subject I have seen."

– Summer Institute participant



*Will Steger addresses thousands of youth at the state Capitol on the urgency of global warming and the need for youth engagement*

*"Lots of very useable, hands-on resources and ideas."*

*"I was completely inspired by the youth presentations and emerging leaders programs."*

#### EMERGING LEADERS PROGRAM

In 2008, the Will Steger Foundation sought to increase involvement with the next generation to confront global warming, specifically targeting young

people, or 'emerging leaders,' ages 17-28. We found this generation to be generally interested and engaged in climate issues, but lacking the resources to network directly with influential experts and leaders. Over the past year we have worked to foster the level of youth involvement in climate change solutions through support for the local, regional and national climate movement, empowering and supporting youth in their own global warming work, and providing access to prominent decision-makers.



*YEA! MN high school students promote wind energy at the state Capitol*

## WILL STEGER FOUNDATION ANNUAL REPORT 2007 – 2008

## EMPOWERING THROUGH EDUCATION

### YOUTH ENVIRONMENTAL ACTIVISTS MINNESOTA (YEA! MN)

The Alliance for Sustainability and the Will Steger Foundation are sponsoring YEA! MN, a growing network of twenty-five high school environmental clubs across the Twin Cities Metro working together to slow global warming. Between 50 and 200 student leaders met on a monthly basis over the course of the school year to hear from guest speakers and to plan their sustainability



*Abby Fenton, Education Program Manager, works with WSF Emerging Leaders, Spring 2008*

projects. Event highlights for the year included the Focus the Nation event at First Avenue in downtown Minneapolis in partnership with the Bell Museum of Natural History as part of a national teach-in on global warming. The event drew over 300 students and featured Will Steger, Minneapolis Mayor RT Rybak, State Senator Ellen Anderson, Secretary of State Mark Ritchie, Former Senator Mark Dayton, youth climate leaders, and green-minded musicians.

### TRANS-CAMPUS ENERGY ACTION MOVEMENT MINNESOTA (TEAM MN)

To facilitate youth involvement in climate change solutions at the state and college level, we hosted a TEAM MN retreat at Will Steger's homestead in Ely to support collaboration between campuses across the state of Minnesota on global warming solutions and energy efficiency. Out of this meeting, TEAM MN created a formal mission statement, launched



"Will's going to the Arctic, and showing what is happening now, I think makes the message much clearer. We can talk about the science, about the theory, but you need to see what is really happening. And that is what he shows so well and so wonderfully. And he is also successful in getting young people and educators involved...and that is what we have to do so



*TEAM MN gather at Will Steger's homestead in Ely*  
an outreach campaign, and created the foundations for the National Campus Energy Challenge, an energy efficiency campaign that ran nationally in April 2008.

We also hosted 450 students from over 15 public and private colleges and universities across Minnesota for a youth forum on global warming solutions with Minnesota Governor Pawlenty and polar explorer Will Steger at the University of St Thomas. This added significant numbers to TEAM MN which then led to

a youth advisory to the Governor which will meet on a quarterly basis with the Office of the Governor to gain resources, provide updates on youth climate initiatives, and discuss global warming policy and solutions.

The Emerging Leaders program established regional partnerships with over ten nonprofit and student organizations across the Midwest with a focus on youth climate activism. We mentored ten high school and college interns/



*Will shares stories from the Ellesmere Island Expedition with Norwegian school children*

## WILL STEGER FOUNDATION ANNUAL REPORT 2007 - 2008

## EMPOWERING THROUGH EDUCATION

volunteers through an Emerging Leaders internship program from the University of Minnesota, Macalester College, Gustavus Adolphus College, Minneapolis Community and Technical College, Tufts University, Middlebury College, Hopkins High School, and Saint Paul Academy. Formal partnerships were established with academic programs at the University of Minnesota, Gustavus Adolphus College, and Macalester College.



*Recent Minnesota alumni bike the globe to raise awareness to global warming. Emerging Leader, Adam Wolf, provided a Fueled by Rice action story for www.globalwarming101.com*



that the next generation realizes what is at stake. I think the combination of the science and the explorer is what is really effective."

- Dr. James Hansen,  
Director NASA  
Goddard Institute for  
Space Studies



## WILL STEGER FOUNDATION ANNUAL REPORT 2007 – 2008

### GLOBAL WARMING 101.COM

In the past year the Will Steger Foundation realized the need to provide realistic, exciting and accessible information on global warming. Thus, we launched the newly created website of global-warming101.com as a means to foster social networking and peer-to-peer in-



WSF Education Program Manager, Abby Fenton and Will Steger discuss expedition clothing options with Ellesmere Island Expedition team members

formation directly from the organization and from the expeditions. While the original goal of the Global Warming 101 initiative remains – to raise public awareness about global warming through Will Steger's polar expeditions, educate about the effects of human actions upon the global climate, and empower individual choices and grassroots efforts that lead to massive institutional reform and technological innovation, we needed to do more as online collaboration and

### GLOBAL WARMING 101.COM

social networking are the norm for communication. Global Warming 101.com is the Foundation's Web-based initiative for expedition updates, action and resources. Daily updates from expeditions are highlighted on the Web site's front page, along with current global warming news, and action stories, featuring over 30 initiatives from young people, community groups, teachers, and faith-based organizations aimed at solving the climate crisis.

### ELLESMERE ISLAND EXPEDITION

In March of 2008, six emerging leaders, ages 21-28 from four countries, joined Will Steger on a 1,200 mile dogsled expedition across Ellesmere Island, in collaboration with National Geographic Society and the Norwegian government in an effort to educate youth, inspire international cooperation and empower the next generation of leaders to advocate for the environment. The team fol-

lowed in the footsteps of legendary polar explorers to evaluate some of the ice shelves that have collapsed and those on the brink of collapse due to global warming. From the adventures of dogsledding across exceptional stretches of Arctic Ocean ruins, to the unexpected challenges of a refashioned topography, to surprising polar bear encounters, Steger and his team bore witness to an inimitable firsthand account of the effects of global warming.



Ellesmere Island Expedition Team (L to R): Sarah McNair-Landry, Tobias Thorleifsson, Ben Horton, Sam Branson, Will Steger, Eric McNair-Landry, Sigrid Ekran

65% of educators attending the 2008 Summer Institute on Climate Change Educator said they would use the Global Warming 101 educational resources in their teaching

"I am most likely to incorporate the videos and activities in my classroom because they make the science and topic come alive."



## WILL STEGER FOUNDATION ANNUAL REPORT 2007 - 2008

*In 45 years of Arctic exploration, I have never witnessed ice conditions like what I experienced on my recent expedition to Ellesmere Island. As confirmed by the U.S. National Snow and Ice Data Center upon our return, we traveled through the ruins of the Arctic Ocean, encountering the melt of multiyear ice from the top of the globe. As an eyewitness to the changing topography of the Arctic, I was stunned to see the rapid repercussions of global warming for the region, its wildlife habitat and indigenous cultures. Swift loss of sea ice will considerably alter the landscape of the Polar regions as we know it."*

– Will Steger

Added to the rough ice from the Arctic Ocean's ruins, the team experienced a three-week early spring thaw near Eureka, their final destination. Their eyewitness account of these changes was confirmed by Al Gore and scientists from the National Snow and Ice Data Center, a meteorologist on Norway national



Dogsledding in the High Arctic

television and UK economist Nicholas Stern at a climate conference in Norway in early June.

Another critical goal of the expedition was to be the first overland mission to visit the remnants of the Ayles Ice Shelf, which disintegrated in August 2005 in the largest break-off of the ice shelf in over 25 years. The Ayles Ice Shelf was one of six ice shelves left in Canada, remnants of a vast icy fringe that used to cover the top end of Ellesmere. Below are

## GLOBAL WARMING 101.COM



Ellesmere Island Expedition team finishes the expedition in Eureka, after 1200 miles

excerpts from the team's trail dispatches as they traveled through this area. Their comments demonstrate the interrelationship between polar history, climate change and the eyewitness account:

*"The Ayles Ice shelf was named after the young Chief Petty Officer Adam Ayles who was a sled commander during the Nares expedition to northern Ellesmere in 1875 and 1876. The Nares expedition did not use dogs but the sailors of the expedition dragged the sleds around the north coast of*

*Ellesmere while their health slowly deteriorated due to scurvy. At 82°N 80°W, at the entrance of what was to be named the Ayles Fjord, Adam Ayles erected a cairn before the expedition had to turn back due to scurvy. In the Ayles Fjord there was an ice shelf that later was named Ayles as well. It is the remains of this ice shelf that we now have our course set towards."*

– Toby Thorleifsson

*"This break off happened on August 13, 2005. The ice island is approximately 66 square kilometers in size, larger than Prince Rupert and British Columbia. It measures 15 km long by 5 km wide and is over 40 meters thick. The Ayles Ice Island had been in place for at least 4500 years before it broke away. The ice island calved off from the Ayles Ice Shelf because of unusually warmer temperatures and persistent offshore winds. The sea ice that normally presses along the north coast of Ellesmere Island, even in summer, was replaced by open water in the days leading up to August*

*"I must admit one of the greatest influences was hearing from the high school students [involved in the Will Steger Foundation's educational program] that were active in their environmental clubs at their schools...I was touched and encouraged to think that our students might be the biggest catalysts for change in this particular crisis."*

– D. Maier, Educator

"If we want students to care about the natural world and be part of the solution to climate change, we as educators need to show them how both inside and outside the classroom. The Global Warming 101 curriculum will help me do this better."



WSF partner Jon Bowermaster explores glaciers in the Antarctic via sea kayak

## WILL STEGER FOUNDATION ANNUAL REPORT 2007 - 2008

*13th 2005, which allowed the shelf to slip into the water and drift rapidly to the west.*  
– Eric McNair-Landry

The Will Steger Foundation was able to execute the expedition, connect with over 3 million educators through its educational partnership with the National Education Association and distribute daily updates to an average of 25,000 unique visitors to [www.globalwarming101.com](http://www.globalwarming101.com). In addition to the edu-

tional outreach, the expedition was able to spread its message virally through ABCNews.com, Treehugger.com and social networking sites such as Facebook. The team graced the cover of Time for Kids and was featured in National Geographic Adventure Magazine's June/July issue. Overall, the Ellesmere Island Expedition received great exposure from national and international media outlets.

### EXPEDITION PARTNERSHIPS JON BOWERMASTER'S ANTARCTICA 2008 EXPEDITION

Additionally this year the Will Steger Foundation highlighted Will Steger's friend and fellow National Geographic explorer Jon Bowermaster on his final Oceans 8 expedition to the Larsen Ice Shelf on western Antarctica. The purpose of the expedition was to explore the Antarctic Peninsula, by traversing the Larsen Ice Shelf and Weddell Sea by skis, sea kayak, and sailboat. The Larsen Ice Shelf

## GLOBAL WARMING 101.COM

expedition team examined how global warming is changing the topography of the seventh continent and how those changes could have dramatic impacts on the world's oceans. The Will Steger Foundation leveraged our educational resources to support outreach of his expedition. In return we were able to hear reports first hand from an area that has disintegrated significantly due to global warming. Globalwarming101.com followers learned how the Peninsula is evolving thanks to warming temperatures and increasing numbers of tourists.

### NEW FEATURES ON GLOBAL WARMING101.COM

In changing the overall look and structure of globalwarming101.com, we were able to increase our usage of multimedia features such as expedition videos and audio dispatches to give a richer visual experience to visitors, improve overall navigation making it easier for visitors to

find expedition team member blogs, real-life action stories, education resources and news, and easy links to the Will Steger Foundation Facebook, YouTube and other community-building sites. In conjunction with the Ellesmere Expedition, we created Dispatch, a new ultra-portable, flexible, communication software developed by the Will Steger Foundation and Global Warming 101 Expeditions for creating and transmitting dispatches from the expedition trail to the website that are faster and easier to use.



Our newly designed web interface keeps our constituents up to date with expedition news and solutions to slow global warming

WSF produced a large collection of video programs and supported broadcast media outlets with story development for more than 65 network and affiliate newscasts. During the Ellesmere Island Expedition, over 40 edited stories were produced, bringing the expedition to life. Additional video programs documented our work with emerging leaders, as well as policy efforts, from promoting wind energy solutions to policy forums with Minnesota's elected officials. Our programs are distributed through major broadcast media outlets and virally through social networking sites including YouTube, MySpace, and Facebook, garnering over 1 billion impressions.



## MEDIA

The Will Steger Foundation continued to spread its mission and visibility through local, national and international media outlets. Public concern for global warming is growing and so is public interest in learning facts and finding solutions.

The Ellesmere Island Expedition reached billions to inspire action towards global warming solutions. Expedition coverage received more than 1 billion online impressions, 320 million print impressions, over 50 million blog impressions, 150 newspaper articles and 65 broadcast news segments.

Will Steger, our expedition members and staff were featured in national and international publications, news reports and interviews in the following outlets:

## WILL STEGER FOUNDATION ANNUAL REPORT 2007 - 2008

### TELEVISION

ABC Good Morning America  
Aftenposten TV – Norway  
Current-TV  
KARE-11  
KMSP-TV  
KSTP-TV  
National Geographic Wild Chronicles  
Northland News Center  
Think MTV  
TPT-2 PBS  
TPT-17  
TV2 – Norway  
WCCO-TV  
WDIO-TV  
European Broadcasting Union

### RADIO

Alaska Public Radio Network  
Australian Radio Network  
BBC  
CBC News  
Earth and Sky  
FM107.1  
KISS-FM - London  
KMSU  
KSTP  
WNYC-FM

## MEDIA OUTREACH

### TELEVISION

Maxim Radio  
Minnesota Public Radio  
National Geographic World Talk  
NPR - The Story  
PRI – World Radio  
Sierra Club Radio  
WCCO Radio  
WGBH  
Wisconsin Public Radio

### NEWSPAPERS/MAGAZINES

Above and Beyond  
Aftenposten – Norway  
Anchorage Daily News  
Associated Press  
Backpacker Magazine  
Business North  
Canada East  
City Pages  
Duluth News Tribune  
Explorers Journal  
Florida Today  
Greenland News  
International Herald Tribune  
inTravel Magazine  
Klimaloftet – Norway  
Los Angeles Times  
Minneapolis/St. Paul Magazine  
Minneapolis/St. Paul Business Journal

### BOOKS

Arctic Diary: Surviving on Thin Ice – Virgin Books  
Literature – McDougal Littell

### ONLINE

350.org  
ABC News.com  
Aftenposten.no – Norway  
Apple.com  
AOL News  
CBC News.com  
CBS News  
Minnesota Daily  
Minnesota Monthly  
Mushing Magazine  
National Geographic Adventure  
News of Norway  
New York Times  
NWA World Traveler  
The Observer - UK  
Outside Magazine  
Post Bulletin  
Pravda - Russia  
The Rake  
Star Tribune  
St. Paul Pioneer Press  
Telegraph - UK  
TIME for Kids Magazine  
USA Daily  
New York Times  
Northern News Service – Nunavut  
Norway.org  
PRN Newswire, WNET  
Reuters  
Science Debate 2008  
TIME.com  
The Times  
Treehugger.com  
The Weather Channel  
World News  
World News Australia



"There's still hope for the worst effects of global warming to be avoided, if we can come together globally, and projects like Steger's can only help."

– Bryan Walsh,  
TIME.com



## WILL STEGER FOUNDATION ANNUAL REPORT 2007 - 2008

Yahoo! News

### SUPPORTERS

With the support from civic organizations, industry, government and corporations, the Will Steger Foundation is able to pool the knowledge, skills and resources to achieve greater impacts. The following sponsors made the 2008 Ellesmere Island Expedition possible.

#### SPONSORS

Fagen, Inc.  
Royal Norwegian Embassy  
SUPERVALU  
National Geographic Society  
Klimaloftet Campaign- Norway  
Ministry of Environment  
Renewable Fuels Foundation  
Piper Jaffray  
Chippewa Valley Ethanol Company

#### PARTNERS

CopyCats Media  
GreenMark  
International Polar Year  
National Education Association  
Saint Paul Public Schools  
Smart Set, Inc.

#### SUPPLIERS

Alpina Sports  
Applegate  
Bad Bags  
Bergans of Norway  
Bob's Red Mill Natural Foods  
Brunton  
Celestial Seasonings  
Cloquet Fire Department  
Clif Bar & Company  
Coleman Company  
Crazy Creek Chairs  
Fox River Mills  
French Meadow Bakery  
Gerber  
Granite Gear  
HeadLites Corporation  
Heatmax  
Intelligent Nutrients®  
Knorr  
Leki USA  
Manitoba Harvest™  
Manzella

#### MicroMaps

Mrs. Mays  
Next Generation Media, Inc.

#### Outdoor Research

Organic Valley

#### Petzl

Peace Coffee

Steger Mukluks

Sunridge Farms

Therm-a-Rest

Thermos

Thinsulate Insulation/3M

Valley Natural Foods

Wild Harvest™

#### DONORS

#### ARCTIC ADVOCATES (UP TO \$100)

Mark Anderson  
Roger Anderson  
Indre Antanaitis-Jacobs  
Jack Armstrong  
Bet Shalom Congregation  
Vivian Camacho  
Sam Carman  
Tracy Clippinger  
T.R. Daniels  
Jane Daniels  
Kate Eckhardt  
Milan Elton  
Michael & Dawn Erlandson

### SUPPORTERS AND DONORS

Andy Faith

Barbara Farley

Joann Ferris

Douglas Forbes

Melissa Gaffrey

Sandra Galvin

David Gillette

Sean Gosiewski

Richard Hansen

Susan Hartley

Jennifer Hugstad-Vaa

Prudence Johnson

James Jorgenson

Anne Kanyusik

Dolores Karan

Reid Knutson

Amelia Kroeger

Sandra Kwiatkowski

Robert Lange

Brian & Heidi Lee

Betty McNeill

Shana Mengelkoch

Rebecca Mesa

Larry Gene Meyer

James Miller

Patricia & Craig Neal

Matthew Norton

Dennis Ormseth

Polly Penny

Christine Peterson

Charles Piscitello

Deann Prouty

Cynthia Randall

Patty Rezabek

Jeff Rice

Susan Roegge

Mary Jo Roth

Jaclyn N. Rothenberg

Carol Schoepke

Charles Selcer

Brian Shekleton

Thomas Sleva

Nadine Storms

Judy Thommes

John Turnham

Sandra Varley

Muriel Vollum

K.M. Weber

Marie Zhuikov

Lucy Bruntjen

Marilyn Carman

Colleen Carroll

Kristen Chapman

Jeffrey Cohen

Ellie & Tom Crosby

Dirk Dantuma

Della Daughton

Americo Del Calzo

Kay Erickson

Forestdale PTO

Gary Gandrud

Shelley Gordon

Peter Gove

John Guttermann

Bryce & Donna Hamilton

Phillip & Margaret Harder

Susan & Michael Hass Sommers

Ellen Hadley

Beth Hayden

James Hillegass

Sue & Kevin Hoese

Lisa Hutchison

James Jorgenson

Will Kaul

Kate Knuth

Joann & Daniel Knuth

Patricia Knutson

Erik Koehler

Maxine Lange

Beth Lange

Cynthia Larson



## WILL STEGER FOUNDATION ANNUAL REPORT 2007 - 2008



David Leavenworth  
Anne Leck  
Nancy Leland  
Miles McNally  
Michael Metcalfe  
Marian Moore  
Jeff Mueller  
Jane Newman  
Jane Nilen  
Eric Olson  
Karen Orcutt  
Rita O'Reilly  
Douglas Peterson  
Gloria Poston  
Susan Powers  
Darby Ringer  
Becky Rom  
Barbara Jean Rom  
Marc Rosenberg  
Ross Safford  
Anthony Schumacher  
Mary Schumacher  
SHIFT  
Paul Snyder  
Joan Solomon  
Sons of Norway  
Barbara Steiner Chew  
Sheldon Strom  
Roxanne Sullivan  
The Fraser Family  
Kriss Timpe  
Terri & Tim Traudt

Laura Triplett  
Tom Turnham  
Andy Van De Ven  
Christine Vipond  
Robert & Ellen Wahlstrom  
Ann Watson  
James Wellman  
Todd Wildermuth  
  
**CIRCUMPOLAR CIRCLE**  
**(\$500 - \$4,999)**  
Ann Ackman  
Margaret D. Anderson  
Aveda Corporation  
David Baden  
Joe & Michael Bailey  
BOMA  
Steve Borsch  
Sarah Bowman  
David Chizek  
Chuck Dayton  
Joseph Dolan  
Faegre & Benson Foundation  
Nancy & Seth Hoyt  
George Johnson  
Lynette & Dennis Kaderlik  
Mavis Karn  
Thomas & Lisa Kirscht  
John & Kim Knutson  
Susan Knutson  
Jim & Sue Lenfestey  
Madeleine Linck

Gayle Peterson  
Doug Platt  
Lois Quam & Matt Entenza  
Lisa Ringer  
John Ringer  
Don & Barb Shelby  
Irene Steiner  
Jim Sullivan  
Barbara Szczerbinska  
Jack Thompson  
Eric Utne  
Lucy Winton  
  
**STEGER SOCIETY**  
**(\$5,000 AND ABOVE)**  
Tom Braun Fund of the Minneapolis Foundation  
Brownstein Family Fund - Jack - Joan - Harry - Clara - Robert of the St. Paul Foundation  
Chippewa Valley Ethanol Company  
Judson Dayton  
Great River Energy  
Marbrook Foundation  
RE-AMP Global Warming Strategic Action Fund of the Rockefeller Family Fund  
Alida Messinger  
Horst Rechelbacher Foundation  
Steger Mukluk  
Walter Youngquist

## FINANCIAL STATEMENT

### STATEMENT OF REVENUE AND EXPENSES

**FISCAL YEAR 2008:**  
**SEPTEMBER 1, 2007-AUGUST 31, 2008**

#### REVENUE

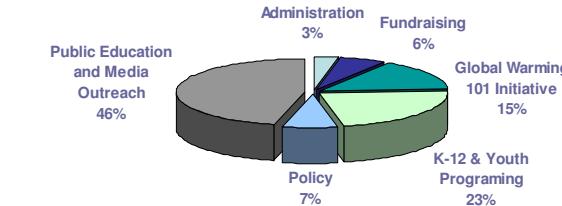
Contributions	\$642,406.68
Other Revenue	\$ 78,160.02
<b>Total</b>	<b>\$720,566.70</b>

#### EXPENSES

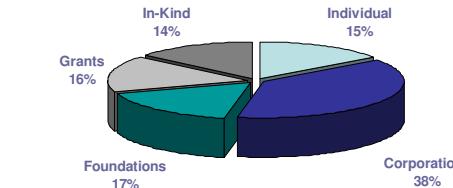
Administration	\$ 21,056.13
Development	\$ 49,779.59
Program Education	\$177,544.04
Policy	\$ 51,492.93
Expedition & Media Outreach	\$347,199.77
Global Warming	\$113,449.02
<b>Total</b>	<b>\$760,520.58</b>

Excess/Deficit      (\$39,953.88)

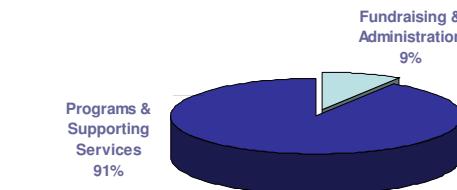
### PROGRAMS



### SOURCES OF SUPPORT



### EXPENDITURES





# WILL STEGER

FOUNDA TION



2801 21st Avenue South, Suite 127  
Minneapolis, Minnesota 55407  
TEL: 612.278.7147 • FAX: 612.278.7101  
[willstegerfoundation.org](http://willstegerfoundation.org) • [globalwarming101.com](http://globalwarming101.com)

## BOARD OF DIRECTORS

Will Steger, President  
Will Kaul, Vice President  
David Brown, Treasurer  
Jerry Stenger, Secretary  
Sanne Knudsen, Director  
Kim Knutson, Director  
Dan Miller, Director  
Michael Noble, Director  
Gayle Peterson, Director  
Becky Rom, Director (Past Vice President)  
Scott Travis, Director

## ADVISORY BOARD

Lois Quam, Senior Advisor  
Sheldon Strom, Senior Advisor  
Lisa Herschberger, Advisor  
Edward Lamoureux, Advisor  
Mick Wirtz, Advisor

## STAFF

Nicole Rom, Executive Director  
Janet Brown, Office Manager  
Jerry Stenger, Media Development Director  
Jim Paulson, Technology Director  
Abby Fenton, Education Program Manager  
Elizabeth K. Andre, Education Consultant

