

Will Steger Foundation

Annual Report • 2006-2007



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Our Founder



This past year and a half has been quite a journey for me, and for the Will Steger Foundation, an organization I knew I needed to create years ago. The organization has been a way to channel my vision and interest in education and policy into something that would be bigger than any effort I could do alone. From the beginning, we launched into fundraising, programming and the Global Warming 101 Initiative.

The past year has provided us with a number of successes – I hope you take the time to read about our accomplishments in the pages that follow. The collective action of people and organizations is a key strategy to slow global warming. Our successful partnerships with government, media, science, education, industry, activist organizations, sponsors and suppliers demonstrate the enthusiasm our efforts have generated – from National Geographic, to the Minnesota Energy Challenge, to Shaklee Corporation and WCCO-TV.

Reflecting on our global warming expedition, it was an honor to travel with the Global Warming 101 Expedition team for three and a half months earlier this year, including in particular my three Inuit friends: Theo Ikummaq, Simon Qamanirq and Lukie Airut. They all are in their 50s and 60s and are some of the most respected men in their culture. Their communities are so proud of them for being part of the expedition and our global warming cause. Lukie's comment to me during the expedition, "I joined the expedition for my great grandchildren," sticks with me today now that I am back in Minnesota. The Inuit are very aware of global warming; it affects every aspect of their lives. The sea ice has been remarkably changed and scientists now expect that the summer sea ice will be gone by 2030. The snow distribution has changed and the winds and storms are more intense. They all see the expedition as hope that the outside world cares. What became obvious to me while traveling across Baffin Island was that the environment shapes the cultures and if you look at the American environment, there is a lot of work to be done, and no surprise that we have gotten ourselves into our current state of consequences.

However, I see great hope in the work the Foundation is committed to - through partnerships and education aimed at congregations, schools, emerging leaders, industry and businesses, because what we are facing is a moral and unifying issue. If people can be touched heart to heart then good things will happen. This is an essential strategy for our past and future work. In the years ahead, we will unveil a new website and brand for the Will Steger Foundation, refine our programs, strengthen and formalize new partnerships and continue to slow global warming through education, expeditions and action. We hope that as you read about our activities and the results of our work that you are reminded of the role you played in helping us get this far. Thank you for your support and know that it means so much to me. We could not have done it without you.

—Will Steger, June 2007

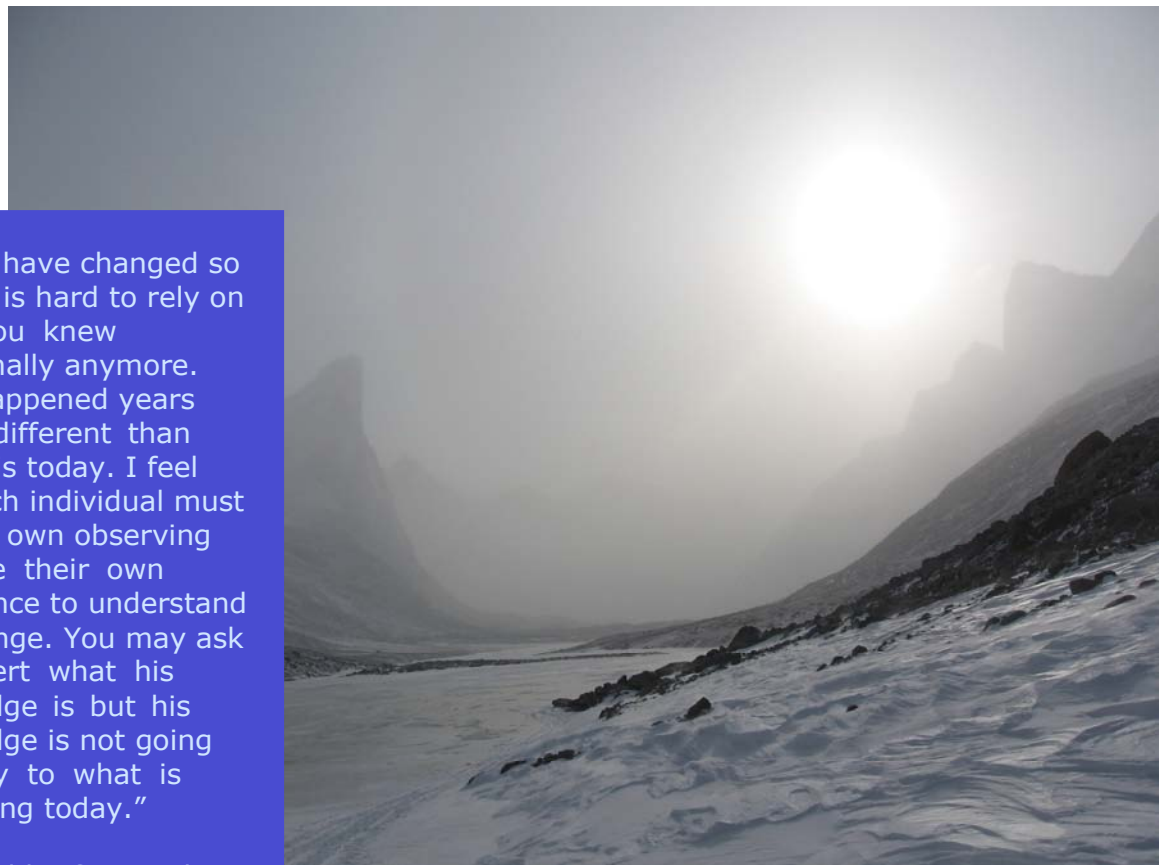
Our Vision

The Will Steger Foundation (WSF) promotes change through education and advocacy. Established in January 2006, the Foundation is dedicated to creating programs which foster international leadership and cooperation through environmental education and policy. Will Steger Foundation seeks to inspire and catalyze international environmental leadership to stop global warming through exploration, education, and action. Our first initiative is Global Warming 101.

Global Warming 101 raises broad public awareness about global warming as witnessed through Will Steger's polar expeditions.

"Things have changed so much it is hard to rely on what you knew traditionally anymore. What happened years ago is different than what it is today. I feel that each individual must do their own observing and use their own experience to understand the change. You may ask an expert what his knowledge is but his knowledge is not going to apply to what is happening today."

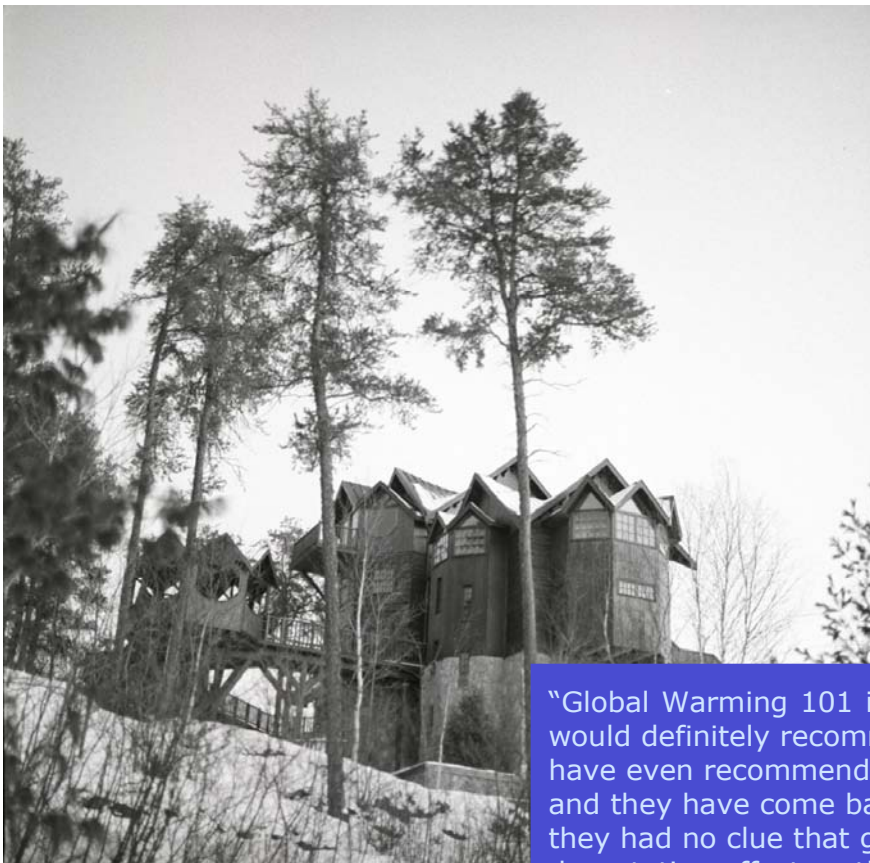
—Inuit elder from Baker Lake, Nunavut, Canada



Our Background

In January 2006, the general public wasn't talking about global warming. It wasn't on the nightly news. It didn't make the newspaper headlines. It was just one of many other environmental issues for people to be concerned about, without any particular sense of urgency. One of the people keenly aware of global warming, however, was Will Steger. He had been thinking about global warming ever since his 1989 Trans-Antarctic Expedition. In January 2006, he turned his concern into action: he founded the Will Steger Foundation as a means to bring the issue of global warming into the public arena.

In May 2006, *An Inconvenient Truth* played in theaters around the nation, bringing global warming fully into public debate. People were skeptical, however, of Al Gore's political motives. It was clear that the public needed a leader from outside the political arena to convince them of the reality of global warming – a leader whose eyewitness accounts of a melting Arctic could not be readily dismissed. It was time for polar explorer Will Steger to step forward with his firsthand experience of global warming.



"Global Warming 101 is very educational and I would definitely recommend this to many people. I have even recommended this to parents to look at and they have come back to me explaining that they had no clue that global warming had such a devastating effect on the world and that they were going to work towards stopping as much production that leads to global warming as possible."

—New York Middle School Teacher

Overview

Eyewitness to Global Warming Community Forums- Beginning in the fall of 2005, Will Steger gave presentations throughout greater Minnesota about his observations of global warming in the Arctic and Antarctic. The well-attended forums were held at churches, community centers, and other locations.

Expedition- The 2007 Baffin Island Expedition was a multimedia, cross-cultural experience in which American, British, and Canadian team members gathered information about global warming through firsthand observations and stories told by Inuit elders.



Legislative Action- In January of 2007, Will Steger was one of several speakers who presented evidence of global warming to the Minnesota Legislature. This was a historic event – the full body of the Minnesota Legislature had never assembled before to hear an outside presentation on any issue at all, let alone a presentation on global warming.

Education- The Will Steger Foundation developed an interdisciplinary K-12 curriculum in partnership with the Union of Concerned Scientists and National Geographic Expeditions. The Foundation also held a Summer Institute for educators in 2006 and is partnering with International Polar Year for the 2007 International Institute. Another educational partner, the School of Environmental Studies (SES), worked with WSF throughout the '06-'07 school year, culminating in a student exchange that sent SES students to Baffin Island. Inuit students will be completing the exchange by visiting Minnesota and the School of Environmental Studies in September '07.

Website and online forum- Global Warming 101 is WSF's web-based initiative. Daily updates from the Expedition Team were highlighted on the website's front page, along with articles about the Foundation's other activities, current global warming news, climate science, and information about renewable energy and other solutions. The website also features an interactive forum in which members can ask questions of experts and converse with one another about current issues.

Eyewitness to Global Warming Community Forums

In partnership with Congregations Caring for Creation/MN IPL and Fresh Energy, Will Steger began a series of community forums in the fall of 2005 entitled "Polar Meltdown Speaker Series," later known as "Eyewitness to Global Warming." The forums were held throughout



Minnesota, with emphasis on rural and suburban communities in which knowledge of global warming was previously limited.

The presentations consisted of a slide show put together by Will Steger, documenting his personal development as a polar explorer, beginning with a teenage voyage down the Mississippi. Much of the presentation focuses

on his crossing of Antarctica. The time it took for the team to cross the Larsen ice shelf (21 days), along with aerial satellite images of the shelf before and after the collapse, highlight the significance of Larsen B's total collapse in 2002. Other effective images, collected during Steger's Greenland Odyssey in September 2006, are photographs of starved polar bears, along with information about the decline of certain polar bear populations in the Arctic.

Within a matter of months, Congregations Caring for Creation was able to use the "Eyewitness to Global Warming" presentations to set up Creation Care Teams in worship centers around the state, including all of the religious communities at which Steger presented. The effect of this partnership was to initiate ongoing discussion, awareness raising, and

"[On the] overlapping of the ice packs is where polar bears normally have their hunting grounds. Because the sea ice isn't formed the way it used to be that the polar bears are coming closer. This is why we now have polar bears in the community even before the dark season would start to come."

—Tsa Piubgituq, Clyde River, Baffin Island, Nunavut, Canada

action throughout greater Minnesota – reaching an even greater number of people.

With over sixty presentations in a variety of communities and organizations, over 20,000 people attended. Among the organizations that heard Steger's presentation were the Minnesota Pollution Control Agency, the Hubert H. Humphrey Center, the Living Green Expo, the Bell Museum, and the Minnesota Historical Society. The effect on these populations was transformative.

Legislative Action

Building on the success of his Eyewitness to Global Warming presentations, Steger addressed eight joint House and Senate committees of the Minnesota Legislature – over 100 elected officials – on January 30, 2007. He joined other Minnesota leaders, including Archbishop Harry Flynn and Drs. David Tilman, Lee Frelich, and Lucinda Johnson of the University of Minnesota. The presentation to eight joint committees was the first of its kind – the House and Senate chambers had never before opened to hear a presentation by any outside group. Steger's testimony before the Minnesota Legislature received a standing ovation.



Steger and several other prominent public figures recommended that Minnesota utilize the services of Tom Peterson's Center for Climate Strategies to develop a comprehensive climate change plan for the

"I think the whole operation was very informative and that the whole idea is very thoughtful. It's helping the world understand what global warming is really doing to people and animals in cold places....I find other global warming websites very helpful but none of them have been as great as this one."

—Florida Youth Online Participant

state. With the Governor's announcement of the Next Generation Energy Initiative in December 2006, Minnesota requested the services of the Center for Climate Strategies for help in responding to the challenges posed by global warming and the related opportunities for promoting economic development, clean energy, and a safer environment.

In March of 2007, Steger was asked to join Governor Pawlenty's Climate Change Action Plan Stakeholder Committee, a highly select group of individuals invited to advise the

Governor on how Minnesota can meet the opportunities and challenges associated with climate change.

Expedition

In February 2007, a team of explorers and educators from Minnesota and Canada departed on a four-month, 1200-mile journey across Baffin Island in the Canadian Arctic.

Their mission was to observe and document the effects global warming has had on the traditional lifestyles of the Inuit residents of Baffin Island. The team consisted of Will Steger; two adventure-learning educators, Elizabeth Andre and Abby Fenton;

dogsledders John Stetson and Nancy Moundalexis; and Inuit community leaders Theo Ikummaq, Simon Qamanirq, and Lukie Airut. For the last leg of the journey, the team was accompanied by film crews, Virgin-Atlantic founder Sir Richard Branson, his son Sam Branson, and world-renowned mountain climber Ed Viesturs. The team traveled from the political and industrial capital of the Nunavut territory, Iqaluit, to the cultural home of the Inuit, Iglulik.



The Inuit of Baffin Island, for their part, were extremely receptive to the mission of the expedition and welcoming of the Expedition Team. In every town, they were greeted by the community. The presence of the team helped to bring the Inuit into dialogue with the rest of the world for the first time about global warming,

its causes, and its solutions. At the Expedition's finish in Iglulik, the entire community came out to greet them with cheers, fire trucks blaring, and even civil defense sirens sounding.

The Baffin Island Expedition was monitored, from beginning to end, by more than 362,925 people. It was widely reported in international media, from Connecticut to China, and was a regular feature story in Minnesota television, radio, newspapers, and websites. WCCO News covered the Expedition every Wednesday on the 6:00 news, and news anchor Don Shelby flew up to the Arctic to visit with the Team and wrote a feature story for the WCCO radio station, TV news broadcast, and website. A story about the Expedition written by Duluth News Tribune writer Sam Cook was picked up by Associated Press and distributed to over 20 newspapers nationwide. The news coverage spanned the political spectrum, with favorable stories published in liberal, mainstream, and conservative media. The expedition received international coverage at a UN conference on climate change and human health sponsored by the World Information Transfer. The conference featured a video from the expedition discussion global warming's impact on Inuit health.



"Our entire unit comparing the Inuit of the past and the Inuit of the present was so much more meaningful due to your website. Thanks! We loved the daily updates. It is how we started each class."

—Washington State
Middle School Teacher

Education

Educators and explorers Elizabeth Andre and Abby Fenton worked with National Geographic Xpeditions and the Union of Concerned Scientists to produce interdisciplinary lesson plans for students in grades 6-12. There were 3,271 registered educators using the curriculum in their classrooms, reaching more than 71,800 students. The students followed the expedition on the website to supplement their curriculum. In addition to the lesson plans, the WSF provided visits from an Expedition Outreach Educator for a small fee to interested schools during the

expedition, a service utilized by 17 schools and one business. The Outreach Educator also met with two high school student organizations for small group discussions. Another particularly well-received supplement to the curriculum was an expedition videoconference for educators that was broadcast at Hamline University.

In 2006, WSF held its first Summer Institute, attended by approximately 40 educators. It was an opportunity for WSF to cooperate with educators in writing supplemental activities for the website. Teachers were able to get the knowledge they needed to teach global warming and its implications and to follow the expedition in their classrooms. In contributing at least one global warming activity to the WSF activities catalog for grades 6-12, they supported not only WSF, but themselves through the experience of creating this new material. Early in 2007,

"I appreciated the suggestions of small steps one person could take to get started in changing the way they live so that they can lessen their impact on the environment and help preserve it for future generations."

—Utah Online Participant



International Polar Year (IPY) agreed to partner with WSF to establish the second annual Summer Institute. IPY will bring an international perspective that will enrich the content and program of the '07 Summer Institute. As of June, over 50 educators were accepted to participate in this year's Institute.

Throughout the 2006-07 school year, the School of Environmental Studies (SES) partnered with WSF on a variety of activities. Students from the school attended a service weekend at the Steger Homestead during the fall to help with expedition preparations. The students started an e-zine, Snowflake, to discuss their concerns about global warming and their interests in reducing fossil fuel consumption. One SES student

"When the snow layer has not frozen during the evening, then it is difficult to travel. When the snow does not freeze 'qiqsuqqaq', then it is really soft and hard to travel on. It seems to be really soft now once it starts to melt."

—South Baffin Island elder

volunteered for the Global Warming 101 e-newsletter throughout the expedition. A specially selected group of five students participated in an exchange program with high school students on Baffin Island. These five students flew up to the Arctic, participated in home stays, talked with Inuit elders and youth about global warming and Inuit culture, and spent time mastering dogsledding and Arctic survival skills with expedition members in Clyde River. They kept two blogs about their experiences on the Global Warming 101 website.

The quality of the WSF curriculum has been demonstrated time and again by the number of endorsements it has received from educational bodies. The North American Association of Environmental Educators (NAAEE), the National Education Association (NEA), the Union of Concerned Scientists, and National Geographic are among the entities that have all given the Global Warming 101 curriculum strong support. Most recently, Universal Studios has adopted the curriculum to use in conjunction with "Get On Board Now," an environmental education program pairing up with the release of the film *Evan Almighty*. World Wildlife Fund (US) also requested the use of the curriculum for their climate change educational program.

Website and Online Forum

Global Warming 101 is WSF's web-based initiative. A Guide to Baffin Island published prior to the expedition familiarized website viewers with prevailing climate and wildlife conditions in the areas the team would be visiting. Throughout the expedition, the website published daily updates about the team's progress and their



observations about global warming. Through daily podcasts, multi-weekly trail reports (with text, photos, and videos), and more in-depth bimonthly reports, the team was able to share the firsthand observations about global warming they collected on the trail. When the team members stopped in villages along the way, they interviewed Inuit locals about their experiences with global warming. In Iqaluit, they met and befriended Meeka Mike, a woman dog musher and hunter, who talked about the changes in terrain

and recent difficulties she has had in traveling. She provided the team with her recommendations for travel in order to avoid the worst trail conditions. They also spoke with Inuit Parliament member Simon

“The vegetation is different. Caribou are not getting fatter quicker than they used to be. Right now, when you go out here and get a caribou, they’re not fat anymore. It’s almost the end of August, but when you go back thirty years by this time they should be well-fed and well fat.”

—Ben Kovic, Iqaluit, Nunavut, Canada

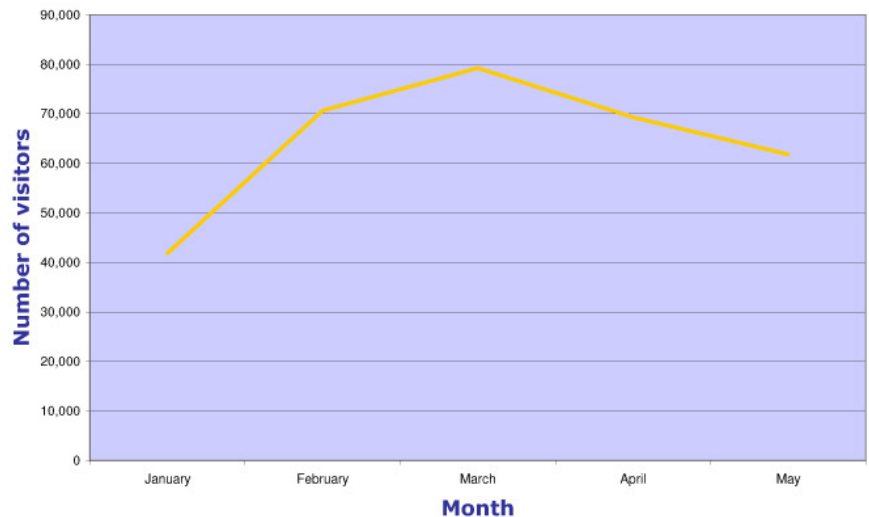


Nattaq, who fell through the ice on his Skidoo a few years back, suffered frostbite, and had both legs amputated. At an outpost camp between Iqaluit and Pangnirtung, team members spoke with a multigenerational Inuit family about the increasing difficulty they were having in obtaining traditional food sources, or “country food,” such as Arctic char, caribou, and seal. While they were on the trail, Cumberland Sound broke up two months earlier than usual. In Pangnirtung, the team visited a fish processing plant, where workers talked about the diminishing turbot fishing industry; turbot fish are obtained by ice fishing in the middle of winter. In Clyde River, a clam diver talked about changes in the types of algae growing under the ice due to an unusually large

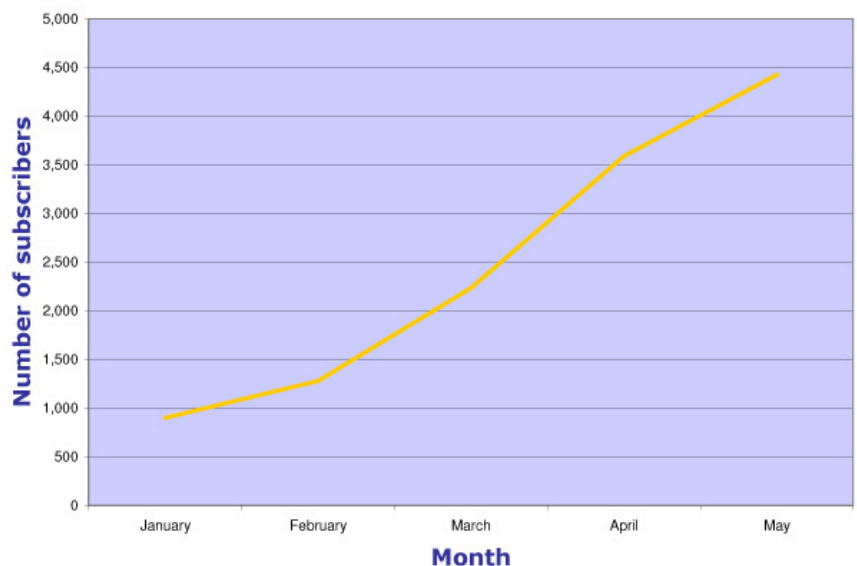
amount of fresh water at the surface – runoff from melting land-based ice. Researchers they met on the Barnes Ice Cap talked about how the entire Cap is diminishing rapidly – even the areas that were there long before the Little Ice Age.

In addition to the curriculum, podcasts, trail dispatches and base camp updates, the Global Warming 101 website provides a wealth of information for visitors. The Resources section contains information on the top global warming myths, becoming carbon neutral (for individuals, households, and businesses), alternatives to fossil fuels, links to other useful sites, and the latest global warming news in science and policy. The Action! section provides a list of simple actions anyone can take to start reducing their carbon footprints, a template for organizing community-based projects to raise awareness and take action against global warming, examples of community actions, and other information to help the user get involved in the movement to slow global warming.

Website Traffic, January-May '07



Newsletter Subscribers, January-May '07



The Global Warming 101 website reached a total of 281,150 visitors between the start of the expedition, January 2007, and June 2007.

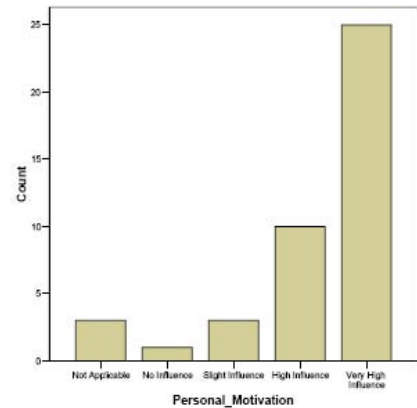
Our Results

The Global Warming 101 monthly e-newsletter grew from 900 subscribers in January 2007 to 4,426 by May. In addition to the number of visitors who visited the site, information from the Global Warming 101 website proliferated throughout the internet. During the height of the expedition, 14,500 sites cited the URL. 27,700 sites had pages that contained both the phrases "Will Steger" and "global warming." Assuming each of those sites was viewed by at least 100 people, the website alone had the capacity to reach nearly a quarter of a million people (not including the number of people who viewed stories from the expedition on major online newspapers).

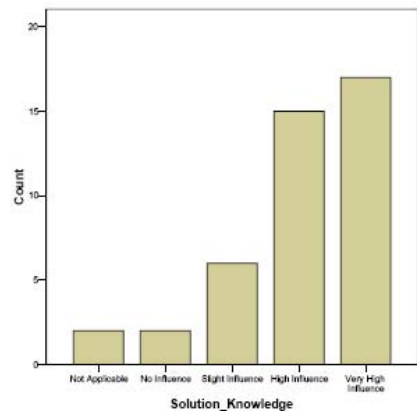
An online resource parallel to the Global Warming 101 website was the Global Warming 101 Forum, where users could respond to material posted on the website and discuss current issues with one another. One important aspect of the Forum was the "Ask the Expert" series, in which respected leaders in the global warming field answered users' questions via forum posts. Notable participants in the series include Andrew Revkin of the *New York Times*, Elizabeth Kolbert of *The New Yorker*, and Laurie David, director of *An Inconvenient Truth*. And although there were only 112 posts throughout the series, they were viewed by a large number of people – there were a total of 16,236 views at its end.

Before the expedition, forum users were restricted to a handful of dedicated users, but by its end, there were 454 registered users. As with the Ask the Expert series, there were a great deal more views from anonymous viewers than there were posts by members: in the Global Warming Discussion area there were 164 total posts, but they were viewed a total of 15,862 times. As with the majority of forums, there were many marginally active members and a few very active ones. Some of the most interesting aspects of the forum, though, were the lively debates between users who were skeptical about anthropogenic global warming (including some who denied that global

Did Global Warming 101 Influence the Respondents' Personal Motivation to Work Towards Slowing Global Warming?



Did Global Warming 101 Influence the Respondents' Level of Knowledge of Global Warming Solutions?



warming is happening at all) and users who countered their arguments with very solid science, providing links to peer-reviewed journal articles to support their claims.

Educational

Throughout the month of May, the Global Warming 101 website offered a user survey to help determine how useful the site's materials have been for its visitors. Out of a total of 64 surveys, the vast majority of responses were positive in tone. The largest group of respondents was people aged 41-65; the second largest was the 26-40 age group. There were more non-educators than there were educators, and the majority of respondents claimed to have shared the website's resources with 10 or more people. Those who were educators mostly taught in public middle schools.



Legislative

On January 30, 2007, Will Steger presented eyewitness testimony about global warming to the assembled bodies of the Minnesota House and Senate. A few weeks later, the effect of this multidisciplinary presentation rippled throughout the state government. On

February 22, Minnesota's Governor signed the strongest renewable energy mandate in the country, requiring 25 percent renewables by 2025. A few months later, the "Next Generation Energy Act" passed by a landslide vote of 125 to 9. The Act was passed by the Senate on May 20 with a vote of 59 to 5, and then signed into law by Governor Pawlenty on May 25, 2007. This Act increases energy efficiency and establishes a statewide goal to reduce greenhouse gas emissions that supplements the 25 x 25 renewable energy standard.

Since the Next Generation Energy Act passed, Minnesota lawmaker Amy Klobuchar has mentioned Will on Capitol Hill on numerous occasions. Will was also asked to speak at a National Summit on Climate Change and Energy Security in Washington DC in June where he met with Senators Lugar, Boxer and Klobuchar. The Foundation has been working very closely with Congress to schedule a visit with an Inuit delegation in Washington DC or bring a small group of legislators from the recently established House Select committee on Global Warming and Energy Independence to the Arctic in the fall of 2007.

Public Opinion

Public opinion is difficult to measure for any subject. Nevertheless, we have a few ways to take the public's pulse on the effectiveness of WSF's educational work.

Media- Of the hundreds of media articles about WSF and the 2007 Baffin Island Expedition, all but one of them were positive in tone.

Blogs- A healthy debate is now being waged in the blogosphere as to whether or not global warming is happening, and if it is, if humans are the cause of it. But the vast majority of bloggers that mention WSF have something positive to say.

Politicians- Many politicians on both sides of the aisle, particularly the great majority of Minnesota politicians (notably Amy Klobuchar and Tim Pawlenty) claim that their constituents are demanding leadership on climate change.

Changing markets- If businesses are starting to think about carbon footprints, it's because their consumers are doing so. Undoubtedly, people are making small changes in their lifestyles, from CFL light bulbs in homes and public places to hybrid cars on the road. Since early 2007, there has also been a national coalition of business leaders pushing for mandatory carbon emissions caps known as the US Climate Action Partnership or US CAP.



Our Future

The Will Steger Foundation has achieved great success regionally in raising public awareness about global warming and, in part, affecting changes in government and business in Minnesota. Despite our achievements, however, there is a long road ahead of us on the national level. More forward-thinking leadership on global warming is still needed in

the national legislature and in the White House. Although many energy companies have taken an interest in renewable energy, there are still some outliers that strongly oppose any reduction in the use of fossil fuels. More troubling, though, is the fact that a large amount of confusion still exists in the public about global warming science. To further confound our efforts, Canada has recently reneged on its Kyoto

obligations. It is up to WSF to continue to cultivate leadership and educate the public about the reality of global warming, its causes, and ways that our society can work to slow it down. We hope to communicate to American leaders the fact that Canada's pulling out of Kyoto has opened up a vacuum of leadership – one that our country can and should quickly fill to

ensure not only to stabilize the climate, but to also shore up our country's geopolitical influence. Becoming a world leader in the reduction of greenhouse gases will renew the world's faith and trust in America. The world will once more look to America for guidance in socioeconomic matters.



Looking Ahead: Our Three-year Plan

The Will Steger Foundation will continue to use polar expeditions to generate interest in and awareness of the effects of global warming on the Arctic and Antarctic. We are committed to engaging tomorrow's leaders today through youth-oriented programs. In August 2007, we will hold our second annual Summer Institute. We are laying plans to bring a delegation of Inuit to Washington DC or US Legislators to Baffin Island in the autumn of 2007. We intend for the delegation to prompt US legislators to take a global leadership role in reducing greenhouse gas emissions. In 2008, Will Steger will lead an international team of five emerging leaders between the ages of 21 and 27 on an expedition to Ellesmere Island, the northernmost island in the Canadian Arctic archipelago.



In 2009, Will Steger will transect Greenland to determine the extent of melting on its ice cap. In the same year, he will also return to Antarctica to witness the changes that have taken place since his last visit.

In the coming years, WSF will hold the Minnesota Legislature and energy companies accountable to the goals set by the Next Generation Energy Act.

We will work to ensure that the first target of 15% of energy from renewable sources by 2015 is met.

Through these activities and the Global Warming 101 web-based initiative, The Will Steger Foundation will continue to be a key player in the coming years in the movement to cool our changing climate. By focusing on the development of emerging leaders and policy initiatives, the Foundation will continue to emphasize a solutions-oriented approach to solving the problem of global warming.

Milestones: 2006 - 2007

Fall 2005: Community forums begin with Congregations Caring for Creation/MN IPL and reach over 700 attendees in less than two months

January 2006: Will Steger Foundation founded by Will Steger and Board of Directors

April 2006: Global Warming 101 website published

May 2006: An Inconvenient Truth premieres in theaters worldwide

June 2006: Will Steger gives "Eyewitness to Global Warming" presentation at Energy Independence Day

August 2006: First annual Summer Institute for Educators held at the School of Environmental Studies in Apple Valley, Minnesota

September 2006: Preparations begin for Baffin Island 2007 Expedition

December 2006: Discovery via satellite of the 2005 Ayles Ice Shelf calving from Ellesmere Island

January 2007: Will Steger testifies about global warming before MN legislature

February 2007: Minnesota Renewable Energy Standard passed in Minnesota. Baffin Island 2007 Expedition departs for Iqaluit

March 2007: Early breakup of Cumberland Sound, Baffin Island

April 2007: Sir Richard Branson, Sam Branson and Ed Viesturs join Expedition Team in Clyde River; team crosses the diminishing Barnes Ice Cap

May 2007: Next Generation Energy Act signed by Gov. Pawlenty; Baffin Island Expedition Team arrives in Iglulik and returns to MN

June 2007: Will Steger provides keynote address at National Summit on Energy Security in Washington

Media

Television

Anderson Cooper 360
BBC
CBC
CBS Sunday Morning
CNN
KMSP
NBC Today Show
WCCO
The Weather Channel

Radio

Air America
BBC World News
Canadian Broadcasting Corporation
Chicago Public Radio
Minnesota Public Radio
National Geographic Radio
National Public Radio
WCCO

Newspapers and Magazines

Associated Press
Backpacker Magazine
Chicago Tribune
Duluth News Tribune
Ely Timberjay
Men's Journal
Minneapolis Metro
Minnesota Conservation Volunteer
National Geographic Adventure
National Geographic Magazine
New York Times
Outside Magazine
St. Paul Pioneer Press
Star Tribune

**“Did someone
send this to the
President?”
—Wisconsin Online
Participant**

Online

ABC News
Arctic Journal
Associated Press
BBC World News
Christian Science Monitor
CNN – Comcast
The Conservative Voice
Duluth News Tribune
Expedition News
Green Options Blog
KSTP
LaCrosse Tribune
StopGlobalWarming.org
The Midwest Ag Journal
Minneapolis St. Paul Business Journal
National Geographic Adventure
National Geographic
National Geographic World News
Podcast
New York Times
Nunatsiaq News
Orion Online
Outside Online
The Republican American
St. Paul Pioneer Press
Star Tribune
WCCO
The Weather Channel
Xinhua (the official Chinese
Communist Party website)

Supporters

Partnership is central to WSF's philosophy. By working with others, the Foundation is able to pool the knowledge, skills and resources to achieve greater impacts. In the past two years, WSF has strengthened and expanded our partnerships, worked with others to develop programs, provide consultation, and brainstorm ways to help slow global warming. Sponsors and suppliers made the expedition possible.

Partners

BlueZones
Center for Energy and the Environment and MN Energy Challenge
Clean Energy MN Campaign
Congregations Caring for Creation/MN IPL
Education Minnesota
Fresh Energy
Hamline University Center for Global Environmental Education
International Polar Year
Jefferson Community School
Minnesota Environmental Partnership
National Education Association
National Geographic Xpeditions
North American Association for Environmental Education
St. Paul School District
School of Environmental Studies
StopGlobalWarming.org
Step It Up 2007
Union of Concerned Scientists
World Information Transfer

Expedition Sponsors

Fagen, Inc.
Ethanol Promotion and
Information Council
National Geographic
Expeditions Council and
Special Projects
Shaklee Corporation
Gander Mountain
First Air

Expedition Suppliers

Alpina Sports
Ames Adventure Outfitters
Bad Bags

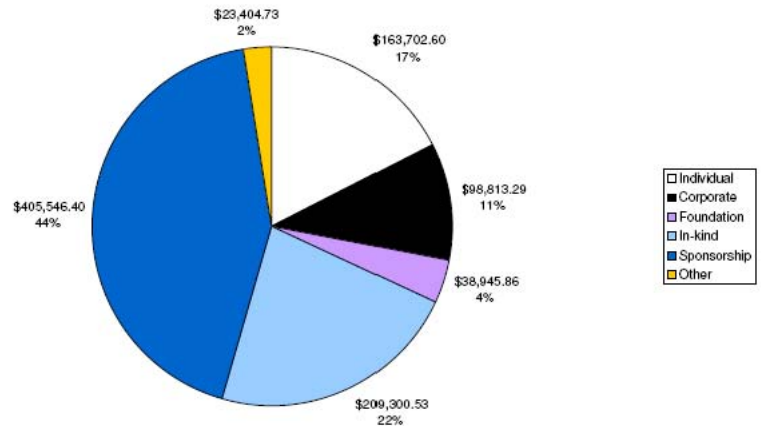


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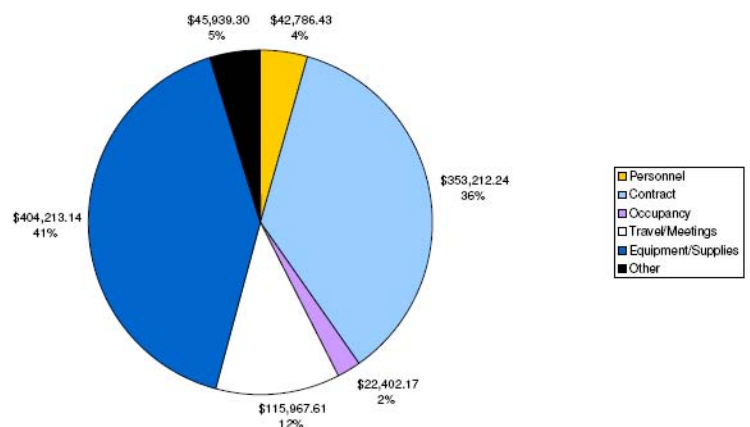
Bluewater Ropes
 Boomerang.org
 Celestial Seasonings
 Clif Bar
 Cloquet Fire Dept.
 Coleman Company
 Continental Ski and Bike
 Crazy Creek Chairs
 DeLorme
 Dog Booties
 Endangered Species
 Chocolate
 French Meadow Bakery
 Fox River Mills
 GetThere! Designs
 Good Sense
 Granite Gear
 Great River Organic Milling
 HeadLites
 Heatmax
 Hilleberg
 Lakehead Sign Company
 Leki USA
 M-Audio
 Manzella
 MontBell
 Moonstone
 Mrs. May's Naturals
 Mountain Hardware
 National Geographic
 PastureLand
 Piragis Northwoods Company
 Peace Coffee
 Redpaw Inc.
 Simple Gifts Salmon and
 Syrup
 SmartWool
 Sole Custom Footbeds
 Steger Mukluks and Moccasins
 SuperOne Foods
 Sure Foot Corporation
 Therm-a-Rest
 Thermos
 Thinsulate
 Thousand Hills Cattle Company
 University of Minnesota College of Design
 Valley Natural Foods

Fiscal Year 2007 Financial Snapshot (thru 5/31/07)

Contributions



Expenditures



Staff and Contractor Profiles

Nicole Rom is the Executive Director of the Will Steger Foundation. Prior to working for WSF, Rom managed the education programs for the National Wildlife Federation's Great Lakes office in Ann Arbor, MI, where she developed and directed educational programming in the Midwest. Rom also served as a Peace Corps Volunteer in Kazakhstan and has traveled extensively internationally. She received her MS in Environmental Policy and Education from the School of Natural Resources & Environment at the University of Michigan and a BA in Environmental Studies from Bates College.

Elizabeth Andre is one of the Education Coordinators for WSF. She is a graduate of the Iowa Lakeside and the Wild Rockies Field Institute, an expedition-based college-level academic field school. In the autumn of 2004, Andre began doctoral work as a Fellow at the University of Minnesota. Andre's doctoral work in education, as well as her experience leading dogsled expeditions for Outward Bound, connected her with Will Steger and the 2007 expedition to Baffin Island.

Abby Fenton is one of the Education Coordinators for WSF. A graduate of Earlham College, Fenton has spent the past 10 years working in the field of Outdoor and Experiential education. Fenton has worked for Farm and Wilderness Foundation, the Hulbert Outdoor Center, and Genessee Valley Outdoor Learning Center and worked for the Voyageur Outward Bound School leading backpacking, climbing, and dogsledding expeditions in northern Minnesota and the Rocky Mountains of Montana.





John Huston was the Base Camp Manager for the 2007 Baffin Island Expedition. In the spring of 2005, Huston completed a 1400-mile ski and dogsled expedition on the Greenland Ice Cap with a team of 4 Norwegians. The expedition was filmed as part of a BBC/History Channel documentary film project in which British and Norwegian expedition teams re-ran the 1911 race for the South Pole. During the spring and summer of 2006, Huston worked as expedition manager for the One World Expedition, the first expedition to reach the North Pole in the summer.

Nancy Moundalexis was the Dog Trainer and an Expedition Member on the 2007 Baffin Island Expedition. After graduating from The College of William and Mary, Moundalexis served as a Peace Corps volunteer in Togo, West Africa. Following Peace Corps, she worked as a winemaker and then found her way to Minnesota where she instructed canoeing and dogsledding for Outward Bound courses. Now, Moundalexis spends her summers working in the Boundary Waters Canoe Area Wilderness for the Forest Service and runs sled dogs in the winter.

Linda Nervick served as the Global Warming 101 Marketing and Public Relations Director. She secured sponsors and suppliers for the expedition, coordinated media and Will Steger's speaking engagements. Nervick is also the Director of Advertising for Cabin Life Magazine and is the Vice President for the John Beargrease Sled Dog Marathon in Duluth, MN.



Jim Paulson has worked as the Webmaster and Technical Support person since the creation of the Foundation. Paulson spent the months of February through May traveling on Baffin Island with the base camp/support staff for the Global Warming 101 Expedition where he updated the website and provided technical logistics to the team and worked with base camp staff in the communities. Paulson also works as a freelance web developer and is a part-time student at the University of Minnesota studying anthropology.

John Stetson was the Expedition Manager for the 2007 Baffin Island Expedition. He has traveled over 80,000 miles by dog team over the last 20 years, primarily in the Arctic and sub-Arctic regions. Since 1986, Stetson has been highly involved with sled dogs as an educator, explorer/adventurer and as a professional racer. From 1986 to 1990 Stetson was the training and logistics director for the historic 1990 Trans-Antarctica Expedition.

Michael Sullivan was the administrator for the Global Warming 101 online forum and coordinated volunteers during the Baffin Island expedition. Previously an elementary school teacher and computational molecular biologist, Sullivan also worked for the John Kerry presidential campaign as the administrator of his national online forum and webmaster for his MN state campaign. A recent transplant to Eugene, Oregon, Sullivan hopes to continue to be involved in environmental activism and education.

Sarah Wash was the Web Content Developer for WSF during the 2007 Baffin Island Expedition. During college, she led canoe trips in Superior National Forest for the YMCA. She worked as an environmental organizer in the Twin Cities before earning her master's degree in writing in 2005. She has worked in media and publishing for several years, including working as a post-graduate intern at Utne Reader.

Lukie Airut was one of the Inuit team members on the Baffin Island 2007 Expedition. He was born in 1942 and spent his young years at an outpost camp outside of Iglulik. Airut is a celebrated carver and has been a member of the Canadian Rangers for 15 years. He has spent more than 30 years running dogs and brings a lot of knowledge of Inuit traditional ways to the expedition team. Airut lives in Iglulik.

Theo Ikummaq was one of the Inuit team members on the Baffin Island 2007 Expedition. He is a hunter and explorer who has experienced the effects of global warming firsthand. In 1987, he traveled on the Ultima-Thule Expedition by dogsled from Iglulik, Nunavut, to Thule, Greenland. Ikummaq has worked with National Geographic on Four Cultures - Life on Baffin Island and Isuma Productions on Journals of Knut Rasmussen and The Fast Runner, and is the co-author of the book, Ice Thru Inuit Eyes.

Simon Qamanirq was one of the Inuit team members on the Baffin Island 2007 Expedition. Born in 1953, Qamanirq spent most of his life in Arctic Bay in northern Baffin Island, where he remained until he moved to Iglulik last year with his wife Eunice and son Ishmael. Qamanirq is a renowned artisan and has traveled widely in Europe and Alaska to demonstrate and exhibit his carving. Qamanirq is a member of the Canadian Rangers and a Northwest Territory Craft Council Member.



Board Profiles

Will Steger is President and Founder of WSF. Will Steger is known for his numerous polar expeditions, deep understanding of the environment and his efforts to raise international awareness to environmental threats. Steger has been an eyewitness to the ongoing catastrophic consequences of global warming. He is a seasoned polar explorer, educator, and the author of several books including *North to the Pole*, *Over the Top of the World*, and *Saving the Earth*.

Rebecca Rom is Vice President for WSF and Partner at Faegre & Benson Law Firm. Rom has practiced with the real estate, environmental, administrative law and litigation groups at Faegre & Benson's Minneapolis office since 1979. Rom has served as the Chair of The Wilderness Society's Governing Council, Friends of the Boundary Waters Wilderness and currently sits on the Board for The Wilderness Society, YMCA Camp Widjiwagan, Alaska Wilderness League & Alaska Coalition.

David Brown is Treasurer for WSF and Director/Shareholder at CBIZ Accounting, Tax and Advisory Services, LLC.

Jerry Stenger is Secretary for WSF and was the videographer for the Baffin Island expedition. Stenger has provided media production services for Will Steger over the last 18 years. Stenger has documented several Steger expeditions and produced a variety of



video and multimedia programs that support Steger's initiatives. He is also a university instructor and instructional designer.

Will Kaul is a Director for WSF. Kaul is vice president of transmission at Great River

Energy where he has worked for 28 years in various positions. Prior to that he was on staff at the Minnesota Environmental Quality Board and at the Minnesota State Legislature. Currently, he serves on the Advisory Council to the Federal Reserve Bank in Minneapolis.

Michael Noble is a Director for WSF and the Executive Director of Fresh Energy. Fresh Energy works with numerous groups throughout the region and the world to promote efficiency in energy and land use and the increased reliance on home-grown renewable resources.

Gayle Peterson is a Director for WSF and Senior Partner of The Headwaters Group Philanthropic Services. Peterson has more than 25 years of experience in philanthropy, non-profit management, and public policy issues involving housing, the arts, community development, and environmental conservation. She served as



program director of the Great Lakes Protection Fund, executive director of the Minnesota Center for Environmental Advocacy, and executive director of Milkweed Editions.

Scott Travis is a Director for WSF and Estate Manager for Gary Comer, the founder of Lands End Company. Travis has traveled extensively around the world on many scientific expeditions.



Donors

The Will Steger Foundation is sustained by the generosity and encouragement of our friends and supporters. Our work is made possible by contributions from individuals, foundations, businesses and other organizations that support our work. **Thank you!**

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The Jena and Michael King Foundation

Fiscal Year 2006-07

Statement of Revenue and Expenses

	2006	2007 (thru 5/31/07)
Revenue		
Contributions	\$303,785	\$925,863
Other Revenue	\$ 19,808	\$ 23,405
Total	\$323,593	\$949,268
Expenses		
Program/Expedition/Global Warming 101	\$85,855	\$884,278
Management/Administration	\$29,466	\$38,397
Fundraising	\$66,946	\$61,846
Total	\$182,267	\$984,521
Excess/Deficit	(\$141,326)	(\$35,253)



Baffin Island, Nunavut 2007 • www.globalwarming101.com

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