



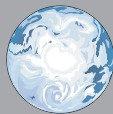
EDUCATE • INSPIRE • EMPOWER



**ANNUAL REPORT**  
**2010-2011**



# WILL STEGER FOUNDATION



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ANNUAL REPORT 2010 – 2011

Reflections from Will Steger ..... 2

Letter from the Executive Director ..... 4

Programs:

    Education ..... 6

    Emerging Leaders ..... 11

    Policy ..... 16

Expeditions – Celebrating History ..... 20

Operations..... 22

Media ..... 24

Financial Information..... 26

Contributions..... 27



REFLECTIONS  
FROM  
WILL STEGER

Every year I look at the scientific reports for the summer sea ice conditions in the Arctic to get a sense of how quickly climate change is affecting the region. Not since 2007 have we seen such startling news: Arctic sea ice is melting at its fastest pace in almost 40 years and the Northwest Passage was, again, free of ice this summer.

According to a recent study from Massachusetts Institute of Technology and Université Joseph Fourier, the disappearance of Arctic sea ice could occur more quickly than predicted by climate models. Floating Arctic sea ice naturally melts and re-freezes annually, but the speed of change in a generation has shocked scientists – it is now twice as great as it was in 1972, according to the National Snow and Ice Data Center (NSIDC), with a decline of about 10% per decade.

Arctic temperatures have risen more than twice as fast as the global average over

the past half-century. Research suggests that Arctic ice is in a downward spiral, declining in area, but also thinning. Using records of air, wind and sea temperature, scientists from the Polar Science Centre of the University of Washington announced in September that the Arctic sea-ice volume reached its lowest ever level in 2010 and was on course to set more records this year. If current trends continue, a largely ice-free Arctic in the summer months is likely within 30 years – that is up to 40 years earlier than was anticipated in the last Intergovernmental Panel on Climate Change (IPCC) assessment report.

Since I am among a small group of people that watches the Arctic closely, I know that what happens in the north affects us here in the south. For instance, an ice-free Arctic will affect global sea level rise, ocean acidification, northern cultures and wildlife, biodiversity, our infrastructure and economy. Given the lack of public




policy to halt climate change, education and individual and collective action are more important than ever.

While we intuitively feel that public concern and understanding of climate change in the past year has declined, a poll released in September 2011, conducted for Stanford University and Reuters, found that more Americans today say that global warming is occurring, compared to just a year ago (83% now, up from 75% in 2010). Currently, 83% of all adults surveyed say that global warming has been happening while only 15% say that they think it has not been happening. Attitudes about global warming differ between Democrats and Republicans, but the political divide on this issue is not as great as the media implies.

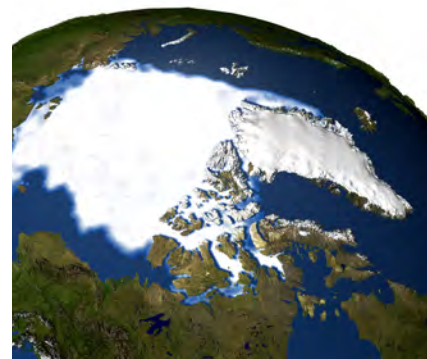
Science alone does not convince audiences about the largely invisible and globally mediated risk of climate change. We need to focus on engaging

opinion leaders and conservative audiences, people who are cautious, disengaged, or doubtful about prospects for a clean energy transition. These conversations require compelling, targeted information about energy economics, the health and security impacts of inaction, and not just scientific data about the Arctic.

Our work requires that we move past the misinformation campaign to engage people of all ages in the understanding of the problem, but more importantly engage them in real solutions. I believe we are making progress because of people like you and that we will make the transition to a clean energy economy. The question is whether our progress will be as quick as the melting Arctic sea ice.



Will Steger



*Arctic Ocean – Summer sea ice melt,  
NASA 1979*



*Arctic Ocean – Summer sea ice melt,  
NASA 2007*



## LETTER FROM THE EXECUTIVE DIRECTOR

This year the Will Steger Foundation focused its activities in four areas: defending our environmental and climate policies at the local and national level; elevating our youth leaders here in Minnesota with regional and national audiences; focusing locally with our Education Program, specifically launching *Minnesota's Changing Climate*; and finally, celebrating Will Steger's historical expeditions.

Please enjoy reading about our program accomplishments and explore our website – [www.willstegerfoundation.org](http://www.willstegerfoundation.org) - for even more information about our organization. We are incredibly grateful for your generous support and critical participation in our accomplishments!

Thank you – we cannot do this work without you!

Sincerely,

A handwritten signature in black ink that reads "Nicole Rom".

Nicole Rom



**MISSION:**

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

**VISION:**

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

**OVERVIEW:**

Our programs operate at the local and regional level with national and international implications. We provide K-12 educators with our interdisciplinary curriculum and professional development opportunities on the basics of climate change and tools for action. We work with Emerging Leaders, ages 15-30, to empower climate change solutions through school, campus, and community initiatives. We also work with the public and decision-makers to pass strong climate and clean energy legislation. Our programs provide a platform for furthering education, discussion and civic engagement, and offer unique opportunities for interaction with prominent leaders that lead to lasting climate change solutions.

*Will Steger Foundation Board and Staff at this year's retreat in Ely, MN.*

**BOARD OF DIRECTORS**

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Kimball Knutson, Vice Chair  
Michael Noble, Treasurer  
Leigh Currie, Secretary  
David Bryan, Director  
Jonathan Dettmann, Director

**Past Board Members**

Will Kaul, Past Vice Chair

**ADVISORY BOARD**

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

A recent study by the Yale Project on Climate Change Communication concluded that effective climate change messages must focus on impacts to local communities. Our project supports this recommendation by taking a local approach to understanding the impacts and solutions to climate change in Minnesota. Through this program, educators learn how to address misconceptions, use the outdoors to enhance learning and observation skills, and are motivated to lead and teach action projects on climate change.

## EDUCATION

### GOAL:

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

Our Education program continues to expand its reach nationally, while our newest content this year focused on Minnesota.

### MINNESOTA'S CHANGING CLIMATE

Our Education program staff grew with the addition of Ann Benson, Education Program Assistant who we hired as project consultant in Fall 2010 to support *Minnesota's Changing Climate*. We developed a new Grades 3-8 and 9-12 *Minnesota's Changing Climate* curriculum. Recognizing the importance and power of connecting students with



*Ann Benson, Summer Institute Coordinator and Education Program Assistant, introduces Minnesota's Changing Climate online classroom.*

their local “places,” the curriculum utilizes journaling and observation in the outdoors as tools for connecting with place, drawing on Will Steger’s life and archives as examples. Over 90% of educators introduced to the curriculum said that it was useful and engaging and matched their curricular goals. In addition, 84% said that the curriculum meets a need for which they have





*Educators use our new online classroom for Minnesota's Changing Climate.*

inadequate resources. Ann also helped us organize and catalog over 870 historical items from Will Steger's archives for this project and future initiatives. Elements from his archives were incorporated into each lesson of the Minnesota's Changing Climate curriculum.

We worked collaboratively with Hamline's Center for Global



*Educators practice journaling and observation skills at the 2011 Summer Institute for Climate Change Education.*

Environmental Education to develop the *Minnesota's Changing Climate* online classroom. The classroom offers learning modules where visitors can learn about Minnesota's biomes, the impacts of climate change and read historic journals from around the state. In addition, visitors can share their observations and action projects from their own biomes.

## CURRICULUM DISTRIBUTION

No. of U.S. States	No. of Countries	Total Distribution
<i>Minnesota's Changing Climate:</i>		
5	0	170
<i>Citizen's Climate:</i>		
31	8	110
<i>Educator Resource Binder:</i>		
44	26	509



Check out observation's from Minnesota's Changing Climate online classroom:  
<http://classroom.willstegerfoundation.org>

“We just finished the Minnesota’s Changing Climate unit today and it was awesome! I teach in the inner city so I tend to have students that are a little lower level and they were engaged and really learned some great stuff. One great success was when we were doing visual drawings from lesson four with the fact cards, I had a student who needed help on representing the CO2 levels over the years. I told her to do a graph. Not only did she do one, but she made a prediction about the future CO2 levels! For my students to make a prediction and think outside the box was certainly a tearful moment for me!”

— MN Educator at MetroTech Career Academy



*Libby Fones, Education Intern, manages registration at the 2011 Summer Institute.*

## SUMMER INSTITUTE FOR CLIMATE CHANGE EDUCATION

*According to a new report by the National Research Council that provides guidelines for science education, climate change is a topic that all students should learn about by the end of high school. WSF organizes professional development opportunities through annual Summer Institutes that*



*Educators at the 2011 Summer Institute, School of Environmental Studies.*

*provide tools for educators to communicate climate change in the classroom, thereby meeting this need.*

We held our 6th annual Summer Institute for Climate Change Education with over 100 registrants, the highest number of participants to date! Participants received training on our new Minnesota’s Changing Climate



*Kristen Poppleton, Education Program Manager, at the 2011 Summer Institute.*

curriculum and online classroom and attended a variety of breakout sessions that provided supporting information to enhance the use of the curriculum. Additional resources were provided including Explore Minnesota's Biomes kits, which contain a digital camera, rain gauge, thermometer, field guides and other tools to help students explore the outdoors. At the conclusion of the

Institute, 93% of participants were confident in their ability to implement the curriculum.

### EDUCATION PARTNERSHIPS

Our Education Program expanded its reach through national partnerships with organizations like the National Education Association (NEA) and National Park Foundation.

We collaborated with the Minnesota History Center to host a family day for over 600 people focusing on the 25th anniversary and reunion of the Steger North Pole expedition and the changes to the Arctic due to climate change since their trip.

We increased our statewide presence through conference presentations at Education Minnesota, Midwest Environmental Education conference, Minnesota Independent School Forum,

"I know from experiencing the very first Institute that the Will Steger Foundation does things well. In addition to user-friendly curriculum based on solid science, I appreciate the varying types of methodology and disciplines that are incorporated. "

— H. Ferris, Earth Science Teacher at Roseville Area Middle School

“Humanity is greatly shaping our planet’s climate and it is important to teach students about those impacts. Within the next 50 years there may be no more glaciers in Glacier National Park, and I believe it is our responsibility to teach future generations how to prevent or reverse this impact and others like it as a result of global climate change. Currently I have little resources available to me to get this point across, and I am always looking for new ways to teach my students about this issue.”

– A. Dougherty, Science Teacher at Brooklyn Junior High School

Minnesota Naturalist Association conference, Minnesota Master Naturalist Conference, Minnesota Homeschoolers Alliance and Minneapolis Public Schools Summer Science Institute.



MISSISSIPPI  
River Fund



The Official Charity of America's National Parks  
[www.nationalparks.org](http://www.nationalparks.org)

We also increased our national networks and presence through the Parks Climate Challenge, a partnership with the National Park Foundation, the National Park Service and Mississippi River Fund. In addition, we continued our collaboration with NEA through the development of a new resource focused on extreme weather.



*Kristen Poppleton joins National Park Service staff for a planning retreat for the Parks Climate Challenge program.*



## EMERGING LEADERS

## GOAL:

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

## LOCAL

As part of our partnership with the British Council, WSF selected three Minnesota high schools as recipients of the following Climate Generation Awards. Winners were chosen for student-driven projects that connected directly to climate solutions:

- Mahtomedi High School: Zephyr Wind Turbine - \$1,000
- Edina High School: Water Bottle Hydration Station - \$500
- Pine Island High School: Hand-dryer Installation - \$500



*MN high school youth leaders at the 2010 Green Schools National Conference.*

## YEA! MN

A joint program of the Will Steger Foundation and the Alliance for Sustainability, Youth Environmental Activists Minnesota (YEA! MN) is a network of high school environmental clubs working together across the Twin Cities metro area to support student leadership on climate change solutions at home, at school, and in the wider community. We hired our first YEA! MN





*Richmond Appleton, YEA! MN Coordinator for 2010-2011 school year.*

Coordinator, Richmond Appleton, for the 2011-12 school year. We hosted the National Green Schools Youth Summit in coordination with the National Green Schools Conference in Minneapolis, Oct 24-25, 2010, engaging 100 high school students from schools across the state, region, and the U.S., and featuring keynote speakers Will Steger and Philippe Cousteau.



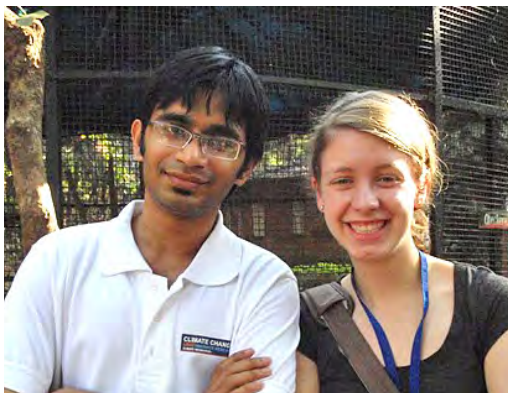
*Stillwater High School youth and YEA! MN youth at the MN 350.org Day of Action.*

We engaged 30 schools in the YEA! MN network and 8 high school leaders from 5 Twin Cities metro area schools in the Steering Committee and directly supported student leadership on climate action projects at 10 metro area high schools. We partnered with Minnesota Environmental Partnership to engage key youth leaders in opportunities to meet with elected officials and testify in defense of climate legislation at

the state capitol. We led a delegation of 8 high school leaders to the 2011 National Power Shift youth summit in Washington D.C. and mentored their preparation to lead a workshop on site for 50 high school leaders from across the nation. Finally, YEA! MN was the recipient of the MN State Fair Best of Community Showcase Award.

## REGIONAL

Through our year-long partnership with the British Council, we identified ten outstanding young climate leaders across the Midwest to be Climate Champions. The goal of the program was to support their initiatives, foster connections across the region, and share resources and opportunities, including a chance to study the social and environmental impacts of climate change in India. Maddie Hansen, former co-chair of YEA! Minnesota, was selected to participate in the British Council Climate Camp



*Past YEA! MN Chair and Midwest Climate Champion, Maddie Hansen, in India.*

in Goa, India. Climate Champions also acted as judges for the Climate Generation Awards distributed to high schools in Minnesota.

Will Steger Foundation Youth Programs Director Abby Fenton also served as the RE-AMP Youth Climate Coordinator again this past year. In this role, Abby directly engaged Midwest youth climate

“We presented on the work we have been doing on creating a declaration to present to the state government of Goa with observations and suggestions on improving aspects of Goan lifestyle to accommodate climate change action. It was an incredible experience I will never forget! I was given this great opportunity by a partnership between the Will Steger Foundation and the British Council.”

— Maddie Hansen, WSF Emerging Leader and Climate Champion



*Abby Fenton, Youth Programs Director, gives instructions at Power Shift, a youth climate conference.*

leaders in RE-AMP allies funding and supported seven grant recipients in the following initiatives:

- **Michigan Green Economy Leadership Training:** Youth skills training to build the clean economy in inner-city Detroit: community weatherization, urban agriculture, solar panel installation and community organizing

- **Ohio Student Environmental Coalition:** Midwest Power Shift, a large-scale youth climate summit hosted in Cleveland OH, aimed at engaging emerging youth leaders in a regional coalition on four fronts: coal, fracking, the clean economy, and policy/2012 elections
- **Michigan Student Sustainability Coalition:** Working in partnership with OSEC to plan and host Midwest Power Shift
- **Illinois Student Environmental Coalition:** Coordinating a coalition of youth leadership from across the state to join the Chicago Clean Power Coalition in opposition to the pollution produced by Midwest Generation's coal-fired power plants on the Southwest side of the city





*Green hard hats define the youth climate movement.  
Youth gather in Washington D.C.*

- **Wisconsin Public Interest Research Group:** Campaign to pressure Gov. Walker on transit cuts through statewide student organizing, large-scale public awareness campaign, and political pressure
- **Indigenous Environmental Coalition, Dakotas/Minnesota:** Tribal youth training on tar sands organizing



*Youth leaders gather after a presentation at the 2010  
Green Schools National Conference.*

- and renewable energy and solar energy installation
- **Grand Aspirations, Minnesota:** Residential youth training and engagement on energy efficiency and community weatherization, urban agriculture, and transit access based in inner city Minneapolis.





## POLICY

### GOAL:

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

### COLLABORATING WITH 350.ORG

Each year that the 350.org climate campaign continues to grow and organize incredible events across the globe, we organize locally in Minnesota. This year's global event was celebrated on 10/10/10 and called a "Global Work Party" to show our leaders what it's like to get to work on fighting climate change and building a clean energy economy. On October 10, 2010 hundreds of people biked to Mill Ruins Park in downtown Minneapolis where



*Minnesotans gather on October 10, 2010 in support of the grassroots movement to reduce global greenhouse gas emissions to 350 ppm.*

they gathered in the shadow of the last coal-fired power plant in the city to draw attention to the enormous public support for climate action and reducing our carbon emissions to safe levels - 350 parts per million. Will Steger spoke at two 350.org events in Lakeville and Minneapolis.

We also supported the 350 Solutions



*350 Solutions Revolution team and 350.org founder Skype back to MN from the U.N. climate conference.*

Revolution delegation to the United Nations climate summit in Cancun, Mexico in December. This intergenerational team biked to Washington D.C., before arriving in Cancun to participate in the United Nations Climate Conference (COP16) under the Will Steger Foundation's accreditation. They communicated their first-hand experiences back to WSF via

our website and Skype conversations with our high school program, YEA! Minnesota. We were thrilled that Expedition Copenhagen delegates Reed Aronow and Aurora Conley continued the work we started in Copenhagen in 2009 as youth delegates with SustainUS at COP16 in 2010.

## PROTECTING MINNESOTA'S CLEAN ENERGY FUTURE

Our YEA! MN co-chair youth leaders testified in front of the Minnesota state legislature in January in support of retaining Minnesota's important clean energy laws. A few months later, we were proud to see that Governor Dayton vetoed a bill that would have allowed more coal pollution in Minnesota, continuing our state's clean energy path. The Governor took this action in part due to a meeting we had with him earlier in the year with Will Steger, WSF Youth Programs Director Abby Fenton





Reader's view: EPA rules would bring good jobs, clean air for all.

Will Steger's opinion on the importance of EPA rulemaking: *"With benefits to human health, a decrease in greenhouse gas emissions, and job creation, it is important that these rules be created and enforced for all of us now and for the future."*

— Duluth News Tribune,  
July 16, 2011



MN youth leaders meet with Will Steger and Governor Dayton in defense of Minnesota's clean energy legislation.

and nine youth leaders. The Governor was clearly moved by their passion and insistence that Minnesota cannot backslide on its transition away from coal and promised to veto the bill.

### DEFENDING THE CLEAN AIR ACT

While comprehensive energy and climate legislation remains critical but not a political reality currently,



MN youth from Stillwater High School meet with their legislator about climate and clean energy priorities.

we are counting on the Environmental Protection Agency (EPA) to do its job to protect our health and the environment by establishing standards for reducing global warming emissions. Under the Clean Air Act, the EPA has had the authority since 1970 to set limits on air pollutants that threaten the health and welfare of the American people like particle pollution, carbon monoxide and lead. In 2007, the Supreme Court



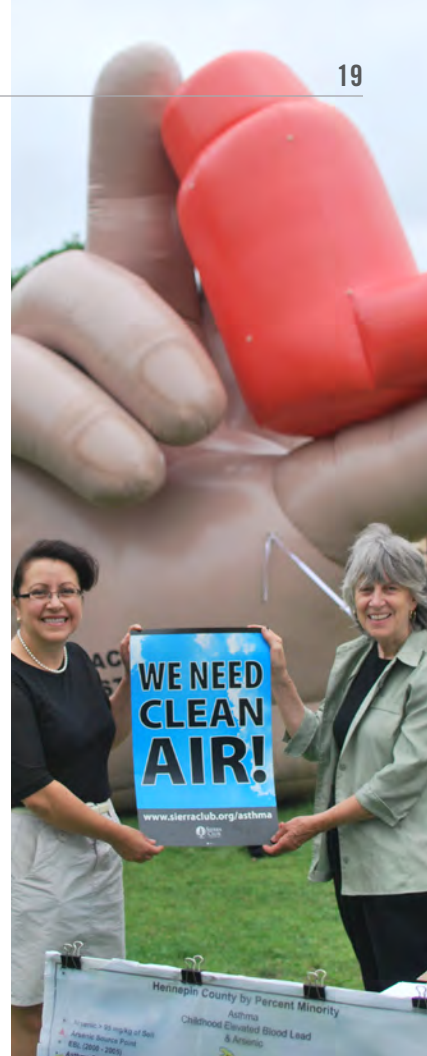


*MN youth talk with Senator Klobuchar's legislative aide about a strong Clean Air Act.*

ruled that global warming pollutants are also covered by the Clean Air Act. In December 2009, after a thorough examination of the scientific evidence, the EPA determined that global warming pollution fits into this category and began setting objectives for regulating these pollutants. Unfortunately, some members of Congress have attempted to block the EPA from setting standards to reduce these emissions.

We joined over 20 conservation and environmental organizations on a letter sent to Senator Klobuchar to express our serious concern about any action to delay the Environmental Protection Agency's greenhouse gas rulemaking process. We then organized a letter on behalf of over 40 attorneys in Minnesota, including Vice President Walter Mondale and Senator Dave Durenberger, asking Senator Klobuchar to support a strong Clean Air Act. Our Clean Air Act defense work continues this fall as Congress continues to block the EPA from setting standards to reduce these emissions and other air pollutants. The EPA's authority to act in this area is key to moving forward in addressing climate change.

*MN legislators support a strong Clean Air Act*



Watch a video recap of the Trans-Antarctica reunion at: [www.youtube.com/watch?v=Ob\\_OtX-bJRPm](http://www.youtube.com/watch?v=Ob_OtX-bJRPm)

Hear the North Pole team discuss their own experiences with climate change around the world, Eyewitness Voices: <http://www.willstegerfoundation.org/on-the-road-with-will-steger/item/1257-eyewitness-voices>

## EXPEDITIONS - CELEBRATING HISTORY

We were honored to be able to celebrate two important milestones in Will's expedition career, while also drawing attention to how climate change would make these expeditions nearly impossible today.

In December, the Trans-Antarctica expedition celebrated its 20-year reunion, honoring the six international team members (France, UK, China, Japan, Russia and the U.S.) and their landmark seven-month dogsled expedition and educational program. The reunion included a special forum with Chinese team member Dr. Qin Dahe, who was recently the co-chair of Working Group 1 of the 4th Assessment Report of the Intergovernmental Panel on Climate Change (IPCC) from 2002-2008. His scientific assessment activities eventually facilitated the



*North Pole Expedition team gathers for an image at the North Pole, May 1986.*

IPCC to become a 2007 Noble Peace Prize laureate. The public forum, in partnership with the Humphrey School at the University of Minnesota, drew over 200 people and resulted in a rigorous dialogue about China's energy policy and climate change. The expedition team also held a press conference at the Will Steger Foundation office where team members reflected



*North Pole Expedition team meets 25 years later at the MN Historical Society to celebrate their accomplishment.*

on the adventure, its impact on their lives and the global environment. Media coverage of the reunion included WCCO-TV, National Geographic BlogWILD, MinnPost, Pioneer Press and the Star Tribune.

In May we hosted the 25th Anniversary of the Steger International Expedition to the North Pole with the Minnesota

Historical Society and the Consulate General of Canada. The eight-member expedition team, from across the U.S., Canada and New Zealand, returned to Minnesota to celebrate a series of events. We hosted an Expedition Family Day for over 650 people who experienced hands-on activities about expedition life, sled dogs, and climate impacts on the Arctic. We also featured an evening public program at the MN History Center and the team spoke with local TV stations, WSF supporters and elected officials.



The attendance at the Expedition Family Day was 657 people; a very impressive statistic as we usually average 200 or so visitors per Sunday!

– Staff at the  
Minnesota Historical  
Society



*Our old office where we all worked in the same small room!*

## OPERATIONS

After a year of effort with our Board of Directors to refine our policies and practices, we received the Charities Review Council Meets Standard seal for accountability practices in 2011. We also launched an online board portal for our Board of Directors, which offers a better control of documents, security and is more accessible and easily searchable. We actively engaged our Board of Directors in our development activities this year, which resulted in more personal contact between our Board members and supporters.

We received continued support from the National Education Association, National Park Foundation, Minnesota Environment and Natural Resources Trust Fund, and Stonyfield Farm. We received two new corporate supporters from Minnesota-based companies: Loll Designs and Process Type Foundry via

1% for the Planet. We also joined the Minnesota Environmental Fund and began conducting outreach to new companies that would be interested in this environmental workplace giving program. Our number of individual donors increased from 250 active donors during our previous fiscal year to 284 donors.

In the spring, we moved into a new office space in the same Greenway building! We now have double the space and our own private conference room. Having a more functional workspace has greatly increased our efficiency, productivity, quality of work, and ability to take on additional projects.

Over 30 volunteers generously donated over 1,114 volunteer hours, not including the generous time donated by our Board of Directors. That's equivalent to 20 hours a week for the year! We continue to have a consistent, reliable,





*Will Steger Foundation staff with dedicated volunteers.*

and regenerating volunteer base of over 140 people, and interns continue to return during holidays or summer breaks to volunteer.

Our monthly e-newsletter has increased by about 400 people this year and now reaches over 7,000 individuals. Our mailed newsletter is distributed to about 2,400 people twice a year. Facebook fan page and Twitter accounts continue to

receive increased traffic and engagement. Our website had over 36,000 visits this past year, with people spending on average over two minutes on our site, and 70% of our visitors were new. Our education program continues to be the most visited section of our website.

Staff increased their professional development and leadership opportunities. Our Executive Director completed a Policy fellowship with the Humphrey School of Public Affairs at the University of Minnesota, growing her leadership skills and professional network. Abby Fenton, Youth Programs Director, represented the Will Steger Foundation and the RE-AMP community at a climate and energy funders annual meeting, resulting in increased investment and engagement in youth climate initiatives.



*Our new more functional and productive office space*

Medium: Reach (as of 8/31/11)

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

E-newsletter (monthly):  
10,297

Website: 3,000 unique  
visitors/month

WSF Blog (weekly):  
150 -1,337 visits/blog

Facebook (daily updates):  
5,000 Friends

2,020 Fans

Twitter (daily updates):  
1,529 Followers

(combined Twitter  
accounts)

## MEDIA

Our two expedition reunion events garnered significant local and national media attention. Will Steger's past partnership with Governor Pawlenty made news when he initiated his run for President and was asked about his past action on climate change. We created over 20 high-quality video stories and launched the dynamic multi-media components in our new online classroom, including an introduction video and four biome videos that highlight facts about each of Minnesota's biomes, climate change impacts and sense of place in Minnesota. Videos include interviews with a number of Minnesota scientists and Will Steger. We also produced a video for the National Parks Foundation on their Parks Climate Challenge.



Mother Jones

planet  
connect

neatoday

grist

THE  
HUFFINGTON  
POST

KARE 11 NEWS

TwinCities.com  
PIONEER PRESS

MinnPost.com  
A THOUGHTFUL APPROACH TO NEWS

NATIONAL  
GEOGRAPHIC

NationalJournal

StarTribune  
NEWSPAPER OF THE TWIN CITIES

WCCO

planet  
green .com



## FINANCIAL INFORMATION

### STATEMENT OF REVENUE AND EXPENSES

Fiscal Year 2011:  
September 1, 2010 - August 31, 2011

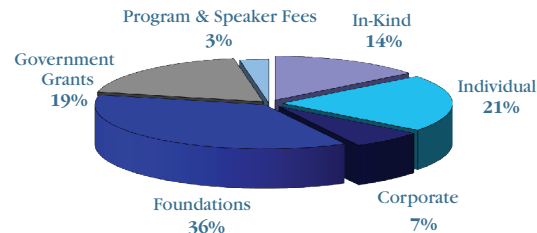
#### SOURCES OF SUPPORT

Contributions .....	\$101,784
Program and Speaker Fees .....	\$13,463
In-Kind Services .....	\$70,478
Corporate .....	\$33,292
Foundations .....	\$176,700
Government .....	\$90,745
<b>Total:</b> .....	<b>\$486,462</b>

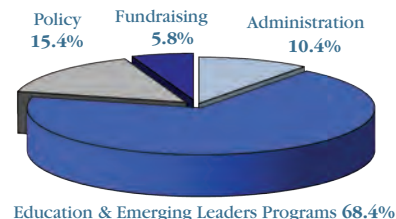
#### EXPENSES

Education & Emerging Leaders .....	\$329,498
Policy .....	\$74,338
Administration .....	\$50,176
Fundraising .....	\$27,770
<b>Total:</b> .....	<b>\$481,782</b>

#### SOURCES OF SUPPORT



#### EXPENSES





## CONTRIBUTIONS

Without the financial and in-kind support we received from individuals, foundations, corporations, board members, interns, volunteers and friends of the organization we would not exist! Thank you to everyone who enabled WSF to grow and deepen our impact locally, nationally and internationally from 2010-2011.

**POLAR PARTNERS  
MONTHLY DONORS**

Will and Claudia Kaul  
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Phillip and Margaret Harder  
Mary Hartman  
Lynn Hartshorn  
David Hathaway

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

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Olmstead  
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Monah and Carole Aljadah  
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Jerry Anderson  
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Jukka Kukkonen  
Aszani Kunkler  
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Tom and Clare Larkin  
James Law and Jean Velleu  
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**October 24-26, 2010**  
**Minneapolis, MN**

*Nicole and Will at the MN  
Historical Society Family Day  
presentation.*



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Ameriprise Employee Giving Program  
Combined Federal Campaign  
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### Trans-Antarctica Expedition 20th Reunion

Patti Steger and Steger Mukluks  
The French Meadow Bakery  
Hamline University  
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Jerry Stenger/In Tandem, Inc.  
Jerebek's New Bohemian Bakery/  
Cafe

Midwest Mountaineering  
Nina Utne

Team Members: Dr. Victor Boyarsky,  
Dr. Qin Dahe, Dr. Jean-Louis  
Etienne, Keizo Funatsu, Geoff  
Somers and Will Steger

### North Pole 25th Reunion

Ann Reed  
Consulate General of Canada in  
Minneapolis

Dick and Debbie Bancroft  
Jason Davis  
Jeff Blumenfeld  
Minnesota Historical Society  
The Explorer's Club  
Minnesota Historical Society  
Wilderness Inquiry

Team members: Ann Bancroft, Brent  
Boddy, Geoff Carroll, Paul  
Schurke, Richard Weber and Will  
Steger

### 2011 Summer Institute

Chinook Guide  
Common Roots Cafe  
French Meadow Bakery  
Freshwater Society  
Jeffers Foundation  
Kowalskis Market  
Linden Hills Coop  
Minnesota Department of Natural  
Resources  
Mississippi Market  
Peace Coffee  
Prairie Restorations  
Seward Coop  
Valley Natural Foods Coop

### Sense of Place Forum

J. Drake Hamilton

Kerri Miller  
Don Shelby  
Mississippi River Fund/National Park  
Foundation  
National Park Service/Mississippi  
Natural River and Recreation Area

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Mindy Ahler-Olmstead  
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Kathy Julik-Heine  
Kathy Koch  
Dawn Newbrough  
K'Dyn Newbrough

*We are grateful to the 34  
dedicated volunteers who donated  
1,114 hours this year.*





In 2011, we received the Charities Review Council Meets Standards seal for meeting 27 Accountability Standards which shows our commitment to accountable and ethical practices.

Shayla Newbrough  
Hannah O  
Kraig Olmstead  
Ellen and Scott Palmer  
Eliana R.  
Richard Ratcliff  
Stephen Schreder  
Paul Thompson\*\*\*  
Lindsay VanPatten  
Cheryll Walker  
Mick Wirtz

*Denotes over:*

*\* 50 hrs. \*\*100 hrs. \*\*\*500 hrs.*

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School of Environmental Studies  
Sierra Club  
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Steger Mukluku  
The Partnership Project  
University of Minnesota  
WISPERG  
Youth Environmental Summit (Yes MN)

#### IN KIND PROFESSIONAL SUPPORT

WSF minimizes expenses through lean, efficient operations and generous in-kind support from many individuals and partner organizations. We thank the following for their assistance, time, equipment, facilities and much more:  
Kevin Brown, Smart Set, Inc.  
Kent Buell  
Claudia Del Zoppo, CDZ & Associates,

Ltd.  
Kevin Fox, Fox Consulting  
Janet Freudenstein  
Sharon Parker  
Jim Paulson  
Tobie Vickers-Lee

#### INTERNS

Libby Fones  
Kaya Lovestrand  
Christy Newell

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

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