



It's Your Oregon

Overview Report

2010-2011*



Oregon
Environmental
Council
It's Your Oregon



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* OEC's fiscal year runs April 1-March 31. This report details accomplishments from January 1, 2010 through August 1, 2011.



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A big thank you to the OEC staff that have moved on to other careers since 2009.

A MESSAGE from *Executive Director* **Andrea Durbin**
and *Board President* **Rick Gustafson**



© Mt.Hood Overlooking Hood River Valley by McD22

For more than 40 years, Oregon Environmental Council has fought to protect our most vital natural resources: clean air and water, an unpolluted landscape, and healthy food produced by local farmers.

As the oldest homegrown statewide environmental organization in Oregon, we've maintained our effectiveness by focusing on issues that impact the well-being of Oregonians thanks to an experienced, knowledgeable staff and our tremendous network of supporters and partners.

OEC's reach spans across the state in many different forms, from hosting Stormwater Solutions workshops on the North Coast to partnering with sustainable cranberry farmers in Southern Oregon. We've helped enact policy measures that ensure greener transportation for the future and struck partnerships to inform parents how to keep their homes and children free from harmful toxics. Facing a challenging economy and partisan political atmosphere this past legislative session, OEC prevailed in helping pass legislation that ensures healthier classrooms and construction jobs in all corners of Oregon through energy-efficiency upgrades. This "Cool Schools" bill is just one example of our commitment to forwarding smart public policy while simultaneously defending against harmful anti-environmental proposals in Salem.

We're also committed to enacting positive change beyond Oregon's borders. Over the past two years, OEC successfully partnered with more than 20% of Oregon's wineries and nurseries to reduce greenhouse gas emissions, a model we've since transitioned into the first wine certification program nationwide on carbon reduction. OEC staff participates in working groups and think tanks that promote broad environmental solutions to global challenges, and we champion a number of regional causes that further environmental protections up and down the Pacific Coast. OEC takes pride in Oregon's reputation

as an environmental leader, and we will continue to do all we can to further this legacy and demonstrate how our accomplishments can extend to neighbors near and far.

In spite of the economic downturn, OEC remains strong financially with a high performing staff and core essential programs intact. This past year, 81% of our total budget went directly to programs that protect children's health from toxic pollution, slow global warming, promote stewardship of Oregon's rivers, and support healthy food from local farms. Our membership and volunteer base continues to grow, as does our reach: we've engaged more than 14,500 members and supporters. Organizationally OEC is receiving praise, moving up a spot in Oregon Business Magazine's top ten list of Best Nonprofits to Work For, and finishing as a national finalist for excellence in workplace flexibility as measured by the Alfred P. Sloan Foundation.

At the heart of it all, we're dedicated to fostering innovative solutions that protect your health and the vitality of this beautiful place we call home. It's Your Oregon. Thanks for supporting OEC and helping us fulfill this commitment today and in the future.

Respectfully yours,

ANDREA DURBIN, *Executive Director*

RICK GUSTAFSON, *Board President*

WHO WE ARE

The Oregon Environmental Council safeguards what Oregonians love about Oregon—clean air and water, an unpolluted landscape, and healthy food produced by local farmers. For more than 40 years we've been a champion for solutions to protect the health of every Oregonian and the health of the place we call home. We work to create innovative change on three levels: we help individuals live green; we help businesses, farmers and health providers thrive with sustainable practices; and we help elected officials create practical policy. Our vision for Oregon includes solving global warming, protecting kids from toxics, cleaning up our rivers, building sustainable economies, and ensuring healthy food and local farms. For more information on our vision, how we measure our success, and strategies we use to achieve our goals, see our [2002-2012 Strategic Plan](#).



Johnson Creek Service Day, 2011

OEC'S VALUES ARE DIRECTLY REFLECTED IN THE WAY WE CONDUCT OUR WORK.

- We engage Oregonians by developing and implementing projects that help them act on their environmental values in their basic roles as parents, homekeepers, consumers, employees and citizens.
- We find common ground by bringing diverse interest groups together, building common understanding, and developing creative strategies that help everyone be part of the solution to Oregon's environmental challenges.
- We create strong environmental policy by holding decision makers accountable and by leading broad coalitions of individuals and stakeholder groups in support of environmental progress.

The Oregon Environmental Council advances innovative, collaborative solutions to Oregon's environmental challenges for today and future generations. For more information, read about our [Values in Action](#).



TOP 10: OREGON ENVIRONMENTAL COUNCIL ACHIEVEMENTS

2010-2011

BECAUSE OF OEC....

- **Transportation is greener.** We helped secure legislation that spurs climate-friendly urban planning and clears barriers to an innovative **peer-to-peer car-sharing program** in Oregon, which will decrease car ownership and pollution by allowing owners to rent their vehicles to their neighbors.
- **Our air will be cleaner.** We helped broker the closure of the Boardman coal-fired power plant—the state’s single largest emitter of greenhouse gases—20 years earlier than originally planned. Closing Boardman by 2020 will **prevent the release of over 80 million tons of carbon dioxide**, the equivalent of taking 14 million cars off the road for an entire year!
- **Oregon’s food is more sustainable.** We supported local, healthier food systems by helping farmers adopt sustainable practices. For example, we assisted cranberry growers on the South Coast launch a sustainable brand, **Clearwater Cranberries**, linking those farmers with buyers and demonstrating that growing sustainably makes sense for the environment and the bottom line.
- **Oregon schools are healthier.** We protected children and created green jobs for Oregonians through legislation that spurs **energy efficiency upgrades in schools**, creating healthier classrooms and savings on utility costs in all corners of the state.
- **The agricultural community is reducing its carbon footprint.** We partnered with **20% of Oregon’s wineries and nurseries** to adopt climate-friendly practices and helped establish the first certification program nationwide for carbon reduction in the wine industry.
- **We’ve moved upstream to prevent pollution.** OEC catalyzed green chemistry initiatives by convening the **Oregon Green Chemistry Advisory Group** to develop and pursue safer, less toxic manufacturing practices.
- **Rivers are on the rise.** We empowered Oregonians to take charge of water pollution through monthly **Love Your River** online challenges and educational workshops on stormwater solutions and rain garden management.
- **We’ve armed Oregonians with information to defend against toxics.** OEC developed a comprehensive **Eco-Healthy Homes Checkup Kit** to protect families from harmful chemicals, and distributed thousands of copies around the state.
- **Oregon’s environmental community has a strong voice.** We stood our ground in Salem, forwarding and **passing protective public policies** while simultaneously defeating harmful bills and draconian environmental budget cuts. Even in the face of challenging fiscal and partisan climates, OEC remains committed to ensuring Oregon’s elected leaders’ view environmental progress and economic prosperity as one and the same.
- **And we’re more social than ever before.** We’ve been spreading the OEC word through **Facebook, Twitter, YouTube** and **LinkedIn**, engaging thousands of Oregonians with practical tips, environmental news and the latest updates on critical legislative issues.

PROTECTING KIDS' HEALTH from Toxic Pollution



Super Kids Brigade for safer chemicals

OUR VISION

Oregon children will live and play in toxic-free environments. Businesses and governments will reduce the use of and prevent the release of chemicals that harm human health. Parents and caregivers will protect our children from toxic chemicals, even before birth, as vigilantly as we now protect them from tobacco smoke or alcohol. As a result, we will see declines in asthma, learning disabilities, cancer and other health problems triggered by pollution, especially among children.

OUR STRATEGY

Oregon Environmental Council's environmental health work is centered on children because our smallest citizens are also the most vulnerable to toxic threats in the environment. We're working to make the food they eat, the environments they live and play in, and the products they use as healthy as possible. While we focus our work on children, creating healthier environments for them benefits all of us.

In 2010 and 2011, Oregon Environmental Council:

- **Protected over 60,000 infants and toddlers in 47 states** (more than 1,500 child care facilities nationally and 300 in Oregon) through Eco-Healthy Child Care certifications. This program promotes "eco-healthy" standards to reduce children's exposure to toxics in child care environments. In 2010, OEC successfully transitioned management of this innovative, first of its kind program to a national organization, the Children's Environmental Health Network.
- **Positioned Oregon as a leader in cutting-edge green chemistry initiatives** by convening a multi-stakeholder Oregon Green Chemistry Advisory Group to develop and forward recommendations for safer, more efficient manufacturing practices.
- **Heightened awareness about toxic bisphenol A (BPA) products** through legislative initiatives, earned media, consumer literature and a BPA-free Facebook campaign. Efforts to pass BPA legislation fell just short in 2011 despite receiving bipartisan support among a majority of members in the Oregon House and Senate.
- **Empowered individuals to raise healthy kids with a variety of innovative programs** that assist schools, parents and consumers in establishing non-toxic environments. These tools included Eco-Healthy Home Checkup Kits, Eco-Healthy Lunch Box Kits, and consumer-oriented wallet guides. We've also trained volunteers to become Healthy Home Ambassadors, arming them with practical tools and information to help communities foster healthier environments.
- **Educated doctors, nurses and health professionals on toxics and human health** through OEC's continued hosting of the Northwest Environmental Health Conference, management of the Oregon chapter of Collaborative for Health and Environment, and circulation of our quarterly Healthy Environment, Healthy Tomorrow e-newsletter to thousands of health professionals around the state.

For more information on our work to protect kids' health from toxic pollution visit [Healthier Lives](#).



SLOWING GLOBAL WARMING

OUR VISION

Oregon will demonstrate leadership by taking the necessary steps to slow global warming, thus protecting human health, saving our snowpack, keeping water in our rivers year round, and defending our coast from rising sea levels. By investing in clean, efficient energy and transportation technologies and adopting climate-friendly ways of living, Oregon will reduce its greenhouse gas emissions to levels scientists say are safe for the climate and subsequently help strengthen Oregon's economy.

OUR STRATEGY

Oregon Environmental Council advances state and regional policies and programs that safeguard the climate and position Oregon as a leader regionally and nationally. Our strategy focuses on significantly reducing carbon emissions from the built environment, the electrical grid, and the transportation sector while building a clean energy economy and creating jobs. This work includes promoting climate-friendly transportation and land use solutions, harnessing energy efficiency, and supporting renewable energy, as well as engaging businesses, local governments, and individuals to reduce their carbon footprint.

In 2010 and 2011, Oregon Environmental Council:

- Protected children and created green jobs for Oregonians through legislation spurring energy efficiency upgrades in schools. The "Cool Schools" bill modernizes classrooms, creates healthier learning environments, saves taxpayers money on utility costs, and reduces greenhouse gas emissions from schools in all corners of the state.
- Helped broker the closure of the Boardman coal-fired power plant—the state's single largest emitter of greenhouse gases—20 years earlier than planned. Closing

Boardman by 2020 will prevent the release of over 80 million tons of carbon dioxide, the equivalent of taking 14 million cars off the road for an entire year. Our work continues as we focus on transitioning the plant to the lowest carbon replacement power possible starting with energy efficiency and conservation solutions.

- Helped pass legislation that provides Oregon's major metropolitan areas with the tools and impetus to plan more climate-friendly, livable communities.
- Helped pass legislation that removes barriers to peer-to-peer carsharing, allowing owners to rent their vehicles to their neighbors, which will decrease car ownership and pollution.
- Supported Oregon's effort to adopt a low carbon fuel standard through key business and legislative partnerships, earned media and marketing initiatives. A low carbon fuel standard promotes clean fuels, stimulates the local economy, and keeps dollars in Oregon that normally leave the state to pay for petroleum.
- Encouraged thousands of individuals to reduce their carbon footprint and lend their voice to protective public policies through OEC's Climate Coolers network.
- Expanded our Cool Oregon coalition of companies and organizations supporting climate solutions by furthering outreach to include low-income advocates, labor and other thought leaders throughout Oregon.

For more information on our work to slow global warming visit [Global Warming Solutions](#).

Improving Stewardship of OREGON'S RIVERS

OUR VISION

Oregon's rivers will have excellent water quality and adequate stream flows necessary to support people, native fish and wildlife. Healthy rivers will provide increased resilience to the impacts of global warming. Preventing household pollution and conserving water will be a part of everyday living, just as recycling is today. All sectors of Oregon's economy, including ranching and farming, will be national leaders in using water efficiently and protecting clean water, fish and wildlife habitat while thriving economically. Cities and counties will protect their watersheds as they grow. As a result, future generations of Oregonians will be free to swim, boat and fish in our rivers—and to eat what they catch—without risking their health.

OUR STRATEGY

Oregon Environmental Council works to prevent pollution from entering our rivers and promotes more efficient water use to ensure healthier watersheds.

In 2010 and 2011, Oregon Environmental Council:

- Empowered Oregonians to take charge of river pollution through the creation of the 'Love Your River' campaign, consisting of monthly online challenges, e-newsletters, in-store displays, and partnerships with outdoor organizations to engage citizens in reducing their personal impact on rivers and streams.

- Safeguarded Oregon's rivers from pollution, including oil and grease, sediment, pesticides and fertilizers, bacteria and heavy metals, by working with local partners across the state to organize workshops on water quality friendly development practices that reduce stormwater pollution. OEC also published the Rain Garden Guide in collaboration with Oregon Sea Grant and other partners.
- Helped establish new toxics reduction standards that will ensure our waterways and fish are less contaminated with toxics, and communities that rely largely on fish-based diets, such as Native American populations, will have reduced exposure to harmful chemicals.
- Developed vision and solutions for ensuring future water security based on interviews with farmers, ranchers and other irrigation experts around the state. OEC is working to ensure that advanced water conservation will be a focal point of Oregon's first Integrated Water Resources Strategy.
- Successfully defended against legislation that would have severely weakened protections of Oregon's drinking water, rivers and groundwater from toxics and polluted runoff.

For more information on our work to improve stewardship of Oregon's rivers visit [Clean Rivers](#).



Creating a Sustainable **FOOD AND FARM SYSTEM**

OUR VISION

Oregon will be a leader in food production and farming that protects our health and our environment. Oregon's farmers and food businesses will flourish economically, and be rewarded for their stewardship of our health, rivers, water and air.

OUR STRATEGY

Oregon Environmental Council promotes sustainable agriculture through win-win demonstration partnerships with farmers that make environmental and business sense, and by advocating for state and federal policies that support healthy farming practices. OEC educates consumers about the impact of their food choices, and helps connect them with farmers and food businesses practicing environmental stewardship.

In 2010 and 2011, Oregon Environmental Council:

- In partnership with the Oregon Wine Board, helped 14 wineries and vineyards—representing 1 out of every 5 bottles of wine produced in Oregon— complete the Carbon Neutral Challenge and successfully reduce their carbon footprint. In 2011, OEC transitioned this program to a sustainability certification organization, LIVE, creating the first carbon reduction certification program for the wine industry in the nation.

- Partnered with more than 20% of Oregon nurseries (the largest agricultural sector in the state) to reduce their carbon footprint through OEC's Climate Friendly Nurseries project, and published an industry-specific guide for nurseries detailing greenhouse gas reduction strategies and their economic benefits.
- Helped build a market for sustainably produced food by educating consumers about how food choices affect their health, the environment and local rural economies through our Vote with Your Fork! presentations, while enabling farmers to market their products firsthand through Community Supported Agriculture programs at workplaces.
- Demonstrated the economic and environmental benefits of sustainable agriculture by working with a group of cranberry growers on the South Coast to adopt salmon-friendly growing practices and launch Clearwater Cranberries, a sustainable brand marketed to businesses and consumers.

For more information on our work to create a sustainable food and farm system visit [Healthy Food and Farms](#).



Allison Hensey at Bailey Nursery, a participant in the Climate Friendly Nurseries Project

INDIVIDUAL DONORS 2010/11

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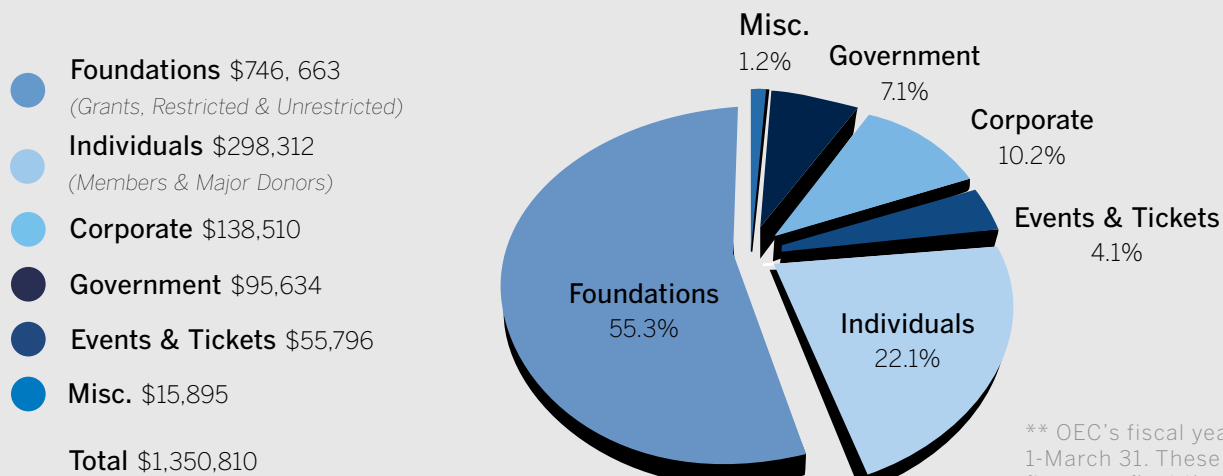
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OEC SOURCES OF INCOME 2010/11**



** OEC's fiscal year runs April 1-March 31. These financial figures reflect the period of April 1, 2010-March 31, 2011.

CORPORATE DONORS 2010/11

\$10,000 and above

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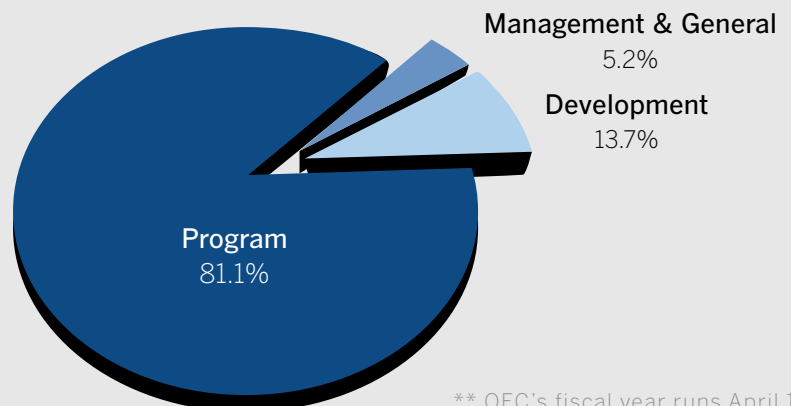
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\$250 to \$499

Hawthorne Auto Clinic

OEC FUNCTIONAL EXPENSES 2010/11**

- Management & General \$67,668
 - Development \$179,173
 - Program \$1,058,889
- Total \$1,305,730



** OEC's fiscal year runs April 1-March 31. These financial figures reflect the period of April 1, 2010-March 31, 2011.

VOLUNTEERS 2010/2011

Volunteers are the backbone of OEC, conducting a wide array of tasks from data entry and program research to staffing booths at events, all of which help make our organization more effective and spread the word about OEC's work in communities across the state. In total, volunteers served 9,333 hours between January 1, 2010 and August 1, 2011. Thanks for your support, talents, commitment and passion for OEC!

To learn more about volunteer opportunities, visit www.oeconline.org/get-involved.

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August 2011

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Northwest Health Foundation
(Portland)

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Executive Associate Dean

College of Agricultural Sciences,
Oregon State University (Corvallis)

Bill Bradbury

Oregon Council Member

Northwest Power and Conservation
Council (Bandon)

Sue Densmore

Owner and President

Sue Densmore Communication
Strategies (Medford)

Mary Driver

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Laird Norton Foundation
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J.W. & H.M. Goodman Family
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Co-owner and Vice President

SolAire Homebuilders (Bend)

TREASURER

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Founder and Managing Member

BridgeWorks Capital LLC
(Lake Oswego)

Abbey Lam

Co-founder & Business

Development Director
OneEnergy Renewables (Portland)

Jim Lussier

Founder & Principal Consultant

The Lussier Center/TLC (Bend)

Alejandro Queral

Program Officer

Northwest Health Foundation
(Portland)

Jack Roberts

Executive Director

Lane Metro Partnership, Inc.
(Eugene)

Lane Shetterly

Attorney at Law

Shetterly, Irick and Ozias
(Dallas)

Mary Wahl

Retired, Watershed Services

Group Manager,
Portland Bureau of Environmental
Services (Langlois & Portland)

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of the Oregon Environmental Council
August 2011

Formed in 2010, Emerging Leaders is an advisory board of entrepreneurs, strategists, community leaders and visionaries under the age of 35 dedicated to supporting the mission of Oregon Environmental Council.

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Our deepest appreciation to the board members whose terms ended since 2009, including our past president Cheryl Koshuta, Ed King, Jim Owens and Susan Brody.



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