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Environmental Defense Fund's mission is to preserve the natural systems on which all life depends. Guided by science, we design and transform markets to bring lasting solutions to the most serious environmental problems.

## science markets partnerships results

Thomas J. Graff, 1944-2009

This report is dedicated to Tom Graff, who opened our California office in 1971 and led it for 37 years. His willingness to break bread with traditional foes created solutions when stalemate had seemed inevitable. By pioneering the use of incentives, Tom helped change the way the nation tackles environmental problems.

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*The words on the cover represent aspects of what EDF protects, the approaches we use and the partners without whom we could not accomplish our work.*

# THE POWER OF Leverage




*Fred Krupp, Carl Ferenbach and David Yarnold*

EDF's leverage comes mainly from our emphasis on markets and partnerships. Our ability to harness market incentives to advance environmental goals has been a cornerstone of our work since the 1970s, when EDF was the first major environmental group to hire Ph.D. economists. Likewise, our precedent-setting partnerships with leading corporations—from McDonald's in 1990 to KKR and Walmart today—have helped to raise the bar for all businesses.

A tough economy has compelled people who care about the environment to focus more than ever on results. We are deeply thankful for the exceptional support of

our members and friends in these difficult times. Your generosity has made possible the dramatic progress described in these pages. Special thanks go to our past chairman Nick Nicholas, whose leadership since 2002 has been so instrumental to EDF's success.

As EDF enters 2010, we stand at the threshold of historic action on climate change and the global energy economy. With your help, we will continue to build on what we've accomplished and seize new opportunities to protect and preserve the natural systems on which all life depends.

  
Carl Ferenbach  
Chairman of the Board

  
Fred Krupp  
President

  
David Yarnold  
Executive Director

# THE POWER OF Markets

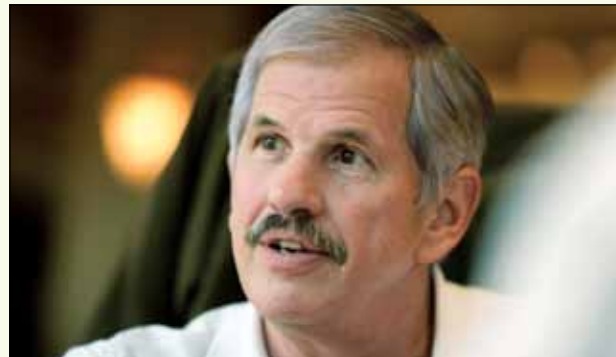
## People can prosper by protecting the planet, if we design markets that pull ideas and capital toward solutions.

Many were skeptical when EDF first proposed using markets to protect the environment. But the results soon showed we'd found a way to win greater results at lower cost by tapping the power of innovation.

Well-designed markets should value assets like clean air and water. EDF has the expertise to engage all the participants, set ambitious targets and get the rules right. We also know how to assemble the building blocks that support successful markets: good data, strong enforcement and the backstop of litigation.

"If we can make environmental protection profitable, people will invent all kinds of ways to make it happen. That's the power of market solutions."

**DR. DANIEL DUDEK**  
CHIEF ECONOMIST



### Water for a million Californians

**1989:** Based on an EDF proposal, California's largest urban water district signs an agreement to pay for conservation measures in a nearby agricultural district, including lining the leaky irrigation canals. In return, the urban district receives all the water saved, enough to meet the residential needs of more than a million Californians. By giving farmers an incentive to conserve water and sell it to cities, such water markets reduce the need for added dams on Western rivers.

# EDF's bold use of economic incentives



## Acid rain pollution cut in half

**1990:** After our scientific research shows that acid rain pollution can travel long distances from power plants, we design an innovative solution. Under our plan, which becomes part of the Clean Air Act, government sets a gradually declining cap on pollution and lets companies decide how to meet it. With the resulting competition among pollution-reduction methods, emissions are cut faster than expected at a fraction of the projected cost.

▶ **VIDEO:** See how a pollution cap works at [edf.org/acidrain](http://edf.org/acidrain)



## Sixteen-fold growth in wind power

**1997:** International negotiators adopt the cap-and-trade method we propose to reduce emissions of carbon dioxide and other heat-trapping gases responsible for global warming. EDF later helps ensure Russian support for the plan, enabling it to go into force. Since then, energy efficiency and rollout of low-carbon energy sources like solar and wind power have increased.



## Overfishing reversed, revenues increase

**2006:** Regulators approve our proposed management method, catch shares, to end commercial overfishing of red snapper in the Gulf of Mexico. The new approach gives each fisherman a share of the scientifically determined total allowable catch. Catch-share programs have made fisheries more sustainable while increasing per-boat revenues by 80%.



## LEVERAGING AN OPPORTUNITY

### EDF helps environmental markets take hold in China

**2008:** We help create an environmental commodities exchange in Beijing, an outgrowth of our decades-long work to initiate environmental markets in China.

In 1991, China's government invited us to participate in its first experiments with economic incentives for pollution control. By 2003, we had helped establish the first province-wide emissions trading system to combat severe air pollution.

For his work, EDF economist Dan Dudek received the Friendship Award, the highest honor China confers on foreign experts. Now we are training thousands of business and government officials in a joint program with Tsinghua University on the use of environmental markets.

EDF: "America's most economically literate green campaigners"

THE ECONOMIST

# Partnerships

**Protecting the environment is everyone's business today. EDF opens the door for progress by forging alliances with partners ranging from farmers to Fortune 500 companies.**

By working with leading corporations, we have demonstrated the business benefits of environmental innovation and created a race to the top of the green ladder.

In every partnership, we aim not just to improve one company's performance, but to spur environmental gains across an entire economic sector. A recent *Financial Times* study of 850 business-nonprofit partnerships worldwide named EDF the #1 environmental partner.

"To maintain our objectivity, we accept no funding from our corporate partners. That independence frees us to set aggressive goals and drive change across entire industries."

**GWEN RUTA**  
VP CORPORATE PARTNERSHIPS

**> VIDEO:** See innovative partnerships in action at [edf.org/partnerships](http://edf.org/partnerships)



**McDonald's eliminates 150,000 tons of waste**

**1990:** In the first collaboration between an environmental group and a leading corporation, McDonald's accepts the recommendations of our joint waste-reduction task force, doing away with foam-plastic sandwich boxes and eliminating 150,000 tons of packaging waste over ten years. Others in the restaurant industry quickly follow suit.

# Helping the planet and the bottom line



## Four million acres of wildlife habitat preserved

**1995:** North Carolina's Pinehurst Resort becomes our first partner in Safe Harbor, a program that gives landowners incentives to help endangered species on their property. Red-cockaded woodpeckers at Pinehurst and rare species at other Safe Harbor properties have enjoyed a resurgence. Today more than four million acres of critical habitat on working lands are being protected.



## Delivering better mileage, with 96% less soot

**2000:** We begin a partnership with FedEx to develop a cleaner, more efficient delivery truck. The resulting hybrid electric trucks, designed by Eaton Corporation, cut smog-causing emissions by 65%, reduce soot by 96% and get 50% better mileage. Today, all major U.S. truck manufacturers offer midsize hybrids and more than 100 fleets use them.



## One company influences 100,000 suppliers

**2007:** EDF becomes the first environmental group to open an office in Bentonville, Arkansas, home of Walmart. We're helping the world's largest retailer improve energy efficiency and cut waste. We're also working with Walmart to set a high environmental bar for its suppliers in China. EDF recently helped launch a process to create a sustainability index, which will be used to assess the environmental performance of Walmart's 100,000 suppliers.



## LEVERAGING AN OPPORTUNITY

### A greener portfolio gains \$100 million in value

**2007:** When private equity giants Kohlberg Kravis Roberts (KKR) and Texas Pacific Group asked us to help draft the terms of their acquisition of Texas utility TXU, we negotiated the cancellation of eight planned dirty coal plants. That's how a \$45 billion buyout was made contingent on climate action.

In 2008 we took another giant step with KKR to develop an approach to improve the environmental performance of its portfolio of companies. In the first year, three companies identified savings of \$16 million and 25,000 tons of greenhouse gas emissions, while boosting KKR's portfolio value more than \$100 million. We expanded to include five more KKR companies, and as other private equity firms adopt our approach, the benefits will multiply.

“EDF gave us environmental and business expertise in one package.”

**BOB LANGERT**

McDONALD'S SENIOR DIRECTOR OF SOCIAL RESPONSIBILITY

# Climate NATIONAL

## U.S. House passes cap on carbon

Historians will look back to June 24, 2009, as the day the United States finally took a decisive step to control global warming. The House of Representatives voted to cap and reduce U.S. greenhouse gas emissions dramatically, opening the door to a better future.

Environmental Defense Fund was instrumental to the House victory, having contributed five years of scientific and economic research, expert testimony in Congress and nonstop efforts to persuade undecided House members in 40 key districts to vote yes. Eight Republicans crossed party lines to support the American Clean Energy and Security Act, all of whom we had contacted personally.

EDF helped build momentum for federal climate action by winning state-level victories and defending them in court. We also co-founded the U.S. Climate Action Partnership, an influential business-environmental alliance that provided a blueprint for legislation.

“A well-designed cap will smooth the transition to clean energy and keep electricity affordable,” says Jim Rogers, CEO of Duke Energy, one of the 26 leading companies allied with us.

“When the heads of major corporations and leaders of national environmental groups walk through the door together, that sends a powerful message,” says our legislative director Elizabeth Thompson.

With jobs at the center of the debate, we mapped businesses in major manufacturing states whose employees are part of the new green economy. This helped convince

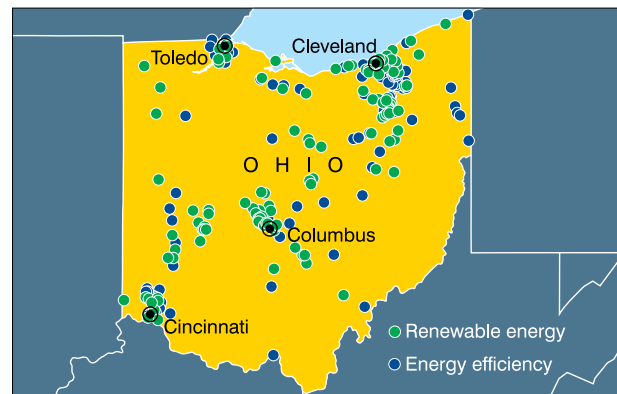
legislators of the significant economic opportunities that will be unleashed by enacting a declining cap on carbon.

When special interests mounted a campaign to spread fear about the cost of climate action, we countered with sound economics. Our analysis, reinforced by the Congressional Budget Office, shows the U.S. can enjoy robust economic growth over the next several decades while making ambitious reductions in global warming pollution.

EDF’s climate team, more than 50 strong, now has its sights on the Senate, where we must overcome an expected filibuster. Our efforts have ranged from buttonholing senators one by one to delivering 400,000 messages from our members, all urging legislators to pass a climate bill.

“This is the defining environmental issue of our time,” says Thompson. “We must act now, for our climate, our economy and our children.”

## Less carbon = more jobs



Ohio is one of 23 states where we studied companies poised to create new jobs in the low-carbon energy economy.

[ONLINE: Explore all the states at lesscarbonmorejobs.org](http://lesscarbonmorejobs.org)





# ENVIRONMENTAL DEFENSE ACTION FUND



## Moving the needle in the Senate

The seventh-floor suite in the nondescript Washington, DC, office building has the feel of a classic political campaign: walls covered with electoral maps, huge calendars and whiteboards. Dozens of staff are calling supporters, patching calls into Senate offices and conducting opposition research.

But there's a difference. This campaign headquarters is nonpartisan. It's occupied by a coalition of more than 70 organizations, including labor, religious, environmental and veterans' groups, which EDF co-founded to pass strong climate legislation in the Senate.

The war-room-type operation has generated huge turnouts at clean-energy events in 28 states. From a veterans' bus tour in New Hampshire to a faith community

walk in New Mexico, concerned citizens are turning out to push for Senate action.

Our leadership role in the operation is made possible by our sister organization, Environmental Defense Action Fund. We established the Action Fund to raise nondeductible contributions that enable our legislative efforts to exceed the \$1 million cap that otherwise would apply under the tax law. With the opposition spending more than \$500 million in 2009 trying to block a climate solution, the environment is making itself heard, too.

"We can't match industry lobbyists dollar for dollar, but high-profile advocacy can cut through their misinformation," says Action Fund VP Wendy Sommer. For example, EDF teamed up with two Silicon Valley business groups representing more than 200 companies to place hard-hitting ads to sway Congress.

We also deliver our message directly to Capitol Hill, with our Strategic Partners—including civic leaders, economists and CEOs—contacting legislators personally. In May, our partners helped bring 30 U.S. senators and representatives to the Russell Senate Office Building Caucus Room to hear our position on a nationwide carbon cap.

"Getting to a climate bill has been a long haul," says our chief Senate strategist Mark MacLeod, "but the final destination is in sight."

"EDF's engagement has been profoundly important in helping pass comprehensive cap-and-trade climate legislation."

LAWRENCE SUMMERS  
DIRECTOR, NATIONAL ECONOMIC COUNCIL



Mayor John Fetterman (far left) of Braddock, PA, appeared in our Action Fund advertising and testified on Capitol Hill about new jobs for steelworkers that a cap on carbon will create.



"A strong climate bill will create new jobs, clean the air, reduce our oil dependence and protect the climate. Delay is not an acceptable option."

STEVE COCHRAN  
NATIONAL CLIMATE CAMPAIGN DIRECTOR

## EPA slashes car emissions

When President Obama announced an agreement with automakers in May to cut global warming pollution from passenger vehicles, reducing their emissions by 20%, it capped a multiyear EDF campaign.

We first got involved in 2002, helping secure the votes to pass a landmark California law, the nation's first to limit greenhouse gas emissions from vehicles. We then deployed our Action Fund to help spread the victory to 13 other states. This paved the way for automakers to embrace the new standards nationwide.

# INTERNATIONAL



## Engaging China and India on climate

As world leaders inch toward an international climate agreement, one thing is certain: Success requires concrete commitments from China and India, Asia's economic tigers.

More than a decade ago, Beijing called on our chief economist Dr. Daniel Dudek to help create a national market to cut sulfur dioxide pollution. Now, with China having emerged as the world's largest greenhouse gas polluter, we're helping China tackle greenhouse gases in the same way.

Working with us, the China Beijing Equity Exchange established an environmental commodities exchange last year, and the first domestic market-based transaction was completed in August. Tianping Auto Insurance purchased emission credits generated by Green Commuting, a program EDF first developed for the Beijing Olympics that has expanded to more than 20 cities. The trade makes Tianping the first carbon-neutral company in China. The stage is now set for China's eventual engagement in a global carbon market.

For India, a decentralized nation of 1.2 billion people, action to control rapidly rising global warming pollution must begin at the local level.

"India's going to be a central climate player, so we're positioning EDF as an honest broker for change," says Richie Ahuja, the Delhi-based director of our India program.

As the world's largest democracy, India wields huge influence on the developing world. To reach the country's 700 million people under the age of 35, we helped launch the Indian Youth Climate Network. In 2009, the network grew to 300,000 members advocating climate action. We also teamed up with The Hunger Project to produce a popular film called *A New Beginning*, dramatizing the link between global warming and rural poverty.

Says Dudek: "With China and India engaged, we can beat global warming."



"For developing countries, the path toward climate stability and the path out of poverty have to be one and the same."

PETER GOLDMARK  
CLIMATE PROGRAM DIRECTOR



## Rainforests: A key piece of the puzzle

The burning of tropical forests produces nearly one-fifth of all greenhouse gas pollution, more than all the world's cars and trucks. But current climate treaties fail to address deforestation.

EDF teamed up with Brazilian partners to propose a solution: Make rainforests worth more alive than dead, by awarding credits in the global carbon market to nations that reduce deforestation. We advanced the plan at climate treaty talks and engaged leading scientists to show that reduced deforestation can be verified accurately.

In 2009, our partners convinced the Brazilian government to commit to reduce deforestation 80% by 2020. Brazil also launched an Amazon Fund, modeled on our proposal, and Norway pledged \$1 billion to it. "Avoiding deforestation is the quickest, cheapest route to achieving greenhouse gas reductions," says our director for tropical forest policy Dr. Stephan Schwartzman.

# ENERGY



“The U.S. energy system is at a crossroads. EDF will focus on the role the private sector must play in achieving the clean-tech revolution we need.”

**JIM MARSTON**  
ENERGY PROGRAM DIRECTOR

## Climate Corps: On the front lines

EDF is putting America's next generation of Chief Green Officers to work. We recruited top-flight MBA students and placed them at 23 companies like Cisco Systems, eBay and Raytheon with the mission of saving money through energy efficiency. This year's fellows uncovered 160 million kilowatt hours of annual energy savings—enough to power 14,000 homes. “The Climate Corps program was crucial to eBay's effort to articulate its carbon reduction target,” says eBay's Bence Oliver.

▶ **VIDEO:** Meet the MBA students at [edf.org/climatecorps](http://edf.org/climatecorps)



## Revolutionizing the electric grid

Imagine if America's electric grid were interactive, like the Internet. When the supply of electricity runs short, an intelligent grid could signal appliances to operate later. When solar or wind generation peaks, the grid could route excess power to the batteries of plug-in hybrid cars.

That's the vision of the Pecan Street Project, an initiative developed by the City of Austin in collaboration with EDF, Austin Energy and the University of Texas to reinvent the way electricity is generated and used. More than a dozen companies, including Dell, GE and IBM, have partnered with us this year to make that vision a reality.

The project puts Austin at the forefront of a movement to deliver electricity in ways that reward conservation and integrate clean energy sources. We are preparing recommendations for smart-grid innovations like cooperative solar farms. Thomas Edison would be impressed.



## LEVERAGING AN OPPORTUNITY

### Making New York a sustainable city

As an advisor to Mayor Michael Bloomberg's sustainability team, EDF is helping shape plans to cut New York City's global warming pollution 30% by 2030. The biggest opportunity is to retrofit buildings, which account for 80% of the city's carbon dioxide emissions.

**Leverage point:** This year, EDF helped put in place a new law that empowers city government to deliver low-cost financing for energy efficiency in commercial and residential buildings across the city. The plan could save \$750 million a year in energy costs, while reducing greenhouse gas pollution dramatically.

**Allies:** The Mayor's Sustainability Office, Green Building Council, labor and community leaders

### A donor's perspective:

“EDF is pioneering energy-saving solutions in New York City real estate. These solutions can be replicated nationwide.”

**JEANNE DONOVAN FISHER**  
EDF TRUSTEE

**40%** of new U.S. electric generating capacity last year came from wind power

# Oceans

## Sharing the catch: An innovative approach to revive fisheries

Captain Steve Arnold scans the horizon from the wheelhouse of the 55-foot trawler *Elizabeth Helen*. “It’s a great feeling to be able to fish sustainably—and profitably,” he says. Arnold and his crew have just hauled in 400 pounds of fluke, or summer flounder, east of Point Judith, RI.

The *Elizabeth Helen* is one of eight boats participating in a pilot catch-share program that EDF supported for fluke, whose numbers have been declining. In exchange for accepting a strict limit on their catch, the fishermen are given flexibility to fish when they want.

In a major breakthrough during Summer 2009, the New England Fishery Management Council voted 16–0 to implement a similar program for groundfish, including cod and haddock. “For the first time, fishermen will be held truly accountable for the number of groundfish they catch,” says our New England fisheries policy director Sally McGee, who is the only representative from an environmental group on the council.

Fishery managers typically have tried to limit the catch by shortening the season. That approach gives fishermen no incentive to conserve and compels them to race each other to catch as many fish as they can, even in the most dangerous weather.

But with catch shares, fishermen like Arnold are no longer racing against the clock, so they can fish when it’s safe and when market prices are higher. And they can be more selective, taking precautions to avoid bycatch, unwanted

fish that are typically discarded. If a fisherman catches more than his share—or the wrong kind of fish—he can buy shares from another boat, keeping the total catch within the limit. The result: less waste and more profit.

EDF has forged alliances with fishermen who support catch shares as a cure for ailing fisheries nationwide. A program we helped develop for red snapper in the Gulf of Mexico has cut bycatch by 70%—and was recently expanded. A 2008 study in *Science* found that catch shares prevent, and even reverse, the collapse of fisheries.

“This is the future,” says Arnold. “Over time, I’m confident fish will come back. If you take care of the ocean, it will take care of you.”

▶ **VIDEO:** See fishermen talk about saving the seas at [edf.org/catchshareaction](http://edf.org/catchshareaction)

## Replenishing the seas



All around North America, EDF is working to revive troubled fisheries by giving fishermen an incentive to conserve.



“Environmental Defense Fund is the first group to recognize the human dimension to the crisis in the oceans.”

**RICH YOUNG**  
HARBORMASTER, CRESCENT CITY, CA



“By protecting critical habitats and offering fishermen a financial stake in the health of fisheries, we can revive coastal communities and bring the resilient oceans back to life.”

**DAVID FESTA**  
VP FOR WEST COAST AND OCEANS

### The U.S.-Cuba good neighbor policy

While politically distant, the U.S. and Cuba are ecologically linked, and must collaborate to protect their marine life. So under a special license from the U.S. government, EDF joined with Cuban scientists and managers and initiated a number of projects this year ranging from sustainable coastal development to rebuilding devastated shark populations.



### Protecting threatened coral reefs

Off Cape Lookout, NC, at depths of 1,000 feet, ancient coral forests rise like giant Sequoias. Stretching from North Carolina to Florida, this undersea world was until recently unexplored. “It may be the world’s largest deep-coral ecosystem,” says our chief oceans scientist Dr. Doug Rader.

This year the reef was declared a protected area, culminating a decade of work by EDF. The designation bans activities like bottom trawling that can decimate slow-growing corals. The new 25,000-square-mile refuge also shelters hundreds of important fish species.

This victory complements another, half a world away, where we helped secure national monument status for pristine shallow-water coral reefs in the Central Pacific Islands, covering an area nearly the size of California. EDF had proposed the designation to the Bush administration and built key political and scientific support.



### LEVERAGING AN OPPORTUNITY

#### Taking catch shares international

Overfishing is a global problem, and catch shares can be part of an international solution. EDF is particularly focused on countries whose waters sustain U.S. fisheries.

**Leverage point:** With Mexico’s fisheries in crisis, we teamed up with the Mexican government and fishermen this year to implement a catch-share program for shrimp in the Gulf of California. The Gulf is an ecological treasure that supplies more than half of Mexico’s commercial fish.

**Allies:** Mexican government, local Mexican nonprofits and World Wildlife Fund

#### A donor’s perspective:

“We’re completely sold on EDF’s bold vision for using catch shares to bring oceans back to health while making sure that fishermen can still earn a good living.”

**SAM WALTON**  
EDF TRUSTEE  
BOARD DIRECTOR, WALTON FAMILY FOUNDATION

**70%** of fisheries worldwide have crashed or are overexploited

# Ecosystems

## In California, passage of water bills signals the start of a new era

In a year of budget cuts and partisan wrangling, nobody thought it could be done. But shortly before dawn on November 4, 2009, the California Legislature completed a monumental effort to overhaul the state's ailing water system. The New York Times called it the "most comprehensive" water package since the 1960s.

At drought-stricken farms and in meetings with the governor, his staff and other key players, EDF made sure the environment had a seat at the table.

Our challenge was how to provide for California's farms and growing population while leaving enough water in rivers for wildlife. Until now, despite three years of drought, regulations had failed to encourage the necessary conservation. Tensions were rising.

The problems all converged around the Sacramento-San Joaquin River Delta, the hub of California's water infrastructure. With the 1,300-square-mile Delta suffering from pollution and wetlands loss, we worked closely with other conservation groups, legislative leaders and water users to save the West Coast's largest estuary.

Decades of leadership by the late Tom Graff, our longtime California director, had won EDF the respect of major water users, allowing us to build consensus at a key moment. With our partners, we achieved a comprehensive package of reforms that for the first time make conservation a cornerstone of future water management.

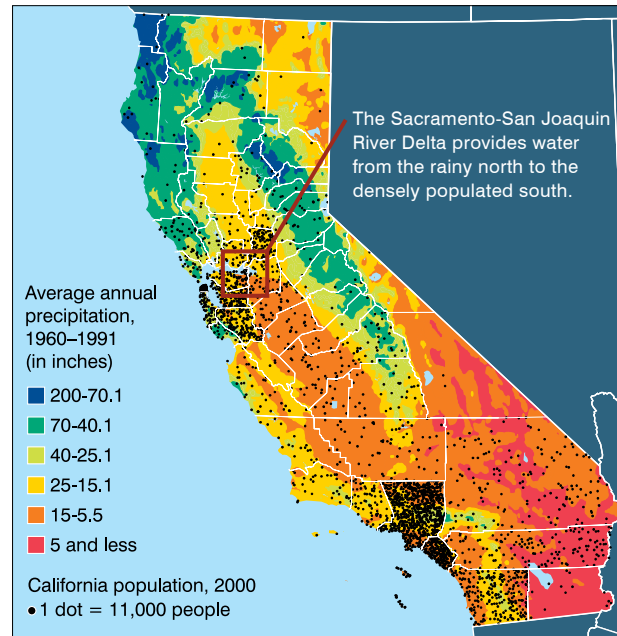
"A transformation has begun," says our regional director Laura Harnish. "We're moving from a model based on

conflict to one of collaboration and conservation. There's enough water for everyone—if it's managed rationally."

Among the reforms we achieved are: reduced reliance on water from the Delta, the assurance of enough water in streams for salmon and other wildlife and more resources to curb illegal water diversions.

The hard-fought bipartisan legislation also requires a 20% reduction of water consumption by 2020. That sets the stage for California's emergence as a wellspring of innovation in efficient water use. It could be the beginning of the end of the state's water wars.

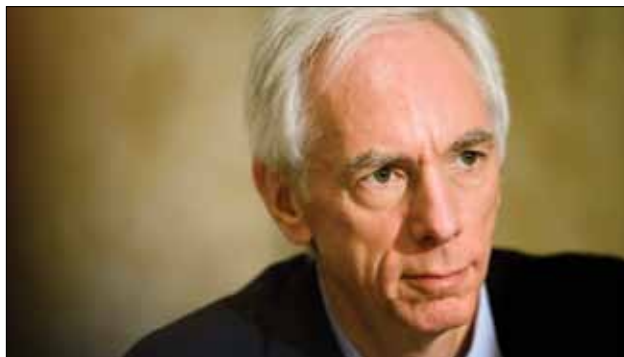
## Meeting California's water needs



“EDF was among the big players in meetings with the governor’s staff and key legislators on solving California’s water supply problems.”

PHILLIP L. ISENBERG

CHAIR, GOVERNOR’S DELTA VISION BLUE RIBBON TASK FORCE



### Farmers to the rescue

Fertilizer running off farms is a major contributor to the huge dead zone in the Chesapeake Bay, home to some 300 species of fish and birds. As a result, the Chesapeake’s oyster population has fallen to just 2% of historical abundance.

Now farmers are EDF’s partners in novel efforts to restore water quality. We’ve been offering farmers in key areas more accurate information on how much fertilizer their crops need, so they can reduce polluted runoff—and save money.

So far, farmers have enrolled more than a quarter-million acres around the Chesapeake Bay, Lake Erie and North Carolina’s Pamlico Sound, reducing fertilizer use on average by 20%. With many U.S. watersheds suffering harm from agricultural runoff, we’re working to incorporate our approach into federal guidelines.

### Extending a welcome mat to wildlife

The red-legged frog, celebrated by Mark Twain, and myriad other species will benefit from a new plan protecting 28,000 acres of California habitat. This Safe Harbor agreement, based on an EDF concept, enables private landowners to help endangered species without fear of new federal restrictions. More than four million acres are now enrolled, protecting species like the San Joaquin kit fox and the northern spotted owl.

▶ **VIDEO:** See a landowner’s story at [edf.org/houstontoad](http://edf.org/houstontoad)

**46** states are predicted to face serious water shortages during drought conditions



### LEVERAGING AN OPPORTUNITY

#### Protecting an endangered coastline

Before levees were built to control floods, the Mississippi River would deliver rich silt to replenish Louisiana’s coastline. Now the silt flows into the Gulf of Mexico, starving the wetlands of nutrients. Critical habitat is disappearing, and New Orleans is losing a life-saving buffer from hurricanes and floods.

**Leverage point:** In 2009, EDF joined with the State of Louisiana to help restore natural flows of freshwater and sediment to the wetlands. We’ve brought together diverse partners and helped direct \$100 million in state funding toward coastal restoration.

**Allies:** Government officials, Conoco Phillips

#### A donor’s perspective:

“We have an opportunity to protect coastal communities, change wetlands policy and create a model for large-scale restoration of freshwater ecosystems.”

R. KING MILLING

CHAIRMAN, AMERICA’S WETLAND FOUNDATION

# Health

## Shipping news: cleaner air for U.S. ports

The 8,000 ships that call on Houston annually bring the city prosperity, but also air pollution. San Jacinto Elementary, located two miles from the Houston Ship Channel, ranked fifth out of 127,809 schools for bad air, based on data from EPA's Toxic Release Inventory.

"We just accept it," said Nikki Barlow, the mother of a second grader. "It's what this whole area is known for." Houston, of course, is not alone. Oceangoing vessels dock at more than 100 U.S. ports in cities like Seattle, Savannah and Los Angeles. Forty of these ports are in major metropolitan areas that fail to meet federal air quality standards.

Oceangoing ships burn low-grade residual fuel, the tar-like sludge left at the end of the refining process. Soon, these ships will be a lot cleaner. We led an effort this year, working closely with EPA, to win preliminary approval for an emission control area extending out 230 miles from the U.S. coast. Once approved by the International Maritime Organization, this will cut ship pollution 90% by 2015—and save 14,000 lives annually.

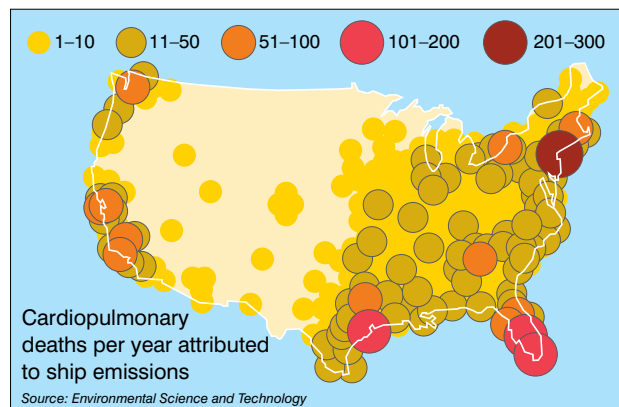
A decade ago, EDF set out to tackle under-regulated sources of air pollution. Oceangoing vessels, including cruise ships, were among the worst offenders, emitting huge amounts of diesel particulates that lodge in people's lungs. "Ships are floating smokestacks that deliver soot and smog straight to the heart of our most crowded coastal cities," says our air specialist Dr. Elena Craft.

EDF played a key role in getting stricter international emissions standards adopted last year. We helped pass federal legislation allowing the United States to join the international treaty requiring the cleanup. Since nine out of ten vessels that call on U.S. ports are foreign-flagged, the international rules are crucial.

We also work directly in port communities. In Houston, for example, we helped launch a \$9 million clean-truck program to retrofit short-haul rigs, which account for a third of that port's emissions.

"No child should have to breathe fouled air," says Craft. "Cleaning up pollution hotspots around our nation's ports is one of the most important things we can do to protect public health."

## The hidden cost of ship pollution



*Even far from ports, air pollution from ships adds to the death toll from heart attacks and other causes.*

**87** million Americans are affected by pollution from oceangoing ships





“Oceangoing ships are a major source of air pollution that spreads hundreds of miles inland. We’re proud to work with EDF to advocate for pollution cleanup that will save thousands of lives.”

CHARLES D. CONNOR (CAPT. USN RET.)  
AMERICAN LUNG ASSOCIATION PRESIDENT AND CEO



“Air pollution exacts a heavy toll on public health, particularly for children and older Americans. Our goal is to cut smokestack pollution by 70%.”

VICKIE PATTON  
EDF DEPUTY GENERAL COUNSEL

### America’s dirtiest power plants will cut pollution

In a major victory for clean air, a federal court reinstated an EPA program to cut nitrogen oxide and sulfur dioxide emissions from Eastern power plants by more than 50%, saving thousands of lives annually. The decision, which also requires EPA to strengthen its program, came as a result of our petition to overturn an earlier ruling that would have terminated the program.



### Protecting consumers from unsafe chemicals

The U.S. imports formaldehyde-laden plywood from China, some of which sickened people housed in FEMA trailers after Hurricane Katrina. That same plywood could not be sold in Europe, or even for domestic use in China.

EDF biochemist Dr. Richard Denison told this story at a Congressional hearing on reforming the nation’s 33-year-old chemicals law, considered among the weakest of U.S. environmental laws.

EDF has been pressing for reform since 1997, when we published Toxic Ignorance, a seminal report that exposed the lack of health data for common chemicals found in everything from baby bottles to pet food.

Troubled by the low priority EPA has given to chemical safety, Denison upped the pressure, not by publishing another report but by critiquing EPA’s program on his EDF blog. Shortly thereafter, the agency announced new principles for chemical assessment that closely mirror our recommendations.



### LEVERAGING AN OPPORTUNITY

#### Reforming America’s chemical safety law

After EDF demonstrated how the U.S. chemical safety law fails to protect health, even the American Chemistry Council now supports reform.

**Leverage point:** More protective laws in Europe and several U.S. states are forcing companies to ensure the safety of their chemicals. This has created a unique opportunity to fix the inadequate federal law.

**Allies:** Members of Congress, American Nurses Association, United Steelworkers and other health and labor organizations

**A donor’s perspective:**  
“EDF used its technical expertise to expose critical flaws in America’s chemicals policy. They’re now leading the way toward developing solutions for real reform.”

SARAH VOGEL  
THE JOHNSON FAMILY FOUNDATION

[BLOG: Follow the story at \[edf.org/chemreform\]\(http://edf.org/chemreform\)](#)

# Financial commentary

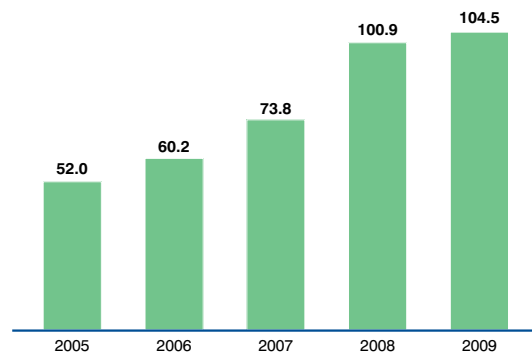
## Overview

Environmental Defense Fund continued to maintain a strong financial position in the fiscal year ended September 30, 2009, thanks to prudent management of expenses and to the generous support of our members, trustees, major donors, foundations and other contributors. Total program and supporting services expenses for fiscal 2009 were \$104.5 million, a modest 4% increase over the previous year.

The tough economy required staff reductions and pruning of expenditures in fiscal 2009. In making these decisions, we were guided by the priorities and criteria established in EDF's new Strategic Plan, the product of a yearlong collaboration between staff and trustees. The resulting sharper focus puts EDF on a path to achieve the Strategic Plan's very ambitious five-year objectives.

## TOTAL PROGRAM AND SUPPORTING SERVICES EXPENSES

In millions of dollars

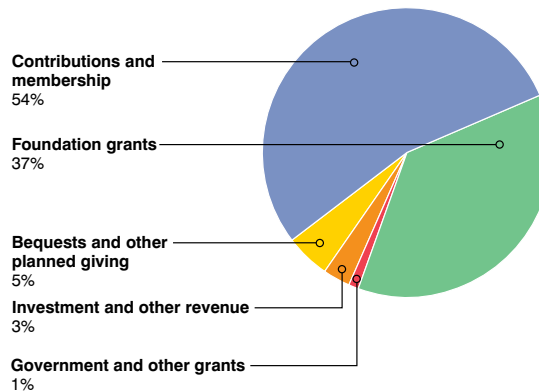


## Operating support and revenue

Unrestricted operating support and revenue of \$107.5 million was used to pay for current operations during fiscal 2009. Of this amount, contributions and membership accounted for \$57.9 million, or 54%. Foundation grants provided \$39.4 million, or 37%. Bequests and other planned giving reached \$5.7 million, or 5%. Investment and other revenue contributed 3% and government and other grants accounted for the remaining 1%.

Restricted operating support and revenue of \$40.5 million in fiscal 2009 predominantly represents contributions from multiyear gifts and pledges for use in future years. These gifts play an increasingly important role in enabling us to expand and sustain our work.

## SOURCES OF UNRESTRICTED OPERATING SUPPORT AND REVENUE



## Expenses

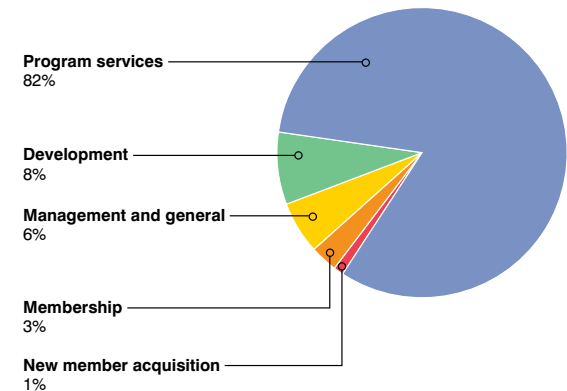
Program services expenditures of \$85.9 million accounted for 82% of total operating expenses in fiscal 2009, with almost all devoted to our priority areas—climate, oceans, ecosystems and health. Of total operating expenses, 6% was for management and administration, 11% went toward the fundraising needed to generate current income and support for future years, and 1% was spent on the acquisition of new members.

## Net assets

Thanks mainly to gifts designated for future years, total net assets grew \$41.2 million to \$172.4 million during fiscal 2009.

*The Statement of Activities on the facing page represents the consolidated activities of Environmental Defense Fund, Incorporated, Environmental Defense Action Fund and California Fisheries Fund, Inc. Copies of the complete audited financial statements are available upon request or at [edf.org/audit](http://edf.org/audit).*

## EXPENSES



# Statement of activities

Year ended September 30	Unrestricted	Restricted	Total 2009	Total 2008
<b>OPERATING SUPPORT AND REVENUE</b>				
Support:				
Contributions	\$3,872,201	\$45,449,241	\$49,321,442	\$56,423,219
Membership	10,399,276	1,361,126	11,760,402	12,725,210
Foundation grants	-	76,783,935	76,783,935	56,045,966
Bequests and other planned giving	4,124,174	1,589,769	5,713,943	3,613,443
Government and other grants	55,523	1,537,222	1,592,745	3,421,306
<b>Total support</b>	<b>18,451,174</b>	<b>126,721,293</b>	<b>145,172,467</b>	<b>132,229,144</b>
Revenue:				
Investment income allocated for operations	1,556,952	29,628	1,586,580	1,772,456
Fees, royalties and other income	1,275,053	608	1,275,661	927,441
<b>Total revenue</b>	<b>2,832,005</b>	<b>30,236</b>	<b>2,862,241</b>	<b>2,699,897</b>
Net assets released from restrictions	86,202,644	(86,202,644)	-	-
<b>Total support and revenue</b>	<b>107,485,823</b>	<b>40,548,885</b>	<b>148,034,708</b>	<b>134,929,041</b>
<b>EXPENSES</b>				
Program services:				
Climate	43,809,784	-	43,809,784	41,550,351
Oceans	15,295,369	-	15,295,369	12,689,958
Ecosystems	13,885,771	-	13,885,771	14,900,955
Health	7,769,268	-	7,769,268	8,088,066
Education	4,500,024	-	4,500,024	4,815,378
Membership activities	663,362	-	663,362	546,026
<b>Total program services</b>	<b>85,923,578</b>	<b>-</b>	<b>85,923,578</b>	<b>82,590,734</b>
Supporting services:				
Management and general	6,714,804	-	6,714,804	6,810,239
New member acquisition	742,627	-	742,627	649,996
Fundraising:				
Membership	2,710,239	-	2,710,239	2,597,017
Development	8,376,666	-	8,376,666	8,214,864
<b>Total supporting services</b>	<b>18,544,336</b>	<b>-</b>	<b>18,544,336</b>	<b>18,272,116</b>
<b>Total operating expenses</b>	<b>104,467,914</b>	<b>-</b>	<b>104,467,914</b>	<b>100,862,850</b>
Change in net assets from operations	3,017,909	40,548,885	43,566,794	34,066,191
Change in net assets from non-operating activities:				
Transfer to California Fisheries Fund	-	-	-	(4,550,000)
Other expenses, net of contributions and other income	(128,307)	(62,146)	(190,453)	(1,082,698)
Investment results, net of allocation to operations	(1,134,627)	(1,059,215)	(2,193,842)	(7,890,982)
<b>Change in net assets</b>	<b>1,754,975</b>	<b>39,427,524</b>	<b>41,182,499</b>	<b>20,542,511</b>
Net assets, beginning of year	38,216,936	92,996,431	131,213,367	110,670,856
<b>Net assets, end of year</b>	<b>\$39,971,911</b>	<b>\$132,423,955</b>	<b>\$172,395,866</b>	<b>\$131,213,367</b>

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### A gift from your estate to EDF

You can make a lasting contribution toward protecting the environment by considering a special gift to Environmental Defense Fund through your will, living trust or retirement plan.

When your attorney draws up your will or living trust, we suggest using the following language:

"I hereby give and bequeath \_\_\_\_\_ to Environmental Defense Fund, Incorporated, a not-for-profit membership organization incorporated by the laws of the State of New York, having as its principal address 257 Park Avenue South, New York, NY 10010, for its general purposes."

If you wish to discuss the language of your bequest with a member of our staff, or if you would like additional information about other planned giving opportunities, including gifts that pay you lifetime income, please call Nick Pitaro, toll-free, at 1 877 OSPREYS (1 877 677 7397) or contact us by email at [ospreys@edf.org](mailto:ospreys@edf.org).

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The EDF Donor Advised Fund is a flexible and simple way for you to support our work and that of all your favorite causes. It allows you to conduct your philanthropy from a single, tax-advantaged account, without the expense and regulatory red tape of a private foundation.

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For more information about how our Donor Advised Fund can work for you, please call us at 1 877 441 7975, write [donoradvisedfund@edf.org](mailto:donoradvisedfund@edf.org) or visit [edf.org/donoradvisedfund](http://edf.org/donoradvisedfund).

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Environmental Defense Fund is a not-for-profit organization that relies on your support. For more information or to make a tax-deductible contribution, please contact Keely Henderson, Associate Vice President for Individual Giving, at the national headquarters:

Environmental Defense Fund  
257 Park Avenue South  
New York, NY 10010  
212 505 2100

Or contribute online at [edf.org/donate](http://edf.org/donate)

Contributions to our ACTION FUND (see page 7), which are nondeductible, should be mailed to:

Environmental Defense Action Fund  
P.O. Box 96347  
Washington, DC 20090

## CREDITS

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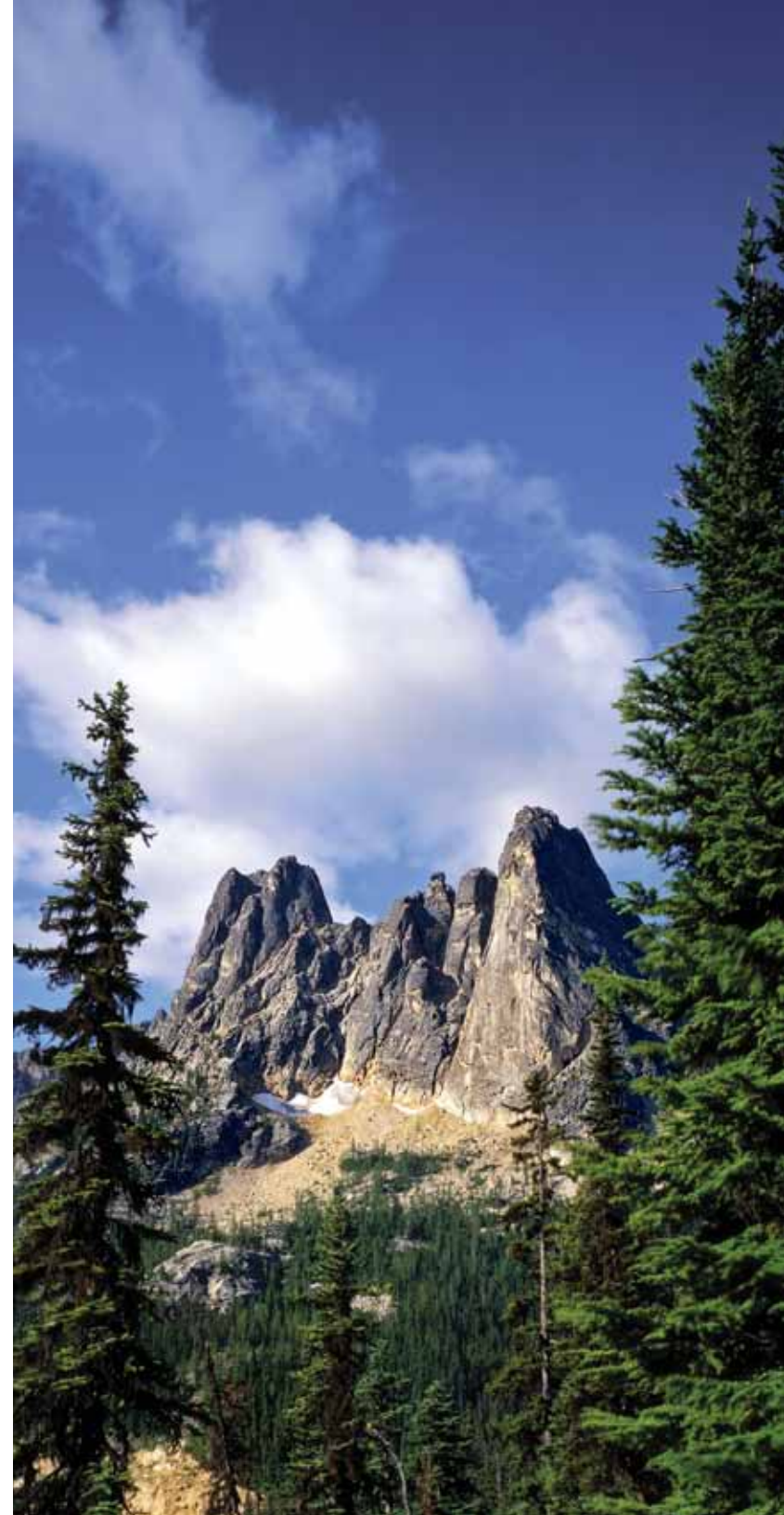
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