



Sustainable Conservation

CELEBRATING 20 YEARS OF MAKING BIG IDEAS WORK

2012 ANNUAL REPORT



Dear Friends,

Visionary.

That sums up Sustainable Conservation's legacy in California over the last 20 years. We opened our doors in 1993 because of the time, money and goodwill being lost to avoidable courtroom and political battles in the name of the environment. We knew California could achieve true sustainability – a thriving environment and economy – by working with business not against it. Thanks to the enduring support of donors and partners like you, Sustainable Conservation's pioneering approach has benefited the state's natural resources and people in crucial ways. It has also become the new norm in conservation. We're proud of the trend we set and are optimistic about the next 20 years. With your continued help, we'll build on our long history of thinking big and delivering meaningful results, trusted leadership and innovative solutions to keep California vibrant.

We can't thank you enough for making our 20th anniversary so momentous.

Ashley Boren
Executive Director

Russell Siegelman
Board Chairman

For 20 years, Sustainable Conservation has demonstrated that a healthy environment and economy can go hand in hand – and how collaboration can benefit California’s air, water, wildlife and climate for the long term.





CONSERVATION REINVENTED



Protecting the environment in ways
that strengthen the economy.

On its head.

Sustainable Conservation turned the traditional approach to conservation – confrontation – upside down. Through powerful alliances with business, agriculture and government, we've proven California can move beyond the myth of having to choose between a healthy environment *or* a strong economy.

We can have both.

Two decades ago, Sustainable Conservation asked the simple but powerful question: Why can't promoting a healthy environment also be good for business? We've proven economic incentives can drive sound stewardship.



Sustainable Conservation builds powerful alliances with diverse industries – including California's \$15-billion horticultural industry – on meaningful strategies that keep business going strong.





BUSINESS AS ALLY

Partnering with industry to
enhance the environment.

We love proving the skeptics wrong.

Twenty years ago, Sustainable Conservation challenged conventional wisdom by insisting that the private sector was an untapped ally in solving California's most pressing environmental challenges. Many at the time were skeptical. But, to fix serious problems like chronic air and water pollution for good, solutions have to make good business sense. We've succeeded like no other in working *with* the private sector – not against it. The result?

Business-powered conservation.



RESULTS THAT MATTER

Bringing about change
you can see.

California wouldn't be the same without Sustainable Conservation. Our unique brand of environmental problem-solving has touched nearly every corner of the state, resulting in real, lasting improvements to our air, water, wildlife and climate. Our noteworthy achievements over the last two decades mean big gains for the environment. People, their communities and future generations benefit, too.

Win, win.

Wildlife: PlantRight, the Sustainable Conservation-led alliance of California nurseries, retailers and other horticultural partners, helped stop the sale of the state's worst invasive plants by 70%. We also helped cut the more than \$80 million spent each year on combating invasives, and protected diverse habitats wildlife depends on.



Clean Air: Starting on fewer than 100 acres, Sustainable Conservation and our partners helped California farmers switch to clean-air cultivation practices across nearly 450 square miles in the Central Valley. Together, we've cut dust pollution by up to 70% on participating farms and helped communities breathe easier.



Climate: Sustainable Conservation led the state in promoting the climate benefits of dairy digesters, which convert cow waste into clean, renewable energy and fuel. Between 2003–2010, we helped reduce farming’s greenhouse gas emissions by 12,000 tons. That’s like taking 40,000 cars off the road.



Clean Water: After 14 years of spearheading a diverse public-private alliance and groundbreaking science, Sustainable Conservation and allies passed California legislation in 2010 that will virtually eliminate harmful copper debris from automobile brake pads across North America to protect clean water and wildlife.



Recognition

The logo for the James Irvine Foundation, featuring the text "the James Irvine foundation" in a serif font, with "the" in lowercase and "James Irvine" in a larger, bold serif font, and "foundation" in a smaller serif font below it. The logo is set against a dark blue background with a thin orange horizontal line at the bottom.

the James Irvine
foundation

The prestigious James Irvine Foundation Leadership Award in 2007 to Executive Director Ashley Boren for Sustainable Conservation's innovative, collaborative approach to solving critical environmental problems facing California.



The 2004 Governor's Environmental and Economic Leadership Award, the state's highest environmental honor, for our efforts to enhance California's watersheds, wildlife and working landscapes.



The U.S. Environmental Protection Agency's 2004 Outstanding Achievement Award for our work with the state's dairy and auto recycling industries to boost clean water for people and wildlife.



We have a long history of high marks for our financial strength and ability to leverage donations to maximize impact. Our successful track record includes top honors from the nation's leading independent nonprofit evaluator, Charity Navigator, seven of the last 10 years.

The abundance of California's natural resources is unsurpassed, and Sustainable Conservation wants to keep it that way. We continue to advance innovative conservation solutions that transform entire industries and can be replicated beyond California.



LOOKING AHEAD



Developing new approaches
to complex challenges.

There's never been a better time for Sustainable Conservation. For the last 20 years, we've addressed major challenges facing California's environment, but threats like a growing population and increased pressure on limited natural resources still loom. Creating a vibrant future for California requires a strong track record of leading results-driven alliances, implementing think-big ideas for accelerating conservation and advancing sound stewardship that cultivates a strong economy.

The future looks bright.



THANK YOU

SUSTAINABLE CONSERVATION 2012 PARTNERS

Sustainable Conservation extends our sincere gratitude to our dedicated partners,
without whom our work wouldn't be possible.

Adams Dairy
Adcon
Ag Innovations Network
Ag Power Partners
Agflex, Inc.
Agricultural Water Quality Alliance
AgSTAR, US Environmental
Protection Agency
Alameda County Resource
Conservation District
Alameda Countywide Clean Water
Program
Alladin Nursery
Almond Board of California
American Farmland Trust
American Nursery and Landscape
Association
American Society of Agronomy
Association of Professional
Landscape Designers, California
Chapter
Audubon California
Bachand & Associates
Bank of America
Barley, LLC
Bay Friendly Landscape &
Gardening Coalition
Belmont Nursery
Bert Wilgenberg Dairy Farms
Cachuma Resource Conservation
District
CalCAN
California Agricultural
Commissioners and Sealers
Association
California Agricultural Systems
Institute
California Air Resources Board

California Association of Nurseries
and Garden Centers
California Association of Resource
Conservation Districts
California Biomass Collaborative
California Cattlemen's Association
California Coastal Commission
California Dairy Campaign
California Dairy Quality Assurance
Program
California Dairy Research
Foundation
California Department of
Conservation
California Department of Fish and
Wildlife
California Department of Food and
Agriculture
California Department of Water
Resources
California Energy Commission
California Environmental Associates
California Environmental Dialogue
California Environmental Protection
Agency
California Farm Bureau Federation
California Invasive Plant Council
California Invasive Species Advisory
Committee
California Native Plant Society
California Natural Resources
Agency
California Polytechnic State
University, San Luis Obispo
California Rangeland Conservation
Coalition
California Rangeland Trust
California Rice Commission

California Roundtable on
Agriculture and the Environment
California Seed Association
California State Coastal
Conservancy
California State University, Fresno
California State University,
Fresno – California Agricultural
Technology Institute
California State University,
Monterey Bay
California State University,
Sacramento – Center for
Collaborative Policy
California State Water Resources
Control Board
California Stormwater Quality
Association
California Water Institute
Cambria Community Services
District
Castelanelli Brothers Dairy
Central Coast Resource Conservation
and Development Council
Central Coast Water Quality
Preservation, Inc.
Central Valley Bird Club
Central Valley Dairy Representative
Monitoring Program
Central Valley Joint Venture
Climate Action Reserve
Cloverdale Farms
Clover Prairie Farms
Coastal San Luis Resource
Conservation District
Dairy Cares
Dairy Central
Defenders of Wildlife
DeJager Dairy

Denele Analytical, Inc.
East Bay Municipal Utility District
East Stanislaus Resource
Conservation District
Ecological Solutions, Inc.
Elkhorn Slough Foundation
Elkhorn Slough National Estuarine
Research Reserve
Environmental Defense Fund
Environmental Incentives, LLC
Environmental Protection Agency
EuroAmerican Propagators
Fanelli Dairy
Fiscalini Farms
Friends of Fiscalini Ranch Preserve
Friends of the Ranch Land
The Garden Company
GB Supplies
Giacomazzi Dairy Farms
Grasmere Dairy
Grower-Shipper Association
Haringa Dairy
Heritage Oak Winery
Hilmar Cheese
Holland and Knight
Humboldt County Resource
Conservation District
Huntington Botanical Gardens
Hydro Engineering, Inc.
Inland Empire Utilities Agency
International Plant Propagator's
Society, Western Region
John F. Kennedy University
Joseph Gallo Farms
Kings River Conservation District
Land Conservancy of San Luis
Obispo County
Lawrence Livermore National
Laboratory



- Living Machine Systems
- Lodi Winegrape Commission
- Loma Prieta Resource Conservation District
- Marin Resource Conservation District
- Mayo Dairy Farms
- McShane's Nursery and Landscape Supply
- Mendocino County Resource Conservation District
- Merced County Department of Public Works
- Merced County Resource Conservation District
- MicroBio Engineering, Inc.
- Milk Producers Council
- Mitloehner Consulting
- Monrovia Growers
- Monterey Bay National Marine Sanctuary
- Morro Bay National Estuary Program
- National Marine Fisheries Service
- National Oceanic and Atmospheric Administration Restoration Center
- Natural Resources Defense Council
- NOAA Restoration Center
- Orthman Manufacturing
- Pacific Coast Producers
- Pacific Gas and Electric Company
- Pajaro Valley Water Management Agency
- Peninsula Open Space Trust
- PH Ranch
- Point Reyes National Seashore – National Park Service
- PRBO Conservation Science
- Precision Agri-Lab
- Protected Harvest
- Quarryhill Botanical Garden
- Rancho Santa Ana Botanical Garden
- Reciprocating Water Technologies, LLC
- Redwood Community Action Agency
- Regional Water Quality Control Board (Central Coast Region)
- Regional Water Quality Control Board (Central Valley Region)
- Regional Water Quality Control Board (North Coast Region)
- Regional Water Quality Control Board (San Francisco Bay Region)
- Resource Conservation District of Monterey County
- Resource Conservation District of Napa County
- Resource Conservation District of San Mateo County
- Resource Conservation District of Santa Cruz County
- Resource Conservation District of Sutter County
- Resource Landowners Coalition
- Riparian Habitat Joint Venture
- River Partners
- Sacramento Municipal Utilities District
- San Benito Resource Conservation District
- San Francisco Estuary Institute
- San Francisco Estuary Project
- San Joaquin County Resource Conservation District
- San Joaquin Valley Air Pollution Control District
- San Luis Obispo County
- San Mateo County Weed Management Area
- Sand County Foundation
- Saracino and Mount, LLC
- Shaffer Consulting
- Sierra Club
- Sierra Nevada Conservancy
- Sloat Garden Center
- Soil and Water Conservation Society, California-Nevada Chapter
- Source Group Inc.
- South Coast Habitat Restoration
- State of California Auto Dismantlers Association
- Stillwater Sciences
- SureHarvest
- Tamarisk Coalition
- Tennessee Valley Authority
- Terranova Ranch
- Tetra Tech
- The Nature Conservancy
- Tollenaar Dairy
- Tri-County FISH Team
- Trout Unlimited
- Tulare Basin Wildlife Partners
- Tulare Lake Basin Working Group
- UC Cooperative Extension, Davis
- UC Cooperative Extension, Kearney Agricultural Center
- UC Cooperative Extension, Kings
- UC Cooperative Extension, California Master Gardener Program
- UC Cooperative Extension, Riverside
- UC Cooperative Extension, Salinas
- UC Cooperative Extension, San Joaquin
- UC Cooperative Extension, Stanislaus
- UC Cooperative Extension, Tulare
- UC Cooperative Extension, Monterey County
- UC Cooperative Extension, Westside Research and Extension Center (Five Points)
- UC Davis
- UC Davis Arboretum
- UC Davis – California Center for Urban Horticulture
- UC Division of Agriculture and Natural Resources
- UC Santa Cruz Arboretum
- UC Sustainable Agriculture Research and Education Program
- University of Washington
- Upper Salinas-Las Tablas Resource Conservation District
- US Department of Agriculture, Natural Resources Conservation Service
- US Department of Interior
- US Environmental Protection Agency, Region 9
- US Environmental Protection Agency, AgSTAR
- US Fish and Wildlife Service
- US Forest Service
- US Geological Survey
- Valadao Dairy Farms
- Ventura County Resource Conservation District
- Village Nurseries
- Vino Farms
- Violich Farms
- Western Environmental Services
- Western United Dairywomen
- White Crane Ranch
- Xerces Society
- Yamagami's Nursery
- Yolo County Resource Conservation District

2012 FINANCIAL HIGHLIGHTS

SUSTAINABLE CONSERVATION

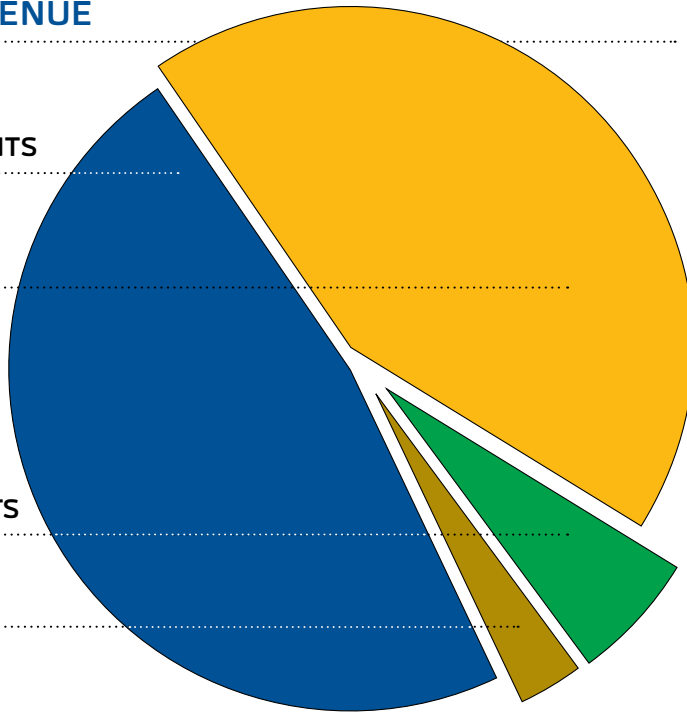
SUPPORT AND REVENUE

48% FOUNDATION GRANTS

44% INDIVIDUAL
CONTRIBUTIONS

6% GOVERNMENT GRANTS

2% OTHER

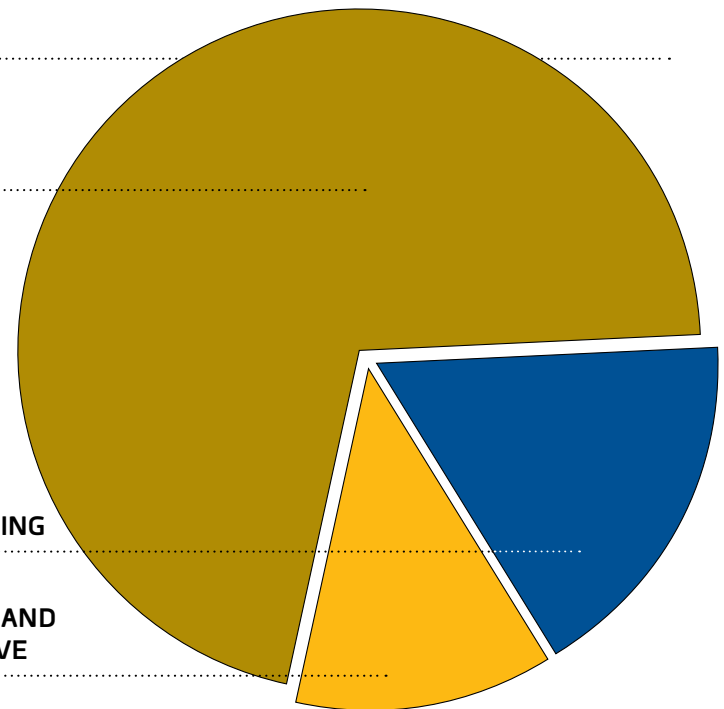


EXPENSES

71% PROGRAM

17% FUNDRAISING

12% GENERAL AND
ADMINISTRATIVE



For a complete financial report audited by Ghaffari Zaragoza LLP, Certified Public Accountants, please visit www.suscon.org.



TOP HONORS, AGAIN

In 2012, the country's premier independent non-profit evaluator, Charity Navigator, awarded Sustainable Conservation a four-star rating – its highest endorsement – for our financial strength and ability to maximize the impact of our donations. We've received top honors seven of the last 10 years.

STATEMENT OF ACTIVITIES

Foundation Grants	\$ 1,765,021
Individual Contributions	1,638,562
Government Grants	214,514
Other	94,829
Total Support and Revenue	\$ 3,712,926

Program	\$ 2,259,363
Fundraising	554,722
General and Administrative	378,392
Total Expenses	\$ 3,192,477

Net Assets Beginning of Year	\$ 2,724,480
Net Assets End of Year	3,353,802
Change in Net Assets	\$ 629,322

BOARD OF DIRECTORS

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Chip Koch, Secretary
Cynthia Hunter Lang
Steve McCormick
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Mark Valentine

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Frank Casey
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Bob Epstein
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Allison Harvey Turner
Stanley Van Vleck
Paul Wenger

STAFF

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Bob Adams, Program Director - Business Partnerships
Ladi Asgill, Senior Project Manager
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John Cardoza, Project Manager
Robyn Carliss, Creative Specialist
Claudia Cartanian, Bookkeeper
Joseph Choperena, Senior Project Manager
Patricia Clark, Grants Manager
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Kelli McCune, Senior Project Manager
Dr. Daniel Mountjoy, Director of Restoration on Private Lands
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Since 1993, Sustainable Conservation has partnered
with the private sector to find environmental
solutions that make business sense. Our clean air
and water, abundant wildlife and healthy climate
initiatives produce lasting benefits for California.



Sustainable Conservation

20
YEARS | MAKING
BIG IDEAS
WORK