



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

**20**  
YEARS | MAKING  
BIG IDEAS  
WORK

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 sans-serif font. The word "the" is in a smaller font size and a lighter color than "James Irvine", which is in a larger, bold font. "foundation" is in a smaller font size and a lighter color than "James Irvine". The text is white on a dark grey background with an orange horizontal bar 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 Dairymen
- White Crane Ranch
- Xerces Society
- Yamagami's Nursery
- Yolo County Resource Conservation District

# 2012 FINANCIAL HIGHLIGHTS

## SUSTAINABLE CONSERVATION

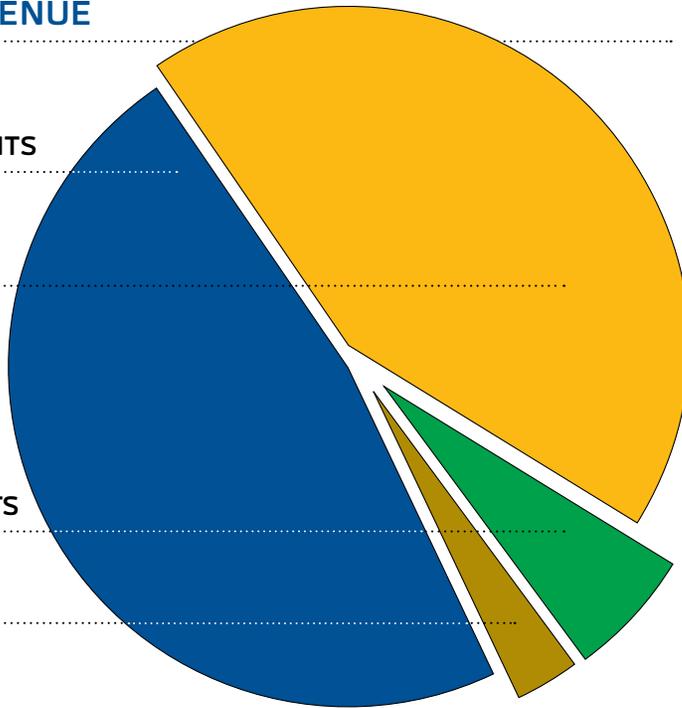
### SUPPORT AND REVENUE

48% FOUNDATION GRANTS

44% INDIVIDUAL CONTRIBUTIONS

6% GOVERNMENT GRANTS

2% OTHER

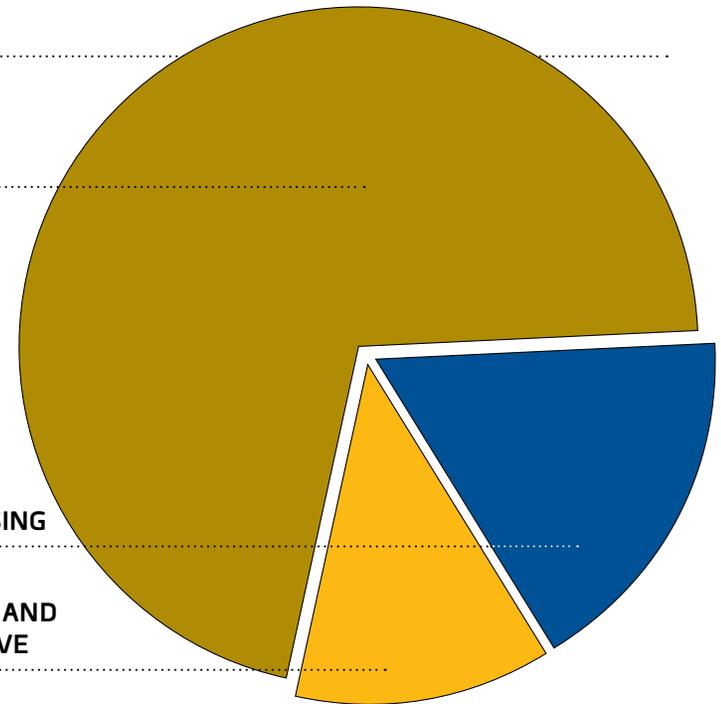


### EXPENSES

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](http://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
<b>Total Support and Revenue</b>	<b>\$ 3,712,926</b>

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

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

### BOARD OF DIRECTORS

Chuck Ahlem  
Chris Buchbinder, Treasurer  
Kim Delfino  
Dan Dooley  
Steve Gross  
Chip Koch, Secretary  
Cynthia Hunter Lang  
Steve McCormick  
Richard Morrison  
Tina Quinn, Co-Founder  
Russell Siegelman, Board Chairman  
Mark Valentine

### ADVISORY BOARD

David Anderson  
Joe Bagley  
Paul Betancourt  
Frank Boren, Co-Founder  
Don Bransford  
Louis Calcagno  
Frank Casey  
Ralph Cavanagh  
Gretchen Daily  
John Dawson  
Dan Emmett  
Bob Epstein  
John Finegan  
Charlene Harvey  
Laura Hattendorf, Co-Founder  
Jennifer Hernandez  
Winston Hickox  
Kristine Johnson  
Rich Kelley  
Bob Kirkwood  
Sally Liu  
Jerry Meral  
Jeffrey Mount  
Mary Nichols  
Rebecca Patton  
Wendy Pulling  
Karen Ross  
Greg Rosston  
Deborah Schmall  
Rebecca Shaw  
Barton "Buzz" Thompson, Jr.  
Tony Turkovich  
Allison Harvey Turner  
Stanley Van Vleck  
Paul Wenger

### STAFF

Ashley Boren, Executive Director  
Bob Adams, Program Director - Business Partnerships  
Ladi Asgill, Senior Project Manager  
Susanna Aulbach, Grants and Contracts Administrator  
John Cardoza, Project Manager  
Robyn Carliss, Creative Specialist  
Claudia Cartanian, Bookkeeper  
Joseph Choperena, Senior Project Manager  
Patricia Clark, Grants Manager  
Susan Corlett, Director of Development and Communications  
Amanda Dyson, Development Associate  
Ruth Herring, Campaign Manager  
Alex Karolyi, Associate Director of Communications  
Leah Katz Ahmadi, Donor Relations Manager  
Eric Lee, Project Associate  
Erika Lovejoy, Associate Director of Restoration on Private Lands  
Kelli McCune, Senior Project Manager  
Dr. Daniel Mountjoy, Director of Restoration on Private Lands  
Cristina Reis de Araujo, Controller  
Greg Richardson, Project Manager  
Erik Schmidt, Senior Research Analyst  
Pamela Sergio, Director of HR and Administration  
J. Stacey Sullivan, Policy Director  
Bill Taylor, Office Coordinator  
Lisa Thompson, Senior Project Manager  
Kathy Viatella, Managing Director of Programs

DESIGN: SAN FRANCISCO ART DEPARTMENT  
PHOTO ON WILDLIFE PAGE: SYLVIA HUNT ©2013



PRINTED ON 100% POST-CONSUMER, CHLORINE-FREE PAPER WITH SOY-BASED INK

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