Dear donors and friends,

This year The Environmental Consumer saw significant changes. We began to make the change from being my personal project and passion to being a full 501(c)(3) nonprofit. We have much left to do, but we now have multiple programs, dedicated volunteers and interns, a modest budget, part-time volunteer staff, fiscal sponsorship from the Sierra Nevada Alliance, and the resources, infrastructure, plans, and people we need to start making an impact.

If you are receiving this annual report, it is because you have already been an important part of The Environmental Consumer’s development, either as a donor, advisor, or friend. Thank you for that. Many of you are environmental professionals and activists in your everyday lives for better consumer and industry practices. Please stay in touch with me and convey your ideas, thoughts, and concerns as The Environmental Consumer develops. With your help we can make an impact on this huge undertaking of making meaningful changes in consumer behavior.

Thank you for all that you have done,

Nick Santos
Executive Director

Accomplishments in Fiscal Year 2010-2011

- Obtained 501(c)(3) fiscal sponsorship
- Launched database of city recycling information enviroconsumer.org/db/recycle
- Published slideshows on plastic’s impact enviroconsumer.org/slideshows
- Conducted first fundraiser, raising enough money for a small budget
- Recruited board members and initiated long-term planning
- Deployed new website design
- Increased staff time and number of contributors to 1 half time staff, 1 volunteer staff, 2 interns, and 2 contributors.

Thank you to our donors

Sarah Bowers  David Chaney  Diana Chen
Tarsi Dunlop  Krista Frelinger  Joaquin Fraga
Sam Friedman  Krista Frelinger  Kate Lin
Liisa and Jon Hale  Alicia Leupp  ThienVinh Nguyen
Caitlin Hall  ThienVinh Nguyen  Sarah Sugar

THE ENVIRONMENTAL CONSUMER

http://www.enviroconsumer.org | feedback@enviroconsumer.org | 650-336-8476 | Donate: enviroconsumer.org/support

Goals for FY 2012

In the next fiscal year, we aim to:

- Implement our entire web platform
- Publish a Q&A system for consumers to find answers to difficult questions
- Release guides on adapting behavior
- Incorporate as a standalone 501(c)(3)
- Employ two full time staffers
- Build out our freemium and fee for service programs

Funding

Income: $1710
Expenditures: $119.70 (7%)
Cash on hand: $1590.30

Expenditures for 2010-2011 are entirely for fiscal sponsorship overhead.

Our budget is geared toward staff support, so we are carrying over most of our fundraising to 2011-2012 when we anticipate it will be needed. Please contact us if you have any questions about our budget.

Volunteers and Interns

Diana Chen  Joaquin Fraga  Kate Lin
ThienVinh Nguyen  Sarah Sugar

2011-2012 Board Members

Reuben Hale  Do Lee  Alicia Leupp
Frank Loge  Garth Moore