

ONE NORTHWEST



ONLINE NETWORKING
for the ENVIRONMENT

ANNUAL REPORT *for* 2006



OUR VISION

ONE/Northwest envisions that by the year 2050, communities throughout the northwest corner of the North American continent will once again thrive in harmony with their natural surroundings. The places where people live and work will bring us health, wealth, personal meaning, and a sense of community. Our natural surroundings and the biological riches they contain will be on the road to recovery, their future secure and their value understood.

OUR MISSION

ONE/Northwest delivers innovative tools and strategies to the environmental movement in order to engage people in preserving the quality of life in the Northwest.

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BC Program Manager

Jodie Tonita

Foundation Relations Manager

Jim Wilson

ONE/Northwest is committed to helping the environmental movement respond successfully to the many environmental threats our region currently faces.

This commitment brought us to a crossroads in 2006. In the following pages we outline some of the important changes now unfolding at ONE/Northwest. These changes are the result of a new strategic framework, adopted by our board in September 2006.

Our 18-month strategic-planning process was intense. We involved nearly 100 people in taking a deep look at what we were doing. We asked ourselves tough questions about our true impact. Then we tried to imagine the possibilities we might unleash by expanding our conceptions of the potential of technology. Specifically, we wanted to build on our past work while spearheading innovative approaches to influencing decisions that affect the environment.

You will notice that relationships are a recurring theme as we describe the future course of our work. In fact, we believe that *strengthening relationships is the single most important task* now facing the environmental movement. We need tighter relationships among environmental organizations, better relationships with social institutions outside of the environmental movement, and stronger relationships with citizens and decision makers in both the public and private sectors.

These stronger relationships all start with you. Your involvement in our work fuels the investments that light the way to a better future. It is this commitment from our stakeholders and constituents that has led to the growth of ONE/Northwest and it is this commitment that will ensure we continue to play our proper role in shaping public policy and reinforcing the social contract between citizens and decision makers.

Thank you for your interest in our work. As always, we encourage you to contact us with any questions or observations about these exciting new directions.

Yours truly,



Jonathan King
President, ONE/Northwest Board of Directors



Gideon Rosenblatt
Executive Director, ONE/Northwest



OUR NEW DIRECTIONS

“Business as usual” has never been our style at ONE/Northwest. As a mission-driven provider of technology to the environmental movement, we’re all about questioning the way things have always been done.

In 2006, ONE/Northwest’s board and staff turned that questioning back on ourselves with an intensive strategic-planning effort aimed at understanding how our work needs to change over the next decade.

Historical Context

ONE/Northwest arrived on the scene in 1995 at a time when many environmental organizations were falling behind in the technology revolution. We concentrated where environmental groups needed us most: installing computers and computer networks. By 2001, these organizations’ needs had evolved significantly. We responded with new services to provide them with websites, email newsletters, databases, and collaboration tools.

Why Change?

Demand for these new services remains extremely strong today. Walk through our offices on any given day and you feel the buzz of the ONE/Northwest staff working on dozens of projects addressing a wide range of important environmental issues. Over the last two and a half years, we’ve completed over 100 websites. By most measures of a technology consulting business, we are quite successful.

But are we really? As a mission-driven organization, ONE/Northwest has a higher standard for evaluation;

namely, are our technology services really helping efforts to protect the environment? In 2006, we used our strategic planning to try to answer that question. We clarified our mission, how we impact it, and how we measure our impact.

Influencing Decisions

Policy makers, business leaders, and individual people make decisions every day that have a profound impact on our natural environment. The ability to influence these decisions is the ultimate measure of the environmental community’s effectiveness.

Increasing the environmental movement’s influence is ONE/Northwest’s primary purpose. In the decade ahead, we will focus all of our resources on using technology and other innovative approaches to increase environmental advocates’ influence on public- and private-sector decisions that impact the environment.

Relationships Matter

The ability to influence another person is directly proportional to the strength of one’s relationship with that person. We all experience this in our lives through our many interactions and relationships with family, friends, and colleagues. And yet many environmental organizations fail to fully appreciate this simple truth in their work. As a result, they under-invest in building relationships as a means of influencing work on their issues.

At first blush, technology’s role in strengthening relationships might seem

minor. But successful corporations and political campaigns know better. They use relationship-management databases and communication technologies to strengthen their ability to build relationships with potential customers and voters. These tools improve their understanding of customers and constituents and identify those who are most worthy of more intensive, personalized interactions.

Beyond Tools

History teaches us that technologies often catalyze new strategies and approaches. Technologies for managing relationships are no exception. As ONE/Northwest introduces these new tools to the environmental movement, we are keen to integrate them with new strategies and best practices from outside of our sector. We can learn a lot from the database work of political campaigns, for example, as well as the relationship-marketing techniques of the private sector, and the community organizing and education tactics of social sectors.

Engaging People

Influence comes in all shapes and sizes. It might be lobbying elected officials, working through a few influential community leaders, or rallying large numbers of citizens.

The one constant is the power of good relationships. ONE/Northwest is now using the term “engagement” to describe the process of building relationships in order to influence decisions. In this sense, ONE/Northwest is changing the objectives of its

programs from raising the technology capacity of environmental organizations to increasing their “engagement capacity.”

Networking a Movement

There are many decisions so large that they can't be affected by the engagement activities of any one organization. These situations call for collaborative approaches to building relationships and influence with other institutions.

In addition to our work with individual organizations, over the next decade ONE/Northwest will invest heavily in increasing the collective engagement capacity of coalitions and other collaborative networks. Many of these collaborations will be among environmental organizations, but we believe some of the most important ones will involve institutions outside the traditional environmental movement such as the healthcare sector, businesses, and communities of faith.

The Road Ahead

The next decade will mark a critical period in human history. The decisions we make will have irreversible consequences for future generations. The new strategy approved by ONE/Northwest's board in September 2006 gives our organization a single-minded focus on helping environmental advocates influence those decisions. We believe technology will play a critical role in strengthening that influence and are concentrating all of our organizational resources on fulfilling this vision.

“ Leaders and citizens rely on our website at Sightline.org for the information they need to create positive change. As our strategic partner, ONE/Northwest helped us build a powerful, full-featured website that delivers our best ideas and information, and engages users in new and innovative ways. Since relaunching our site we've had an 88% increase in site traffic. Thanks ONE/Northwest!

Sightline Institute

“ ONE/Northwest helped us build a new site that was not only attractive, but accessible, actually useful, and tremendously easy to manage. They are always responsive and go above and beyond to help our programs succeed.

Conservation Northwest

2006 HIGHLIGHTS

JANUARY

- ONE/Northwest launched the Friends of Wild Salmon website. Friends of Wild Salmon is a diverse coalition of commercial fishermen, sport anglers, First Nations, and concerned citizens working together to protect the Skeena River's wild salmon heritage. This website incorporates our most strategic audience segmentation to date.

MARCH

- Staff members Jon Baldivieso, Jon Stahl and Andrew Burkhalter led a tutorial on "Nonprofits and Plone" at the 2006 North American Plone Symposium in New Orleans.
- The Oregon Natural Desert Association launched its new database. This was our first database project, one of seven we completed in 2006.

APRIL

- After building websites for dozens of organizations, we gave our own website a much needed makeover and relaunch.
- The Sightline Institute website launched. This was our largest and most complex website project to date.
- We launched the Envision Oregon website, our first website designed to collect stories from visitors—in this case, tapping into Oregonians' passion for their state to help heal the land-use problems created by Measure 37.

MAY

- ONE/Northwest was awarded \$25,000 from the Salesforce.com Foundation to fund the integration of our database platform (Salesforce) with our website platform (Plone).
- The Pollution in People website was launched as part of the Toxic Free Legacy Campaign and received tremendous local media coverage.

JUNE

- We launched the Markets Initiative website—our first multilingual website

SEPTEMBER

- ONE/Northwest board adopted our new 10-year strategic plan.
- British Columbia program manager Jodie Tonita was a co-convenor at Web of Change, a unique program offering opportunities for people in the social change and technology sectors to connect, refresh, and explore emerging ideas.

“One/Northwest helped Oregon Environmental Council identify and implement a set of tools that has markedly improved our ability to engage with audiences online and via electronic newsletters...after just two months of using What Counts for our e-newsletters, we've seen a remarkable increase in our click-through rates, from roughly 25% to between 45% and 60%.

Oregon Environmental Council

OCTOBER

- ONE/Northwest hosted the 4th annual Plone Conference in Seattle, convening 350 Plone users from around the world.
- Steve Andersen presented the Plone/Salesforce integration tool he built at Salesforce's Dreamforce Conference.

NOVEMBER

- The Federation of State Conservation Voter Leagues website was launched. This major intranet website provides a tool for all of the conservation voter organizations in the United States to connect with one another.

DECEMBER

- By year-end our list hosting service was providing service to over 900 unique environmental lists, with over 175,000 subscribers.

THROUGHOUT 2006

We deepened our work with Legislative Priorities Coalitions in British Columbia, Oregon and Washington. These projects help environmentalists work together to build community support for environmental protection.

In British Columbia ONE/Northwest provided leadership to the coordination of the Organizing for Change initiative with strategic guidance, support for the priority campaigns, and the delivery of government-relations assistance.

In Oregon we launched the second-generation collaborative bill-tracking tool that allows organizations working with the state government in Salem to share and communicate in ways never before possible.

In Washington we played a critical behind-the-scenes role, helping the environmental community manage and activate its online supporters in a coordinated, unified way. The 2006 legislative session was the most successful one ever for the Washington state environmental community, which passed three out of four of its priority bills, and stopped every environmentally destructive bill in its tracks.

“ Thanks for the fantastic list service— what an impact! It wouldn't be possible to keep in touch with so many people without you. Thanks!

Mountains to Sound Greenway Trust

“ We are thrilled with our new website. We are continually amazed at how easy it is to update! It is a very useful and user friendly tool that helps the public learn more about the park, wildlife and farm projects at stake in their communities.

Washington Wildlife and Recreation Coalition

“ Leaps and bounds improvement over what we had.

Farming and the Environment



OUR WORK

For 11 years ONE/Northwest has provided critical technology assistance to environmental organizations in Alaska, British Columbia, Idaho, Montana, Oregon and Washington. Our technology consulting programs include:

Powering Voices

ONE/Northwest delivers professionally designed, easy-to-use, and technologically advanced websites for a fraction of the cost generally charged by for-profit firms. Well designed websites that target specific audiences allow organizations to communicate their messages more effectively.

Powering Relationships

Databases help organizations manage their interactions with community members. We provide clients with relationship management databases that track their interactions with a variety of people (donors, volunteers, activists). This, in turn, helps them tailor their communications appropriately.

Powering Action

Tools such as email action alerts can help citizens connect with key decision makers. We have built partnerships with the providers of engagement tools to reduce costs and make these tools affordable.

Powering Collaboration

Our email list hosting service connects over 175,000 citizens across our region's environmental movement. This program includes many of the exciting new projects designed to network the environmental movement as a whole.

Our technology services are shaped by ONE/Northwest's commitment to spurring innovation for the benefit of the non-profit community and to promoting new possibilities for informing and involving people on environmental issues.

“ I could not have asked for any better service from ONE/Northwest on this web project. They were a true partner. ONE/Northwest is doing a great service for the environmental community by encouraging the use of the Plone content-management system. I'm a big Plone fan now!

Toxics Free Legacy Coalition

1000 Friends of Oregon
 21 Acres
 Alaska Conservation Alliance
 Alaska Conservation Voters
 Alaska Marine Conservation Council
 Alaska Transportation Priorities Project
 Audubon Society of Portland
 Audubon Society of Washington
 Boreal Forest Coalition
 Bullitt Foundation
 Cascade Land Conservancy
 Cascadia Region Green Building Council
 Center for Earth Leadership
 Citizens for a Better Flathead
 Clark Fork Coalition
 Climate Solutions
 Coalition for a Livable Future
 Community Coalition for Environmental Justice
 Community Protection Coalition
 Conservation Northwest
 Conservation Voters British Columbia Education Fund
 Crater Lake National Park Trust
 Deschutes Basin Land Trust
 Diocese of New Westminster
 Dogwood Initiative
 E3Washington
 Earth Ministry
 Earth Share of Oregon
 Earth Share of Washington
 Eco Encore
 Energy Trust of Oregon
 Environmental Aboriginal Guardianship through Law and Education
 Environmental Education Association of Oregon
 Environmental Education Association of Washington
 Environmental Health News
 Environmental Health Sciences
 Environmental Support Center (US)
 Environmental Support Centre (BC)
 Facing the Future: People and the Planet
 Farming and the Environment
 Federation of State Conservation Voter Leagues
 Feet First
 Food Alliance
 ForestEthics
 Friends of Clayoquot Sound
 Friends of Forest Park
 Friends of the Columbia Gorge
 Friends of Wild Salmon
 Futurewise
 Georgia Strait Alliance

GreenInfo Network
 Grist Magazine
 Harder Foundation
 Health and Environmental Funders Network
 Herons Forever
 Hollyhock
 Hollyhock Leadership Institute
 Hoyt Arboretum Friends
 Idaho Conservation League
 Illahee
 Industrial Areas Foundation
 Institute for Media, Policy and Civil Society
 International Snow Leopard Trust
 Klamath-Siskiyou Wildlands Center
 Land Trust Alliance
 Land Trust of Treasure Valley
 Lazar Foundation
 Living Oceans Society
 Long Live the Kings
 Markets Initiative
 Mazamas
 Metafore
 Metro Alliance for Common Good
 Montana Conservation Voters
 Montana Environmental Information Center
 Montana League of Rural Voters
 Montana Trout
 Mountains to Sound Greenway Trust
 Mt. Saint Helens Institute
 National Center for Conservation Science and Policy
 National Wildlife Federation, Alaska Office
 Network of Oregon Watershed Councils
 Northern Plains Resource Council
 Northwest Coalition for Alternatives to Pesticides
 Northwest Natural Resource Group
 Northwest SEED - Sustainable Energy for Economic Development
 NW Energy Coalition
 Olympic Park Institute
 Oregon Conservation Network
 Oregon Environmental Council
 Oregon League of Conservation Voters
 Oregon Natural Desert Association
 Oregon Ocean
 Oregon Priorities
 Oregon Shores Conservation Coalition
 Oregon State Parks Trust
 Oregon Tilth
 Oregon Wild

Organizing For Change
 People Opposed to Outfall Pollution
 Predator Conservation Alliance
 Priorities For Ontario
 Puget Soundkeeper Alliance
 Rainforest Solutions Project
 Resource Media
 Restoring Eden
 Rock Creek Alliance
 Salish Sea Expeditions
 Seattle Tilth
 Sierra Club, Oregon
 Sierra Club of Canada - BC Chapter
 Sightline Institute
 Skagit Environmental Endowment Commission
 Social Venture Partners Seattle
 Society Promoting Environmental Conservation
 Solar Energy Association of Oregon
 Sound Alliance
 Southeast Alaska Conservation Council
 Spokane Alliance
 Sustainable Community Roundtable
 Sustainable Seattle
 T. Buck Suzuki Environmental Foundation
 Three Rivers Land Conservancy
 Tidepool
 Tides Canada
 Transportation Choices Coalition
 Umpqua Watersheds
 Washington Conservation Voters
 Washington Forest Law Center
 Washington Sustainable Food & Farming Network
 Washington Toxics Coalition
 Washington Trails Association
 Washington Water Trust
 Washington Wildlife & Recreation Coalition
 WaterWatch of Oregon
 Western Environmental Law Center
 Western Mining Action Network
 Western Organization of Resource Councils
 Whidbey Environmental Action Network
 Wild Fish Conservancy
 Wild Salmon Center
 Wild Wilderness
 Willamette Partnership
 Women's Voices for the Earth
 Yaak Valley Forest Council
 Yellowstone to Yukon Conservation Initiative

ORGANIZATIONS WE SERVED

In 2006 we ...

- ...served **144** organizations.
- ...created **34** new websites.
- ...launched **7** constituent relationship management databases.
- ...developed **16** new email newsletters.
- ...hosted **919** lists with our email list serve.
- ...provided service to **176,591** subscribers to those lists.
- ...provided the **2,820** subscribers to ONEList with online organizing strategies, tips, and techniques.





OUR SUPPORTERS

FOUNDATIONS

444S Foundation
The Brainerd Foundation
Bullitt Foundation
Endswell Fund of Tides Canada Foundation
Kongsgaard-Goldman Foundation
The Lazar Foundation
MJ Murdock Charitable Trust
Norcross Wildlife Foundation
The Russell Family Foundation
Salesforce.com Foundation
Donor Advised Funds of The Seattle Foundation
Social Venture Partners – Seattle
Wiancko Family Donor Advised Fund of the Community
Foundation of Jackson Hole
Wilburforce Foundation

WORKPLACE CAMPAIGNS AND CORPORATE MATCHING GIFTS

Adobe Systems, Inc.
Microsoft Corporation
Russell Investment Group
Washington Mutual

INDIVIDUAL DONORS

\$20,000+

Tagney Jones Family Fund at The Seattle Foundation
The Montague/Richardson Foundation
JaMel and Tom Perkins
Gideon and C.J. Rosenblatt

\$10,000-\$19,999

The Hood Family Foundation
Joseph and Evelyn Rosenblatt Charitable Fund
Steve and Liann Sundquist

\$5,000-\$9,999

Paul and Debbi Brainerd
Dan Crouse

\$2,500-\$4,999

Betsey Curran and Jonathan King
Pat and Pete Curran
Rogers and Julie Weed

\$1,000-\$2,499

Brian Arbogast and Valerie Tarico
Gino Borland
Richard and Gwen Glew

Anne Green
Catherine Ludgate
Tom and Sally Reeve
Steve and Martha Rosenblatt
Laura Seaver
Rachel Witmer
Bill and Julie Young
Ethan Zoller and Cheryl Trooskin

\$500-\$999

Anonymous
Bill and Beth Andersen
Drew and Sara Bernard
Joan Crooks and Don Davies
Keith Grochow
Collette and Brendan MacLean
Erin O'Rourke and Sean Oldridge
Phil and Kerri Shigo
Aron and Sara Thompson
Tim Wood and Anne McDuffie

\$250-\$499

Jeff Allen and Martha Bennett
Larry and Julie Engel
Alec and Serena Perkins
Patricia Ryan
Paul Shoemaker
Cindy Tallamy
Jonathan Weinstein and Tamara Bailey

UPTO \$249

Anonymous (2)
Anne Adams
Jane Ashley
Richard Averill
Julie Blackwell
Jonathan Brown
Elizabeth Bruning
Matthew Bullard
Evan Callahan and Margaret Delp
Peter Carlin and Sharon Chen
Nancy Carroll and Brad Wakeman
Carl Coryell Martin
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Thad Curtz and Jo Thorton Curtz
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Forrest and Tamara Trepte
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IN-KIND CONTRIBUTORS

Larry Bednar
Drew Bernard
CRM Fusion
NetCorps
Jeff Reifman
Gideon Rosenblatt
Salesforce.com

PLONE CONFERENCE SPONSORS AND IN-KIND DONORS

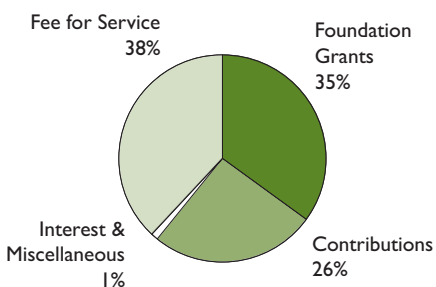
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Open Society Institute
Olympusnet
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Plone Bootcamps
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Upfront Systems
Vancouver Community College
Zest Software

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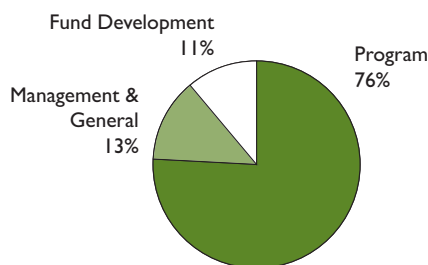
FINANCES

SUPPORT AND REVENUE	Unrestricted	Temporarily Restricted*	Total
Foundation grants	\$125,576	\$254,473	\$380,049
Contributions**	304,619	34,689	339,308
Fee for service	433,249		433,249
Interest income	8,799		8,799
Other income	1,860		1,860
	874,103	289,162	1,163,265
Net assets released from restrictions	282,385	-282,385	-
Satisfaction of program restriction	282,385	-282,385	-
Total support and revenue	1,156,488	6,777	1,163,265
OPERATING EXPENSES	Unrestricted	Temporarily Restricted	Total
Program	854,325	-	854,325
Management and general	141,169	-	141,169
Fund development	123,006	-	123,006
Total operating expenses	1,118,500	-	1,118,500
CHANGE IN NET ASSETS	37,988	6,777	44,765
NET ASSETS - Beginning of year	439,804	361,044	800,848
NET ASSETS - End of year	\$477,792	\$367,821	\$845,613

2006 OPERATING INCOME



2006 OPERATING EXPENSES



*Temporarily restricted funds are those designated by a donor for a specific purpose or for use during a specific period of time. They remain unspent until the donor's designated time period or the program is in progress.

**Includes \$132,026 in-kind donations of goods, services, and use of facilities.



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