



**ANNUAL REPORT** *for* **2008**

## 2008 BOARD

Dan Crouse  
*President*

Sherry Richardson  
*Vice President*

Cameron Curtis  
*Treasurer*

Anne Green  
*Secretary*

Jonathan King  
Steve Sundquist  
Aron Thompson

## ONE/NORTHWEST BOARD ALUMNI

Jeff Allen  
Kathy Becker  
Paul Brainerd  
Jeremy Carl  
Steve Clagett  
Joan Crooks  
Tim Greyhavens  
Andrew Himes  
Tony Jewett  
Rick Johnson  
David Jones  
Valerie Logan  
Catherine Ludgate  
Matt Price  
Mike Sato  
Sylvia Ward Schultz  
Kate Smallwood  
Marc Smiley  
Anne Tillery  
Sam Tucker  
Lindy Walsh  
Tim Wood

## 2008 STAFF

Gideon Rosenblatt  
*Executive Director*

Stephen Andersen  
*Director of CRM Solutions*

David Averill  
*Director of Consulting Services*

Jon Baldivieso  
*Web Developer*

Drew Bernard  
*Strategist*

Kelley Bevans  
*Project Manager*

Josh Boese  
*Project Assistant*

Andrew Burkhalter  
*Web Developer*

Lynn Descy  
*Manager, Grants and Foundation  
Relations*

Tiffany Devoy  
*Development Director*

David Glick  
*Web Developer*

Joey Gray  
*CRM Consultant*

Shawn Kemp  
*Strategist*

Sam Knox  
*Support Manager*

Dave Manelski  
*CRM Consultant*

Christine O'Connor  
*Operations Director*

Sean Pender  
*Office Manager*

Matthew Scholtz  
*CRM Consultant*

Jon Stahl  
*Director of Web Solutions*

Karen Uffelman  
*Director of Client Strategy*

Veda Williams  
*Web Developer*

## 2008 VOLUNTEERS

We are fortunate to have some amazing long-term volunteers working side-by-side with our staff.

John Fine  
*CRM Team Volunteer*

Rob LaRubbio  
*Web Team Volunteer*



### **OUR VISION**

ONE/Northwest envisions that by the year 2050, communities in our region 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 technology to engage people, organizations, and communities in building a sustainable society.



Photo © Mypix

Beginning with a rally in Iowa and ending on a starry night in Chicago’s Grant Park, 2008 was the year grassroots organizers everywhere got a big shot in the collective arm as a former community organizer named Barack Obama was elected to highest office in the nation. Leaders for change all across the world felt energized, validated, and reminded again of the power of people working together.

To knit these supporters together, [www.barackobama.com](http://www.barackobama.com) unleashed the most sophisticated online political campaign the world has ever seen. Millions of citizens became active supporters of Barack Obama through an intricate online strategy of automated emails, \$25 donation suggestions, calls to action, voter registration information, and local calendars of offline events. Supporters forwarded info to friends, contributed record numbers of donations online, and looked forward to seeing a weekly email from campaign manager David Plouffe in their inbox. Obama voters knew where, how, and when to help through the magic of online networking.

You can imagine how inspiring 2008 was to the work we do at ONE/Northwest. We’ve always known that our tools revolutionize the ways our clients work to engage their constituents. We continue to strategize new and better methods of connecting an organization’s website, database, and mass email communications to move their mission forward. We know inspiration can come fast and furious these days, and we make sure our clients are ready to take advantage of each contact that comes their way with a compelling option for staying involved.

We’re thrilled to be in the middle of what’s sure to be the dawning of a new age for the environmental movement as an entirely new demographic of Americans become interested in protecting our most valuable resources. We thank you for your continued support of this inspiring, innovative work we feel fortunate to be a part of. As the word “sustainable” becomes the new normal, we’ll be armed and ready to help our clients engage each and every person needed to get us on the path toward a clean and healthy future.

Dan Crouse  
President, ONE/Northwest Board of Directors

Gideon Rosenblatt  
Executive Director, ONE/Northwest

## IN 2008 WE . . .

- SERVED 329 ORGANIZATIONS
- CREATED 31 NEW WEBSITES
- CONNECTED 4,500,000 VISITORS TO OUR CLIENTS' WEBSITES
- LAUNCHED 12 NEW CONSTITUENT MANAGEMENT DATABASES
- BUILT 11 EMAIL NEWSLETTERS
- DEVELOPED CUSTOMIZED ONLINE STRATEGIES FOR 9 GROUPS
- HOSTED 1,156 LISTS WITH OUR EMAIL LIST SERVICE
- PROVIDED SERVICE TO 181,982 SUBSCRIBERS TO THOSE LISTS
- PROVIDED THE 2,467 SUBSCRIBERS TO ONE/NORTHWEST'S MONTHLY NEWSLETTER WITH ONLINE ORGANIZING STRATEGIES, TIPS AND TECHNIQUES





## BUILDING RELATIONSHIPS THAT MATTER

In 2008, our clients connected with four and half million people interested in supporting the environmental movement. That's three times the amount from 2007, a result of our innovative engagement strategies matched with our powerful, customized technology tools.

Our team of strategists focused on developing online advocacy and engagement practices capable of connecting hundreds of thousands of people working toward the same mission. Our world-class website, database, and email services supported environmental nonprofits mobilizing communities on the ground. This is the purpose of our Civic Engagement Platform—connecting people, communities, and organizations in building a sustainable society through innovative strategy and software.

The Information Age may have revolutionized the way we communicate with each other, but we know that personal relationships are at the heart of every organization. In 2008, thanks to the proliferation of new social media networks, many of our clients saw an



increase in initial contacts, but were often unsure how to build personal relationships from a list of names. We worked with organizations to move that initial contact up the ladder of engagement—finding new ways to educate and inspire individuals to become active supporters. And we were fortunate to have all of the powerful online tools ONE/Northwest offers in our back pocket to share with our clients as they tackled communicating in an increasingly crowded online space.

We continue our work with each of our clients to support a mission of sustainable change—whether organizations are working to build coalitions, reach out to legislators, build awareness around public health and safety, help farmers become certified organic, find compromise

for land use, or create alternative sources of energy and transportation. With each passing year, we add, refine, rework, and retool our powerful systems so that the most people can be reached in the most effective ways with the most compelling message. This is our part in creating a world where future generations can thrive.

## THE POWER TO MAKE CHANGE

In 2008, our developers and database consultants were hard at work doing what they do best—building user-friendly websites and customizing powerful database systems for our clients. When these tools are used in concert, organizations can easily connect, inspire, and engage their members on a much larger scale.

Salesforce database systems are normally used by large corporations like Starbucks, Toyota, and Dell. Salesforce donates free licenses for this powerful database to nonprofits, allowing the organizations we work with to get their hands on one of the best constituent relationship management systems available for a fraction of the cost. And ONE/Northwest database consultants are the best



*“I always try to generate the most benefit to the community with my donated money and time. My database work at ONE/Northwest achieves this goal by giving me the power of a crack team and a continuous pipeline of organizations who will make great use of my work. I often feel like a student at ONE/Northwest, but I never feel irrelevant.”*

- John Fine, ONE/Northwest Volunteer

in the business, working to customize the Salesforce database to fit the mission, resources, and work flow of each organization.

Our in-house web developers are also leaders in the field, collaborating with other developers in the community to create systems that connect our client websites to databases, mass email tools, and social media. This opens up a whole new world of communication for environmental organizations: email responses to members can be automated, organizations can target

legislative call to action campaigns based on zip codes or legislative districts, petitions can be put forward, and customizable options can help organizations save hours of administrative time.

Year after year, our developers and consultants continue to develop cutting-edge online networking systems for a wide range of environmental organizations. And year after year, we merge real-world feedback from our clients with new media strategies and innovative technology to create tools that work for change.

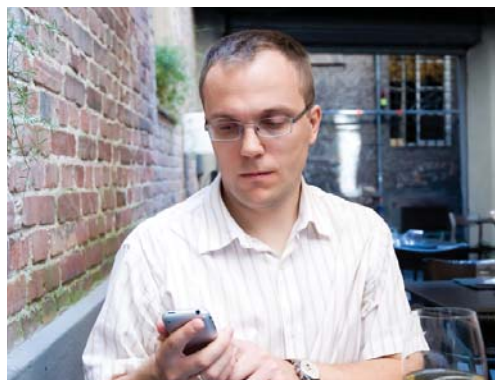
### EASY TO READ

This year, we introduced a new way for organizations to push out information to their members and supporters by developing a Drip Campaign marketing tool. We wanted to create a system that would slice through the haze of too much information in a crowded cyberspace. In a Drip Campaign, supporters who sign up online to receive information from an organization are then automatically enrolled to receive a series of short, sequential email blasts every few weeks. This allows for an organization’s crucial information to be “dripped” to supporters in a manageable, interesting format instead of as a giant block of overwhelming text.

In 2008, we saw a greater number of Americans looking to the web as a path to civic engagement. We witnessed the popularity of a whole new generation

of social media communities, of online mobile devices, and saw an increased number of new users to the internet crossing all demographics. It is within that

framework that we continue to create strategies that connect and build real relationships we know can power our movement. We are excited to meet every client where they are in the online world, and help them utilize the variety of strategies available to them in this rapidly evolving world of communication.



We have the great luxury of collaboration and experimentation at ONE/Northwest. And because we see the direct impact of our technology solutions, we are inspired to work that much harder to create powerful, easy-to-use tools that work together to ultimately inspire, educate, and engage the overwhelming majority of us who care about the environment.



## OUR STORIES

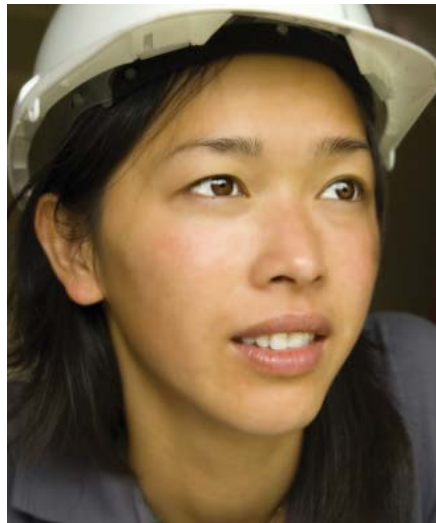
In 2008, our strategists, database consultants, and web developers collaborated to create nine new engagement strategy plans, launch thirty-one new websites, and build twelve new Salesforce databases for our clients. The environmental groups we support are an inspiration—working tirelessly on issues of climate change, energy and transportation, toxics and pollution, green collar jobs creation, sustainable agriculture, and the health and preservation of our wildlife, forests, and waterways.

### A NEW WAY TO WORK

One of our most exciting projects this year came to us in the form of the social-justice-meets-sustainability organization, Green For All. This California-based nonprofit is on a mission to lift people out of poverty through the creation of green-collar jobs. They work at all levels in the community—from advocating for green policy in Washington to working with local leaders in creating job training programs. Green For All was founded by the charismatic Van Jones—last year a rising star in the national environmental movement and now the Special Advisor for Green Jobs, Enterprise and Innovation in the Obama administration.

ONE/Northwest went to work building a hip, easy-to-update website and a powerful database—connecting both to email and social media tools. With the help of the nation’s revitalized interest in a greener society, an uncertain job market, and Van Jones’ coverage by popular media including an appearance on *The Colbert Report* and in *O, The Oprah Magazine*, Green For All’s very first day of action in September 2008 resulted in fifty thousand people signing a petition calling for federal action to spur green jobs.

Those fifty thousand new contacts were delivered to Green For All’s database through their website, both built by ONE/Northwest.



We built Green For All a database that not only includes traditional features, but also a customized system for capturing and managing requests for assistance, information, and personal appearances by Van Jones, which were flooding his inbox. Green For All staff can work together to manage, respond to, and track each request in the Salesforce database, and also use this information to follow-up with interested parties in the future. The result was a streamlined and consistent response process, allowing Green For All to actively engage an emerging group of leaders.

With a new, clean-powered economy being built from the ground up, we look forward to continuing our work with Green For All by consulting on new engagement and communication strategies, by providing on-going staff training, and through continued website and database enhancements.



“Thanks to ONE/Northwest’s consulting and guidance, the Oregon Environmental Council has grown its email subscriber list more than 200% over the last 36 months. With the help of enhanced database features provided by ONE/Northwest, we have over 3,900 advocates and leaders in our database who have taken a leadership action with us in support of our strategic goals.”

-Jeremy Graybill, Communications Director, Oregon Environmental Council

## A NEW KIND OF LANDSCAPE

In 2008, we were thrilled to deliver new online tools to a number of organizations working to protect clean water and sustainable agriculture in our communities. We launched a redesigned website and consulted on new engagement strategies for **People for Puget Sound**, a citizens’ group dedicated to protecting the health of the much-loved regional waterway; we launched a website for **Oregon Tilth**, which allows organic growers to obtain the information they need for organic certification; and we launched a website for the **Food Alliance**, an organization that certifies farms, ranches, and food handlers practicing sustainable agriculture.

We also continued our consulting relationship with the **Oregon Environmental Council (OEC)**. For over forty years, OEC has brought together outdoor enthusiasts, farmers, educators, and conservationists to create a clean and healthy Oregon for future generations.

The staff at OEC is comprised of forward-looking leaders who continue to generate new strategies and solutions as they work to engage the larger population into the movement toward a cleaner, safer, sustainable Oregon. In 2008, we launched OEC’s brand-new website complete with an easy-to-update media room, profiles on OEC members in action, the organization’s first blog, and downloadable resources including public safety reports on toxic chemicals and pollution in Oregon.

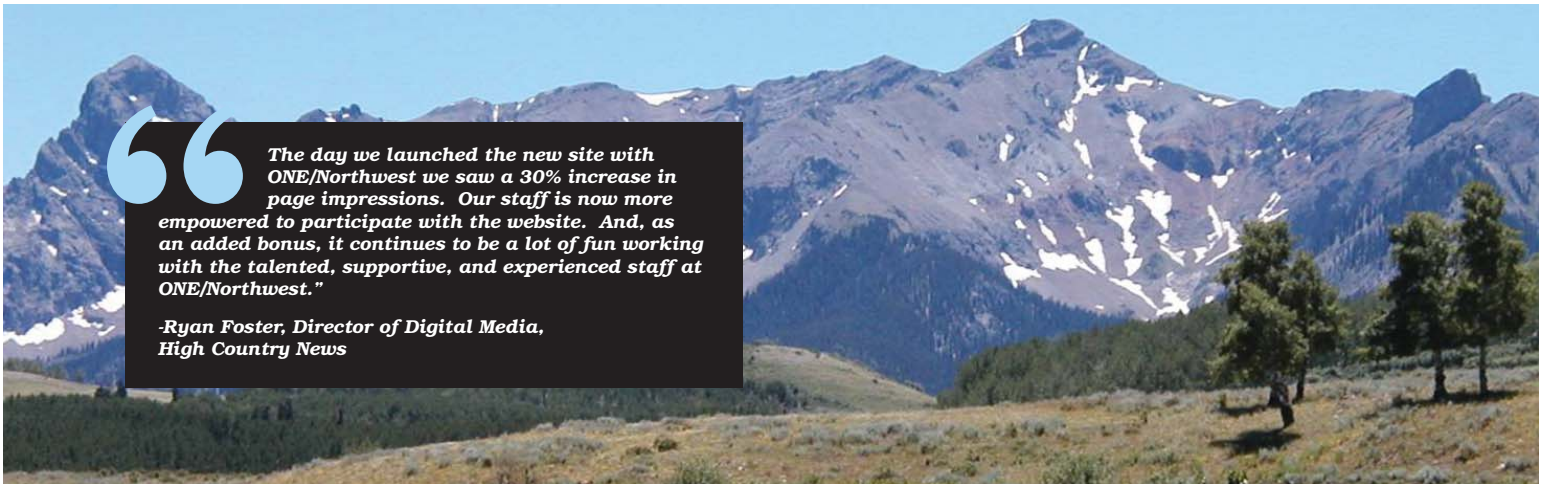
We also worked with OEC to create an email communication program that allows the organization to segment and target relevant information to its constituents. When visitors to the site sign up to receive OEC’s email newsletter, they can choose to receive e-news depending on their interests. Options include everything from Action Alerts (providing opportunities to influence legislators) to

The Healthy Kids Campaign (a Drip Campaign of eight emails giving simple green tips for families) to Climate Coolers (a series of bi-weekly ideas to help fight global warming). This allows new members to actively take an interest in the information they wish to receive, providing the first level of empowerment and ownership. Contact information and interaction with each supporter is also captured in the Salesforce database, tracking people’s actions and moving them up the ladder of engagement. As individuals become more active, OEC can identify and tap strong advocates and capable spokespeople.



As part of the National Eco-Healthy Child Care Initiative, our web developers integrated OEC’s website and database so childcare facilities get the information they need to apply for eco-healthy certification. Parents and caretakers can also search the site and locate endorsed Eco-Healthy Child Care anywhere in the nation. The locations are linked directly to a Google map locator for easy directions. These innovations have saved OEC huge amounts of valuable staff time, and the Eco-Healthy Child Care program now certifies 1,100 childcare facilities serving nearly 47,000 children around the country.

OEC has seen more than 1,800% growth in web traffic over the last three years, from 600 unique visitors a month to 11,000 a month in 2008. Our strategy team continues to work with this energetic staff as they look beyond their usual base, working to generate support from the broader community to pass legislation in 2009 protecting kids from toxins in consumer products and in public schools. We helped OEC target the legislative districts where they need to build more power, determine the key audiences for their campaign messages, and develop relationship-building focus for their outreach work.



The day we launched the new site with ONE/Northwest we saw a 30% increase in page impressions. Our staff is now more empowered to participate with the website. And, as an added bonus, it continues to be a lot of fun working with the talented, supportive, and experienced staff at ONE/Northwest.”

-Ryan Foster, Director of Digital Media, High Country News

## A NEW WAY TO INFORM

In 2008, we rebuilt websites for two of the leading online publishers in the environmental community—*High Country News (HCN)* and *Sightline Daily*—providing them powerful systems that allow for the efficient delivery of important environmental news in an attractive, easy-to-read format.

One of the nation’s premier environmental-reporting news organizations, *HCN* is well-known for a beautiful print publication. The organization’s website, however, was still running on a hand-built content management system full of problems. The aging system wasn’t powerful enough to support the contemporary print design, and updating content on the website was a nearly impossible task for the non-technical editors. We worked with *HCN* to build a website that was easy for editors to update, but also boasts an elegant, contemporary design to complement the magazine’s high-quality print publication.

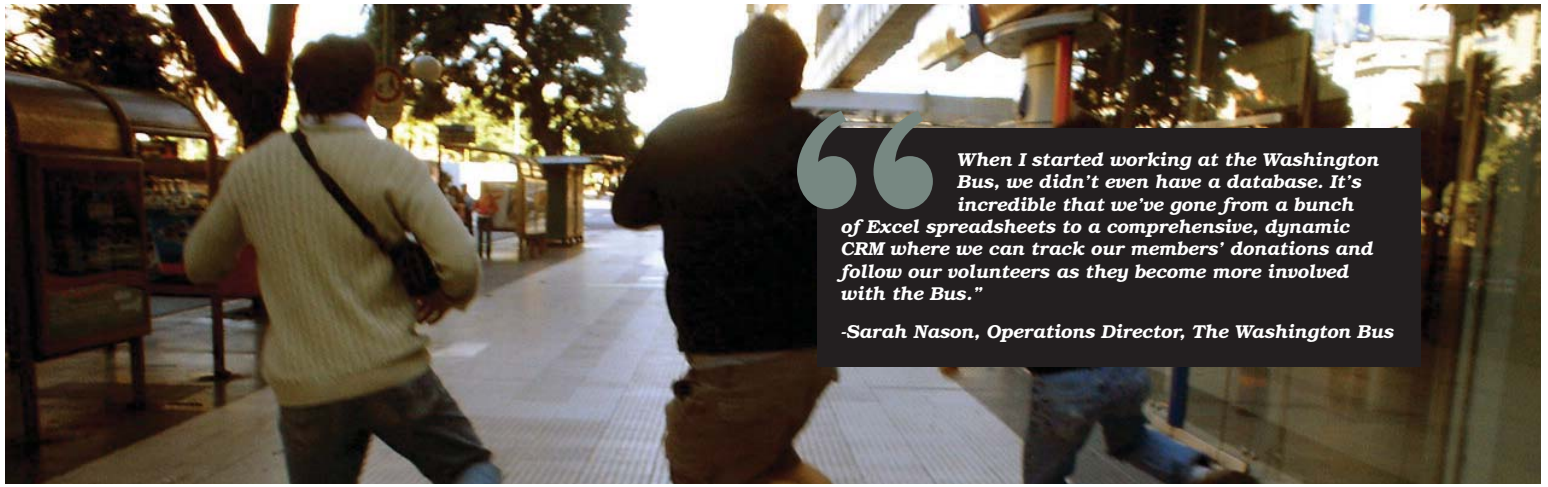
With the move to a world of online publications and the loss of print advertising dollars, we wanted to make sure *HCN*’s new site could promote a robust online advertising program. Our page design is a simple and organized flow for the reader, and has resulted in a 50% increase in page-views, helping to secure advertising dollars for this important voice in the environmental movement.

Another leading voice in the environmental movement is *Sightline Daily*, an online news service launched in March of 2008 and a project of the Sightline Institute, one of the Northwest’s leading sustainability think tanks.

*Sightline Daily* offers a daily snapshot of the most important environmental, economic, and social news affecting the Northwest, pulled together by a team of expert editors. Starting at 5 a.m., the editors scan more than forty media outlets in the region and beyond, posting the first edition of *Sightline Daily* by 8:30 a.m. Readers can get caught up quickly on the latest in environmental news from a wide variety of sources because *Sightline Daily* has already done all of the work—culling the most germane stories on a variety of environmental topics.



Before ONE/Northwest revolutionized *Sightline Daily*’s website, editors were opening up each article they found on the web and copying relevant details into a database, which added up to a painstaking amount of clicking, pasting, and retyping. Our web developers created customized software that eliminates all of that cutting and pasting. Now, as editors find articles on the web, they simply click a special “Clip to Sightline Daily” button which automatically captures the article’s title, text, and date into the *Sightline Daily* website. When



“*When I started working at the Washington Bus, we didn't even have a database. It's incredible that we've gone from a bunch of Excel spreadsheets to a comprehensive, dynamic CRM where we can track our members' donations and follow our volunteers as they become more involved with the Bus.*”

-Sarah Nason, Operations Director, The Washington Bus

the editors are done selecting the news they wish to highlight, they switch to a screen where all of the information has been captured, ready to be pushed out to *Sightline Daily's* subscribers.

*Sightline Daily* readers look forward to a digestible amount of daily news from a trusted source on topics they have selected themselves. *Sightline Daily* readers can subscribe to customized RSS news feeds,

choosing areas of interests and even the amount of stories that will appear in their personalized feed. With the technology provided by ONE/Northwest, this incredible service can be configured in half the time, so *Sightline Daily* editors can spend less time collecting and distributing information and more time putting a large body of environmental news into meaningful context for the reader.

## A NEW GENERATION

The Washington Bus promotes an inspiring blend of old-school grassroots organizing mixed with a healthy dose of the Generation Tech skill set. This nonprofit is interested in engaging young voters in the progressive issues of the day, and loads up young, mobile, and tech-savvy volunteers to knock on doors all over Washington.

The election year of 2008 did a wonderful thing for young voters—it got them to join a civic conversation they had not been a part of in a long time. Organizations like the Washington Bus need our tools to capitalize on the younger generation's renewed interest in politics, keeping the momentum alive with a population raised on technology.



Photo used by permission of Washington Bus.

Before ONE/Northwest set them up with a Salesforce database, the Washington Bus organizers were using spreadsheets to track important data about their volunteers. With their new database system, they are now able to engage in relationship management by keeping track of volunteer interactions and member donations. Their website/database interface keeps their volunteers connected with fundraisers, concerts, days of action, rallies, and plain old-fashioned door-belling.

When organizations like the Washington Bus have the right technology tools to organize, inspire, and connect their members, they can build the critical mass needed to make real change.



## GROUPS WE SERVED

### CIVIC ENGAGEMENT

Alaska Conservation Voters  
BCFacts  
Conservation Voters British Columbia Education Fund  
Conservation Voters of BC  
Federation of State Conservation Voter Leagues / League of Conservation Voters Education Fund  
Fuse  
Green Corps  
Green Drinks Seattle  
Industrial Areas Foundation  
League of Conservation Voters  
Montana Conservation Voters  
Montana Conservation Voters Education Fund  
Montana League of Rural Voters  
Montanans Participating in Government  
New Progressive Coalition  
The League of Young Voters  
Washington Bus  
Washington Progress Alliance  
Win/Win Network

### CLIMATE & ENERGY

ISky  
ISky New Mexico  
ISky Washington  
Bonneville Power Administration  
Climate Solutions  
Energy Trust of Oregon  
Green for All  
Hydropower Reform Coalition  
Northwest SEED - Sustainable Energy for Economic Development  
NW Energy Coalition  
PowerUP Canada  
Regeneration Project  
Solar Energy Association of Oregon  
Step-it-Up  
U.S. Climate Action Network  
Victoria Chapter of the BC SEA

### ENVIRONMENTAL EDUCATION & PUBLISHING

Bainbridge Graduate Institute  
E3Washington  
Environmental Education Association of Oregon  
Environmental Education Association of Washington  
Grist

High Country News  
Illahee  
Institute for Media, Policy and Civil Society  
Metafore  
North Cascades Institute  
Olympic Park Institute  
Restoring Eden  
Rite of Passage Journeys  
Salish Sea Expeditions  
YES! Magazine

### ENVIRONMENTAL FUNDERS & CAPACITY BUILDERS

Alaska Conservation Foundation  
Animal Grantmakers, Inc  
Breakthrough Institute  
Bullitt Foundation  
Consultative Group on Biological Diversity  
Earth Share of Oregon  
Earth Share of Washington  
Environmental Support Center  
Harder Foundation  
Health and Environmental Funders Network  
Hollyhock Leadership Institute  
Lazar Foundation  
Metropolitan Alliance for Common Good  
Movement Strategy Center  
Progressive Technology Project  
Resource Media  
Rockwood Leadership Program  
The Russell Family Foundation  
Social Venture Partners International  
Social Venture Partners Seattle  
Spokane Alliance  
State Environmental Leadership Program  
Tides Canada  
Training Resources for the Environmental Community, Main Office  
Wilburforce Foundation

### FOOD & FARMS

21 Acres  
Farm Worker Pesticide Project  
Farming and the Environment  
Food Alliance  
National Community Land Trust Network

Native Seed Network, Institute for Applied Ecology  
Oregon Tilth  
Rural Roots  
Seattle Tilth  
Stewardship Partners  
Sustainable Agriculture & Food Systems Funders (SAFSF)  
Washington State Farmers' Market Association  
Washington Sustainable Food & Farming Network  
Washington Tilth Producers

### LEGAL DEFENSE

Ecojustice  
Environmental Aboriginal Guardianship through Law and Education  
Environmental Law Alliance Worldwide  
Washington Forest Law Center  
WELC  
West Coast Environmental Law  
Western Environmental Law Center  
Western Mining Action Network

### MULTIPLE ISSUE ENVIRONMENTAL GROUPS

Alaska Center for the Environment  
Alaska Youth for Environmental Action  
Bitterroot Good Neighbor Inc  
Central Oregon Environmental Center  
Citizens Alliance of Central Washington  
Conservation Northwest  
Dogwood Initiative  
Earth Future  
Earth Ministry  
Ecumenical Ministries of Oregon, Interfaith Network For Earth Concerns  
Environmental Advocates of New York  
Friends of the Earth Canada  
Idaho Conservation League  
League of Women Voters of Portland, OR  
Montana Environmental Information Center  
Oregon Environmental Council  
Oregon Environmental Partnership

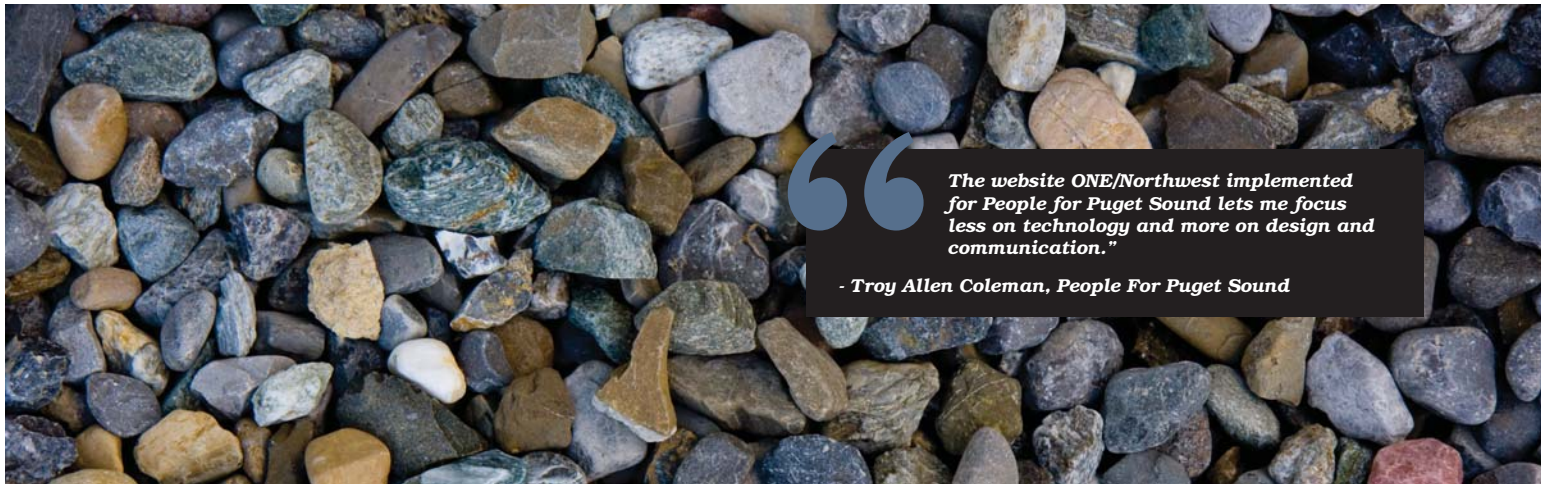
Oregon League of Conservation Voters  
Oregon League of Conservation Voters, Educational Fund  
Oregon Priorities  
Oregon Rural Action  
Priorities for a Healthy Washington  
Priorities For Ontario  
Sierra Club, Alaska Field Office  
Sierra Club, BC Chapter  
Sierra Club, Cascade Chapter  
Sierra Club, Oregon  
Snohomish Conservation District  
Society Promoting Environmental Conservation  
Washington Conservation Voters  
Washington Conservation Voters Education Fund  
Washington Environmental Council  
Washington Physicians For Social Responsibility  
Western Organization of Resource Councils

### NETWORKS & COALITIONS

Alaska Conservation Alliance  
Arkansas Public Policy Panel  
British Columbia Environmental Network  
Environmental Support Centre  
Labour Environmental Alliance Society  
League of Conservation Voters  
State Capacity Building Division  
Oregon Conservation Network  
Win/Win Network

### POLLUTION & TOXICS

Basel Action Network  
Heart of America Northwest  
Northwest Coalition for Alternatives to Pesticides  
Oregon Toxics Alliance  
People Opposed to Outfall Pollution  
Prevent Cancer Now  
Reach for Unbleached  
Recycling Council of BC  
Renewable Resources Coalition, Inc  
Toxic Free Legacy Coalition  
Washington Citizens for Resource Conservation  
Washington Toxics Coalition  
Women's Voices for the Earth



*The website ONE/Northwest implemented for People for Puget Sound lets me focus less on technology and more on design and communication."*

*- Troy Allen Coleman, People For Puget Sound*

**SUSTAINABLE COMMUNITIES & TRANSPORTATION**

1000 Friends of Maryland  
 1000 Friends of New Mexico  
 1000 Friends of Oregon  
 Alaska Transportation Priorities Project  
 BALLE  
 Bicycle Alliance of Washington  
 Bicycle Transportation Alliance  
 Cascadia Region Green Building Council  
 Center for Earth Leadership  
 Coalition for a Livable Future  
 Community Coalition for Environmental Justice  
 Diocese of New Westminster  
 Ecotrust  
 Feet First  
 Friends of Skagit County  
 Futurewise  
 Great Peninsula Conservancy  
 Idaho Smart Growth  
 Kulshan Community Land Trust  
 Langley Environmental Partners Society  
 Markets Initiative  
 Net Green  
 Northern Plains Resource Council  
 Northwest Earth Institute  
 Northwest Environmental Business Council  
 Oregon Natural Step Network  
 Organizing For Change  
 People's Waterfront Coalition  
 Polishing Stone Foundation  
 Quantum Consciousness Group  
 Sightline Institute  
 South Dakota Rural Voters  
 Sustainable Ballard  
 Sustainable Connections  
 Sustainable Northwest  
 Sustainable Path Foundation  
 Sustainable Seattle  
 Sustainable South Sound  
 Transportation Choices Coalition  
 Union of BC Indian Chiefs  
 Urban Green  
 Urban Land Institute - Seattle  
 Whidbey Environmental Action Network

**WATER**

Alaska Marine Conservation Council

Alliance for Puget Sound Shorelines  
 American Rivers, Northwest Office  
 Anchorage Waterways Council  
 Citizens for a Healthy Bay  
 Columbia Riverkeeper  
 Cook Inlet Regional Citizens Advisory Council  
 Cook Inletkeeper  
 Copper River Watershed Project  
 Friends of Clayoquot Sound  
 Friends of the Columbia Gorge  
 Friends of the Hylebos Wetlands  
 Georgia Strait Alliance  
 Living Oceans Society  
 Network of Oregon Watershed Councils  
 Okanogan Highlands Alliance  
 Our Oceans  
 Pacific Rivers Council  
 People for Lake Whatcom  
 People for Puget Sound  
 Prince William Soundkeeper  
 Puget Soundkeeper Alliance  
 River Network  
 Rivers Without Borders  
 Shawnigan Lake Watershed Watch  
 Shoreline Education for Awareness  
 Shuswap Environmental Action Society  
 Skagit Environmental Endowment Commission  
 Skagit Watershed Council  
 Sound Alliance  
 T. Buck Suzuki Environmental Foundation  
 Vancouver Watersheds Council  
 Washington Water Trust  
 Water Watch of Oregon  
 Western Rivers Conservancy  
 Western Watersheds Project  
 Willamette Partnership  
 Willamette Riverkeeper  
 Women on Water

**WILDLIFE, FORESTS & RECREATION**

American Lands Alliance  
 American Wildlands  
 Anchorage Audubon Society  
 Audubon Society of Montana  
 Audubon Society of Portland  
 Audubon Society of Washington  
 Canadian Parks and Wilderness Society, British Columbia

Cariboo Chilcotin Conservation Society  
 Cascade Land Conservancy  
 Cascadia Wildlands Project  
 Center for Science in Public Participation  
 Chelan-Douglas Land Trust  
 Citizens for a Better Flathead  
 Coast Range Association  
 Columbia Land Trust  
 Conservation Biology Institute  
 Crater Lake National Park Trust  
 Defenders of Wildlife  
 Deschutes Basin Land Trust  
 Eagle River Nature Center  
 Forest Ethics  
 Friends of Cooper Island  
 Friends of Forest Park  
 Friends of Trees  
 Friends of Wild Salmon  
 The Garry Oak Ecosystems Recovery Team  
 Gifford Pinchot Task Force  
 Greater Yellowstone Coalition  
 Hells Canyon Preservation Council  
 Heron Habitat Helpers  
 Herons Forever  
 Hoyt Arboretum Friends  
 Inland Northwest Trails Coalition  
 Keystone Conservation  
 Klamath Forest Alliance  
 Klamath-Siskiyou Wildlands Center  
 Klickitat Trail Conservancy  
 Kootenai Environmental Alliance  
 Land Trust Alliance, National Office  
 The Land Trust Alliance of British Columbia  
 Land Trust of Treasure Valley  
 Little Kids Rock  
 Long Live the Kings  
 Mangrove Action Project  
 Mayne Island Conservancy  
 Mazamas  
 Model Forest Policy Program  
 Montana Wilderness Association  
 Mount St. Helens Institute  
 Mountains to Sound Greenway Trust  
 National Center for Conservation Science and Policy  
 The Nature Conservancy  
 The Nature Conservancy of Alaska  
 The Nature Conservancy of Oregon

National Fish and Wildlife Foundation  
 National Wildlife Federation, Alaska Office  
 Natural Areas Foundation  
 New Mexico Wilderness Alliance  
 Northern Alaska Environmental Center  
 Northwest Natural Resource Group  
 Olympic Forest Coalition  
 Opal Creek Ancient Forest Center  
 Oregon Natural Desert Association  
 Oregon Shores Conservation Coalition  
 Oregon State Parks Trust  
 Oregon Wild  
 Pacific Coast Wild Salmon Society  
 Pacific Marine Conservation Council  
 Raincoast Conservation Foundation  
 Rainforest Solutions Project  
 Rock Creek Alliance  
 Round River Canada  
 Save Our Wild Salmon  
 Seattle Audubon  
 Seattle Great City Initiative  
 Siskiyou Project  
 Snow Leopard Trust  
 Southeast Alaska Conservation Council  
 Three Rivers Land Conservancy  
 Trout Conservancy of Montana  
 Trust for Public Land  
 Umpqua Watersheds  
 Washington State Parks Foundation  
 Washington Trails Association  
 Washington Water Trails Association  
 Washington Wilderness Coalition  
 Washington Wildlife & Recreation Coalition  
 Washington Wildlife Federation  
 Western Canada Wilderness Committee  
 Western Canada Wilderness Committee, Victoria Chapter & Store  
 Wild Fish Conservancy  
 Wild Salmon Center  
 Wild Wilderness  
 Wilderness Tourism Association  
 Yaak Valley Forest Council  
 Yellowstone to Yukon Conservation Initiative



## OUR SUPPORTERS

### INDIVIDUAL DONORS

#### \$15,000+

Tagney Jones Family Fund at the Seattle Foundation

The Montague/Richardson Foundation

Gideon and C.J. Rosenblatt

#### \$5,000-\$14,999

Paul and Debbi Brainerd

Dan and Kristy Crouse

Liann and Steve Sundquist

Rogers and Julie Weed

#### \$2,500-\$4,999

Julie Edsforth and Jabe Blumenthal

Pat and Pete Curran

Betsey Curran and Jonathan King

Aron and Sara Thompson

#### \$1,000-\$2,499

Gino Borland

Tim Crosby

Cameron Curtis

Anne Green

Valerie Logan Hood and Lee Hood

Donna Sakson and Jonathan Mark

Tom and Sally Reeve

Steve and Martha Rosenblatt

Cindy Tallamy

Brian Arbogast and Valerie Tarico

Ethan and Cheryl Trooskin-Zoller

Rachel Witmer

Bill and Julie Young

#### \$500-\$999

One Anonymous Donor

Dan and Susan Albertson

Jeanne Berwick and James Degel

Richard and Gwen Glew

Erin O'Rourke and Sean Oldridge

Serena and Alec Perkins

Patricia Ryan

Laura Seaver

Tim Wood and Anne McDuffie

#### \$250-\$499

Andrew and Sarah Burkhalter

Carl Coryell Martin

Tiffany Devoy

Todd Dunnington

David Adam Edelstein and Rebecca

Kelley

Larry and Julie Engel

Julie Goldberg

Keith Grochow

Shelley Morrison and Rob Mohn

Daniel Montague

Steve and Beth Silverberg

Todd Vogel

#### UP TO \$249

Jeff Allen

Keneta Anderson

Richard and Carol Averill

David Averill

Paul Beaudet

Clayton Beaudoin

Joseph Bogaard

Kathryn and Sidney Brinckerhoff

Jonathan Brown

Elizabeth Bruning

Joan Crooks and Don Davies

Leda Dederich

Becca Deehr

Dan Drais

Sandra Ellsworth

Dean Ericksen and Mary Curran

Fred Felleman and Elizabeth Miller

Jeffery and Nicole Hallberg

Joan Harris

Megan Horst

Derek Hoshiko

Shirley and Fred Hudson

Heather Johnson

Teri Kertson and Ron Uno

Sam and Amber Knox

Jesse Kocher

John LeFevre

David Manelski

Linda Maxson

Phil Nauta

Peter Nix

Cristen Perks

Bill Pope and Theresa Castner

Eileen Quigley

Drummond Reed

Willow Russell

Phil and Kerri Shigo

Eva Shinagel

Stephen Silha

Renee Staton

Peter Sugarman

Trudy Sundberg

Suzanne Teachey

Peg Tileston

Anne Tillery

Gary Schultz and Sylvia Ward

Schultz

### FOUNDATIONS

Boeing Global Corporate  
Citizenship

The Brainerd Foundation

Bullitt Foundation

Kongsgaard-Goldman Foundation

Meyer Memorial Trust

Norcliffe Foundation

Norman Archibald Charitable  
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 EMPLOYER MATCHING GIFTS

Adobe Systems, Inc.

The Bullitt Foundation

Microsoft Corporation

RealNetworks Foundation

Washington Mutual

### IN-KIND CONTRIBUTORS

Keneta Anderson

Balsamiq Software Company

Drew Bernard

Clicktools

Joey Gray

Shawn Kemp

Salesforce.com

Gideon Rosenblatt

Wilburforce Foundation

We have made every effort to ensure that donors are properly recognized for their gifts. If we have omitted, misspelled, or incorrectly listed your name or giving amount, please accept our apology and contact our development office at 206.286.1235 ext. 13.

# FINANCES

## SUPPORT AND REVENUE

	Unrestricted	Temporarily Restricted*	Total
Foundation grants	\$182,243	\$209,000	\$391,243
Contributions**	375,447	15,568	391,015
Fee for service	772,414	-	772,414
Interest Income	11,014	-	11,014
Other income	25,121	-	25,121
	<u>1,366,239</u>	<u>224,568</u>	<u>1,590,807</u>
Net assets released from restrictions	346,468	(346,468)	-
Satisfaction of program restriction	346,468	(346,468)	-
<b>Total support and revenue</b>	<b>1,712,707</b>	<b>(121,900)</b>	<b>1,590,807</b>

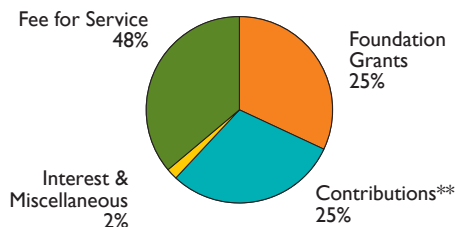
## OPERATING EXPENSES

	Unrestricted	Temporarily Restricted	Total
Program	1,364,264	-	1,364,264
Management and general	133,503	-	133,503
Fund development	136,476	-	136,476
<b>Total operating expenses</b>	<b>1,634,243</b>	<b>-</b>	<b>1,634,243</b>

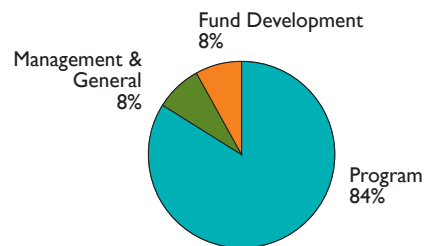
## CHANGE IN NET ASSETS

	Unrestricted	Temporarily Restricted	Total
Beginning of the year	525,513	381,440	906,953
Reclassification of restricted pledge	100,000	-100,000	-
<b>End of the year</b>	<b>\$703,977</b>	<b>\$159,540</b>	<b>\$863,517</b>

### 2008 OPERATING INCOME



### 2008 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 \$193,258 of in-kind donations of goods and services.



## ONE/NORTHWEST

[www.onenw.org](http://www.onenw.org); [info@onenw.org](mailto:info@onenw.org)

### MAIN OFFICE

1402 Third Avenue  
Suite 1000  
Seattle, WA 98101  
USA

Phone: 206.286.1235

### PORTLAND OFFICE

1306 NW Hoyt  
Suite 406  
Portland, OR 97209  
USA

Phone: 503.222.5064