



Annual Report 2005



## 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 organizations and the environmental movement as a whole in order to engage people in preserving the quality of life in the northwest.

## 2005 BOARD

Jonathan King  
*President*  
Anne Green  
*Vice President*  
Jeff Allen  
*Treasurer*  
Joan Crooks  
David Jones  
Valerie Logan  
Catherine Ludgate  
Matt Price  
Steve Sundquist  
Aron Thompson

## 2005 STAFF

|   |   |
|---|---|
| Gideon Rosenblatt<br><i>Executive Director</i>      | Dean Ericksen<br><i>Technical Director</i>  |
| David Averill<br><i>Program Manager</i>             | Laurie Kellogg<br><i>Web Designer</i>       |
| Steve Andersen<br><i>Database Program Manager</i>   | Sean Pender<br><i>Office Manager</i>        |
| Jon Baldivieso<br><i>Lead Technology Consultant</i> | Jon Stahl<br><i>Program Manager</i>         |
| Drew Bernard<br><i>Oregon Program Manager</i>       | Jodie Tonita<br><i>B.C. Program Manager</i> |
| Andrew Burkhalter<br><i>Program Manager</i>         | Jim Wilson<br><i>Development Director</i>   |

Across the Pacific Northwest, there was a lot of good environmental news to celebrate in 2005.

In Washington, environmental organizations worked together to build a common legislative agenda that led to strong new laws. In British Columbia, environmentalists built a successful campaign to protect about 5 million acres of the magnificent Great Bear Rainforest. ONE/Northwest worked closely on both these efforts. You can find out more about these efforts and some of our other work in this 2005 annual report and on our new website at [www.onenw.org](http://www.onenw.org).

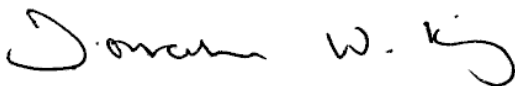
Our 10th anniversary year also saw ONE/Northwest make significant organizational strides. We finished the launch of a new suite of consulting services that build on our earlier work installing and networking computers across hundreds of environmental organizations in our region. Our new work focuses on using technology to strengthen the way environmental organizations communicate, build relationships and collaborate.

We are extremely proud of our work over the last 10 years and more significantly are confident that the best is yet to come. One particular area of excitement at ONE/Northwest is the start of a strategic-planning process aimed at defining our work for the coming decade. At the highest level, our focus will be on influencing public- and private-sector decisions that affect the environment by improving collaboration among environmental advocates and strengthening their ties to their communities.

Our new services and strategic plan lay the groundwork to help environmental advocates get their messages of lasting environmental protection and innovative solutions out to their supporters, to decision-makers, to allies in the business community and to the public. Ultimately, we believe it is only by connecting with people in the places where they live and work that we can secure the kind of long-term solutions to environmental problems that will sustain us and the generations to come.

As always, we welcome your thoughts.

Sincerely,



Jonathan King  
President, ONE/Northwest Board of Directors



Gideon Rosenblatt,  
Executive Director, ONE/Northwest



# OUR WORK

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ONE/Northwest is a not-for-profit consulting firm that helps environmental groups in Alaska, British Columbia, Idaho, Montana, Oregon and Washington apply new strategies and technologies to engage the public and more effectively collaborate with one another.

The “ONE” in ONE/Northwest stands for “Online Networking for the Environment.” When we started, “networking” meant connecting communications infrastructures: installing, setting up and “wiring” equipment in hundreds of offices across the region. With that initial job nearly complete, our work has now shifted from networking computers to networking people and organizations.

## MOVEMENT AS NETWORK

Our work with hundreds of organizations each year gives us a unique perspective on the regional environmental community. We see the excellent work being done within many individual organizations, but we also see some fragmentation, redundancies and misaligned strategies in the movement as a whole.

ONE/Northwest works to accelerate a more networked and interconnected environmental movement where organizations and citizens come together to pursue positive change. As new coalitions and collaborations emerge, we are embarking

on a number of exciting projects that promise to raise the collective effectiveness of the Northwest environmental movement.

ONE/Northwest also plays an important role as a thought leader in this area. Executive Director Gideon Rosenblatt’s influential 2004 paper, “Movement as Network,” explores possibilities for restructuring the movement to achieve greater integration and overall effectiveness. This paper, which several leading organizations have used as a framework for strategic planning, serves as the foundation for ONE/Northwest’s work with collaborative efforts in our region.

## CATALYZING INNOVATION

Civic engagement is the heart of what environmental groups do and how they shape society. Innovative communication is critical to unlocking huge improvements in the way the environmental movement engages people to create change. ONE/Northwest catalyzes communication innovation by investigating, adapting and driving down the costs of existing technologies (e.g. Plone and Salesforce—see *Powering Voices* and *Powering Relationships*, below), and weaving them together in ways that create new possibilities for informing and involving people.

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## CONSULTING SERVICES

**ONE/Northwest delivers** a wide range of services that help environmental organizations more effectively engage their constituents and collaborate with one another.

**Powering Voices** includes websites, online newsletters and other solutions to improve organizations' ability to communicate. Our solutions make it much easier to publish information both on the web and in email communications. In 2004, after a thorough investigation into website publishing options, we began using Plone. This powerful, easy-to-use, open-source content-management system allowed us to take website services to a new level in 2005, delivering professionally designed, technologically advanced websites for a fraction of the cost of for-profit firms. On average we now build one new website a week.

**Powering Relationships** focuses on dramatically lowering the cost and raising the effectiveness of relationship-management databases. A top priority here is helping groups integrate their databases with their websites, opening a two-way flow of communications with their constituents. We established this program in 2005 with the help of a grant from the M.J. Murdock Charitable Trust.

After extensive research, we chose the Salesforce.com database as our platform. Robust, customizable, easy-to-use and free to eligible non-profits, Salesforce is already proving itself as a powerful tool for the environmental community.

**Powering Action** utilizes the kinds of citizen engagement tools that organizations such as MoveOn.org have adopted to power online civic engagement. Our work to-date has focused on building partnerships with the providers of engagement tools so we can work together to bring down the costs. By making these tools affordable to the movement we help more citizens effectively connect with their elected officials and other key decision-makers. This is ONE/Northwest's most exciting area for future growth.

**Powering Collaboration** expands ONE/Northwest's earlier work building computing infrastructure *within* organizations to a wider focus on connecting communications infrastructure *among* organizations. Our email list hosting service now connects some 160,000 active citizens in various aspects of this region's environmental movement. This solution area also includes many of the exciting collaboration projects in our work on networking the movement.

# SUCCESS STORIES

[www.environmentalpriorities.org](http://www.environmentalpriorities.org)

## Priorities for a Healthy Washington: Networking the Movement in Washington State

### THE CHALLENGE

Tired of playing defense, Washington's environmental champions decided in 2003 to collaborate on the first-ever statewide set of environmental legislative priorities. Thus was born "Priorities for a Healthy Washington" — a combined effort involving nearly every major environmental group in the state. With a clean and lean agenda ready, Priorities for a Healthy Washington needed to present a unified public face to legislators, the media and their own supporters.

### ONE/NORTHWEST RESPONDS

ONE/Northwest provided the technology and strategy advice to help Priorities for a Healthy Washington communicate to the public and activate their membership in a coordinated way. With our help, in 2005 Priorities for a Healthy Washington implemented:

- A **combined email alert system** that facilitates instantaneous response to fast-moving legislative events by activating the entire online activist base of all participating groups.
- A **website** that draws together information from many different groups and allows environmental organizers to work together on site content.
- **Email discussion lists** for executive directors, field organizers and lobbyists.

### THE RESULTS

As we began 2006, Priorities for a Healthy Washington was celebrating the passage of three out of its four priority bills! Thanks to this collaborative project, Washington State now has biofuels standards that will help lead us towards energy independence, a new electronic-waste recycling program, "clean car" auto-emissions standards and a first-in-the-nation ban on toxic mercury pollution.

"ONE/Northwest has been a crucial part our efforts to get information out to people so they take action. They have helped us build an effective and streamlined one-stop shop for anyone who wants to get involved in the most important environmental issues in play in the state legislature."

**Joan Crooks**  
*Executive Director*  
**Washington Environmental Council**

"The Legislature is now organizing their work around our agenda. When the Governor and key legislators speak, they talk about our priorities. That's because we've become far more effective at communicating our agenda to our elected officials. And by working together, we've built trust among our organizations and that makes us more effective."

**Gregg Small**  
*Executive Director*  
**Washington Toxics Coalition**

## Great Bear Rainforest: Critical Conservation in British Columbia

### THE CHALLENGE

The Rainforest Solutions Project was engaged in a high-stakes, high-profile campaign to protect the Great Bear Rainforest—one of the world’s largest remaining temperate rainforests and home to towering ancient cedar trees and many rare and threatened species.

Discussions between the British Columbia provincial and First Nations governments to decide the future of the Great Bear were underway. Environmental activists needed to focus their energy on mobilizing public pressure for a positive resolution of these talks. To succeed, The Rainforest Solutions Project needed communication tools to engage users and help mobilize thousands of citizens.

### ONE/NORTHWEST RESPONDS

ONE/Northwest implemented “Democracy in Action,” an online advocacy service that allowed Rainforest Solutions to communicate with supporters and mobilize them to take actions such as contacting government officials. We also made their website more nimble and easier to update. All this was done for a fraction of what a commercial solution would cost.

“The website ONE/Northwest developed is a dream to work with as website manager. The design and navigation look great and it’s so easy to update. It made a big difference in our ability to keep people engaged and involved in the campaign to protect the Great Bear.”

**Miranda Post**  
**Rainforest Solutions Project**

### THE RESULTS

In early 2005, Rainforest Solutions Project successfully launched a new, easy-to-update website. As the government-to-government talks dragged on into the summer, environmentalists launched a public campaign to force a resolution. They ran newspaper ads and distributed tens of thousands of flyers, postcards and stickers calling for action and referring people to the Rainforest Solutions website to take further action.

The BC Premier’s office received tens of thousands of faxes demanding that the province sign off on an agreement to protect the Great Bear. In early 2006 the BC government announced a landmark agreement that protects one-third of the Great Bear’s 15 million acres from logging and calls for “lighter-touch forestry” over the rest of the area by 2009.

Observers are hailing the Great Bear Rainforest agreement as a model that can be used to protect other significant ecosystems around the world.



# SUCCESS STORIES

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## Clear Voices: Collaborative Networking in Oregon

### THE CHALLENGE

Six weeks before the start of Oregon's 2005 legislative session, Oregon's environmental lobbyists, working together for the first time through the Oregon Common Agenda process, realized that they had **no way to track critical bills** in the Oregon Legislature.

Worse, they couldn't easily share information about critical bills with one another and with allies outside the environmental movement.

### ONE/NORTHWEST RESPONDS

**Working with lightning speed, ONE/Northwest created "Clear Voices," a collaborative bill-tracking system for Oregon environmental activists.**

Simply put, Clear Voices helps Oregon's environmental champions work together better. It answers the day-to-day needs of individual lobbyists and automatically pools their individual knowledge into collective intelligence.

Every night, Clear Voices downloads data on legislative activity straight from the Oregon legislature. Environmental lobbyists and their allies log into Clear Voices' private, password-protected website where they can:

- Search through thousands of bills in the Oregon legislature more easily to discover pending legislation affecting their specific issues.
- Create "hot lists" of critical bills that they can easily track for their organization.
- Discover and communicate with others who are tracking similar bills and could be new allies.
- Alert supporters of fast-breaking news around particular pieces of legislation.

"In previous years, we had weekly meetings where representatives of different groups would discuss the bills they were following. We still have the weekly meetings, but now with Clear Voices we are able to spend more time on strategy each week, rather than just reviewing a litany of bills."

**Jed Jorgenson**  
**Political Director**  
**Oregon Conservation Network**

### THE RESULTS

In its first "season" Clear Voices was a hit. Over 20 leading Oregon environmental organizations hopped on board. We will continue to refine and improve Clear Voices, with an eye towards launching Clear Voices 2.0 for the 2007 legislative season in Oregon and perhaps Washington and Alaska. As the movement continues to invest in this system, we expect some great legislative results—stay tuned!

# ORGANIZATIONS WE SERVED

1000 Friends of Oregon  
3Estrategies  
3rd Sector Consulting  
444S Foundation  
Access Marketing  
Alaska Center for the Environment  
Alaska Community Action on Toxics  
Alaska Marine Conservation Council  
Alaska Transportation Priorities Project  
American Prairie Foundation  
American Wildlands  
Audubon Society – Alaska  
Audubon Society – Portland  
Audubon Society – Seattle  
Audubon Washington  
Bonneville Environmental Foundation  
Boreal Songbird Initiative  
Brainerd Foundation  
British Columbia Environmental Network  
Cascade Land Conservancy  
Cascadia Region Green Building Council  
Center for Science in Public Participation  
Central Oregon Environmental Center  
Citizens Alliance of Central Washington  
Citizens for a Healthy Bay  
Clean Water Services  
Climate Solutions  
Climate Solutions - Seattle Office  
Coalition for a Livable Future  
Coastal Alliance for Aquaculture Reform  
Coast Range Association 360 Columbia Land Trust  
Columbia Riverkeeper  
CommEn Space - Rocky Mountain Branch  
Conservation Leaders Network  
Conservation Northwest  
Conservation Voters British Columbia Education Fund  
Cook Inlet Keeper  
Corporate Accountability International - Seattle Office  
Craighead Environmental Research Institute  
Deschutes Basin Land Trust  
Dogwood Initiative  
Earth Economics  
EarthJustice - Bozeman  
Earth Ministry  
Earth Share of Oregon - Oregon  
Earth Share of Washington  
Ecotrust  
Energy Trust of Oregon  
Environmental Aboriginal Guardianship through Law and Education  
Environmental Coalition of South Seattle  
Environmental Education Association of Washington  
Environmental Support Center  
Environmental Support Centre  
Farming and the Environment

Farm Worker Pesticide Project  
Federation of State Conservation Voter Leagues  
Feet First  
Food Alliance - Northwest Office & National Headquarters  
Friends of Pierce County  
Friends of the Cedar River Watershed  
Friends of the Columbia Gorge  
Friends of Wild Salmon

LifeCycles  
Markets Initiative  
Mazamas  
Metafore  
Metro Alliance for Common Good  
Montana Environmental Information Center  
Montana Land Reliance  
Montanans Participating in Government  
Montana Trout Unlimited

Rock Creek Alliance  
Salish Sea Expeditions  
Save Our Wild Salmon - Portland  
Seattle Tilth  
Shared Strategy for Puget Sound  
Sierra Club of Canada - BC Chapter  
Siskiyou Project  
Skagit Environmental Endowment Commission  
Skagit Watershed Council  
Smart Growth BC  
Social Venture Partners  
Society Promoting Environmental Conservation  
Sonoran Institute - Northwest  
Southeast Alaska Conservation Council  
Spokane Alliance  
Starflower Foundation  
Sustainable Community Roundtable  
Sustainable Northwest  
Sustainable Seattle  
The Tye  
The Wilderness Society - Northern Rockies Region Office  
Three Rivers Land Conservancy  
Tides Canada  
Transboundary  
Watershed Alliance  
Transportation Choices Coalition  
Trumpeter Swan Society  
Trustees for Alaska  
Union of BC Indian Chiefs  
Valhalla Wilderness Society  
Washington Conservation Voters  
Washington Environmental Alliance for Voter Education  
Washington Environmental Council  
Washington Forest Law Center  
Washington State Conservation Commission  
Washington Toxics Coalition  
Washington Water Trust  
Washington Wilderness Coalition  
Washington Wildlife & Recreation Coalition  
WaterWatch of Oregon  
Western Environmental Law Center - Taos  
Western Mining Activist Network  
Western Organization of Resource Councils  
Western Rivers Conservancy  
Whidbey Environmental Action Network  
Wilburforce Foundation  
Wildthings Unlimited  
Women's Voices for the Earth  
WorldChanging  
World Wildlife Fund  
Yaak Valley Forest Council  
Yellowstone Ecological Research Center  
Yellowstone to Yukon Conservation Initiative

In 2005 we ...

served **180** organizations.

launched **44** new websites.

launched **17** new email newsletters.

hosted **919** lists with our email list serve.

provided service to **160,000** subscribers to those lists.

**This was our 10th year serving the northwest environmental community.**

Friends of Woodinville Farmers Market  
Futurewise  
Gallatin Valley Land Trust  
Georgia Strait Alliance  
Gifford Pinchot Task Force  
Greater Yellowstone Coalition - Main Office  
Great Land Trust  
Green Empowerment  
GreenInfo Network  
Green Recreation Project  
Groundswell NW  
Harder Foundation  
Headwaters  
Hells Canyon Preservation Council  
Herons Forever  
Hollyhock Leadership Institute  
Hoyt Arboretum Friends  
Idaho Conservation League  
Illahee  
Industrial Areas Foundation  
Industrial Areas Foundation - Spokane  
Institute for Media, Policy and Civil Society  
Institute of Neurotoxicology and Neurological Disorders  
International Snow Leopard Trust  
IslandWood  
Klamath-Siskiyou Wildlands Center  
Lava Lake Foundation for Science and Conservation  
Lazar Foundation

Montana Wilderness Association - Helena Office  
Mount St. Helens Protective Association  
Mount St. Helens Institute  
National Parks and Conservation Association - AK  
Network of Oregon Watershed Councils  
New Mexico Wilderness Alliance  
Northern Plains Resource Council  
North Fork John Day Watershed Council  
Northwest Coalition for Alternatives to Pesticides  
Northwest Earth Institute  
Northwest Environment Watch  
Opal Creek Agent Forest Center  
Oregon Conservation Network  
Oregon Conservation Partnership  
Oregon Environmental Council  
Oregon League of Conservation Voters  
Oregon Natural Desert Association  
Oregon Natural Resources Council  
Oregon Natural Step Network  
Oregon Shores Conservation Coalition  
Oregon State Park Trust  
Predator Conservation Alliance  
Puget Sound Vision  
Rainforest Solutions Project  
reSource  
Resource Media  
Restoring Eden  
River Network

# OUR SUPPORTERS

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## Foundations

444S Foundation  
Brainerd Foundation  
Bullitt Foundation  
Endswell Fund of Tides Canada Foundation  
Hugh & Jane Ferguson Foundation  
Lazar Foundation  
Meyer Memorial Trust  
M.J. Murdock Charitable Trust  
Norcross Wildlife Foundation  
Russell Family Foundation  
Seattle Foundation  
Wiancko Family Donor Advised Fund of the Community Foundation of Jackson Hole  
Wilburforce Foundation

## Workplace Campaigns and Corporate Matching Gifts

Adobe Corporation  
Expedia  
Microsoft Corporation  
Washington Mutual

## Individual Donors

### \$25,000+

Anonymous  
Drew and Sara Bernard  
Gideon and CJ Rosenblatt

### \$10,000 - \$24,999

The Hood Family Foundation  
The Montague/Richardson Foundation  
JaMel and Tom Perkins  
The Sundquist Family Fund

### \$5,000 - \$9,999

Paul and Debbi Brainerd

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

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

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

Anonymous (3)  
Dan Albertson  
Richard and Gwen Glew  
Steve and Martha Rosenblatt  
Phil and Kerri Shigo  
Aron and Sara Thompson  
Rachel Witmer  
Bill and Julie Young  
David Ethan Zoller and Cheryl Trooskin

### \$500 - \$999

Jonathan Burstein  
Joan Crooks and Don Davies  
Larry and Julie Engel  
Jon and Lori Grande  
Tim Greyhavens  
Keith Grochow  
Kevin and Ann Harrang  
Catherine Ludgate  
Erin O'Rourke and Sean Oldridge  
Laura Seaver  
Paul and Lori Shoemaker

### \$250 - \$499

Jeff Allen and Martha Bennett  
Marc Baxter  
Elizabeth Bruning  
Ron and Joanne Ericksen  
Anne Green  
Glenda Roberts  
Tim Wood and Anne McDuffie

### Up to \$249

Laura Bentley  
Julie Blackwell and John Stamstad  
Jonathan Brown and Brynne Ford  
Evan Callahan and Margaret Delp  
Nancy Carroll and Brad Wakeman  
Carl Coryell Martin  
Keelin Curran and John Brummet  
Virginia DeForest  
Jeff and Nicole Hallberg  
Christine Hanna and Pete Pitcher  
Ed Mills and Irene Pasternack  
Scott and Kathleen Moore  
Pete Nice  
Marcus Parta  
Lori Penor  
Matt Price  
Patricia Ryan  
Gary and Sylvia Ward Schultz  
Beth and Steve Silverberg  
Cindy Tallamy  
Eugene TeSelle  
Forrest and Tamara Trepte

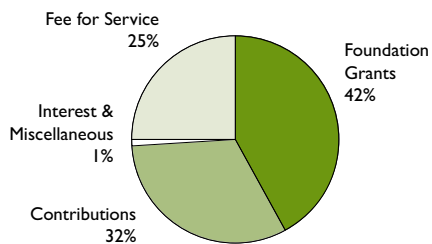
## In-Kind Contributions

Steve Andersen  
Dave Averill  
Larry Bednar  
Drew Bernard  
Paul Brainerd  
Betsey Curran  
DeForest Architects  
Microsoft Corporation  
Orangebelly Design  
Gideon Rosenblatt  
Salesforce.com  
Solution Strategies, Inc.  
Ray Weisgerber

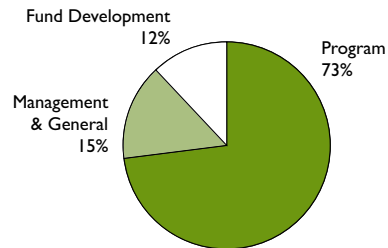
# FINANCES

| SUPPORT AND REVENUE                   | Unrestricted   | Temporarily Restricted* | Total            |
|---------------------------------------|----------------|-------------------------|------------------|
| Foundation Grants                     | \$250,700      | \$400,393               | \$651,093        |
| Contributions**                       | 292,465        | 19,503                  | 311,968          |
| Fee for service                       | 229,772        |                         | 229,772          |
| Interest income                       | 4,180          |                         | 4,180            |
| Other income                          | 100            |                         | 100              |
|                                       | <u>777,217</u> | <u>419,896</u>          | <u>1,197,113</u> |
| Net assets released from restrictions | 129,989        | (129,989)               | -                |
| Satisfaction of program restrictions  |                |                         |                  |
| Subtotal                              | <u>129,989</u> | <u>(129,989)</u>        | <u>-</u>         |
| Total support and revenue             | <u>907,206</u> | <u>289,907</u>          | <u>1,197,113</u> |
| OPERATING EXPENSES                    | Unrestricted   | Temporarily Restricted  | Total            |
| Program                               | 637,768        | -                       | 637,768          |
| Management and General                | 127,345        | -                       | 127,345          |
| Fund Development                      | 101,439        | -                       | 101,439          |
| Total operating expenses              | <u>866,552</u> | <u>-</u>                | <u>866,552</u>   |
| CHANGE IN NET ASSETS                  | 40,654         | 289,907                 | 330,561          |
| NET ASSETS - Beginning of year        | 399,150        | 71,137                  | 470,287          |
| NET ASSETS - End of year              | \$439,804      | \$361,044               | \$800,848        |

2005 OPERATING INCOME



2005 OPERATING EXPENSES



\*Temporarily restricted funds are those designated by the 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 program is in progress.

\*\*Includes \$138,707 in-kind donations of goods, services, and use of facilities.



## 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  
917 SW Oak Street  
Suite #420  
Portland, OR 97205  
USA  
Phone: 503.222.5064

BC OFFICE  
Suite 620  
220 Cambie Street  
Vancouver, BC V6B 2M9  
Canada  
Phone: 604.669.9920



ONE/Northwest  
1402 Third Avenue, Suite 1000  
Seattle WA 98101