



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
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2005 STAFF

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

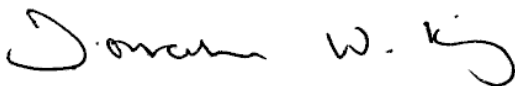
Our 10th anniversary year also saw ONE/Northwest make significant organizational strides. We finished the launch of a new suite of consulting services that build on our earlier work installing and networking computers across hundreds of environmental organizations in our region. Our new work focuses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

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.

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

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

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

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

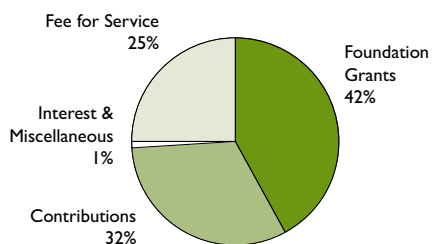
In-Kind Contributions

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

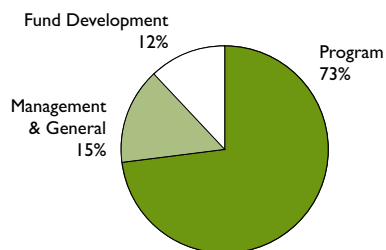
FINANCES

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.



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