



ENVIRONMENTAL  
CONSUMER

# 2010-2011 ANNUAL REPORT

Dear donors and friends,

This year The Environmental Consumer saw significant changes. We began to make the change from being my personal project and passion to being a full 501(c)(3)

nonprofit. We have much left to do, but we now have multiple programs, dedicated volunteers and interns, a modest budget, part-time volunteer staff, fiscal sponsorship from the Sierra Nevada Alliance, and the resources, infrastructure, plans, and people we need to start making an impact.

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

Thank you for all that you have done,  
Nick Santos  
Executive Director

## Accomplishments in Fiscal Year 2010-2011

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

## Thank you to our donors

Sarah Bowers  
David Chaney  
Tarsi Dunlop  
Krista Frelinger  
Sam Friedman  
Liisa and Jon Hale  
Caitlin Hall

Danelle Hickman  
Kelly Hickman  
Alicia Leupp  
Frank Loge  
Debbie and Tom Mitchell  
Martini Morris  
ThienVinh Nguyen

Mason Overstreet  
Roll Giving  
Salesforce Foundation  
Nicholas Santos  
William and Jennifer Santos  
Arman Shakh-ray  
Sarah Sugar

THE ENVIRONMENTAL CONSUMER

## Goals for FY 2012

In the next fiscal year, we aim to:

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

## Funding

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

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

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

## Volunteers and Interns

Diana Chen  
Joaquin Fraga  
Kate Lin  
ThienVinh Nguyen  
Sarah Sugar

## 2011-2012 Board Members

Reuben Hale  
Do Lee  
Alicia Leupp  
Frank Loge  
Garth Moore