

2017 Victories & What's Ahead in 2018



A Brighter Future For All!

We're building on our successes and making a greater impact than ever.

Victories with industry leaders...

NATIONAL GEOGRAPHIC

landmark publication uses recycled paper.

amazon

Commits to clean energy and to building wind farms in NC & TX

Climate Victories in 2017:

NEW CAMPAIGNS

AT&T and Verizon: Hang Up on Fossil Fuels

Skip the Slip: make receipts paperless

Investors worth \$5.2 trillion pledge to divest from fossil fuels

Amazon hits 50% – builds the largest rooftop solar array (NJ)!

We'll keep pushing until they meet their 100% commitment!

What's Ahead

1. Reversing climate change with regenerative agriculture

2. Push Smithsonian to use recycled paper

BETH PORTER

BETTER PAPER PROJECT DIRECTOR

MARY JOHNSON

CARBON FARMING DIRECTOR

Because of our victories to get GMOs out of:

VICTORY!

Campbell's

Enfamil

Kellogg's

&

Sabra

Gerber

VICTORY!

We achieved...

Because of our victories with...

HERSHEY'S

Mars

Committed to sourcing certified chocolate



Stop Smartphone Sweatshops campaign addresses toxins



Senate votes to ban slave labor imports

We achieved...

Sustainable Food Victories in 2017:

- Together, we reversed the growth of GE sugar!
- Smuckers removed GMOs from their "Uncrustables" – a product earning the company over \$220 million in 2016
- DanoneWave introduced the first Non-GMO Project-verified yogurts, working with Green America to develop the 80,000 acres of U.S. farmland needed for this supply.
- Mars launched non-GMO pet food
- Walmart and True Value promise to phase out bee-killing pesticides.

What's Ahead

- 3 more BIG announcements from companies working to get GMOs out of dairy!
- Ramp up – our biggest campaign ever – on soil health and carbon sequestration



ANNA MEYER

FOOD CAMPAIGNS DIRECTOR



ED BARKER

SUSTAINABLE FOOD SUPPLY CHAINS DIRECTOR

Fair Labor Victories in 2017:

- Bangladeshi garment workers released from prison
- Our Clean Electronics Network launched 45 pilot programs to remove toxins from manufacturers' production plants

NEW CAMPAIGN LAUNCHED!



#GoTransparent – Demand to Know Who Made Your Clothes Find out where America's favorite brands are made and under what conditions

What's Ahead

- Godiva: commit to purchasing cocoa beans made without child labor!
- Samsung: end labor abuses and remove toxins from assembly plants!



CAROLINE CHEN

SOCIAL JUSTICE CAMPAIGNS MANAGER



SARAH O'BRIEN

CLEAN ELECTRONICS NETWORK DIRECTOR

We are the resource to educate people on how to improve their own lives and the world.

Push back...

...When we see threats to what we work for, we call it out and take action.

Move forward...

...Ramp up our core programs – climate, food, finance, labor, & justice – Our work is more important than ever!

Engaging RESISTANCE

Sponsored, and members participated in, the People's Climate March



Fighting congressional and presidential efforts to roll back protections on clean air and water.

Standing up for the Consumer Financial Protection Bureau to protect consumers from financial predators.



ELEANOR GREENE

ASSOCIATE EDITOR & DIGITAL CONTENT MANAGER

Creating RESILIENCE

Economic Action Against Hate Green American magazine



Moving Forward: 30 Days of Action



7 Ways to Spread Love Not Hate



Vote With Your Dollar Tool Kit



People and Planet Award granted \$15,000 to local, green businesses



TRACY FERNANDEZ-RYSAVY

EDITOR-IN-CHIEF



READ STORIES OF MAKING REAL SYSTEM CHANGE AT GREENAMERICA.ORG



Donations to Green America are tax-deductible.

GreenAmerica.org/go/match

Our mission is to harness economic power – the strength of consumers, investors, businesses, and the marketplace – to create a socially just and environmentally sustainable society.

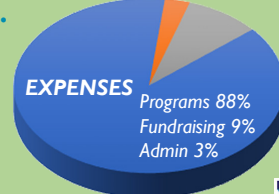
2017 BUDGET

How we raise our funding...



Dedicating 88% of our funding to programs work makes Green America "Best in Class" for non-profits!

How we allocate the funds we raise...



ALISA GRAVITZ

PRESIDENT & CEO



FRAN TEPLITZ

EXECUTIVE CO-DIRECTOR



TODD LARSEN

EXECUTIVE CO-DIRECTOR