



Grassroots Work, Hemispheric Impact

2 YEARS OF CHANGE

GOALS

- » Increase population and reproductive success of 64 priority bird species
- » Improve habitat of 118 million acres

2010

3RD - 4TH QTRS.

Signed collaborative agreement with BirdLife International

Hired a transmission line siting and renewables specialist

Tejon Ranch, CA protected under one of the largest conservation easements in state history (62,000 acres)

Audubon Science publishes leading report on effects of the BP spill

Hemisphere's most important migratory corridor for raptors and butterflies (3,570 acres) protected by conservation easement in Veracruz, Mexico

2011

1ST QTR.

Significant wintering site for federally listed Piping Plover discovered in Bahamas

Initiated agreement to save Hog Island

Neotropical Migratory Bird Conservation Act reauthorization event with Organization of American States

Congress restores funding for core conservation programs threatened by House Continuing Resolution

2ND QTR.

325 Chapters sign on to letter to Senate and President urging preservation of conservation funding and Clean Air and Clean Water Acts

Eastern grid regulators agree to use Audubon modeling for siting new transmission lines

Audubon helps create House Gulf Coast Caucus

3RD QTR.

Conservation plan for Bay of Panama completed

"Extinction Rider" defeated in Congress; Audubon's support helps maintain funding for Endangered Species Act implementation

4TH QTR.

Meetings with Senate leaders regarding preservation of conservation funding

Registration and sale of forest carbon offsets at Beidler Forest Sanctuary approved by Board

First partnership with Army Corps of Engineers (to co-sponsor event)

eBird added to Audubon app to enable real-time bird location

Climate/clean air victory in SWEPCO coal settlement

Audubon participates in invitation-only Future 500 discussions over Farm Bill

2012

JAN.

Audubon plays pivotal role in establishing new National Wildlife Refuge and Conservation Area in Everglades

FEB.

Audubon litigates Shell Oil's proposed imminent drilling in the Arctic

Rainey Conservation Alliance, an Audubon partnership, secures \$26.6 million for Coles Bayou marsh restoration adjacent to Rainey Sanctuary

MAR.

New EPA rules limit carbon pollution from power plants

Audubon's Glenn Olson testifies before House Committee on North American Wetlands Conservation Act

APR.

Audubon Center and Education reps attend White House summit to discuss future of environmental education with EPA and DOI

Louisiana Coastal Master Plan, to be funded with money from the RESTORE Act, passes state legislature

MAY

Audubon and nine partners file suit challenging federal approval of Shell Oil's spill response plans. Meanwhile, legal action challenging Shell's lease and exploration plans continue

Audubon network and partners submit 400,000 comments to DOI advocating for protection of Alaska's NPR-A

Audubon Connecticut wins Coastal America Award from DOI

JUN.

Audubon and nine partners file suit challenging federal approval of Shell Oil's spill response plans. Meanwhile, legal action challenging Shell's lease and exploration plans continue

Audubon Connecticut wins Coastal America Award from DOI

Audubon Florida helps secure \$880 million plan for Everglades infrastructure improvements to protect key species from phosphorus pollution

JUL.

Secretary Salazar announces DOI's "preferred alternative" for management of NPR-A. Plan would safeguard 11 million acres, including Teshekpuk Lake IBA

AUG.

Secretary Salazar announces DOI's "preferred alternative" for management of NPR-A. Plan would safeguard 11 million acres, including Teshekpuk Lake IBA

SEPT.

- Working as "One Audubon"
- Conservation Victories
- Coordinated Fundraising & Compelling Outreach
- Key Staff & Board Appointments
- National Press Coverage & Op-eds

Audubon brokers solution with wind industry and DOI regarding pending federal wind guidelines

Secured \$275,000 in funding from NRCS for tricolored blackbird conservation and other work in California

15 million acres of critical Greater Sage-Grouse habitat in Wyoming protected when governor re-issues Executive Order

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BLM National Greater Sage-Grouse Planning Strategy builds on work pioneered by Audubon Wyoming, Wyoming's governors and other stakeholders

Multi-million dollar strategic partnership with ESRI to build transformational Audubon-wide GIS mapping capability

House introduces RESTORE Act to use BP penalties for Gulf restoration

Federal Wind Guidelines issued. Audubon plays pivotal role in developing this strong, consensus-based approach to bird protection

BLM invites Audubon to present Sage-Grouse strategy as model approach

Audubon litigates Shell Oil's proposed imminent drilling in the Arctic

Preliminary version of RESTORE Act passes House and Senate

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RESTORE Act signed into law, directing as much as \$20 billion to Gulf restoration

Audubon California partners with dairy farmers to save one-fifth of the world's Tricolored Blackbird breeding population

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USFWS announces plan to use Sage-Grouse strategy as model for focal-species management across hemisphere

"One Audubon" message

Flyways vision comes to life with beginning of strategic planning process. Monitor Group hired as consultant

▶ 10th Audubon President & CEO appointed

▶ 1 new member joins Board of Directors (TR)

▶ New Chief of Staff and Chief Technology Officer hired

18% increase in Audubon members (to 432,000)

Audubon featured on American Public Media Marketplace: "Not your grandmother's Audubon anymore"

Database Integration begins to build the network

▶ 5 new members join Board of Directors (LA, JH, JA, FG, JE)

Data accuracy ensured with major upgrade of Millennium donor management system

Regional Directors meet Stolper \$50,000 challenge. Budget year ends on plan

\$100,000 raised in Audubon's first online fundraising campaign (includes \$50,000 Board match)

26% increase in Board giving totaling \$828,889

Signed agreement with Florida Audubon Society to operate as one Audubon

▶ 1 new member joins Board of Directors (DV)

New joint fundraising effort in key states results in \$400,000 Flyway gift

Reduced IT costs/improved performance by streamlining processes, reducing headcount, and solving decade-old incompatibilities

Magazine website redesigned

Fundraising becomes more effective with Wealth Screening Analysis of donor records

▶ New General Counsel, VP International, and Chief Scientist (hired from Audubon network)

▶ New VP Engagement and Chief Dev. Officer hired

2 new Audubon Centers open

Achieved 3-star Charity Navigator rating with adoption of joint costing

Strategic Plan approved by board. More than 150 people involved in planning process

Birding the Net engages 10,000 people with Audubon's mission; millions more spot birds on the internet

\$366,000 raised in integrated online fundraising campaign (includes \$100,000 board match)

Network leaders convene, begin implementation of strategic plan

▶ Regional Directors propose Flyways-based representation

▶ 1 new member joins Board of Directors (HM)

▶ Mississippi Flyway VP in place

Wingspan, Audubon's first organization-wide email newsletter debuts

25,000 followers engaged with Audubon via Facebook

AOL cause marketing campaign increases organization visibility

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Collaborative fundraising between National and States with launch of Leadership Circle donor program

Cash bonus program rewards exceptional employee performance

Improved budget process focusing on financial sustainability, increased transparency and accountability, and alignment with strategic plan

45,000 counters submit a record-breaking 141,151 checklists in Great Backyard Bird Count

"Wings" internship program launches, increasing minority candidates to 6%

Negotiations with Toyota begin for another five years of TogetherGreen

▶ Atlantic Flyway VP hired

Regionalized Wingspan email newsletter launches, with four flyway-specific versions

Secured \$100K matching gift for joint projects with New Jersey Audubon Society

Audubon board and staff attend BirdLife International summit with top caliber potential donors

Oil & Birds Don't Mix online engagement campaign commemorates 2nd anniversary of Gulf oil spill; 9,000 people take action

Streamlined recruitment and new hire process rolls out across the organization

37% of Debs Park's Wings internship applicants are Hispanic/Latino, an increase from 5% in 2011

Secured \$500K grant from Annenberg Foundation for web cameras to monitor puffins and engage the public with our work on Hog Island

Website localization goes into effect; State and Center websites redesigned

▶ Media Relations team formed to increase Audubon's visibility

▶ Pacific Flyway VP hired

New donor contributes \$350K to increase outreach in conservative states

▶ Diversity Manager hired to broaden involvement opportunities for Hispanic/Latino audiences

Online net revenue grows 323% over FY11, reflecting success of multi-platform campaigns like Raise Your Voice for Arctic Birds

Indirect cost rate approved, improving fundraising efficiency

Audubon engages more than 57,000 followers on Facebook and 22,000 on Twitter; average age of social media audience is 45 (10 years younger than average Audubon member)

Audubon and explore.org live bird cams reach more than 1 million people

More than 48,000 people pledge to Exit the Highway in TogetherGreen social media campaign

37% increase in Board giving totaling \$1,131,781

Coins that Count cause marketing partnership with Coinstar launches at more than 20,000 retail branches nationwide

Audubon selects Doherty to outsource payroll and HR administration. This change will deliver better, simpler tools at a lower cost