

Backbone Campaign 2019 Annual Report

Through your activism, donations, volunteer time, ideas and collaborations, *you made our movement beautiful!* Together we deployed big, compelling messaging that got attention for causes that make a material difference in people's lives. And we grew our visionary decarbonization campaign known as Solutionary Rail. We couldn't do this work without you, and we hope you are proud of what you made happen. *Thank you!*



Backbone Builder's Guild

Each Wednesday, volunteers meet in our Vashon Island warehouse to wire, solder and paint LED letters and construct props and banners, which get shared with change agents across the country.

In 2019 our team of artists created a life size "Tahlequah" orca and calf, a kaleidoscope of 20 monarch butterflies, and a giant "Declare a Climate Emergency" banner, in addition to countless banners with Backbone's signature orange lettering and the new LED letters. These props are available to anyone to check out and use.

A shout out to our Builder's Guild, especially Laura, Jacqui, Don, Alan, Rod, Wynne, Jennifer, Sara, and Charlie, who keep the props churning out!

Save the Orca, Medicare for All, Curb the Power of Corporate Giants

Backbone operates mainly as a service organization to many issue campaigns, organizations, and activists standing up to protect what they love. There are

some campaigns to which we give extra attention –to save the orca and salmon by breaching the Snake River dams, to end corporate-driven health care in favor of Medicare for All, to stop the monopolistic power of gigantic companies like Amazon. In 2019 we completed our 15th Human Orca Mural; orca lovers everywhere are invited to organize one in your community, to show elected officials that extinction is not an option. We also invested in an actual casket to bring to the door of health insurance companies, because their corporate bottom line is condemning people to death. The campaign to stop Amazon's growing influence is part of a long term effort organized by those on the front lines of warehouse districts and diesel pollution. We are committed to providing visibility tools to climate movements like Sunrise and XR and to the movement to protect immigrants and asylees. For these and the many other pressing issues, we'll see you in the streets!

Solidarity Brigades and Trainings

In 2019 we grew our network of light projectionists and creative tacticians to 32 cities, including Portland Maine, LA Long Beach, Kitsap Peninsula, Bay Area, and Eugene. Now when issues hit the country, like impeachment, or the escalation of war against Iran, we can rapidly mobilize



banners, projections and LEDs, spreading progressive messaging to the far corners of the country. Thank you for your donations that keep this network thriving and active. In December Bill traveled to LA-Long Beach for a multi-day training with environmental justice activists for their #wearejusttryingtobreathe campaign. In the course of just a few days, they became experts in banner building, light projection, LEDs, kayaktivism, campaign design and messaging. Let us know if you want to bring these skills to your community-based campaign or to join our Solidarity Brigade Network!

Solutionary Rail

Our project that will significantly decarbonize transportation and energy gained a lot of ground in 2019. We submitted recommendations to the House Select Committee on the Climate Crisis; our research led us to develop a **2030 Moonshot Modeshift** proposal, to get freight off trucks and onto trains. This would achieve:

- fuel consumption reductions (10-20+ billion gallons of diesel)
- GHG emission reductions (100-200+ million metric tons CO2)
- environmental justice impacts (thousands of lives saved and millions of lives improved through diesel emission reductions)
- 1000s of lives saved from reduced accidents involving trucks
- \$10s of billions saved through reduction of congestion
- \$100s of billions saved on road and bridge wear and tear

(See: SolutionaryRail.org/msms.)

Also, we launched our RailBites series, so folks can share with busy elected officials bite-sized pieces of info about rail electrification and its many benefits. From Senator Merkley to Ro Khanna and Alexandria Ocasio-Cortez, folks in Congress are talking about Solutionary Rail, and excitement is growing. We made lobbying trips to DC and then traveled to Omaha to pressure the Oracle of Omaha, Warren Buffett, to electrify Berkshire Hathaway's BNSF system. In a lucky draw, Bill was selected to ask the first question from the floor of Buffett and Charlie Munger. Banners were raised outside, lights projected at night, and books distributed to shareholders. We'll be back in 2020!



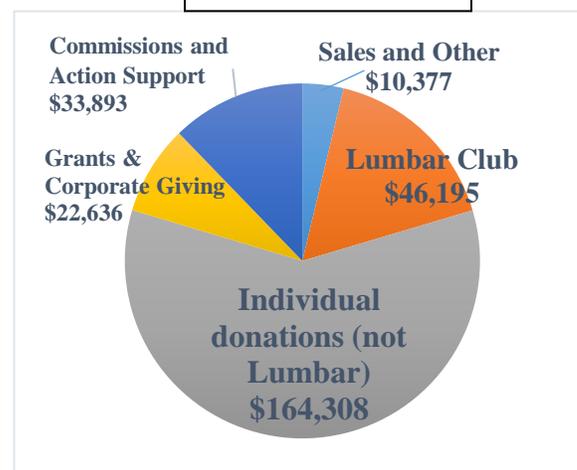
2019 Income

We are proud of how we steward your financial contributions; total income in 2019 was \$277,409 (*as of this printing, numbers not final*). 990 tax returns are available on GuideStar; financial statements available on request.

2019/2020 Board of Directors

Yvette Arellano, Houston TX
Jim Farrell, Vashon Island WA
Anthony Rogers-Wright, Seattle WA
Mary Lou Finley, Seattle WA
Margaret Flowers, Baltimore MD
Blake Kremer, Tacoma WA
Daniel Lee, Culver City CA
Jeff Snyder, Olympia WA
Sabina Virgo, Los Angeles CA

2019 Income by Type



MISSION: Backbone Campaign amplifies the aspirations of "We the People" with creative strategies and artful activism to manifest a world where life, community, nature, and our obligations to future generations are honored as sacred.

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