

A New Movement for a New Century

2008 Annual Report



letter from the founder

Sometimes, dreams come true.

One year ago, that's all Green For All was. We had nothing but a three-page proposal, a matching grant from the Kendeda Fund, three overwhelmed staffers (Kristin Rothballer, Courtney Hull and me), and some donated cubicle space at the Ella Baker Center in Oakland, California.

And yet we felt a powerful calling. We knew an Earth-honoring economy could also deliver more work, more wealth and better health to disadvantaged people than our present pollution-based economy. We envisioned a new economy that could simultaneously beat global warming – and make Dr. King proud.

With the help of Sustainable South Bronx founder Majora Carter, we decided to birth a national organization to advance the cause.

One year later, Green For All is real – and we have helped put green collar jobs on the map. This report shares just a handful of our successes, so far.

We have a long way to go. But today we have a strong organization to help get us there.

And fortunately, we won't be alone. A new movement has been born. It includes groups like 1Sky, Apollo Alliance, Energy Action Coalition, Corps Network, Blue-Green Alliance, Al Gore's Alliance For Climate Protection, Center on Wisconsin Strategies, Commission to Engage African Americans on Climate Change, Social Venture Network, Center for American Progress and many, many more.

It also includes President-elect Barack Obama, who pledged to invest \$150 billion in energy solutions and create five million green-collar jobs.

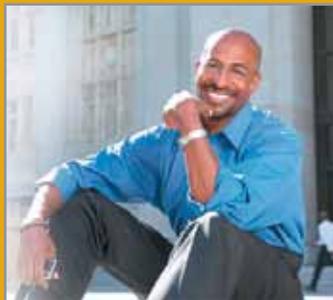
That dream won't be easy to make real. On election night, Obama himself said: "This victory alone is not the change we seek - it is only the chance for us to make that change. And that cannot happen if we go back to the way things were. It cannot happen without you."

Amen. Green For All looks forward to working with you in 2009 and beyond, to create a green wave that can lift all boats.

Anthony K. "VAN" Jones

Van Jones

Founder & President, Green For All



Benjamin L. Hooks' Memphis Job Corps Choir opens the conference with music.



A Massachusetts youth tells his dream at the video booth, which recorded more than a hundred dreams during the conference.



More than 1100 people attended *The Dream Reborn* – and more than 70% were people of color.



The Hot 8 Brass Band marches in on Saturday night at *The Dream Reborn*

THE DREAM REBORN

Carrying Dr. King's Legacy into the 21st Century

On April 4, 1968, a bullet killed the dreamer. But it didn't kill the dream.

It has been 40 years since Martin Luther King, Jr.'s assassination in Memphis, Tennessee. His dream has often seemed far from reach. But it has never been far from the hearts and minds of millions of poor people, people of color and people of conscience in America.

On April 4, 2008, in the city where he died, more than 1,100 people came together at *The Dream Reborn* summit to renew a national commitment to that dream. At the historic three-day conference, grassroots leaders and Civil Rights Movement veterans from across the country declared the green-collar movement a worthy successor to Dr. King's work. With one voice, they said that honoring Dr. King today means working for an inclusive green economy strong enough to lift millions of people out of poverty.

In 1963, Dr. King looked out on a divided country and articulated a hopeful vision of the future that united millions of people. This year, we've seen again that hope can bring a divided nation together. This was most obvious in the historic election of Barack Obama as President. But it was also evident on an April weekend in Memphis, where hundreds of everyday people remembered Dr. King and dared to dream a new, green dream for the next generation.

It was a magical weekend, uniting future and past and tying generation to generation across time.

WHO WAS THERE

Before the conference even began, we knew it would be special because of who was coming. More than 70 percent of the participants were people of color, making *The Dream Reborn* the first national *green* conference that was also *brown*. More than half were people of modest means, whom Green For All and our supporters helped attend with \$140,000 in scholarships. And our outreach had focused on practitioners — people involved in the day-to-day work of building a green-collar economy from the ground up — ensuring that the weekend would be grounded in today's reality while dreaming of a better future.

WHAT WE DID

We wanted *The Dream Reborn* to be a springboard for a national green-collar movement. That meant it needed to be both substantive and spirited, informative and inspiring. It was everything we hoped for.

The speakers, panelists and workshop leaders were extraordinary. The plenaries and keynotes laid out a positive vision for the future and big-picture analysis of the present. The workshops delved into the nuts and bolts of building the new economy. And the participants stayed engaged at every step. During the sessions, the halls were ghost towns as people crammed into discussions and workshops, eager to learn and share their wisdom.

But an educational program was not enough. To be truly successful, we knew we would have to evoke the spirit of Dr. King and his movement. So from the main stage, we heard drums, prayers, choirs, poetry, and speeches reminiscent of 1960s civil rights mobilizations. From the audience, we heard cheers, chants, shouts — sometimes, even sobs. Afterwards, people described the conference as “transcendent” and “church-like”.

WHAT IT MEANT

Forty years after Dr. King's death, a new movement for justice and inclusion has been born. *The Dream Reborn* will forever be remembered as the start date of the movement for an equitable green economy, one strong enough to solve the ecological crisis while lifting millions of people out of poverty.

For several years now, people and organizations have been finding ways to fight poverty and pollution at the same time. But it wasn't until April 2008 that they came together as a movement. At *The Dream Reborn*, hundreds of people who had felt alone and isolated in their work connected with one another. Not just by getting each other's phone numbers, or becoming Facebook friends (though those things, too, of course). They connected at a human level, sharing a deep love for other people and for the planet. And together, they sparked a movement that is destined to transform the entire country.

This movement knows that it stands on the shoulders of giants like Dr. King. He once said that the arc of history is long, but it bends towards justice. That arc also ties us to him, a bond that *The Dream Reborn* revealed (again), strengthened and celebrated.

It also ties us to the future — a better future that we can feel waiting just over the horizon. Right now, that future is a dream. And at *The Dream Reborn*, we saw once more what Dr. King showed us almost half a century ago — that powerful dreams can reshape reality and bend history in a new direction.

THE FOUR PILLARS

Green For All's goal is to help build a robust, powerful, comprehensive movement for an inclusive green economy strong enough to lift people out of poverty. Our strategy for getting there is based on 'The Four Pillars' — four areas of activity that work together to support the beautiful movement we are building.

'TOP-DOWN'

working at the federal level

The ecological and economic crises are national problems requiring national solutions. Whether we make it through as a country will depend in large part on what the federal government decides to fund and how it makes the rules. Green For All is going to help it make those decisions. Green For All aims to impact federal policy and build broad, strong alliances that can work for our shared vision. Already, we are becoming a force in Washington.

'TOP-DOWN' HIGHLIGHTS SO FAR

- **THE CLEAN ENERGY CORPS:** Co-authored the *Clean Energy Corps White Paper* calling for a ground-breaking national green service, job-training and job-creation program. (See p. 6)
- **CLIMATE EQUITY ALLIANCE:** Convened the Climate Equity Alliance, a powerful partnership working to ensure that vulnerable Americans are at the center of federal climate policy. (See below)
- **GREEN JOBS ACT:** Helped pass the Green Jobs Act, which authorized \$125 million per year for the Energy Efficiency and Renewable Energy Worker Training Program. Since then, we have led a coalition to get that money fully appropriated.
- **CLIMATE BILL:** Worked with Senator Barbara Boxer on the cap-and-trade climate bill, securing more than \$60 billion for green-collar job training within it. Unfortunately, the bill did not pass.

SPOTLIGHT: THE CLIMATE EQUITY ALLIANCE

At Green For All, we see climate policy as civil rights policy and economic policy, too. We brought together some powerful organizations who feel the same way to form a new Climate Equity Alliance. The Alliance is dedicated to making sure that federal climate policy protects vulnerable Americans from the birth pangs of the new, green economy while making sure they have access to its opportunities.

Some of the biggest and best organizations in the country have joined us in this effort, including the National Association for the Advancement of Colored People, the Service Employees International Union, the Center on Budget and Policy Priorities, and the Center for American Progress.

The Climate Equity Alliance will soon announce principles we have developed to ensure that the welfare of low- and moderate-income Americans is at the center of the nation's climate and energy policies.

'BOTTOM-UP'

working at the local level

Success at the federal level won't mean much if the green economy is not growing at the local level in cities across the country. Green For All is dedicated to helping cities find ways to attract green-collar businesses and create green-collar jobs.

'BOTTOM-UP' HIGHLIGHTS SO FAR

- **GREEN JOBS PLEDGE:** Launched the Local Government Green Jobs Pledge, a tool to get cities to commit to green-collar job creation.
- **U.S. CONFERENCE OF MAYORS:** Persuaded the U.S. Conference of Mayors, representing more than 1,200 mayors nationwide, to adopt the Local Government Green Jobs Pledge.
- **GREEN CITIES PROGRAM:** Launched our Green Cities Program, which works closely with local leaders in select cities to develop robust and aggressive green economic development plans. So far, we are working with Newark, Philadelphia, Pittsburgh, Seattle and Atlanta. (See below)
- **RETROFIT AMERICA'S CITIES PROGRAM:** Launched a 'Retrofit America's Cities' program, in partnership with MacArthur Genius Fellow Joel Rogers. The program will work with community groups, local governments, training institutions, and labor to make America's buildings more energy efficient.

SPOTLIGHT: GREEN CITIES INITIATIVE

In the 1960s, cities like Selma and Montgomery inspired the entire country to listen to the better angels of its nature and build a new tomorrow together. Today, we need American cities to inspire the nation again with examples of what is possible — this time by building inclusive, local, green economies. Green For All's Green Cities Program helps them do that.

Look at what we've done with Newark. Led by Mayor Cory Booker, Newark is working to become a national model for clean and efficient energy use, green economic development, job creation, and equitable opportunity. With Mayor Booker and the Apollo Alliance, Green For All co-sponsored the two-day *Green Future Summit* in September. The community came together with its political and business leaders to build a shared vision for a safer, healthier, and more prosperous city. The summit produced a road map for Newark as it works to become an eco-city for the 21st century.

Now, Green For All is working with the Apollo Alliance, the Center for American Progress, and Mayor Booker to help Newark navigate that road map and realize its dream of a green tomorrow.

‘INSIDE-OUT’

working at the personal & community level

Better government and more responsible businesses won't be enough to build the new economy. Everyday people, by ourselves and with each other, will have to put the country on the path to the future we want. That's why Green For All invests a great deal in helping leaders, networks and communities develop themselves and this green-collar movement to be as strong, smart and sophisticated as possible.

‘INSIDE-OUT’ HIGHLIGHTS SO FAR

- **THE DREAM REBORN:** Hosted *The Dream Reborn*, a ground-breaking event in Memphis honoring the memory of Martin Luther King, Jr. by looking at the opportunities in the new green economy to take another step towards his famous dream. (See p. 3)
- **GREEN JOBS NOW:** Organized *Green Jobs Now*, a national day of action for the new, green economy. More than 50,000 people came together to say “We're Ready!” for green jobs in America. (See p. 8)
- **COMMUNITY OF PRACTICE:** Launched a national Community of Practice to help leaders in the green-collar movement connect to each other, innovate together, and share their learning with the entire field.
- **GREEN FOR ALL ACADEMY:** Introduced the Green For All Academy to train young leaders to become champions for an inclusive, green economy. More than 50 people went through the Academy training in 2008. (See below.)

SPOTLIGHT: GREEN FOR ALL ACADEMY

The green economy is on the way and Green For All is working to make sure that low-income people and people of color get in on the ground floor. The trick is, those communities have been locked out of the pollution-based economy and, too often, left out of the mainstream environmental movement.

That's why we started the Green For All Academy, a national training program for community organizers to help them become effective advocates for green-collar jobs. Participants get advanced media and messaging skills, economic and climate science training, and high-level political tools and analysis. We train only leaders who have already proven themselves on the ground — people we know can inspire our communities to action.

Thanks to the Academy, our movement has dozens of new leaders throughout the country with the skills, knowledge and desire to make sure that the welfare of low-income people and people of color is at the center of climate policy and debate. And in 2009, we hope to expand that number significantly.

‘INCLUDING BUSINESS’

working with the business sector

Green For All began as a policy organization. But policy alone cannot build the new economy. The business sector needs to be a part of the movement for green jobs, or the movement is going nowhere.

That is why one of our strategic pillars is ‘Including Business’ — working directly with the business sector to ensure access for people of color and low-income people at every level of the new economy.

Green For All is developing a robust business-engagement program, starting with our new Capital Access Program. This initiative will help entrepreneurs get the capital they need to ‘go green,’ whether with new businesses they are starting or with established ventures that they want to upgrade.

THE CAPITAL ACCESS PROGRAM

The Green For All Capital Access Program supports entrepreneurs who show a commitment to our basic principle: that the new, green economy must do what the old, pollution-based one could not — lift low-income people out of poverty. The program provides three kinds of capital access:

- **INTELLECTUAL CAPITAL:** helping businesses develop tools and practices that will lead to green-collar jobs (e.g., hiring guides, ‘best practices’ documents and networking amongst management within a sector or region).
- **SOCIAL CAPITAL:** teaming emerging entrepreneurs up with experienced mentors who provide assistance with business planning, capitalization, strategic planning, board development, etc.
- **FINANCIAL CAPITAL:** preparing entrepreneurs to solicit capital and, where appropriate, making referrals and introductions.

EQUAL OPPORTUNITY — AT EVERY LEVEL

Green For All is committed to securing equal access to the opportunities of the new economy for people of color and low-income people. Obviously, that means equal access to the green-collar jobs that are emerging every day. But it also means equal access to entrepreneurial opportunities to start, own and run businesses.

The new economy must be built on a foundation of equal opportunity for work, wealth and health.

That's why the Capital Access Program pays special attention to helping entrepreneurs of color and entrepreneurs from low-income communities get the capital and the technical assistance they need to succeed. A level playing field will make sure the benefits of the new economy reach everyone.

THE CLEAN ENERGY CORPS

Planting the Seed for a Green New Deal

On the campaign trail, President Barack Obama pledged to create five million green-collar jobs. Green For All knows how he can get started: make our Clean Energy Corps a signature initiative for his new administration.

The Clean Energy Corps would be a combined service, training and job-creation effort to combat global warming, grow local and regional economies and demonstrate the equity and employment promise of the clean energy economy.

Just as importantly, passing Clean Energy Corps legislation would mark a turning point for the federal government. It would start putting government on the side of the problem-solvers in the U.S. energy economy instead of the problem-makers.

The Clean Energy Corps: Nuts & Bolts

The Clean Energy Corps has three components: green service, green job training, and green job creation.

SERVICE

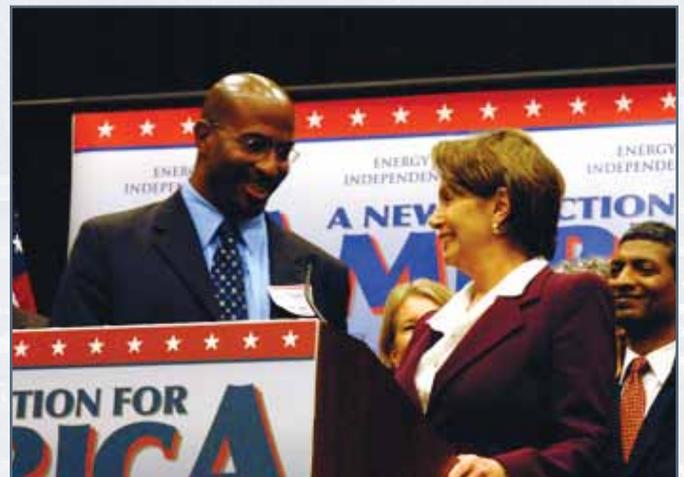
Most Americans have stopped asking, “Is global warming real? How bad is it?” Instead, millions are asking, “How can I help?” The Clean Energy Corps would directly engage these people in diverse service, service-learning and volunteer work — like planting trees, restoring wetlands and rivers, and performing energy audits on homes. This work would enlist America’s people, lands and buildings in the fight against climate change while giving corps members from disadvantaged communities a critical entry point to a career pathway.

JOB TRAINING

Millions of Americans want to find family-supporting work in the emerging clean energy economy, but lack the necessary skills and connections to unions or employers. The Clean Energy Corps would work with employers, unions, educators, and community organizations to provide these people with the training they need to get these jobs. Most green-collar jobs are middle-skill jobs, meaning that almost anyone can qualify with quality training (or re-training, like construction workers learning about the latest energy-efficient techniques).

JOB CREATION

Training people for jobs will do no good if there are no jobs for them when they finish the training. The Clean Energy Corps would ensure newly trained workers have positions waiting for them by launching a national, comprehensive effort to retrofit and weatherize our nation’s buildings. This would create hundreds of thousands of jobs while slashing our national energy costs and contribution to global warming. It will also more than pay for itself with energy savings.



Speaker of the House Nancy Pelosi with Van Jones. Speaker Pelosi was instrumental in the passage of the Green Jobs Act of 2007 — a key building block for the Clean Energy Corps.



The Clean Energy Corps would create hundreds of thousands of jobs weatherizing and solarizing America’s buildings. Photo courtesy of Solar Richmond, Richmond BUILD, GRID Alternatives, and the Ella Baker Center for Human Rights.

The Clean Energy Corps: Bigger than the Sum of Its Parts

The Clean Energy Corps is not just the right prescription for our ailing economy. It is also just what the doctor ordered for American politics. It is the first step towards finally putting the federal government on the right side of the climate debate and demonstrating the promise of a green economy to the American people.

We need a comprehensive and coordinated suite of programs designed to put the country to work repairing the planet. Piecemeal, patchwork policies will not be enough. Only a concerted effort will unite the country the way we need to get the job done.

The Clean Energy Corps is the perfect way to start this effort:

- The Clean Energy Corps *creates jobs*;
- it *fight poverty* by targeting low-income communities;
- it *brings down energy costs*, which have been a major drag on the economy;
- it *puts money in people's pockets* by cutting their utility bills, giving them more purchasing power and strengthening the entire economy; and
- it *calls on us as a nation* to build a better tomorrow *together*.

The Clean Energy Corps would be the ideal 'signature initiative' of President Obama's new administration. With your help, we can make sure that it is.

The Clean Energy Corps: What We Are Doing — and How You Can Help

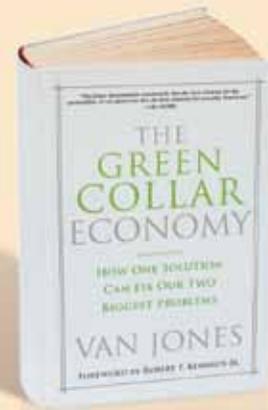
In 2009, Green For All and our allies will roll out an innovative and aggressive campaign to ensure that the next Congress and President Obama make the Clean Energy Corps a reality.

We have finalized an in-depth white paper on the Clean Energy Corps and are collecting endorsements from a broad range of prominent national business, labor, environmental, faith-based, economic justice and civil rights organizations. We will launch a massive public education campaign to help America understand what the Clean Energy Corps can do for America. And we will be taking the people's voice to D.C. to talk directly to our leaders about the need for a Clean Energy Corps.

You can join us. Visit www.greenforall.org to find out how you can be a part of the movement for a green economy strong enough to lift people out of poverty.

The Clean Energy Corps is a proposal of the Clean Energy Corps Working Group, first convened in January 2007. The Working Group includes representatives of the Apollo Alliance, the Center for American Progress Action Fund, the Center on Wisconsin Strategy, Energy Action Coalition, Green For All, Innovations in Civic Participation, 1sky, and The Corps Network.

the green collar economy



On October 7, Green For All Founder and President Van Jones released his first book, *The Green Collar Economy*.

The Green Collar Economy lays out our plan to solve our country's two biggest problems: economic downturn and ecological crisis. How to do it? Create millions of green-collar jobs that will lift people out of poverty and restore the health of our environment. Van spells out why it would work, what it would take, and how to get it done.

The book got some great buzz before it was released. Such distinguished leaders as Vice President Al Gore, Speaker of the House Nancy Pelosi and NAACP President Ben Jealous heaped praise on Van's visionary treatise.

We had a limited publicity budget and no national media platform. We didn't know what to expect in terms of sales. But our friends and allies mobilized to let millions of people know about the book. And in the first week, ***The Green Collar Economy* became the first environmental book authored by an African-American to make the New York Times' Bestseller List.**



Van Jones demonstrates conclusively that the best solutions for the survivability of our planet are also the best solutions for everyday Americans.

- Al Gore on The Green Collar Economy



GREEN JOBS NOW

National Day of Action for the New Economy

“I’M READY!”

Those words were on the lips of more than 50,000 Americans on September 27, 2008.

Together, we stood up to say we are ready to go to work rebuilding America. Ready to fight pollution and poverty at the same time. Ready to build an inclusive green economy that’s good for the people and good for the planet.

We’re ready for green jobs now.

Early in 2008, it was obvious this would be a special election. People were excited, inspired, and talking about politics in a way we hadn’t seen in decades. Green For All wanted to make sure that green jobs were a part of that discussion, from the very beginning of campaign season.

So we teamed up with our friends at 1Sky and Al Gore’s Alliance for Climate Protection (The We Campaign). Together, we called for a national day of action called *Green Jobs Now: A National Day of Action for the New Economy*. We planned it for September 27 — the day after the very first debate between Barack Obama and John McCain. And we asked the American people to do it themselves — to organize in their own way, in their own communities, to tell our leaders, “We’re ready.”

And wow — did they respond.

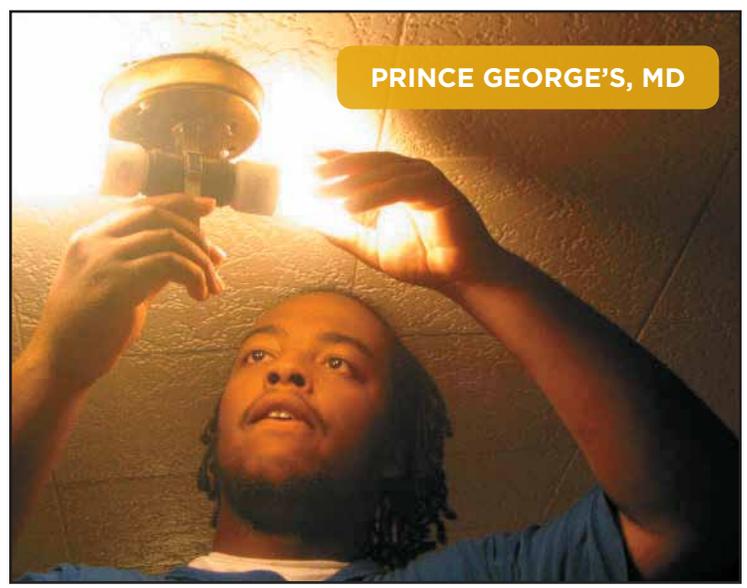
From campuses to housing projects, from Native American reservations to Black Churches, nearly 700 communities in all 50 states came out for *Green Jobs Now*. It was inspiring and humbling to see Americans of every race, class, gender, sexual orientation, region, age, and political stripe join us in calling for a green economy strong enough to lift people out of poverty.

What made the day even more special was that it was not just green — it was every color of the rainbow. The *Green Jobs Now* team made a concerted effort to involve people of color. And we set up a fund for low-income people who needed financial support to host the events they were planning. As a result, almost 40% of *Green Jobs Now* event hosts were people of color.

Here are pictures of some of the amazing events of September 27.



New Yorkers install a 1,000 ft² green roof atop a dormitory.
(Photo courtesy of Sustainable South Bronx.)



A volunteer installs a new compact fluorescent light during the Home Efficiency Makeover in Prince George’s Co., MD
(Photo by Hillary Birch Vanaria.)

GREEN FOR ALL + 1SKY + THE WE CAMPAIGN



OAKLAND, CA

TOP: Oakland, CA is ready for green jobs. (Photo courtesy of the Ella Baker Center for Human Rights)

BOTTOM LEFT: Residents in Pittsburgh, PA harvest sunflowers to produce biodiesel. (Photo courtesy of GTECH Strategies.)

BOTTOM RIGHT: La Causa YouthBuild installs green retrofit materials in Los Angeles. (Photo by William Winchester.)



PITTSBURGH, PA



LOS ANGELES, CA



SPOTLIGHT

Karen Monahan, Green For All Fellow

The Green For All Academy is a national training program for community organizers to help them become effective advocates for green-collar jobs. (see p. 5 for more.) The Academy's inaugural class had 28 amazing young leaders. We wanted to share one of their stories with you.

We first met Karen Monahan at *The Dream Reborn* (see p. 3). Since then, we have seen her show amazing and inspiring leadership in fighting for green jobs in Minnesota. She is an Environmental Justice organizer with Sierra Club, working with the Environmental Justice Advocates of Minnesota (EJAM). Karen represents EJAM on the state government's Green Jobs Task Force.

As a Green For All Fellow, we asked Karen to organize an event in Minnesota for *Green Jobs Now* (see p. 8). And what an event!

More than 150 people came out to enjoy a full day of music, healthy food and inspired fun. State Representatives Karen Clark and Margaret Anderson spoke to the crowd, as did business

leaders and community activists. And everyone got a chance to share ideas for new green jobs legislation. At the end of the day, the group presented about 75 proposals to Congressman Keith Ellison's office.

"Our Day of Action was an overwhelming success, but it wouldn't have happened without Green for All's guidance and inspiration," said Karen. "The Academy equipped me with the tools. It gave us the ideas, skills and resources to organize a magnetic event that has helped to fuel a movement."

We look forward to working closely with Karen to build an inclusive green economy strong enough to lift people out of poverty.

SPOTLIGHT

Adrienne Maree Brown, Monthly Donor

Adrienne Maree Brown is the Executive Director of the Ruckus Society, where they believe "actions speak louder than words." She also is a co-founder of The League of Young Voters, where she served as Program Director before going to Ruckus. And we are extremely proud to say that she is a monthly donor to Green For All, giving \$5 every time we flip the page on the calendar.

"I sing, facilitate, and believe in people," says Adrienne. We know we must be doing something right, because she counts us among the people she believes in.

"I think it is important to support projects in the earliest phases, even if you think you don't have much to

give," she says. "To me, Green For All is a brilliant framework that could break down the barriers between sustainability and social justice. I have a vision for environmental justice activists and advocates taking remarkable action that moves them beyond protest to community vision — action that shifts policy and culture towards our long-term survival. I am investing in that vision in my work at Ruckus, and investing in partners for that vision like Green For All, in the most sustainable way I know how."

Green For All could not survive without the support of people like Adrienne — and you. Please consider contributing to Green For All (see opposite page).



photo by Jordan Lewin.

THANK YOU!!!

One of the things we are proudest of in our first year is the amazing support we've received from every corner of the country. Below is a list of our major donors and funders. For a full list of our supporters, please visit our website: www.greenforall.org.

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Alliance for Climate Protection
Arntz Family Foundation

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how to help

1. Donate to Green For All

Our economy and our environment are both in crisis. Help us solve both of these problems at once. We will do the heavy lifting every day. But we can't do it without you. Please dig deep and give as much as you can. Help us turn the Green For All dream into a reality.

Give at www.greenforall.org or use the enclosed envelope.

2. Sign Up for Updates

It's easy to get the latest information about Green For All. Just sign up for e-mail updates on our website. You'll know what we're up to — and how you can get involved — as soon we do.

Sign up at www.greenforall.org

3. Tell Your Friends

We couldn't have come this far without our many supporters — and we can't get where we want to go without many more. Please tell your friends about Green For All and ask them to get involved in any way they can.

Learn more about how to get involved at www.greenforall.org



1611 Telegraph Avenue, Suite 600
Oakland, CA 94612

www.greenforall.org

v: 510/663.6500

f: 510/663.6510

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