

The Time for Environmental Action is NOW



**Environmental Forum of Marin**  
**2018–2019**  
**Annual Report**



## **Promoting a Sustainable World through Environmental Education**

Environmental Forum of Marin promotes a sustainable world by providing exceptional educational programs on environmental issues.

Founded 1972  
Environmental Forum of Marin  
A California, 501(c)3, nonprofit organization  
#94-2644185

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[MarinEFM.org](http://MarinEFM.org)

## Table of Contents

Message from the President .....	4
2019 Annual Meeting Agenda .....	7
2018–2019 Officers, Directors, and Standing Committee Members .....	8
Treasurer’s Report	
Profit and Loss, Fiscal Year 2018–2019 .....	9
Statement of Financial Position as of March 31, 2019 .....	10
Proposed Budget for Fiscal Year 2019–2020 .....	11
2019–2020 Slate of Officers and Directors .....	12
2019–2020 Off-Board Positions and Standing Committees .....	12
Environmental Forum Members .....	13
Contributors to the Founders Fund .....	15
Environmental Forum Donors .....	16
Grants and Gifts .....	16
Master Class 45 Student Projects .....	17

## Message from the President

This past year has been a tremendous success for Environmental Forum of Marin (EFM)! We graduated our 45<sup>th</sup> Master Class, held sold-out Community Education Programs, increased our membership, and raised a robust Founders Fund.

Many thanks to all our supporters who renewed their memberships, and gave generously to the Founders Fund. Your donations ensure that we can continue EFM's education programs.

This year we had the opportunity to expand EFM's reach with our Community Education Programs that brought hundreds of people together. Our series, Innovations in Climate Protection, focused on solutions to climate change and brought a new understanding, and hope, to attendees.

Additionally, EFM has begun to test other ways to connect with the public. We opened up our Master Class West Marin field trip to attendees of the Global Climate Action Summit. We had a terrific response: a group of conference attendees joined us to learn about West Marin's mariculture and agriculture communities.

### Here are some highlights from the past year:

#### Master Class 45

Master Class 45 successfully graduated eleven environmental advocates, who now have an enriched understanding of the significant issues affecting Marin, including climate change, sea level rise, sustainable land use, and the role of local governments and agencies in addressing those issues. The graduates also received training in how to effectively advocate on behalf of Marin's unique environment. At graduation, members of the class presented their individual projects, once again demonstrating the power of insight, imagination and commitment to bringing about meaningful change for the good of our community. Master Class 45 is an impressive group of environmental advocates and we are delighted to have several of them joining our Board of Directors this year.

We look forward to another exciting class this fall, please spread the word to your friends and associates.

#### Community Education

This year EFM hosted five community education events and co-sponsored two films, one with the City of Novato and another with Sustainable Fairfax. Our November event featured Congressman Jared Huffman and acclaimed authors Arlie Hochschild, *Strangers in Their Own Land: Anger and Mourning on the American Right*, and Mark Hertsgaard, *Hot: Living Through the Next 50 Years on Earth*.

EFM's spring series of programs on 'Innovation in Climate Protection' brought experts from across the Bay Area to discuss innovative solutions being researched, developed and implemented to mitigate greenhouse gases causing climate change and adaptation to the impacts that are already affecting life on earth. Series topics included Biomimicry, 'Beyond Green' Building, Carbon Sequestration, and the Green New Deal.

Events admission is free for students and much effort went into reaching out to a younger audience attending high schools and colleges in Marin. The last event on the Green New Deal included three youth speakers.

Record numbers of people attended events this year and EFM received very positive reviews!!

## **Membership**

### **We Love our Members!**

EFM's members are the backbone of our organization, providing financial support and volunteering time and expertise to help with everything — from teaching in the Master Class, helping with event registration and providing accounting assistance! Many EFM members have been committed to environmental education and advocacy training for a long time, with two 50+ year members and former Master Class students from Class #2 to Class #44.

Membership revenue is up by over 15% in 2019. Individuals and businesses have joined EFM to support environmental education and advocacy training for the natural world. They enjoy a range of benefits such as a field trip with the Master Class, the Holiday party, and Spring/Annual Meeting event. Members also receive an opportunity to purchase tickets early to popular Community Education Events and discounts on these events based on membership level.

EFM is grateful to all of its new and renewing members and is looking forward to another groundbreaking year in 2019/2020!

## **Founders Fund**

The Founders Fund was launched at last year's Annual Meeting and has been a heartwarming success. The fund was created to honor the founders, support the Master Class by providing funds for scholarships for students in need and in underserved communities, subsidize the cost of tuition, and leverage grants and contributions. To date more than \$26,000 has been raised. The fund got off to a great start thanks to two challenge gifts from an anonymous donor and Phyllis Faber. Many thanks to all who have contributed and plan to contribute to keep supporting the Master Class!

## **Communications and Outreach**

Through a generous grant from a long-time donor, we were able to contract with Susan Bierzychudek (Master Class #40 graduate) and founder of Green Ideals, a branding and marketing agency located in Marin. Susan researched Marin's changing demographics and compared EFM's mission and website presence to various environmental organizations — both local and national. Susan's suggestions helped us visualize new ways of presenting our landmark master class and community program offerings. We are working together to enhance our website to engage future advocates and connect our members. In each issue of our e-news, sent five times per year to over 1800 subscribers, we highlight current master class lectures, field trips, and master class graduates' impact. When possible, we cross-promote upcoming environmental events with like-minded organizations. The success of our community education offerings speaks to their overall appeal, quality, and our ability to promote them to a wide audience through various media, our business sponsors, and various nonprofit partners. We are most grateful to Tom McAfee - videography, Gayle Marsh - graphic design and website support, and Tamela Fish - social media mastermind! — for their limitless enthusiasm and unwavering dedication.

## **In Conclusion**

The world we now live in has changed dramatically from where it was in 1972 when EFM was founded, but the mission has remained the same over the years: environmental education for a sustainable world. What is changing is how we go about delivering our mission. We must keep current with the increasing demands on people's time and focus, and that reality will drive the way our classes and programs are presented during the next year and into the future. Stay tuned for some exciting changes as we adapt to our changing environment.

EFM is remarkable because of the many people who support it and because of the volunteers who provide fresh input and energy. Many thanks to the wonderful individuals who have volunteered their time to serve on the board this past year and a special thanks to our Executive Director, Kim Rago, whose tireless efforts keep EFM going and flourishing.

**Susan Rusche, *President***

## 2019 Annual Meeting Agenda

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### Celebration of Spring and Annual Meeting

**Sunday, May 5, 2019**

**Bay Model Visitor Center**

Welcome to EFM's Celebration of Spring and Annual Meeting!  
We are thrilled to host this event alongside the photography exhibit, ***Beauty and the Beast: California Wild Flowers and Climate Change***, sponsored by the Marin Chapter of the California Native Plant Society. Artists **Nita Winter** and **Rob Badger** will give a presentation on their work following the annual meeting portion of the program.

#### Program

- 3:00 - 3:30** Registration & Refreshments, Lobby area  
Exhibit 'sneak peek', Bay Model Gallery
- 3:30 - 3:50** Annual Meeting, Conference room
- 3:50 - 4:15** Artists' Program: Beauty and the Beast  
Presentation and Q&A, Conference Room
- 4:15 - 5:00** Art viewing, conversation with artists, and social time  
Bay Model Gallery



## **2018 – 2019 Officers, Directors, and Standing Committee Members**

### **Officers**

Susan Rusche (24), President, Treasurer  
Helene Marsh (43), Vice President, Programs Director  
Sarah Loughran (43), Membership Director  
Karen Mendelow Nelson (38), Secretary

### **Directors**

Norma Fragoso (42), Master Class Director  
Tom Arthur (43), Master Class Assistant Director  
Nancy Benjamin (42), Marketing and Communications Director  
Bruce Richard (35), Development and Operations Director

### **Off-Board Positions**

#### **Executive Director**

Kim Rago (38)

#### **Nominating Committee**

Kate Powers (27), Chair  
Norma Fragoso (42)  
Ann Bauer (41)  
Stephanie Moulton-Peters (39)

#### **Social Media Coordinator**

Tamela Fish (39)

#### **Graphic Design and Website**

Gayle Marsh (39)



## Treasurer's Report

### Profit & Loss Fiscal Year 2018–2019

#### 10 Months from June 1, 2018 to March 31, 2019 (Cash Basis)

	TOTAL
Income	
Interest Income	9.30
Master Class Income	11,001.52
Membership Dues	14,575.00
Public Events Income	8,515.50
Restricted Grants and Donations	30,470.00
Unrestricted Grants and Donations	3,085.00
<b>Total Income</b>	<b>\$67,656.32</b>
Expenses	
Marketing	3,440.84
Bank Charges & Fees	1,128.68
Board Development	55.00
Database and Web Hosting	2,167.00
Executive Director	12,499.95
External Membership Fee	78.98
Insurance	1,936.00
Master Class	9,463.33
Membership Communications	1,326.21
Membership Events	786.45
Office Supplies & Software	1,296.03
Professional Services	839.63
Public Events	2,667.38
Venue security deposits	750.00
Taxes & Licenses	31.70
<b>Total Expenses</b>	<b>\$38,467.18</b>
<b>NET OPERATING INCOME</b>	<b>\$29,189.14</b>
<b>NET INCOME</b>	<b>\$29,189.14</b>

## Statement of Financial Position as of March 31, 2019

	<b>TOTAL</b>
<b>ASSETS</b>	
Current Assets	\$65,132.59
Fixed Assets	0
<b>Total</b>	<b>\$65,132.59</b>
<b>LIABILITIES</b>	
Current Liabilities	0
Long Term Liabilities	0
<b>Total</b>	<b>0</b>
Unrestricted Funds	\$30,433.48
Temporarily Restricted Funds	\$34,699.11
Permanently Restricted Funds	0
<b>TOTAL LIABILITIES AND Net Assets</b>	<b>\$65,132.59</b>

**Proposed Budget for Fiscal Year 2019–2020  
(June 1, 2019 to May 31, 2020)**

<b>Environmental Forum of Marin</b>	<b>2018-2019 Budget</b>	<b>June 1 to March 31, 2019</b>	<b>2019-2020 Budget</b>
Membership Dues	\$15,000	\$14,575.00	\$15,000
Master Class income	\$15,000	\$11,001.52	\$13,000
Public Events	\$3,500	\$8,515.50	\$6,500
Restricted Grants/Donations	\$8,000	\$30,470.00	\$15,000
Unrestricted Grants/Donations	\$7,500	\$3,085.00	\$4,000
Interest Income	\$8	\$9.30	\$9
<b>TOTAL INCOME</b>	<b>\$49,008</b>	<b>\$67,656.32</b>	<b>\$53,509</b>
Membership Communications	\$1,500	\$1,326.21	\$1,500
Membership Events	\$2,500	\$786.45	\$1,300
Master Class expenses	\$12,000	\$9,463.33	\$10,500
Public Events	\$3,000	\$2,547.38	\$5,000
Professional Services	\$1,500	\$839.63	\$3,600
Marketing	0	\$3,440.84	\$3,000
Office Supplies, Storage, P.O. Box	\$1,800	\$1,296.03	\$2,000
Insurance and Tax Filing	\$2,300	\$1,967.70	\$2,300
Data Base and Web Hosting	\$3,200	\$2,167.00	\$2,700
Merchant and Banking Services (fees)	\$1,000	\$1,128.68	\$1,100
External Membership (CVNL)	\$75.00	\$78.98	\$80.00
Board Development	\$300	\$55.00	\$200
Executive Director	\$20,000	\$12,499.95	\$20,000
Venue Security Deposits	0	\$750.00	0
<b>TOTAL EXPENSES</b>	<b>\$49,175</b>	<b>\$38,347.18</b>	<b>\$53,280</b>

## **2019–2020 Slate of Officers and Directors**

The Nominating Committee respectfully submits the following nominees for the slate of Officers and Directors for Environmental Forum of Marin, for a term of service starting June 1, 2019, through May 31, 2020:

### **Officers**

Susan Rusche\* (24), President  
Karen Mendelow-Nelson\*\* (38), VP Education  
Bruce Richard\* (35), VP Development/Operations  
Barbara Ball (45), Treasurer  
Elizabeth Scofield, Secretary

### **Directors**

Helene Marsh\* (43), VP Community Programs  
Norma Fragoso\* (42), Master Class Director  
Sarah Loughran\*\* (43), Director At-Large

\*continuing in the same position from 2018–2019

\*\*continuing in a new position from 2018–2019

## **2019–2020 Off-Board Positions and Standing Committees**

Kim Rago\* (38), Executive Director  
Nancy Benjamin \* (42), Communications Director  
Kirsten Nolan (45), Assistant Communications Director  
Gayle Marsh\* (39), Graphic Design and Website  
Tamela Fish\* (39), Social Media Coordinator  
Terri Thomas (43), Master Class Coordinator

## Environmental Forum Members

### Lifetime Members

Nancy Bell	Phyllis Faber	Karol Raymer
Barbara Boucke	Tamela Fish	Vicki Rupp
Barbara Boxer	Martin Griffin	Susan Rusche
Ann Christensen	Pam Lloyd	Barbara Salzman
Kathy Cuneo	Kathy Lowery	Ginger Souders-Mason
Nona Dennis	Barbara Perlman-Whyman	Kraemer Winslow

### Members

#### Master Class 45 Participants (\*graduated)

Paula Alsterlind*	Maika Llorens Gulati	Annika Osborn
Barbara Ball*	Gerrie Kunin	Elizabeth Scofield
Daisy Carlson*	Joanne Lasnier*	Markus Thorndike
Felicia Chavez*	Marion Matthews*	Laura Vernon
Patrick Costello*	Amanda Meecham*	Wilford Welch*
Cathleen Coulman	Kirsten Nolan*	Lisa Williams*

#### Supporter (\$35)

Cynthia Abbott	Joyce Gardella	Al Lubow
Jim Adams	Robert Gelardin	Alan Lubow
Cathy Ainsworth	Louise E. Gilbert	Janice Lum Ennik
Anne Baele	Lindsey Going	Perry Lloyd
Elizabeth Baker	Rika Gopinath	Sue Mace
Rory Bakke	Richard Gray	Susan Mackenzie
Catherine Bartlett	Terrie Green	Edward Mainland
Suzi Beatie	Randy Greenberg	Roger Marsden
Dan Bell	Ronald Gremban	Gayle Marsh
Zeinab Benchakroun	Joan Griffin	Stephen Mason
Bonnie Bibas	Nancy Grover	Alison Massa
Jeff Bickner	Bob Harlow	Tom McAfee
Ted Bissell	Anne Harper	Teri Meadows
Lisel Blash	Ora Hatheway	Robin Moller
Barbara Bogard	Tom Heinz	Dan Monte
Edward Boisson	Teresita Heiser	Callita Moore
Gary Brand	Burr Heneman	Rita Nattestad
Ken Brooks	Bonnie Herzog	Linda Novy
Bob Brown	Heather Itzla	Laurie Ozone
Cindy Brown	Kristin Jakob	Nicole Pantaleo
Tish Brown	Kurt Johnson	Anne L. Petersen
Cory Bytof	Alan Jones	Norma Pomerance
Pat Carlone	Wendi Kallins	Martha Proctor
Martha Cherry	Kay Karchevski	Ralph Purdy
David Coury	Marie Kerpan	Ann Rivo
Julie Dashiell	Carolyn Kohler	Conn Rusche
Linda Delair	Steffen Kuehr	Marie J Salerno
Terese Driscoll	Lynn Langford	Carol Saysette
David Fix	Joanne Lee	Gary Scharlach
Tom Flynn	Marcy Levine	Judy Schriebman
Jonathan & Moira	Michael Levine	
Frieman/Brennan	Louise Lipsey	
Bruce Fullerton	Trudie London	
Kathleen Gaines	Carolyn Losee	

Alice Shinn  
Donna Shoemaker  
Bob Stern  
Susan Stompe  
Ruth Stotter  
Mike Swezy

Mark Swoiskin  
Jill Templeton  
Stephen Thal  
Terri Thomas  
Jody Timms  
Rob Ward

Rona Weintraub  
Molly Whiteley  
Sandra Kay Wollenberg  
Chip Wray

### **Advocate (\$50)**

Antonia Adezio  
Leslie Alden  
Bruce Bell  
William Carney  
Pamela Cook  
Douglas Cooper  
Paul da Silva  
Bing Gong  
Maureen Groper  
Karen Halvorsen  
Stella Huddleson  
George D. Jelatis  
Alex Kahl  
Michael Kamerick  
Diane Kay  
Sita Khufu

Kiki La Porta  
Don Magdanz  
Claire McAuliffe  
Donna Miller  
Mia Monroe  
Steven Moore  
Phillip Muller  
Pat Nelson  
Barbara O'grady  
Kathryn Olson  
April Orcutt  
Maureen Parton  
Roger Peters  
Tamra Peters  
April Philips  
Kate Powers

Victor Rago  
Patricia Ravasio  
Pamela Reaves  
Robert Reyff  
Jean Rhodes  
William Ring  
Barbara Rothkrug  
Carrie Sherriff Rosenberg  
April Starke Slakey  
Sue Spofford  
Rodney Stock  
Andrea Taylor  
Ben Toland  
Wanden Treanor  
Nancy Vernon  
Ellen Weber

### **Steward (\$100)**

Bruce Ackerman  
Julie Allecta  
Robert Archer  
Thomas Arthur  
Ann Bauer  
Susan Bierzychudek  
Greg Brockbank  
Bob Bundy  
Karen Chatham  
Elizabeth Clark  
Belle Cole  
Christine Mortonson Cunha  
Mary Fraser  
Dianne Fruin  
Heather Furmidge  
Katy Hallal

Susan Hopp  
Bettina Hughes  
Nancy Hughes  
Sarah Kelley  
Jack Krystal  
David Kunhardt  
Mardi Leland  
Cheryl Longinotti  
Martin Lowenstein  
Micheal Metzner  
Robert Miller  
Mary Morgan  
Diane Nicolson  
Marilyn Norman  
Carolyn Revelle  
Katie Rice

Bruce Richard  
Yvonne Roberts  
Susan Roegiers  
Jenelle Shapiro  
Marianne & Stan Stefancic  
Trevor Stevenson  
Judy Teichman  
Marc Vendetti  
Elisabeth von Halem  
Christina Waldeck  
Ken Waldeck  
Arlin Weinberger  
Sally Wilkinson  
Anthony Williams  
Cindy Winter  
Ruth Zamist

### **Benefactor (\$250)**

Nancy Benjamin  
Barbara Boylan  
Peter Joseph

Sarah Loughran  
Karen Mendelow Nelson  
Stephanie Moulton-Peters

Kim Rago  
Bob and Sue Spofford  
Sanna Thomas

### **Guardian (\$500)**

Helene Marsh  
Vera Meislin

## Business Partnerships

Corte Madera Lions Club  
Vertical Asset Management  
Golden Gate National Parks Conservancy  
MCE (Marin Clean Energy)

Strategic Energy Innovations (SEI)  
Marin-Link  
Cool the Earth & Drive Clean Marin  
Uplift Investing

## In Kind Donations

Straus Family Creamery  
Good Earth Natural Foods  
KRCB  
Trader Joe's—Greenbrae

## Contributors to the Founders Fund

### \$5000

Phyllis Faber  
Pam Lloyd  
Anonymous

### \$1,000

Helene Marsh  
Mia Pelletier

### \$500

Nona Dennis  
Peter Joseph  
Sarah Loughran  
Bruce Richard  
Susan Rusche  
Kathy Taylor  
Madeleine Wood

### \$250

Robert Archer  
Kathy Cuneo  
Sarah Kelley  
Mia Monroe  
Rodney Stock

### \$200

Thomas Arthur  
Deborah Coburn

Heather Furmidge  
Mary Morgan  
Claire McAuliffe  
Karen Mendelow Nelson  
Barry Neal

### \$150

Judy Alstrom  
Arlin Weinberger  
Wendy Wyse

### \$120

Markus Thorndike

### \$100

Nancy Bell  
Nancy Boyce  
Greg Brockbank  
Stockton Buck  
Bob Bundy  
Elizabeth Clark  
Martin Griffin  
Maureen Groper  
Katy Hallal  
Martin Lowenstein  
Kathy Lowrey  
Don Mathews

Donna Miller  
Dan Monte  
Soo-Hi Nayer  
Diane Nicolson  
Kathryn Olson  
Mary O'mara  
Cheryl Pole  
Kate Powers  
Laurette Rogers  
Judy Schriebman  
Eleanor Siperstein  
Jody Timms

### \$75

Anne Baele

### Up to \$50

Carleen Cullen  
Betty Gandel  
Joan Griffin  
Marie Kerpan  
Cheryl Longinotti  
Zeva Longley  
Sherry Stanton  
Kraemer Winslow



## Environmental Forum Donors

### **\$1000**

John and Josephine Shuman — Tribute to Jim Lloyd  
Sarah Loughran

### **\$350**

Tom Heinz

### **\$200**

Martin Griffin

### **\$50–100**

Eva Angell  
Louise and David Beesley — Tribute to Paul Miller  
Gerrit and Sandra Blauvelt — Tribute to Jim Lloyd  
Alan Fraser — Tribute to Jim Lloyd  
Heather Furmidge  
George D. Jelatis  
Jack Krystal  
Federick and Carol Ley Ttee — Tribute to Jim Lloyd  
Scott and Phyllis Watterworth — Tribute to Jim Lloyd

### **Up to \$50**

Bob Brown  
Cory Bytof  
Betty Gandel  
Janice Huddleson  
Teri Meadows  
Claire McAuliffe  
Pat Ravasio  
Carol Saysatte

## Grants and Gifts

### **\$4000**

Anonymous Donor

### **\$1000**

County of Marin

### **\$500**

Lions Club of Corte Madera

## Master Class 45 Student Projects

**Greening Green Oaks**

Kirsten Nolan

**Do You Want a Climate Crisis or Climate Solutions?**

Daisy Carlson

**Novato Baylands Restoration**

Amanda Meecham

**Building Blocks for Setting Up a Non Profit**

Barbara Ball

**Getting to Know the Corte Madera Creek**

Paula Alsterlind

**A Systems Thinking Approach to Local Adoption  
and Adaptation of the United Nations Sustainable  
Development Goals of 2030**

Felicia Chavez

**Exploring Intergenerational Collaboration to  
Address the Climate Crisis**

Wilford Welch,  
Lisa Williams

**Fossil Fuel Divestment**

Patrick Costello

**Age of Humanity ..... And Rock Me on the Water**

Marion Matthews,  
Joanne Lasnier,  
Patrick Costello