



**2011 ANNUAL REPORT**

Greenbelt Alliance is the champion of the places that make the Bay Area great. We bring people together to find innovative solutions to the region's growth challenges. We work both regionally and locally, blending expertise with on-the-ground action to make neighborhoods thrive and save treasured landscapes from sprawl. [www.greenbelt.org](http://www.greenbelt.org)

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# The Bay Area we love

One recent Saturday, I was reminded of what makes the Bay Area so special: morning in the park with my kids playing soccer in my hometown of Alameda followed by a walk to the bagel store; a quick midday trip into San Francisco; and a short hike in the Oakland Hills redwoods before dinner. **Great neighborhoods, great cities, the great outdoors** – it's this diversity of landscapes and opportunities that makes so many of us so passionate about living in the Bay Area.



Of course, our amazing region is facing some challenges. City budgets are tight and there are now fewer resources to revitalize downtowns and provide people with affordable homes. Funding for local, regional, and state parks is too limited, putting access to some of our region's great open spaces at risk. It continues to be hard for farmers and ranchers to make a go of it, and some could be compelled to give up their land when sprawl developers come calling.

Greenbelt Alliance is there to help tackle these challenges and make the Bay Area's future even better than it is today. **Our job is to make sure the right development happens in the right places.** From San Jose to Contra Costa County, Santa Rosa, and Mountain View, you'll find in these pages highlights of how we collaborated with people to strengthen places around the region.

Greenbelt Alliance is grateful to you, our supporters, for the time and financial support you have provided us. **Your generosity makes it possible** for Greenbelt Alliance to be a strong defender of our natural and agricultural lands and an equally strong proponent of finding ways to make our cities and towns thrive.

Sincerely,

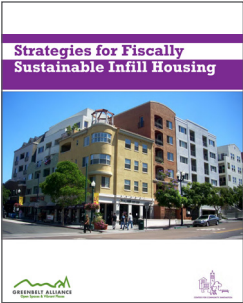
A handwritten signature in black ink, appearing to read 'JRM', written over a white background.

Jeremy Madsen

# How we work

Greenbelt Alliance's work is as varied as the Bay Area's landscapes. We offer expert guidance, inspire new ideas, provide opportunities to explore the Bay Area, and advocate for a better future. Read about our top 2011 successes:

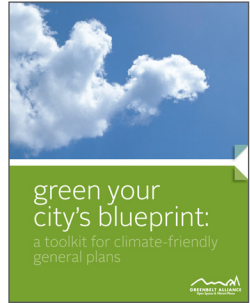
## PROVIDING EXPERTISE



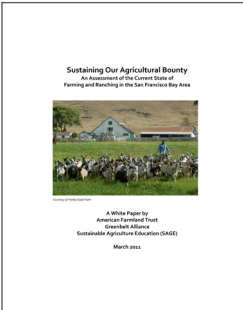
◀ *Strategies for Fiscally Sustainable Infill Housing*, a new report with Berkeley's Center for Community Innovation, helps housing advocates and city staff find solutions and understand the relationship between a city's economic health and building homes within urbanized areas.

▶ Updating a general plan, a city's blueprint for future development, is one

of the best ways to address climate change, yet it can be confusing if you don't have a degree in urban planning. Our 2011 report *Green Your City's Blueprint* explains the basics of a general plan and describes specific strategies for cities to use.



## SPARKING INNOVATION



◀ What would it take to make the Bay Area's farms and ranches prosperous? *Sustaining Our Agricultural Bounty* – a collaborative report with Sustainable Agriculture Education and American Farmland Trust – explores the challenges farms face and launched a discussion about how to help. In November, Greenbelt Alliance and allies convened a group of 35 Bay Area leaders to hear Shelley Petrie of the Friends of Greenbelt Foundation in Ontario, Canada, and Todd Erling of the Hudson Valley AgriBusiness Development Corporation. The event inspired leaders to seek an economic development strategy that combines our love of local food, a passion for open spaces, and our entrepreneurial spirit.

## EXPLORING THE BAY AREA



▲ In 2011, Greenbelt Alliance led more than 50 outings around the nine-county region. These popular treks range from visiting a dairy farm in Marin, birding in San Francisco, and exploring the East Bay's Tassajara Valley.

▼ To help leaders and local residents visualize smart growth, we led two urban outings in 2011. More than 40 people toured four affordable housing places in Marin County and met the people who live there. In the South Bay and East Bay, a group of leaders and residents saw many examples of good development near transportation choices.



## ADVOCATING FOR A BETTER BAY AREA



▲ Five years ago, Greenbelt Alliance took legal action against the City of Oakley for approving a sprawl development on an island in the San Joaquin-Sacramento River Delta. The court ruled in our favor and negotiations began. In June, a final agreement was reached – if farmland is to be lost to development, similar lands must be permanently protected to preserve agriculture.

▼ In November, San Jose approved a bold general plan. Greenbelt Alliance led a diverse group to forge common ground to ensure San Jose's future is one with vibrant neighborhoods, walking and biking options, and protected hills and wildlife habitat.



# Our great volunteers

From Bluegrass for the Greenbelt to PARK(ing) Day, from interns to outing leaders, we couldn't have done it without volunteers. Thank you!

Judy Adler  
Urusa Alaán  
Scott Alonso  
Berta Alvarez  
Derek Anderson  
Steve Bakaley  
Sandra Beyaert  
Bruce Beyaert  
Bethalynn Black  
Tom Bold  
Joe Bonk  
Rob Bregoff  
Jennie Chang  
Rob Collins  
Sarah Cramer  
Wendee Crofoot  
Joe Dahl  
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Ben Dines  
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Alexandra Fraser  
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John Gilbert  
Todd Gilens  
Raj Hajela  
Kerri Hamilton  
Robert Hamilton  
Jordan Harrison  
Ben Harwood  
Sheila Hill  
Beverly Ingram  
Marcia Jensen  
Robert Joe  
Bob Johnson  
Kay Karchevski  
Ann Katz



*Top: Steph Kawachi, left, helped transform a parking spot in Oakland, one of the four cities in which Greenbelt Alliance celebrated PARK(ing) Day in 2011. Above: Alex Chen kicks back with Senior Field Representative Michele Beasley in a re-imagined parking place in San Jose.*

Steph Kawachi	Bill Parker
Cristin Kenyon	Amit Price Patel
Patti Kenyon	Cathy Petrick
Arielle Kozin	Chelsea Phlegar
Flavia Krasilchik	Alana Pinsler
Dave Krzysik	Chuck Polling
Bill Lenahan	Alex Powell
Laurie Lewis	Alexander Quinn
Jennifer Livermore	Ramzey Rami
Jonathan Marshall	Linda Rhine
Virat Mehta	Nathan Rogers
Eileen Ong	Lorena Roman
Norman Ong	Rachel Rose



*Despite June rain showers, the musicians rocked at Bluegrass for the Greenbelt, our benefit festival. Right, children wait for a turn in the petting zoo.*



*Mike Melnyk Photography*

- Barbara Sacks
- David Schmidt
- Dick Schneider
- David Schonbrunn
- Rissa Shaw
- Karen Smulevitz
- Bob Solotar
- Jason Su
- Karen Synowiec
- Remi Tan
- Gayle Theard
- Nancy Topp
- Catherine Torres
- Rachel Traina-Gordon
- Cathy Trujillo
- Crissy Tsai
- Chris Ulrich
- Nancy Valente
- Valeria Velazquez
- Andy Waggoner
- Liz Watson
- Owen Watson
- Wade Wietgreffe
- Nancy Wilson



*Jesse White spreads the word about regional plans to fight climate change at Bay Area Moving Planet day in September.*

# Thank you to our supporters

Many thanks to everyone who supported Greenbelt Alliance in 2011. Annual gifts of \$500 or more as well as monthly donors are recognized in this report.

## COMMUNITY SUPPORTERS

### \$100,000 & UP

Mortimer Fleishhacker III†  
Laney & Pasha Thornton

### \$50,000 to \$99,999

Matt & Janice Barger  
Barkley Fund  
The Hellman Family

### \$10,000 to \$49,999

Anonymous

Nancy Adler & Arnold Milstein  
Mortimer & Francoise  
Fleishhacker

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McKinley

Pratap & Chitra Pal  
Thomas & JaMel Perkins  
Stephen Silberstein  
Margaret Spaulding  
Jack Weeden & David Davies

### \$5,000 to \$9,999

Applewood Fund at  
Community Foundation  
Santa Cruz County, recom-  
mended by Julie Packard  
W. Anderson & Sara Barnes  
Dale Harbour Champion  
Family Trust  
Dana & Robert Emery



*Zoe Chafe won first place in Greenbelt Alliance's "Bay Area places you love" photo contest with this shot at Fruitvale market in Oakland.*

Elliot Evers  
Guy & Lia Haskin Fernald  
Robert & Elizabeth Fisher/  
Pisces Foundation  
Urs Höelzle  
The Dirk & Charlene  
Kabcenell Foundation  
Kevin King & Meridee Moore  
Daniel & Mimi Kingsley  
The Kirkwood Family Fund,  
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Foundation  
Stephen & Maribelle Leavitt  
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John & Elouise Sutter  
Michelle Yesney & Richard  
Gertman

### \$2,500 to \$4,999

Anonymous  
John & Susan Chapman  
Lynne Deegan-McGraw  
Patricia Dinner  
Will D. & Melinda Evers  
John & Carol Field  
Linda Jo Fitz  
Gary Garabedian  
Robert Johnson  
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Duane Kromm & Marilyn  
Farley\*  
Porter E. & Helenmae  
Thompson Foundation  
Toby & Sally Rosenblatt  
Gene & Abby Schnair  
The Estate of Dorothy Simpson  
Tracy Stampfli  
Michele & Richard Stratton  
Summer Tompkins & Brooks  
Walker  
Jaz Zaitlin & Mark Nienberg

† deceased

\* indicates Greenbelt Guardian monthly donors

*The Annual Major Gifts list includes gifts made in 2011. Please contact Development Director Hillary Aiken at (415) 543-6771 x305 or haiken@greenbelt.org regarding any omissions or errors or if you'd like information about planned giving opportunities.*



**\$1,000 to 2,499**

Linda & Andrew Ach  
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Kathleen Bole  
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Wells Schreck  
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Gary Pomerantz  
Susan Schwartz & Robert  
Zucker  
Deborah Brown & Michael  
Stevens  
Tom Steyer & Kat Taylor



*Big Rock Ridge by Vernon Smith was our second place winner in Greenbelt Alliance's "Bay Area places you love" photo contest.*

Dee & Peter Swanhuysen  
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 Cassandra Benjamin  
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 Kimberly & Simon Blattner  
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 Jean & James Douglas  
 Delia Fleishhacker Ehrlich  
 Bonnie Fisher & Boris  
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 Michael & Diana Fredrich  
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 Giles  
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 Jean Schulz  
 Andrew Sessler  
 J. Gregory Swendsen  
 Richard S. Taylor & Tracy  
 Grubbs  
 Anne Teller



*Executive Director Jeremy Madsen is introduced to guests by Bob Fisher, right, at a Greenbelt Alliance donor party hosted by the Fishers in October. Right, Randi Fisher greets guests, including Mimi Kingsley, right.*



## We remember

**Mort Fleishhacker**, a longtime Greenbelt Alliance supporter, died October 25, 2011 at 79. An active member of the fundraising committee, he played a major role in establishing Greenbelt Alliance's endowment in the 1990s. He joined the board in 2003 and he expected nothing but the best from staff and his fellow trustees.

Marin County Supervisor **Charles McGlashan** died March 27, 2011 at the age of 49. An environmental hero, he championed clean energy in Marin, a single-use plastic bag ban, and the Sonoma-Marin Area Rail transit line. Charles joined Greenbelt Alliance's board in 2007.

Ralph Warner  
Warren & Mrs. Janis Watkins  
Terry Watt & Mark  
Karwowski  
Beth Zelinski

## GREENBELT GUARDIAN MONTHLY DONORS

*The following people give  
monthly to Greenbelt  
Alliance.*

Brian & Debbie Auerbach  
Nicholas Bonnell  
Janet Byron  
Anthony Chang  
Caroline Cooper  
Zach Cowan & Sarah Stadler  
Camille Cusumano  
Jim & Laura Dekloe  
V. Ann Dolyniuk

Simms Duncan  
Dale Engle  
Arleen Feng  
Steve Greenberg  
Eric Haas  
Rainer Hoenicke  
David Kadish  
Frances Kaplan  
George Kramm  
Nancy Kriel  
David J. Madson & Helen  
DeMichel  
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Hugh McDevitt  
Judy & Jerry Merrill  
Kristi Mortensen  
Elizabeth Nally  
Janet Noble  
Lopa Pal & Eric Sternberg  
Christopher Pederson  
Elizabeth Pigford

Isabel Santos  
J. Donald Seaver  
Kurt Shaver  
Lawrence Shubert & Julie  
Lustig  
Elizabeth Leonie Simpson &  
John Wurr  
John Spallone  
Elizabeth Stampe  
Edward Sullivan  
Theresa Sweeney & James  
Blanchard  
Russell & Claire Urzi  
Vern & Jean Van Buskirk  
Chris Vogel  
Tom Whitaker & Debora  
Kane  
Elizabeth Wierzbianska

## JACK KENT, JR. LEGACY CIRCLE

*The following people have  
remembered Greenbelt  
Alliance in their estate plans.*

Faith Allen  
Zach Cowan & Sara Stadler  
Tina Duong  
John Erskine  
Margaret Hand & John  
Hartog  
Bud and Fran Johns  
Robert Johnson  
Jeffrey Jue  
Patricia Kaspar  
Mary Kent  
Bonnie Killip  
Virginia Rawson  
Bob & Caprice Solotar  
Celia Thompson Taupin  
George Tuttle & Ben  
Cushman  
Paul & Dorothy Wachter

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California Coastal Conservancy  
The Clarence E. Heller Foundation  
County of Marin  
The David and Lucile Packard Foundation  
Dorothy Erskine Special Fund  
East Bay Community Foundation  
Fund for the Environment and Urban Life  
George Frederick Jewett Foundation  
Give Something Back  
Google  
The Gordon and Betty Moore Foundation

Grizzly Peak Cyclists, Inc.  
The Health Trust  
The James Irvine Foundation  
The JEC Foundation  
Marin Community Foundation  
Microsoft  
Nathan M. Ohrbach Foundation  
The Richard & Rhoda Goldman Fund  
The San Francisco Foundation  
San Mateo Transit District  
The Sierra Club Foundation  
Silicon Valley Community Foundation  
The Wallace Alexander Gerbode Foundation  
The William and Flora Hewlett Foundation  
US Environmental Protection Agency

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BiRite Grocery  
C9  
California Canoe & Kayak  
The Desk Set  
Drakes Brewing  
E. Cee Productions  
Hardly Strictly Bluegrass  
Iron Works  
Laughing Lotus Yoga Center  
Marley's Ghost  
Mendocino Wine Company  
Northern California Bluegrass Society  
Patagonia  
Purusha Yoga  
REI  
Slim's  
Sports Basement



*Greenbelt Alliance members, in a members-only outing, practice yoga in Tilden park.*

## A HISTORY OF SERVICE

Jason Sternberg Imagery



*William Evers Sr., center, with his sons Will and Elliot. Each has served on Greenbelt Alliance's Board.*

For more than five generations, the Evers family's love of the Bay Area has led them to deep involvement with Greenbelt Alliance, beginning with the organization's founding in 1958.

William (Bill) Evers, Sr., and his sons Elliot Evers and William (Will) Evers, Jr. have all served on Greenbelt Alliance's Board of Directors. They come from a family of leaders, from Sepha Evers, the founding president of the Marin Conservation League, back to Fredrick W. Dohrmann who in the early 1900s was one of first people to try to organize a Bay Area regional government.

A family friend of Greenbelt Alliance's founder Dorothy Erskine, Bill said yes when she called him to join her crusade to protect the Bay from landfill and development. He became one of our founding Board members.

Will, who served from 2004 to 2011, has shared his keen business sense and fundraising skills. "Since I joined the Board eight years ago, the

**"Future generations will want access to open space and more trains, more buses, more apartments."**

organization has evolved from open space protection and simple smart growth into how to make healthier cities," Will says. "This is a smart, natural evolution."

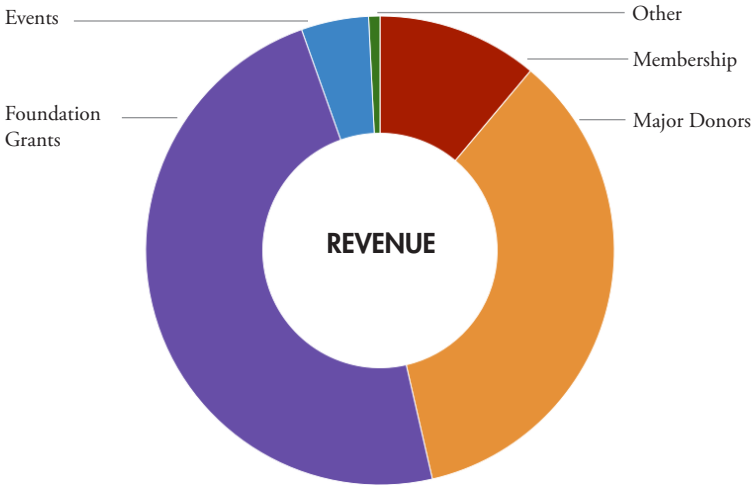
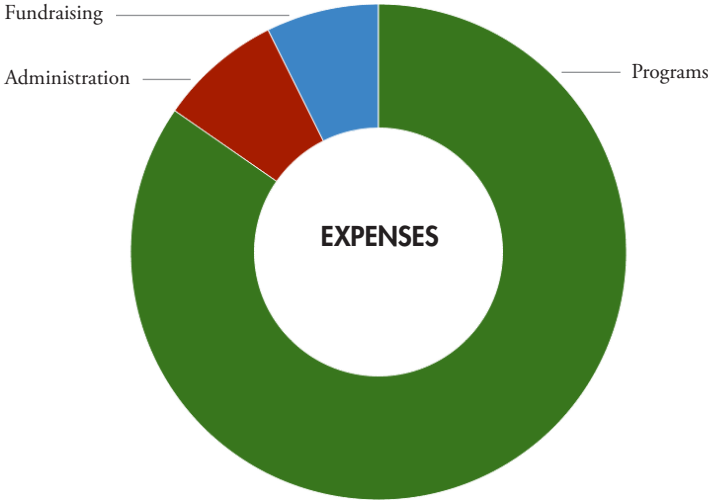
Elliot, whose tenure began in 2011, believes the Bay Area's strength lies in the interweaving of the outdoor life and urban life. "I hope we never see any diminution of the open space," says Elliot. "I want to see continued improvement of our quality of life."

Father and sons agree that the landscape is more than a pleasant diversion. "Open space is the economic base of the Bay Area," says Bill. "We have a brain economy. You have to have a place where people want to live if you want to keep the brains."

By supporting Greenbelt Alliance through their volunteer time and gifts, the Evers are investing in making the Bay Area special for future generations. The family knows it is backing the right group. Adds Bill, "Greenbelt Alliance is a 'gets-it-done' agency."

# 2011 revenue and expenses

Nearly 85 cents of every dollar donated to Greenbelt Alliance is spent directly on supporting our critical campaigns to make sure the right development happens in the right places – not on our farms and hillsides.



## STATEMENT OF FINANCIAL POSITION

### Assets

Current Assets	\$1,271,488
Endowment	\$1,175,353
Other Assets	\$23,905
<b>Total Assets</b>	<b>\$2,470,746</b>

Liabilities	\$116,733
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<b>Net Assets Beginning of Year</b>	<b>\$2,795,930</b>
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<b>Net Assets End of Year</b>	<b>\$2,354,013</b>
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## FISCAL YEAR 2011 STATEMENT OF ACTIVITIES

### Support and Revenue

Membership	\$203,109
Workplace Giving	\$17,306
Major Donors	\$648,722
Business Contributions	\$1,745
Foundation Grants	\$955,438
Endowment Donations	\$50,000
Dedicated Donations	\$6,089
Educational Events	\$92,407
Contracts & Fees	\$21,367
Investment Income	\$(12,980)
Miscellaneous	\$993
<b>Total Support and Revenue</b>	<b>\$1,984,196</b>

### Expenses

Policy & Field	\$1,377,737
Communications & Education	\$179,788
Membership	\$316,906
Greenbelt Alliance Initiative Fund	\$30,297
SF Housing Action Coalition	\$148,933
Administration/Management & General	\$194,202
Fundraising	\$178,250
<b>Total Expenses</b>	<b>\$2,426,113</b>





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