



2012 ANNUAL REPORT



GREENBELT ALLIANCE

greenbelt.org

Greenbelt Alliance is the champion of the places that make the Bay Area special. We ensure the right development happens in the right places. We work to protect the region's open spaces and make sure cities grow in a way that creates great neighborhoods for everyone.

greenbelt.org

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THE BAY AREA WE LOVE

2012 was quite a year for Greenbelt Alliance.

After six years, the City of Concord finalized its plan to reuse the former Concord Naval Weapons Station. Rather than sprawling subdivisions, the plan focuses development around the North Concord BART station and envisions permanent protection of 3,500 acres of open space. Greenbelt Alliance was instrumental in crafting this plan and rallying the support of Concord residents.



The Metropolitan Transportation Commission created a new funding program, called the One Bay Area grant program, that will direct more than \$300 million over four years to support the right kind of development in the right places and protect natural areas, farms, and ranches. Greenbelt Alliance was a leading advocate and champion for this program, which is unlike any in the nation.

We released the newest *At Risk: The Bay Area Greenbelt*—our assessment of Bay Area open space threatened by sprawl. Land at risk has dropped by 20 percent since our last report in 2006. However, 69 percent of the Bay Area’s greenbelt is still at risk or only temporarily protected. *At Risk* shows that the Bay Area should be extremely proud of how we successfully protect the greenbelt. But it also shows that without Greenbelt Alliance’s constant watch, the Bay Area could lose some of the landscapes that make our region such a special place.

Our work provides tangible outcomes that result in a better future. Because of what we do, local governments in places like Concord are making good decisions and precious dollars are being spent to support those good decisions. Our research gives decision-makers the information they need to make the right choices. I am proud that Greenbelt Alliance’s work is ensuring that, a generation from now, my children will still be able to love the Bay Area just as much as I do today.

In 2013 we aren’t slowing down. Elected leaders make choices every week about how our communities grow. We will advocate to ensure those decisions protect the greenbelt and make neighborhoods great. We will help leaders create innovative solutions to the Bay Area’s growth and development challenges. We will encourage people across the Bay Area to explore our region, learn how to get involved with development issues, and become passionate champions for the places they love.

Of course, Greenbelt Alliance would not be able to do it without you, our supporters. Thank you; our success in 2012 is a testament to your generosity. Your ongoing support makes it possible for Greenbelt Alliance to continue to be the defender of our natural and agricultural landscapes and a proponent of ways to make our cities and towns thrive.

A handwritten signature in black ink, appearing to read 'J. Madsen'.

Jeremy Madsen

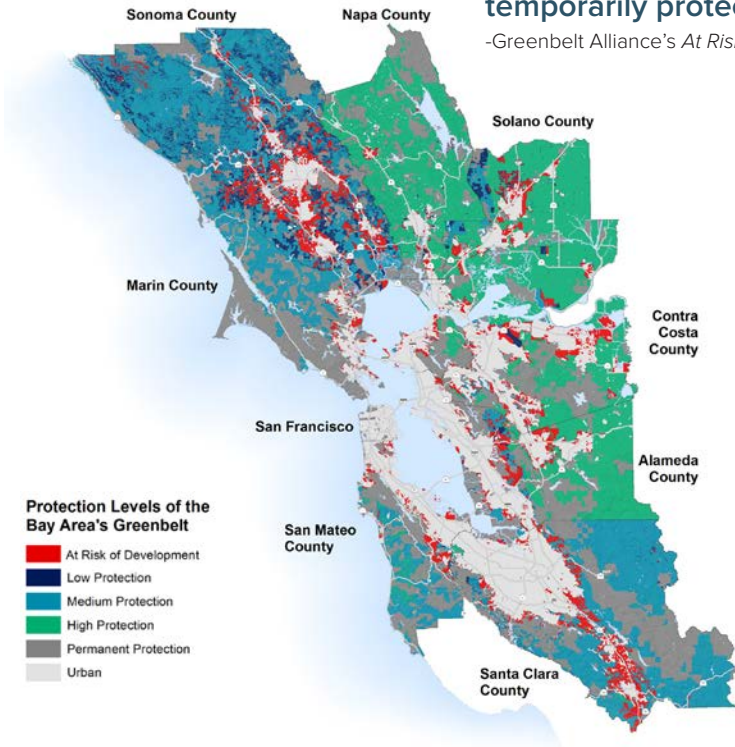
EDUCATE

At Risk

In May, we released our updated signature research, *At Risk: The Bay Area Greenbelt*. A lot has changed since the last iteration of *At Risk* in 2006, but more than 322,000 acres of open space remain at risk of sprawl development. In this report, we closely examine Bay Area lands through three different, but intertwined, lenses: the risk of development they face, their protection, and their value. We also created an innovative online tool with which users can customize our findings in a way that's useful to them. *At Risk* will help inform land-use decisions with tangible data for years to come. Interested in your own copy? Contact the San Francisco Office at 415-543-6771 or download it at greenbelt.org/at-risk.

69% of the Bay Area's greenbelt is at risk or only temporarily protected.

-Greenbelt Alliance's *At Risk* 2012



ADVOCATE

Concord Naval Weapons Station

Nearly six years of collaboration with environmentalists, unions, and residents in Concord finally paid off in January 2012: the City approved a visionary plan for the former Concord Naval Weapons Station.

When initial plans were for business-as-usual sprawl development, the Community Coalition for a Sustainable Concord, of which Greenbelt Alliance is a part, stepped in. Working together with environmentalists, workers, and residents, we built widespread support for sustainable community features to be included in the plan.

We are thrilled that Concord's adopted blueprint protects 3,500 acres of natural lands and emphasizes all the things we love: walkable neighborhoods, affordable homes near public transit, and well-paying jobs.

“The plan for the Concord Naval Weapons Station is an excellent example of what Greenbelt Alliance advocates for—it preserves thousands of acres of open space and envisions a great new park space, and it will lead to more homes for people within walking distance of an under-utilized BART station,” said Executive Director, Jeremy Madsen. “It's also remarkable because so many people worked together to create a community blueprint that will strengthen the local economy and improve quality of life.”

CREATE

First-of-its-Kind Grant Program

In 2012 we saw many ups and downs for Plan Bay Area, but the adoption of the One Bay Area grant program ensured that our regional plan is heading in the right direction. The new funding program will direct more than \$300 million over four years to support the right kind of development in the right places and protect natural areas, farms, and ranches. Greenbelt Alliance was a leading advocate and champion for this program, which is unlike any in the nation. Working closely with our coalition of environmentalists, affordable housing advocates, and labor unions, we ensured the plan's adherence to its original purpose—to create sustainable communities throughout the Bay Area.

EXPLORE



Photography: Tom Robertson

Risk, Ride, Reward

Arvind Patel had never been a die-hard cyclist—until he got in the saddle for a 320-mile ride down the California coast with Greenbelt Alliance and Climate Ride.

Richard Branson is one of my heroes and I believe in his mantra, “screw it, just do it.” So when my good friend and Greenbelt Alliance board member John Chapman asked me to consider joining Greenbelt Alliance’s Climate Ride team for a 320-mile bicycle ride down the California coast last October, I decided to go for it. It didn’t matter that I wasn’t an experienced bicycle rider nor did I have experience fundraising. I didn’t want to think too much about it, I just wanted to do it.

I’m originally from East Africa and have lived in San Francisco for 40 years. The Bay Area is my home. It’s one of the best places in the world. I travel a lot and when I come back, I’m so happy to be here. I believe the natural beauty of northern California is the best reason to live here. Joining the Greenbelt Alliance Climate Ride team made sense to me. They work to protect what’s special about the Bay Area and I want to support that.

My grandparents are from India and immigrated to Kenya so my grandfather could set up his law practice. After living in Kenya, they moved to Zanzibar, Tanzania, where I was raised. I enjoyed living in East Africa, but when I was 17 there was a violent revolution in Zanzibar and a coup d'état that destroyed everything. We had nothing but the shirts on our back. My father left and went back to India as a refugee. I left Zanzibar and went to university in London, where I met a young woman from Mill Valley, who later became my wife.

We moved from London to the Bay Area in 1972 and a friend from Berkeley said, "We should start a company." So we did. I started my first of eight companies in Silicon Valley when I was 25 and one of those companies, Solectron, grew to 180,000 employees. Taking risks runs in my blood.

I'm into adventure, so joining Climate Ride was a perfect evolution for me. Last year, I climbed Mt. Kilimanjaro. My young friend gave up and I made it! Although, I did go half-blind at the top. When you challenge yourself and you come through and succeed, it's really rewarding.

After agreeing to join the Greenbelt Alliance bike team, I came back from holiday about a month before

the ride and realized I needed to get serious about training. One afternoon John and I rode to the top of Mt. Diablo and I said if I can do that, I can do Climate Ride. We then rode Mt. Tam, and after a few more rides, I was off!

In addition to training, I also needed to fundraise at least \$2,700 to join the ride. I've raised a lot of money for my companies but I've never fundraised from friends, so this presented a whole new challenge! I told my friends and family from around the world, "I'm doing this great thing and raising money for Greenbelt Alliance. It's time to pay up!" Donations poured in from all corners of the world.

I would join Climate Ride and support Greenbelt Alliance again anytime. Biking through the Avenue of the Giants was like biking through a cathedral. On the leg of the ride that takes you from Leggett Hill to the Pacific Coast, it's like you're biking through pristine primordial forests. It was absolutely exhilarating. It's something I wish all Californians could do. The only thing I'll do differently the next time is bring my son and daughter along with me.

OUR VOLUNTEERS



Greenbelt Alliance intern Izzie Nixon demonstrates what a little green can do for an urban environment at Park(ing) Day 2012, an annual worldwide event where citizens transform parking spots into temporary public parks.

Greenbelt Alliance is the **CHAMPION** of the **PLACES** that make the Bay Area special.

INTERNS & VOLUNTEERS

Andi Albers
Derek Anderson
Jeff Balantine
Joe Bonk
Karen Calderon
Joe Casson
Lena Gammer

Christina Haworth
Carol High
Beth Martin
Duane Martinez
Hannah Mensing
Izzie Nixon
Pete Rasmussen

Nathan Denoso-Reddick
Sandeep Sabu
Hannah Sherman
Taylor Thibodeaux
Cathy Trujillo
Andy Waggoner
Jessie White

Our volunteers are our strongest connection to the **NINE BAY AREA COUNTIES** we serve.

OUTINGS LEADERS

Judy Adler
Steve Bakaley
Bruce Beyaert
Sandra Beyaert
Janet Byron
William Chin
Sarah Cramer
Gael Erickson
Jon Harvey

Robert Johnson
Patti Kenyon
Barbara Lo
Edgar Lo
Tania Malik
Jonathan Marshall
Eileen Ong
Gaelyn Ong
Norman Ong

Cathy Petrick
David D. Schmidt
Bob Solotar
Karen Synowiec
Nancy Topp
Nancy Valente
Elizabeth Watson
Suzanne Weakley



Outings Leader Liz Watson makes a new friend at our Oakland Zoo Outing in December 2012.

OUR SUPPORTERS

Thank you to everyone who supported Greenbelt Alliance in fiscal year 2012. Annual gifts of \$500 or more and monthly donors are recognized in this report.

Please contact Development Director, Hillary Aiken at (415) 543-6771 x305 or haiken@greenbelt.org regarding omissions or edits.

COMMUNITY SUPPORTERS

\$100,000 & Up

Laney & Pasha Thornton

\$50,000 to \$99,999

Barkley Fund

The Hellman Family

\$10,000 to \$49,999

Anonymous

Arntz Family Foundation

Nancy Adler & Arnold Milstein

George Frederick Jewett Foundation

George A. Miller & Janet McKinley

Pratap & Chitra Pal

JaMel & Tom Perkins

Stephen Silberstein

Margaret Spaulding

Jack Weeden

\$5,000 to \$9,999

Applewood Fund at the Community Foundation of Santa Cruz County

Anderson & Sara Barnes

Lynne Deegan-McGraw

Dana & Robert Emery

Elliot Evers

Linda Jo Fitz

Robert & Elizabeth Fisher/Pisces Foundation

Guy & Lia Haskin Fernald

Urs Hölzle

Bob Johnson

Daniel & Mimi Kingsley

The Kirkwood Family Fund, an advised fund of the Silicon Valley Community Foundation

Mrs. Mary E. Mitsui

John & Louise Sutter

Michelle Yesney & Richard Gertman

\$2,500 to \$4,999

Jean & James Douglas

William D. & Melinda Evers

Gary Garabedian

Jan O'Brien & Craig Hartman

JEC Foundation

Jon & Katherine Harvey

John Kriken & Katherine Koelsch

Stephen & Maribelle Leavitt

Toby & Sally Rosenblatt

Gene & Abby Schnair

Tom Steyer & Kat Taylor

Porter E. & Helenmae Thompson Foundation

Jaz Zaitlin & Mark Nienberg

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Teresa & Ralph Bastian

Jack & Leslie Batson

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Joan & Clarence Coleman

John & Susan Chapman

Bridget Duffy & David Strand

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Frederick Gaylord

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George D. Tuttle & Ben Cushman
Wells Whitney & Anne W. Halsted
Frank & Anna Yang

\$500 to \$999

Anonymous
Hillary & Jason Aiken*
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Effie Westervelt

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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. For planned giving information, contact Development Director, Hillary Aiken at (415) 543-6771 x305.

Faith Allen
Zach Cowan & Sara Stadler
Tina Duong
John Erskine
Margaret Hand & John Hartog
Bud & 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

**BEQUESTS LEFT BY
SUPPORTERS**

Dale Harbour Champion Family Trust
Mortimer Fleishhacker III
The Trust of Dorothy Simpson
Archibald Wilson

**FOUNDATIONS &
INSTITUTIONS**

Anonymous
Adobe Matching Gifts Program
Apple Matching Gifts Program
Chevron Humankind Matching Gifts Program
Climate Ride
Clorox Company Foundation Employee Giving Campaign
Community Action Marin
County of Marin
The David and Lucile Packard Foundation
EarthShare California
East Bay Community Foundation
Give Something Back
Google Matching Gifts Program
The Gordon and Betty Moore Foundation
Grizzly Peak Cyclists, Inc.
The Health Trust
The James Irvine Foundation Matching Gifts Program
Levi Strauss Foundation, Social Benefits Program
Marin Community Foundation
Microsoft Matching Gifts Program
Pacific Gas & Electric Company Matching Gifts Program
The San Francisco Foundation
San Mateo Transit District
Silicon Valley Community Foundation
Sonoma County Tomorrow
State Coastal Conservancy
The Wallace Alexander Gerbode Foundation

The William and Flora Hewlett Foundation
Urban Land Institute
US Environmental Protection Agency

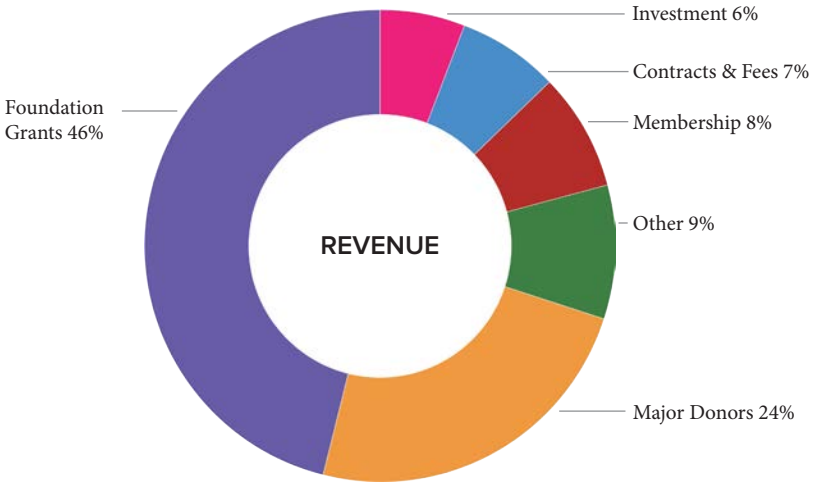
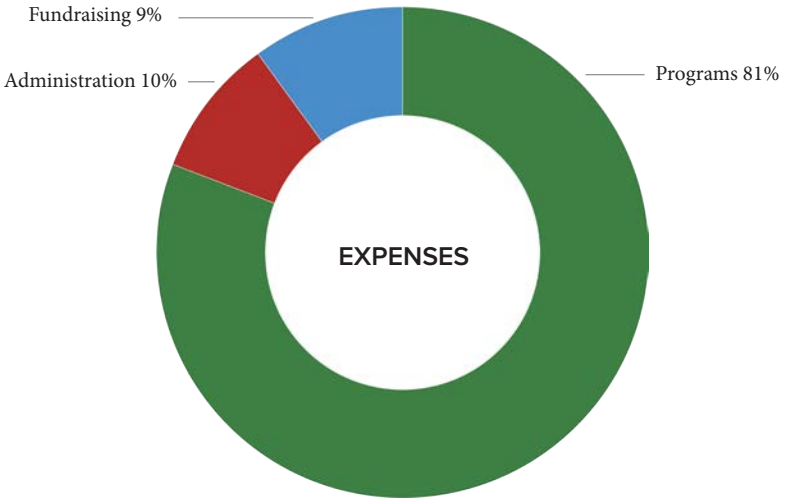
IN-KIND DONATIONS

Boissoit Family Estates
Buena Vista Winery
Chef Joseph Elenterio, former chef at Chez TJ
Chef Wayne Pratt, Station House Café
Barbara White Perry
Chef Kiri Mah, Pizzaiolo
Coles Hardware
Flowercraft Garden Center
Frog Hollow Farm
Kathryn Kennedy Winery
Nancy Simpson
Passmore Ranch
Prop Crop

** indicates Greenbelt Guardian monthly donors*

2012 REVENUE & EXPENSES

Greenbelt Alliance spends **81 CENTS OF EVERY DOLLAR** supporting our critical campaigns, ensuring the right development happens in the right places—not on our farms and hillsides.



STATEMENT OF FINANCIAL POSITION

SUPPORT AND REVENUE

Dues and Contributions	\$206,018
Major Donors	\$615,707
Foundations	\$1,186,871
Dedicated Donations	\$150,784
Events	\$78,568
Contracts and Fees	\$163,222
Investment Income	\$159,174

TOTAL SUPPORT AND REVENUE **\$2,560,342**

EXPENSES

Program Services	
Communication and Education	\$198,281
Membership	\$231,328
Policy and Field	\$1,336,457
Fiscal Sponsorship	
San Francisco Housing Action Coalition	\$144,400
Supporting Services	
Administration	\$202,145
Fundraising	\$243,175

TOTAL EXPENSES **\$2,355,786**

ASSETS

Current Assets	\$1,088,278
Endowment	\$1,057,382
Other Assets	\$526,428

Total Assets **\$2,672,088**

LIABILITIES **\$113,519**

NET ASSETS **\$2,558,569**

Increase (Decrease) in Net Assets **\$204,556**

Fiscal Year
October 1, 2011 to September 30, 2012





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