

# 2012 Annual Report

*Amplifying Women's Voices*

Rachel's Network



# Message from the Board Chair and Co-Directors

In reflecting on the year 2012, we have much to celebrate. Nationally, women sought—and won—a record number of seats in the U.S. Congress. 2012 marked the 50th anniversary of the publication of *Silent Spring*, a landmark book by our namesake, Rachel Carson, that helped launch the modern environmental movement. However, many challenges still lie ahead that will require our energy and resources.

Within Rachel's Network, women are carrying on Carson's bold legacy of leadership and advocacy through their transformative philanthropy. Members' work on the local, national, and even international level is an inspiring testament to the value that women hold not only as funders of environmental causes, but as true guardians of the planet.

We are pleased to report on our work throughout 2012, realizing that women's voices lend vitality and strength to issues that concern us all. To tell that story, we turn to our members, whose reflections you will see incorporated throughout this report.

We thank you for all you do to contribute to our success, and we look forward to amplifying our voices, together, as we continue to build an extraordinary community of women funders.

Warm regards,

Kathy Borgen,  
Board Chair

Thu Pham,  
Co-Director

Laurie Syms,  
Co-Director

Rachel's Network Members Caroline Gabel, Naomi Cobb, Fa Liddell, Annarie Lyles, and Pam Bevier on Capitol Hill.  
Photo by Chester Simpson.

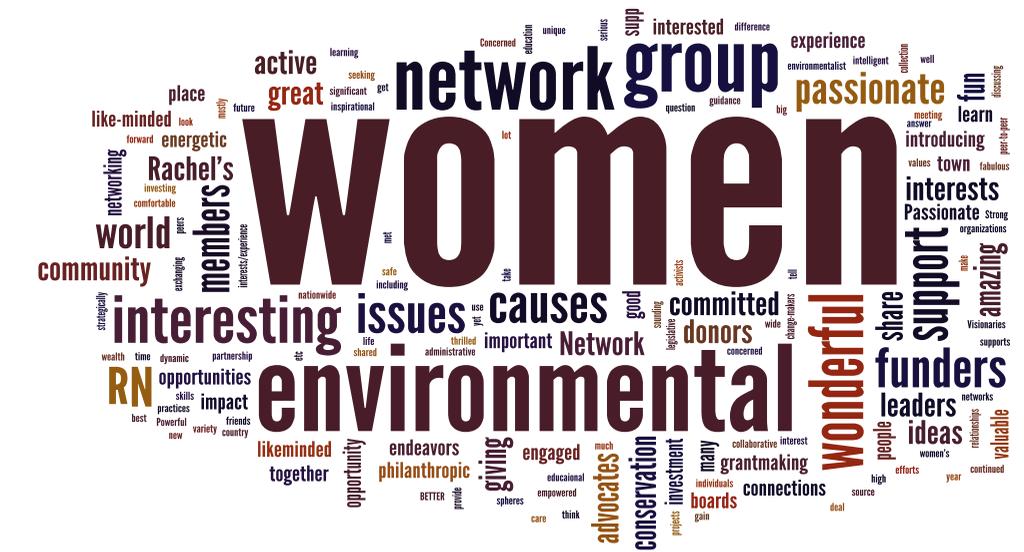


# Amplifying Women's Voices

Rachel's Network is committed to cultivating women's leadership. Our work brings women's perspectives into national dialogues on environmental stewardship, nonprofit governance, public policy, and philanthropy. Currently, women hold 18 percent of the 535 seats in the 113th Congress, and less than half of nonprofit board seats nationwide.<sup>1</sup> Yet female voters have outnumbered male voters in every presidential election since 1964,<sup>2</sup>

and women of the baby boomer generation and older are more likely to give to charitable causes, and to give in higher amounts.<sup>3</sup>

To help end these disparities, Rachel's Network engages in board placement, fiscal sponsorship, and strategic partnerships to support women as board directors, nonprofit founders and funders, and elected representatives.



# Guiding Nonprofit Boards

The Rachel's Network board placement program matches prospective board directors with environmental organizations, placing women in leadership positions where their voices will help shape programs and policy. In 2012, two Network members were elected to new board positions through this program.

## *Institute for Conservation Leadership*

**Naomi Cobb** joined the board of the Institute for Conservation Leadership, a nonprofit working to strengthen the leaders, organizations, and coalitions that protect and conserve the earth. Naomi, a certified master naturalist and child therapist for more than 20 years, recently designed and implemented a pilot program to bring ecology and arts education programs into Milwaukee schools in low-income neighborhoods.

"I have always worked on a local level and I am intrigued and challenged by leadership and service on a national level. Through the ICL, I have the

opportunity to meet people from national conservation agencies and provide my input. The sense of urgency we all feel about climate change makes the importance of forming coalitions and nurturing strong leadership on this issue a very salient goal," Naomi says.

## *NatureServe*

After retiring from her careers in international reproductive health, environmental epidemiology, and public health, **Marcia Angle** joined Rachel's Network to become more proactive about environmental issues. "Through Rachel's Network, I accepted a seat on the NatureServe board because it was a national level, fiduciary board, which I thought was a good challenge for me. I've been on the board less than a year but the best part so far is that the CEO of NatureServe, Mary Klein, is a Rachel's Network Environmental Leadership Liaison, and not only is she a highly competent woman committed to the environment, but she is delightful to serve with," Marcia says.



Members Doe Browning and Kef Kasdin at the 2012 Fall Retreat. Photo by Shayna Eigen.

NatureServe is a nonprofit organization that provides scientific data for effective conservation action, and whose research helps shape environmental policy. Their focus on presenting sound science to support conservation action appealed to Marcia.

For both Naomi and Marcia, the ability to influence board policies and practices at the national level proved to be a compelling opportunity to advance environmental causes. By facilitating

women's leadership, Rachel's Network creates greater board diversity—a quality linked to more effective board leadership<sup>4</sup>—and forges meaningful connections between and among qualified women and organizations seeking to benefit from their expertise. Since the program's inception, Rachel's Network has placed over 40 women on boards for 35 organizations, ranging from American Rivers to the Sierra Club Foundation.



Nonprofit CEOs Maggie Fox, Mary Beth West, Mary Klein, Jamie Rappaport Clark, and Nan Aron, and Rachel's Network Founder Winsome McIntosh share insights with members. Photo by Chester Simpson.

# Launching New Visions

The Rachel's Network Fiscal Sponsorship Fund (the Fund) empowers members to develop entrepreneurial programs into independent nonprofits. Through the Fund, members may initiate a project through the Network's established 501(c)(3) nonprofit structure without having to assume the administrative responsibilities of establishing a new legal entity. This process affords members the freedom to manage their projects and nurture their budding organizations' growth.

Throughout 2012, members supported by the Fund brought the healing power of yoga to underserved populations in New York City, reached students in West Africa with art and music curriculum, and initiated a conservation plan for overfished conch populations in the Bahamas.

## *The Akasha Project: Yoga Rejuvenating Communities*

The Akasha Project, launched by **Elaine Musselman**, has provided over 1,000

free yoga classes in the New York City area since its inception. "When I began practicing yoga 13 years ago, I immediately saw its potential to foster physical, mental, and emotional well-being. The benefits of a regular yoga practice are numerous, and they are something I hope to share and make more readily available to all," Elaine says.

Akasha programs include outreach to local youth, senior citizens, individuals recovering from alcohol or drug abuse, individuals with debilitating conditions, and victims of sexual abuse. The project has also developed a series of "service yoga" classes for targeted groups, such as prisoners, mental health patients, and veterans, to promote yoga in alternative or rehabilitative settings. By bringing yoga to others, Elaine hopes to inspire them to connect with the natural world and embrace a lifestyle of healthy bodies in a healthy environment.

**Learn more about Akasha at [akashaproject.org](http://akashaproject.org).**

## *CIAMO: Arts Education in Africa*

"All children should be exposed to the arts, celebrating humans' greatest creative achievements," says **Sarah duPont**, founder of International Center for Art and Music in Ouidah (CIAMO), one of West Africa's first tuition-free schools to offer art and music classes.

The project was inspired by Sarah's work in the U.S. developing curriculum for the humanities and environmental education, areas that are known to impact creative thinking. Bringing her idea for CIAMO to fruition, however, required six years of dedicated planning before the first students walked through the school's door.

## *Her dream has since become a thriving reality.*

"Establishing CIAMO took a lot of tenacity. A normal person probably



Students performing at CIAMO.

would have given up! I had to search for partners in the community who actually believed in the cause," Sarah says.

In 2012, CIAMO offered in-class curriculum to 280 primary school students, an after-school program to 200 primary and secondary school students, a three-week summer camp, and its first-ever training for instructors through partnerships with the Peace Corps and USAID.

**Learn more about CIAMO at [ciamo.org](http://ciamo.org).**

## *Community Conch: Sustainable Fishing in the Bahamas*

While doing field work in the Bahamas for her master's degree in marine conservation, **Martha Davis** experienced firsthand the alarming decline of the islands' queen conch population, a species of edible mollusk. Her nonprofit, Community Conch, conducts conch population surveys and advocates for conservation efforts to preserve this vital species.

"With the support of the Department of Marine Resources and the Bahamas National Trust, we are using the

information we collected at stakeholders meetings to improve regulations. It has been very rewarding to present our data at conferences and have scientists from the Bahamas and other Caribbean countries thank us for our work," Martha says.

To create a viable program, Martha emphasizes the importance of flexibility and strong partnerships—and points out that one cold call rejection eventually led her to finding an expert who became the project's lead scientist.

"Project logistics in a foreign country are challenging. Assume nothing will be as expected and try to anticipate Plan B," she says. "We would never have been able to start work so quickly without the immediate assistance of Rachel's Network, which was willing to step in on short notice as our fiscal sponsor."

By 2012, Community Conch had successfully assessed four fishing areas in the Bahamas, prompting the Bahamas National Trust to initiate a national conch awareness campaign and propose new ways to protect the queen conch population.

**Learn more about Community Conch at [communityconch.org](http://communityconch.org).**

# Advancing Public Policy

To expand women's political leadership, Rachel's Network joined forces with The 2012 Project, a nationwide, nonpartisan campaign to recruit women to run for state and federal office. Due in part to these joint efforts, the 2012 election eclipsed previous records for women's participation in races for the U.S. Senate and House of Representatives.

Network staff headlined or secured eight speaking engagements, earned media coverage, and recruited 16 women to run for office. Within the environmental community, we raised awareness of the urgent need for women legislators. As our 2010 publication, *When Women Lead*, indicates, women in Congress are more likely to vote consistently in favor of the environment, regardless of party. Thus, bringing more women into public office has the power to profoundly change environmental policy. Recognizing the opportunity this presents, over half of Rachel's Network members supported the need for more women in Congress

through writing letters and op-ed pieces, contributing to campaigns, and organizing events.

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**“Rachel's Network strengthened my resolve to advance environmental issues and to support women legislators even more this election year.”**

*– Pam Conant,  
member since 2008*

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In addition to The 2012 Project outreach, Rachel's Network inspired individual members to engage in advocacy. **Senator Jeanne Shaheen** of New Hampshire joined the group for breakfast during the Annual Meeting

and spoke about the critical importance of women's leadership as well as international family planning services and their relationship to women's health. Following the breakfast, members met with their Congressional representatives. This event, a highlight for many participants, supported members in building relationships with their legislators. Rachel's Network also kept members abreast of legislative action at the federal level, including the RESTORE Act, the Safe Chemicals Act, and the Keystone XL Pipeline, and encouraged them to share their perspectives on these issues with their representatives.



Members Lisa Renstrom, Sarah duPont, Charlotte Hanes, Kathy Borgen, and Martha Davis prepare to meet with their Congressional representatives. Photo by Chester Simpson.



Member Molly Ross holds a solar panel. Photo by Shayna Eigen.

## WOMEN, POLITICS, AND GENDER PARITY: WINSOME MCINTOSH

More women than ever ran for office in 2012, making it a record-breaking year for women in American politics. A total of 98 women were elected. Yet even with these successes, women are still significantly under-represented, comprising only 18 percent of Congressional seats.

After identifying a similar disparity on environmental boards, which led to the founding of Rachel's Network, **Winsome McIntosh** recognizes an urgent need for more women in Congress. Unequal representation carries repercussions not only for women, but all sectors of society.

“Having learned about the beneficial impact women have on decision-making at all levels, I've become convinced that our future progress as a country depends on bringing gender parity to our political leadership,” Winsome says. “We owe it to ourselves and to the women of America to move towards making this a reality!”

Winsome finds the 2012 election cycle encouraging while acknowledging that more work needs to be done.

“With 20 women in the Senate, I see a real difference. These women are commanding attention from the media, and are a true caucus. Their focus on issues related to family, sexual harassment, health, economics, and the environment has been magnified. I believe more women in elected office will continue to help tip the balance of power,” she says.



# Strength in Community

Through shared values and learning opportunities, the Rachel's Network community is a unique place for women to come together and discover like-minded peers, build enduring relationships, and connect with national leaders. This dynamic group of nearly 100 women from 20 states is comprised of businesswomen, educators, attorneys, artists, medical professionals, and more, drawn together by a commitment to leverage their resources in support of the environment.

Rachel's Network members go beyond simply funding good work. They practice transformative philanthropy by identifying pressing needs, forming productive partnerships, and gathering knowledge from a national network of peers. Over 90 percent of members contribute to environmental organizations, with many members giving 75 percent or more of their overall grantmaking to green causes. Within the supportive structure of the Network, members are effecting change

in their own organizations, communities, and across the world.

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**“It’s important to me to be part of this wider community with a wider outlook, and it’s a privilege to be among women who are courageous. I feel buoyed by their presence.”**

*– Mary Bookwalter,  
member since 2012*

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In addition, Rachel's Network programs allow community engagement to flourish. A population-focused Learning Circle re-launched in April 2012, shortly

after the Annual Meeting on the same topic. To investigate how a sustainable global population can be achieved, the Circle held teleconference calls and solicited feedback from environmental leaders on how population impacts their work.

Additional Learning Circles are exploring Agriculture and Environment, Animals and Society, Environmental Education, Impact Investing, and Water. These self-directed groups provide leadership opportunities and a forum to collaborate on shared interests while strengthening personal relationships.

The Rachel's Network community is strong, supportive, and deeply engaged with today's environmental issues. Together, our members provide encouragement for each other's individual work while exploring constructive solutions to global concerns.



Members Suzanne Engel and Pam Conant. Photo by Shayna Eigen.



Members Harriett Crosby and Adelaide Park Gomer. Photo by Chester Simpson.



**NEW ENVIRONMENTAL LEADERSHIP LIAISON:  
TENSIE WHELAN**

Environmental Leadership

Liaisons are women chief executives of major environmental and public interest organizations that provide Rachel's Network with high-level insight and meaningful connections to nonprofits that share our goals.

**Tensie Whelan**, president of the Rainforest Alliance, joined this distinguished group of Liaisons in 2012. She met with members while attending the 2012 Fall Retreat in San Francisco, and also shared her expertise on global sustainability with Rachel's Network members throughout the year.

“We’ve found that government is very slow to act, and that the private sector can move a lot faster. We’ve seen a sea change with companies really saying we need to do the right thing,” Tensie says.

With more than 25 years of experience in the environmental field, Tensie previously served as vice president of conservation information at the National Audubon Society and executive director of the New York League of Conservation Voters. She holds a master's degree in international communication from American University's School of International Service and a bachelor's degree in political science from New York University.



**NEW NETWORK MEMBER:  
KEF KASDIN**

The deep connections that result from common interests benefit

experienced and new members alike. Rachel's Network brings together women from across the United States whose shared values create powerful relationships.

**Kef Kasdin** is a venture capitalist, concentrating on investments in clean technology and communications. She is currently working on increasing production capabilities at Proterro, a start-up company that she co-founded, focused on providing low-cost, sustainable sugar for biofuels.

“I decided to join Rachel's Network because of the women I met. I enjoyed the interactions and knew that this is a group of women I could learn from,” Kef says.

Kef attended the 2012 Annual Meeting as a guest, then met Network members in Colorado and quickly established a rapport. After joining the Network, Kef has explored impact investing with other members and shared her expertise as a seasoned start-up funder.

“It's a great way to stay engaged in key environmental issues and to learn about other opportunities for investment and philanthropy,” Kef says. “Being a member of Rachel's Network has inspired me.”

# Insight and Inspiration

## *Events that Make a Difference*

Rachel's Network events bring together a distinctive community of women and provide an exciting forum for face-to-face interactions. What's more, the knowledge and camaraderie gained from these experiences continue to stimulate members long after the event has concluded. "The opportunity to participate in fascinating Annual



Members tour the Solaria photovoltaic manufacturing plant in Fremont, California. Photo by Shayna Eigen.

Meetings and Fall Retreats opened new areas to pursue in population, women's health, and water conservation," Rachel's Network Member **Fa Liddell** said.

The 2012 Annual Meeting, "Population 7 Billion: Finding Balance on a Crowded Planet," focused on how a rapidly growing population affects sustainability, natural resources, and in particular, women's health. Speakers **John Seager** of Population Connection and **Roger-Mark De Souza** of Population Action International (PAI) addressed the vital importance of international family planning initiatives as a way of improving the quality of life for

women in the developing world and illustrated the interconnectedness of environmental issues. These ideas were echoed in remarks by **Esther Agbarakwe** of Atlas Corps and a fellow at PAI, **Sarah Craven** of the United Nations Population Fund, and **Cara Honzak** of World Wildlife Fund. Author **Laurie Mazur** also presented on global population issues and how funders can play a role.

"I have long realized that unsustainable population growth impacts everything else in the environment—wildlife and their habitats, climate, water, air, land use, and forests. It also contributes to national and international insecurity.

Solutions can be found in a cause we all support: empowering women to make the choices that are best for their families," **Marianne Gabel**, co-chair of the Annual Meeting, says. "Through the meeting, I was able to introduce this important topic to Rachel's Network members in a way that perhaps they hadn't viewed it before, as directly connected with all the environmental and social justice causes we support, and as an appropriate focus for philanthropy."

In San Francisco, 2012 Fall Retreat attendees explored "Venture Philanthropy and the Green Economy" with impact investing expert **Jed Emerson**; sustainable business pioneer and Network Advisor **L. Hunter Lovins**; and environmental leaders **Michael Brune**, executive director of the Sierra Club, and **Melanie Nutter**, director of the San Francisco Department of Environment. Speakers addressed how partnerships between nonprofits and businesses can achieve ambitious sustainability goals, and how "green" practices can positively impact a business' performance. Members left the Fall Retreat invigorated by the innovation and entrepreneurial spirit of San Francisco.

## PROMOTING CORPORATE SUSTAINABILITY: **ANN HUNTER-WELBORN**

Ideas sparked during Rachel's Network annual gatherings make a lasting impression.

"The meeting gave me a broader view of what sustainability is all about," **Ann Hunter-Welborn**, the Fall Retreat's co-chair, says. Ann is board chair of Hunter Industries, a California-based irrigation company. As a result of the retreat on "Venture Philanthropy and the Green Economy," Ann has broadened her efforts to promote sustainability within her own company and externally to the irrigation industry.

"I learned about many new ways to lessen our impact on the planet, and that job is never done. I've been inspired to think about alternative materials to our plastics. Hearing what San Francisco is doing made me think about initiating my company's own Corporate Sustainability Report, and I hope that it will encourage others to follow suit, not just to say they did it, but to truly gauge their impact on the environment," Ann says.

Also in 2012, Ann participated in a local PBS story about Hunter Industries' sustainability efforts and the company's native re-vegetation project, which has restored three acres of disturbed landscape to its original condition.



# Honoring Rachel Carson's Legacy

In 2012, Rachel's Network commemorated the 50th anniversary of Rachel Carson's famous work *Silent Spring*, which brought national attention to how human activities impact the environment. The Network hosted a Speaker Series event in San Francisco that discussed the significance of environmental contaminants in maternal and child health, and the event was featured in *Women's eNews* as the inaugural article in their Environmental Health section.

Network members, Advisors, and Environmental Leadership Liaisons entered the spotlight with contributions to blogs on Forbes.com and the Safer Chemicals, Healthy Families website. Members also participated in a members-only blog series, sharing their reflections on Rachel Carson and her legacy within the Network community.

Input and advice from other members is a powerful resource and a distinguishing feature of the Network. In fact, nearly half of members shared a grantmaking effort, philanthropic approach, or funding experience with a fellow member at

a Rachel's Network event in 2012. These conversations facilitate personal relationships as well as sage philanthropy practices. Between in-person meetings, members stay up-to-date on top environmental and philanthropy issues through monthly teleconference calls and a weekly News Digest.

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**“Rachel Carson woke me up to our responsibilities to future generations, and this has guided my life ever since.”**

*– Hazel Henderson,  
Rachel's Network Advisor,  
on Forbes.com*

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As modern-day “Rachels,” Network members are building a brighter future for all of us by protecting the earth, giving so that it counts, and promoting women with the vision to lead.



Rachel Carson. Photo courtesy of Linda Lear Center for Special Collections and Archives.



Member Alison Carlson with Dr. Linda Giudice and Dr. Tracey Woodruff in San Francisco.

## 2012 SPEAKER SERIES EVENTS

Speaker Series events offer members networking opportunities and a venue for discussing cutting-edge environmental issues with distinguished leaders, including:

- **Nan Aron**, Founder and President of Alliance for Justice
- **Paula DiPerna**, Strategic Environmental & Philanthropic Policy Advisor
- **Dr. Linda Giudice**, Distinguished Professor and Chair, Department of Obstetrics, Gynecology and Reproductive Science, University of California, San Francisco; and **Dr. Tracey Woodruff**, Professor and Director, Program on Reproductive Health and the Environment (PRHE), Institute for Health Policy Studies, University of California, San Francisco
- **Mary Klein**, President and CEO, NatureServe
- **Julia Marton-Lefèvre**, Director General of the International Union for Conservation of Nature (IUCN); and **Mary Beth West**, Director of the Washington, D.C. Office of IUCN

# Financials

## 2012 REVENUES

General Support	\$207,690.90
Membership	\$320,173.18
Program Funds	\$6,785.00
Fiscal Sponsorship Fund	\$16,309.00
Meeting Fees	\$57,400.00
Investment Income	\$19,491.89
RAN Reimbursement	\$10,187.34
<b>Total Revenues</b>	<b>\$638,037.31</b>

## 2012 EXPENDITURES

Outreach Programs	\$58,231.83
Member Programs	\$331,693.28
Management & General	\$84,194.49
Development	\$145,240.10
Public Relations	\$38,751.95
<b>Total Expenses</b>	<b>\$658,111.65</b>

## ASSETS

Net Assets from 2011	\$755,046.30
Change in Net Assets	(\$20,074.34)
<b>2012 Net Assets</b>	<b>\$734,971.96</b>



Member Laurie Kracum.  
Photo by Shayna Eigen.

## 2012 MAJOR DONORS

Rachel's Network thanks the following supporters who contributed grants of \$5,000 or more above membership.

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Sally Davidson

Sarah duPont

Susan Fulton

Caroline Gabel,  
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Charlotte Hanes

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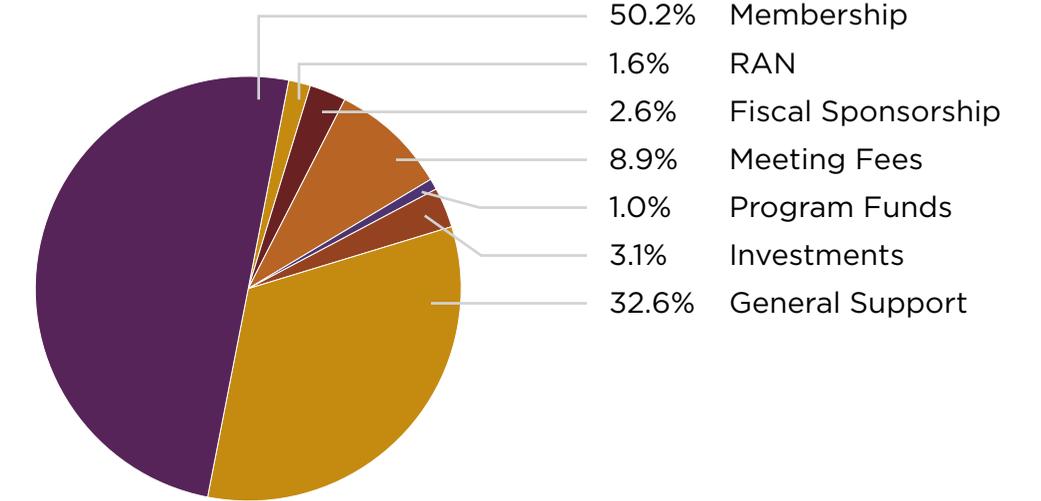
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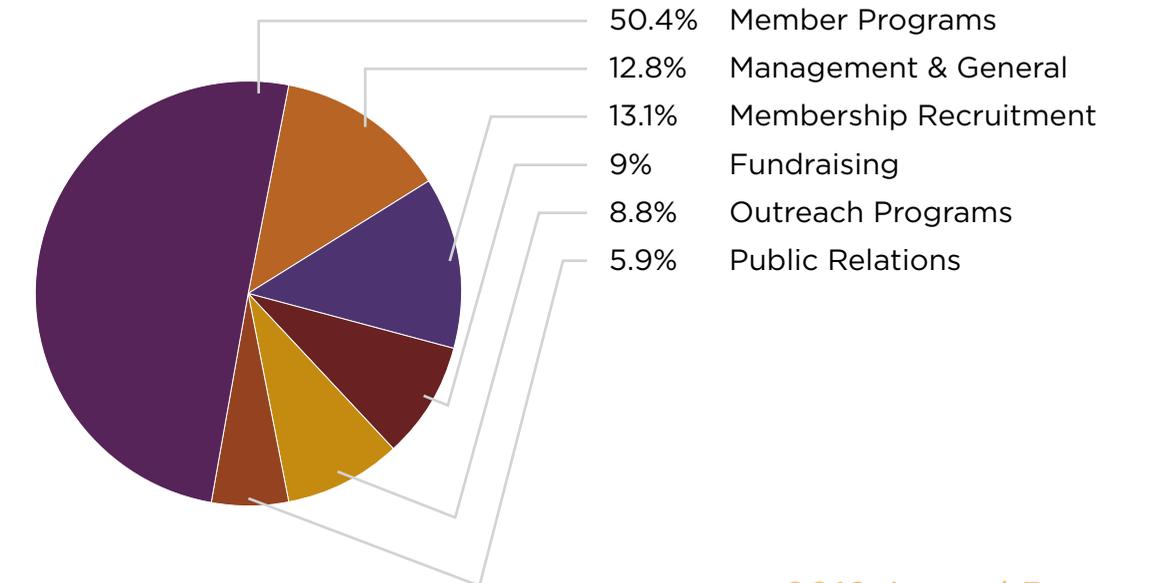
Molly Ross

Susan Wallace,  
The Woodtiger Fund

## 2012 REVENUES



## 2012 EXPENDITURES



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Network Advisor L. Hunter Lovins.  
Photo by Shayna Eigen.



Caroline Niemczyk speaks with Member Naomi Cobb.  
Photo by Chester Simpson.



Author Laurie Mazur.  
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