



Sightline
INSTITUTE

2010

Gratitude Report



Sightline's mission is to make the Northwest a global model of sustainability—strong communities, a green economy, and a healthy environment.

Smart solutions for a sustainable Northwest

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FROM THE EXECUTIVE DIRECTOR

One of Sightline's earliest board members was Tyree Scott, a veteran civil rights activist with a mane of dreadlocks, a quiver of stories, and an infectious smile. In 1995, Tyree told our first-ever public event that our work wouldn't be done soon. None of us, he said, should expect to live to see a truly sustainable Northwest. He stated this as a simple fact, yet he was absolutely certain of our ultimate success.



The year 2010 brought its share of victories and progress (see the next pages); it also brought major disappointments. Political tides swept against us. Our movement proved too weak. Tyree warned us to expect such setbacks.

Don't misunderstand me: Sightline is not lowering its sights. In 2011, we are making powerful new maps of sprawl and race. We are speeding Cascadia's transition beyond coal. We are charting paths to better governance—a key to reforms such as pricing carbon. And much more.

But it would be disingenuous to say that events haven't slowed sustainability's advance. They have.

Movements for fundamental change are unpredictable. Uprisings in the Middle East remind us of that. So does history: One century ago, the women's suffrage movement teetered short of success for 20 long years. Our movement is slowed but not stopped, and thanks to your loyal and generous support, we too will succeed.


You and I and the rest of the Sightline community walk in a long line of people who rise when called by the moral challenges of their times. The great names like Gandhi and Martin Luther King stand out in history, but the little ones, like ours, are written there as well.

Seven years ago, Tyree Scott succumbed to cancer. The rest of us continue onward. We keep going because something has marked us to do so. We keep going because it is still our turn.

It is an honor to walk with you. Thank you for your support.

A handwritten signature in black ink that reads "Alan Durning". The signature is written in a cursive style and is positioned above the printed name and title.

Alan Durning, *Executive Director*
SIGHTLINE INSTITUTE

A young girl with dark hair is shown in profile, blowing a dandelion seed head. The background is a bright, sunny outdoor setting with green grass and a clear blue sky. The girl's face is in the foreground, and her hands are holding the dandelion stem. The overall mood is peaceful and natural.

“Sightline is an amazing idea factory—smart thinking, great writing. If you live in the Northwest and care about the world you’re leaving to your kids and grandkids, Sightline is indispensable.”

Chip Giller, FOUNDER AND PRESIDENT, GRIST

Sightline influenced,
or featured **200**
in, more than **200**
high-quality media stories

Sightline blog
traffic increases **25%**
from 2009

Face to face meetings with nearly **50**
high-profile elected officials, government
officials, and other leaders to help
educate them about pressing issues
facing our region.

“Cargo bikes” blog
post draws over
14,000 views

**Green car
insurance comes
to Washington:**
Uniguard Insurance
began offering
pay-as-you-drive
auto insurance in
the state, a result
of a pilot project
Sightline has been
involved with for
several years.

Featured on KUOW,
KING TV, NW Public Radio,
OPB, TVW, CBC Radio,
the Bill Good Show

325,000
unique visitors
to the website

Over **15,000**
downloads of
Sightline primers
and reports

*The Parable of
the Electric Bike*

*Curbing Stormwater
in Puget Sound:
The Case for Low-
Impact Development*

“Sightline offers what its name implies — a clear-eyed view towards a future that works. Vision mixing with action is precisely what we need, and the northwest is very lucky to have some of the country’s finest minds at work leading a powerful collaborative effort.”

Bill McKibben, AUTHOR. EDUCATOR. ENVIRONMENTALIST

*Sightline emails
were read over*
500,000 times

*The Dirt
on Coal*

It Ain't Over Til It's Over

Working for sustainability can feel a lot like being a Seattle sports fan: you have to be in it for the long haul. If you're looking for quick gratification and easy wins, you might be happier working in finance and rooting for the Yankees.

Apt as the similarity may be, however, it only goes so far. After all, pro sports don't have any serious consequences. So what if the Mariners gave up 10 runs in the fourth inning of their home opener? There's always the next game, the next season, or the season after that. The real world—where we desperately need progressive political reform—isn't like that at all. Wins and losses aren't just statistical abstractions and bragging rights, but have real-life consequences for our families, our region, and our future. And that's why I'm here, at Sightline.

Like most middle class white Americans, I was born into what amounts to serious luxury, if not by American standards then certainly from any global or historical perspective. And there's enough Scandinavian Protestant in my background to believe that “to whom much is given, much is required.” That's why I've been working for sustainability for a decade now—I'm in it for the long haul.

Things don't seem to be going well at the moment. The Hope of 2008 feels like a distant memory, and the Reality of 2011 is a widening crack in the foundation of our public structures. The middle class is beginning to fear what the poor have long known: that decent public education is not a given, that being old or sick can be a death sentence, and that the pollution industry calls the shots in our communities.

And that's not the worst of it, this is: we're playing an ill-advised game of Chicken with the planet's climate. The stakes for this game—lives and economies and whole ecosystems—are high enough to make the Super Bowl look like Tag.

Okay, deep breath... *inhale... exhale...*

There's a powerful argument to be made for anger—an argument I know a little too well—but there is an even more powerful argument for optimism. And there are two big reasons why I think so.

The first reason is pictured here. Thank goodness for family. That's my kid, Samuel (the greatest two-year-old in world history), my cat, Spike (a former

stray who's depicted in a neighborhood mural), and my wife, Jill (whose virtues cannot be contained by parentheses).

Sightline is the other reason. I have the great good fortune of playing for a team that doesn't care much where oddsmakers put the chances for sustainability. Too much of the time, we live in a sort of Flat Earth politics, where we mistake the edge of what we can see for the edge of the world. Sightline is about taking the long view. One that remembers the most important transformations in history looked impossible until—gradually or suddenly—they happened.



For now, while Samuel is learning the alphabet and how to toss a baseball, it's my responsibility to help safeguard the world he inherits. The truth is, I don't worry overly much about Sam. He's a privileged, flourishing kid and I expect he'll grow up to be like me—able to take care of himself with one hand tied behind his back. I worry a lot more about the kids who don't have his advantages. And I worry that the glaciers I've known in the North Cascades and the trout streams I've known in Idaho won't be there for his kids, and maybe not even for him.

So it's my job to continue to develop ideas that help push the boundaries of political reality—because the solutions we need lie somewhat beyond the horizon of what seems possible now.

Plus, there's another powerful reason for optimism—and it's not because Sightline has a better pitching staff than the Mariners (although that's probably debatable). It's that our fans—all of you—aren't with us to be entertained; you're with us to make lasting, positive change. There's no telling in advance if we have a winning formula, but it's a team I'm willing to take a bet on.

“Sightline’s research is a refreshing, thorough exploration of issues that shape my quality of life, but go much deeper into how we, as a society, treat one another and the resources available to us.”

Susie Philipson, ICLEI USA & SIGHTLINE DONOR

Statement of Financial Position

December 31, 2010

ASSETS

Cash and investments	\$ 1,101,720
Accounts receivable	4,872
Donations and grants receivable	585,226
Other assets	72,549
Total assets	\$ 1,764,367

LIABILITIES AND NET ASSETS

Liabilities

Accounts payable and accrued expenses	\$ 106,282
Total liabilities	106,282

Net assets

Unrestricted	1,171,658
Temporarily restricted	486,427
Total net assets	1,658,085
Total liabilities and net assets	\$ 1,764,367

Statement of Activities

For the Year Ended December 31, 2010

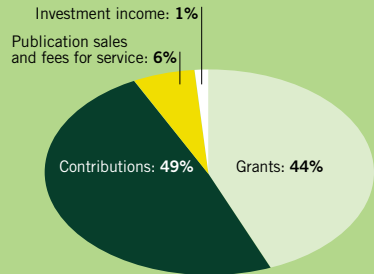
REVENUE

Grants	\$ 417,500
Contributions	470,490
Publication sales and fees for service	58,986
Investment income	12,675
Total revenue	959,651

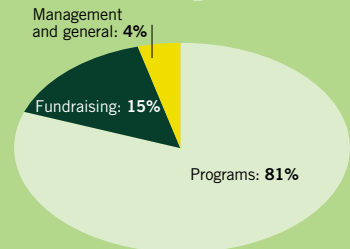
EXPENSES

Programs	1,021,340
Fundraising	194,666
Management and general	51,575
Total expenses	1,267,581
Change in net assets	(307,930)
Net assets, beginning of year	1,966,015
Net assets, end of year	\$ 1,658,085

2010 Revenue



2010 Expenses



Change in Cash and Investments

For the Year Ended December 31, 2010

Net change in cash and investments	\$ (11,768)
Cash and investments, beginning of year	1,113,488
Cash and investments, end of year	\$ 1,101,720

Peterson Sullivan LLP audited Sightline Institute's 2010 financial statements and concluded that they are materially presented in accordance with generally accepted accounting principles.



Sightline
INSTITUTE

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sustainable Northwest

