



Sightline
INSTITUTE

2009

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

In early 2010, progress toward Sightline's goals—clean energy; a green economic recovery; compact communities; a more just and sustainable society—may feel slow. The Great Recession, budget woes, and bitter political division have sapped last year's high hopes.



But actually, we remain in a period of rapid change. Hundreds of millions of dollars are flowing to clean-energy projects in the Northwest states, seeding a green economic recovery. The Northwest's elected representatives are championing a sweeping national climate law. British Columbia affirmed its world-leading carbon tax shift at the polls less than a year ago. A raft of innovative state and local initiatives are underway.

And Sightline has played a key role in each of these developments, thanks to you. We've shaped laws and policy proposals at local, state, provincial, and national levels too many times to recount here. Our *Cap and Trade 101* has become one of the world's best-read guides to climate policy.

Meanwhile, we maintained our longer-term efforts building momentum for future changes through the *Cascadia Scorecard*, *Sightline Daily*, *Sightline Flashcards*, and *The Daily Score*. In 2009, we increased our email subscriber ranks to 13,000. These leadership-heavy readers reported sharing our work with others more than ever. Website visitors grew by 23 percent: some 436,000 people used Sightline.org. We generated 172 high-quality media stories in the Northwest. And thanks to our supporters, we ended 2009 in sound financial shape.

The year 2009 was among Sightline's best ever, but we're determined to make 2010 surpass it. We are conscious of new obstacles, but we are accelerating. In the quest we and our supporters are on, change has rarely come how and when we expected. But it has come. And we are doing everything we can to bring it faster, to make the Northwest a place worthy of our children and grandchildren.

A handwritten signature in black ink that reads "Alan Durning". The signature is written in a cursive, flowing style.

Alan Durning, Executive Director
SIGHTLINE INSTITUTE

*Cap and Trade 101: A
Climate Policy Primer*

- **144,719** online page views
- **22,497** downloads

Sightline held **face-to-face meetings** with the governor of Washington, the mayors of Seattle, Vancouver, BC and a US Senator

Website visitors
increased by **23%**

*Sustainababy:
Born to be Green*

Gasoline
Consumption
Report:
*Easing Off
the Gas*

Dogs Vs. SUVs
blog: debunked

Cost Overruns for Seattle-Area Tunnel Projects Report

used by McGinn
for Mayor campaign

Email
subscriberhip
expanded to nearly
13,000

Green-Collar Jobs: Realizing the Promise

**10 Sightline
Flashcards**

Published in:

The Puget Sound
Business Journal,
the Tyee, The Oregonian,
The Olympian,
The Seattle Times

Featured on KIRO, KCPO,
and OPB for expertise on
Northwest climate policy

“I applaud Sightline for its pioneering work on the Cascadia Scorecard. It provides a long-range view of the trends that shape our state, which offers us new perspectives and helps us make informed decisions about our future.”

Gary Locke, FORMER WASHINGTON STATE GOVERNOR

DONOR PROFILE

15 Years of Giving: Linda Moulder and Jerry White “walk the walk”

Two Sightline supporters understand ecological limits and sustainable living, and they’ve put this knowledge rigorously to the test.

Linda Moulder and **Jerry White** of Spokane, Washington have been fans of Sightline Institute since the very beginning. The year 2009 marked their 15th anniversary—not to one another—but of their giving to Sightline Institute. “We were long-time members of Worldwatch Institute, so when Alan Durning began Sightline we immediately joined.” Not long after, they

received their copy of *This Place on Earth*, Alan Durning’s book about his personal journey from world wanderer to founder of Sightline Institute, published in 1996. “We were very moved,” they said. And they’ve been members ever since.

The sense of place that forms the theme of the book really resonated with both Linda and Jerry. “The Pacific Northwest is home,” Linda affirms. “We have lived in both New Zealand and Rhode Island,” Jerry explains. “The East was very crowded and it made me miss the open spaces of the West. In New Zealand the lack of diversity and habitat made me long for home.”

Another motif from *This Place on Earth* also caught their eye: “We agree that if there is any hope for sustainability, the Pacific Northwest is probably the place it will occur.”

Jerry and Linda know of what they speak. Trained as biologists, they both understand ecological limits and the impacts of large populations, especially when they exceed carrying capacity. And they’ve put this knowledge rigorously to the test.

Linda began practicing sustainable living back in the 1970s. “My first husband and I, along with another couple, bought 30 acres of land,” she explains. “We had no commercial electricity for five years and learned to do without all the popular electrical appliances. Our well was very poor and we learned to live with very little water,” which is why they established the first approved composting toilet in Spokane County, back in 1976. “This experience has colored my entire adult life,” Linda says. “I learned I don’t have to ‘consume’ to be happy.”

Jerry's been busy, too. "I built an energy-efficient house where our electric bill is less than our phone bill," he explains with evident pleasure. "We use wood to heat the house, hot water, and hot tub." Jerry also set up and operates the composting program at the Unitarian Universalist Church of Spokane.



In 2004, Linda and Jerry became founding members of the Cascadia Stewards Council. "We appreciate the research and education efforts of Sightline," they explain. "Sightline is an organization that works on issues that affect Pacific Northwesterners directly. They are a professional organization that carefully researches issues before taking a position."

Knowing them a little better now, it is easy to see what Jerry and Linda value in Sightline and why they have been such dedicated supporters for more than 15 years. At Sightline, we do not take that for granted and are forever grateful.

"Sightline is an invaluable ally to all of us working on climate policy in the Northwest. Sightline's staff has demonstrated a unique and powerful ability to provide thorough research, well-reasoned arguments, and helpful communication tools in a rapidly changing climate policy environment. And as a result, Sightline's fingerprints are all over the Western Climate Initiative policy process."

Statement of Financial Position

December 31, 2009

ASSETS

Cash and investments	\$ 1,113,488
Accounts receivable	45,215
Donations and grants receivable	829,659
Other assets	88,373
Total assets	\$ 2,076,735

LIABILITIES AND NET ASSETS

Liabilities

Accounts payable and accrued expenses	\$ 73,780
Deferred revenue	36,940
Total liabilities	\$ 110,720

Net assets

Unrestricted	\$ 1,394,105
Temporarily restricted	571,910
Total net assets	\$ 1,966,015
Total liabilities and net assets	\$ 2,076,735

Statement of Activities

For the Year Ended December 31, 2009

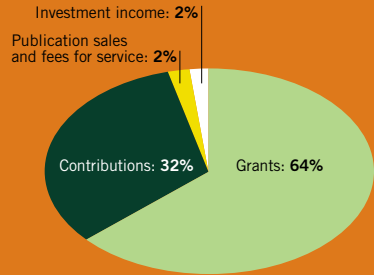
REVENUE

Grants	\$ 715,000
Contributions	355,188
Publication sales and fees for service	25,965
Investment income	21,180
Total revenue	\$ 1,117,333

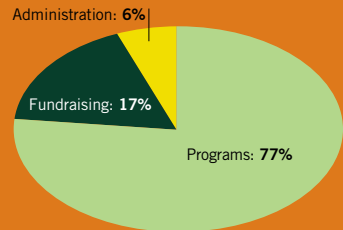
EXPENSES

Programs	\$ 857,804
Fundraising	195,722
Administration	67,077
Total expenses	\$ 1,120,603
Change in net assets	(3,270)
Net assets, beginning of year	\$ 1,969,285
Net assets, end of year	\$ 1,966,015

2009 Revenue



2009 Expenses



Statement of Cash Flow

For the Year Ended December 31, 2009

Net increase in cash and investments	\$ 41,679
Cash and investments, beginning of year	\$ 1,071,809
Cash and investments, end of year	\$ 1,113,488

Peterson Sullivan LLP reviewed Sightline Institute's 2009 financial statements and did not note any significant changes that should be made in order for them to be presented in accordance with generally accepted accounting principles.



Sightline
INSTITUTE

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Sightline Institute, Cascadia's sustainability think tank, provides research and tools to help create a healthy, lasting prosperity in the Northwest.



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forests, controlled sources and
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