



Sightline
INSTITUTE

2011

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

You made it happen. In 2006, Sightline started arguing for personal car-sharing—like Zipcar but where owners rent out their private vehicles during idle hours. The argument was widely read but sparked no immediate change. Over time, though, it proved powerful. Start-ups formed on two continents. California removed the main barrier—certain insurance rules—in 2010. At Sightline's prompting, Oregon followed in 2011 and Washington in 2012. Personal car-sharing is now launched in Cascadia. It took six years, but the payoff will be enormous, allowing families to save money while trimming driving and emissions. Your confidence in us made it happen.



You made it happen. In the past year, Sightline's work helped close Cascadia's sole remaining coal-fired power plant and inspired new funds for energy-efficiency upgrades in Oregon schools. We made the case for rain gardens and other green solutions to polluted runoff and against hauling dirty fuels through our ports to China.

We unveiled new analysis, too, as bold for 2012 as car-sharing was in 2006: a deep critique of conventional traffic projections (and the road building they purport to justify), for example; a novel legal strategy for overturning local bans on clotheslines; an innovative approach to taxi regulation that would make car-lite living easier. These and many other seeds for future change—you made them happen.

Even the hard truth-telling that was needed: you made that happen as well. This year, we investigated how carbon emissions are upsetting the acid-base balance of our marine waters. Acidification is such a menace that it may deserve equal footing with climate change among our priorities. Solutions are hard, but the facts needed an advocate.

You made all these things happen with your steady trust and support of Sightline, and Sightline is deeply grateful. **Together, we are making Cascadia a global model of sustainability.**

Thank you,

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

“Sightline’s fact-based research and keen analysis help elected officials and community leaders make smart, better-informed decisions about the policies that shape our region.”

Mike McGinn, SEATTLE MAYOR

Sightline emails read over
568,000 times

Social media reach of
180,000
readers on the blog,
Facebook, and Twitter

Featured in:
Seattle Times, Grist, Oregon Public Broadcasting, the Tyee, Vancouver Columbian, Alternet, Vancouver Sun, the Atlantic Cities, Yale 360, National Geographic

Supporting our nonprofit allies in the fight against coal exports

Making Sustainability

***Legal:** Sightline completes 16 different case studies of outdated rules preventing smart, sustainable solutions.*

11% increase in blog traffic over 2010

Northwest Ocean Acidification: The hidden costs of fossil fuel pollution

Car-sharing
insurance reform passes in Oregon

Sightline is featured in a major NW news outlet on average
three times per week

“Sightline provides Pacific Northwest sustainability research analysis on par with the Brookings Institution...Sightline will provide the in-depth research we all need before making any hasty policy changes in the region.”

Andrea Salinas, OREGON ENVIRONMENTAL COUNCIL

PROFILE:

Mark Trahant, Sightline Board Member, Volunteer

Mark Trahant remembers first running across Sightline's work as a newspaper editor. One study that stuck with him found flame retardant chemicals in the breast milk of 40 Northwest moms, at levels much higher than other countries.

"My first thought was how surprised I was, and my second was how much it made sense," said Trahant. "I thought, 'wow, that's an interesting way to see the world.'"

It's high praise from a renowned journalist, writer, and "twitter poet" who composes four lines of verse inspired by news events each day and broadcasts them to his wide online following. It's also why he welcomed the chance to join Sightline's leadership, as a trustee in 2010 and a board director in 2011.

Trahant, a member of the Shoshone-Bannock Tribes, returned two years ago to the Fort Hall Reservation in eastern Idaho where he grew up. After years of busy newsrooms, it's a place where he can eat breakfast with his dad, experiment with growing native corn in his back yard, and think more deeply about issues that matter most.

"To me, the great challenges for our time boil down to two issues. One is demographics and the other is climate," he said. "Sightline works on both of those."

From a professional perspective—when Trahant was running the editorial page of the Seattle Post-Intelligencer or leading organizations that work to diversify the news media—he viewed Sightline's work as a gold standard for usable and reliable information.

From unearthing stories of Oregonians whose livelihoods would be undone by destructive land use initiatives to crafting climate policies that took low-income electricity consumers into account, Sightline's research was always "vetted, thought-through, and not just straight polemics," Trahant said.

"In the changing nature of society, transparency is a valuable commodity. And by having accurate information, it allows you to present a case that's a lot more credible," he said.

Most recently, Trahant has been writing about health care in Indian country, deconstructing the federal budget, and thinking about how gas prices affect people in a part of the country where unemployment approaches 50 percent.

In that economic climate, it can be tough to get people to think about sustainability. Trahant still thinks it's possible, starting with small steps like building greenhouses to grow traditional Native foods. He's also been thinking about what sustainability means for his next book, whose working title is "Less."

"My generation is going to have less than their parents, and my kids' generation is going to have less than that. It's really a radical difference. We've all grown up with the idea of more, but more is just not sustainable and we really have to make a dramatic shift in order for the world to survive," he said. "So how do you make that a narrative that works for people?"

It's an important story to tell. This year, Sightline has highlighted innovative examples and championed legislation that removes barriers to the "sharing economy," in which people are already reducing their consumption by sharing personal cars, borrowing tools, renting empty bedrooms, and trading haircuts for handyman work on bartering sites.

Sightline staff member Anna Fahey is currently chronicling her family's decision not to purchase anything new (other than food) for one year. Across the Northwest, people are already building an alternative economy from the ground up, in which buying less doesn't mean having to live with less.

"Economics has to be part of the environmental sustainability equation. It has to be part of the deal, and it's essential that we work on both," Trahant said. "If Sightline weren't doing it, we'd have to invent a Sightline to do it."

"I've always found Sightline and Alan Durning offer sound research, advice and advocacy, about Cascadia sustainability issues and challenges. Worth supporting."

Mike Harcourt, FORMER PREMIER OF BRITISH COLUMBIA



Statement of Financial Position

December 31, 2011

ASSETS

| | |
|---------------------------------|---------------------|
| Cash and investments | \$ 1,224,718 |
| Accounts receivable | 7,372 |
| Donations and grants receivable | 356,895 |
| Other assets | 46,774 |
| Total assets | \$ 1,635,759 |

LIABILITIES AND NET ASSETS

Liabilities

| | |
|---------------------------------------|----------------|
| Accounts payable and accrued expenses | \$ 119,320 |
| Total liabilities | 119,320 |

Net assets

| | |
|---|---------------------|
| Unrestricted | 1,425,995 |
| Temporarily restricted | 90,444 |
| Total net assets | 1,516,439 |
| Total liabilities and net assets | \$ 1,635,759 |

Statement of Activities

For the Year Ended December 31, 2011

REVENUE

| | |
|--|----------------|
| Grants | \$ 348,384 |
| Contributions | 466,347 |
| Publication sales and fees for service | 34,341 |
| Investment income | 11,537 |
| Total revenue | 860,609 |

EXPENSES

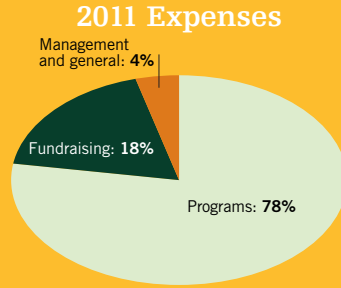
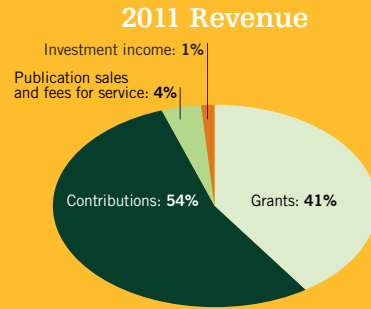
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|--------------------------------|---------------------|
| Programs | 776,983 |
| Fundraising | 183,485 |
| Management and general | 41,786 |
| Total expenses | 1,002,254 |
| Change in net assets | (141,645) |
| Net assets, beginning of year | 1,658,084 |
| Net assets, end of year | \$ 1,516,439 |

Change in Cash and Investments

For the Year Ended December 31, 2011

| | |
|--|---------------------|
| Net change in cash and investments | \$ 122,999 |
| Cash and investments, beginning of year | 1,101,720 |
| Cash and investments, end of year | \$ 1,224,719 |

Peterson Sullivan LLP had not yet conducted the review of Sightline Institute's 2011 financial statements at the time of this printing. If you would like a reviewed version, please contact Migee Han at 888-447-1880 x118.



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