



# 2014 Annual Report

*Education We Need for the World We Want*



First conference outside  
the US since 1997,  
with more than

**25**

countries taking part

N  
O  
L  
E

More than  
**\$100,000**  
in conference scholarships awarded

More than  
**900**  
environmental education  
jobs posted on EEjobs

## 2014 Highlights

More than  
**100** organizations  
have joined the Natural Start Alliance

**\$250,000**

in grants for E-STEM through  
UL Innovative Education Award

Representing a  
force of more than  
**160,000**  
educators through  
our Affiliate Network

Launched our first conference  
**mobile app**

**70**  
classrooms participating  
in the Cal Water H<sub>2</sub>O  
Challenge

**29**  
states with completed  
Environmental  
Literacy Plans

**26**  
Community Climate  
Change Fellows from the  
US, Canada, and Mexico

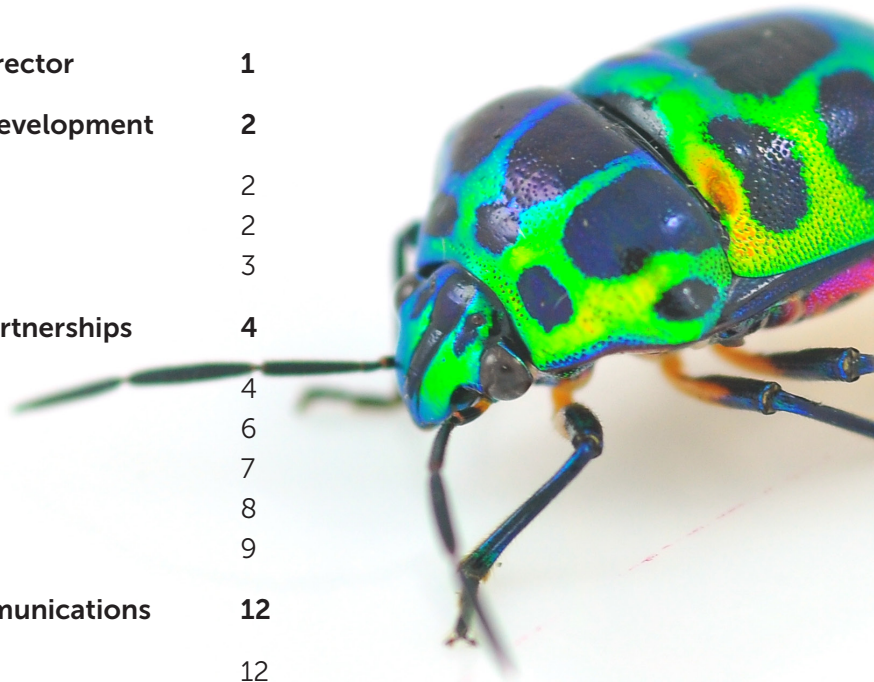


**naaee**

North American Association  
for Environmental Education

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## About NAAEE

For more than four decades, NAAEE has served as the professional association, champion, and backbone organization for the field of environmental education. Our members and supporters include EE professionals working in formal and nonformal education—including university professors, preschool educators, K-12 teachers and administrators, zoos, aquariums, museums, community centers, nature centers, and more, as well as those working in government agencies, foundations, and corporations. We work with our partners to create a more environmentally informed, committed, and active citizenry.

## Vision

A sustainable future for all where environmental and social responsibility drive individual and institutional choices

## Mission

We bring the brightest minds together to advance environmental literacy and civic engagement through the power of education.



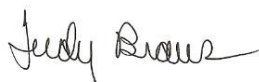
## Dear NAAEE Partners, Affiliates, Donors, and Supporters:

On behalf of the board and staff, we are excited to share the **highlights of NAAEE's accomplishments in 2014**—from championing climate change education and using the environment as a platform to increase STEM learning, to convening thought leaders for our **2014 Annual Conference** focused on building momentum for the future of our field. NAAEE helps people connect the dots between the health of the planet and the health of our communities. And we demonstrate the power of education in achieving our goals and inspiring action at all levels.

In the following pages, you will find out more about NAAEE's work over the past year. We have collaborated with our **Affiliate Network** to strengthen the field by building capacity and exploring a stronger collective impact model for our work. We have updated our strategy and operational imperatives to more effectively frame our work and achieve greater impact. We are emphasizing our unique strengths as a champion, convener, creator, and collaborator to strengthen the field. We are continuing to be a lead partner in **EECapacity**—designed to bring new ideas, innovation, and individuals to the field. And we are strengthening our existing partnerships with corporations, funders, government agencies, universities, and non-governmental organizations and establishing new relationships to achieve more together.

We have also made great advances in our work to link research and practice. Through the **NAAEE Research Symposium**, more than 150 researchers from around the world came together to share their ongoing research. We are also starting a new initiative we're calling "**Anecdotes to Evidence**" to highlight the evidentiary base for the field and connect the research and connect the research to compelling stories about what we know, sharing the results with key audiences.

We hope you enjoy this report, and we look forward to creating new stories with you in the year ahead. Although our environmental and social challenges are great, we know that education is a critical tool in our toolbox to work with our passionate and committed network to find solutions and empower current and future generations to address them.



**Judy Braus**  
Executive Director  
NAAEE



**Jose (Pepe) Marcos-Iga**  
Board President  
NAAEE

# Driving Excellence: Guidelines & Professional Development

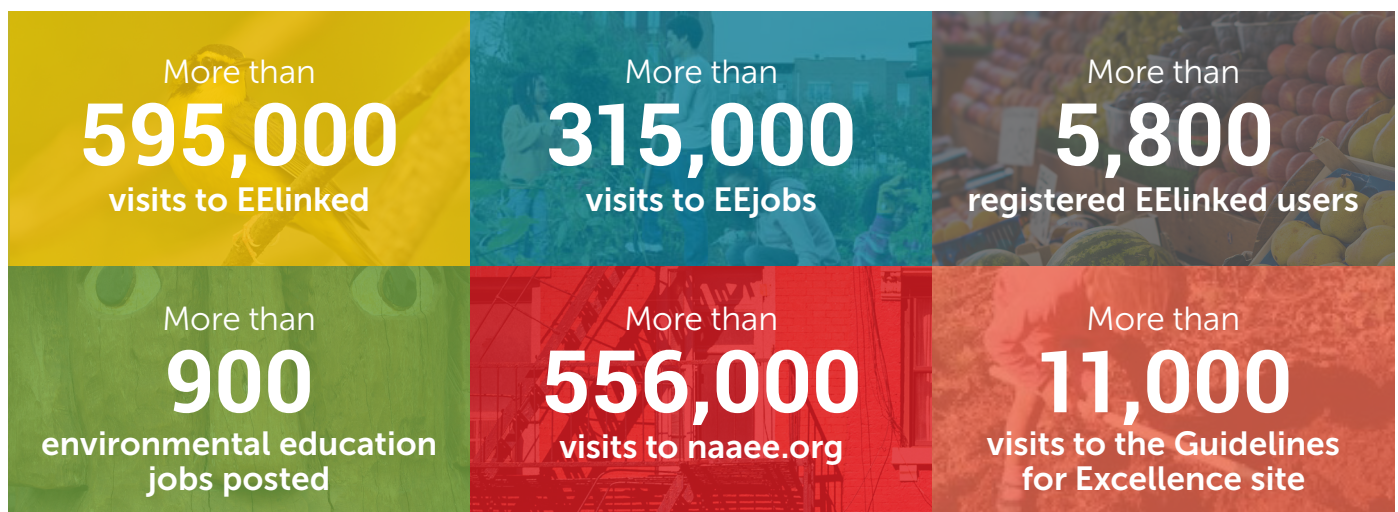
## Publications & Resources



## Spreading Excellence: The Guidelines for Excellence Trainers' Bureau

In 2014, under the leadership of **Dr. Bora Simmons** from the University of Oregon, we conducted more than 26 workshops focused on the Guidelines for Excellence. We also helped train more than 1,000 leaders to become part of the Guidelines Trainers' Bureau and help fill the need for additional training and support for educators across the country.

## 2014 Website Stats

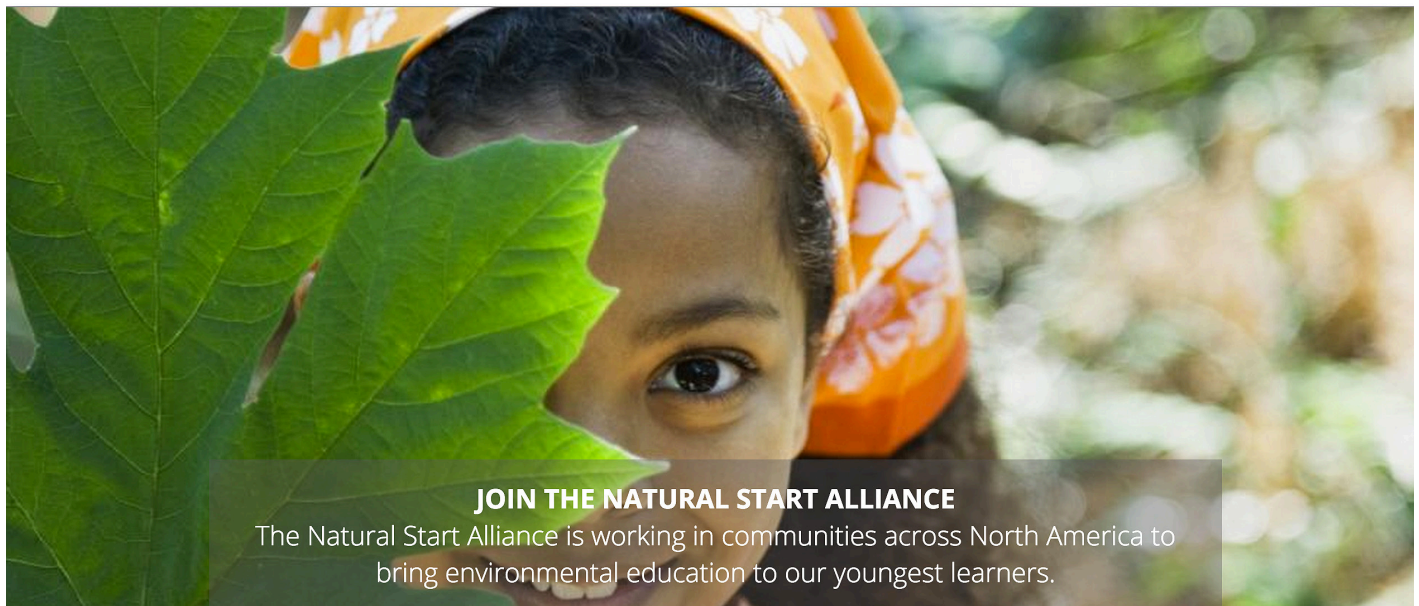


## Creating a New Web Platform

In 2014, NAAEE launched a discovery process to redesign our technology platform. After conducting interviews, surveys, and focus groups, we partnered with Weirdesign and Tamarack Media to start designing and building the site. As part of this redesign, we are creating a professional development and learning site called **eePRO**. eePRO will be a “go to” place for information about EE and for professional development opportunities in North American and beyond. We’re excited that EECapacity has helped to support this new initiative, which will help consolidate our professional learning activities. The website will be built in 2015 and launched in early 2016. Here’s a mock-up of our new home page.



OUR WORK ▾ OUR PARTNERS ▾ EEPRO ▾ GET INVOLVED ▾ ABOUT US ▾



## Be part of something bigger!

We bring together the brightest minds to advance environmental literacy and civic engagement through the power of education.

<p><b>REGISTER</b></p> <p>Attend NAAEE's 44th Annual Conference, October 15-18 Join the largest gathering of environmental educators in North America. Registration will open in June.</p>	<p><b>DONATE</b></p> <p>Support NAAEE By donating to NAAEE, you are supporting a growing network of educators and institutions who are delivering environmental education in every corner of the planet—from school rooms to board rooms to backyards.</p>	<p><b>JOIN</b></p> <p>Become an NAAEE Member Learn about the benefits of becoming a member of this vibrant, international network.</p>
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# Cultivating Collective Action: Conferences & Partnerships

## 43<sup>RD</sup> ANNUAL CONFERENCE

&

## 11<sup>TH</sup> ANNUAL RESEARCH SYMPOSIUM

In October 2014, NAAEE held its **43rd Annual Conference in Ottawa, Ontario**—the first time the NAAEE conference has been in Canada since 1997. Nearly 1,000 environmental education professionals from around the world convened through a series of workshops, presentations, and field trips. The conference was focused on sharing new ideas and resources, networking, research and evaluation, best practices, and how to move the field forward. NAAEE launched a conference mobile app to help attendees navigate the conference via their phones and tablets to reduce paper and save resources.

### Keynote Speakers

In keeping with the conference theme—**Building Momentum for the Next Chapter**—each of the forward-thinking keynote speakers provided inspiration for the future of our field. Speakers included award-winning science correspondent, radio host, and TV journalist **Ira Flatow**; wildlife biologist, essayist, and poet **J. Drew Lanham**; Senior Advisor to the Secretary of the Interior **David Jayo**; and SeaWorld’s Animal Ambassador **Julie Scardina**.

A panel discussion called *Building Technology Literacy for Advancing EE* included National Geographic’s Vice President for Education **Danny Edelson**; video game creator, producer, and consultant **Starr Long**; educator and social media researcher **Bonnie Stewart**; oceans advocate and science communicator **Danni Washington**; and moderator **Jamie Herring**, President of HabitatSeven.

# OTTAWA 2014



### Conference Strands

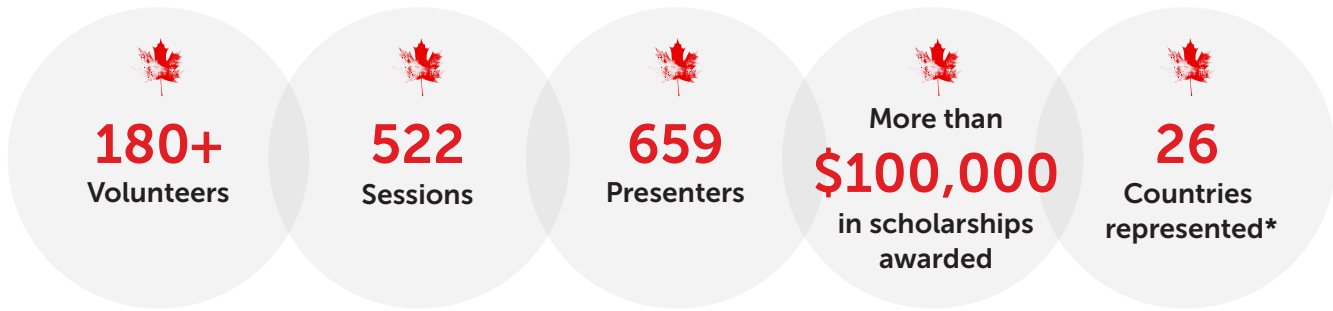
- Connecting People to Nature
- Conservation Education and Innovation
- Creating Sustainable Communities
- Greening K–12 and Higher Education
- Leadership and Professional Development
- Using Technology to Enhance EE

### Research Symposium

NAAEE’s **11th Annual Research Symposium** was held in conjunction with the conference and brought together new and seasoned researchers to explore the current state of environmental education research, foster dialogue about research-community partnerships, and provide opportunities for graduate students to develop the skills needed to become professional researchers. Keynote speaker **Nicholas Ng-A-Fook**, Director of Teacher Education at the University of Ottawa, discussed using a social action framework to integrate ecojustice.



## Conference by the Numbers



\*Australia, Bangladesh, Barbados, Brazil, Cambodia, Cameroon, Canada, Colombia, Costa Rica, India, Indonesia, Japan, Jordan, Republic of Korea, Mexico, New Zealand, Nigeria, Norway, Portugal, South Africa, Taiwan, Thailand, Trinidad, United Kingdom, United States, Viet Nam

### 2014 Award Winners

**Diane Cantrell**, Walter E. Jeske Award

**Sue McGuire**, President's Award

**Rafael Salgado**, Rosa Parks & Grace Lee Boggs Outstanding Service Award

**Michaela Zint**, Outstanding Contributions to Research in EE

**Environmental Educators of North Carolina (EENC)**, Outstanding Affiliate Organization

**Ashley Hoffman**, Outstanding Service to EE as an Individual, Regional Level

**Don Baugh**, Outstanding Service to EE as an Individual, National Level

**Shin-Cheng Yeh**, Outstanding Service to EE as an Individual, Global Level

**Global Level City of Fort Collins Natural Areas**, Outstanding Service to EE as an Organization, Local Level

**Inside Education**, Outstanding Service to EE as an Organization, Regional Level

**Earth Force**, Outstanding Service to EE as an Organization, Global Level

**Jose "Pepe" Marcos-Iga and Nicole Ardoin**, Executive Director's Award

### Blue Sky Funders Forum

In October 2014, NAAEE hosted the **fourth annual Blue Sky Funders Forum** as part of the 43rd Annual NAAEE Conference. This gathering, which featured a panel on corporate funders, included representatives from private foundations, corporations, universities, and nonprofits.

Sponsored initially by the **Pisces Foundation**, the Blue Sky Funders Forum was created to bring additional support to environmental education at the national level. The advisory committee hosted two national meetings of environmental education funders and leaders (in Oakland, CA in 2012 and Baltimore, MD in 2013). With **more than 100 attendees** at each gathering, the idea for an ongoing strategic collaboration was born. Following the Baltimore meeting, attendees expressed overwhelming support for formalizing an environmental education funders affinity group and many expressed an interest in joining what is now the Blue Sky Funders Forum. The Forum was officially launched in May 2014, and the meeting in Ottawa gave attendees a chance to learn more about the progress Blue Sky had made and provide input into the future activities of the Forum.

Blue Sky unites great ideas and great people to support environmental literacy and connect children and nature. It provides learning and networking experiences, a vibrant supportive community, and essential tools that enhance the impact of funding for environmental education. NAAEE is proud to be part of this effort and we are excited about the opportunities that it will bring to the field of environmental education.

Blue Sky FUNDERS FORUM

# Cultivating Collective Action: Conferences & Partnerships

## Affiliate Network

NAAEE and its **Affiliate Network** are a driving force for creating a more environmentally literate citizenry through education. The Affiliate Network is made up of more than 50 organizations dedicated to leading environmental education efforts throughout North America, from building capacity for formal and nonformal educators to delivering high-quality programming. Affiliates are state, territorial, provincial, or regional EE associations that are affiliated with NAAEE and work collaboratively to advance environmental literacy and civic engagement. With more than 17,000 members and supporters, along with a reach of more than 160,000 educators, NAAEE and the Affiliate Network represent the environmental education community from educators working in preschool to higher education and all the learning environments outside the formal school system.

In April 2014, with support from the Pisces Foundation, **Affiliate Steering Committee** members met with NAAEE staff and Project Learning Tree colleagues to work toward a unified message to support environmental education in North America. NAAEE and the Affiliate Network also hosted the first ever **Environmental Education Giving Week**, both to raise funds for and increase awareness of environmental education. The Giving Week raised more than \$8,000 to support the field.

"NAAEE was thankful to be a part of the Environmental Education Giving Week. This coordinated effort helped not only to raise money for the individual affiliates but also to raise awareness about the Affiliate Network as a whole. This network regularly works together as a community to collaboratively plan and share resources with one another. We have an estimated outreach of more than 160,000 people nationwide. This coordinated fundraising effort helped us take the next step toward presenting a united force that is working together toward promoting and supporting high quality environmental education across the continent. We appreciate the opportunity to be a part of this unique collaboration!"

—Ashley Hoffman, Executive Director,  
Kentucky Association for Environmental  
Education (KAAEE)



naaee  
Affiliate

## Natural Start Alliance

The **Natural Start Alliance**—NAAEE’s project to advance early childhood environmental education—continued its growth in 2014.

Natural Start is advancing research in early childhood environmental education, advocating for policies that get young children outdoors playing and learning in nature, providing and promoting opportunities for educators to develop skills in early childhood environmental education, and building a professional network of educators who specialize in both early childhood and environmental education.

The Alliance now includes more than 125 organizations, including 50 nature-based preschools; supports an annual conference to bring nature-based early childhood educators together; and hosts a variety of networking opportunities at the NAAEE annual conference.

[www.naturalstart.org](http://www.naturalstart.org)



**natural start**  
alliance

There is a real need for organizations like Natural Start here in the States. Being a part of Natural Start has positively impacted our identity as a school and we are very thankful to have found it when we did.

—Kit Harrington and Sarah Heller, Directors, Fiddleheads Forest School



Every week, nearly 11 million children under age 5 are in some type of child care setting. Children of working mothers spend 36 hours a week in child care. Natural Start is working to ensure that more of this time is spent in high-quality outdoor environments.



## EECapacity

Since 2011, NAAEE has worked with **Cornell University** and a consortium of national and local partners on an exciting training initiative called EECapacity (Expanding Capacity in Environmental Education). EECapacity is funded by the **U.S. Environmental Protection Agency's** Office of Environmental Education through a cooperative agreement with Cornell University to support professional development, strengthen the field, and share innovative practices from across the country and around the globe.

Through a consortium of partners, EECapacity convenes individuals and groups from multiple sectors to strengthen environmental education efforts in communities. NAAEE's contributions to EECapacity include developing and running the project website and online resource center, co-managing the State Consortia project, conducting professional development activities online and during the annual conference, promoting pre-service education, strengthening efforts to establish and accredit state certification programs, and developing a new set of guidelines for working with communities, as part of the Guidelines for Excellence series for environmental professionals.

As part of EECapacity, NAAEE launched a new program called the **Community Climate Change (CCC) Fellowship**, in partnership with EE Exchange and Cornell. Twenty-six fellows were selected to participate in the pilot program, each bringing unique talents and approaches to addressing climate change in communities across North America. Throughout the year, the fellows shared ideas and strategies for how to use innovative education strategies to help tackle a community problem related to climate change. Through face-to-face training, webinars, calls, Facebook, and funding for climate change projects, the fellowship program has promoted leadership, networking, and innovation, as well as creative strategies for reaching new and under-represented audiences.

The Community Climate Change (CCC) Fellowship was exactly what my organization needed to achieve our mission. The fellowship built my capacity as a director of a nonprofit organization. The tools and trainings I received during the leadership workshop in Shepherdstown, West Virginia were powerful. I have utilized the strategic communications skills gained for the purposes of educating and training others, as well as securing funding for my fellowship project, "Energy Efficiency to Mitigate Climate Change and Ocean Acidification." In addition, the insights, strategies, and materials I received during the fellowship allowed me to properly serve as a member of the California Environmental Literacy Task Force in 2014. I was able to provide advice and share cutting-edge strategies that I learned through the fellowship to help develop a fundraising plan for the California Environmental Literacy Blueprint.

—Rocio Lozano-Knowlton, Executive Director, MERITO Foundation; 2014 CCC Fellow



ee capacity

## Underwriters Laboratories

In 2014, NAAEE continued its ongoing work with **Underwriters Laboratories (UL)**, the renowned safety science company. Building on the successful research we conducted in 2013 through a UL-funded research grant, NAAEE and our evaluation partner, **NewKnowledge**, completed a report on the integration of environmental education into STEM learning for youth: **Engaging Young People in 21st Century Community Challenges: Linking Environmental Education with STEM**.

Building on this report, UL asked NAAEE to design and launch an E-STEM initiative that would identify, promote, and expand on the successful work of existing nonprofits working to use environmental education as a platform for STEM learning. In October, we worked with UL and New Knowledge to launch the UL Innovative Education Award, designed to promote outstanding nonprofit E-STEM programs in the United States and Canada. The program was designed to address the key themes, gaps, and challenges identified through our 2013 research. UL is investing **\$250,000** in this program to support the critical work being conducted by nonprofit organizations that engage youth in STEM through environmental education. NAAEE will announce the winning applicants in 2015.

UL was delighted to continue its partnership with NAAEE in 2014 through the creation of the **UL Innovative Education Award**. In designing this program, we wished to create an award that was a true collaboration between both of our organizations, building upon our individual strengths in STEM and E-STEM. NAAEE led the design effort, consulting with our team throughout the process, and the entire experience made for a great partnership and exchange of ideas. Our aim, rather than to remake the wheel by creating yet another E-STEM program among many, was to create a program that could support and build upon the existing successful innovations in E-STEM by promoting and expanding the very best programs in the field. In the process, we hope to inspire the next generation of engineers, inventors, researchers, and scientists so they will be well equipped to create innovative solutions to some of the largest environmental challenges ahead. The program launch at NAAEE's conference in Ottawa went really well, and we look forward to our continued collaboration with NAAEE and recognizing our first UL Innovative Education Award recipients in 2015!

–Cara Gizzi, Director of Education and Outreach,  
Underwriters Laboratories




The graphic features a teal header with the UL logo and the text "INNOVATIVE EDUCATION AWARD" and "POWERING A SUSTAINABLE TOMORROW". Below this is an orange background with a central blue recycling symbol. Surrounding the symbol are various icons representing STEM and environmental fields: a water bottle, a laptop, a battery, a smartphone, a document, a gear, a recycling symbol, and a radiation symbol. Below the icons, the text reads: "UL is proud to support non-profits inspiring the next generation of scientists, business leaders, researchers, inventors, and engineers, through E-STEM." At the bottom, it says "Learn more at: [naaee.org/ulinnovativeeducation](http://naaee.org/ulinnovativeeducation)".



## California Water Service

NAAEE's ongoing partnership with Cal Water continued in 2014, building on the research conducted in 2012 and 2013, and our previously drafted Blueprint for E-STEM Success, to design and launch two new educational programs beneath the Cal Water umbrella:

1. **The Cal Water H<sub>2</sub>O Challenge:** A project-based, environmentally-focused competition for California classrooms within Cal Water service areas. Working in collaboration with the WestEd: K-12 Alliance, NAAEE designed the Cal Water H<sub>2</sub>O Challenge to align with the Common Core State Standards and Next Generation Science Standards. The competition engages classrooms to create and implement a project focused on tackling a local community water issue.
2. **Cal Water Town:** An interactive water education experience for Pre-K through 5th grade children. Building on Cal Water's conservation legacy, NAAEE worked with the WestEd: K-12 Alliance to develop Cal Water Town, an interactive experience for kids, parents, and educators to learn and teach about the importance of water conservation through games and other activities taking place in a virtual town at [calwater.org](http://calwater.org). The program opened to kids everywhere in October 2014.



This was a pivotal year for our partnership with NAAEE. After working together for two years in an effort to research and improve our student engagement and water conservation impact, we were tying everything that we had learned into the design of two brand new programs that had to be built from the ground up and launched all within the year. NAAEE worked tirelessly to ensure the educational validity of our new programs and to guarantee a smooth launch. They not only achieved these goals, but also were able to help us open the Cal Water H<sub>2</sub>O Challenge to our entire customer base in its inaugural year. Our 2014 launch was a resounding success, and we look forward to continued progress in 2015 as we wrap up year one of our competition and begin year two!

—Ken Jenkins, Director of Drought Management and Conservation, California Water Service



## Kettering Foundation

In 2014, NAAEE launched the **Environmental Issues Forums** program in partnership with the Kettering Foundation, which is designed to engage adults and students in meaningful, productive discussions about complex environmental issues. Our work is part of the Kettering Foundation's National Issues Forums (NIF)—a nonpartisan, nationwide network of locally sponsored public issues forums. NIF is rooted in the simple notion that democracy requires an ongoing deliberative public dialogue. People need to come together to reason and talk—to deliberate about common problems. Their philosophy is to understand together, decide together, and act together.

Over the next two years, NAAEE and Kettering will develop a series of issue guides and supporting materials that facilitate deliberation about a number of environmental issues and their impact on communities. Our first collaborative guide, expected to be published by the end of 2015, will focus on climate change. The second guide will be focused specifically on water issues.

*Kettering  
Foundation*



## World Wildlife Fund

NAAEE has partnered with **World Wildlife Fund (WWF)** to engage educators and students in WWF's work to help wildlife adapt to climate change. NAAEE is leveraging the power of its educator network and expertise in environmental education to advise WWF on the development of high-quality education materials. Watch for more on this exciting new project in 2015.



## International Collaboration

In 2014, NAAEE helped support international learning and collaboration by taking part in a number of initiatives. NAAEE was invited to speak at a regional environmental education gathering in **Abu Dhabi** to support environmental education and sustainability. We also partnered with **U.S. EPA** and **Taiwan EPA** to help support a new initiative to foster international capacity building to strengthen global environmental education efforts. In addition, we conducted a series of workshops to support regional environmental education centers throughout Taiwan. We also continue to support our international partnerships at our annual conference and through webinars and other initiatives.

# Mobilizing Multi-Sector Support: Policy & Communications

## Advocating for EE

**NAAEE Advocacy** helps secure the future of environmental education by working to advocate on behalf of the field, working with state and national governments, and promoting capacity building to help build more engaged leaders. Most of our policy work is focused on building support for U.S. federal appropriations for EE and leading efforts to enact new legislation to advance the good work of our members and the entire field. We also work with our state colleagues to support the development and implementation of environmental literacy plans (ELPs). Over the past six years, more than half of U.S. states and D.C. have completed an ELP, many of which are in the implementation phase.

In 2014, our volunteer advocates joined with colleagues from other organizations to prevent cuts to congressional EE appropriations during a turbulent FY 2015 budgeting process. We are fortunate to have so many champions for environmental education working in all levels of Congress and federal agencies. We are proud of what we accomplished with our colleagues to support the **National Environmental Education Act**, including the EPA grant program and National Environmental Education Foundation funding; the NOAA EE programs; and the University Sustainability Program.

We also continued our support of the **No Child Left Inside (NCLI) Act**. While NCLI did not pass in 2014, it gained support during the year. NAAEE also supported the important Climate Education Act in 2014.

## Anecdotes to Evidence

The field of environmental education has relied more on engaging anecdotes to tell its story rather than demonstrating rigorous evidence of the impact that environmental education has on individuals, institutions, and the environment. Both anecdotes and evidence are critical to advancing the field. Yet without the evidence that environmental education successfully contributes to addressing environmental and social challenges, the field will not be able to realize its full potential and attract the needed support to scale up efforts across the continent.

In 2014, NAAEE and **Stanford University**, in partnership with collaborators from multiple sectors in the environmental education field, collaborated to start designing the **"Anecdotes to Evidence"** initiative. The goal of Anecdotes to Evidence is to demonstrate the impact and value of environmental education to a variety of stakeholders, identify research gaps, and create a stronger communication strategy for the field. Ultimately the initiative is designed to improve environmental education programs and attract more resources and support for the field from a variety of stakeholders.



### Environmental education needs your help advocating for the field:

NAAEE Advocacy depends on the strength of our volunteer network, which helps support our work at the local, state, regional, and national levels. We welcome everyone interested in policy and environmental education to join our network and take part in our Action Networking calls on the first Thursday of every month to discuss the policy issues affecting EE, and to strategize how to strengthen the field. To receive our updates and learn how you can help, send your name, organization (if applicable), and email address to [advocacy@naaee.net](mailto:advocacy@naaee.net).

The Arizona congressional delegation appreciated learning about our efforts to support environmental education and thanked us for bringing it to their attention. Our discussion led to an additional cosponsor for the No Child Left Inside legislation!

—Jeff Spellman, President,  
Be Outdoors Arizona



# Our Team

## Staff

**Judy Braus**, Executive Director  
**Christiane Maertens**, Deputy Director  
**Kierra Bryant**, Administrative Assistant  
**Morgan Cottle**, Communications Consultant  
**Chris Hutton**, Project Manager  
**Max Kennady**, Technology & Program Assistant  
**Lori Mann**, Conference & Program Manager  
**Haley McGlaufflin**, Communications Specialist  
**Christy Merrick**, Director, Natural Start Alliance  
**Mary Ocwieja**, Member Services  
**Betty Olivolo**, Assistant Director, Natural Start Alliance  
**Drew Price**, Operations & Program Manager  
**Ashley Simmons**, Program & Administrative Assistant

**Alex Kudryavtsev**, Fellow  
**Yue Li**, Fellow

**Dale Herr**, Intern  
**Kendrick Lewis**, Intern  
**Briana Perlson**, Intern

## Board

**Jose "Pepe" Marcos-Iga**, Board President  
**Susan McGuire**, Secretary  
**Mary Ford**, Treasurer  
**Steve Altman**  
**Jeanne Braha**  
**Lizabeth Fogel**  
**Michael Marzolla**  
**Brenda Metcalf**  
**Jason Morris**  
**Jillian Rubio**  
**Flisa Stevenson**  
**Aliza Weller**  
**Abby Ybarra**

## Partners & Supporters

**Collaboration is key to achieving our mission. Thanks to all our partners for their continuing support, passion, and confidence.**

Acorn Naturalists  
Albert Pierce Foundation  
California Water Service Company  
Columbia Sportswear  
David and Lucille Packard Foundation  
Disney Parks and Resorts  
District Administration  
EE Capacity  
George B. Storer Foundation  
Globio  
Keep America Beautiful  
The Kettering Foundation  
Klean Kanteen  
Lindblad Expeditions  
National Environmental Education Foundation (NEEF)  
National Geographic Society

National Oceanic and Atmospheric Administration (NOAA)  
National Park Foundation  
National Wildlife Federation  
Nature's Path  
Parks Canada  
Pisces Foundation  
S.D. Jr. Bechtel Foundation  
Taiwan Environmental Protection Administration  
Underwriters Laboratories (UL)  
U.S. Environmental Protection Agency  
U.S. Fish and Wildlife Service  
U.S. Forest Service  
Waste Management  
Wegner CPAs  
World Wildlife Fund



**naaee**

North American Association  
for Environmental Education

# Financials

2014 Financial Summary for year ending December 31, 2014.

## Statement of Activities

### Support and Revenue

Government grants	\$1,298,969
Private grants/contributions	\$775,247
Fee for service	\$423,396
Conference income	\$337,694
Conference sponsorships	\$96,666
Membership dues	\$55,149
Publications and other	\$61,500
<b>Total revenues</b>	<b>\$3,048,621</b>

### Expenses

Program services	\$2,190,846
Management and general	\$304,836
Fundraising	\$46,235
<b>Total expenses</b>	<b>\$2,541,917</b>

**Addition to unrestricted net assets \$114,090**

**Addition to temporarily unrestricted net assets \$392,614**

## Statement of Financial Position

### Assets

Cash	\$808,866
Accounts receivable	\$626,387
Unconditional promises to give	\$185,000
Investments	\$7,713
Prepaid expenses and deposits	\$9,258
Inventory	\$15,459
<b>Total assets</b>	<b>\$1,652,683</b>

### Liabilities

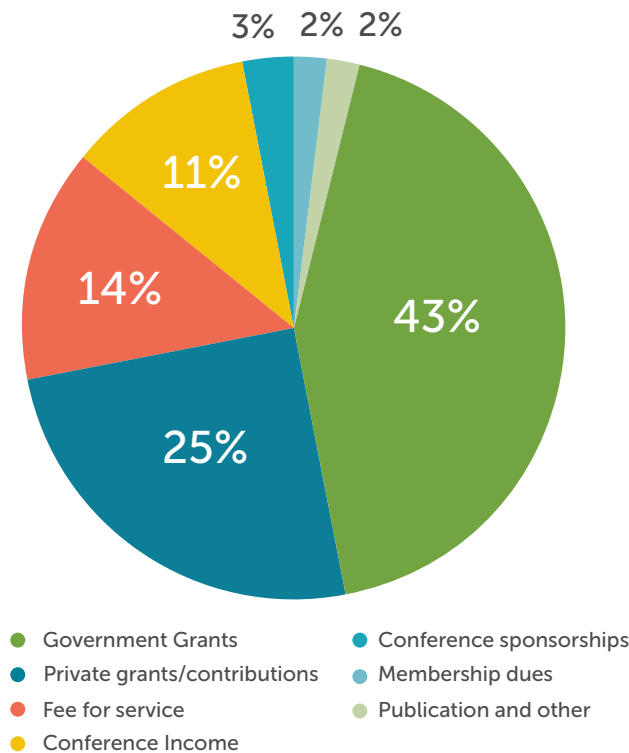
Accounts payable	\$290,392
Deferred revenue	\$232,278
Accrued payroll liabilities	\$40,846

### Net assets

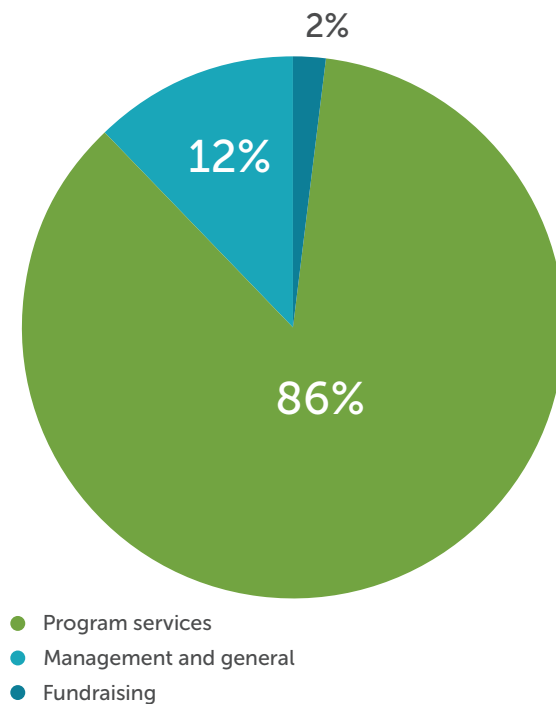
Unrestricted	\$563,641
Temporarily restricted	\$525,526
<b>Total liabilities and net assets</b>	<b>\$1,652,683</b>

\*Audited statements available upon request

## 2014 Support and Revenue



## 2014 Expenses





## Demonstrate Your Commitment

A strong commitment to environmental education is what helps create a more sustainable world for tomorrow, and your support ensures that we can continue to grow the field. When you make a gift to NAAEE, you help support a promise for the future.

### There are many ways to give:

- Become a member
- Become a monthly supporter
- Make a one-time cash gift
- Support our scholarship fund
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