

ANNUAL

REPORT
2002*Dear Dogwood Alliance Members and Supporters,*

Thanks to you we had an incredible year in 2002! I hope you were as proud of the victory on the Staples campaign as the staff and Board of Directors were, because we couldn't have done it without your participation, activism and financial contributions. You have probably read this in many of our materials over the last year, but it doesn't hurt to celebrate it one more time. Here's what Staples agreed to do:

- Achieve an average of 30% post consumer recycled content across all paper products.
- Phase out purchases of paper products from endangered forests, including key forests in the Southern United States.
- Aggressively market and promote recycled products.
- Create an environmental affairs division headed by a senior executive reporting to Staples' CEO.
- Report annually to the public on its progress toward reaching these goals.

Dogwood Alliance is working to convince Office Depot to develop a policy that meets or beats Staples'.

In addition to the success with Staples, 2002 was a year of big

changes at Dogwood Alliance. As with many non-profits, the downturn in the economy forced us to reduce our budget and prioritize among our campaigns. In response, we shifted focus entirely to campaigning to influence and negotiating directly with retailers and suppliers of paper products. Additionally, we made changes at the staff level by eliminating two positions, Missouri Organizer and Administrator, and cutting the salaries of remaining staff by 20-50%. Finally, we made ForestWatch a satellite project, although still associated with Dogwood Alliance, it operates independently. Cielo Sand remains the ForestWatch Director and is now responsible for all aspects of the program, including fundraising. (You can send donations to the Dogwood Alliance office earmarked for ForestWatch.) Through ForestWatch, Cielo continues to do great work by helping citizens monitor forests across the region and keeping watch over Tennessee's Cumberland Plateau, which is a priority area for Dogwood Alliance.

As I think back about 2002, I can't help but remember how electrifying it was to announce the Staples victory. I look forward to sharing more exciting moments with you in the future. Even though we had some significant organizational changes in 2002, our campaigns have never been more effective. Thank you for your support. Together we will protect Southern forests!



FINANCIALS

REVENUE

1	Donations and Memberships	\$42,315	9%
2	Donations from Individuals Made Through Foundations	\$110,000	23%
3	Foundations	\$520,135	67%
4	Other-Sales, interest, events	\$2,965	1%
	Total Income	\$675,415	

EXPENSES

1	Grants	\$4,500	1%
2	Programs	\$334,807	73%
3	Administration and General	\$68,860	15%
4	Fundraising	\$53,525	11%
	Total Expenses	\$461,692	

NET ASSETS AT YEAR END: \$172,063

REVENUE



EXPENSES



MEMBER GROUPS

Alabama: Bay Area Women's Coalition, Wild Alabama * California: Re-think Paper * Florida: Help Our Polluted Environment * Georgia: Friends of Georgia, Georgia Forest Watch, Grassroots Recycling Network, Hooked on the Outdoors, Patagonia of Atlanta, Students for Environmental Awareness (UGA), Zentech Computer Recycling * Hawaii: Friends of Honokaa * Illinois: Regional Association of Concerned Environmentalists * Indiana: Heartwood, Indiana Forest Alliance, Protect Our Woods, Sun Oak Sustainable Living Center * Kentucky: Appalachian Science in the Public Interest, Celebrate Activism Now, Kentucky Heartwood, Kentucky Waterways Alliance, The Forest School * Louisiana: Mississippi River Basin Alliance * Maine: Coastal Water Project * Maryland: American Whitewater Association * Mississippi: Environmental Coalition of Mississippi * Missouri: Missouri Coalition for the Environment, Missouri Heartwood, Three River Confluence, Webster Groves Nature Study Society * Montana: Native Forest Network * North Carolina: Activists in Aprons, Appalachian Voices, Asheville Friends Meeting, Asheville Students Helping the Environment (UNCA), Blue Ridge Environmental Defense League, Communities for

Sustainable Forestry, Earth Haven Forestry Cooperative, Swamp Watch Action Team, Hickory Alliance, Karuah Earth First! -French Broad, Natural Arts and New Life Journal, Protect Our Wildlife, Environment, and Resources, Southern Appalachian Biodiversity Project, Students Actively Volunteering for the Environment (ASU), Western North Carolina Alliance * Pennsylvania: Allegheny Defense Project, Protecting Property Rights of All Citizens of the Township * South Carolina: Columbia Audubon, Hunters for Habitat, South Carolina Forest Watch * Tennessee: Broadened Horizon Riverkeepers Project, Commission On Religion in Appalachia, Dagger Canoe and Kayaks, Karuah Earth First!, Memphis Audubon Society, Save Our Cumberland Mountains, Sequatchie Valley Institute, SouthWings, Tennessee Forest Defense Council, The Center, The Farm * Virginia: Coalition for Jobs and the Environment, Healing Harvest Forest Foundation, Shenandoah Ecosystem Defense Group, Taking Responsibility for Earth and the Environment, The Clinch Coalition, Virginia Forest Watch, Wild Animals, Rivers and Trees of Dickenson County * Washington, DC: American Lands Alliance, Endangered Species Coalition

HIGHLIGHTS

From a long list of accomplishments and activities, here are highlights from 2002. Dogwood Alliance:

Assisted in the formation of the Southern Forest Network, an evolving network of progressive forest industry professionals and conservation groups working in the South.

Convinced Staples CEO to fly-over the Cumberland Plateau in Tennessee and provided a flight guide documenting the locations of destructive logging operations.

Coordinated 125 demonstrations for the fourth and final national day of action during the Staples campaign.

Developed a unified statement and call to action for the Global Forest Leadership Forum signed by Greenpeace International, Natural Resources Defense Council, American Lands Alliance, ForestEthics, Rainforest Action Network, Southern Environmental Law Center and Dogwood Alliance.

Drafted a six-page analysis of the key findings of US Forest Service's Southern Forest Resource Assessment, which was originally initiated after Dogwood Alliance ran a two-year campaign calling for a comprehensive study of the Southern Forests.

Helped to organize the Environmental Paper Summit that brought together 56 environmental groups to ratify a common vision for transforming the paper industry.

Influenced the Clean Water Commission's (CWC) decision that new chip mill permits should include the same provisions as an existing permit for a Willamette chip mill in southern MO.

Organized opposition to a new chip mill sited in Williamston, NC on the Roanoke River and testified at the permit hearing.

Premiered the Public Service Announcement, which REM produced for the Staples Campaign at the Vanity Fair Gen E party in Los Angeles.

Pushed to strengthen chip mill storm water permits and require logger permits in Tennessee.

Secured a front-page story in the Los Angeles Times titled "Mistaking Trees for a Forest?".

VOLUNTEERS & PARTNERS

Thank you to all of our wonderful volunteers, interns and Green Corps organizers!

Coleman Smith
Crystal Leaver
Danielle Albert
David Heeks
Natalie Foster
Margie Klein
Devon Linton
Doug Murray - our practically full-time
Research Director

Heidi Johnson
Isabelle Guzman
Katie Lannon
Klugh Jordan
Mary Diffendal
Neville Handel
Jennifer Seigel
Cathleen Sullivan
Pat Hodgdon
Virginia Wells

Melissa Waage
Lauren Whitley
Antha Williams
Ruthie Yarme

PARTNERS

Ecopledge.com
Environmental Paper Network
ForestEthics
Free The Planet!
Green Corps
Heartwood
Institute for Conservation Leadership
Model Forest Policy Project
National Forest Protection Alliance
Natural Resources Defense Council
NC Conservation Network
Rainforest Action Network
Sierra Student Coalition
Student Environmental Action Coalition
Southern Forest Network
Southwings

DONORS

Thank you to some of our most generous donors.

Allen Hershkowitz
Anonymous (2)
Anthony and Elizabeth Quaranta
Billy and Gail Hagler
Bob Jones
Carla Connally
Chris Slay
Christine and John Fitzgibbon
Dagger Canoes and Kayaks
Doug Daigle
Ecoscapes Adventures
Environmental Support Center
Fran and Bill Marcher
Frances Close
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Norcross Wildlife Foundation
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Foundation
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Paragonia

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Phil Osborne
REM/Athens, LLC
Ruthie and Adam Yarme
Tennessee Scenic Rivers
Association
Todd and Pat Hodgdon
Town Creek Foundation
Tracy Davids
Turner Foundation
Van and Myra Williams
W. Alton Jones Foundation
West Wind Foundation
William H. Scheide
Yakima Products, Inc.
Z. Smith Reynolds Foundation

MINI-GRANTS

Thanks to the generous support of the Astrov Fund, Dogwood Alliance awarded mini-grants for general support to these seven groups in 2002:

Allgheny Defense Project
Protecting the natural heritage of the
Alleghenies
www.allghenydefense.org

Heartwood
Protecting the majesty, mystery and biological
diversity of temperate hardwood forests
www.heartwood.org

Kentucky Heartwood
Protecting Kentucky's native forests and bio-
c communities
www.kyheartwood.com

Rethink Paper
Advocating programs aimed at creating a sus-
tainable paper industry www.rethinkpaper.org

**Southern Appalachian Biodiversity
Project**
Fighting to protect the South's natural her-
itage
www.sabp.com

Swamp Watch Action Team
Restoring the forested wetlands of the
Southeastern United States
www.swampwatch.org

Virginia ForestWatch
Maintaining the natural ecology and biodiver-
sity of woodlands across Virginia [www.vir-
giniaforestwatch.org](http://www.vir-
giniaforestwatch.org)

BOARD OF DIRECTORS

Jon Coifman
Washington, DC

Tracy Davids
Secretary
Asheville, NC

Meighan Davis
Washington, DC

Virginia Dollar
Chair
Asheville, NC

Jon Ellenbogen
Treasurer
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Jason Halbert
Fundraising Co-Chair
Charlottesville, VA

Mar Jacobson
Athens, OH

John Johnson
Chattanooga, TN

Rob Johnson
Atlanta, GA

Carla Lee
Florence, AL

Josh Marks
Fundraising Co-Chair
Atlanta, GA

Aaron Viles
New Orleans, LA

Big thanks to members of the Board of Directors who have completed their terms of service including:

Alison Cochran
Bea Covington—who served as Chair of the Board and graciously guided the organization through difficult changes.

Doug Daigle

Denny Haldeman

Pam Jobe

Tom Krause

Shireen Parsons

Gary Phillips

Pete MacDowell



Since 1996, Denny Haldeman has been a dedicated steering committee/board member known for his passion, his great sense of humor and his strong desire to hold board meetings in the woods. He helped to start Dogwood Alliance after successfully keeping three chip mills off of the Tennessee River with Cielo Sand, and then served on the Board of Directors until 2002. Denny's fervor for protecting Southern forests is an inspiration for the staff, board and volunteers.

DOGWOOD ALLIANCE STAFF

We've had some very special staff members move on to new pursuits. Thank you to each of these former staff members for the incredible contributions they made to Dogwood Alliance. We wish them the best of luck with their new projects!

Katie Auman has been living a model sustainable lifestyle as a forest landowner in Yellville, AR while leading the Ozark ForestWatch project.

Ginger Dollar is running a natural foods co-op in Asheville, NC and chairing Dogwood Alliance's Board of Directors.

Lynne Faltraco is protecting her community from the negative impact of a nearby chip-mill with the Concerned Citizens of Rutherford County (NC).

Trevor FitzGibbon is now a Senior Account Executive at Fenton Communications in Washington, DC and was a critical player in generating media in opposition to the war in Iraq.

Bud Watson is developing legislative solutions to industrial forestry problems with the Model Forest Policy Project in Ashland, VA.

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