



Alliance for Sustainability

Annual Report
September 2020 - August 2021



Welcome from our Board Chair and President



Collie Graddick
Board Chair

Welcome to the Alliance for Sustainability's Annual Report! This has been an impressive year as we've re-envisioned our role in the wake of a world facing daunting challenges from a global pandemic, the murder of George Floyd and widespread inequity, the climate crisis and threats to democracy. We spun off our primary program, Resilient Cities and Communities, as a separate nonprofit and conducted a several months long planning process to determine how we could most effectively contribute to what is desperately needed.

Consequently, we decided to focus on co-creating our **SHE Kindness Campaign (Sustainability, Health, Equity and Kindness)**, which will bring about personal and organizational transformation and public policies addressing key tipping points

for fundamental systems change. As you can see, we have taken major steps in moving this forward. I'm excited about the Alliance's future and the impact we can have. I hope you'll share my enthusiasm and join us in helping to make our vision of SHE Kindness a reality.



Terry Gips
Co-founder and President

This has been a year of remarkable accomplishments for the Alliance, despite beginning with almost no money or paid staff. We began anew as a start-up committed to a big impact. We re-visioned our core mission, program, leadership and team while building on our sustainability DNA and nearly 40 years of extensive expertise, partnerships and sustainability leadership.

Our achievements were made possible by the youthful energy, vision and hard work of our **16 diverse college interns and graduate students** collaborating virtually from across the country. They, along with our dedicated Board, all-volunteer Leadership Team, members, Sustainability Partners and funders successfully co-created our breakthrough SHE Kindness Campaign.

We are boldly committed to educating, engaging and inspiring more than **one million people and groups to take action** on everything from lifestyle and consumption to organizational transformation and fundamental policy changes. In my four decades of Alliance work I have never been so hopeful about the difference we can make. Please join us in co-creating a world of sustainability, health, equity and kindness.



Summary of the Alliance

Our mission is to co-create sustainability on a personal, organizational and planetary level. We have long defined sustainability as: "Ecologically sound, economically viable, socially just and humane, embodying our highest values in terms of how we treat people, animals and the planet."



We welcome you on our journey to co-create a diverse, inclusive and high-impact alliance of more than one million people and organizations working together for personal and organizational transformation, policy shifts and fundamental systems change. We are catalyzing and scaling a healthy, equitable, thriving and kind world of sustainability. We operate from an open-hearted center of deep listening, empathy, compassion and collaboration.

Our work is focused on our **SHE Kindness Campaign** (Sustainability, Health, Equity and Kindness) to achieve large and measurable social, economic and sustainability impact goals. It is built upon our nearly 40 years of pioneering successful sustainability efforts that have brought about significant shifts.

We have five primary areas of work within the SHE Kindness Campaign:

1. **Be a pioneer, thought leader, content generator, convener and champion for sustainability** through publications, social media, speaking, trainings, and public and private policy while addressing those who greenwash and minimize true sustainability;
2. **Inspire, inform, empower and engage all citizens** to align their behavior, consumption and practices with sustainability, health, equity and kindness while encouraging them to participate in impactful action and policy;
3. **Champion the shift to sustainability by all institutions**, from business and government to educational and religious institutions, nonprofits and communities;
4. **Support public and private sustainability policies and campaigns** by partnering with global, national, state and local organizations;
5. **Build a diverse, powerful alliance of more than one million individuals and institutions** that co-creates and collaborates to be a catalyst for transformation generating a tipping point for scaling sustainability, health, equity and kindness.



SHE Kindness Campaign

September 2020 – August 2021

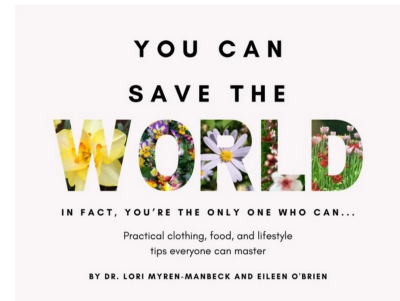
- ✦ **Completed the Spin-off of Resilient Cities and Communities**, the Alliance's primary program for the previous three years, as an independent non-profit so that cities would have greater ownership.
- ✦ **Established a New Alliance Board and Began Creating a Dream Team** – Terry Gips continued to volunteer as President and helped recruit a Board of nine diverse leaders, as well as a Dream Team of global sustainability visionaries and practitioners to co-create strategies for moving sustainability forward.
- ✦ **Re-envisioned the Alliance** with a rigorous, several months long planning process by the Board and a diverse group of stakeholders, resulting in a renewed vision and **Greenprint** or plan for the Alliance.
- ✦ **Formed a Virtual Staff** – We recruited, trained and worked with 16 diverse college and grad school interns from across the country. They lead many of our efforts and have become articulate sustainability spokespersons that will help lead shifts within their schools, communities and future employers and be part of our growing network. One of them, Lydia Sulik, was promoted to be the paid Communications and Administrative Coordinator.
- ✦ **Co-Created the Alliance's Declaration of Co-Creation and Interdependence**, our bold, holistic statement of commitment to transformation and action, as well as a call for others to join us in our commitment.
- ✦ **Designed a Comprehensive SHE Kindness School Program** for presenting to 20 Schools, with 10 of the schools in under-served communities.
- ✦ **Developed a SHE Kindness Business Program for Presenting to 20 Businesses** – We worked with Target to provide a virtual Earth Month presentation for all their employees with several hundred participating. We also presented at the annual American Sustainable Business Council and Social Venture Circle Conference.
- ✦ **Supported 20 Public Policies Addressing SHE Kindness** through our weekly e-Newsletter, social media, website blog posts and sign-ons. We expanded our campaign and policy partnerships with various nonprofits, such as the American Sustainable Business Council and Be Strong Families.



SHE Kindness Campaign

September 2020 – August 2021 (Continued)

- Initiated a Sustainability Partnership with Benefit Business **Inclusivi-tee** to implement two virtual Sustainability Challenge events, promote the e-book *You Can Save the World* and produce the weekly half-hour podcast, *InclusivTALKS Sustainability*.



- Implemented a Comprehensive Communications and Marketing Plan – We launched a revised website, developed daily posts on four social media platforms and inaugurated and sent 20 weekly e-newsletters with original and shared content. We grew our social media presence to reach a total of 770 followers across all platforms and consolidated our databases to grow our email subscriber list 260% to 4,500.

- Conducted Additional Outreach and Education – We participated in various in-person and virtual conferences and expos, including the Natural Products Expo and Emergence Festival. We gave a total of 15 presentations to about 1,000 people, including the United Church of Christ National and MN Conferences, Be Strong Families (3 webinars) and the MN State Fair Eco-Experience Sustainability Stage (6 presentations).



- Expanded Development and Advancement – We created a **Sustainability Partners Program** and launched a **GoFundMe Campaign** with a powerful 3-minute professional video. We expanded our revenue from GiveMN, Giving Tuesday, members, donations and foundations, including start-up support from the Princeton Area Foundation's Ann and Walter Gips Fund and the Leuthold Foundation.

- Hosted an Alliance Town Hall Forum to get feedback from our stakeholders on our vision and direction.

- Modernized our IT platform, including a plan for cybersecurity for the website, social media, and email.

- Served as the Fiscal Sponsor for Several Groups, including Winona LaDuke's Anishinaabe Agricultural Institute.



By the Numbers

1000

People Reached

We reached 1000 people through our 15 SHE Kindness education and action presentations, from the Target Corporation to the MN State Fair.

21.2k

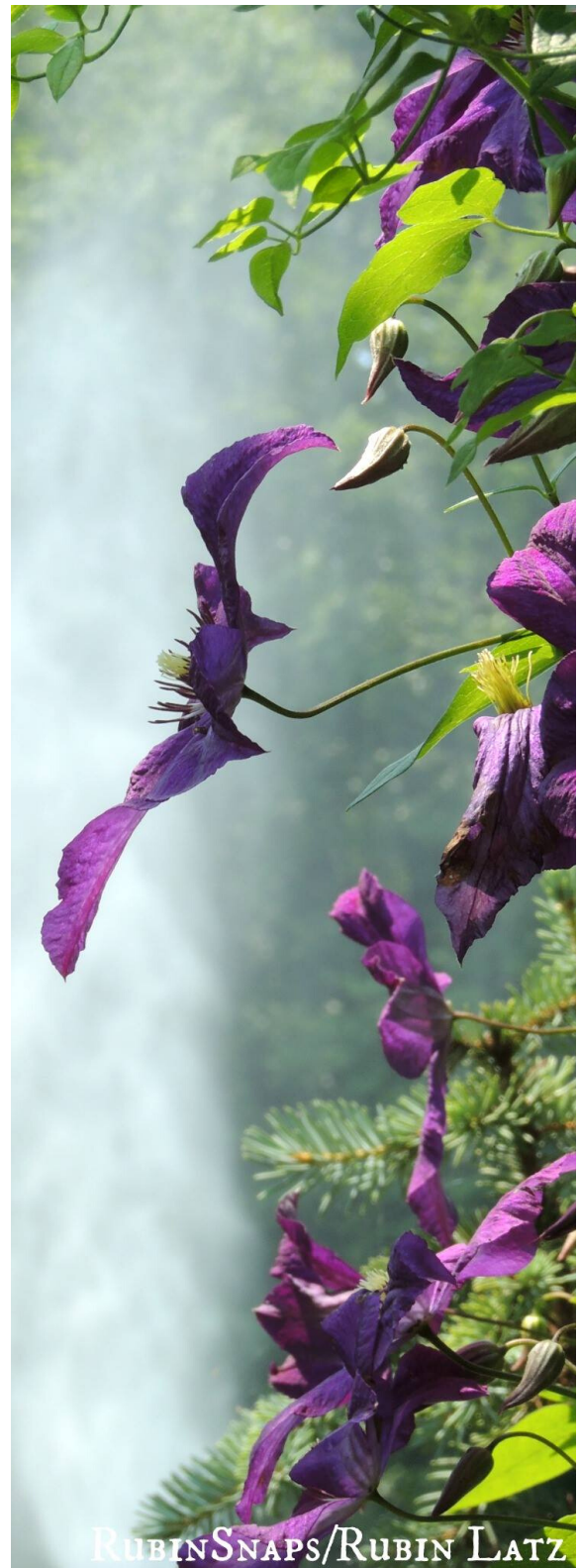
Social Media Impressions

From April through August 2021, our social media posts were seen over 21 thousand times across all platforms.

33.9k

Total Revenue

Thanks to our individual donors, foundations, and our GoFundMe Campaign we raised \$33,900 during our transition year. For full financial information visit our [GuideStar profile](#).



Alliance Team

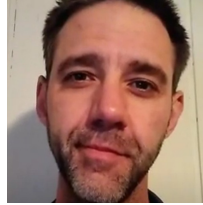
Board, Leadership Team, Staff, and Fellow



Collie Graddick
Board Chair
Hamilton, GA & St. Paul



Cass McLaughlin
Board Vice-Chair
St. Paul, MN



Brady Johnson
Board Treasurer
Duluth, MN



Brian Zakem
Board Secretary
Minneapolis, MN



Terry Gips
Co-founder and President
St. Louis Park, MN



Melanie Izrael
Board Member
San Francisco & Buenos Aires



Toya Lopez
Board Member
Minneapolis, MN



SooJi Min-Maranda
Board Member
Ann Arbor, MI



Lori Myren-Manbeck
Board Member
St. Paul, MN



Myron Lowe
Leadership Team
Apple Valley, MN



Lydia Sulik
Communications and
Administrative Coordinator



Hunter Hermes
Fellow
Minneapolis, MN

Dream Team



Chris Dykstra
Minneapolis, MN



Dr. Yvette Erasmus
Minneapolis, MN



Gretchen Hagle
Excelsior, MN



Dr. Stuart Hill
Penrith, Australia



Steven Hoffman
Boulder, CO



MaryAnne Howland
Nashville, TN



Michael Martin
Minneapolis, MN

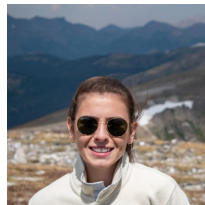


Valerie Red-Horse Mohl
Palo Alto, CA

Interns



Isabelle Bodin
U of MN Twin Cities



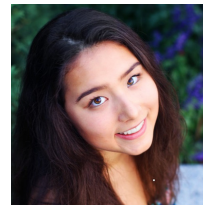
Taryn Bradley
U of MN Twin Cities



Ben Brown
Bowdoin College



Helen Glover
Smith College



Louise Kim
Middlebury College



Abigail Mathew
U of MN Twin Cities



Payton Mulvehill
Connecticut College



Brock Munsterteiger
University of St. Thomas



David Orthengren
U of MN Duluth



Salvador Rodriguez
St. John's University



Shannon Saari
U of MN Twin Cities



Teresa Truong
Northwestern University

Not pictured: **Xin Wen** - American University, **Xander Westgaard** - University of Minnesota Twin Cities

afors.org/about/our-team/



Sustainability Partners

This year we launched our 6-tiered **Sustainability Partner Program**. The Alliance has always felt it's important to make people aware of businesses, organizations, products and services that share our commitment to sustainability, health, equity and kindness. We craft partnerships tailored to each organization's unique needs that can benefit them, the Alliance and the planet. Each financial or in-kind support directly helps fund and support our staff and programming.



www.dolphinblue.com

Since 1994, Dolphin Blue provides environmentally-friendly and sustainable products for business, home, and government offices.

Dolphin Blue is a certified B Corporation firm based in Dallas, TX, founded in 1994 on the belief that we can all be responsible in what we use.

Our products contain, at minimum, 20% post-consumer recycled material whenever possible (material used by you or another concerned individual, recycled through an office or home recycling collection program, used in the manufacturing of a new product, or re-processed to its current state), or, if they have no recycled content, are sustainably manufactured to environmental standards exceeding the standards of competitive products.

We offer sustainable products including planners, calendars, toner and ink cartridges, paper, printing, envelopes, toys, pet products, cleaning products, office supplies and more.



Sustainability Partners



Inclusivi-tee co-creates a sustainable, kind, and equitable future through the sale of earth-friendly books and fashion, the organization of workshops and podcasts, and participation in strategic partnerships.



Social(k) brings Environmental Social and Governance screened funds to retirement plans.



Eco Friendly Printer specializes in environmental printing, featuring 100% Post-Consumer Waste Recycled Paper that is 100% Processed Chlorine Free.

