



Celebrating 40 Years of Sustainability

*Transforming Our Relationship
with the Earth and Each Other*

French Meadow Bakery and Café

May 18, 2023

Welcome to the Alliance's Fortieth Anniversary

Alliance Board Chair Collie Graddick



I am pleased to welcome you to the Fortieth Anniversary Celebration of the Alliance for Sustainability. From its very inception, the Alliance has had its roots in the Earth and embraced a holistic, integrated vision of the possibilities of a world of sustainability, one that is ecologically sound, economically viable, socially just and humane, embodying our highest values in terms of how we treat people, animals and the planet. It has sought to accomplish this through diverse partnerships and alliances with groups in the public, private and nonprofit sectors.

The Alliance has continued to grow and evolve to address the pressing issues of our time with positive, impactful solutions. More than ever, the Alliance's focus on its Campaign for Sustainability, Health, Equity and Kindness (S.H.E. Kindness) is a powerful, practical and innovative response to the challenges our world is facing -- from climate and injustice to threats to democracy. I hope you will actively participate and support our efforts to bring about personal and organizational transformation and implement impactful public policies for fundamental systems change.

Alliance President and Co-Founder Terry Gips



It's hard to believe that a simple question I asked Frances Moore Lappé in 1979 could lead to a transformative year and a half journey around the world to 45 countries to discover whether or not it is possible to feed everyone on the planet without destroying it in the process. Brave organic and indigenous farmers bucking the Green Revolution's hazardous chemicals and seeds showed it was possible. Together, we envisioned a world of sustainability and co-created the Alliance. I want to thank our co-founders Nicky Perlas, Thomas Fricke, Nancy Herzberg and Dr. Stuart Hill.

We evolved one of the world's first definitions of sustainability and that has been core to our DNA. We knew we had to begin with agriculture and our food system. After less than a decade, we succeeded in getting all 179 countries at the 1992 UN Earth Summit to adopt sustainable agriculture as a goal.

Consequently, we expanded our efforts scaling sustainability, ultimately to our present S.H.E. Kindness Campaign. It builds upon our founding DNA field of energy and spirit that is so much more than our various successes and greatest accomplishments, even more than our founding hopes and dreams. We are called to nothing less than true transformation, a word that we wanted to explicitly use 40 years ago but was felt to be too much for people to handle at the time, perhaps still today.

We are birthing a new way of being, a new story to help heal from the world of domination, exploitation, discrimination and destruction we've been given. We are called to evolve our selves and institutions to bring about fundamental systems change and birth a positive, hopeful world of sustainability, health, equity and kindness.

We invite you on this joyous journey for our Next Forty. Let's envision and experience this new world in every word we speak and every step we take. We can transform ourselves and our world. As Maya Angelou would say, we are the heroes and sheroes we've been waiting for.

Program

Welcome - Collie Graddick and Co-MCs, Terry Gips and Mari Harris

Music with Mari Harris

Acknowledgments and Proclamations

Sustainability Awards

Lt. Gov. Peggy Flanagan, Attorney Gen. Keith Ellison, Lynn Gordon, Steve Shapiro and Leo Cashman

First Forty Years of the Alliance, Now and the Next Forty - Terry Gips

Music with Larry Long accompanied by Cameron Wright and Kashif the Revealer

The Past and Future with Frances Moore Lappé followed by Q&A

Closing Song - Mari Harris and Larry Long

Dessert Social & Book Signing

Thank You



Frances Moore Lappé (aka, "Frankie") is the author or co-author of 20 books, many focusing on themes of "living democracy"—suggesting a government accountable to citizens and a way of living aligned with the deep human need for connection, meaning and power. Her recent publications include [Daring Democracy: Igniting Power, Meaning, and Connection for the America We Want](#) (2017), the 50th anniversary edition of 3-million copy selling [Diet for a Small Planet](#) (2021), and latest reports, [Crisis of Trust: How Can Democracies Protect Against Dangerous Lies?](#)(2023) and [Tough Truths for a Better Tomorrow: Exploring America's Standing in the World](#) (2023).

Dubbed "the Movement Mother" by New York magazine and the "Godmother of 'plant-based' living" by The New York Times, her life's work spans breakthroughs in equitable and ecological farming and eating, all the way to rethinking democracy as a thrilling way of life, not simply a government structure. The recipient of 20 honorary degrees, Lappé has been featured in the NY Times, Boston Globe, and other major outlets, and is the co-founder of the Cambridge-based [Small Planet Institute](#) (2001). She received the Alliance's first-ever Sustainability Award.



Larry Long's life work celebrates everyday heroes and sheroes. Known as "a true American Troubadour," he's travelled around the world speaking up for people and causes while inspiring young people through his Elder's Wisdom, Children's Song in schools.

Larry has written and performed thousands of ballads celebrating community and history makers from rural Alabama to Lakota communities in South Dakota. He's given musical voice to struggling Midwest farmers, embattled workers, and veterans. He was the troubadour for peace on Soviet/American peace cruises, sang for Mrs. Rosa Parks at the 45th anniversary of the Montgomery Bus Boycott and organized the Mississippi River Revival, a decade long campaign to clean up the Mississippi river. Some of us call him "the Pete Seeger of the Mississippi."

Larry Long is a recipient of the prestigious In The Spirit of Crazy Horse Award, Bush Artists Fellowship and Pope John XXIII Award. In 2014 Larry was inducted into the National Old Time Music Hall of Fame. He is the recipient of an Alliance Sustainability Award.



Mari Harris is a self-described "Lover of Life" with a commitment to providing entertainment, fun, empowerment, healing, and Love through the Arts. She is a seasoned and accomplished singer, songwriter and pianist, who won a Minnesota Black Musicians and Artists Award for "Jazz Vocalist". She served as the Music Director for the Globe Theatre Company on The Queen Mary and is a voice coach for actors, singers and speakers.

In addition, Mari is an actress, appearing on television, the internet, and the big screen, including the movie "Under the Stadium Lights", with Laurence Fishburne and Milo Gibson. She has performed on various stages across the country and is a company member of The Urban Spectrum Theatre Company. She is the Voice of the Goddess, River Styx, in the podcast "Live From Mount Olympus", commissioned by the Onassis Foundation.

Mari was the Director of Urban Outreach for Global Action Plan of MN (GAP), an organization that trained people to bring their homes and workplaces into environmental balance. In preparation for the 1992 the UN Earth Summit in Rio, US Sen. Paul Wellstone hosted a Town Meeting in the Twin Cities to help make a global difference. Paul and his wife Sheila chose Mari to MC the event and invited Alliance President Terry Gips to keynote. Since that time, Mari has performed at various Alliance events.

Thank You Hosts

Thritha Anand
Amy A. Blumenshine
Terry Gips
Helen Glover
Kathryn Leigh Goetz

Collie Graddick
Laurence Hammel
Laura Hedlund
Brady Johnson
Sam & Sylvia Kaplan

Adina Lebowitz
Michelle Lee
Jim Lenfestey
Cass McLaughlin
Lori Myren-Manbeck

Gillian Ramirez
Kristine Root
Sarah Ross
Brian Zakem

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Rob Gips & Karen Harris
Kathryn Leigh Goetz
Sam & Sylvia Kaplan

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Cass McLaughlin

Sara Szekely
Deborah Szekely

Adelman Fund for Social Justice of The Minneapolis Foundation
Leuthold Family Foundation
Lenfestey Family Foundation
Szekely Family Foundation
Whole Foods Foundation



Sustainability Award Recipients



Peggy Flanagan

Minnesota Lieutenant Governor
Staunch progressive champion
First Native American elected to the MN House
Highest-ranking US elected Native American



Keith Ellison

Minnesota Attorney General
Long-time sustainability and
environmental justice leader
First Muslim elected to Congress



Lynn Gordon

Co-owner and creative culinary force of
award-winning French Meadow Bakery
and Café, the oldest continually operating
organic bakery in the US



Steve Shapiro

Co-owner of innovative, nearly 40-year-
old French Meadow Bakery and Café
Longstanding organic industry advocate



Collie Graddick

Organic farmer in GA
Consultant with the MN Dept of
Agriculture
Long-time co-op leader
Founder, Community Table Co-op
Alliance Board Chair



Leo Cashman

Executive Director,
DAMS (non-toxic dental
alternatives)
Founder and Treasurer, National
Health Freedom Coalition
Alliance accountant for 40 years

A Brief History of the Alliance

Frances Moore Lappé helped birth the Alliance. Through mutual colleagues, Frankie became friends with Terry Gips (eventual Alliance Co-Founder and now President) in 1979 when he was studying at the Yale School of Management. Amidst many discussions, Terry shared that he agreed with her premise in *Diet for a Small Planet* and *Food First -- Beyond the Myth of Scarcity* that we have enough food to feed everyone on the planet but there are political and economic systems that stop people from getting the food they need. Terry shared that agricultural systems were destroying the earth and asked if it was possible to feed everyone without destroying the planet in the process. Frankie replied, "I don't know. Why don't you find out?"

That ultimately led Terry on a year and a half 1980-81 journey to 45 countries around the world to answer the question. He discovered the answer was a resounding YES! Along the way he connected with numerous leaders and that led him, Nicky Perlas, Thomas Fricke, Nancy Herzberg and Dr. Stuart Hill to co-found the International Alliance for Sustainable Agriculture (now the Alliance for Sustainability, www.afors.org) in 1983 in the Newman Center at the University of Minnesota, with support from the Third World Institute that initiated the Infant Formula Action Coalition and the Nestle Boycott.

Before the Alliance was even founded, they spent several days developing one of the first and most widely-used definitions of sustainability: ecologically sound, economically viable, socially just and humane, embodying our highest values in how we treat people, animals, and the planet. Since then, the Alliance has worked tirelessly to make this definition a reality by identifying, strategically prioritizing and addressing key, impactful tipping points that can bring about fundamental systems change.

First Accomplishments

Its first act was to help to pass the toughest organic standards in the US, followed by banning toxic pesticides, enacting landmark groundwater protection legislation and obtaining funding for a Sustainable Agriculture Chair at the U of MN, plus loans and grants for farmers to convert to organic. The Alliance played a key role in encouraging major national environmental groups to shift from advocating safe use of pesticides to supporting organic and sustainable agriculture.

Based on its work with farmers and scientists around the world, the Alliance published, *Planting the Future – A Guide to Sustainable Agriculture in the Third World*. It then helped lead the Pesticide Action Network's successful international Dirty Dozen Campaign banning hazardous pesticides and published *Breaking the Pesticide Habit – Alternatives to Hazardous Pesticides* to create broader awareness among policymakers and the public. This led to conducting protests, media events and Congressional testimony that led to actions banning these pesticides.

The Alliance also played a role in the establishment of National Organic Standards and worked with Winona LaDuke on protecting Native American wild rice and Cesar Chavez and the National Farm Workers Union on the Table Grape Boycott.

The Alliance sought to assure proper treatment of farm animals by teaming with the Humane Society of the US to create the Humane Sustainable Agriculture Project bringing together diverse industry, agriculture, ranching and animal rights leaders to tour facilities and find common ground. Together they published *The Humane Consumer and Producer Guide*, the first-ever guide to those seeking to follow proper stewardship principles.

In the wake of the 1989 Exxon Valdez oil disaster, the Alliance partnered with leading environmental groups, socially responsible investors, religious institutions, organized labor and the pension funds for the City of New York and State of California to create the CERES Principles, the first-ever corporate environmental responsibility agreement. The Alliance was able to sign the first company, Aveda, followed by many major corporations, who then changed their practices.

A key success that had a global impact and changed the path of the Alliance was its role in persuading the UN's Food and Agriculture Organization to shift its pesticide focus towards sustainable agriculture. Working with the FAO and more than 100 NGOs, the Alliance got all 179 nations attending the 1992 UN Earth Summit in Rio to adopt sustainable agriculture as a goal.

Becoming the Alliance for Sustainability

With this and other victories in sustainable agriculture, the Alliance reassessed its focus on agriculture and international work. It decided to go back to its original roots calling for overall sustainability and to address challenges in the US, the source of so many global challenges. Consequently, the International Alliance for Sustainable Agriculture became the Alliance for Sustainability in about 1994.

Since that time, it has sought to address additional key tipping points. To engage the religious community and its congregants as a force for change, the Alliance co-founded *Congregations Caring for Creation* (now *MN Power & Light*) and has worked with the *Coalition on the Environment in Jewish Life* (the national Jewish environmental umbrella organization) and the *National Religious Partnership on the Environment*, with a wide range of presentations, conferences and national policy initiatives.

Alliance History, continued

To reach the broad public and support the work of businesses, nonprofits and government agencies supporting sustainability, the Alliance co-founded and helped lead the Living Green Expo for more than a decade with the State of Minnesota, MN Environmental Partnership and other key partners. This event was attended by 19,000 people and played a major role in supporting businesses to succeed and adopt sustainability. The event successfully transitioned to the Eco-Experience Building at the MN State Fairgrounds where the Alliance does several presentations each year on the Sustainability Stage.

The Alliance has always felt that awareness, inspiration and action on sustainability is essential on all levels. This led it to become a national leader in presenting on sustainability and the Natural Step. It has provided thousands of presentations and workshops for cities, schools, businesses, congregations, non-profits, and government. It has worked with them in developing a sustainability vision, assessment and action plan.

The Alliance has always recognized the significance of building a strong and vibrant community. It played a pivotal role in encouraging community involvement and support for neighborhoods and cities in shifting to sustainability, health and equity. The Alliance held the Annual Sustainable Communities Conferences and various workshops for neighborhood and city and community leaders in 60 Metro Area communities, including the development of numerous 10-year comp plans for the Met Council. It has helped form community-led environmental and sustainability commissions in numerous cities that work with their city council.

Consequently, the Alliance consulted on numerous city climate action plans, created clean water programs with Metro-area watershed districts, promoted congregational community solar projects, led the Minneapolis Litter Be Gone Campaign and supported Community Table Co-op and its immigrant and low-income farmers providing healthy food for corner grocery stores and farmers markets. Meanwhile, the Alliance has supported fellow nonprofits by serving as their tax-exempt fiscal sponsor, including MN350 and the Anishinaabe Agricultural Institute. Through its actions, the Alliance continues to inspire and empower people to take action and make a positive impact on the world.

Ultimately, in 2020 the Alliance Board felt its important work on city and state climate action should be spun off as a new, independent nonprofit, Resilient Cities and Communities, so that cities could have greater ownership. This led to the Alliance spending several months assessing how it could have the greatest impact in addressing key challenges the world is facing.



The Alliance's S.H.E. Kindness Campaign

Given its history and experience blazing a trail towards a sustainable future, the Alliance assessed key tipping points and opportunities to innovate and co-create significant breakthroughs that can bring about fundamental systems change. It sought to build on its strengths as a sustainability thought leader and presenting, organizing and mobilizing diverse audiences, including young people.

It brought all of this together and set its sights higher with the creation of the [S.H.E. Kindness Campaign](#), standing for Sustainability, Health, Equity, and Kindness -- four essential pillars that the Alliance believes are critical to creating a better world for everyone.

Through S.H.E. Kindness, the Alliance is committed to bringing about fundamental systems change by engaging, inspiring, and educating over one million people and aligned groups to take action on everything from their personal lifestyles and consumption habits to participating in campaigns and advocating for policy changes.



S.H.E. Kindness School Program

Sustainability, Health, Equity and Kindness



The **S.H.E. Kindness School Program** is a youth leadership development, education, action and creativity effort informing, inspiring and engaging students, educators, staff, administrators and parents to bring about sustainability, health, equity and kindness in their school, home and community. It seeks to:

- Empower students to overcome hopelessness and “climate anxiety” by engaging and taking action for S.H.E. Kindness, affecting everything from their homes and school operations to school district and city policy
- Field test and share our innovative S.H.E. Kindness presentation, [eBook](#) and website with online interactive challenges, games and resources, as well as our S.H.E. Kindness Creativity Prize encouraging students to fully express themselves through art, poetry, rap, music, TikTok videos, essays and other creations
- Develop a new generation of sustainability leaders by training and paying the Alliance’s dedicated college students from across the country to present and facilitate S.H.E. Kindness in grades 6-12, while also guiding S.H.E. Kindness efforts in their colleges, hometowns and future workplaces

In the first year, the Alliance will present virtually or in-person to about 5,000 students in 20 middle and high schools nationally, 10 of which will be in under-served communities. To increase the impact, we'll prioritize minimally-resourced schools. A before and after survey will be conducted with the students and educators.

The Alliance will offer its empowering and entertaining 40-minute presentation to engage students in choosing one or more Impactful Actions in each area of sustainability, health, equity and kindness. The Program will also provide our S.H.E. Kindness eBook, website and other resources to improve well-being, save money, build connections, and co-create a healthy home, school and community. Students will track their progress on a weekly basis, receiving e-Awards upon completion after a month. They can also enter to win a S.H.E. Kindness Creativity Prize for their artistic expressions.

Our team will compile all the information to measure the impact and share it with the school, educators and students in a celebration. A thorough third-party evaluation regarding engagement and impact will be conducted.

The Alliance will support the creation of a student-run group in each school, **Students for Sustainability**, to undertake projects like reducing energy, water and waste, tree planting, school gardens, improving food service and even shifting school district and city policies.

In addition, the Alliance will help form a **School Sustainability Team**, composed of the administration, educators, staff, students and parents, to address the school's operations and create opportunities for service learning and mentorship with businesses, government and nonprofits.

The S.H.E. Kindness School Program is unique with its broad, inclusive and whole student design, development of diverse college students as leaders and presenters, emphasis on creative expression, and focus on schools that haven't had access to such programming. **It is a high-impact, low-cost model that can be replicated and scaled nationally to achieve the fundamental shifts needed in our country.**



S.H.E. Kindness Policy Program

Sustainability, Health, Equity and Kindness



The S.H.E. Kindness Policy Program collaborates with key national and state partners to:

- Support and successfully pass and implement impactful public policies
- Develop and implement strategic campaigns to shift the policies of public and private entities
- Participate in state and national advocacy days and
- Promote weekly Take Actions on a wide variety of policy issues related to sustainability, health, equity and kindness



S.H.E. Kindness Business Program

Sustainability, Health, Equity and Kindness



The S.H.E. Kindness Business Program works with a wide range of businesses to:

- Share a powerful S.H.E. Kindness presentation
- Offer training and consulting services, including on the powerful Natural Step
- Develop and implement a sustainability vision, assessment and action plan for the business
- Engage employees in taking action at work, home and within their community
- Encourage participation in volunteer programs, mentorships and service learning and
- Support the business in taking action on public policy
- Become Sustainability Partners

The Program was launched with a 2021 Earth Month presentation for several hundred Target employees nationwide.



Alliance for Sustainability

Co-creating sustainability on a personal, organizational and planetary level

Fortieth Anniversary Year Plans

Supporting and Amplifying Sustainability, Health, Equity and Kindness

Alliance Vision: A healthy, just, equitable, thriving, kind and peaceful world that works for everyone, fulfills their fundamental needs and realizes our greatest dreams of sustainability.

S.H.E. Kindness Campaign Mission: To bring about fundamental systems change through personal and organizational transformation and impactful public policies.

S.H.E. Kindness Strategy: Support and amplify the work of aligned individuals and organizations to build an impactful alliance of more than a million people, groups and businesses. We seek to accomplish this through three S.H.E. Kindness Programs that build upon our forty years of experience and leadership:

- 1. School Program** – Creating the next generation of sustainability leaders and helping young people overcome “eco-anxiety” by informing, inspiring and engaging them to Take Action for S.H.E. Kindness in their lives, homes, schools and communities
- 2. Business Program** – Supporting business in shifting the way they do business through Sustainability Partnerships, trainings and consulting, while also calling out greenwashing
- 3. Policy Program** – Engaging the public in Taking Action to enact public policy on all aspects of sustainability, health and equity, including climate, chemicals, environmental justice, democracy, gun violence, and reproductive, LGBTQ+, voting and other fundamental rights

These three programs are powered by diverse college students from across the country and are magnified through our weekly e-Newsletter, social media and website.

Fortieth Anniversary Year Goals:

- 1. Support, amplify and engage at least 40,000 aligned people and groups** in S.H.E. Kindness to encourage healing, personal transformation and action through S.H.E. Kindness Pledge, programs, social media, weekly e-Newsletter, social media, programs
- 2. Launch our S.H.E. Kindness School Program** inspiring the next generation of sustainability leaders and supporting the 70% of students with eco-anxiety through presentations and our e-Book, website, Take Actions, Creativity Prize and Students for Sustainability. It will reach at least 5,000 students in 20 middle and high schools nationwide, 10 of which will be in under-served communities
- 3. Initiate our new S.H.E. Kindness Business Program** to bring about organizational transformation and employee action by reaching at least 40 businesses and engaging them in presentations, trainings and Sustainability Partnerships
- 4. Expand our S.H.E. Kindness Policy Program** to enact impactful public policies and campaigns by building stronger strategic organizational partnerships and promoting our weekly Take Actions
- 5. Raise \$400k** to have the staffing and resources to bring about fundamental systems change

Ten Highlights of the Fortieth Anniversary Events and Actions

- 1. Create a S.H.E. Kindness Pledge** to make our bold Declaration of Co-Creation and Interdependence into a powerful, practical Call to Action that everyone can sign and begin making a difference
- 2. Establish an Alliance Ambassador Program** to engage everyone in the Alliance community to get at least 5 family members, friends and/or colleagues to sign the Pledge and engage on social media while being acknowledged and receiving awards
- 3. Begin an Alliance Allies Program** with monthly in-person and/or virtual group gatherings to support people in connecting and sharing about their pledges and S.H.E. Kindness efforts
- 4. Monthly Webinars with Leaders on All Aspects of Sustainability, Health, Equity and Kindness**
- 5. Weekly Alliance S.H.E. Kindness Minute on AM950 Radio, YouTube and Instagram Reels** featuring highlights from the Alliance's weekly e-Newsletter by AM950 host Laura Hedlund.
- 6. Washington, DC Lobby Days with American Sustainable Business Network**, plus Strategy Meetings with Partners, June 13 – 14, 2023
- 7. Launch of the Alliance's S.H.E. Kindness School and Business Programs**
- 8. MN State Fair Eco-Experience Table and Presentations on the Sustainability Stage** of our S.H.E. Kindness School and Business Programs as well as other presentations
- 9. Minnesota State Legislature Lobby Day** in conjunction with the MN Environmental Partnership and MN Center for Environmental Advocacy
- 10. Next Forty Gala Concluding Our Fortieth Anniversary Year**, possibly Saturday May 18, 2024

What You Can Do

To make these plans a reality, it would mean a lot to have your engagement and support. Here are 5 ways you can make a real difference:

- 1. Change Public Policy by Taking Action Each Week** with just 1 minute to affect policy makers on our selected key public policy issues
- 2. Arrange for S.H.E. Kindness presentations** with schools, businesses, congregations, service clubs and other groups
- 3. Sign our new S.H.E. Kindness Pledge**, which will be based on our bold Declaration of Co-Creation and Interdependence and our 20 S.H.E. Kindness Actions
- 4. Become an Alliance Ambassador** by getting at least 5 family members, friends and colleagues to sign the Pledge and engage on social media – Be acknowledged and win awards
- 5. Support a Solid S.H.E. Kindness Funding Base** by becoming a monthly donor at any level and connecting us to foundations, donors and possible corporate sponsors

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