

Cultivating an environmentally conscious and responsible public



ANNUAL REPORT
2019





TRAIL CREW

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A Message from the Chair & CEO

Dear friends,

As 2019 draws to a close, we appreciate the opportunity to reflect on the progress made in this transitional year.

With the strong foundation we inherited from past leadership, we launched NEEF's three year Strategic Plan to fulfill the purpose outlined in the Congressional Act that established NEEF: to create an environmentally conscious and responsible public.



In 2019, to accelerate progress and sharpen the impact of our work, leadership participated in workshops around NEEF's measurable impact, which ultimately resulted in the revised guiding statements below.

Though not a drastic departure from NEEF's original statements, the revisions offer slight changes that will better encompass our programs and initiatives. We are moving from simply "informing" people to "motivating" them to choose actions to care for the environment.

In addition, several overarching themes surfaced:

NEEF is about people: We view people's actions as critical to improving their lives and the health of the planet. We convey positive messages to motivate action, rather than leading with fear and hopelessness.

NEEF is democratizing the movement: We are committed to diversity, equity, and inclusion. We welcome people of all

backgrounds, geographies, and socioeconomic status, regardless of their motivation. We provide information and experiences that connect people to the environment in ways that are relevant to their daily lives.

NEEF partners with trusted messengers: We deliver information and experiences through people and organizations the public trusts.

As this year—and the decade—draws to a close, we'd like to highlight some of our most recent successes via this report. Each and every day we are more committed to continuing our work of making the environment more accessible, relatable, relevant, and connected to the daily lives of all Americans in 2020 and beyond.

Sincerely,

Megan Reilly Cayten
Chair

Meri-Margaret Deoudes
President and CEO



*NEEF Chair
Megan Reilly Cayten*



*NEEF President and CEO
Meri-Margaret Deoudes*

Our Purpose

To cultivate an environmentally conscious and responsible public

Our Vision

That people's everyday actions are guided by an understanding and concern for the well-being of people and the planet

Our Mission

To make the environment more accessible, relatable, relevant, and connected to the daily lives of all Americans

Leadership

Governing Board

Carlos Alcazar

Chair through May 2019

Managing Partner, Culture ONE World

Megan Reilly Cayten

Vice Chair through May 2019;

Chair from May 2019

Principal, Solas Global

Kevin Butt

Vice Chair from May 2019

Regional Environmental Director,
Toyota Motor North America Inc.

Meri-Margaret Deoudes

Secretary

President and CEO, NEEF

Decker Anstrom

through December 2018

US Ambassador

Director, Discovery Communications
Retired Chairman, The Weather Channel
Companies

George Basile, PhD

through May 2019

Professor and Senior Sustainability Scientist,
Arizona State University

Katharine Emerson

from August 2019

Director of Public Policy and Political Strategy,
National Corngrowers Association of America

Robert García

through April 2019; deceased 2020

Founding Director and Counsel, The City Project

Todd Greenwood

from August 2019

Chief Development Officer, Purdue Research
Foundation's Discovery Park

Jeniffer Harper-Taylor

Head of STEM Education, Siemens Foundation

Katie Hogge

from August 2019

Digital Outreach Specialist, Ocean Conservancy

Wonya Lucas

President and CEO, Public Broadcasting Atlanta

Don Mattingly

from August 2019

Manager, Miami Marlins MLB Team

Shannon Schuyler

Principal-Chief Purpose Officer,
Corporate Responsibility Leader, PwC
President, PwC Charitable Foundation

Ex-Officio Board

Elizabeth "Tate" Bennett

Associate Administrator, Office of Public
Engagement and Environmental Education
US Environmental Protection Agency

Tinelle Bustam, PhD

from February 2019

Acting Director, Conservation Education Program
USDA Forest Service

Louisa Koch

Director of Education, National Oceanic and
Atmospheric Administration

Matthew Lyttle

Branch Chief, Partnership and Engagement
Individual and Community Preparedness Division
FEMA—Department of Homeland Security

Michiko Martin

through February 2019

Acting Director, Recreation, Heritage and
Volunteer Resources
US Forest Service

Sara B. Newman, DrPH, MCP

Captain, United States Public Health Service
Director, Office of Public Health,
National Park Service

Ericka L. Reid, PhD

Director, Office of Science Education and Diversity,
National Institute of Environmental Health Sciences
National Institutes of Health

Nora Savage, PhD

Nano Program Director, Chemical, Bioengineering,
Environmental, and Transport Systems (CBET),
Engineering Directorate
National Science Foundation

Christopher S. Strager

Director, Central Regional Office
National Weather Service/NOAA
Centers for Disease Control and Prevention

William Cibulas, Jr., PhD, MS

Liaison

Deputy Associate Director for Science,
National Center for Environmental Health/Agency
for Toxic Substances and Disease Registry
Centers for Disease Control and Prevention

Maureen Sullivan

Liaison

Deputy Assistant Secretary of Defense
(Environment, Safety, & Occupational Health)
Office of the Assistant Secretary of Defense,
Energy, Installations, and Environment
US Department of Defense

Staff Leadership

Meri-Margaret Deoudes

President and CEO

Patrick Deavy

Vice President, Organizational Development

Sandra Dilley

from July 2019

Vice President, Development

Evelina Erickson

through March 2019

Senior Director of Development

Sara Espinoza

Vice President, Programs

Amy Skalmusky

Vice President, Marketing and Communications

Nancy L. Smith

Vice President, Finance and Administration

Our Work

K–12 Education

This year saw the advancement of the Greening STEM approach, NEEF’s interdisciplinary and collaborative way to teach STEM subjects that uses the natural environment and real-world challenges to engage learners and deliver high-quality environmental education.



Outdoor learning activity conducted in partnership with the National Park Service at Craters of the Moon National Park.

19

Mini-grants awarded to partnerships between schools and public land and waterway sites

In addition to launching the Greening STEM Hub during Environmental Education Week (April 22–26, 2019), NEEF was invited to present the Greening STEM model at the National Science Teachers Association’s STEM Forum & Expo as well as the Bureau of Indian Education’s 50th Annual Convention.

While 2019 marked the conclusion of the EPA-sponsored **Hands on the Land mini-grant program**, it was also the beginning of our partnership with Samsung and the EPA’s ENERGY STAR® on the **Climate Superstars Challenge**, an online environmental education program for middle school students.



Greening STEM activity in Teaneck, New Jersey.

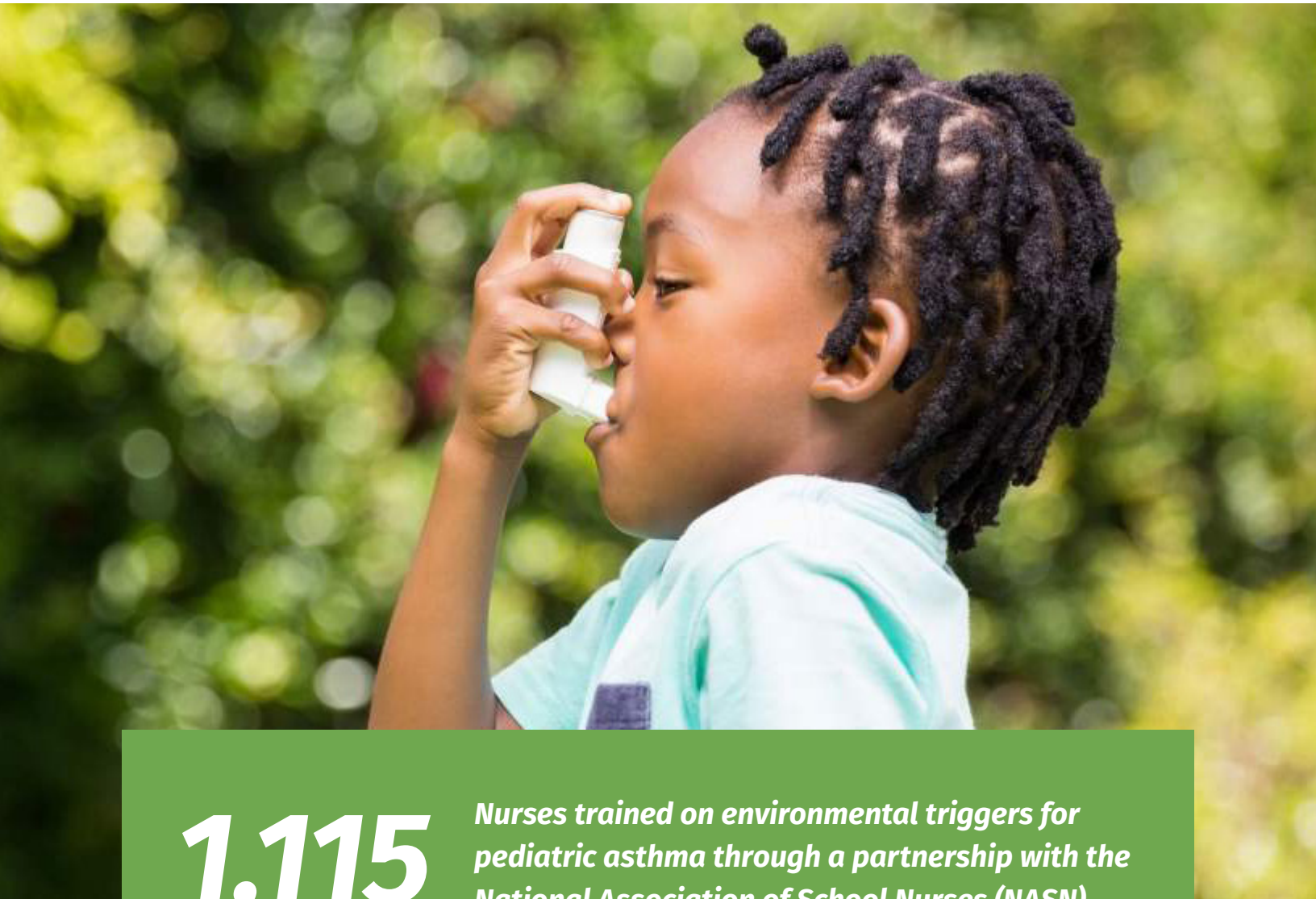


Students from Aspen Ridge Middle School in Ishpeming, Michigan, winners of Environmental Education Challenge

Our Work

Health and Wellness

In 2019, NEEF continued our work of focusing on environmental health concerns and benefits by providing training and resources for healthcare professionals on environmental management to improve patient outcomes.



1,115

Nurses trained on environmental triggers for pediatric asthma through a partnership with the National Association of School Nurses (NASN).

Our partnership with the National Association of School Nurses (NASN) to educate school nurses on environmental triggers for pediatric asthma proved so popular, we are currently adapting the guidelines into a more-accessible e-learning format.

NEEF has also partnered with Cerner Corporation, one of the largest suppliers in the US of health information technology solutions, services, devices, and hardware, to integrate NEEF's [Environmental History Form](#) into its electronic medical record database. This year, Cerner reported that 28 hospitals in the U.S., Canada, and Australia accessed the Environmental History Form, further increasing its impact.

Nature Explore Classroom at Florida Children's Hospital

The first of its kind in the United States, the UF Health Children's Healing Garden at UF Health Shands Children's Hospital in Gainesville, Florida, is a nature-based space designed to promote health by creating nature connections for patients, children, families, and medical staff.

NEEF was part of this groundbreaking project and developed customized educational modules and conducted training for over 60 UF Health physicians, nurse practitioners, physician assistants, mental health practitioners, department chairs, and other medical staff. The garden is set to open in 2020.



The nature explore therapeutic garden is designed especially for engaging children while they are hospitalized.

Our Work

Conservation

“Some dug in with rakes, clippers, shovels, and hoes. Others went in with gloves and trash bags. And still more grabbed binoculars, laced up hiking boots, or strapped on bicycle helmets.”



National Public Lands Day Impact

156,093
volunteers

624,372
volunteer hours

\$15.9
million in value of
volunteer work

2,117
sites across the
country

With the unprecedented success of this year's National Public Lands Day (NPLD), 2019 was a banner year for public land conservation. On September 28, over 156,000 volunteers pitched in at thousands of sites across the country, and national corporate sponsor Toyota Motor North America hosted two dozen additional volunteer events that same day for employees and their families. This year's NPLD saw a 38% increase in volunteers at more than 2,000 public lands sites in 49 states, Puerto Rico and Washington, DC.

NEEF introduced the **NPLD Highlighted Site program**, providing 30 sites with a custom sponsorship package and mini-grant to help with their NPLD events.

During the NPLD signature event at Rock Creek Park in Washington, DC, NEEF and Toyota announced the winners of the **Biodiversity Conservation Grant**. The two-year, \$200,000 grant will support the National Capital Partnership

for Regional Invasive Species Management (PRISM) biodiversity conservation projects. PRISM will utilize this funding to manage invasive species across the National Capital Region, restoring biodiversity and protecting critical habitats in parts of Washington, DC, Maryland, and Virginia. NEEF's Biodiversity Conservation Grant leverages the organization's long-standing relationships with US land management agencies at the federal, state, and local levels to tap into established, large-scale biodiversity conservation projects.

Finally, NEEF also signed agreements to help bring future NPLD events to all city, county, and state parks managed by both Tennessee and Virginia State Parks systems.



Engagement Campaign to Fight Plastic Pollution

NEEF collaborated with the Aquarium Conservation Partnership (ACP) on an engagement campaign to encourage visitors at 22 aquariums across the United States to take action to reduce plastic pollution in the ocean and waterways. The **"First Step" campaign** used text messaging to motivate aquarium visitors to commit to seven actions to reduce their use of single-use plastics throughout the span of a week. Starting November 2018 and ending April 2019, the campaign engaged 165,000 aquarium visitors, with 6,000 taking part in the campaign. A post-challenge survey showed that 70% of participants planned to continue actions on their own, and 77% planned to take additional steps to reduce their use of single-use plastics.

Our Work

Grants

Thanks to support from our partners, NEEF awarded almost \$700,000 in grants for conservation, health, and education efforts across the country.



St. Paul, Minnesota
2019 National
Public Lands Day
event.



San Diego, California river mouth 2019 National Public Lands Day event.



Rock Creek Park, Maryland 2019 National Public Lands Day event.

Programs included partnering with the Department of Defense to **strengthen environmental and cultural resource enhancement activities** at 13 military installation sites, a joint effort with the US Forest Service to fund the Health and the Natural Environment Grants to promote **outdoor learning projects in diverse communities** that teach the mental and physical benefits of nature, and support from Toyota for the Biodiversity Conservation Grant to help **restore biodiversity and protect critical habitats** in the Washington, DC, Maryland, and Virginia region.

This year also saw the completion of projects from **2018's Restoration & Resilience grantees**, which we hope will continue to have a positive impact on local communities and public lands for years to come.

Diversity, Equity & Inclusion (DE&I)

Diversity, Equity & Inclusion (DE&I) is at the core of NEEF's mission and how we approach our work. Making the environment accessible, relatable, relevant, and connected to the daily lives of all Americans will only be possible if we incorporate multiple perspectives from our team and partners to make our work effective. We are dedicated to continuous improvement in our DE&I efforts and 2019 saw close examinations of our internal practices and external projects.



Expanding Demographics

We launched a demographics survey for prospective employees to gauge our recruitment reach and developed intentional recruitment goals through a DE&I lens.

Learning and Connecting

We continued researching best practices, looking for space within our existing efforts to expand upon, and increasing our participation in DE&I learning events centered around communities representing Asian and Pacific Islanders, people with disabilities, and LGBTQ+, among others.

Ensuring Internal Equity

We took a deeper look at our internal practices to ensure equity, resulting in updated job descriptions, titles, and compensation structures as well as the selection of NEEF's first performance management system

Recognizing Organizational Values

We made a conscious effort to bring NEEF's organizational values (impact, integrity, learning, respect, and collaboration) back to the forefront by launching a staff Values Star recognition program and incorporating the values into our performance review process.

Reaching Diverse Groups

We partnered with Title I schools for our Greening STEM program, connected with outdoor influencers from underrepresented communities on Instagram to promote National Public Lands Day (NPLD), and partnered with the National Association of School Nurses (NASN) to train school nurses to identify the environmental triggers of asthma, which disproportionately affect Black and Latinx communities.

Looking Forward

We sharpened our focus on DE&I during our 2020 planning sessions with a strategy for better integration in next year's activities.

Spreading the Word

The 2019 fiscal year culminated with the launch of our new [DE&I landing page on neefusa.org](https://neefusa.org), communicating our commitment to DE&I and helping to focus our efforts for the upcoming year and beyond.



We envision a world in which people's everyday actions are guided by an understanding and concern for the well-being of their fellow humans and the planet. We are committed to achieving this by standing in solidarity with Black and African American communities and doing our part as allies in the fight against racist oppression.

NEEF Team

New Faces



Sandra Dilley, VP, Development

Sandra Dilley is a sales and marketing professional with over 25 years of experience. She has held several executive leadership roles, most recently as VP of Corporate Relations at United Against Poverty (UAP). During her tenure at UAP, Dilley achieved 56% revenue growth and more than doubled product donations. She has also worked as senior marketing manager at the Hospice of the Comforter, part of Florida Hospital (now AdventHealth). Sandra is an Ohio native and a graduate of the University of Dayton.



Michael Pope, Manager, Content Marketing

Michael Pope is an accomplished editor, proofreader, and content marketing specialist with seven years experience the digital marketing industry. Before joining NEEF, Michael spent seven years in the digital marketing industry as an editor, proofreader, and content marketing specialist. He has worked for agencies in the education, healthcare, and engineering fields, including multiple recipients of the Inc. 5000 “Fastest-Growing Companies” award. Born and raised in Kansas City, Kansas, Michael is a University of Kansas alumnus with a BA in English and Creative Writing.



Dabreon Darby, Coordinator, Programs

Dabreon Darby graduated from Bucknell University with a dual degree in Environmental Studies & Sciences and Geology with a minor in Philosophy and was a recipient of the George R. Feint Prize. While there, he served as the Executive Intern in the Office of the President providing direction and strategy for the Executive Internship Program, as well as leading and managing 14 diverse interns for the university’s numerous administrative offices.

Promotions

As part of our commitment to equity in the workplace, we began reviewing our organizational structure in an effort to ensure that roles and responsibilities are commensurate with titles. Through this process, three NEEF team members were promoted.

- **Janay’ Turner** was promoted to Senior Director, Human Resources & Diversity
- **Patrick Deavy** was promoted to Vice President, Organizational Development
- **Sara Espinoza** was promoted to Vice President, Programs

Donor Roll

NEEF extends heartfelt appreciation to our family of supporters.

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The Vidda Foundation

Government

Bureau of Land Management
Centers for Disease Control
and Prevention
Department of Defense
Legacy Resource Management
Program
National Park Service
US Department of Justice
US Environmental Protection
Agency
US Forest Service

Individuals/Other

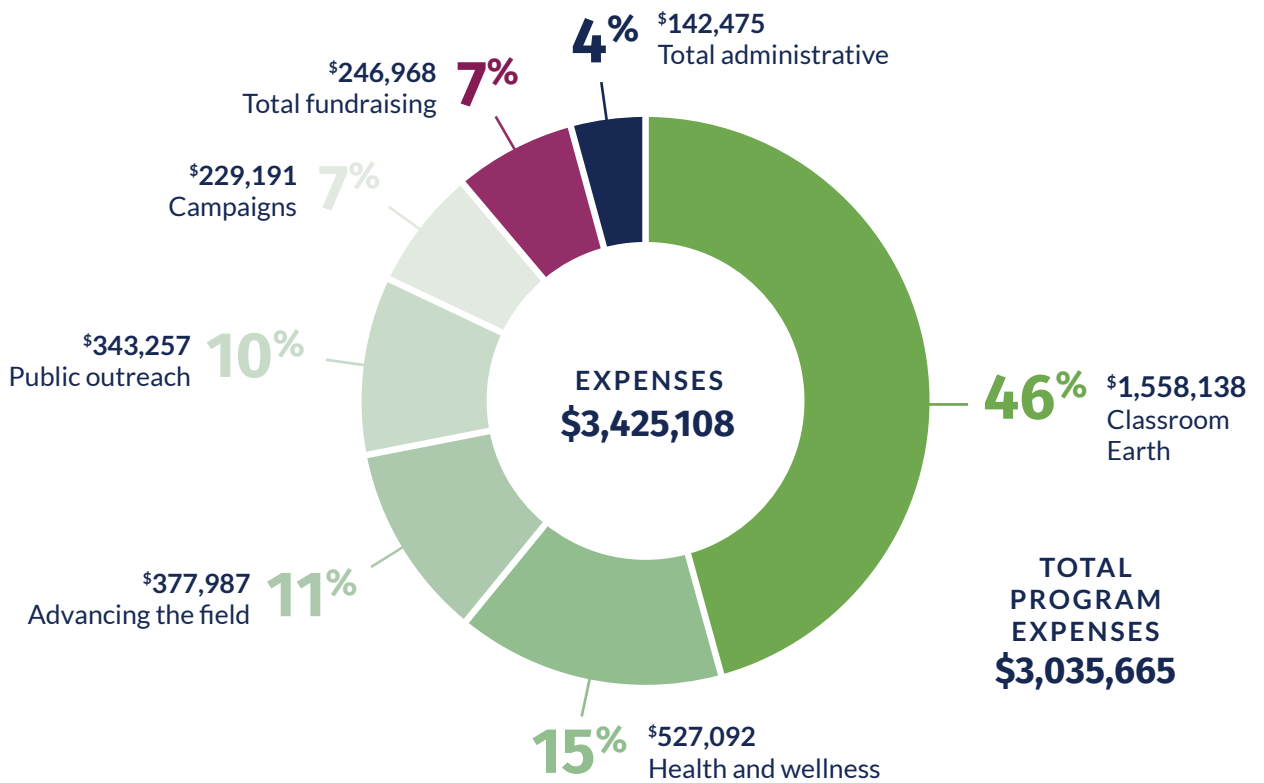
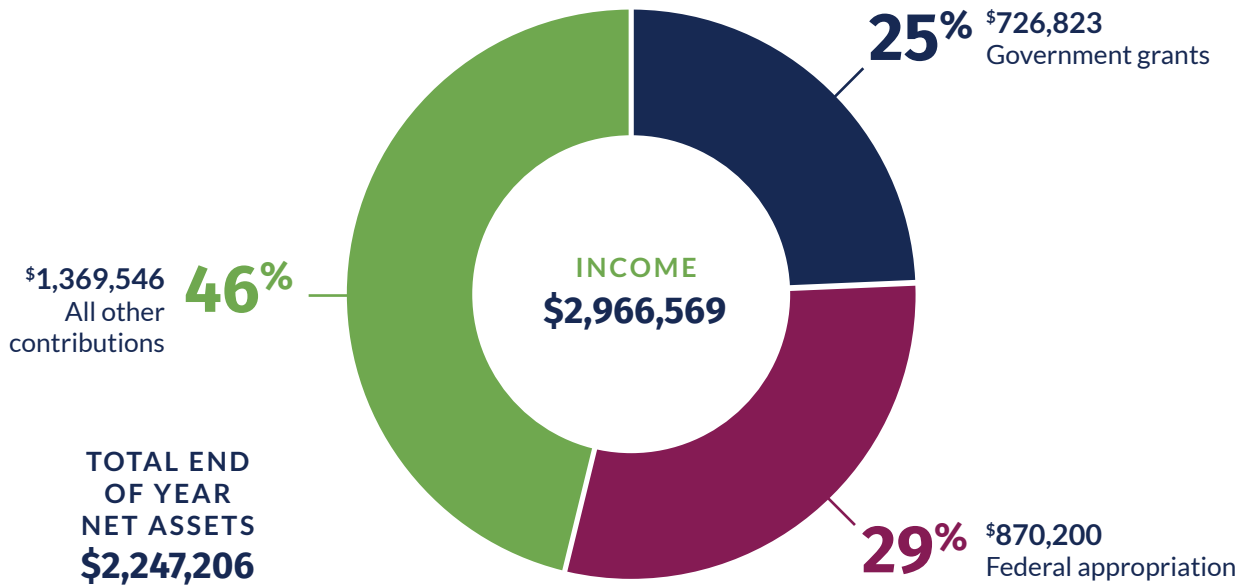
Anonymous (2)
Anonymous in honor of
Samantha Stein
Carlos and Duly Alcazar
Decker Anstrom and
Sherron Hiemstra
Aquarium Conservation
Partnership
Janis Babic
George Basile
Kevin Butt
David Campbell
Gail Cohen in honor of Pat and
Bob; Cindy; Lynn and Howard;
Mia and Reed; Tom and
Amanda; Julie; and, Abby
Caitlin Cooke
Meri-Margaret Deoudes
Barbara Dorn
Katharine Emerson
Evelina Erickson and Van Vogel
Sara Espinoza
Dimitrios Frantzis
Alexandra Funk Olmstead
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Harriet Johnson
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Financials





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