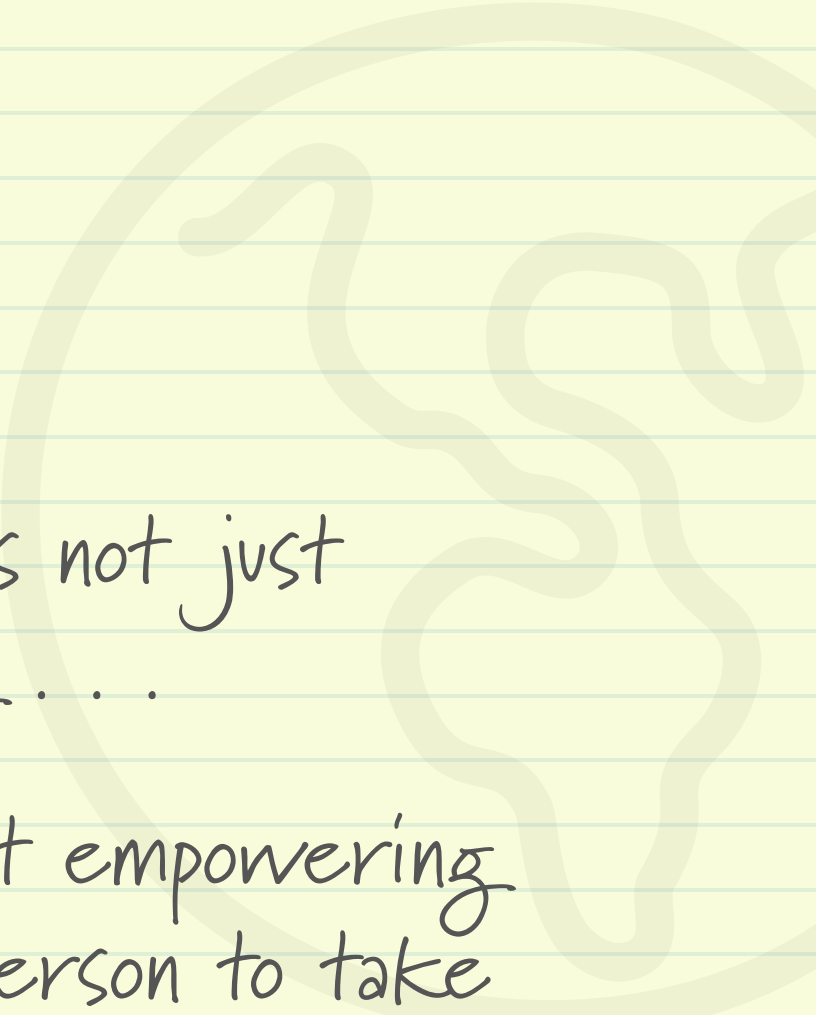


# An Expanding Legacy

**EARTHSHARE  
ANNUAL REPORT  
2024**





“ Our work is not just  
about giving . . .

It's about empowering  
every person to take  
part in the fight for  
a healthier planet. ”



**EARTHSHARE  
ANNUAL REPORT  
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# Contents

**3 FY24 in  
Numbers**

**4 New Programs  
Launched**

**5 Redefining Workplace  
Campaigns**

**6 2024  
Financials**



## A Letter to Our Supporters

Dear Friends,

As we navigate the complexities of today's world, the urgency of addressing climate change and biodiversity loss has never been clearer. But with this urgency comes a profound opportunity—an opportunity to redefine our relationship with the planet and to shape a future where environmental stewardship is at the heart of our progress. This moment calls for courage, innovation, and a collective commitment to turning challenges into catalysts for positive change. Together with your support, we choose hope and action.

Today, we stand as a bridge between Nonprofit Partners and supporters, equipping more people with the knowledge and tools to make informed choices about their environmental impact. Our work is not just about giving—it's about empowering every person to take part in the fight for a healthier planet. 2024 was EarthShare's year to embrace our legacy of leadership and knowledge in the environmental sector, creating new opportunities for people in and outside of the environmental space to learn about and get involved in conservation and sustainability initiatives, and to amplify this critical work where it's happening.

Our 30x30 and fiscal sponsorship programming launched in 2024, highlighting new and innovative ways EarthShare continues to expand our legacy. Likewise, innovations and expanded programming in our philanthropic advisory services and workplace giving campaigns introduced new ways EarthShare is bringing value to all our Partners and stakeholders.

Our journey is far from over. Together with our supporters, we are forging a path toward a world where every action counts, and every individual has the power to make a difference.

Thank you for your continued support and partnership as we move forward, stronger and more determined than ever.

With deep gratitude,  
Angela & Brad





# EarthShare in Numbers

EarthShare's impact throughout  
fiscal year 2024

**\$4.1 mil**  
Funds Raised

**536**  
Nonprofit Partners

**178K**  
People Connected

**\$400+ mil**  
All-Time Impact

**171**  
Stories Told

**30** Brand New  
Partnerships

In 2024, we welcomed 30 new Nonprofit Partners in the EarthShare network.

- ACT Institute, Inc.
- Amphibian and Reptile Conservancy, Inc.
- Bikes for Kids Wisconsin
- Butte County Local Food Network
- Carbon180
- Cheetah Conservation Fund
- Drylands Agroecology Research Foundation
- EarthCorps
- Eco.Logic
- Ecology Project International
- Ecotrust
- Elakha Alliance
- Great Plains Foundation
- Groundswell Inc.
- Hitchcock Center for the Environment
- Hoyt Arboretum Friends
- Inga Foundation USA
- LightHawk
- Little Miami Watershed Network
- Marine Mammals of Maine
- Ocean Rescue Alliance International
- Oceanic Global Foundation
- Pacific Northwest Trail Association
- PennEnvironment
- PlasticFreeRestaurants.org
- Prairie Enthusiasts
- Rodale Institute
- St. Mary's River Watershed Association
- Vermont Energy Education Program
- The Wildlife Society

See our full EarthShare Nonprofit Partner Listings >>>



# New Programs Launched

Fresh approaches.  
Same care values.



## Fiscal Sponsorship

Sharing EarthShare's 30 years of experience with a new generation of changemakers

EarthShare fiscal sponsorship is finally here! For more than 35 years, EarthShare has been helping environmental nonprofits increase their revenue and impact through workplace giving, corporate campaigns, content development, technical assistance, and more! As of Summer 2024, we officially expanded our offerings by now providing fiscal sponsorship services to new and upcoming environmental organizations.

Applicants are vetted by the EarthShare team to make sure their work aligns with our values, including the incorporation of Justice, Equity, Diversity, and Inclusion in program planning, and environmental goals. For people looking for a fiscal sponsor that's issue-aligned, justice and equity-focused, and has a long legacy of nonprofit financial support, EarthShare is the obvious choice!



## The 30x30 Project

An in-depth exploration of how we can protect 30% of Earth's land and water

EarthShare has a long legacy of leadership and education in the environmental space, working with individuals, nonprofits, and businesses alike. Thanks to a generous grant from Mosaic Momentum, our legacy took a step forward with the launch of the 30x30 Project, an educational microsite all about the United Nation's 30x30 target (protecting 30% of all lands and waters by 2030) and the solutions that exist to achieve it.

With an initial focus on six interconnected solutions, EarthShare worked hand-in-hand with six Nonprofit Partners and issue area experts to highlight the work they are doing and the impact of sustainable agriculture, pollinator protection, coral reef restoration, forest regeneration, resilient community development, and sustainable fishing.

The next round of solutions is already underway with even more ways to get involved! We can't wait for you to see it, but first we need to give a big thank you to National Young Farmers Coalition, The Bee Girl Organization, Coral Restoration Foundation, Alliance of the Chesapeake Bay, Lloyd EcoDistrict, and Wild Salmon Center for their partnership and support on this project.



### What is Fiscal Sponsorship and How Does It Work?

Fiscal sponsorship offers an organization or project legal and tax-exempt status without the labor-intensive and costly steps of creating and maintaining 501(c)(3) status. A fiscal sponsor (in this case, EarthShare) can provide various services such as financial management, human resources, and legal support.



# Redefining Workplace Campaigns

EarthShare has a long-held legacy in the workplace giving space, representing hundreds of environmental organizations in campaigns across the country since the 1980s. More than 35 years later, we're continuing to innovate and build positive momentum on behalf of our planet, emphasizing the need for environmental representation among workplace giving programs and educating nonprofits, businesses, and donors about ways they can give and take action.

Together with our Partners, we've managed to achieve exciting results, and we're not finished! Check out some of our highlights from this past year.

## Mohegan Sun

In 2024, Mohegan Sun approached EarthShare to collaborate on Earth Month programming that could be used to engage and educate staff throughout April. In tandem with their leadership team, EarthShare developed materials and presentations to bring the excitement of the 30x30 Project, and the 30x30 target in general, directly to their employees.

In the week leading up to Earth Day, an EarthShare team member visited Mohegan Sun to provide demonstrations of the 30x30 Project and launch the first official EarthShare x Mohegan Sun Indigenous Fund to raise money for Indigenous environmental orgs throughout the Northeast and across America. Employees raised significant awareness and resources for the fund, with a goal to achieve even more next year! EarthShare concluded the week by naming Mohegan Sun as our Partner of the Year for their continued dedication to both philanthropy and the environment.



## Union of Concerned Scientists



Did you know nonprofits can also have their own workplace giving campaigns? The Union of Concerned Scientists workplace giving campaign, run by EarthShare, is an incredibly successful example of what happens when companies—and nonprofits!—offer employees the opportunity to engage philanthropically.

In one year, Union of Concerned Scientists staff raised more than \$25,000 for charity.



# EarthShare Financials

We remain committed to financial transparency and accountability.



## STATEMENT OF FINANCIAL POSITION

ASSETS	FY24	FY23
Cash and cash equivalents	\$3,521,52	\$438,241
Restricted cash	504,076	360,809
Accounts receivable	161,494	162,038
Donor-advised funding receivable	-	3,000,000
Affiliation fees receivable	96,250	96,250
Pledges receivable*	3,012,254	2,978,577
Partnership fees receivable	2,551,218	2,420,536
Prepaid expenses	29,630	50,488
Property and equipment	5,988	6,727
Other assets	32,988	32,988
<b>TOTAL ASSETS</b>	<b>\$9,547,654</b>	<b>\$7,319,932</b>

\* Net of shrinkage of \$3,653,135 and \$2,938,573, respectively

LIABILITIES	FY24	FY23
Accounts payable and accrued expenses	\$116,512	\$279,336
Campaign funds payable to Nonprofit Partners	4,788,247	4,397,221
Deferred revenue	-	422
Line of Credit Payable	320,000	320,000
<b>TOTAL LIABILITIES</b>	<b>\$5,224,759</b>	<b>\$4,996,979</b>

NET ASSETS	FY24	FY23
Net assets without donor restrictions (board designated)	\$50,000	\$50,000
Net assets without donor restrictions	4,640,661	4,500,675
<b>TOTAL NET ASSETS</b>	<b>\$4,690,661</b>	<b>\$4,550,675</b>

LIABILITIES & NET ASSETS	FY24	FY23
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$9,915,420</b>	<b>\$9,547,654</b>

## STATEMENT OF ACTIVITIES

WORKPLACE CAMPAIGNS	FY24	FY23
Workplace campaigns, net of est. shrinkage	\$3,320,497	\$3,817,144
Less amounts to Nonprofit Partners	(2,741,370)	(3,160,645)
<b>TOTAL TO EARTHSHARE &amp; SUBSIDIARIES</b>	<b>\$79,127</b>	<b>\$656,499</b>

PUBLIC SUPPORT & REVENUE	FY24	FY23
Donor-advised funding	\$20,312	\$3,136,732
Partnership fees	1,764,462	1,708,614
General contributions	598,334	454,303
Corporate programs	-	250,000
Managed campaign services	190,040	192,356
Other revenue	49,498	46,623
<b>TOTAL PUBLIC SUPPORT &amp; REVENUE</b>	<b>\$3,201,773</b>	<b>\$6,445,127</b>

PUBLIC SUPPORT & REVENUE	FY24	FY23
<b>Program services</b>		
- Campaigns and Nonprofits	\$1,529,936	\$1,541,490
- Corporate partnerships and engagement	346,060	656,936
- Donor-advised funding services	386,307	541,803
- Digital and communications	325,480	423,336
- Affiliate support	55,433	40,289
<b>TOTAL PROGRAM SERVICES</b>	<b>2,643,216</b>	<b>3,203,854</b>
<b>Supporting services</b>		
- Management and general	361,120	472,576
- Fundraising	57,451	58,793
<b>TOTAL SUPPORTING SERVICES</b>	<b>418,571</b>	<b>531,369</b>
<b>TOTAL EXPENSES</b>	<b>\$3,061,787</b>	<b>\$3,735,223</b>

WORKPLACE CAMPAIGNS	FY24	FY23
Change in net assets without donor restrictions	\$139,986	\$2,709,904
Net assets without donor restrictions, beginning of year	4,550,675	2,343,151
Acquisition of EarthShare California	-	(502,380)
<b>NET ASSETS WITHOUT DONOR RESTRICTIONS, END OF YEAR</b>	<b>\$4,690,661</b>	<b>\$4,550,675</b>

*EarthShare is a global  
community taking action  
to protect our planet.*

*Join us today.*



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