

THE PARTNERSHIP PROJECT 2006 ANNUAL REPORT

The Partnership Project (Partnership) helps the environmental community work more collaboratively to defend environmental safeguards from efforts to weaken them. The Partnership helps the community focus on the same objective, with the same strategy, at the same time, using shared resources to advance their common cause. Specifically, The Partnership uses essential tools to educate the public, press, and decision makers about the threats to human health and the environment. These tools include field organizers, earned and paid media, opinion research, and activist mobilization. The Partnership's website, www.SaveOurEnvironment.org, and the e-activists list of 430,000 names is used by the entire environmental community to educate the public about threats to the environment. The Partnership has now assumed the integral role of coordinating grassroots mobilization activities on essentially all of the environmental community's major national campaigns.

Specifically in 2006, The Partnership Project helped the environmental community beat back several devastating initiatives. The Arctic Refuge remains intact, protected from oil and gas drilling, and so far proposals to open our coastlines to more off-shore drilling have stalled. The conservation community halted a drive to undermine endangered species protection and the push to gut state food labeling standards and toxics laws was also derailed. In addition, The Partnership played a significant role in seven ballot measures in four states (Arizona, California, Idaho and Washington) related to "takings" schemes, renewable energy, and land and water conservation proposals. Three of the four taking initiatives were defeated and one renewable energy Initiative and one land and water initiative passed.

Finally, the Partnership worked with a coalition of CA organizations to pass AB 32, a bill that adopts significant and enforceable statewide reductions of global warming pollution.

IN 2006, THE PARTNERSHIP:

- Sent over 50 alerts to its SaveOurEnvironment.org e-activist list of 430,000 which generated 693,556 emails and faxes to decision makers and corporate targets, and encouraged activists to vote the right way on state ballot initiatives.
- Coordinated phone programs for the community that generated 20,847 phone calls and faxes from members of environmental groups to their public officials. 226,583 robo calls were also generated on state ballot initiatives.
- Organizers in thirteen states were responsible for the generation of earned media, recruitment of non-environmental coalition partners, and identification and activation of "grass tops" (prominent public officials and other influential people) advocates.
- The organizers produced the following earned media and other Activities:
 - ❖ over 680 letters to the editor were submitted to

- ❖ newspapers in major media markets, and at least 160 were published;
- ❖ nearly 930 television, radio, and print news stories were generated;
- ❖ 515 non-environmental organizations and individuals were involved in the issue campaigns;
- ❖ more than 850,000 people received 167 localized action alerts;
- ❖ nearly 800 volunteers were enlisted in five media markets and 8,000 new activists were cultivated;
- ❖ "Radio tours" featured national and state experts in national and important media markets led to over 70 interviews with two million listeners;
- ❖ The Partnership recruited over 50,000 new e-activists to the SaveOurEnvironment.org list.

2006 PARTNERSHIP ACCOMPLISHMENTS:

- Educated the public and media about public health and environmental threats posed by proposals to weaken clean air and mercury safeguards.
- Educated the public and media about the economic and environmental benefits of clean energy, and the harms from adding loopholes to environmental protections to foster energy production.
- Educated the public and media about the harms of drilling for oil in the Arctic National Wildlife Refuge.
- Educated the public and media about the threat to endangered species due to the destruction of their habitat.
- Expanded the presence of grass tops/earned media organizers in states.
- Broadened and deepened the base of e-activists, particularly in places with relatively less environmental support or fewer activists.
- Built on partnerships with influential allies including religious, labor and minority organizations.

2006 PARTNERSHIP PROJECT FINANCIAL SUMMARY

Total Income	\$1,655,877
Total Program Expenses	\$2,211,525
Total Fundraising Expenses	\$3,479
Total Administrative Expenses	\$35,618
Ending Net Assets	\$926,147

THE PARTNERSHIP PROJECT BOARD OF DIRECTORS

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