2018–19 ANNUAL REPORT
FOSTERING VIBRANT LANDS AND COMMUNITIES
Dear Friend,

The daily barrage of bad news confirms that climate change has become a climate crisis.

One million species threatened with extinction, an impending insect apocalypse, communities made vulnerable by flooding, fire, and other natural disasters... The list goes on.

But as the stories and numbers in this annual report attest, we can do something about it right here, right now. This year we brought thousands of people together—school children, college students, corporate groups, families, government agencies, and concerned community members—to confront the climate crisis and create a more resilient local environment.

At Grassroots Ecology, we are leveraging science, strategic partnerships, and volunteer power to:

- Rebuild biodiversity from the ground up, starting with native plants that feed wildlife and support robust ecosystems
- Expand green infrastructure—rain barrels, cisterns, berms, swales—to clean our water and alleviate localized flooding
- Create urban habitat, from planting oaks to installing rain gardens, to make our cities more welcoming to people and to wildlife
- Educate youth about their interdependence with the environment and all living things, and how they can collectively create a better future
- Arm people with information and experience so they can help lead the grassroots movement to heal our region and our planet

To get where we need to go, we need each and every one of you. Thank you for your participation.

Sincerely,

David Smernoff
Board President

Alex Von Feldt
Executive Director
HEALTHY, ENGAGED COMMUNITIES
12,500 participants
9 partnering cities
75 collaborative partnerships
540 volunteer opportunities
270 educational events

HEALTHY, RESILIENT ECOSYSTEMS
2,400 acres stewarded
7 creeks monitored
6 miles of creeks cleared of trash
20,000 plants grown
450,000 gallons of water captured
GROWING A COMMUNITY OF

Last year our programs enabled people of all ages to step up as stewards and champions of our local lands.

“Stulsaft Stewards has been an opportunity for me to spend more time outside and to give back to my community.”
—Tommy, Grade 12

260 youth acted as caretakers of 4 preserves through our Youth Stewards Programs

“For me, Grove Guardians is a safe space to connect with others and the world around me... and a way to make a difference.”
—Emma, Grade 11
“Volunteering at the nursery gives me a hands-on opportunity to help in rebuilding nature. It’s a special place, and I continue to learn something new every time I go there.” —Peter Neal, Nursery Supporter since 2002

“Thank you for the wonderful journey: welcoming us warmly, setting the stage for us to bond, and making it fun and interactive. Together through shared discovery and informed stewardship, we make a difference!” —Katharina Stromeyer, 2019 California Naturalist Graduate

“My internship with Grassroots Ecology was one of the best experiences I have had to this day. It’s made me so much more excited to get back to college and start my pathway down environmental studies.” —Ashley Baillie, 2018 College Intern

We certified 22 California Naturalists

We trained 8 college interns in habitat restoration

Our nursery volunteers dedicated 660 volunteer hours
We installed two rain catchment tanks that can collectively hold up to 315 gallons per storm event. The water captured will be used to irrigate the church’s landscaping and vegetable garden.
BRINGING SCHOOLS INTO NATURE, AND NATURE INTO SCHOOLS

We collaborated with 50 schools to infuse hands-on nature education into their students’ school day learning.

180 classroom sessions delivered on watershed science

“The staff was amazing! They were positive, supportive, flexible, knowledgeable, and patient. They made adjustments as needed, and showed real enthusiasm for the content and teaching.”
—Alex Quezada, Ravenswood City School District STEM Coordinator

“This has become an integral part of our curriculum and I am so grateful to Grassroots Ecology for running the program.”
—Debolina Dutta, Sequoia High School Biology teacher

55 field trips provided

“Your passion for what you do comes through, and you inspire these students. You encourage them to think about the environment and their role in it. And you help them appreciate it and cherish it.”
—Elizabeth McPartlan, De Anza College Biology professor

270 high schoolers received our Creek Scientists program
At this urban creek site in downtown Redwood City, we are improving habitat and water quality by planting native trees and riparian plants, removing trash and invasive species including palm trees, and expanding the urban native tree canopy.

We piloted a monthly series of interpretive hikes at our open space sites covering a variety of topics, from birds to traditional uses of native plants.

This was our first full year as an independent 501(c)(3) nonprofit organization. Thanks to all of our partners, volunteers, and supporters for transitioning with us. Onward!
**FINANCIALS**

**REVENUE AND EXPENSES, JULY 1, 2018 — JUNE 30, 2019**  PRELIMINARY AND UNAUDITED

**REVENUE SOURCES**
- Government Agencies ........................................ $538,641
- City Contracts .................................................. $524,394
- Foundation Grants ............................................. $291,000
- Individual Donations ....................................... $153,855
- Corporate Contributions ................................ $113,458
- Nursery Sales and Service .............................. $106,752
- Event Income .................................................... $46,469
- Program Fees, Other ........................................ $11,036
- **Total Revenue** .............................................. **$1,785,604**

**EXPENSES**
- Programs .......................................................... $1,322,299
- Fundraising ......................................................... $129,993
- Administration .................................................. $50,882
- **Total Expenses** ............................................. **$1,503,174**
- **Change in net assets** ................................. **$282,429**

**BALANCE SHEET**
- Assets .............................................................. $714,050
- Liabilities .......................................................... $82,266
- Temporarily Restricted Net Assets ............. $185,166
- Unrestricted Net Assets ................................. $446,618

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East Palo Alto Girl Scouts water new bioswale plantings in our Cooley Landing restoration area.
SUPPORTERS

Thanks to our individual, foundation, government, and corporate funders. This broad-based support enables us to foster healthy, resilient lands and waters on a regional scale.

$100,000+
City of Palo Alto
J. Vance Huckins Fund of the Tides Foundation
Midpeninsula Regional Open Space District
The David & Lucile Packard Foundation
State Coastal Conservancy
Valley Water

$50,000 – $99,999
City of Cupertino
City of Los Altos
Town of Los Altos Hills

$25,000 – $49,999
Franklin and Catherine Johnson Foundation
Morgan Family Foundation
StarLink Logistics Inc. and Sanofi

$10,000 – $24,999
Adobe Foundation
Steve and Shelley Brown
City of East Palo Alto
City of Menlo Park
Google
Kit Gordon and Tony Alvarez
Jerry Hearm
Tabitha Jordan and Adam Weissman
The LaureL STEM Fund
Redwood Serenity Fund
San Francisco Estuary Project
San Franciscoquito Creek Joint Powers Authority
U.S. Fish & Wildlife Service
Bart and Nancy Westcott

$5,000 – $9,999
City of Mountain View
City of Redwood City
Lucille Glassman and Phillip Harter
Noble and Lorraine Hancock
Los Altos Community Foundation
Michael and Anne Hoge Miliken
Patagonia
Stanford Real Estate Office
Town of Portola Valley
Joan Ferguson and Craig Uhrich
Sarah and Dan Wernikoff

$2,000 – $4,999
Anonymous
Elizabeth Arndorfer and Clint Smith
Kathleen Bennett and Thomas Malloy
Patrick Chen
Tammy and Bill Crown
Friends of Stevens Creek Trail
Roger Hine
Charlie Krenz
E3 Youth Philanthropy, a program of Los Altos Community Foundation
Maryann Moise
Kyler Murlas
One Tree Planted
Palo Alto Stanford Aquatics
Jimmy Schmidt and Kristen Williams
Elizabeth Schwerer and Kingston Duffie
David Smernoff and Cindy Russell
Stanford Conservation Program
Woodside Atherton Garden Club
Youth Outside

$1,000 – $1,999
Adobe
Anonymous
Apple
AppLovin
Criteo
Melanie and Peter Cross
Marge De Staebler
Kelly Drewitt
Susan Dunn
Claire Elliott and Doug Kent
Lyn Elliott
Faegre Baker Daniels LLP
Linda Gass and Rob Steiner
Jerre Hitz
Mary Hufry and Daniel Alegria
Inflection
Richard Izmirian
LinkedIn
Tor and Nancy Lund
Lyft
Steve Monosson
Peter Neal
NetApp
Fred and Kris Nichols
Helen and Dan Quinn
St. Simon Church
Roland Strick
Colleen and Geoff Tate
Japjit Tulsi
Evita and Tim Twerdahl
VMware
Alex and Randy Von Feldt
Dieter and Susan Walz
Wilson Sonsini Goodrich & Rosati Foundation
Woodside Priory School

$500 – $999
Anonymous
Sue Brown and Bill Hamburger
Dennis DeBroeck and Nancy Heinen
Peter and Amy Drekeimer
Barbara Erny
Facebook
Hilary and Hayley Gans
Laura Gottsman and Jon Kessler
Elaine Haight and Dean Samos
HandsOn Bay Area
Gary Hedden
Hillbrook School
Pat Showalter and Steve Longcor
Annamarie and Alan Louie
Michelle Mann and Eric Schmidt
Jack Morton and Mary Ellen White
Judith and Robert Murphy
Eric Andrews and Angela Rumi
George Salah
San Mateo County Schools
SAP
Rich Schwerin and Julie Weiss
Margo Sensenbrenner
Lisa Smernoff
Symantec
Tableau Software
Tammy and Mike Taylor

$250 – $499
Chantal Akerib
Anonymous
Autodesk
Gary and Sharrir Bailey
Leslie Ballinger
David Beaver and Renee Courington
Mary Bernstein
Jane Bourne
Bowman School
Junko and Kevin Bryant
Tess and Eric Byler
Trisha and George Clifford
David Cooper
Linda and Jerry Elkind
Marylynn Gallaway
The Girls’ Middle School
Jeff Grainger and Maren Monsen
Savanna Hung
International School of the Peninsula
Bill and Kathy Korbholz
Gary Kremen
Gabriel Kronstadt
Zoe Lefebvre
Vicki Martell
Bob and Myung Sook McIntyre
Linda and John Nightingale
Barbara Oshman
Sacred Heart Schools
Ventana School
Linda and Harvey Ziff

JULY 1, 2018 – JUNE 30, 2019

8 GRASSROOTS ECOLOGY
We have made every effort to ensure that our donor list is complete and accurate. Please notify us of any errors or omissions at emily@grassrootsecology.org.

"Grassroots Ecology’s education services combined with their habitat restoration work is literally helping future generations of many species right here on the Peninsula."
— Julie Weiss, City of Palo Alto
Public Works Watershed Protection

Sheryl Heckmann
Paul Heiple
Melissa Hippard
Chris Hlavka
Hewlett-Packard
Les and Mary Kaye
Jill Kohlmeier
Karen and John Lemes
Nicole Loomis
Valerie Matonis
Perry and Mary McCarty
Claudia Newbold
Sharon Nieh
Raphael and Sharon O’Malley
Mary Paine
Penny Pollock
Marjorie Rauch
Lennie Roberts
Deborah S. Rose, M.D.
Ruth and Edwin Satterthwaite
Jeff Segall and Jun He
Joan Sherlock

Jo Smernoff
Susan Stansbury
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Laura and Boris Teksler
Arnold Thompson
Timothy and Sally Tomlinson
Jennifer Tsai
Chris and Bob Vale
Virginia Van Kuran
Merav Vonshak
Jane Wilson
Laurie Winslow
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Barbara Zott

Stacey Dixon
Freda Hofland
Edith Keating
Mary Klein
Emma Kong
Rong Lu
Henry Max Turner
Heidi McFarland
Santa Clara Valley Audubon Society
Jessica Staddon
Laura Stec
Jean Struthers
Ellen and Mike Turbow

UP TO $99
Ann Akey
Anonymous (6)
Rosalynn Auslander
Laura Banks
Mark and Kay Barchas
Steven Cochrane
Kevin Currey
Jean Dawes

IN-KIND DONORS
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James and Wendy Cook
Ute Engelke
Thomas Fogarty Winery
Jerry Hearn

Charlie Krenz
Microsoft
Neely Wine
Patagonia Palo Alto
David Smernoff
Stanford Jasper Ridge Biological Preserve

PERENNIAL FRIENDS
Anonymous
Scott Brenneman
David Cooper
Claire Elliott and Doug Kent
Stephen Haas
Heidi McFarland
Peter Neal
Penny Pollock
David Smernoff and Cindy Russell
Madeleine Stovel
Jennifer Tsai
Laurie and Jay Witt

2018–19 ANNUAL REPORT 9
“Each Grassroots Ecology workday is about more than just managing volunteers to complete a task; it’s about connecting people to their natural spaces and laying the foundation of a life spent taking care of our beautiful planet.”

—Casey Mullins, 2018 College Intern