

ANNUAL
REPORT



Cultivating an
environmentally
conscious and
responsible public

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A Message from the Chair & CEO

For more than 30 years, the National Environmental Education Foundation (NEEF) has worked to cultivate an environmentally conscious and responsible public through K-12 education, health, and conservation-focused programs, grants, and initiatives.

As leaders in lifelong environmental learning, we believe in the importance of environmental education and stewardship as a driving force for connecting Americans of all ages and walks of life to their communities and the outdoors.

While 2021 was, in many ways, just as challenging as the year before, NEEF continued to provide useful and necessary resources to the American public.

Whether it was developing new COVID-19 protocols for National Public Lands Day site managers using up-to-date CDC guidelines, addressing health equity via our virtual Children's Environmental Health Series, or providing a platform for more voices to advance DE&I in the outdoors, NEEF remained at the forefront of promoting sustainability and environmental literacy in the US.

With support from our partners, NEEF was also able to award approximately \$781,000 in grants in 2021 towards conservation and education efforts across the country.

In addition, 2021 saw the expansion of our popular Greening STEM approach to engage more middle school students and the continuation of our partnership with iHeart Radio—a nationwide public engagement campaign generating sustainable action in households, businesses, and communities across the country.

In this report, we provide a snapshot of the ways NEEF has helped make the environment more accessible, relatable, relevant, and connected to the daily lives of all Americans in 2021. Despite these uncertain times, NEEF's staff, board and ex-officio members have collaborated to maximize our impact, and we are actively positioning our organization to continue this success into 2022 and beyond.

Sincerely,

Kevin Butt, Board Chair and Meri-Margaret Deoudes, President & CEO



Board Chair
Kevin Butt



President and CEO
Meri-Margaret Deoudes

Guiding Statements

Our Vision

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



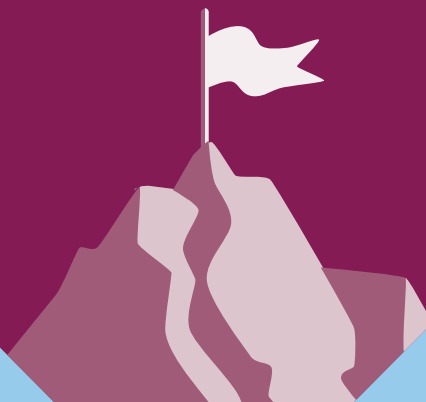
Our Purpose

To cultivate an environmentally conscious and responsible public



Our Mission

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



Governing Board

Megan Reilly Cayten

(Chair through May 2021)
Principal
Solas Global

Kevin Butt

(Vice Chair through May 2021;
Chair from May 2021)
Senior Director, Environmental
Sustainability, Sustainability &
Regulatory Affairs
Toyota Motor North America, Inc.

Meri-Margaret Deoudes

(Secretary)
President and CEO, NEEF

Katharine Emerson

Director of Public Policy
Bayer

Carlos Alcazar

Co-Founder
Culture ONE World

Todd Greenwood

Vice President of Business Development
Farm Journal Foundation

Jeniffer Harper-Taylor

Head of STEM Education
Siemens Foundation

Katie Hogge

Digital Outreach Manager
Ocean Conservancy

Jennifer Love

Chief Security Officer
Senior Vice President of Safety,
Environment and Health
Royal Caribbean Cruises Ltd.

Lori McFarling

President, Corporate and
Community Partnerships
Discovery Education

Stephen Sikra

Vice President and Head
of the Americas
Alliance to End Plastic Waste

Ex-Officio Board

Rosemary Enobakhare

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

Tinelle Bustam, PhD

Director, Conservation Education Program
USDA Forest Service

Kenneth W. Harding

Regional Director of the Central Region
National Weather Service

Louisa Koch

Director of Education
National Oceanic & Atmospheric Administration

Matthew Lyttle (through October 2020)

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

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 & 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

Shannon Steinbauer

Special Assistant to the Director, Office of Lead Hazard Control and Healthy Homes
US Department of Housing and Urban Development

Sharunda D. Buchanan, MS, PhD (Liaison)

Director, Office of Priority Projects and Innovation,
Office of the Director, National Center for Environmental Health/Agency for Toxic Substances and Disease Registry (NCEH/ATSDR)
Centers for Disease Control and Prevention (CDC)

Nicole Steele (from July 2021)
Senior Advisor, Energy Justice and Workforce,
Solar Energy Technologies Office
US Department of Energy

Maureen Sullivan (through October 2020)
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

Debbie Lucci (from March 2021)
Vice President, Development

Sara Espinoza
Vice President, Programs

Amy Skalmusky
Vice President, Marketing & Communications


Nancy L. Smith
Vice President, Finance & Administration

Diversity, Equity & Inclusion

In 2021, NEEF furthered its commitment to DE&I by increasing opportunities for learning and understanding. On the heels of a challenging year of racial and social unrest, we paused to remember the one-year anniversary of George Floyd’s murder and to set plans in motion for how NEEF could become a stronger ally for underrepresented communities.

We publicly shared our DE&I goals, created a book club around DE&I topics, and established metrics to gauge the impact of our work through a DE&I lens. We continue to listen to and learn from underrepresented communities by amplifying their voices through engaging and informative webinars centered around public health and conservation.

We recognize we have a responsibility to make the environment more accessible, relatable, relevant, and connected to the daily lives of all Americans, and that it takes all of us to make a difference.

Learn more about our organizational goals by visiting the DE&I page of our website. 

Listening & Understanding



Our External Goals

Create opportunities for people with varied perspectives and identities to experience and learn about the environment in ways that improve their lives and the health of the planet.



Including & Supporting



Opportunities



Human Resources

Our Internal Goals

Maintain a diverse work culture based on inclusion, equity, and respect.



Accountability



Culture

Health

During a time of increased demand for environmental health information, NEEF developed new models for delivering important health resources to our core audiences of families, school nurses, and health care professionals, improving overall engagement.



Healthcare Professional Engagement and Education

837 school nurses completed NEEF's Creating Asthma-Friendly Environments online e-learning course module, potentially impacting 627,750 students.*



Power of Parks for Health

In partnership with National Park Service, NEEF hosted its first Power of Parks for Health roundtable series to facilitate open dialogues around equity, health, healing, and wellness in the outdoors for individuals representing communities that have been historically marginalized from green spaces.



Children's Environmental Health Series

More than 1,100 healthcare professionals participated in NEEF's virtual Children's Environmental Health Series. Featured speakers included former US Surgeon General Dr. Regina Benjamin and two-time NBA champion with the Los Angeles Lakers, Josh Powell, who addressed advancing health equity for all and the importance of nature exposure for health and wellness.

The Childrens Environmental Health Series featured former US Surgeon General Dr. Regina Benjamin as keynote speaker.

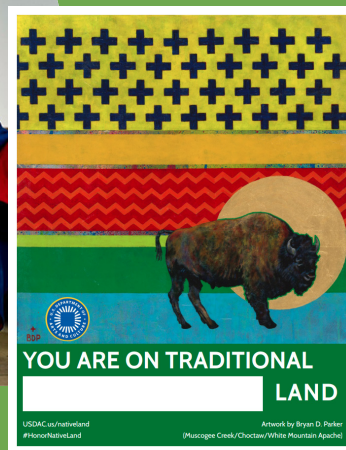


**Based on the National Association of School Nurses' recommended 750 students per school nurse.*

Conservation

Despite the ongoing COVID-19 pandemic, National Public Lands Day (NPLD) 2021 was successful as a hybrid event with both in-person and virtual activities. The nation's largest single-day celebration of public lands hosted more than 500 events and engaged nearly 50,000 volunteers in hands-on conservation. NEEF estimates that volunteers logged more than 180,000 hours and provided volunteer service valued at \$5.3 million.

Additionally, NEEF provided \$571,000 in grants to organizations supporting NPLD, improving regional biodiversity, and helping America's public lands recover from the impacts of the COVID-19 pandemic.



“Honor Native Lands” Guide

NEEF collaborated with US Department of Arts and Culture (USDAC) to promote their comprehensive guide to Indigenous Land Acknowledgements.

Photo courtesy of Native Arts and Cultures Foundation and USDAC.

Biodiversity Conservation Grants

With a focus on the California Floristic Province—a biologically rich and deeply threatened region—these grants supported projects preserving endangered species, reducing fire risk, and increasing plant diversity.

Right, top: Students identifying plants on their first field trip to Moro Canyon. Right, bottom: Palos Verdes blue butterfly.



Nature for All Webinar Series

NEEF partnered with four grassroots organizations focused on connecting underrepresented communities to nature.

WEBINAR SERIES

Nature for All

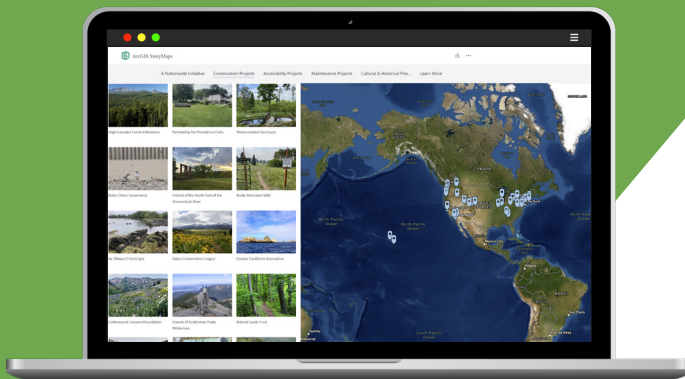
Engaging Underrepresented Communities in the Outdoors



DIVERSITY, EQUITY, & INCLUSION

Restoration & Resilience Fund

The R&R Fund continued to help America's public lands recover from the impact of the COVID-19 pandemic.



See the stories of all Restoration & Resilience Fund Grantees on [NEEF's Story Map](#)

Engagement Campaigns

NEEF worked with 3M and Republic National Distributing Company (RNDC) on employee engagement campaigns in 2021, motivating thousands of team members to take sustainability actions at home, work, and in their community.

The iHeartEarth public engagement campaign, now in its second year, garnered more than 450 million impressions in 2021, with an estimated media value of \$4.6 million.



K-12 Education

NEEF's K-12 environmental education team expanded on-the-ground Greening STEM efforts with the support of our federal partners. Our second Climate Superstars Challenge and final National Environmental Education Week (EE Week) events complemented that work by engaging middle school students virtually.

Despite changing COVID regulations, NEEF provided approximately \$210,000 in funding to support in-school and after-school programs.



Overnight River Trip in McInnis Canyons in Colorado

GREENING STEM PROJECT
Overnight River Trip in McInnis Canyons in Colorado

In partnership with the Bureau of Land Management, Colorado Canyons Association, and Mesa County Valley School District 51, AP Environmental Science students participated in an overnight river trip to study invasive Russian Knapweed and release Gall Wasps as a biological control agent.



Watch the Greening STEM in Action video series to learn more about the Colorado Canyon project.



GREENING STEM PROJECT

Watershed Study on the Hawaiian island of O'ahu

In partnership with USDA Forest Service, Hui o Ho`ohonua, Pearl City High School, and the Ko`olau Mountain Watershed Partnership, a natural resources high school class studied their watershed and helped reinvigorate a native plant nursery on campus.

Students study plants in the watershed.

Other highlights

NEEF, Samsung, and EPA's ENERGY STAR® program presented Climate Superstars, a month-long online environmental challenge designed to engage middle school classrooms in environmental education.

Over 200 educators were registered and survey results showed that 100% of the responding teachers felt confident using the environment as a context for STEM learning after participating, compared to 70% before.

NEEF held its final EE Week in April 2021 and featured educational webinars and downloadable resources.

NEEF also awarded seven grants through the National Park Service-21st Century Community Learning Centers funding



Samantha Barry and her winning Climate Superstars class at Canarelli Middle School, Las Vegas, Nevada

opportunity, and successfully placed three AmeriCorps VISTA members at sites to support out-of-school time educational program development and delivery.

Donor Roll

NEEF extends heartfelt appreciation to our family of supporters.

Corporate

3M Foundation
American Dawn, Inc.
Arconic Foundation
Bayer Fund
Hilton Effect Foundation
Leidos
McFarland Johnson
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Republic National Distributing Company
Samsung Electronics America Inc.
Toyota Motor North America
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AmazonSmile Foundation
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Boston Foundation, Inc.
Gilmer Curtis Family Fund
R. K. Mellon Family Foundation
Skiles Giving Fund
The Alisann and Terry Collins Foundation
The Vidda Foundation

Government

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

Individuals/Other

Carlos and Duly Alcazar
Elisabeth Angerer
Decker Anstrom and Sherry Hiemstra
Gina and Tim Bleck *in honor of
Frank Sanford*
Michael Blend
Galen Bodenhausen
Laura Bowman
Kevin and Jennifer Burke *in honor of
Lucas Burke*
John Burke
Kevin Butt
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John Campbell
Uchenna Campos
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Bethany Dickson
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Scott Fry
Alexandra Funk Olmstead
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Thomas Gioielli *in honor of Gene
and Debbie Gioielli*
Sanford Greenberg

Todd Greenwood
James Groton *in honor of
Hunter and Mary Ann
Groton*
James Groton *in honor of
Jimmy Groton*
James Groton *in honor of
Lora and Michael Rust*
James Groton *in honor of
Molly and David Urban*
Becky Hansell
Jeniffer Harper-Taylor
Vicki Hedges
Michael Helbling
Randal Henderson
Andrew Hicks *in honor
of Alan Hicks*
Katie Hogge
Stephen Johnson *in memory
of Roberta Ozanich*
Sheryl Johnson
Nancy Karlson and
Brian Calhoun
Sarin Kizhakkepurayil
Gabor Komjathy
Brandon Kremer
Shihyun Kung
Linda Labrador *in honor of
Hudson Celones*
Catherine Lamont
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John Lundsted*
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Duncan Gibbs*
Lori McFarling
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Kerry McNamara *in honor of
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Sandra Miller *in honor of
Claire Passariello*
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*in memory of
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Noa Tsaig-Backor
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Marylin and Van Van Hecke*
John Washington
Sarah Weiss
John Winer
Linus Wirén
Diane W. Wood
Combined Federal Campaign
Donors

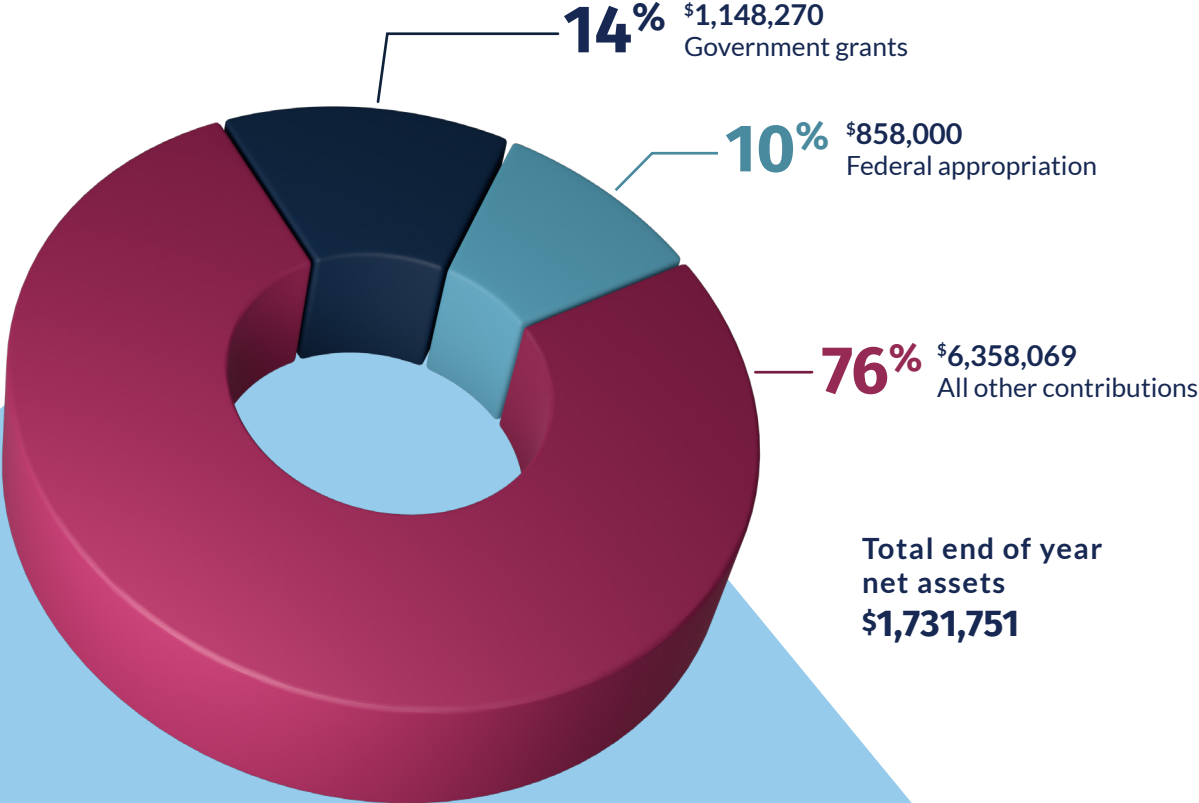
In-Kind

Beveridge & Diamond, P.C.
iHeartMedia, Inc.
PwC

Financials

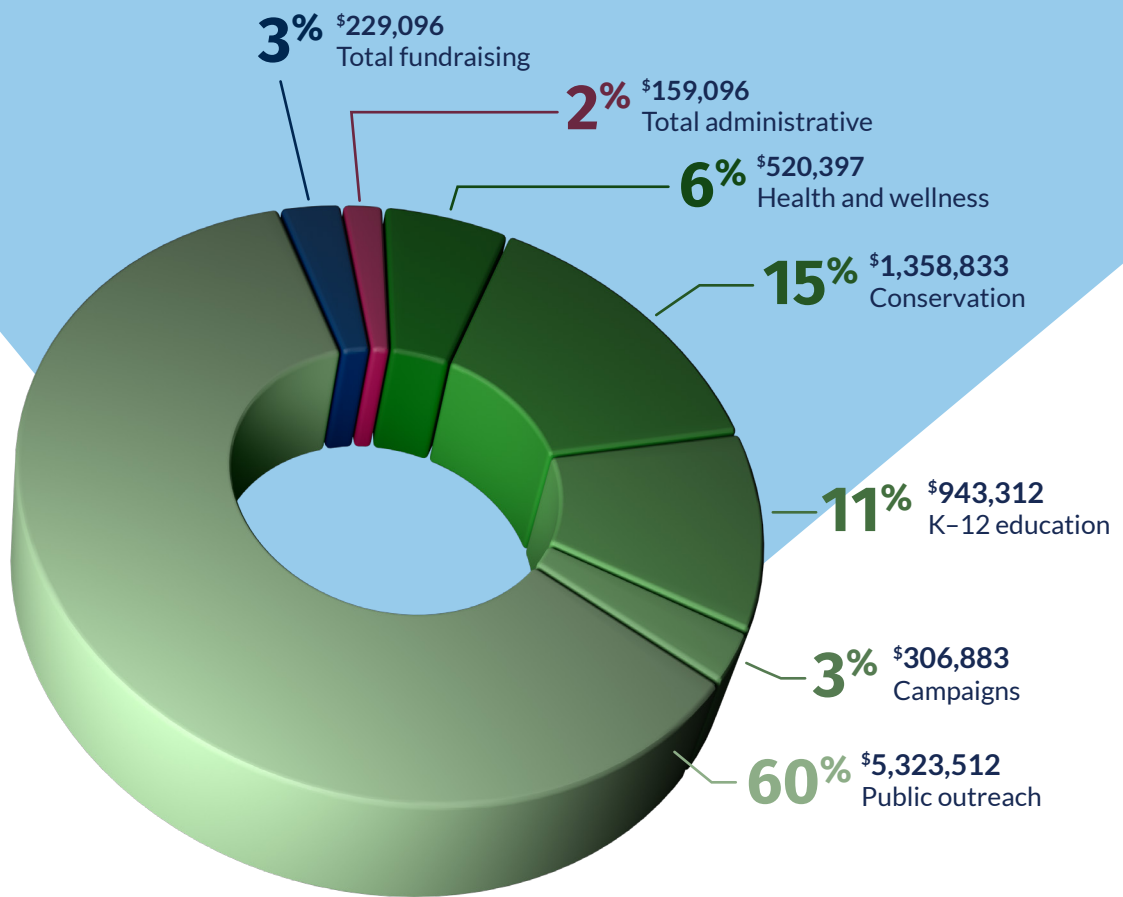
TOTAL
INCOME

\$8,364,339



Total end of year
net assets
\$1,731,751

**TOTAL
EXPENSES**
\$8,841,129



Total program expenses
\$8,452,937

**National
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Education
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