



# ANNUAL REPORT



# CONTENTS

Message from the Chair	2
K-12 Education	3
Conservation	6
Health	7
DEI	8
Donors	9
Financials	13
Leadership	14



## PURPOSE

To cultivate an environmentally conscious and responsible public



## VISION

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



## MISSION

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

# MESSAGE FROM THE CHAIR



Board Chair  
Kevin Butt

**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, NEEF believes 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.

2022\* was a year of growth for NEEF—expanding the popular Greening STEM approach to engage more middle school classrooms across the country, establishing a partnership with the Climate Mental Health Network, and facilitating more than \$6 million in volunteer improvements on National Public Lands Day.

In addition, NEEF was able to award \$947,069 in grants in 2022 towards conservation and education efforts with support from federal and private partners. Through these and other initiatives, NEEF has remained at the forefront of promoting sustainability, health equity, and environmental literacy in the US.

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 2022. As we move forward, NEEF's staff, board, and ex-officio members will continue to collaborate to exceed our high standards for impact, and actively position the organization to grow these successes in 2023 and beyond.

Sincerely,

**Kevin Butt, NEEF Board Chair**

*\* 2022 refers to Fiscal Year 2022 (October 2021 to September 2022).*

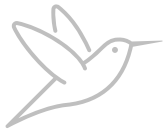


# K-12 EDUCATION

NEEF's K-12 environmental education team continued to advance our Greening STEM Initiative with our federal partners at the Bureau of Land Management and USDA Forest Service, as well as completing two projects with funding from Arconic Foundation in the Quad Cities, Iowa, region. We also maintained our collaboration with the National Park Service to provide grants for out-of-school time programs.

NEEF awarded **\$70,253** to fund eight Bureau of Land Management Greening STEM projects including one to extend the 2021 BLM project at McInnis Canyons National Conservation Area with partners Colorado Canyons Association and Mesa County Valley School District 51. Other awards include:

- California Coastal National Monument sea bird monitoring project with 7<sup>th</sup> grade students and the Trinidad Coastal Land Trust
- Environment for the Americas Celebrate Hummingbirds (Celebra los Colibries) project with a strong Latino cultural heritage component that connects phenology, climate change, and wildlife conservation
- Morley Nelson Snake River Birds of Prey National Conservation Area raptor monitoring project with Kuna High School students in Idaho
- Adventure 360 career exploration project for rural Missouri high school students
- Investigation of storm flow and invasive species at the Lower Potomac Field Station with partners at George Mason University's Potomac Environmental Research and Education Center and Freedom High School in Woodbridge, Virginia
- Resources for Indian Student Education project to teach students traditional ways to care for public lands through caring for indigenous plants in Modoc, California
- Greater Arkansas River Nature Association fire ecology project for middle school students



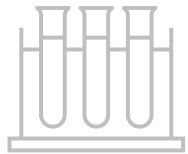
**McInnis Canyons National Conservation Area**  
Students from Mesa County Valley School District 51, learned about invasive species and river ecology during an overnight rafting trip.





# K-12 EDUCATION

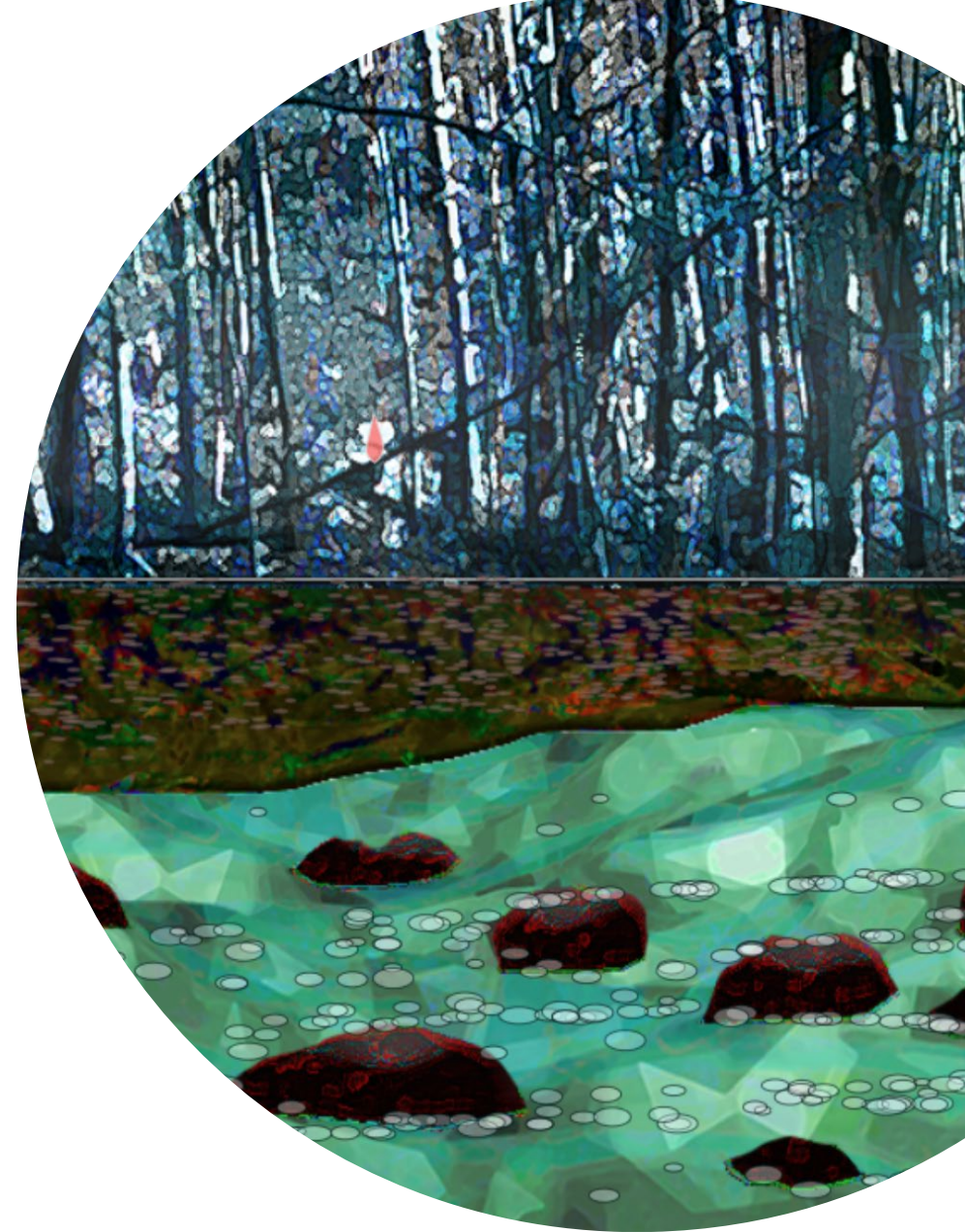
NEEF awarded \$73,969.42 to fund eight USDA Forest Service Greening STEM Projects that include:



- The continuation of the Creating River Stewards pilot project with the South Yuba River Citizens League and junior and senior high school students in California near Tahoe National Forest to conduct water quality monitoring
- Water quality project with Mountain Studies Institute at San Juan Mountain with students from the Silverton School District in Colorado
- Longitudinal air quality monitoring citizen science project between the Oregon Department of Environmental Quality and Sunny Wolf Charter School which will pilot a small-scale beta-curriculum called Air Quality Matters in an area impacted by wildfires



- Montana Discovery Foundation vegetation monitoring project with CR Anderson Middle School students
- Project integrating science, art, and music to understand water cycle science and monitoring on a digital platform (WaterViz) developed for the visually impaired at the USDA Northern Research Center to help visualize real-time water data collected at the Hubbard Brook Experimental Forest in New Hampshire
- El Yunque National Forest Science and Conservation Trail project in Puerto Rico that will introduce students in Palmer, Rio Grande to urban forestry, water quality monitoring, and native species habitat restoration along the trail.



WaterViz is a Water Cycle Visualization Tool that accurately reflects water moving through a small forested watershed in New Hampshire, in near real-time.



## K-12 EDUCATION

- **NEEF awarded nine grants, totaling \$194,027 in support, through the National Park Service 21st Century Community Learning Centers (CCLC) funding opportunity, successfully placing six AmeriCorps VISTA members at NPS sites across the country to support out-of-school time educational program development and delivery.**
- **The EE in Focus email newsletter—**launched in 2021 as an alternative to National Environmental Education Week—has continued to provide educators with engaging lesson plans and educational activities for their classrooms as well as information on current and future grant opportunities.
- **NEEF, Samsung, and EPA’s ENERGY STAR® program hosted the fourth year of the Climate Superstars Challenge, a month-long contest that challenged sixth- through eighth-grade classrooms to get excited about the environment and how they can take an active role in caring for its future.**



**Climate Superstars Winners!**  
Joanne Hockenjos’ 6<sup>th</sup> grade class from St. James School in Woodbridge, New Jersey.



# CONSERVATION

This year, NEEF’s conservation program area continued to increase volunteer involvement on National Public Lands Day, expanded our work to include longer-term, community-based grants in partnership with Toyota, and awarded over \$650,000 in grants to improve universal access, park resilience, and biodiversity on public lands.

- **The theme for NPLD 2022 was “Giving Back Together.”** And that is exactly what we did—over **57,000** volunteers joined us Saturday, September 24, 2022, at over **1,800** sites across the country for a total volunteer value of **\$6.6 million** for public lands. Volunteers impacted over **78,000** acres of land, **1,400** miles of trails, and collected over **177,000** pounds of trash
- NEEF’s conservation grants provided **\$665,347.13** to **54 groups** in support of projects that improved universal access, expanded pollinator habitat, and promoted National Public Lands Day events and COVID-19 recovery projects on public lands.
- **NEEF partnered with International Paper** for an NPLD event for employees that helped preserve and protect historic Overton Park in Memphis, Tennessee, a key site in the Civil Rights Movement.

- NEEF launched the first of its **\$150,000, 3-year grants** with Toyota in September 2022. Nearly 50 Toyota volunteers joined us on National Public Lands Day 2022 to kick-off grant activities that will improve accessibility at the site for those with physical and sight disabilities, add a pollinator garden, and fund additional youth education opportunities at Harvest Square Nature Preserve, managed by the Land Trust of North Alabama in Huntsville, Alabama (at right).

## NPLD BY THE NUMBERS

57,000	1,800
Volunteers	Sites
\$6.6M	78,000
Value	Acres of Land Impacted
1,400	177,000
Miles of Trails	Pounds of Trash





# HEALTH

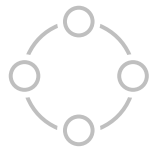
By growing NEEF's health team, our organization was able to expand our outreach capabilities, as evidenced by the establishment of new partnerships with groups like the Climate Mental Health Network. After several years of educating the public on physical health issues such as pediatric asthma and COVID-19, we have begun extending that same level of rigor to mental health issues such as climate anxiety, as well as touting the benefits of spending time in nature on mental health.

- **NEEF onboarded a full-time project coordinator** to build the capacity of our health programs.
- **With strategic leadership and commitment from the VP of Programs, NEEF established a partnership with the Climate Mental Health Network.** The partnership resulted in the development of new program content addressing the mental health impact of climate change on adolescents. The initiative was awarded \$100,000 from the Ho Foundation to launch the initial phase of the project.
- **NEEF, in partnership with the USDA Forest Service, presented "Using Nature to Improve Mental Health and Wellbeing,"** a panel discussion on mental health and the power of nature and greenspaces. The topic attracted 420 registrants, of which 200 participated in the live event.
- **644 school nurses completed NEEF's Creating Asthma-Friendly Environments online e-learning course module.** Based on the National Association of School Nurses' recommended 750 students per school nurse, this equated to a potential impact of approximately 483,000 students.
- **In observance of Asthma Awareness Month in May, NEEF partnered with celebrity influencer Dr. Wendy Osefo (at right) to raise awareness of pediatric asthma and promote NEEF's Environmental Management of Pediatric Asthma educational resources.** The recorded video presentation received 46,800 Instagram views. NEEF coordinated an asthma awareness event hosted by Dr. Osefo that was filmed by Bravo TV.



**Asthma Awareness**  
Dr. Wendy Osefo and her daughter.





## DE&I

In 2022, NEEF furthered its commitment to DE&I by increasing opportunities for learning and understanding. We continued our internal discussions on how our organization could become a stronger ally for underrepresented communities through our programmatic and grant offerings.

- Each staff member completed an **unconscious bias training** course from the Clear Law Institute, which led to fruitful examinations of our own internal biases and the steps we need to take to ensure NEEF is a welcoming, diverse place to work and a positive role model for our partners and grantees.
- Leading up to National Public Lands Day, NEEF hosted a skill-building webinar series for NPLD site managers that focused on how to create, promote, and execute inclusive volunteer events that take place in and **engage with underrepresented communities**. This included input from our partners at Corazón Latino, US Department of Arts and Culture, and the Adventure Cycling Association, among others.

**Skill Building Webinar Series**  
PLANNING, PRODUCING, AND PROMOTING A MEMORABLE NPLD EVENT

**NEEF**  
National Public Lands Day

**More Than a Clean Up: Adding Variety to Your NPLD Event**

<small>Felipe Benitez Executive Director Corazón Latino</small>	<small>Timberley Jones Event Coordinator Adventure Cycling Association</small>	<small>Amelia Winger-Bearskin Regional/Lead Instructor U.S. Department of Arts and Culture</small>	<small>Jackie Old Coyote Regional/Lead Instructor U.S. Department of Arts and Culture</small>



## CAMPAIGNS



The iHeartEarth public engagement campaign, now in its second year, garnered more than 280 million impressions in 2022, with an estimated media value of \$2.3 million.



# DONORS

Thank you to our donors who move NEEF towards its mission of making the environment accessible, relatable, relevant, and connected to the daily lives of all Americans.

## CORPORATE

- American Dawn, Inc.
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## FOUNDATIONS

- AmazonSmile Foundation
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- Cameron Memorial Fund
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- Ledyard-Harlow Foundation
- New Visions Foundation
- The Vidda Foundation

## GOVERNMENT

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

## IN-KIND

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



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# DONORS

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- Andrew Rottier
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- Veronica Sadler *in honor of Mamoroneck High School Environmental Club*

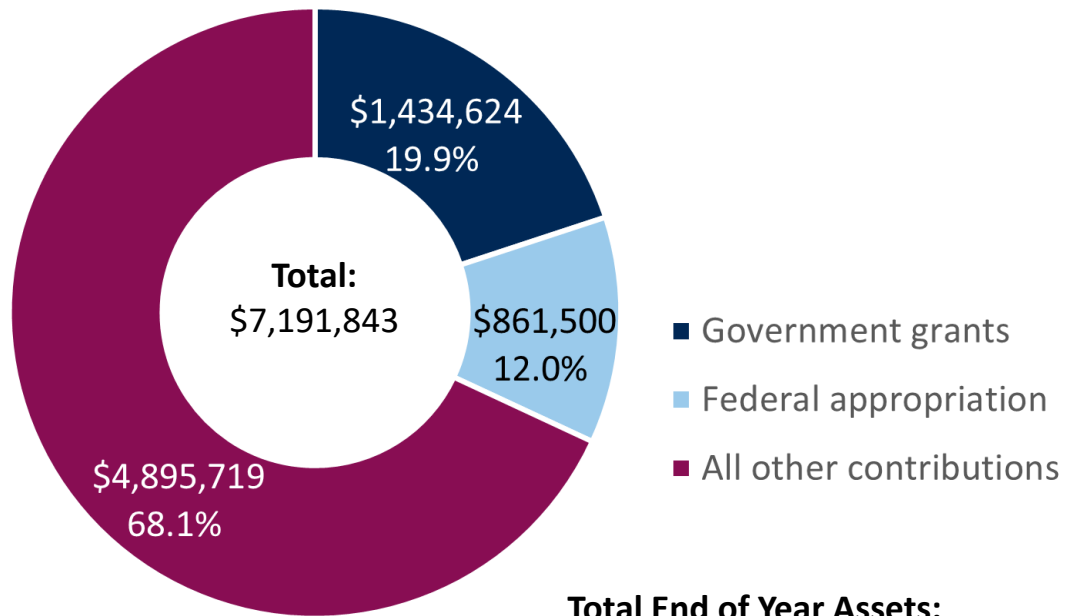
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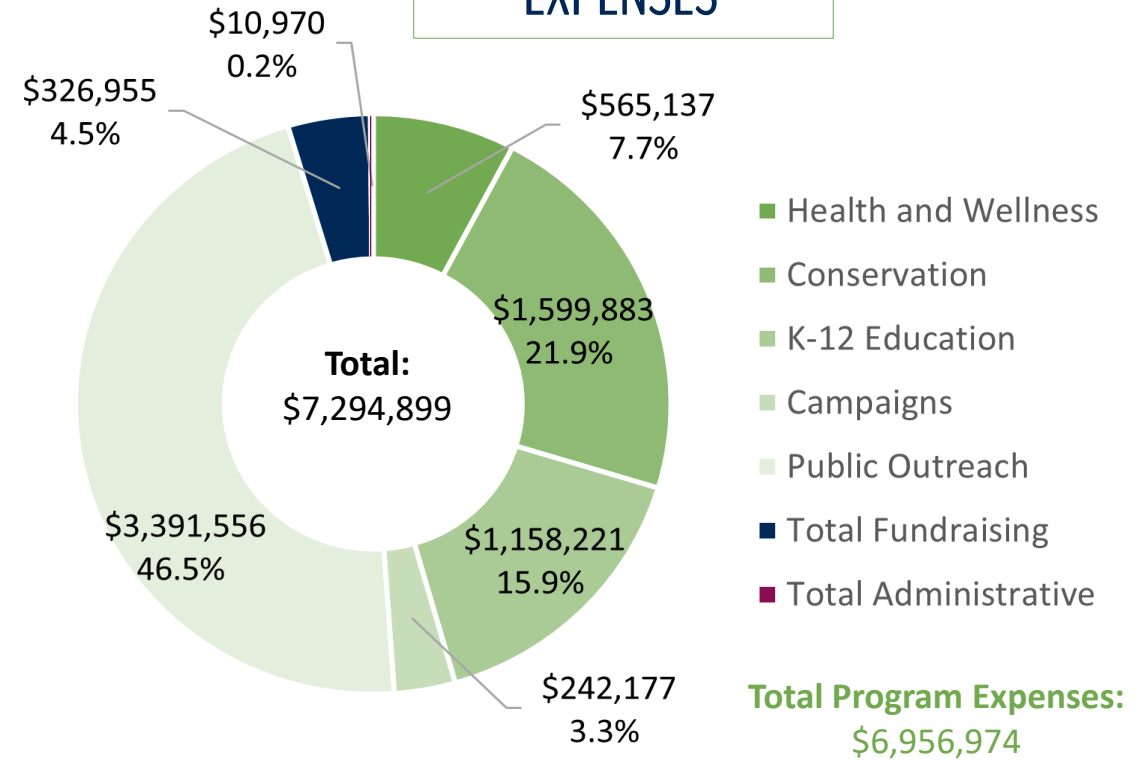
# FINANCIALS

## INCOME

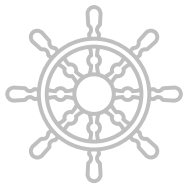


**Total End of Year Assets:**  
\$2,003,835

## EXPENSES



**Total Program Expenses:**  
\$6,956,974



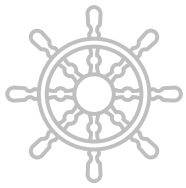
# LEADERSHIP

## GOVERNING BOARD

- **Kevin Butt (Chair)**, Senior Director, Environmental Sustainability, Sustainability & Regulatory Affairs, Toyota Motor North America, Inc.
- **Jennifer Love (Vice Chair)**, Former Chief Security Officer and Senior Vice President of Safety, Environment and Health, Royal Caribbean Cruises Ltd.
- **Todd Greenwood (Treasurer)**, Vice President of Business Development, Farm Journal Foundation
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- **Nicole Steele**, Senior Advisor on Energy Justice and Workforce, Solar Energy Technologies Office, US Department of Energy; Head of National Community Solar Partnership

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