

**GREENPEACE**

Annual Report 2012



# GREENPEACE

## Mission

**Greenpeace, Inc.** is the leading independent campaigning organization that uses peaceful direct action and creative communication to expose global environmental problems and promote solutions that are essential to a green and peaceful future. **Greenpeace, Inc.** is registered is a registered 501(c)(4) entity. **Greenpeace Fund, Inc.** supports Greenpeace, Inc. campaigns through research, public education, and grants for environmental advocacy. **Greenpeace Fund, Inc.** is registered with the Internal Revenue Service as a 501(c)(3) charitable entity. Please visit [greenpeace.org](http://greenpeace.org) to learn more about Greenpeace, Inc. and [greenpeacefund.org](http://greenpeacefund.org) to learn more about Greenpeace Fund, Inc.

## Charity Rankings

Greenpeace Fund, Inc. (Greenpeace Fund) is consistently ranked among the nation's top charities – for our achievements and for the high percentage of revenue that goes directly towards the protection of the planet.

Greenpeace Fund is proud to meet all of the BBB Wise Giving Alliance Standards for Charity Accountability.

Greenpeace Fund is recognized by Charity Navigator as having demonstrated financial efficiency and excellent accountability and transparency.

Greenpeace Fund is proud to be a top-rated environmental charity by the American Institute of Philanthropy with an “A-.”

Greenpeace Fund is proud to be a part of the CFC and to carry the “Best in America” seal from Independent Charities of America. Of the 1 million charities operating in the United States today, it is estimated that fewer than 5% meet or exceed these standards and fewer than 2,000 charities have been awarded this seal.

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*This report is intended to provide a summary of all Greenpeace campaign activities. Please note that all donations to Greenpeace Fund, Inc. were solely used in connection with 501(c)(3) permissible activities.*

GREENPEACE





**“With realization of one’s own potential and self-confidence in one’s ability, one can build a better world.”**  
Dalai Lama

**A**s personally motivated as I am by our cause — to create a green, peaceful future — I become more inspired every day by the people who give so much of themselves in its pursuit. That’s why I am so proud to introduce you to a small handful of the people who are Greenpeace.

These men and women come from many backgrounds and run the gamut in age and experience, ability and perspective. They are constantly pushing us towards becoming a better Greenpeace, one that invites everyone concerned about our future and outraged by environmental crimes to join the fight.

What I see each and every day is that these people are doers, which I equate to what the Dalai Lama identifies in people who make a better world. George and Karen and Daniel and Pat and Jackie — just to name a few of our friends and colleagues and supporters described in the following pages — are all confident in their ability to, as our Forest Campaign Director Rolf says, “fight the fight, even if the odds are slim.”

That is what amazes me the most about this collection of individuals. They have a never-failing sense of faith and determination to take on what others may think is impossible.

It’s people like them, and you, who show skeptics that nothing is impossible. It’s because of them and you that Greenpeace can convince 100 of the world’s largest

corporations to take action to end deforestation, help communities across America shut down dirty and dangerous coal plants, and build powerful coalitions of scientists and native communities and supermarkets to safeguard our oceans.

It’s hard work sometimes, but it’s also a lot of fun, and we share a lot of laughs. With that sense of fun and good-hearted mischief that has always been in the DNA at Greenpeace, we asked Rolf and the others profiled in here to share with you what they think their “unofficial title” at Greenpeace is.

I hope you enjoy getting to know a bit more about our people, and I hope you know that you, too, are Greenpeace. You created this ever-more powerful movement and you keep it going. You inspire us every day and remind us how much we are capable of building together.

For a green, peaceful future,

Philip D. Radford







Daniel Casillan

## Daniel Casillan

**Official Title:**  
City Coordinator for the  
Orange County  
Greenpeace Office

**Unofficial Title:**  
“Jack Of All Trades”

**O**n the island of Rarotonga in the South Pacific, Daniel bore witness daily to the deterioration of our oceans. As a commercial diver there, Daniel saw bleaching coral, rising sea levels, and the depletion of marine species. “At first I would see schools of tuna, and then over time they would disappear,” he says. He also saw all types of commercial fishing ships, like long liners “pillaging the ocean, knowing that there is only a finite period of time, and people doing something about it.” His mission became clear: to raise awareness in any way that he could.

That’s why Daniel is proud to hold several fundraising records and for signing up 1,500 monthly Greenpeace supporters over three years as a Frontline canvasser. He understands it’s difficult to engage strangers on the street, but for him, it’s inspiring to start a conversation, then see others “become aware and stand on the right side of history.”

Today, he is a coordinator for the Frontline program, recruiting and training Frontline staff across Orange County that is creating a community of change. He also puts his diving skills to use on the ships, supporting direct actions.

In 2012, he was on the team that staged a four-day occupation of a Shell drill ship in New Zealand’s Port of Taranaki, launching a global campaign to stop exploitative drilling in the Arctic. In a “James Bond move,” Daniel dove into the harbor in the middle of the night, bringing supplies to the team on the ship, which included actress Lucy Lawless. These supplies included food, flashlights, and cards from Greenpeace supporters from around the world. Daniel was also the dive team leader on the South Korean “Save the Whales” ship tour. He helped to observe and document whales, dolphins, and evidence of overfishing.



“On one dive, I turned around and saw a family of humpback whales watching me with their big eyes. This changed me and I swore I would help save the oceans. We are the whales’ worst enemy and the only ally they have.”

- D. Casillan





Kelly Mitchell

## Kelly Mitchell

**Official Title:**  
Climate and Energy  
Campaigner

**Unofficial Title:**  
“Expert Generalist”

“I have withdrawal from late-night coalition meetings,” Kelly says of the intensive work that she and a group of more than 60 organizations, large and small, undertook to close down the Fisk and Crawford coal plants in Chicago. This campaign, which came to a dramatic conclusion in 2012, was one of the most meaningful she has worked on — and not just because Greenpeace helped force two of the dirtiest plants in the country to close their doors.

“We all felt this campaign in our bones,” Kelly says, “and we found a way of working with humility and respect where everyone was involved in decision-making.” She believes this is a model for grassroots work across the country. “We now have this broad base of grassroots power in Chicago,” Kelly says, “and we are in a great position to fight whatever comes next with such resiliency.”

Ever since joining Greenpeace seven years ago, Kelly has devised and overseen campaigns combining grassroots organizing, communications, and advocacy aimed at addressing the root causes of climate change. “I feel very blessed,” she says, “to be paid to prevent the world’s most powerful industries from cooking our planet.”

Much of her work has focused on the U.S. coal industry, from working alongside communities most impacted by the pollution at coal plants to stopping the export of U.S. coal overseas. “I’m inspired by a mix of anger and hope,” she says. “I’m angry that coal companies pollute with few consequences and that they have corrupted every institution of power. Yet given all their money, their connection to politicians, their influence over the media, they’re losing. That’s because people are fed up and willing to take bigger and bolder action.”



“We’re not satisfied with Band-Aid approaches to problems.”

- K. Mitchell





Rolf Skar

## Rolf Skar

**Official Title:**  
Forest Campaign Director

**Unofficial Title:**  
“Tree-Hugger In Chief”

**C**oordinating a global forest campaign is a job with strange hours. Last year, for example, Rolf held midnight meetings with Indonesian colleagues three times a week.

But it is exhilarating. As Rolf describes it, he pulls the trigger on initiatives that reach every corner of the globe — like last year’s effort to push Yum! Brands (owner of KFC and other fast food chains) to cut ties with corporations that are tearing up wildlife habitat in Southeast Asia’s Paradise Forests. As he puts it: “There are people who I will never meet, who speak languages that I will never speak, but to whom I am connected.”

The strategy behind the work — ensuring that there is no market for products derived from devastated forests — has been extraordinarily effective. Some of

the world’s biggest brands — from Nestlé to Mattel — cut business with forest-destroying companies, sending a strong message that deforestation is bad for business. Now, Indonesia’s biggest palm oil and paper companies have committed to end their forest destruction in Paradise.

Rolf sometimes feels removed from forests when he is in the middle of orchestrating the many elements of a global campaign. But he is front and center to drive what he considers the most important work — helping companies turn promises into action. “What people don’t know,” he says, “is that when we win, the real action begins.” It isn’t flashy, but behind-the-scenes negotiations to help businesses develop new policies and practices on the ground are how Greenpeace makes sure that forests stay standing.



“I believe in fighting the fight even if the odds are slim. I think there’s a responsibility to do what’s right, and there is power in knowing that what you are doing — whether or not it works — is the right thing to do.”

- R. Skar





## Patricia Simun

### Long-Time Supporter of Greenpeace

**Why we are inspired by Patricia (known as Pat):** “Pat considers Greenpeace a part of her family and, for those of us who know her, the feeling is mutual. Her spirit is infectious.”

**P**at first heard about Greenpeace “very early on, when they first started chasing whalers.” She also notes: “Had I been 20 years younger, I would have wanted to be on one of the ships, chasing after them, too.”

Pat has always appreciated Greenpeace’s willingness to “make the commitment to do something, even if it takes years and years.” She doesn’t believe environmentalism can be “just a hobby,” given the threats we face. In particular, she applauds Greenpeace’s efforts to convince corporations to commit to conservation measures. She’s glad that Greenpeace “keeps an eye on them.”

“Once an agreement is in place,” she says, “it’s easy for folks to say, ‘Oh, sure,’ and then when you turn your back, they go back to what they were doing.”

Today, Pat’s support of Greenpeace is largely driven by the memory of her brother, A.E. Griffith Bates, Jr. In his retirement, “Mr. Bates” (as he is still fondly referred to by staff) volunteered for Greenpeace, logging in more than 25,000 hours organizing precious archival photographs and documents. In honor of his deep commitment, Greenpeace named its airship, the *A.E. Bates*, after him. Pat is appreciative of the love that came from Greenpeace in wake of her brother’s death and was thrilled to ride on the *A.E. Bates* on one of its earliest flights.

At 82, Pat remains as active as possible. One of her other great passions is bones. She volunteers at Los Angeles’ Page Museum, digging up and cleaning Ice Age bones found in the La Brea tar pits.



**“I’m terribly concerned about the world we will leave for our children and grandchildren. It’s a pretty messy place. But I don’t know of another organization like Greenpeace with such courage and that never gives up.”**

**- P. Simun**





Basil Tsimoyianis

**B**asil has climbed Mount Rushmore, office buildings of U.S. Congressmen, and, in 2012, a Russian oilrig alongside Greenpeace International Executive Director Kumi Naidoo. But the work he finds most fulfilling is teaching others about civil disobedience.

“A lot of the folks who inspire me most don’t really have a choice about whether to be active or not. They live, work, and raise families on the frontlines of environmental destruction every day. People are having their lives and livelihoods wrecked in exchange for the economic and political interests of a few. What’s left are damaged ecological and social systems that impact us all.”

His interest in Greenpeace was sparked when he was majoring in environmental studies at the University of Vermont. Unfortunately, the coursework discouraged rather than inspired him. “I went to school to learn ways in which I could have a positive impact and instead I

learned how corporate interests and government negligence were exacerbating ecological problems. It was depressing.”

Basil took some time off from school and participated in the Greenpeace Semester, a program where Greenpeace staff instruct students in environmental activism and engage them in campaigns. He returned to campus with new purpose. Basil mobilized classmates and forced the college administration to commit to purchasing sustainable paper products, helping Greenpeace to stop paper giant Kimberly Clark from tearing down virgin forests for profit.

Basil describes himself as undergoing a constant process of learning, spurred by his interactions with activists and his work on campaigns. “If you asked me why I became involved seven years ago I would say it was because of my infatuation for wild places. I would now say there’s more at stake. I’ve got a lot of work to do. I think we all do.”



**“There’s no billboard that tells people the toxic air quality near a coal plant or an ad at the gas pump showing those poisoned by the processes involved. That’s up to us.”**  
- B. Tsimoyianis





Corrine Barr

## Corrine Barr

**Official Title:**  
Gift Planning Manager

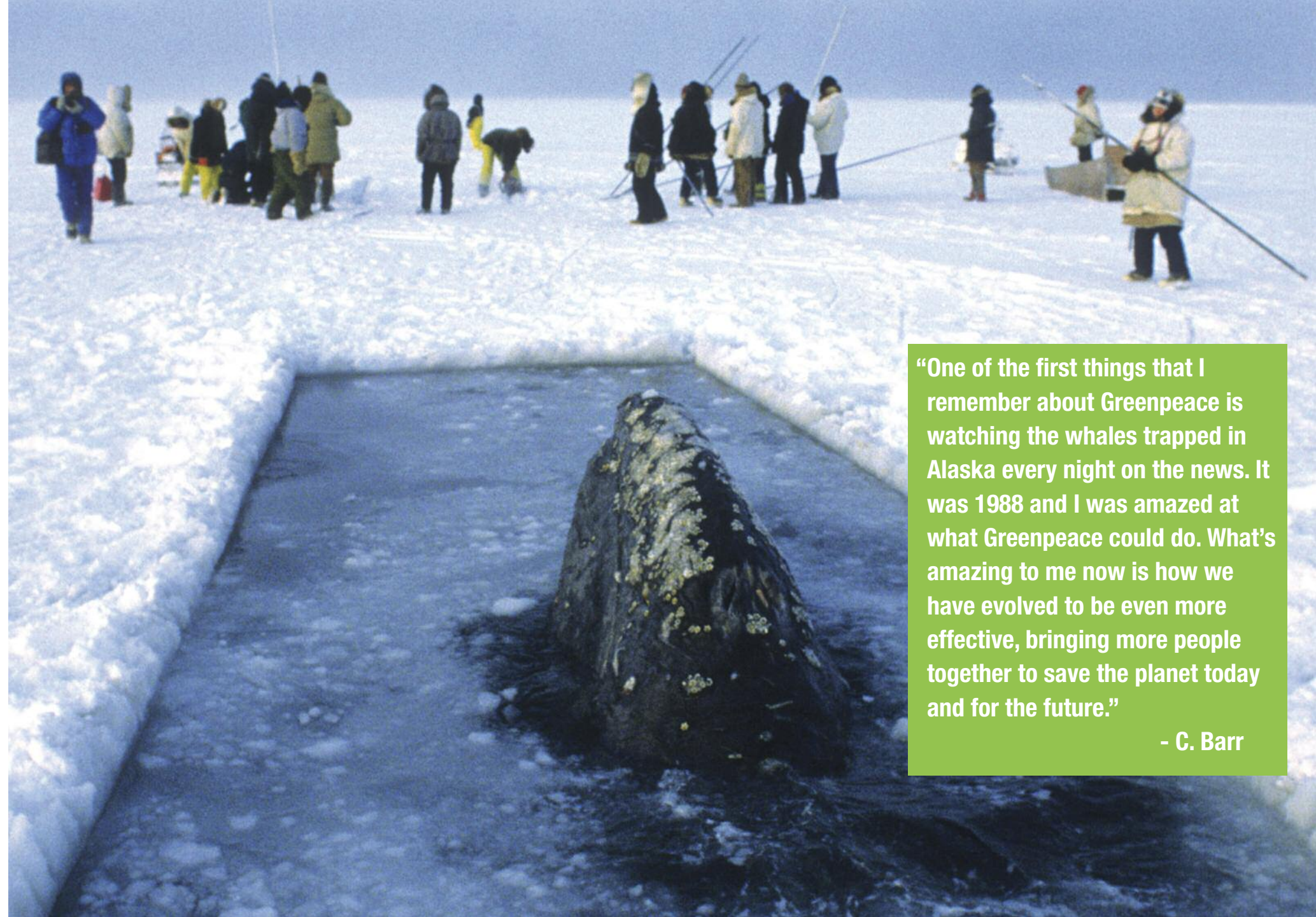
**Unofficial Title:**  
“A guide for our supporters, helping them connect to and act for Greenpeace campaigns”

**B**uddy was a Greenpeace supporter that Corrine knew for 12 years. She and Buddy would have “the most wonderful conversations,” and she describes him as “warm, funny, sweet, and caring.” Buddy spent many years in the Coast Guard and felt a special connection to the sea. When he retired to Palm Springs, he joked about the irony of living in the desert when he had always been so close to the ocean. In his last years, Corrine visited Buddy, and he again expressed his passion for ocean protection and his enthusiasm for Greenpeace.

Buddy gave modestly to Greenpeace throughout his life, but he wanted to do whatever he

could. So he left his estate to Greenpeace when he died in 2012. “It was sad for me to lose this person that I connected with over the years,” says Corrine, “but to know that his gift was going to perpetuate the work that he was excited about made me feel good.”

Corrine thinks of herself as an activist and a fundraiser, so she participates in many Greenpeace rallies and protests. On the Summer Solstice last year, she dressed up as a polar bear to raise awareness about the Arctic. She gets involved in Greenpeace campaigns, “because I want to bring the voice of our supporters to our movement.”



“One of the first things that I remember about Greenpeace is watching the whales trapped in Alaska every night on the news. It was 1988 and I was amazed at what Greenpeace could do. What’s amazing to me now is how we have evolved to be even more effective, bringing more people together to save the planet today and for the future.”  
- C. Barr





## George Pletnikoff

**Official Title:**  
Alaska Oceans Campaigner

**Unofficial Title:**  
“I am an Aleut person who happens to work with Greenpeace on issues that are critical to our people’s survival.”

**F**or eight years, George has worked toward a reconciliation between environmental activists and Alaska’s Indigenous communities. It’s an important partnership, because Alaska is at the center of our ocean protection campaign. Alaska’s Bering Sea, for example, is among the world’s most productive and threatened fisheries. It’s a priority marine ecosystem that Greenpeace works to save by helping Alaska’s Native communities have a say in its future, for their way of life is inextricably tied to the ocean.

Indigenous Peoples and environmentalists have been at odds before, largely because we haven’t, as George says, “in humility, listened to what the people are and are not saying.” Himself an Aleut, George

understands that silence among Indigenous People is as important as what is said, and with that knowledge he is building a powerful coalition of Native communities, scientists, and environmental activists.

A milestone in 2012 that George is particularly proud of is the signing of a resolution by 229 tribal governments, which among other things calls for the protection of the Bering Sea Canyons from destructive fishing practices such as pollock trawling. Trawling is a particularly destructive fishing practice that tears up the ocean floor and puts at risk a variety of marine species, from deep sea coral to Steller sea lions to pollock to salmon. Given the rising influence of Indigenous communities, this definitive call to action is hard for policymakers deciding the future of the Bering Sea to ignore.



**“There comes a time for reconciliation, and that time may be now, because there is so much at stake. Our planet is at stake. But we’re not going to solve our problems unless we first have genuine introspection on who we are and what we are trying to do to seek reconciliation with all of Creation.”**

**- G. Pletnikoff**





Jackie Dragon

## Jackie Dragon

**Official Title:**  
Senior Oceans Campaigner

**Unofficial Title:**  
“Dolphin Whisperer”

“The first bumper sticker on my first car was ‘Save the Whales,’” says Jackie. “I don’t remember when I didn’t know about Greenpeace, and I feel like the luckiest person in the world to do the work that I do.”

That work, as described by Jackie, is “to bring peoples’ voices into the political process to protect the huge part of the world that is water.” Specifically, Jackie is organizing to push the North Pacific Fishery Management Council, which makes decisions for all waters in Alaska, to create a sanctuary around the Bering Sea’s deep sea canyons.

“These are the Grand Canyons of the Pacific,” says Jackie, “and this area is also one of the most lucrative fishing spots in the world.” Policymakers have resisted putting protection of this area on their agenda for over a decade. “When it comes to protecting the broader ecosystem, and the food web,

they tend to wait until there’s a devastating population crash before they act,” says Jackie, because of the profit motive.

But Jackie is no stranger to fighting the forces that be. Prior to working for Greenpeace, she brought the shipping industry to the table to negotiate stronger safeguards for whales along California’s coastline.

In 2012, Jackie and her team mobilized citizens, seafood businesses, scientists, and native communities to convince the North Pacific Fishery Management Council to start a process for assessing and creating new protections of the Bering Sea canyons.

It was a satisfying moment, because the council listened to the variety of people with a stake in the Bering Sea. “On my own, I’m nothing,” Jackie says. “It’s when there are many voices behind me that things change.”



“Every day, I’m encouraged to see progress against what seem like the most difficult, incredible, gigantic odds. We’re creating a world where there will be whales, which is one metaphor for a healthy planet.”

- J. Dragon





Liza von Rabenau

## Liza von Rabenau

### Greenpeace Supporter

#### Why we are inspired by Liza:

“Liza is using the wonderful memories she has of her childhood to inspire the future she wants for children everywhere.”

Liza grew up near the University of Puerto Rico in San Juan. For some 27 years, her mother was the editor-in-chief of the National tourist guide for Puerto Rico, *Que Pasa en Puerto Rico*. She later did research and writing about wildlife — specifically the birds of Puerto Rico — as a consultant for the Fideicomiso de Conservacion de Puerto Rico.

Liza remembers joining her mother in the summers on long walks around the island, marveling at the mountains and rivers that were so close to where she lived. These were places that her mother would write about.

But that’s all changed. “There’s too much cement,” she says of today’s Puerto Rico. “And beautiful places that I used to visit are gone.”

The loss of our “green world” — as Liza put it — sparks in her a great concern for the future of her grandchildren. “They are

surrounded by malls and highways,” she says. “When I was growing up, there was a countryside with rivers and an ocean beyond. My grandchildren don’t see any of that.”

That’s why she is proud to support Greenpeace and even prouder that her daughter, Marcela Bringas von Rabenau, works for Greenpeace as the national training director for the Greenpeace Frontline canvassing program. “I love telling people that my daughter is out there telling others about the consequences of destroying our environment, of the animals that may not survive,” Liza says.

“Greenpeace is a movement, and it’s one that must be led by our children,” Liza goes on to say. As a social worker in New York City’s public schools, she has her own opportunities to talk to kids about the natural world. “It’s incredible how they respond,” she says, and it gives her hope. “It’s their world and their future.”



“I love the word “sustainable” and what it means for our future. We should know that when we eat certain foods — sardines or tuna — we are having an impact on the world. We need to know about the terrible things that are happening to our planet every minute, and we need to stand up and stop it.”

- L. von Rabenau





Karen Topakian

## Karen Topakian

**Official Title:**  
Board Chair of Greenpeace, Inc., the 501(c)(4) nonprofit arm of Greenpeace

**Unofficial Title:**  
“I look out from a higher height and further into the future to help move Greenpeace forward.”

“I’ve been around Greenpeace for a really long time,” Karen says.

As a high school senior in the 1970s, she saw toxic pollution contaminating in the Pawtuxet River in Rhode Island. It would be in the 1980s when Greenpeace activists chained themselves to the discharge pipes to stop chemical manufacturer Ciba-Geigy from dumping toxics into that same river, and when Karen thought: “I want to do that.”

After college, Karen immersed herself in the Rhode Island nuclear disarmament movement. And in 1987, after finishing graduate school, she joined Greenpeace as a campaigner in the Nuclear Free Seas campaign, focusing on abolishing naval nuclear weapons.

While on staff, Karen “was loaned out to a lot of other campaigns, “ including Greenpeace’s emerging initiative to stop climate change.

For this campaign, she spent 96 hours in a large metal box (with a

working bathroom), placed on train tracks near a DuPont plant. The plan was to stop DuPont from moving chlorofluorocarbon coolants, chemicals linked to the depletion of the ozone layer. Numerous activists spent time in similar boxes across the country; it was one of the first coordinated actions Greenpeace took around climate change. Chlorofluorocarbons are now no longer in use.

Karen believes it’s ever more difficult for corporations and politicians to ignore Greenpeace because “science, an understanding of law and regulations, integrity, and professionalism form the backbone of every campaign.” She’s particularly proud of Greenpeace’s collaboration with community groups to shut down coal plants. She believes social change begins from the “ground up,” and that Greenpeace plays an important role in “elevating and intensifying” the hard work of grassroots activists, “helping them achieve the victories they deserve.”



“We don’t like to be ignored.”  
- K. Topakian





Carol Steinhart

## Carol Steinhart

### Long-Time Supporter of Greenpeace

**Why we are inspired by Carol:**  
“Carol is just the type of passionate, informed person so many of us strive to be.”

**A** love of science runs deep in the Steinhart family. Carol and her late husband John both obtained doctorates — in plant physiology and geophysics respectively — and collaborated on three books. They wrote a definitive description of the first major oil spill in America: the 1969 Santa Barbara Blowout. The disaster wreaked havoc along the California coastline and spurred a national movement to end offshore oil drilling.

Although heavily engaged in research and writing on ecological and energy issues, it was her son’s great passion for fish that turned Carol on to Greenpeace. Carol describes Geoff as a “Merman” who began fishing at a very young age. He’s still an avid fisherman with a doctorate in fish biology.

Greenpeace’s commitment to

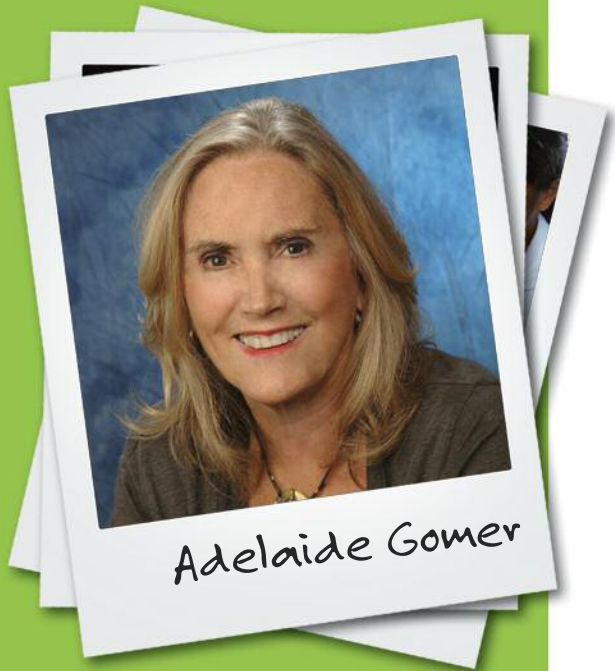
ocean protection has always impressed Carol. She also admires Greenpeace’s creativity and ability to get the media’s attention. “We’d better pay attention,” she says, “because environmental issues seem to be off our radar. The other things that we care about won’t get us in the end.” She’s frustrated that policymakers “don’t know their history,” and won’t “get out of the way” to allow innovation around clean energy technology to flourish.

Carol is an accomplished musician in the violin, viola, and the saw, which she learned by watching a coworker with whom she shared an office. In retirement, she plays chamber and folk music, volunteers at the University of Wisconsin’s Arboretum, and “bombards” Congress with letters on a variety of policy issues, especially environmental protection.



**“When my son was five years old, he would watch Jacques Cousteau on television. He was very upset one day and told me that he wanted to see whales before they went extinct. That’s when we began going on whale watching trips and discovered Greenpeace.”**  
- C. Steinhart





Adelaide Gomer

**Adelaide Gomer**  
Board Member of Greenpeace Fund, the 501(c)3 nonprofit arm of Greenpeace

**Why we are inspired by Adelaide:**  
“Adelaide is a ‘Greenpeacer’ at heart. She’s fierce and doesn’t take things sitting down. If she sees an injustice, she fights it with energy and passion.”

“We’re all connected,” says Adelaide on why she’s so committed to the fight for our environment, whether in Ithaca where she lives or across the world. “When a rainforest is cleared for corporate greed, for example, everyone is affected.”

For two decades, Adelaide has jumped into the fight in many different ways. As president of the Park Foundation, she’s spearheaded a number of funding initiatives, including the purchase of rainforest in Belize and efforts to stop “fracking,” the toxic process for extracting natural gas from shale. The Park Foundation’s investment in the anti-fracking movement is part of its focus on ensuring that clean water is affordable and accessible across the U.S.

Adelaide’s battle with cancer heightened her awareness and

outrage about the many carcinogens found around us, especially in water. “You can eat all the organic food in the world,” she says, “It doesn’t matter if there’s mercury in the water you drink.”

Greenpeace’s ocean protection work captured Adelaide’s interest and admiration long ago. “I look out at the ocean, this infinite thing,” she says, “and know it’s full of plastics and toxins, that we are losing any number of species.” She joined the Greenpeace Fund board in 2012 and has found it an eye-opening experience, to see the “broad horizon” of campaigns that touch all corners of the globe. She’s also gratified to see Greenpeace mobilize youth. “It’s their world now,” she says, “Young people must engage if we’re going to turn the future around.”



**“I’m a cancer survivor and a grandmother. I want to go out fighting and believe Greenpeace is brave and courageous, fighting with powerful impact. The battle goes on and on and can so easily be forgotten over time. I admire Greenpeace for keeping the fight alive.”**  
**- A. Gomer**





**2012-2013  
Greenpeace, Inc.  
Board of Directors**

Karen Topakian, Chair  
Valerie Denney  
Tom Newmark  
Melissa Bradley  
Jee Kim  
Jigar Shah  
Tracy Sturdivant  
Betsy Taylor  
Antha Williams

**2012-2013  
Greenpeace Fund, Inc.  
Board of Directors**

Jeffrey Hollender, Chair  
Elizabeth Gilchrist  
Alnoor Ladha  
Adelaide Gomer  
Ellen McPeake  
John Passacantando





## Letter from Robert Fox, COO

As I reflect back on the achievements of 2012, an age-old adage comes to mind: There's power in numbers. It's a meaningful saying on many levels at Greenpeace and for me.

In terms of dollars and cents, we saw remarkable growth in 2012. Contributions to both Greenpeace, Inc. and Greenpeace Fund, Inc. increased substantially, by 19 percent and an extraordinary 55 percent respectively. Such numbers make a Chief Operating Officer's heart lift, but there's another figure that is deeply satisfying for me.

I'm moved by the fact that, across the U.S., hundreds of thousands of individuals have made an investment in the pursuit of a green, peaceful future. Many have supported Greenpeace for decades, like Pat Simun, who is profiled in this report, and her late brother, A.E. Griffith Bates, Jr.

There are institutions like the Arcus Foundation, an important partner in protecting habitat for endangered ape species. In 2012, the foundation provided a generous \$300,000 grant for our work to stop the destruction of Southeast Asia's Paradise Forests, home to the orangutan and gibbon.

There are individuals like our many Partners in Action supporters. In 2012, 25 percent of those donors chose to increase their gifts, showing an ever greater concern for the environmental challenges we face and also great hope in the future we can build together.

And then there are those who choose to make Greenpeace part of the legacy they leave the world. In 2012, Violet Kuffner, who throughout her life cared deeply about animals and the environment, honored us with a bequest of \$900,000. We are pleased to fulfill her last request, which was to judiciously use her contribution in keeping with the

"thrift and wisdom" that she and her husband practiced during their lifetime.

I'm also keenly aware of a number largely hidden from the public, and that's the number of people who work tirelessly behind the scenes to ensure that Greenpeace is as effective and sustainable an organization as possible. In keeping with the theme of this report, I want to acknowledge the efforts of our administrative team and fundraisers, all of whom are truly committed to the principles that Greenpeace stands for and to making sure that every dollar is wisely spent.

I myself have been involved in social change for more than 25 years and I'm especially grateful to find myself with Greenpeace at this time. As I think about the future of my children, the threat of climate change weighs heavily on me. I am inspired by the determination of those around the world who are standing up for a clean energy future that will help us avert the worst effects of this crisis. I am privileged to work alongside passionate individuals who transform your support and faith in Greenpeace's work into action in neighborhoods and communities, in and on our oceans and deep inside our world's ancient forests.

I am heartened as the number of people engaged in environmental activism grows and as we find such immense, collective power in numbers to stop environmental crimes.



Robert Fox

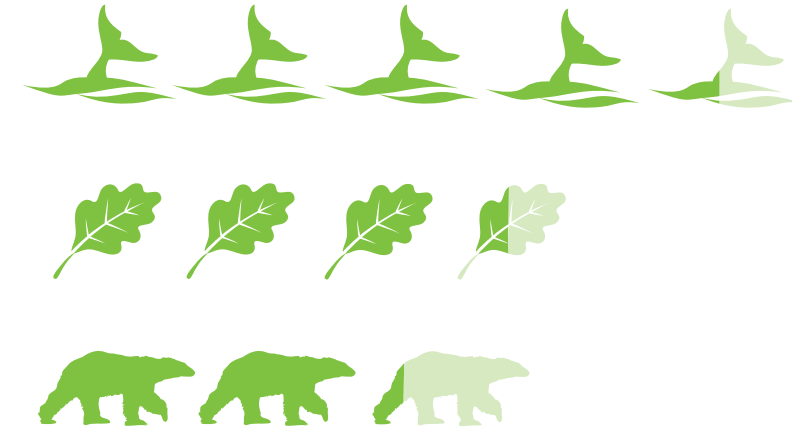
## 2012 Operating and Supporting Expenses for Greenpeace, Inc.

**80%**  
\$25,941,107

Priority Campaigns  
\$11,380,696

Other Campaigns  
\$14,560,411

### Priority Campaigns



**43%**  
Oceans Campaign  
\$4,904,419

**35%**  
Forests Campaign  
\$3,935,741

**22%**  
Climate Campaign  
\$2,540,536

**14%**  
\$4,452,777

Fundraising

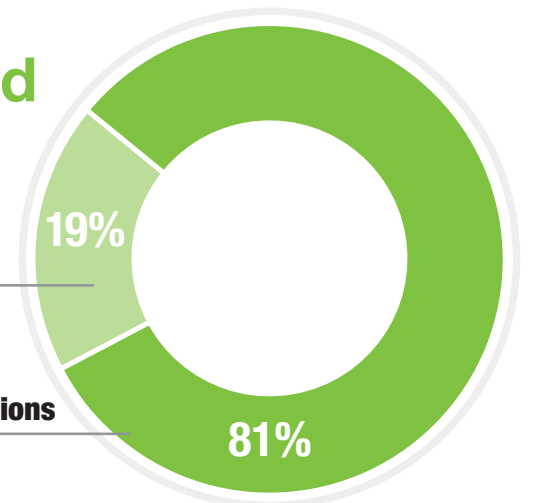
**6%**  
\$2,051,662

Management & General

### Support and Revenue

Grants from Greenpeace Fund, Inc.  
\$6,088,001

Contributions and Donations  
\$26,696,233





# Greenpeace, Inc. Statements of Activities

For the Years Ended December 31, 2012 and 2011

In the United States, Greenpeace fulfills its role in protecting the environment through two corporate entities: Greenpeace, Inc., a nonprofit organization formed under Section 501(c)(4) of the Internal Revenue Code, and Greenpeace Fund, Inc., a nonprofit organization formed under Section 501(c)(3) of the Internal Revenue Code.

Greenpeace, Inc. furthers its mission of protecting the environment through research, advocacy, litigation, and lobbying (direct and grassroots). The organization also bears witness to environmental degradation and takes action to prevent it. Contributions to Greenpeace, Inc. are not tax-deductible.

The mission of Greenpeace Fund, Inc. is to promote and protect the environment through research and public education. Greenpeace Fund, Inc. also makes grants to other nonprofit organizations for activities that are consistent with its mission. Contributions to Greenpeace Fund, Inc. are tax-deductible.

	2012	2011
<b>Support and Revenue</b>		
Contributions and Donations	\$ 26,696,233	\$ 23,407,425
Grants from Greenpeace Fund, Inc.	6,088,001	4,050,000
Licensing, royalties and merchandise sales	5,944	7,935
Investment income	4,596	5,711
<b>Total revenue and support</b>	<b>32,794,774</b>	<b>27,471,071</b>
<b>Expenses</b>		
<b>Program services:</b>		
Climate campaign	2,540,536	2,125,416
Forests campaign	3,935,741	3,359,528
Public information and education	5,914,293	4,299,381
Arctic campaign	811,270	-
Oceans campaign	4,904,419	4,363,635
Toxics campaign	1,122,288	1,017,707
Action resources	2,360,508	2,185,991
Outreach campaign	4,276,371	4,289,227
Other campaigns	75,681	76,850
<b>Total program services</b>	<b>25,941,107</b>	<b>21,717,735</b>
<b>Supporting services:</b>		
Fundraising	4,452,777	4,382,479
Management and general	2,051,662	1,757,514
<b>Total supporting services</b>	<b>6,504,439</b>	<b>6,139,993</b>
<b>Total expenses</b>	<b>32,445,546</b>	<b>27,857,728</b>
<b>Change in Net Assets</b>		
Net Assets, beginning of year	824,056	1,210,713
<b>Net Assets, end of year</b>	<b>\$ 1,173,284</b>	<b>\$ 824,056</b>

# Greenpeace Fund, Inc. Statements of Activities

For the Years Ended December 31, 2012 and 2011

## Support and Revenue

**Grants**  
\$363,951

**Contributions and Donations**  
\$10,729,546

## Expenses

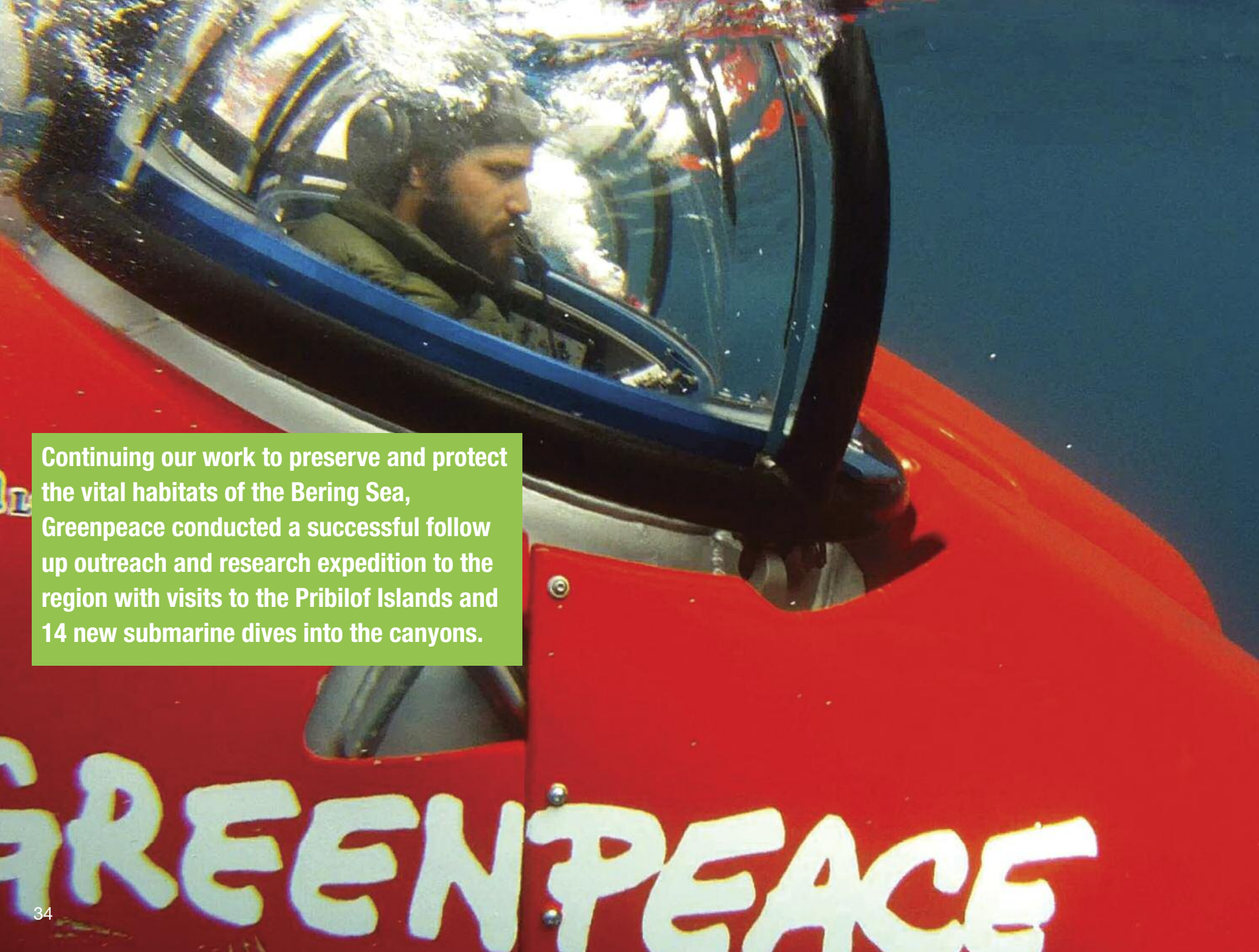
**Management & General**  
\$541,463

**Fundraising**  
\$1,515,287

**Total Grants & Program Services**  
\$12,593,703

	2012	2011
<b>Support and Revenue</b>		
Contributions	\$10,729,546	\$8,749,759
Grants	363,951	1,589,844
Investment income	419,256	174,405
Other income	269,337	-
Net assets released from restrictions	955,000	340,000
<b>Total revenue and support</b>	<b>12,737,090</b>	<b>10,854,008</b>
<b>Expenses</b>		
<b>Program services</b>		
Grants to Greenpeace, Inc.	6,088,001	4,000,000
Grants to Stichting Greenpeace Council	6,505,702	5,600,738
<b>Total program services</b>	<b>12,593,703</b>	<b>9,600,738</b>
<b>Supporting services</b>		
Fundraising	1,515,287	1,507,255
Management and general	541,463	340,712
<b>Total supporting services</b>	<b>2,056,750</b>	<b>1,847,967</b>
<b>Total expenses</b>	<b>14,650,453</b>	<b>11,448,705</b>
Change in unrestricted net assets	(1,913,363)	(594,697)
<b>Temporarily Restricted Net Assets</b>		
Contributions	1,175,000	1,215,408
Net assets released from restrictions	(955,000)	(340,000)
Change in temporarily restricted net assets	220,000	875,408
<b>Change in Net Assets</b>	<b>(1,693,363)</b>	<b>280,711</b>
Net Assets, beginning of year	9,407,421	9,126,710
<b>Net Assets, end of year</b>	<b>\$7,714,058</b>	<b>\$9,407,421</b>





Continuing our work to preserve and protect the vital habitats of the Bering Sea, Greenpeace conducted a successful follow up outreach and research expedition to the region with visits to the Pribilof Islands and 14 new submarine dives into the canyons.



In 2012, The U.S. District Court ruled in Greenpeace's favor to uphold the National Oceanic and Atmospheric Administration's decision to protect endangered Steller sea lions by closing large areas around the Aleutian Islands to bottom trawling.



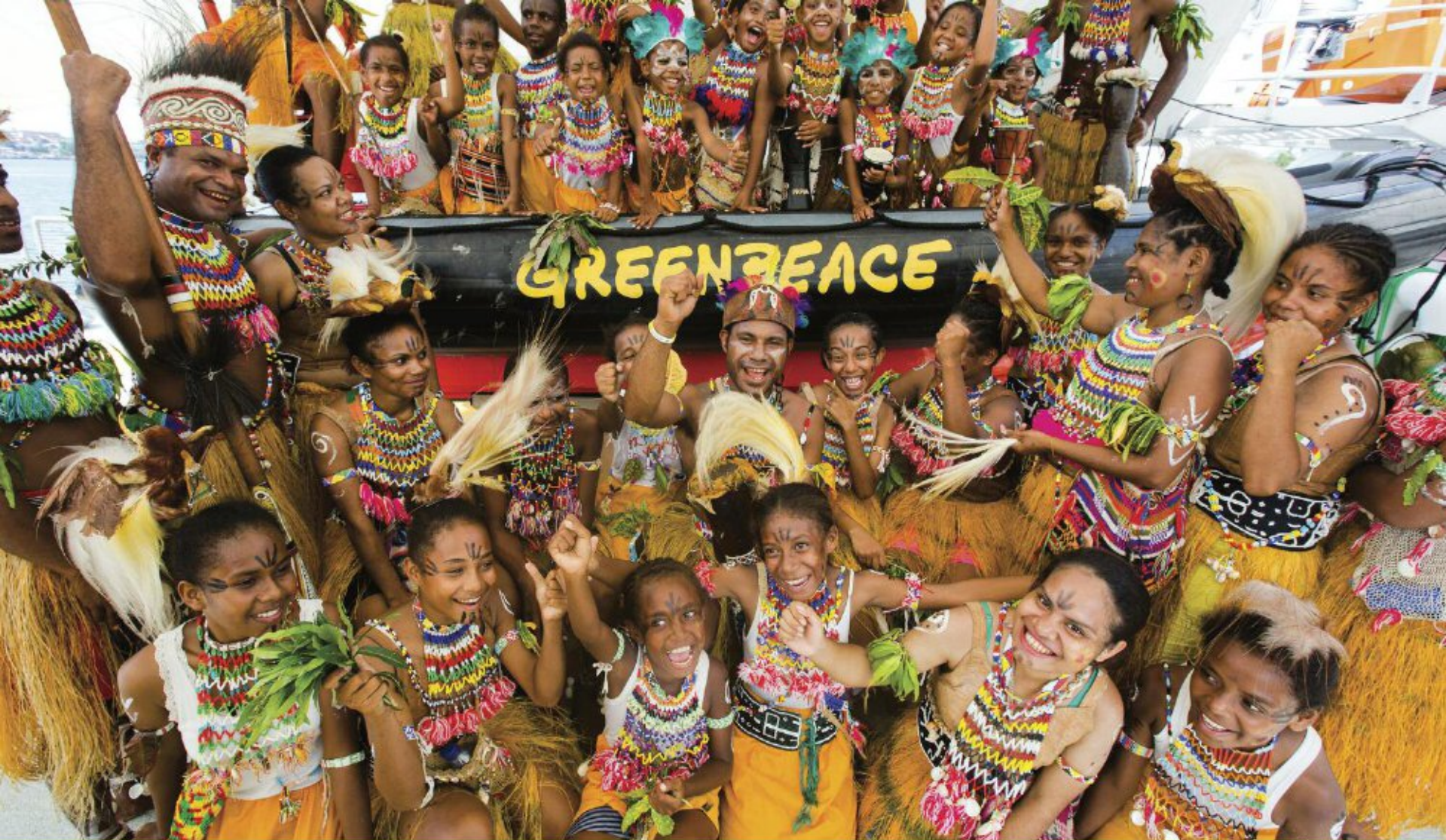


Following the devastation of Hurricane Sandy, Greenpeace used the *Rolling Sunlight* to join the relief efforts in the Rockaways (NYC). Greenpeace provided energy for lights, cooked and served thousands of meals, and assisted the Occupy Sandy network in creating over a dozen other relief hubs. Greenpeace's team on the ground was also instrumental in creating the only fully operational clinic in the Rockaways, staffed with doctors and nurses.



In 2012, following global pressure from Greenpeace, KFC Indonesia announced it was ending its 30-year supplier relationship with APP and would address issues in its supply chain.





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