

GREENPEACE

Annual Report 2014



GREENPEACE

Hello Greenpeace!

I want to make sure that we start off on the right foot, so it seems appropriate to let you know from the very start that I'm not real. According to the people who put together this year's Annual Report, I'm completely and totally made up. A figment of their imagination. A fictional character with the very convenient name of Alex C. Tivist.

A.C. Tivist. Activist... Get it? It's kind of clever, right?

The stories you're going to read though, those are all real. More importantly, they are all things that wouldn't have happened without your support of Greenpeace's mission and the campaign work being done around the world. My fantastic Greenpeace year has been created from the stories of campaigners and researchers, volunteers and artists, activists and allies who could not have done any of the things they did without you.

In 2014 you took action and you made a difference. A real difference in the real world where people took to the streets to call for climate justice and helped transform the supply chain of one of the largest, most well-known companies in the world (you've done that more than a few times actually...) and drew important attention to the horrible practices taking place on the high seas.

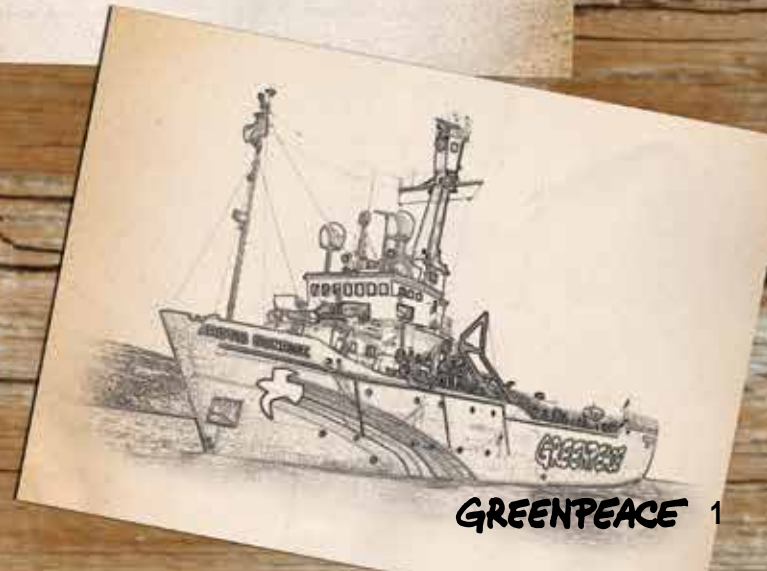
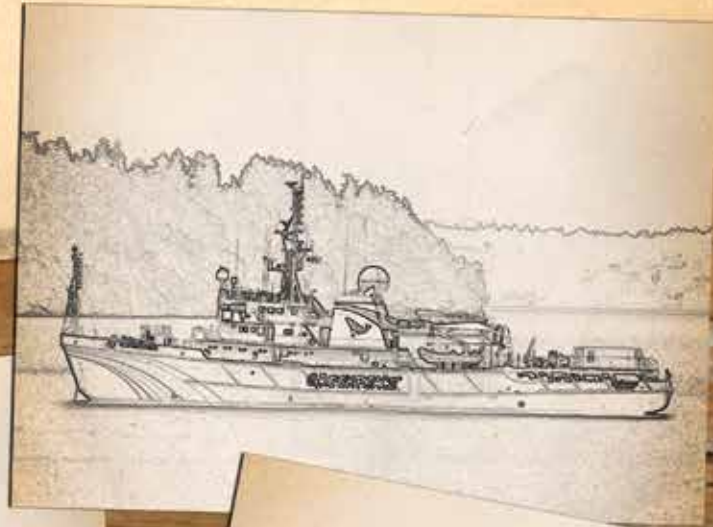
You also helped us bring the Arctic Sunrise home.

There is always more work to be done and, sometimes, it's easy to lose track of just how far we've come because we're so focused on our big, ambitious goals for the future. That's why it's always so great to take just a little time to reflect back and see all we've done as the great global community that is Greenpeace.

Thank you for being part of this work. Thank you for another amazing year.

Your friend,

A.C. Tivist



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THE LONE WOLF'S CRY

In March 2014, the US Fish and Wildlife Service officially recognized Greenpeace's petition to list the rare and beautiful Alexander Archipelago wolf under the Endangered Species Act (ESA). Industrial-scale logging in the Tongass National Forest has already decimated nearly a million acres of forestland. As the forests have declined, so have the wolves and the deer they depend on. By announcing in its preliminary finding that an ESA listing "may be warranted," the US Fish and Wildlife Service took a critical first step in saving the wolf. This move represents decades of scientific research and a tireless legal battle waged by Greenpeace and coalition partners. An endangered species listing will not only protect the Alexander Archipelago wolf, but will also trigger greater protections for the forest ecosystem that the wolf depends upon.





A.C. Tivist · 2h

Thanks @USFWSHQ for recognizing our petition to protect the Alexander Archipelago wolf! #ListThisWolf #EndangeredSpeciesAct



Alexander Archipelago wolf (*Canis lupus ligoni*)

The Alexander Archipelago wolf is a fascinating apex predator, unique to the coastal temperate rainforest of Southeast Alaska. The behavior and genetics of this gray wolf subspecies are distinctive from other North American wolves, a consequence of being geographically isolated for thousands of years by ocean and an ice-capped mountain range.



WE CAN CHANGE THE WORLD

On Sunday, September 21, 2014, the streets of New York flooded with a sea of individuals who — in a beautiful display of how strong we can be when we come together as a true global community — called on world leaders to take action to address climate change. Estimates are that the People's Climate March included some 400,000 people from all manner of backgrounds and experiences. There were groups representing neighborhoods from throughout New York City, environmental justice groups, members of the LGBTQ community, scientists, Indigenous groups, and people of faith and members of the peace and justice movement.





Desperate
TIMES
call for
Desperate
MEASURES
1 is all
we have
National Jobs
for All Coalition
www.njfa.org

GREEN
JOBS
FOR ALL

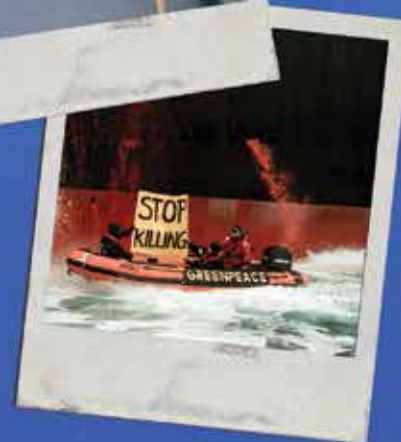
BERKSHIRE HILLS
EVERY...

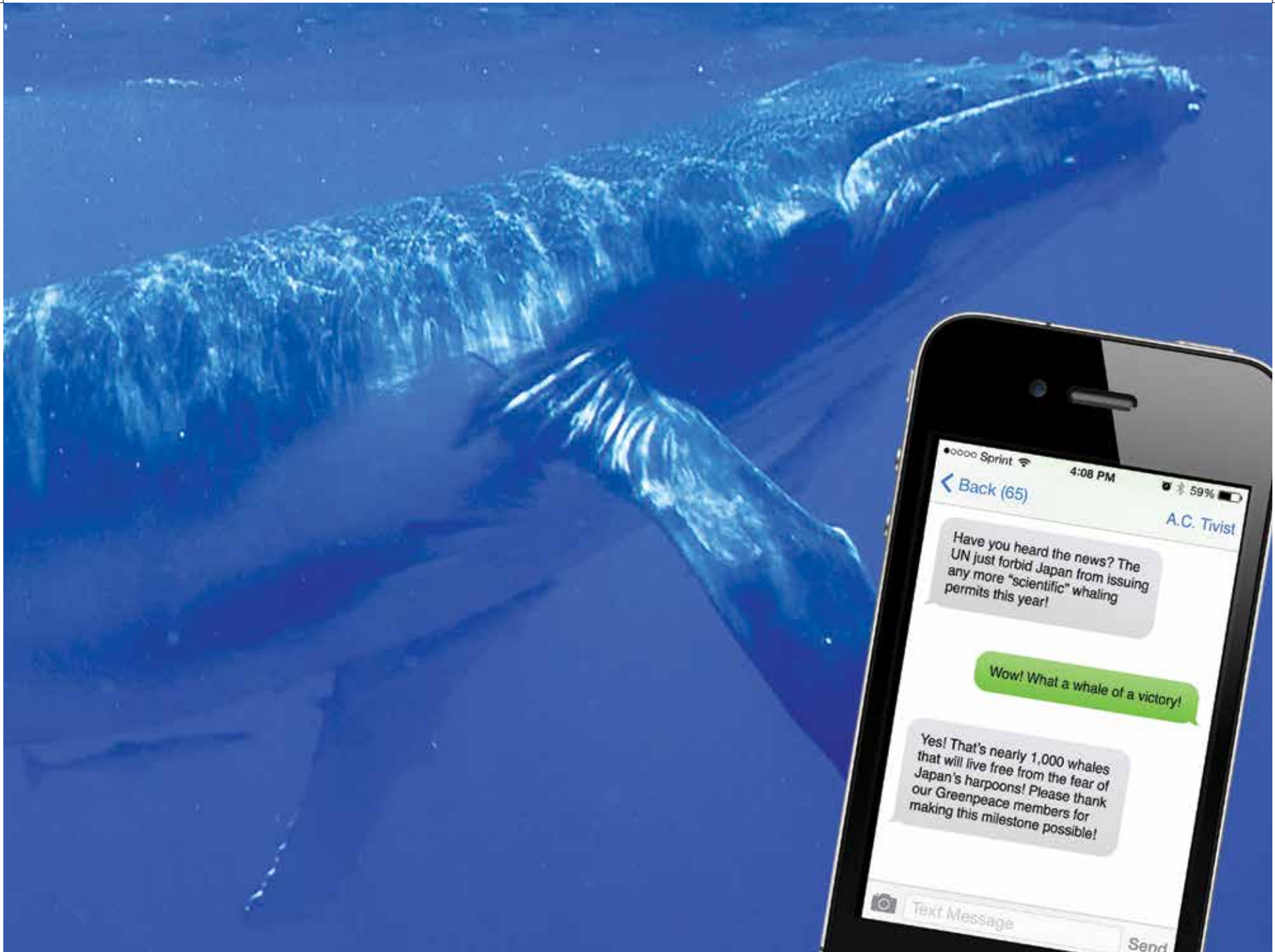
YEARS OF...

GREENPEACE 7

A WHALE OF A VICTORY

In the spring of 2014, Greenpeace's campaign to save the whales came full circle when the United Nations' International Court of Justice handed down a decision against Japan's so-called "scientific" whaling program. Japan was officially forbidden from issuing any more permits for this kind of whaling. The court's decision marked a major milestone in Greenpeace's efforts to stop senseless commercial whaling around the world. For the first time in more than 100 years, no whales were slaughtered in the Southern Ocean. An end to commercial whaling is critical so that we can turn the focus onto the other big conservation challenges facing the world's remaining whale populations, like climate change and destructive fishing.





A NEW BEGINNING

Nearly one year from when it was taken into custody by the Russian government, the Arctic Sunrise returned to Amsterdam in August of 2014. After several weeks of repairs — due to senseless destruction caused by investigators and complete neglect while it was being held — the ship left Murmansk, a port city in the extreme northwest of Russia, on a course for home.

The Sunrise, one of three ships in the Greenpeace fleet, had been taken by authorities in the same aggressive raid that resulted in 28 Greenpeace campaigners and two journalists being arrested by the Russian government following a peaceful protest against Arctic drilling. The imprisonment of the group who became known as the Arctic 30 caused an international furor, and demands from all corners of the world for their release.

As they prepared to sail the Arctic Sunrise back to Amsterdam, Captain Daniel Rizzotti said, “We sail home with the voices of five million Arctic defenders in our ears. This is a new beginning.”



* The Arctic Sunrise becomes the first ship to circumnavigate James Ross Island in the Antarctic – 1997



 A.C. Tivist · 7h
Welcome Home #ArcticSunrise!
← 📷 ⭐ ⋮

THE SILENCE OF THE BEES

In April 2014, Greenpeace activists unfurled a 56-foot banner outside the German headquarters of Bayer, calling on the chemical company to stop producing bee-killing pesticides. The action followed a successful campaign across Europe where Greenpeace helped organize millions of people to pressure the European Union into imposing a partial ban on dangerous pesticides that are driving honeybees to extinction. Yet, dramatic bee die-offs around the world continue to be documented. The scale of this crisis cannot be overstated. Without bee pollination, around 33 percent of the world's crops would be lost, while up to 75 percent would suffer decreases in productivity. If the bee die-offs continue, we are looking at the collapse of the global agricultural system as we know it.



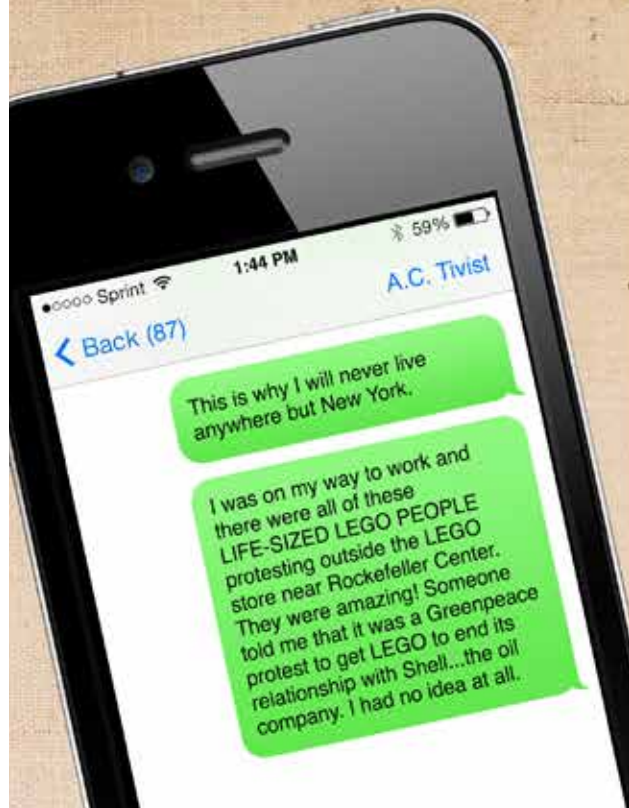


SHELL: EVERYTHING IS NOT AWESOME

The Arctic has always been a place that has inspired the imagination. We think of pristine, snow-covered landscapes, crystal-clear waters, and magnificent white polar bears beneath a sky so vast it seems to stretch forever.

But the Arctic is also home to some four million residents and beautiful and unique forms of wildlife. It is a very real, incredibly vital place that, sadly, needs protection.

Royal Dutch Shell and other profit-minded companies want to take advantage of the Arctic's melting ice so that they can plunder its resources. Despite the fact that experts and scientists say an oil spill would be impossible to clean up and would devastate the Arctic's unique environment, the desire to drill in this land of inspiration and irreplaceable beauty continues.



A.C. Tivist

Today at 3:12pm · 🌐

Shell wants to drill in the Arctic. #SoNotAwesome #SaveTheArctic



LEGO: Everything is NOT awesome.

UPDATE: Great news! Lego has announced it will not renew its contract with Shell. This is a massive victory for over 1 million Arctic Defenders globally. But...

👍 6,703 people like this.

Most Relevant ▾

↪ 2,910 shares



HELP GREENPEACE
STOP SHELL



BELIEVING IN MONSTERS



n November 4, 2014, Greenpeace released a list of the 20 worst offenders when it comes to overfishing. Overfishing is reaching a crisis point, with 90 percent of global fish stocks either fully or overexploited.

Contributing greatly to the issue are a relatively small number of industrial fishing barons who employ underhanded practices like changing the identity and flag of their massive fishing vessels or using front companies and tax havens to increase their access to fishing grounds. These monster boats are not only depleting and degrading our global fisheries, they are driving local fishing communities to ruin.

Mauritanian artisanal fishermen in West Africa are already traveling great distances to fill their nets, often crossing paths with three of the offenders — the Margiris, the Annelies Ilena, and the Helen Mary.



A.C. Tivist

Yesterday at 10:01am · 🌐



In just one haul, a monster ship like the Helen Mary can catch what it would take fifty fishermen in fifty pirogue (a West African fishing boat shaped like a canoe) a year to catch. #ThatsFair #IBelieveInMonsters



Most Relevant ▾

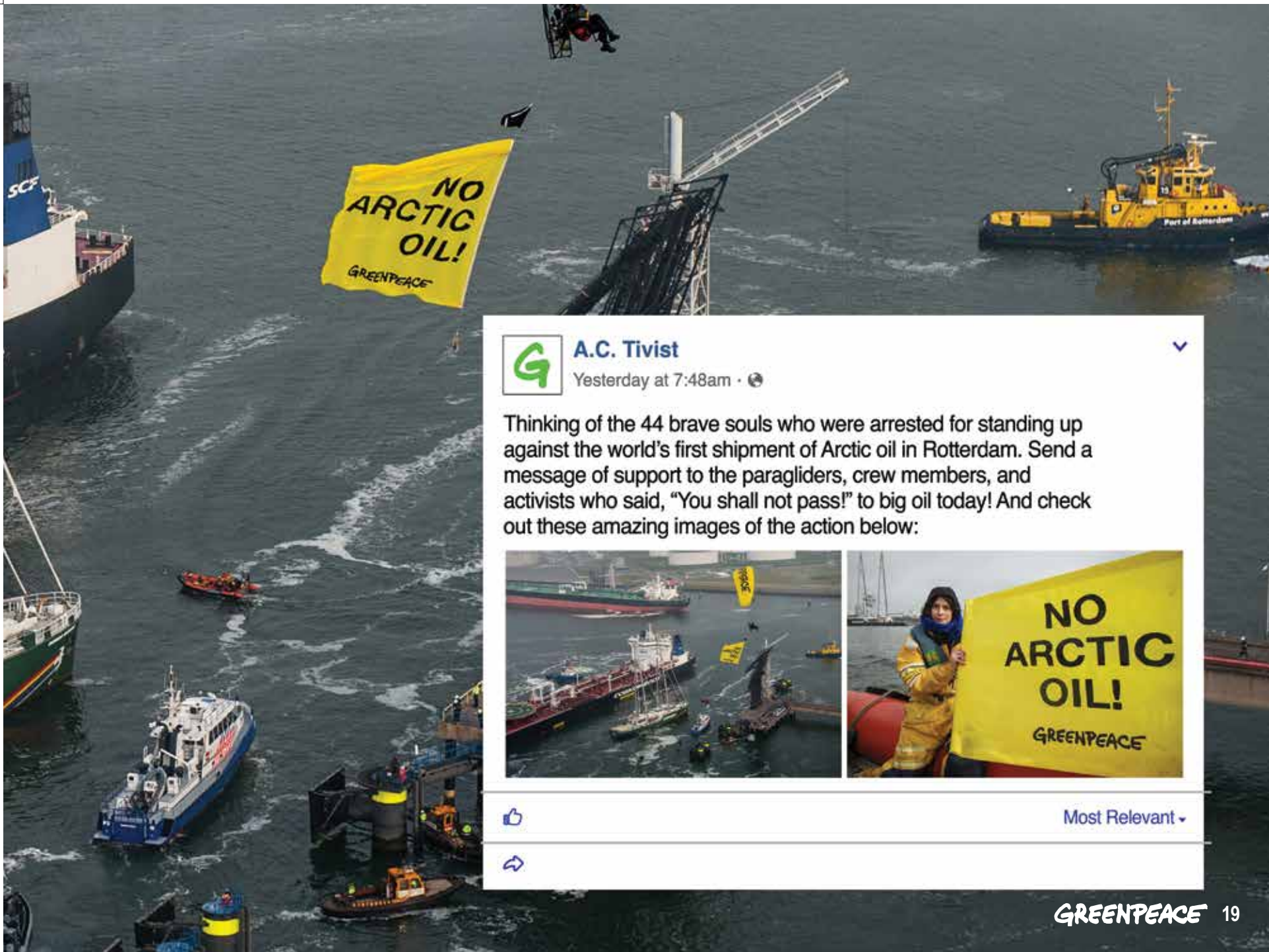




YOU SHALL NOT PASS

In May 2014, a Russian tanker carrying the world's first shipment of Arctic oil made its way into the Dutch port of Rotterdam. A host of activists on inflatable speed boats, dispatched from Greenpeace's Rainbow Warrior and Esperanza, positioned themselves between the tanker and the Dutch dock to prevent it from offloading the Arctic oil. The oil was taken from the controversial Prirazlomnaya platform, which was the site of the high profile seizure of Greenpeace's Arctic Sunrise and the arrest of 28 activists and two freelance journalists.





A.C. Tivist

Yesterday at 7:48am · 🌐



Thinking of the 44 brave souls who were arrested for standing up against the world's first shipment of Arctic oil in Rotterdam. Send a message of support to the paragliders, crew members, and activists who said, "You shall not pass!" to big oil today! And check out these amazing images of the action below:



Most Relevant ▾



P&G WASHES DIRTY PALM OIL AWAY

In late February 2014, Greenpeace released P&G's Dirty Secret, a report detailing the connections between manufacturing giant Procter & Gamble (which makes everything from Head & Shoulders shampoo to household cleaning products to prescription drugs) and the destruction of critical orangutan habitats in Indonesia.

In Indonesia and other regions, ancient forests and thriving natural regions are being destroyed for the establishment of massive palm oil plantations. Palm oil is a common ingredient in detergents, shampoos, cosmetics, chocolate, and a variety of household goods and is not, by its nature, a bad thing.

Unfortunately, its widespread use has made it incredibly profitable and some have decided to put profit ahead of our planet. P&G's Dirty Secret exposed ongoing forest clearance by several P&G suppliers, highlighting how ignoring the issue was proving fatal for orangutans and the critically endangered Sumatran tiger.

Within just a few months, thanks to the work of thousands of Greenpeace supporters and allies around the world, P&G announced a new policy that will not only protect forest land, but the human beings and animals that depend on it for their lives and livelihoods.



P&G's Dirty Secret

Media briefing on Greenpeace International's investigation of how P&G's palm oil suppliers are pushing Sumatran tigers and orang-utans closer to extinction

February 2014

Procter & Gamble buys palm oil from some of the world's largest palm oil processors. As a result of rainforest destruction by Procter & Gamble's suppliers, household brands containing palm oil, such as Head & Shoulders shampoo and Gillette shaving gel, are contributing to climate change, key tropical biodiversity loss and social deprivation.

Greenpeace International investigations show how – through the trade in palm oil – Procter & Gamble and a host of other companies are contributing to the destruction of critical orangutan habitats in Indonesia.

GREENPEACE

DID YOU SEE THE PEOPLE AT THE P&G BUILDING?



Little Tivist

A.C. Tivist

10:04 PM (1 hours ago)



Hey! DID YOU SEE THE PEOPLE AT THE P&G BUILDING? I had to go to work with mom this morning (dentist appointment...ugh) and there were these people from Greenpeace hanging these giant banners! One said "Head and Shoulders, Stop Putting Tiger Survival on the Line" and "Head & Shoulders, Wipes out Dandruff & Rainforests." (Dandruff. Gross. Not caring about tigers to make dandruff shampoo. Grosser.)

And then there was this person in a tiger costume flying back and forth between the two buildings! I could never do that...but I did send an e-mail asking P&G to do something about it. Mom is going to too.

(Did you know that there are only 400 Sumatran tigers left in the entire world? I didn't. Grossest.).



A.C. Tivist @Greenpeace · 2h

One e-mail might not seem like it will make a difference, but 400,000 will! #WeDidIt #NewPGPalmPolicy #GoodJobPG #ProtectParadise



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ACTION IN THE AMAZON

In the summer of 2014, Greenpeace International activists went undercover, equipped with GPS trackers, to monitor trucks leaving illegal logging camps in the Amazon Rainforest. They uncovered a timber laundering operation, where illegal logs entered sawmills and left as sawn lumber with official documentation to cover the criminals' tracks. The activists ultimately tracked down the illegal Amazon timber on a container ship across the Atlantic and exposed the shipment when it arrived in the Netherlands. The full findings were published in Greenpeace's report, "The Amazon's Silent Crisis."

Greetings From The Amazon!



A.C. Tivist <ecoactivist1>
to greengrandma33

11:51 AM (6 hours ago) ★



Hi Grandma! How are you doing? Hope you got your e-mail issues fixed. I'm writing to you from the heart of the Amazon Rainforest. I can't believe the incredible beauty, but also the terrible devastation that I have witnessed here. My fellow Greenpeace activists and I are taking action to stop illegal loggers from destroying this amazing rainforest for profits. Deforestation begins with logging. High-value hardwood trees are torn down for timber. Once the area is cleared, factory cattle farms move in, followed by soy plantations. What began as a lush jungle paradise, teeming with toucans, jaguars, and spider monkeys, becomes a barren smoking wasteland. To stop this cycle of destruction, we are working to stop illegal logging. It's such exciting work and I'm so proud to be a part of it. Anyway, I've got to run but I'll be home for the holidays! Give Fluffy a hug for me.



THE ARCTIC AFFECTS US ALL

"T

he Arctic Affects Us All." That was the banner that Greenpeace's 600-member strong contingent rallied behind at the People's Climate March. While the Arctic is home to thousands of plant and animal species, millions of human beings, and a vibrant and extraordinary patchwork of cultures, traditions, and communities, it is a pivot point for the entire world.

The Arctic helps to regulate our planet's climate system. The vast, thick ice cap surrounding the North Pole sits over the central Arctic Ocean, reflecting sunlight and helping to maintain a necessary balance.

Tragically, Arctic sea ice is disappearing so quickly that the North Pole could be ice-free in mere decades. Villages of Indigenous communities who have lived in this region for millennia are watching their ways of life disappearing into the sea. Delicate ecosystems are being disrupted to such a degree that the future of iconic species like the polar bear hangs in the balance.

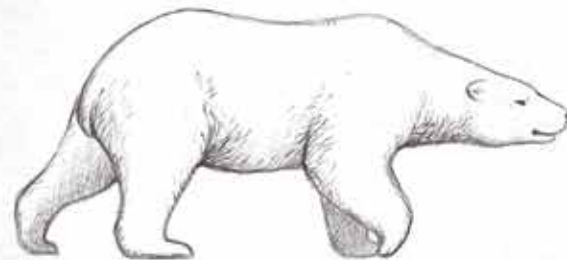
But, we are not afraid. In fact, thanks to all of you, our incredible supporters, Partners in Action, and friends, we are filled with hope. Together, we will Save the Arctic. We will show the world — as we did at the People's Climate March, when we came together with passion and excitement and a spirit of solidarity — that we will be the change we want to see.

Together, as the people-powered movement that is Greenpeace, we will create a transformative tomorrow.





The Arctic has been officially recognized by the United Nations Convention on Biological Diversity as an "Ecologically or Biologically Significant Area," a distinction that recognizes its regional and global importance as an ecosystem.



GREENPEACE

Greenpeacers,

We keep being told that the world is an increasingly small place, but I don't think that's true.

Sure, I can sit in Greenpeace's San Francisco offices and videoconference with the crew on board the Rainbow Warrior. I can e-mail an idea about our oceans work to our DC-based campaign director while riding the BART to the Greenpeace warehouse in Oakland.

But the world, the world is still this vast and exciting place, which is what we wanted to capture in this year's Annual Report. We created the globe hopping A.C. Tivist — who waded alongside an Alexander Archipelago wolf, marched at the People's Climate March in New York, and took action in the Amazon — to be our guide.

In the real world though, the world outside the pages of the Annual Report, the story of Greenpeace is made up of real people like you and me. People who, even if we've been lucky enough to actually travel abroad or sail on the ocean or watch the sunset in the Arctic, still believe that there is so much this world has to offer.

Thank you for being part of this global movement. Thank you for marching and Tweeting and e-mailing and sending letters and signing petitions and posting to Facebook and supporting our campaigners and researchers, allies and activists.

Thank you for the real world passion that inspired A.C. Tivist's fantastic imaginary journey.

Forward together,

Annie Leonard
Annie

Greenpeace, Inc.

Statements of Activities

For the Years Ended December 31, 2014 and 2013

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.

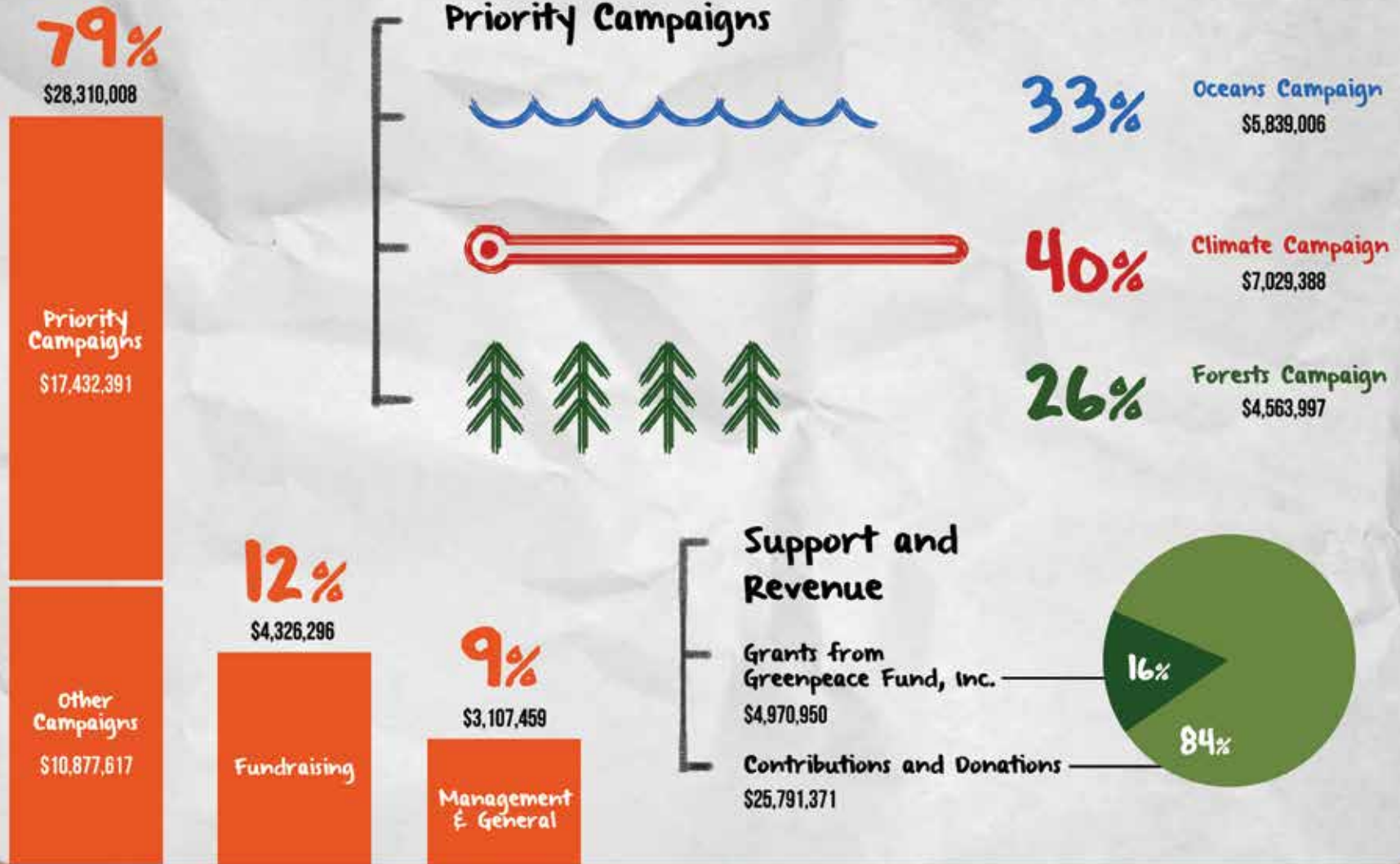
Greenpeace, Inc. furthers its mission of protecting the environment through research, advocacy, litigation, and lobbying (direct and grassroots). The organization also bears witness to environmental degradation and takes action to prevent it. Contributions to Greenpeace, Inc are not tax-deductible.

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.

	2014	2013
Revenue and Support		
Contributions	\$25,791,371	\$25,067,707
Grants - Greenpeace Fund, Inc.	4,970,950	5,721,042
Grants - Stitching Greenpeace Council	2,700,000	2,462,807
Other income	63,711	114,644
Investment income	1,940	7,015
Net assets released from restriction	-	-
Total Revenue and support	33,527,972	33,373,215
Expenses		
Program Services:		
Climate campaign	7,029,388	4,444,790
Forests campaign	4,563,997	2,755,598
Public information and education	3,972,004	3,904,237
Oceans campaign	5,839,006	5,744,691
Toxics campaign	812,181	2,178,939
Action resources	2,767,125	2,869,962
Outreach campaign	3,326,307	3,557,768
Total program services	28,310,008	25,466,985
Supporting Services		
Fundraising	4,326,296	4,586,020
Management and general	3,107,549	2,891,745
Total supporting services	7,433,755	7,477,765
Total expenses	35,743,763	32,944,750
Change in Net Assets	(2,215,791)	485,465
Net Assets, beginning of year	1,601,749	1,173,281
Net, end of year	(\$614,042)	\$1,601,749

2014

OPERATING AND SUPPORTING EXPENSES FOR GREENPEACE, INC.



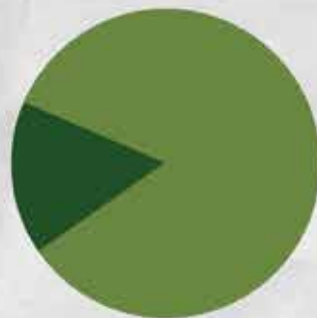
GREENPEACE FUND, INC. STATEMENTS OF ACTIVITIES

For the Years Ended December 31, 2014 and 2013

Revenue and Support

Contributions & Grants
\$14,576,748

Grants to Stitching Greenpeace Council
\$6,043,000

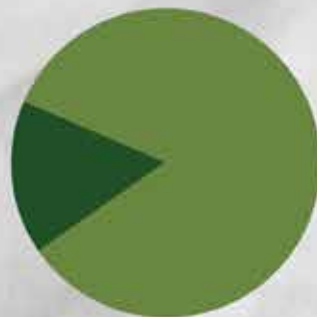


Expenses

Management & General
\$828,384

Fundraising
\$1,972,900

Total Supporting Services
\$2,801,284



	2014	2013
Revenue and Support		
Contributions and grants	\$14,576,748	\$14,567,646
Investment income	\$248,191	\$428,750
Change in value of split-interest agreements	\$86,545	\$78,194
Net assets released from restrictions	\$6,957,799	\$4,410,971
Total Revenue and support	\$14,738,394	\$15,275,202

Expenses

Program services:		
Grants to Stitching Greenpeace Council	\$6,043,000	\$5,799,600
Grants to Greenpeace, Inc.	\$4,970,950	\$5,721,042
Other programs	\$23,831	\$63,663
Total program services	\$11,037,781	\$11,584,305

Supporting Services

Fundraising	\$1,972,900	\$1,987,449
Management and general	\$828,384	\$516,416
Total supporting services	\$2,801,284	\$2,503,865

Total expenses \$13,839,065 \$13,839,065

Change in Net Assets \$899,329 \$1,4088,170

Net Assets, beginning of year \$8,901,090 \$7,714,058

Net Assets, end of year \$9,800,419 \$8,901,090



GREENPEACE 43

LAST SEASON, FAITH STRONG PLANTED A GARDEN TO BENEFIT BUTTERFLIES.



**TODAY, HER PLANNED
GIFT TO GREENPEACE
IS PROTECTING
POLLINATORS
AROUND THE WORLD.**

Greenpeace Legacy supporter, Faith Strong, was moved by Greenpeace's work to protect pollinators, so she decided to build a habitat to benefit butterflies in her own backyard. With the help of a master landscape artist, Roberto Martinez, and an Emmy-award winning photographer, Michael Graber, Faith created a three-level habitat for monarch butterflies — full of milkweed and nectar plants, and free from dangerous pesticides.

"I hope to inspire people to know that they can do more than they think. It is important to make financial plans for the future, but this experience has been different. It's given me the opportunity to create a relationship with an endangered species in my own backyard, and to see the positive impact of my efforts in real time."

Create Your Legacy for the Earth

The struggle to save our planet will continue long after we are gone. But that doesn't mean that our voices become silent. By leaving a legacy to Greenpeace, you can continue to be an advocate for the planet that future generations will inherit. If you would like to know more about how you can remember Greenpeace in your estate plans, please contact Corrine Barr at 1 (800)328-0678 or corrine.barr@greenpeace.org

You, too, can make an impact on the future of the planet by leaving a legacy to Greenpeace today. You can also build a monarch butterfly habitat in your backyard, just like Faith! For a step-by-step guide, contact Corrine Barr at corrine.barr@greenpeace.org.

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