



1447 Peachtree Street
Suite 214
Atlanta GA 30309
404.873.3173
404.873.3135 fax
www.earthsharega.org

Contact: Kal Stein: 202-537-7100
Alice Rolls: 404-873-3173

Hundreds of Environmental Organizations - Big and Small - Team Up With Corporate America in Novel Fundraising Strategy

*NATIONAL SURVEY INDICATES AMERICA'S WORKERS WANT THEIR EMPLOYERS TO REFLECT THEIR
VALUES ON ENVIRONMENT*

New York City, October 2, 2001-- A new national survey released today found that a majority of American workers want their employers to share their values on the environment. The survey results accompany an unprecedented collaboration between corporate America and national, state, and local environmental and conservation organizations in a federation called Earth Share, which allows working people to easily and effectively donate to environmental groups through payroll deduction at the workplace.

The survey on employee attitudes toward corporate values and charitable giving was sponsored by Earth Share. The survey's margin of error is +/- 5 percentage points. Among the survey's key findings:

- 71 percent of the nation's employees gave to charities last year
- 81 percent of those surveyed believe it is important that their employer share their values in general
- 89 percent of those surveyed felt it is important that their employers share their values with respect to the environment
- 69 percent considered the ability to donate one amount that will be used to benefit several different kinds of environmental organizations to be a "convincing" reason to give.
- An overwhelming number—87 percent—thought the ability to direct money to be used in local community to be a convincing reason to give to an environmental charity.

"This research demonstrates clearly that working people want a choice in how and to whom they give. Earth Share opens the whole range of the environmental and conservation community to employees," said Kalman Stein, President and CEO of EarthShare. "But more employers must now step up to the plate and make Earth Share a charitable option in their employees' campaigns."

Earth Share was founded in 1988 by 18 national environmental and conservation charities seeking to coordinate workplace fundraising. Today's announcement joins the national organization with the Environmental Fund for Georgia and 14 other state affiliates representing more than 450 local organizations in 20 states. The 40 plus national members include such familiar names as The Nature Conservancy, the World Wildlife Fund, and the National Audubon Society. Employees can now make

a single donation that will reach the full spectrum of environmental causes, addressing issues ranging from the Hudson River to the Amazon River, from Walden Woods to the Brazilian rainforest.

With the new agreement, the result of more than two-years of negotiation, Earth Share will appeal to more employees and employers than ever. The agreement is timely in light of vigorous debate in Washington and around the country about environmental issues.

Some of the world's most respected companies now host Earth Share giving campaigns, including Pitney Bowes, The New York Times Companies, Sears Roebuck & Co., American Airlines, HBO, and Dell Computer. Campaign sponsors also include the federal government through the Combined Federal Campaign, more than half of state governments in the U.S., and dozens of cities and counties.

Employers see Earth Share as an important part of corporate citizenship and good business. "We're giving our employees the choice to support environmental causes, in addition to other voluntary giving," said Allen Maines of Paul, Hastings, Janofsky and Walker, an Atlanta law firm which participates in an Earth Share campaign. "Because employees can give as little as they want to as many organizations as they want, we expect workplace giving overall to increase. That's good for our employees, our company, and the many worthy causes these organizations support."

Employees have responded to Earth Share. "Ninety-five percent of Earth Share donors had never given to environmental causes before," said Stein.

For local communities and causes, the impact of Earth Share's affiliate agreement is significant. "Local grass roots organizations are now working hand-in-hand with organizations making a difference on a national and international scale. We represent one-stop shopping for the environment," said Alice Rolls, Executive Director of Earth Share of Georgia.

The new affiliation agreement was made possible by grants from the Beldon Fund, the David and Lucille Packard Foundation, and The Turner Foundation. For more information about Earth Share, please contact us or visit www.earthshare.org.

###

For more information, contact Alice Rolls, Earth Share of Georgia, 404-873-3173 or alice@earthsharega.org.

FAQs About Earth Share

Q: *What is Earth Share?*

A: Earth Share is the environment's ally in the workplace. Earth Share is an alliance of America's leading non-profit environmental and conservation charities working together across the country and abroad to promote environmental education and charitable giving through government and corporate employee payroll deduction workplace giving campaigns.

Q: *What does Earth Share do?*

A: Earth Share provides employees with an environmental option in their workplace giving programs and allows them to make donations through simple payroll deduction to environmental causes affecting the world and their hometown. In addition to its fundraising mission, Earth Share has helped raise the awareness of employers, alerting them to their employees' desire for broader giving options while also fostering environmental consciousness in the public at large.

Q: *Who does Earth Share help?*

A: Earth Share helps us all. Donations to Earth Share reach organizations such as The Nature Conservancy and the World Wildlife Fund, as well as community-based groups where we live and work. These organizations focus on issues affecting everything from the Hudson River to the Amazon River, and from Walden Woods to the Brazilian rainforest. As stated in Earth Share's popular public service campaign – narrated by Harrison Ford – a single donation to Earth Share can impact every aspect of the environment from “the air we breathe...to the water we drink.”

Q: *Why should a company host an Earth Share workplace giving campaign?*

A: Earth Share's workplace partners provide the environmental giving option in their campaigns for a number of reasons. Some do so to demonstrate their corporate support for the environment, others believe in addressing their employees' interests and concerns by providing them with an environmental choice in their workplace giving campaign, and others feel it is an easy way to help protect our natural heritage.

Q: *Where does a donation given to Earth Share go?*

A: Ninety percent of every donation given to Earth Share goes to its environmental and conservation member organizations.

Q: *What is the criteria for being a member of Earth Share?*

A: Earth Share member groups must adhere to strict eligibility criteria, established so donors can be sure Earth Share only represents outstanding charities that operate with the highest possible ethical and professional standards. Each permanent tax exempt group must prove each year that its primary mission is to protect and enhance the natural environment or conserve natural resources, as well as many other criteria that include overhead strictures and program work.

FAQs about the Announcement

Q: What is Earth Share's new affiliate agreement?

A: Earth Share is proud to announce a partnership between 56 national environmental organizations and more than 450 state and local organizations that will bring all groups together under the Earth Share umbrella. This partnership will allow working people to donate to any or all of these important environmental and conservation organizations through a simple payroll deduction.

Q: What is the most striking result from your recently released research?

A: It was revealed that 81 percent of American employees believe it is important that their employer share their values. American employees routinely rank the environment as one of the most important issues facing the country. Employees care about the environment, as do customers and shareholders, and this should be reflected in the practices and policies of the workplace. Earth Share makes that easy.

Q: How will this partnership lead to more environmental giving?

A: Earth Share's affiliation agreement will increase giving to environmental conservation causes because it gives more employees the choice to support an unprecedented range of organizations. Ninety five percent of current Earth Share donors had never given to environmental causes before Earth Share was included in their workplace campaign.

For more information, please contact Earth Share at (800) 875-3863, send an email to info@earthshare.org, or visit www.earthshare.org.

Earth Share Background

Earth Share was incorporated in 1988 by 18 environmental charities to offer employees nationwide the opportunity to protect the earth by supporting environmental and conservation organizations through workplace giving. In addition to its fundraising mission, Earth Share has helped raise awareness among employers of their employees' desire for broader charitable giving options, and works to educate the public about environmental issues.

Today, Earth Share is an alliance of more than 450 environmental and conservation charities and federations working to protect our environment across the country and around the world. Earth Share solicits more than six million employees annually and collectively Earth Share and its affiliates have raised more than \$150 million for environmental causes. Ninety percent of these funds go to its member groups, which include The Nature Conservancy and World Wildlife Fund as well as state and community groups that focus on local issues such as preserving Walden Woods and the Hudson River.

Among America's major employers now sponsoring Earth Share giving campaigns are Dell Computer Corp., Wells Fargo, American Airlines, Phillips-Van Huesen, Keane, Inc., The New York Times Cos., HBO, The MacArthur Foundation, Gannett, The Gap, Pitney Bowes, Sears Roebuck and Co., and Entercom Communications Corp. In addition to these corporate partners, Earth Share campaigns are hosted by federal, state, and local governments, including the Combined Federal Campaign and state governments in 25 states.

Earth Share of Georgia Members

GEORGIA MEMBERS

- **Earth Share of Georgia**
- Atlanta Audubon Society
- Atlanta Bicycle Campaign
- Callaway Gardens
- Elachee Nature Science Center
- Friends of the State Botanical Garden of Georgia
- The Georgia Conservancy
- Georgia Ornithological Society
- Georgia Wildlife Federation
- Georgians for Clean Energy
- Legal Environmental Assistance Foundation
- Macon Museum of Arts and Sciences
- The Nature Conservancy of Georgia
- Outdoor Activity Center
- Oxbow Meadows Environmental Center
- Park Pride
- Reynolds Nature Preserve
- Sierra Club Foundation
- Southface Energy Institute
- Trees Atlanta
- Trout Unlimited, Georgia Council
- The Trust for Public Land
- Upper Chattahoochee Riverkeeper
- Wilderness Southeast

NATIONAL MEMBERS

- African Wildlife Foundation
- American Farmland Trust
- American Forests
- American Rivers
- Americans for the Environment
- Beyond Pesticides
- Center for Health, Environment and Justice
- Center for Marine Conservation
- Clean Water Fund
- The Conservation Fund
- Conservation International
- Defenders of Wildlife
- Earth Day Network
- Earthjustice Legal Defense Fund
- Environmental and Energy Study Institute
- Environmental Alliance for Senior Involvement
- Environmental Defense
- Environmental Justice Fund
- Environmental Law Institute
- Friends of the Earth
- INFORM
- Izaak Walton League of America
- Land Trust Alliance
- National Audubon Society
- National Parks Conservation Association
- National Wildlife Federation
- Natural Resources Defense Council
- The Peregrine Fund
- Pesticide Action Network
- Rails-to-Trails Conservancy
- Rainforest Alliance
- Rocky Mountain Institute
- Safe Energy Communication Council
- Scenic America
- Student Conservation Association
- Surfrider Foundation
- Union of Concerned Scientists
- U.S. PIRG Education Fund
- The Wilderness Society
- Wildlife Conservation Society
- World Wildlife Fund

EARTH SHARE OF GEORGIA WORKPLACE CAMPAIGNS

GEORGIA PUBLIC CAMPAIGNS

Combined Federal Campaign

- Athens
 - Atlanta
 - Macon
 - Savannah
 - Southeast Georgia
- Atlanta Public Schools
City of Atlanta
City of Decatur
Bibb County
Cherokee County
Clayton County
Clayton County Schools
City of East Point
Fulton County
MARTA
Newton County
State of Georgia & University System

GEORGIA PRIVATE COMPANIES

Brookwood Group
CNA Insurance
Drew Eckl & Farnham, LLP
ebank
Emory University
Ivan Allen Company
Kawneer
Leapfrog
Life College
Long, Aldridge & Norman
Lord, Aeck & Sargent Architecture
Lucent Technologies
Memorial Medical Center
Oglethorpe University
Paul Hastings Janofsky & Walker
Piedmont Hospital
Primerica
REI
Rosser International
Sears
Seyfarth Shaw
Swift, McGhee Currie & Hiers
Turner Broadcasting Systems
USA Today
Roy F. Weston, Inc.
UnitedHealth Group
Worldspan Corporation

NATIONAL CAMPAIGNS

3-Com
Adobe Systems Inc.
Allstate
American Airlines
American Express
American Funds Group
Bass Pro Shops
Church & Dwight Co.
Cirrus Logic
Cisco Systems
City University of New York
Clorox
CNA Insurance
Cole Haan
Compaq Computer
Dell Computer
DDB Needham-Chicago
Donaldson, Lufkin & Jenrette (now Credit Suisse First Boston USA, Inc.)
Entercom
Fiduciary Trust
Foote, Cone & Belding-Chicago
Gannett
The Gap
Gibson Music
HBO
Houghton Mifflin
Intermec
JPMorgan
Kaiser Permanente (N.CA)
Keane, Inc.
Lawrence Berkeley Laboratory
Life Guidance Services
Louisiana Pacific (OR hdqtrs)
MacArthur Foundation
Mattel Toys
Mazda Motors of America
Merck-Medco Managed Care
Metropolitan Museum of Art
Microsoft Corp.
National Instruments
Netscape Communications
New York Times Co.'s, The
Nike (OR)
Normandeau Associates
Northeast Utilities
Novell
N.W. Ayer & Partners
Patagonia
Phillips-VanHeusen

Phoenix Zoo(AZ)
Pitney Bowes
Progressive Asset Management
Qualcomm
Quantum Corp.
Rand
Raychem
Rodale Press
Ripon College
Samsung Austin Semiconductor
Southern California Edison
Southern California Gas
Sears, Roebuck & Co.
Stanford University
Starbucks Coffee Co.
TandemComputer
Time Warner, Inc.
Tom's of Maine
Toyota Motor Sales, USA
Trion Industries
Turner Broadcasting
University Corporation for Atmospheric
Research
VanMelle USA, Inc.
Vanguard Communications
Wells Fargo
Whiteford, Taylor & Preston