

# Executive Summary



Sometimes it takes years or even decades of hard work and persistence, but Green Foothills' commitment to you is to never quit until our region is a place where wildlife thrives and communities live in balance with nature. Our full annual report with details of what we accomplished together in 2022 as well as recognition of our wonderfully supportive Green Foothills community is online at [greenfoothills.org/2022report](https://greenfoothills.org/2022report).

Our advocates engaged on **23 land use issues in 2022**. From the coast to the baylands, from the valley to the hillsides, we gave a voice to the most at-risk habitats. This map describes some of those issues and illustrates the extent of our advocacy efforts.

KEY

- IN PROGRESS
- 📍 SUCCESS!

**SAN MATEO COUNTY**

Victory! Protected wildlife at Pillar Point Bluff by ensuring the requirement for on-leash dogs remains in place.

**SANTA CLARA COUNTY**

Victory! Protected hillside from further damage with Lehigh's decision to abandon efforts to expand its mining operation and close its cement plant.

**SAN JOSE**

Victory! Prevented construction of a 200-foot-tall light-polluting structure next to sensitive creek habitat.

**SAN JOSE**

Victory! Permanently protected a critical wildlife crossing in Coyote Valley from development.



**“Green Foothills is on it. And they stay on it.** I consider Green Foothills an indispensable advocate and ally.”

**Joe Simitian**

*Donor since 2004, Santa Clara County Supervisor*



**“The Green Foothills Leadership Program gave me more confidence** in approaching my community outreach work with Acterra. And I made new connections with fellow community leaders who were passionate about equity and sustainability.”

**Wendy Chou**

*Donor since 2022, Content and Outreach Senior Manager at Acterra*

*Green Foothills Leadership Program Graduate (2022)*

# Our Impact in 2022

## Advocacy Program

**57,267**

acres of open space protected or benefited



**5**

victories out of 8 concluded land use issues



13 key wildlife and plant species benefited

2 policies or plans adopted by governmental agencies

**23**

land use issues in total monitored and advocated



14 were in collaboration with a total of 110 tribes, organizations, and community leaders

39,363 comment letters sent in response to our 17 calls to action with 14 favorable outcomes

155 additional letters were in response to our call to thank legislators for their votes

## Leadership Program

**22**

local changemakers graduated

for a total of 242 alumni since 2014\*



**19**

alumni in a new leadership role

for a total of 109 since 2014\*



**15**

initiatives won by alumni

for a total of 37 initiatives since 2014\*

13 initiatives launched or joined by alumni for a total of 40 since 2014\*

\*year the first cohort graduated

The Leadership Program is supported by Green Foothills donors, Adobe, Applied Materials Foundation Community Fund, the County of Santa Clara, Knight Foundation, San Mateo County Health, Sand Hill Foundation, Silicon Valley Community Foundation, and Guadalupe Coyote Resource Conservation District.

## Financials April 1, 2021 to March 30, 2022

Income: **\$1,600,062**

Total revenue increased 30%, driven primarily by additional grants and new funds raised for our long-term advocacy fund.

Grants	47%
Contributions	12%
Nature's Inspiration	22%
Investment Income	1%
Lennie Roberts Advocacy Fund	18%

Expenses: **\$1,418,206**

Overall expenses increased due to inflation and improved compensation and benefits practices. Shifted more of our internal resources towards program delivery while improving our fundraising efficiency.

Advocacy, Education, Grassroots Action (Program)	75.6%
Fundraising	10.8%
Administration	13.6%



**“We are fortunate to have nature close to home. I joined the board to ensure everyone, especially the next generation, benefits from the mental, spiritual, and health benefits that immersion in nature provides.”**

**Arpana Tiwari**

Donor since 2022, Green Foothills Board Member



**“I contribute and volunteer with Green Foothills because it makes a difference. Green Foothills advocates for nature, and nature nurtures us all. I hope you’ll join us for a 2023 Healing in Nature outing.”**

**Smita Garg**

Donor since 2015, San Jose Arts Commissioner

Green Foothills Healing in Nature Facilitator, Green Foothills Advisory Board Member, Green Foothills Leadership Program Graduate (2016)