

Executive Summary



Our 2023 report celebrates local changemakers from the Green Foothills Leadership Program as well as the impact of our advocacy work. The Leadership Program, which celebrated its 10th anniversary this year, trains up-and-coming local changemakers in inclusive, effective environmental advocacy. Our complete annual report with details of what we accomplished together in 2023 as well as recognition of our wonderfully supportive Green Foothills community is online at greenfoothills.org/2023report.

SAN MATEO COUNTY

Violet Wulf-Saena (class of 2016) founded Climate Resilient Communities, helping under-resourced communities of color find climate solutions.

REGIONWIDE

Wendy Chou (class of 2022) of San Mateo became a senior manager in climate advocacy at nonprofit Acterra.

EAST PALO ALTO

Uriel Hernandez (class of 2017) joined the East Palo Alto Planning Commission and works in urban forestry for tree cover and climate resilience.

SAN JOSE

Briana Horta (class of 2023) of San Jose became a Management Analyst in Urban Forestry with Santa Clara County.

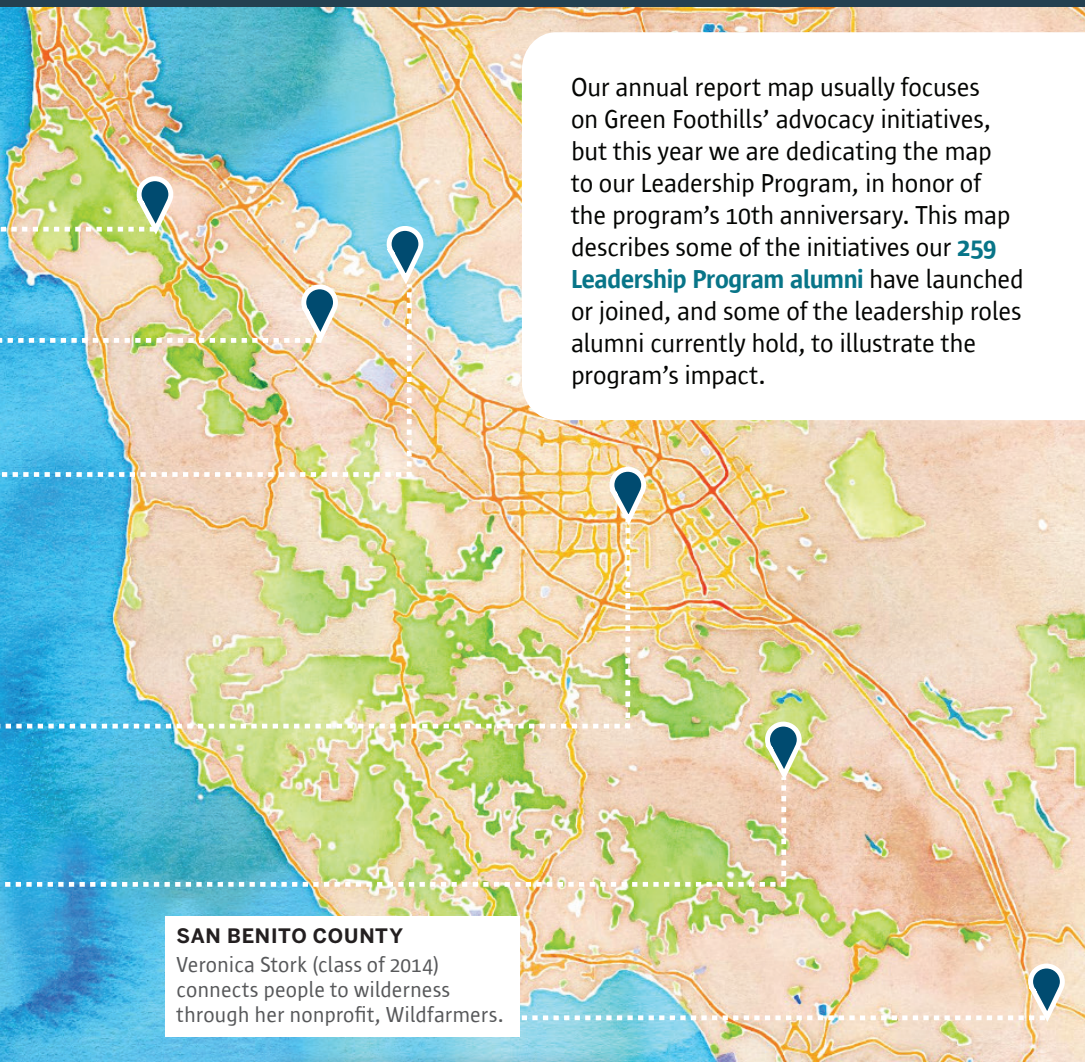
AMAH MUTSUN TRADITIONAL TERRITORY

Alexii Sigona (class of 2019), a member of the Amah Mutsun Tribal Band, is studying Indigenous environmental stewardship and helping lead the campaign to save Juristac.

SAN BENITO COUNTY

Veronica Stork (class of 2014) connects people to wilderness through her nonprofit, Wildfarmers.

Our annual report map usually focuses on Green Foothills' advocacy initiatives, but this year we are dedicating the map to our Leadership Program, in honor of the program's 10th anniversary. This map describes some of the initiatives our **259 Leadership Program alumni** have launched or joined, and some of the leadership roles alumni currently hold, to illustrate the program's impact.



“Wildlife Conservation Network commends Green Foothills’ work in the Upper Pajaro River Watershed, where there is an urgent opportunity and need to safeguard connectivity for wildlife and healthy ecosystems.”

Neal Sharma

Senior Manager,
California Wildlife Program,
Wildlife Conservation Network



“Sand Hill Foundation believes our community’s ability to thrive is determined by equitable opportunity, dedication, and heart. Green Foothills Leadership Program’s bilingual advocacy training exemplifies that combination – driving inclusive, sustainable environmental solutions locally.”

Ash McNeely

Executive Director,
Sand Hill Foundation

Our Impact in 2023

Advocacy Program

3,453

acres of open space protected or benefited



6

victories

out of 7 concluded land use issues



7 key wildlife and plant species benefited

2 policies or plans adopted by governmental agencies

28

land use issues

in total monitored and advocated



22 were in collaboration with a total of 70 tribes, organizations, and community leaders

21,464 comment letters sent in response to our 10 calls to action with 5 favorable outcomes, and 3 outcomes still pending

145 letters in response to our call to thank legislators for their votes

Leadership Program

17

local changemakers graduated

(including 6 Spanish speakers) for a total of 259 alumni since 2014*



13

alumni in a new leadership role

for a total of 122 since 2014*



13

initiatives won by alumni

for a total of 50 initiatives since 2014*

13 initiatives launched or joined by alumni for a total of 53 since 2014*

*year the first cohort graduated

The Leadership Program is supported by Green Foothills donors, Applied Materials Foundation Community Fund, the County of Santa Clara, Knight Foundation, North Santa Clara Resource Conservation District (NSCRCD), San Mateo County Health, Sand Hill Foundation, Silicon Valley Community Foundation, and Wildlife Conservation Network's California Wildlife Program.

Financials April 1, 2022 to March 31, 2023

Income: **\$1,564,767**

Total revenue decreased slightly due to investment income loss. Grant income was a little lower; however, there was an increase over last year in contributions, including those for our long-term advocacy fund.

Grants	42%
Bequests	1%
Contributions	11%
Nature's Inspiration	19%
Investment Income	(3%)
Lennie Roberts Advocacy Fund	29%

Expenses: **\$1,202,722**

Overall expenses decreased, but an investment in fundraising infrastructure was made to improve our efficiency in that area.

Advocacy, Education, Grassroots Action (Program)	71.7%
Fundraising	13.5%
Administration	14.8%



“For over 60 years, Green Foothills has been the gold standard in protecting open space, natural resources and farmland in all of San Mateo and Santa Clara Counties. Their record is unmatched and we are all the beneficiaries of their superb advocacy.”

Anna Eshoo

Donor since 2015,
U.S. Congresswoman



“Green Foothills is working to make our region a place of thriving biodiversity and flourishing natural lands. That is why I am deeply proud to serve as a board member.”

Shruti Gopinathan

Donor since 2023,
Green Foothills Board Member