

Executive Summary



From the ballot box to policies enacted, our 2024 report celebrates another year of success protecting local nature and farmland through advocacy, education, and grassroots action. Our complete annual report with details of what we accomplished together in 2024 as well as recognition of our wonderfully supportive Green Foothills community is online: greenfoothills.org/2024report.

KEY

- IN PROGRESS
- SUCCESS!

REDWOOD CITY

Victory! Protected Redwood City parks funding from being cut.

SANTA CLARA COUNTY

Victory! Our proposed amendments to new policies encouraging farmworker housing will prevent those policies being misused to allow sprawl development.

SAN BENITO COUNTY

Victory! Helped to pass Measure A, a ballot measure requiring that future development of agricultural, rangeland or rural land must be approved by a vote of the people.

SAN BENITO COUNTY

Victory! Prevented approval of a development agreement that would have given developers vested rights to build a truck stop in a wildlife corridor.

Our advocates engaged on **18 land use issues in 2024**. 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.



“These are challenging times for the environment. Green Foothills has a proven track record of overcoming challenges and winning environmental victories. They’re local, vocal, and effective.”

Josh Becker

*Donor Since 2010
California Senate, District 13*



“The Green Foothills Leadership Program gives you the tools, knowledge, and confidence to navigate and address an environmental issue you’re passionate about. You’ll connect with amazing people and learn so much from your fellow participants and the facilitators.”

Jennifer Adams

*Donor Since 2024
Environmental Justice Senior Program Manager, Nuestra Casa, East Palo Alto
Green Foothills Leadership Program graduate 2024*

Our Impact in 2024

Advocacy Program

8,183

acres of open space protected or benefited



9

victories

out of 10 concluded land use issues



16 key wildlife and plant species benefited

3 policies or plans adopted by governmental agencies

18

land use issues

in total monitored and advocated



15 were in collaboration with a total of 25 tribes, organizations, and community leaders

16,347 comment letters sent in response to our 6 calls to action with 2 favorable outcomes, and 2 outcomes still pending

Leadership Program

19

local changemakers graduated

(including 5 Spanish speakers) for a total of **278** alumni since 2014*



15

alumni in a new leadership role

for a total of **137** since 2014*



11

initiatives won by alumni

for a total of **61** initiatives 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, 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, 2023 to March 31, 2024

Income: \$1,926,685

Total revenue grew over the prior fiscal year due to increases in grant funding, individual contributions, and investment income for the year.

Grants	54.3%
Contributions	17.1%
Nature's Inspiration	15.3%
Investment Income	9.3%
Lennie Roberts Advocacy Fund	4.0%

Expenses: \$1,310,759

Overall expenses increased slightly due to higher employee compensation. Program spending decreased 4.5% due to the elimination of one position and a vacancy in another. A new program position was added in late FY 2024-25 so the program ratio will increase significantly by FY25-26.

Advocacy, Education, Grassroots Action (Program)	67.2%
Fundraising	18.2%
Administration	14.6%



“Resources Legacy Fund is proud to support Green Foothills as it engages in public outreach, education, and community engagement

to protect wildlife habitat and connectivity within the Juristac Tribal cultural landscape area in southern Santa Clara County and northern San Benito County.”

Peggy McNutt

Senior Program Officer,
Resources Legacy Fund



“I care deeply about sustainable agriculture and more equitable local food systems, which are closely tied to the conservation policies and environmental justice initiatives that Green Foothills supports. That’s why I make time to serve as a Green Foothills board member.”

Fernando Fernandez Leiva

Donor since 2024
Policy Director, Veggelution

Green Foothills Board Member