



MISSION

- To conserve and restore Northwest environments through education
- To help people of all ages experience and enjoy the mountains, rivers, forests, people and wildlife of the Pacific Northwest – so all will care for and protect these special places
- For 24 years, we have helped connect people and nature in the Pacific Northwest through science, art, literature, hands-on study of natural and cultural history, and direct experiences in the natural world.

AT A GLANCE

- Private non-profit 501(c)(3) educational organization founded in 1986
- Programs for all ages – youth, schools, volunteer stewardship, adults, families and teachers
- Primary service area is the Pacific Northwest with over 15,000 people served annually; our core focus is the public lands of the North Cascades Ecosystem, stretching from the inland waters of Puget Sound east to the Okanogan Highlands.
- Opened \$12 million Environmental Learning Center in partnership with North Cascades National Park and Seattle City Light in 2005
- Graduate program in partnership with Western Washington University (Master of Education and Certificate in Leadership and Nonprofit Administration)
- 39 professional staff, 18-member board of directors, 20 graduate students, 50 instructors
- Executive director and co-founder: Saul Weisberg

FUNDING – 2010 BUDGET: \$2.6 MILLION

Income

- Earned income: 40%
- Grants: 28%
- Contributions: 17%
- Endowment: 15%

Expenses

- Education and Stewardship: 88%
- Overhead and Indirect Costs: 12%

EDUCATION PROGRAMS – CORE THEMES

- Teach at the convergence of natural and cultural history, science, humanities and the arts
- Affirm human history as integral to the history of landscapes and wild lands
- Promote respect among individuals and the broader community of life
- Encourage exploration, reflection and stewardship in the out-of-doors
- Value the importance of public lands for education, recreation and renewal

Youth and School (grades 3 – 12)

- *Mountain School* (residential education program for elementary, middle and high school students in North Cascades National Park: 2050 participants/year; 6350 participant-days)
- *North Cascades Wild* (canoe camping and conservation service program for underserved high school students on Ross Lake and Baker Lake: 54 students; 723 participant-days)
- *Cascades Climate Challenge* (regional high school summer program studying climate change in the North Cascades Ecosystem: 40 students; 1840 participant-days)
- *Kulshan Creek Neighborhood* (community partnership program for Hispanic youth: 40 participants; 300 participant-days)
- *International District Housing Alliance – Seattle* (community partnership program for youth and elders: 35 participants; 85 participant-days)

Family and Adult

Year-round programs for all ages, individuals and groups, specially designed for families, schools, teachers, businesses and nonprofit organizations:

- *Field Excursions, Family Getaways, Backcountry Adventures, Conferences, Retreats and Teacher Workshops:* (1019 students; 2591 participant-days)
- *Graduate Program* (Master of Education and Certificate in Leadership and Nonprofit Administration: 22 students; 2340 participant-days)
- *Conferences and Retreats (Group Rentals)* at North Cascades Environmental Learning Center: 437 participants; 2866 participant-days)

Volunteer Stewardship and Community Engagement

- *Eagle Watchers, Mountain Stewards* (naturalist education about eagles, salmon, mountains, and stewardship in partnership with the US Forest Service and National Park Service: 90 volunteers; 410 participant-days)
- *Events and Outreach* (celebrate Northwest natural and cultural landscapes: 11,000 participants)

Retail/Outreach Initiative

- Expand the Institute's role in North Cascades National Park to provide visitor services through retail sales at four Park Stores, along with naturalist activities and volunteer opportunities. Revenue supports field-based youth education programs throughout the ecosystem.

AWARDS

- 2010 Charity Navigator – 6th consecutive Four-Star rating for exemplary fiscal management
- 2009 Silver LEED Certification for construction of North Cascades Environmental Learning Center
- 2008 North American Association for Environmental Education – Outstanding Service Provider
- 2006 Environmental Education Association of Washington – Organizational Excellence Award
- 2006 Forest Stewardship Council – Best Use of FSC Certified Wood for Environmental Learning Center
- 2006 Charity Navigator – Best U.S. Environmental Protection and Conservation organization
- 2003 Sunset Magazine – “Champions of the West” Achievement in Environmental Education
- 2001 Recreational Equipment, Inc. (REI) – Great Places Award
- 1999 U.S. Forest Service – Caring for the Land Award for Conservation Education
- 1998 Awards Council for Environmental Sustainability – Certificate of Achievement
- 1996 National Park Service – Wilderness Education Leadership

PARTNERS

AGENCIES: National Park Service, U.S. Forest Service, City of Seattle, Western Washington University, Skagit Watershed Council, Skagit Fisheries Enhancement Group, The Nature Conservancy, Friends of the Anacortes Community Forest, Swinomish Indian Tribal Community, Upper Skagit Tribe, Student Conservation Association, International District Housing Alliance, Arthur Carhart Wilderness Training Center, Seattle Arts & Lectures, Mt. Vernon Police Department

SCHOOL DISTRICTS: Seattle, Anacortes, Oak Harbor, LaConner, Bellingham, Tacoma, Clover Park, Mt. Vernon, Burlington-Edison, Highline, Tukwila, Concrete, Sedro-Woolley, Pateros, Winthrop

FOUNDATIONS: Skagit Environmental Endowment Commission, The Russell Family Foundation, Seattle Foundation, Bullitt Foundation, Henry M. Jackson Foundation, Islands Fund, Burning Foundation, Whatcom Community Foundation, Eulalie Bloedel Schneider Foundation, Greater Everett Community Foundation, Discuren Foundation, Dudley Foundation, Skagit Community Foundation, Leslie Fund, Lake Forest Park Stewardship Foundation, Quest for Truth Foundation, Wells Fargo Foundation, OneFamily Foundation, Hugh and Jane Ferguson Foundation, Libre Foundation, W.K. Kellogg Foundation, Kongsgaard-Goldman Foundation, McEahern Charitable Trust, Janson Foundation, North Cascades Foundation, Jeffris Wood Foundation, Muchnic Foundation, Towne Foundation, Peach Foundation, Jiji Foundation, Margaret A. Cargill Foundation, National Park Foundation, Mountaineers Foundation

NORTH CASCADES INSTITUTE

WHAT PEOPLE ARE SAYING

“I’m a deep believer that the National Park Services roles and responsibilities, and challenges of the future, are not going to be met without partners like *North Cascades Institute*. We need these kinds of organizations. We need them to be successful. We need them to have their independence. We need them joined with us on this noble mission. When we’ve got a great Park and a great Park staff and a great Institute and a great Institute staff, amazing things happen.”

– **Jon Jarvis**, Director, National Park Service

“Keeping people of all ages and experiences closely connected with real, living nature in the out-of-doors is some of the most important work in the world today. Having worked in conservation, and education for forty years, half of that with the *North Cascades Institute*, I can honestly say that no one carries out this work better. The Institute is simply one of the most valuable and effective presences in Cascadia, and in my entire realm of acquaintance.”

– **Robert Michael Pyle**, author of *Wintergreen, The Thunder Tree, Chasing Monarchs, Walking the High Ridge: Life as Field Trip, Mariposa Road,*

“As *North Cascades Institute* opens the Environmental Learning Center that so many people have dreamed for years of creating, I feel I’m being given a gift of hope. In future years, people will come to here to learn about the environment that shelters and sustains us – the natural systems that we do not own but to which we, as a species, belong – and those people will grow up to be neither the destroyers nor the destroyed, but responsible citizens of a habitat, a food web, and a planet.”

– **Barbara Kingsolver**, author of *Animal, Vegetable, Miracle, Animal Dreams, The Bean Trees, Prodigal Summer, Small Wonder, The Poisonwood Bible, The Lacuna*

“*North Cascades Institute* introduces children – and reintroduces adults – to an increasingly remote outdoors. It introduces wonder. It reminds us why we should be amazed. Environmental education is not a luxury, it is the thing that can save us. We’re not just an adaptable species, we’re a smart one, and we can solve this sucker – but only if we get to work at engaging kids, not placating them, and inspiring them, not distracting them. That’s what *North Cascades Institute* is all about. Learn. And then act.”

– **William Dietrich**, Pulitzer-winning journalist, author of *The Final Forest, Natural Grace, Northwest Passage, The Dakota Cipher, Hadrian's Wall, Napoleon's Pyramids*

“For over two decades, *North Cascades Institute* has provided a community focus in the deepest sense, connecting people to a spectacular ecosystem and helping folks of all ages become truly at home in their own watersheds. I value the diverse community of scientists, artists, writers, educators, historians and adventurers the Institute has brought together – each with a passion for this wild and stunning corner of the earth and a desire to share and learn. What’s more, they extend a hearty welcome to any and all to join them. What can be cooler than that?”

– **Tim McNulty**, author of *Through High Still Air, In Blue Mountain Dusk, Pawtracks, Washington’s Wild Rivers, Olympic National Park: A Natural History*

“If we are going to achieve a way of life in this country that is peaceful, equitable, and sustainable, we need to radically transform our culture. In particular, we need to re-imagine ourselves as one species alongside millions of others, wholly dependent for our well-being on the health of the biosphere. *North Cascades Institute* offers the ideal combination of setting, staff, and vision to carry on this work. The Institute deserves the support of everyone who cares about the flourishing of people and planet.”

– **Scott Russell Sanders**, author of *A Private History of Awe, The Force of Spirit, Secrets of the Universe, Staying Put, Hunting for Hope*

NORTH CASCADES INSTITUTE

STRATEGIC GOALS 2009 – 2013

1. **ENGAGEMENT AND GROWTH** – Expand the reach of Institute programs to engage more people of all ages as participants, volunteers, donors and community ambassadors. Inspire participants to make changes in their daily lives that positively affect their communities and environment.
2. **EXCELLENCE** – Set new standards for excellence in field based education and business practices and fully leverage the Institute’s experience, resources and public trust to more powerfully achieve its mission during the coming decade.
3. **COLLABORATION** – Forge strong, meaningful collaborations with organizations whose mission overlaps our own to achieve common goals more successfully and reduce duplication of programs and services.
4. **PROVIDE TOOLS** – Provide lasting tools for program participants that foster awareness, learning, inspiration and engagement and equip them to take action toward conservation.
5. **EVALUATE PROGRAMS AND OPERATIONS** – Evaluate the Institute’s programs and operations both quantitatively and qualitatively to determine their effectiveness in achieving conservation and restoration of Northwest environments, and use results to set program priorities.
6. **STRENGTHEN ORGANIZATIONAL CAPACITY** – Secure the Institute’s ability to respond to challenge and opportunity while achieving sustainable growth and stability in programs and operations.

BOARD OF DIRECTORS

- James E. Bishop, Chief Executive Officer, Summit Bank, Burlington
- Dave Bonn, Software and Business Consultant, Winthrop
- Terry Conner, Insurance Executive (retired), Tacoma
- Gerry Cook, Maintenance Foreman, North Cascades National Park, Marblemount
- Pete Dewell, Of Counsel, Anderson Hunter (retired), Everett
- Dunham Gooding, President, American Alpine Institute, Bellingham
- Peter Jackson, Writer, Trustee, Henry M. Jackson Foundation, Seattle
- Nan McKay, Nonprofit Consultant, Seattle
- John Miles PhD, Professor of Environmental Studies, Western Washington University, Bellingham
- Stan Miller, Partner, Swanson, Miller, & Kahn, Inc., Bellingham
- Jeanne Muir, Principal, Urban Relations, Seattle
- Therese Ogle, Principal, Northwest Grantmaking Resources, Seattle
- Byron Ricks, Manager, Microsoft, Carnation
- Brian Scheuch, Owner, BCS Consulting, La Conner
- Randy Self, Middle School Teacher, Seattle
- Shirley Solomon, Chair, Skagit Watershed Council, Mount Vernon
- Abby Sussman, Wilderness Ranger and Writer, Bellingham
- Tom Venable, Principal, Carl Cozier Elementary School, Bellingham

ADVISORY COUNCIL

- Thomas Lowe Fleischner, PhD, Professor of Environmental Studies, Prescott College
- Art Kruckeberg, PhD, Professor of Botany (Emeritus), University of Washington
- Estella Leopold, PhD, Professor of Botany, (Emeritus), University of Washington
- Richard Louv, Author (*Last Child in the Woods*) and Journalist
- Chip Jenkins, Superintendent, North Cascades National Park
- Rob Iwamoto, Forest Supervisor, Mt. Baker-Snoqualmie National Forest
- Robert Michael Pyle, PhD, Author and Conservationist
- John Reynolds, Director (retired), Pacific West Region, National Park Service
- Chuck Robinson, Owner, Village Books; former President, American Booksellers Association