



WISER

EARTH

www.wiser.org

2011 ANNUAL REPORT



"The invention of tools that facilitate group formation is less like ordinary technological change and more like an event, something that has already happened. As a result, the important questions aren't about whether these tools will spread or reshape society but rather how they do so."

Clay Shirky, "Here Comes Everybody"

LETTER FROM THE BOARD CHAIR AND EXECUTIVE DIRECTOR

The scope of what we are now able to do gives us great hope. However, when it comes to using collaborative tools for social and environmental change and 'working wikily', our optimism is even greater. For these social technologies offer us an incredible opportunity to truly harness our collective global intelligence, to share, to connect and to become more effective in addressing the complex, inter-related issues facing our world; ecological sustainability, economic justice, human rights protection, poverty, political accountability, and peace and much more.

It's time for us to stop working in silos.

Technology alone is not enough. We have realized that, in order to create true dialogue and collaboration among those working towards positive global and environmental change, we need to gather face-to-face and get used to working symbiotically together. This is why WiserEarth has been scaling up its support to bring grassroots leaders together in local, face-to-face gatherings around the world. We have also been building new partnerships with global organizations who share our collaborative vision.

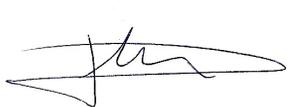
It's time for us to scale our impact.

By combining face-to-face gatherings with our collaborative technologies, we believe that we have the ability to evolve the way that social and environmental change organizations, grassroots leaders and activists address the issues they are working on - that WiserEarth can help them to harness the power of our collective intelligence, reduce the duplication of efforts and increase our global connectivity.

It's time for us to build a more just, sustainable and connected world.

In summary, we are proud of what WiserEarth accomplished and are optimistic about the future. Wiser's international community continues to grow and flourish. On behalf of the 70,000 members who are from all parts of mother earth, we want to thank you for making a difference. Together we will work to ensure that Wiser.org - the global network for sustainability - remains a vibrant place for sharing our knowledge, alliance-building and project co-creation.

Thanks,



Peggy Duvette
Executive Director



Christina Samala
Board Chair



OUR STORY

WiserEarth is a nonprofit organization originally founded in 2002 under the name The Natural Capital Institute by US environmentalist, author and entrepreneur Paul Hawken. WiserEarth helps the global movement of people and organizations working toward social justice, indigenous rights, and environmental stewardship to connect, collaborate, share knowledge and build alliances in order to address and solve the world's problems. It embarked upon its main project, the first social network for sustainability, in 2004. WiserEarth.org was launched on Earth Day in 2007. In 2012, WiserEarth renamed the collaborative platform simply Wiser.org.



HELPING THOUSANDS OF MEMBERS TO GET CONNECTED
...AND WE'RE ONLY JUST GETTING STARTED...



“The changes in technology are adding up to create a transformative movement that has the potential to fundamentally alter the way we connect with others and do our work, both online and offline”

Source: *Working Wikily*, The Packard Foundation

70,000 MEMBERS

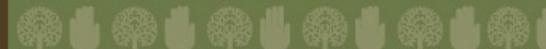
8 LANGUAGES



3,000 GROUPS



341 ISSUE AREAS



8 MILLION GOOGLE INDEXED PAGES



114,000 SOCIAL & ENVIRONMENTAL CHANGE ORGANIZATIONS



TOP VISITING COUNTRIES



U.S

INDIA

UK

CANADA

FRANCE

BRAZIL

MEXICO

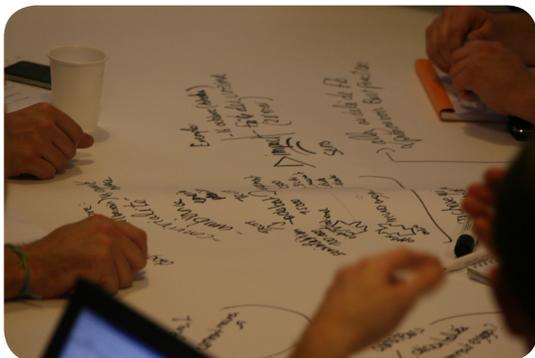
AUSTRALIA

INDONESIA

PHILIPPINES



HOW IS WISER.ORG BEING USED?



2011 RECAP...OUR IMPACT

Connecting for Sustainability

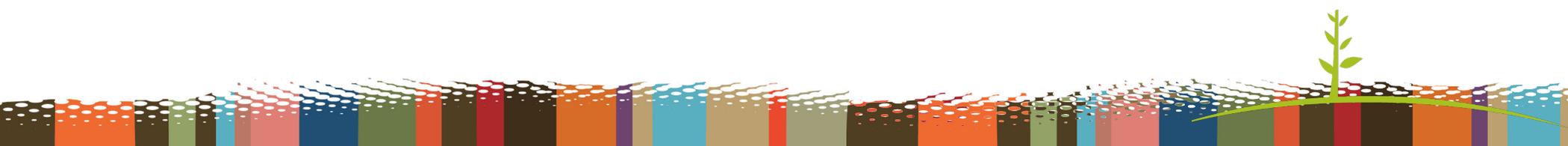
In 2011, the WiserEarth network expanded to 60,000 members and 114,000 social and environmental change organizations from around the world. The platform was translated into another 3 languages including Chinese, German and Italian. This means that the site is now available in 6 languages in total including English, Spanish, Portuguese and Indonesian as well as these newly translated languages.

Thinking Globally, Acting Locally

The WiserLocal program further complements Wiser's online networking and collaboration platform. These events offer the opportunity for members and non-members to gather face-to-face, providing support to local initiatives, facilitating community building and the sharing of resources, best practices and the forging of alliances. They are run voluntarily by active members of the online community who are also members of Wiser.org. Organisers and attendees use Wiser.org groupware to share events across the global community and use forums and wikispaces for pre and post-discussion after events.

Thanks to the work of many dedicated organizers, WiserEarth successfully expanded its WiserLocal program from 3 locations in 3 countries in 2011 to 10 locations in 9 countries. A total of 14 gatherings were hosted during the year.

New WiserLocal gatherings were established in Senegal, Indonesia, France, Australia, China, Cameroon, Brazil, Bangladesh, and India -with several more locations on the horizon for 2012.



WiserLocals snapshot (since launch of program): December 2011

Dakar, Senegal	15 members
Rio, Brazil	17 members
Jakarta, Indonesia	70 members
Paris, France	356 members
Yaoundé, Cameroon	28 members
Monrovia, Liberia	21 members
New Delhi, India	26 members
London, UK	59 members



114,000
SOCIAL &
ENVIRONMENTAL
ORGANIZATIONS

8 MILLION
GOOGLE INDEXED
PAGES

Themes addressed in the gatherings

Social networks & the role of the community manager, **Dakar, Senegal**
Social media training & presentations by local NGOs, **Rio de Janeiro, Brazil**
Healthy, sustainable food and the synergy youth movement, **Jakarta, Indonesia**
The psychological barriers to environmental engagement **Paris, France**





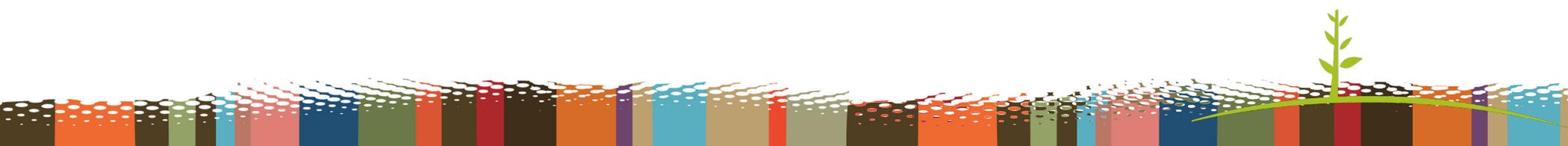
Stories from the Community

“...it was a great learning and interactive networking session for all the participants. We realized how important it is to connect at the local level so that we can support each other’s initiatives.” Yatin Thakur, Wisier De l’hi meeting, Aug. 2, 2011

Herve Kerner, one of the attendees of a WisierLocal in Paris, decided to set up his own social enterprise creating a platform for people having problems at work to support each other. This has been launched in the co-working space where the WisierLocal gatherings have been taking place.

Mainsah Gilbert, who works on community, youth and women empowerment programs in Cameroon, has become the first Africa-based editor thanks to participating in WisierLocals in his hometown of Yaoundé.

Yatin Thakur, a social entrepreneur based in New Delhi, was able to create potential partners for his social enterprise he is creating in India to support rural farming. He has also become one of the directors of the co-working space for social innovators thanks to the initial WisierDelhi meeting taking place in their space in New Delhi. He has now joined the Wisier team representing Wisier’s initiatives in India.



New Connections

The heart of WiserEarth's mission is to provide support for local and international collaboration. As a result, we believe in walking the talk by building partnerships that support this vision. In 2011, we built awareness for the work of the Wiser community thanks to the creation of partnerships with like-minded organizations such as **Jokkolabs** in Dakar, **La Ruche** in Paris and **Moonlighting** in New Delhi. These co-working spaces provide free locations for our WiserLocal community gatherings and allow us to spread our message to communities in all corners of the world. These partnerships with sustainability-focused organizations continues to grow in 2012 in further support of our vision of a more connected global sustainability movement. We have also entered in partnership with the team at **350.org** to bring more visibility to their campaign at the global level.



3,000 GROUPS



8 MILLION GOOGLE INDEXED PAGES



Supporting our Community through Volunteering

They spend 100s of hours editing content, welcoming new members, replying to comments, adding information about organizations and sustainability-related events as well as organizing their own events. Thanks to our an incredible number of generous and talented volunteers who came on board in 2011, WiserEarth officially launched its Volunteer Program in 2011.

In fact, we received an amazing \$ 1 8 3 , 1 4 0 . 6 4 ¹ worth of volunteer support - well over what we expected to achieve. That's over 8,000 hours of work from 57 individuals, evidence that we have truly learned how to best leverage the time and talents of our volunteers in a mutually-beneficial way.

Their work resulted in:

The launch of 6 new WiserLocals in Bangladesh, Cameroon, China, India and Senegal
The full translation of Wiser.org into *German & Chinese*
Our bi-weekly e-newsletter sent in *French, Spanish, Portuguese* in addition to *English*

We also completed our first official Volunteer Assessment, which found that:

90% of volunteers do so because they believe in our mission.
90% would recommend WiserEarth as a place to volunteer
95% said they would volunteer again.

“Translating things, going out and discussing, putting pictures and articles on the internet made me excited. Who said volunteers get nothing rewarding, we get joy and happiness all the time!”

~ Hanlu, China



¹The estimated dollar value of volunteer time is \$21.36 per hour for 2010, according to the Independent Sector, a coalition of charities, foundations, corporations, and individuals that publishes research important to the nonprofit sector.



GROWING SEEDS OF HOPE: WISERGIVING



WiserEarth has been busy developing a new program called WiserGiving due to launch in 2012. It is an online resource and toolkit for individual donors that aims to make smart philanthropy simple. It offers hands-on strategy tools, information and advice from friends and experts. Nationally-recognized philanthropy consultants Stephanie Clohesy and Jill Blair are part of the WiserGiving team. They will be working

throughout 2012 to develop and launch the first strategy tool, a *WiserGiving Style Quiz™*. This interactive tool to help users understand their problem-solving style which is key to helping users align their giving to their core values. Co-founded by Karen Crow and WiserEarth Board Member Liz Bremner, this exciting new initiative helps individuals make more informed philanthropic decisions.

SPOTLIGHT ON THE COMMUNITY

There are many stories which illustrate the success of the global WiserEarth network. Here are just a few examples of the stories we came across in 2011.

Members of WiserEarth helped to put the leaders of the rural organization, **Federation Yakaar Niani Wulli based in Senegal**, which supports more than 80 villages and 2,000 organic cotton farmers together with **Raphaelle Eva**, a member of Wiser.org who is based in French Guinea and is now helping them to distribute their organic cotton. Niani Wulli is able to further focus on establishing food security in the region and ensuring different sources of income for families as it expands its programs.

“En étant en contact avec le réseau WiserEarth, j’ai trouvé des gens positives, honnêtes...Wiser offre un gage de confiance, et une base de relation saine.”

“People in the WiserEarth network are positive thinkers and honest...Wiser offers a seal of approval and a platform for healthy relationship creation.”- Raphaelle Eva, New Guinea





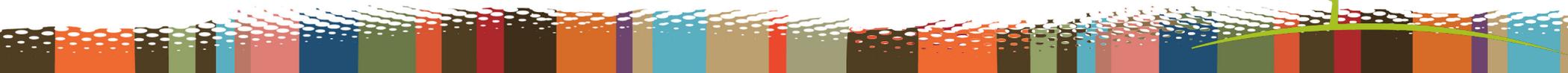
Marguerite Lacoste from France needed a translator in Ho Chi Minh City in Vietnam to help her conduct private interviews with factory workers to make sure that working conditions were acceptable. She found a translator through the Wiser network and they had an overwhelmingly successful partnership.

"...she had the perfect sensitivity for this work, she was completely aligned with the aim of my mission and so enthusiastic and touched to meet...people and to know more about their life...[it's] great to be in touch all around the world with people who have the same willingness to stand for a better world!" - Marguerite, France

"It (my trip with Marguerite) was an inspiring memory to me and I'm grateful to WiserEarth as the bridge that connected us together. It is my honor and pleasure to share the experience!" - Pham, Vietnam)

Carla Noain de Park has been a member of WiserEarth since March 2010. Thanks to being part of the Wiser community, she was able to make a client named Aisah Bauer who has been to visit their farm in **Peru**. Aisah runs eSutras and now helps them to distribute the products produced by the sustainable farming network that Carla works with across the US.

"In my experience as a philanthropist, I run into a lot of redundant nonprofits with the same mission in the same region ... all pursuing fundraising dollars from the same contacts. Overseas, the nonprofits aren't even aware of the other ones working on the exact same issues right in their areas. What WiserEarth did for me was incredible - I found a ton of NGO's for instance, in Accra Ghana all focused on women's health and water issues. I was able to contact them via WiserEarth all at once regarding my project in Ghana. **Kristy Clements**, Board Member of WiserEarth



WiserEarth simply could not run without our amazing supporters. To those of you who donated your money, time, talents and energy to building a better world through community, we thank you from the bottom of our hearts.

“I have known this organization for five years and their work. I donate because they are very effective at what they do. Their thoughtful leadership and programs are crucial to our sector.”

- Beth Kanter, US donor

Donors

Anonymous Donations (31)

Sundeeep

Ahuja

Al,Bon,Joe

Marion Allet

Judd Apatow

Gibran Armijo

Jennifer Atlee

Joe Baker

Michael Baldwin

Kieran Ball

Becky Band Jain

Susmita Barua

Oz Basarir

Kevin Bayuk

Linda Beamish

Maryanne Bell

Guillaume Benoit

Michel Bernand-Mantel

Maud Bernard d’Heilly

Gerry Binder

Erika BJune

Bruce Block

Robin Boclet-Weller

Rodney Bond

Bongard Marlene and Dennis

Margot Borden

Elodie Bordrie

Zayneb Bouhnini

Wendy Brawer

Chris Bray

Katherine Bray

Liz Bremner

Paul Brunel

Pascal Burg

Burg Family

Nicolas Caire

Sanjhi Cchaya

C. G. Music

Tom (Liang-Yu) Chi

Bunny Chuah

Diane Cirincione

Alison Clayton-Smith

Kristy Clements

Arthur Coddington

Susan Collins

Benjamin Combes

Karen Corr

Cassie Corrigan

Karen Crow

Brenna Daldorph

Narda Dagleish

Kevin Danaher

Dauphin Marie Jo

Henriette Dauphin

Dauphin Marie Jo

Claire Davies

Stephen Davies

Marc de la Menardiere

Chloe de Sousa

Juliette Deche

Leda Dederich

Nathalie Delay

Eric Derain

Linou Deubel

Grace Dobosz

Christine Du

Catherine Duvette

Laetitia Duvette

Peggy Duvette

Steve & Elodie Duvette

Suada Duvette

Jean Claude Duvette

Tobias Eagen

Roger Eaton

Sven Eberlein

Rhonda Emmert

David Ergo

Corky Ferris

Celine Fournier

Michelle Franchetti

Roseli Franco

Isabelle Galloni d’Istria

George & Janet Gardiner

Genetech

Susie Godden

Joseph Goldman

Jean-Paul Grange

Rolf Grau

Green Family

James Greyson

Xavier Grimault

Jean-Philippe Gros

Rob Grosche

Olivia Guinebaultoli

Allen Gunn

Hollie Harrington

Myriem Hashambhoy

Martine Haussauer

Gregory Heller

Nathalie Helt

Evonne Heyning

Katrina Him

Roman His

Timonie Hood



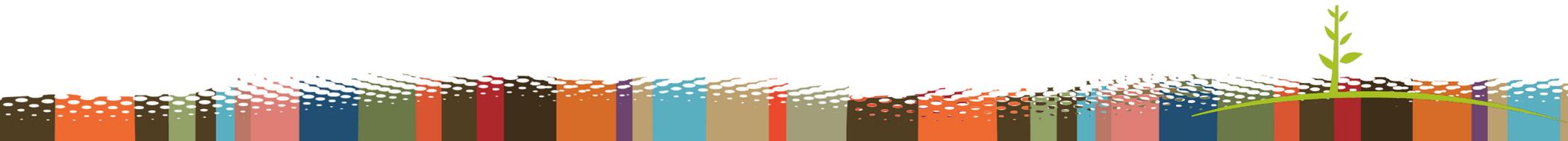
Caroline Hoquard
In memory of Mary Hunt
Monica Jahangir
Kim and Toby Janson-Smiths
Pierre Johnson
Alison Johnson
Chris Johnstone
Jiliane Jomni
Samue Kadhi
Beth Kanter
Eugene Eric Kim
John Kintree
Peter Koll
Barbara Kretschmar
Lacey Kvorganics
Michael Kwan
Marguerite Lacoste
JD Lassica
Juan Manuel Ledon Roig
Heather Lehman
Jennifer Lentfer
Simon Leo
Charles Letailleur
Emmanuelle Lewartowski
Erica Linson
Herve Louf
Jacques Macaire
Donnie Maclurcan
Reid MacWilliam
Joel Makower
Ara Martin
Matthias Strotkoetter
Minh Maudoux
Sharon McGann

Kristina McMillan
Possible Worlds
Giran Michel
Beatrice Moreau
David Morse
Isaac Murphy
Ronald Myers
Kas Neteler
Gerry Neuhoff
Nathalie Neuilly
Eco Futures Pty Ltd
Jason Palos
Angus Parker
Clive Parrett
Mike Pegg
Permaculture Blue Mountains
Deborah Phelan
Planeta Verde Reforestacion
Marion Plisson
David Poe
Noelle Poncelet
Betsy Power
Delphine Rabin
Pat Rayner
Ian Rhett
Stephane Riot
Severine Ritzenthaler
Carol Rudisill
Celeste Salter
Roberto Salustri & Valeria
Verga
Amy Sample Ward
Hugh Sanborn
Amaury Sautour

SBA Farms Collective
Karen & Bill Scarvie
Ozan Serim
Tiffany Shlain
Murray Silverman
Sisters of St Joseph of
Carondelet
Raphael Souchier
Robert Steele
Julia Sterling & John Hoffsis
Wibowo Sulistio
Marie Surrel
Sustainable Arizona
Doudou Sy
Prof. Tomasz
Violaine Truck
Laure Turchet
Sanja Ursanic
Govert van Ginkel
Jeff Vander Clute
Andrea Vanni
Laurent Vauclare
Frances Vaughan
Tom & Lena Viator
Earth Charter
Kerry Vineberg
Jane Wallen
He Wan
Marianne Waquier
Marnie Webb
John Webb
Adam Werbach
Bob and Carole White
Sandy Wiggins

David Wilcox
Simon Williams
Theresa Williamson
Jean Marc Zischka
Tara Zuardo

With special thanks
to the Roy A Hunt
Foundation, Tides
Foundation and
Ford Foundation.



VOLUNTEERS

“From the beginning I felt welcomed and supported by staff, interns, and other users. In a just a few weeks I felt like I was able to make an impact because of the unique community and encouragement I received.” 2011 Volunteer (anon.)

WiserLocals

Avni Agarwa, India
Yawa Degboe, USA
Pape Diop, Senegal
Akanksha Khanna, India
Bineta Sene, France
Shruti Sharma, India

German Translators

Rolf Grau, Germany
Ryan Sweeney, USA

Chinese Translators

Xiaolei Guo, China
Halona, China
Beryl He, China
Ningwei Jiang, China
Tan Lingxiao, China
Xin Liu, China
He Wan, China
Yifei, China
Yue Xu (Yovia), China
Zenan Zhao, China
Penghua Zhou, China

Italian Translators:

Andrea Vanni, Italy
Valeria Verga, Italy

Wiser Editors

Mahbubur Rahman Apu, Bangladesh
Narda Azaria Dalgleish, UK
Benjamin Fahrer, USA
Jean-Paul Grange, France
Xavier Grimault, France
Phil Green, UK
Adib Khondoker, Bangladesh
John Kintree, USA
Heather Lynn Lehman, USA
Utsav Maden, Nepal
Eric F. Olson, USA
Frank Patton, USA
Martin Regelsberger, Austria
Juan Manuel Ledon Roig, Mexico
Roberto Salustri, Italy
Mainsah Gilbert Shaafe, Cameroon
Michael Sykes, USA
Simon Williams, Australia
Mike Zeidler, UK

Other Efforts:

Bonnie Perdhana Chaniago, Indonesia
Andi Fachri, Indonesia
Mulia Idznillah, Indonesia
Becky Band Jain, India
Miroslava Vizcaino Lopez, Mexico
Turonggo Sulasno, Indonesia
Yago Zamora, Spain

“The Wiser community is the most wonderful I have ever seen. Day after day, we learn many things and see members who are fighting against the environmental, economic and social problems with determination by developing innovative ideas. It is a strong influence on me. I personally am proud to be a volunteer at Wiser because it changes life to make it better.”

~Pape Diop, Senegal



FINANCIALS

INCOME STATEMENT SUMMARY 2011*

DONATIONS AND OTHER REVENUE

In kind income	1,000
Grant Revenue	468,500
Individual Contributions	56,075
Total donations and other revenue	525,575

GRANT ALLOCATION AND EXPENSES

Program Services	349,498
Fundraising	28,273
General and Administration	18,273
Total grant and expenses	396,044
NET REVENUE LESS EXPENSES	129,531

BALANCE SHEET SUMMARY

ASSETS

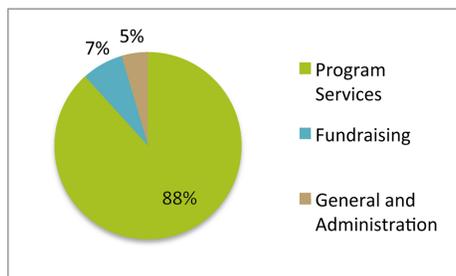
Cash and cash equivalents	255,848
Grants receivable	243,349
Fixed assets	2,801
Other assets	19,762
TOTAL ASSETS	521,759

LIABILITIES AND NET ASSETS

Liability	23,480
Equity	498,279
TOTAL LIABILITY AND NET ASSETS	521,759

*Unaudited

Our 2012 expenses: \$396,294.52



2011 IMPACT

- **EXPANDED LOCALLY.** The WiserLocal program more than doubled reaching 6 new countries
- **GROWING GLOBALLY.** Launched in 2 new languages and increased the number of visitors from non-English speaking countries by 10% in comparison to 2010.
- **LEVERAGED PARTNERSHIPS.** Established key partnerships to leverage existing initiatives and scale Wiser
- **CROWDSOURCED INFORMATION.** Increased membership contribution by 12%

SOCIAL RETURN ON INVESTMENT

- **HIGH IMPACT.** Networking forum for over 60,000 changemakers and 114,000 organizations
- **COST EFFECTIVE.** Low cost combined with member financial support, in existence over 5 years
- **SUSTAINABLE.** Successfully raised \$120K in last two years to form an operating endowment
- **Community leverage.** Received over **\$183,140.64²** worth of volunteer support

²The estimated dollar value of volunteer time is \$21.36 per hour for 2010, according to the Independent Sector, a coalition of charities, foundations, corporations, and individuals that publishes research important to the nonprofit sector.



STAFF & BOARD

Staff

Our staff is spread across 6 countries, representing 75+ years of work experience

Peggy Duvette, Executive Director, SAUSALITO, CA, USA
Angus Parker, Program Director, SAUSALITO, CA, USA
Oz Basarir, Technical Director, SAN FRANCISCO, CA, USA
Camilla Burg, Communications Director, PARIS, FRANCE
Antoinette Siu, Communications Coordinator, Sausalito, CA, USA
Wibowo Sulistio, UI Designer, JAKARTA, INDONESIA
Celeste Salter, Online Community Manager, BLUE MOUNTAINS, AUSTRALIA
Yatin Thakur, Regional Community Manager, NEW DELHI, INDIA
Doudou Sy, Regional Community Manager, DAKAR, SENEGAL
Matthias Strotkoetter, WiserLocal Project Coordinator, SAUSALITO, CA, USA

Interns

Gillian Gurish, Grant Writing & Development Intern, SAUSALITO, CA, USA
Laura Ross-Perry, Volunteer Coordinator Intern, SAUSALITO, CA, USA
Mobei Zhang, Chinese Volunteer Coordinator Intern, BEIJING, CHINA
Aakriti Sinha, India Online Community Manager Intern, NEW DELHI, INDIA
Victor Lin, SEO Intern, SAUSALITO, CA, USA
Pablo Robles Guerrero, Online Training Program Intern, DURHAM, NC, USA

Board

WiserEarth is overseen by a board of talent and influence. Our board governs our major decisions, approve any major expenses and provide guidance for organizational decisions.

Peggy Duvette, Executive Director
Christina M. Samala, Board Chair
Liz Bremner
Kristy Clements
Eugene Eric Kim
Paul Hawken, Board Emeritus
Karin Bauer, Board Emeritus



LOOKING TOWARDS A WISER FUTURE

WiserEarth celebrated the 5th anniversary of the Wiser program on Earth Day 2012. This important milestone underlines the relevance and importance of this program. We have marked this milestone with a site relaunch as well as a new brand identity. We look forward to reporting more on this in our 2012 annual report.

In the coming years, we will be focusing on consolidating and scaling WiserLocal gatherings, further diversifying our funding sources, developing and improving the WiserGiving Program and supporting greater collaboration across the Wiser community.

With your help, the WiserEarth vision of a just, sustainable and connected world created by community will come ever closer to realization.

THANK YOU FOR YOUR SUPPORT



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