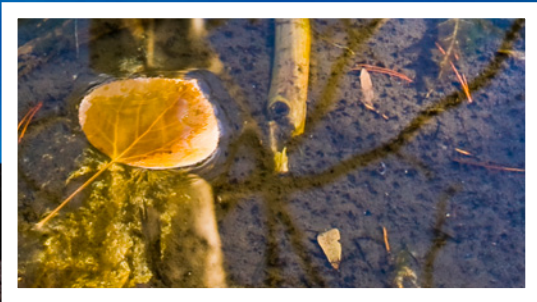
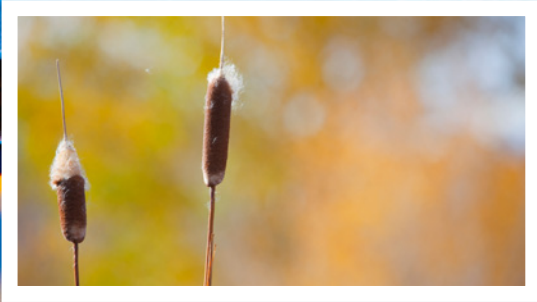


# Annual Report

**Fiscal Year  
2009 - 2010**

*The Sierra Nevada Alliance mission is to protect and restore the natural environment of the Sierra Nevada for future generations while ensuring healthy and sustainable communities. The organization works to strengthen individual and group efforts and to be a regional voice for the protection of the entire region.*



SIERRA NEVADA ALLIANCE

*Keeping light in the range.*



**The Sierra Nevada** region is famous for its stunning scenery, world-class recreation, abundant and diverse wildlife, famed natural resources and rural community lifestyles. But beneath the unique character that has inspired generations to visit and call the region home, a storm of challenges is brewing.

Climate change and human development are seriously impacting the region. Invasive species like the Quagga and Zebra Mussel are threatening the clarity and diversity of our mountain lakes. Increasing temperatures have caused a number of wildlife species to migrate and change their range, calling into question the survival of some species like our beloved high-elevation rabbit, the pika. Reduced snowpack from climate change is forcing water managers around California and Nevada to rethink how they will continue to provide water for our urban and agricultural needs throughout the year. Sprawling growth is spurring serious concerns about increased wildfire and air pollution, the cut-off of wildlife corridors, and the destruction of the historic character and quality of life for many Sierra communities.



Since 1993, the Sierra Nevada Alliance has been facing these challenges head on. Our mission is to protect and restore Sierra lands, water, wildlife and rural communities. We do this by building the capacity of individuals and groups to save all the Sierra's special places and unite everyone together for regional stewardship.

From July 2009 through June 2010, the Alliance has won critical victories and advanced efforts to protect and restore the Sierra Nevada. A sampling of our major accomplishments includes:

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***The Sustainable Sierra Communities Program fosters and supports local actions and planning that advances long-term resilient and thriving communities. Through on-the-ground projects, innovative programs, informative publications and inspiring workshops, we empower and catalyze local actions across the entire Sierra for a sustainable future.***

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This year the program built on our highly-successful Sierra Nevada Yard & Garden project, which helps Sierra residents and homeowners achieve their dream yards while reducing fire risk, protecting rivers and lakes, conserving water, preventing invasive species, and being a good neighbor to wildlife. We launched four free homeowner consultation programs for communities, including finishing demonstration gardens in South Lake Tahoe, Grass Valley, Mariposa, and Truckee.

We also launched a new effort to develop a neighborhood approach to being "Sierra Friendly," partnering with the Truckee River Watershed Council to launch the Truckee River Friendly Program. The Alliance raised funds for these efforts, provided skills and management training, offered on-going consultation, and distributed thousands of free copies of our popular *Sierra Nevada Yard & Garden Guide*.



The other Sustainable Sierra Communities Program highlight was the launch of our new Seeds for Sustainability Campaign by hosting the first “Advancing Sustainability in the Sierra” summit. This was a huge success in uniting sustainability leaders from around the region, forging a new network, and sharing the latest approaches to create cohesive visions, plans and actions that engage entire communities in sustainability practices. The program also issued a new free electronic newsletter called “Sierra Spokes,” that shares sustainability news and resources in and for the Sierra.

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***The Regional Climate Change Program engages and supports regional efforts to adopt exemplary sustainable regional plans throughout the Sierra Nevada. These high-quality plans protect and restore Sierra water, lands, wildlife and rural communities, while acting to adapt to climate change and reducing greenhouse gas emissions.***

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This year, we hired an experienced campaign director for the program, who in his first six months, founded and obtained funds for a new Sierra Nevada Community Organizing Academy to train grassroots leaders to strategize and win conservation victories. The program provided valuable input and helped shape the Sierra Nevada Conservancy’s Climate Action Plan – a model plan for the entire region on how to strongly address climate change, protect wildlife, forests and water. Alliance staff consulted with local groups striving to ensure smart growth in counties throughout the Sierra by building powerful coalitions with agriculture, faith-based organizations, environmental justice groups, and environmental leaders, among others.



The program shaped intelligent strategies that will protect Sierra waters while supplying California and Nevada with clean water. Notably, our leadership with our Sierra Climate Change Adaptation Principles inspired the California Adaptation Strategy to adopt similar principles for the entire state. We helped local watershed stewards around the Sierra advance their integrated regional water management plans – supporting water quality, water supply and ecological protection. A successful regional summit that we organized on the topic attracted water leaders, managers and restoration experts from throughout the state and region.

One of this program's challenges has been getting California to recognize the importance of protecting and restoring Sierra headwaters to achieve state water supply goals. This year we worked closely with Sierra water leaders to get an op-ed article published in the *Sacramento Bee* on the importance of Sierra headwaters. This timed nicely with the Sierra Day at the Capitol we co-organized with The Sierra Fund and the Sierra Nevada Conservancy that directed legislators' attention to the need for protecting Sierra waters.

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***Our Member Group Support Program assists our network of 106 Member Groups in their efforts to protect all the Sierra's special places.***

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A major project of this program is our Sierra Nevada AmeriCorps Partnership (SNAP), which assesses and restores impaired watershed habitats and increases community stewardship of the Sierra Nevada watersheds through education and volunteerism.

Under Alliance staff direction, SNAP continued to excel in restoring critical Sierra habitat, while expanding the capacity of conservation groups in the Sierra and training the next generation of conservation leaders.

The 2009 SNAP program exceeded expectations, completing 701 acres of habitat restoration, educating over 18,300 students and community members on important Sierra conservation issues, and recruiting and mobilizing over 2,000 volunteers. Partnering groups who benefit by the service of the members continue to rave about the support it provides them to in fulfilling their missions. In addition, all 27 SNAP members graduated in 2009, and nine used the experience and skills they gained to obtain conservation careers in the Sierra and throughout the nation.



The Alliance kicked off the 2010 SNAP program year well, interviewing over 100 of the 270 applicants, and training the 27 new members who had been selected to work with site partners for the coming year. By June 2010, the new class of members had already restored over 140 acres, educated over 5,000 students and community members and mobilized over 1,000 volunteers.

The Member Group Support Program also had another successful Annual Conference in 2009. Two hundred people attended the event at the North Tahoe Conference Center in October, which offered over eight issue-related workshops, inspiring keynote speakers such as Larry Schweiger, President and Chief Executive Officer of the National Wildlife Federation, and John Muir Laws, Sierra naturalist and author. Another program highlight was the launch of the Sierra Legal Service Committee, a group of experienced environmental attorneys volunteering their time to improve conservation legal services to Alliance Member Groups.

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*The Sustainable Organization Program supports the Alliance in achieving our program goals in these four key areas: Administration, Fundraising, Communications & Marketing, and Personnel Management.*

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In 2009-2010, the Sierra Nevada Alliance faced the same economic challenges in these areas as did most non-profits nationally. To address these issues, we made strategic staffing cutbacks, improved our efficiency and balanced our budget. We upgraded financial systems, maintained our communications to members, and improved our weekly electronic news service and action alert systems. Thanks to our individual donors, Member Groups, foundation supporters, Board and state and federal grants, we were able to achieve all our critical income goals for the year.

**Year End Summary of Accomplishments:** Despite challenging economic times, the Alliance continued its leadership role in Keeping Light in the Range. Because of the support from our individual contributors, Member Groups, staff, Board and foundation supporters, the Alliance balanced its budget, improved key administrative systems, and achieved significant programmatic goals. The Sustainable Sierra Communities Program made amazing strides as our newest program, hosting the first “Advancing Sustainability Summit,” while expanding Sierra-friendly yards and gardens throughout the region. The Regional Climate Change Program won our first model plan, launched new trainings, produced numerous resources and provided incredible support to advance further model planning. Finally, the Member Group Support Program continues to rock with well-reviewed conferences, the extremely popular Sierra Nevada AmeriCorps Partnership, and on-going support for our Member Groups. This year’s successes truly point to the unshakable commitment and talent of our entire organization.

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thank everyone  
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 Nevada County  
 Land Trust  
 Nevada County Local  
 Food Coalition  
 North Fork American  
 River Alliance  
 North Tahoe  
 Development Watch  
 Pacific Rivers Council  
 Planning &  
 Conservation League  
 Protect American  
 River Canyons  
 Redbud Chapter CA  
 Native Plant Society  
 Restore Hetch Hetchy  
 Revive the San Joaquin  
 River Ridge  
 Rural Quality Coalition  
 San Joaquin River  
 Intertribal Heritage  
 Ed Corp  
 San Joaquin Valley  
 Water Leadership  
 Forum  
 Save the Foothills  
 Coalition  
 SC Widlands  
 Sequoia Forestkeeper  
 Sequoia Riverlands  
 Trust  
 Serene Lakes Property  
 Owner's Association  
 Sierra & Foothill  
 Citizens Alliance

Sierra Buttes/Lakes  
 Basin Coalition  
 Sierra Club  
 Angeles Chapter  
 Sierra Club  
 Maidu Group  
 Sierra Club  
 Mineral King Group  
 Sierra Club Mother  
 Lode Chapter  
 Sierra Club  
 Placer Group  
 Sierra Club Range  
 of Light Group  
 Sierra Club Sierra  
 Nevada Group  
 Sierra Club Tahoe Area  
 Sierra Club  
 Tehipite Chapter  
 Sierra Club Yahi Group  
 Sierra Cycling  
 Foundation  
 Sierra Foothills  
 Audubon Society  
 Sierra Nevada Deep  
 Ecology Institute  
 Sierra Watch  
 Sierra Watershed  
 Education Partnerships  
 Snowlands Network  
 South Yuba River  
 Citizens League  
 (SYRCL)  
 Squaw Valley  
 Gateway Community  
 SRVA Advocates for  
 Smart Growth  
 Sugar Pine Foundation  
 Tahoe Chapter CA  
 Native Plant Society  
 Tahoe-Baikal Institute  
 The Sierra Fund  
 Truckee Donner  
 Land Trust  
 Truckee River  
 Watershed Council  
 Tulare County Citizens  
 for Responsible Growth  
 Tuolumne County  
 Citizens for  
 Responsible Growth  
 Tuolumne County  
 Land Trust  
 Tuolumne River Trust  
 Upper American River  
 Watershed Foundation  
 Upper Merced River  
 Watershed Group  
 Voters Choice of  
 Tuolumne County  
 Wallace Citizens  
 Serving Residents  
 Washoe Meadows  
 Community Group  
 Wildflowers Forever  
 WildPlaces  
 Wolf Creek  
 Community Alliance  
 Yosemite Area  
 Audubon Society

#### BOARD MEMBERS

Sudeep Chandra  
 Jan Chatten-Brown  
 Jenny Cooper  
 Tracy Grubbs  
 Ian Herdell  
 Addie Jacobson  
 Bob Johnston  
 Terry McLaughlin  
 Roger Pratt  
 Pete Pumphrey

Betsy Reifsnider  
Steve Robinson  
Christine Rozance  
Lynn Sadler

### SPECIAL THANKS

Acorn Naturalist  
Alpen Sierra Coffee  
Roasting Company  
Alpine Meadows  
American River  
Recreation  
American Rivers  
Barry Lopez  
Bear Valley Pemmican  
- Intermountain Trading  
Co. LTD.  
BioSpirit Massage  
Therapy  
Black Diamond  
Equipment Ltd.  
Bobo's Mogul Mouse  
Buckbean Brewing  
Company  
California Canoe &  
Kayak  
California Tahoe  
Conservancy  
Camelbak  
Chatten-Brown &  
Carstens  
Christine Rozance  
Ciderhouse Foods  
Clair Tappaan Lodge  
Davis Co-Op  
Denise Suarez  
Department of  
Conservation - Division  
of Recycling  
Diamond Peak Ski  
Resort  
Eastern Sierra Audubon  
Eastern Sierra Land  
Trust  
Ebb and Flow  
Productions  
Edward & Sons  
Trading Co.  
El Dorado Irrigation  
District  
Elevate Wellness  
Center  
Environment Now  
Evergreen Lodge  
Feather River  
Coordinated Resource  
Management  
Fitzpatrick Winery  
& Lodge  
Follow Your Heart  
Freshies Restaurant  
& Bar  
Friends of Deer Creek  
Friends of the Inyo  
Gaia-licious  
Green Festival  
Hotel Charlotte, LLC  
Hybrid Light, LLC  
Inn by The Lake  
JDelso Photography  
Jenny Cooper  
Jensen & Coeur-  
Barron, LLP  
Joan Clayburgh  
John Muir Laws  
Judy Robinson  
Katherine Branch  
Kay & Kelvin Gee  
Kayak Tahoe  
Kirkwood Mountain

Resort  
Klean Kanteen  
Lake Tahoe  
Community College  
League to Save  
Lake Tahoe  
Leah Wills  
Lisa Drake  
Lynn Sadler  
Madrona Vineyards  
Marilyn Jasper  
Mary Bennington  
Mono Lake Committee  
Monttbleu  
MV Winery -  
Miller Vineyards  
Nancy Rosa  
National Parks  
Conservation  
Association  
Naya Organic  
Body Care  
New Belgium Brewing  
Oakstone Winery  
Obentec, Inc.  
Laptop Lunches  
Olympic Granola  
One Lucky Duck  
Patagonia@Heavenly  
Perry Creek Winery  
Placer Land Trust  
Planet, Inc.  
Planning &  
Conservation League  
Foundation  
Porters Sports  
Restore Hetch Hetchy  
Richard Knapp  
Photographics  
Roger Rosenberger  
Sailing Ventures  
Sardine Lake Resort  
Shasta Land Trust  
Sheryl Ferguson  
Sierra Business Council  
Sierra Foothill  
Conservancy  
Sierra Foothill  
Conservancy -  
Stewardship and  
Education Assistant  
Sierra Institute  
for Community &  
Environment  
Sierra Nevada Alliance  
Sierra Nevada Brewing  
Company  
Sierra Ski & Cycle  
Works  
Snow Bomb  
Sorensen's Resort  
Sotar  
South Yuba River  
Citizens League  
South Yuba River  
Citizen's League  
Spellbinder Books  
Sprouts Natural Foods  
Cafe  
Steve Wilensky  
Sustainability is Sexy  
Tahoe Adventure  
Company  
Tahoe Baikal Institute  
Tahoe City Golf Course  
Tahoe Donner  
Association  
Tahoe Environmental  
Research Center  
Tahoe Lakeshore  
Lodge

Tahoe RCD  
Tahoe Resource  
Conservation District -  
Conservation Assistant  
- Aquatic  
Tallac Brewing  
Company  
Telfer  
The Cork & More  
Therm-A-Rest  
US Forest Service  
- Lake Tahoe Basin  
Management Unit  
Vans, Inc.  
Vaughn Johnson, CPA  
Venture Cellars  
WG Design Group  
Wheeler MFG Co Inc  
WildPlaces  
Will Murray Company  
Winterhill Farms  
Wolf Creek Community  
Alliance  
Yuba River Inn

### ALLIANCE PERSONNEL

Mary Bennington  
Joan Clayburgh  
Robert Collier  
Morgan Fessler  
Marion Gee  
Patricia Hickson  
Dan Keenan  
Do Lee

Kay Ogden  
Kara Ramos  
Nick Santos  
Katie Scott  
Megan Suarez-Brand  
Reyna Yagi

### SNAP PARTNERS

American Rivers  
(Nevada City)  
California Tahoe  
Conservancy (South  
Lake Tahoe)  
Eastern Sierra Land  
Trust (Bishop)  
El Dorado Irrigation  
District (Placerville)  
Feather River  
Coordinated Resource  
Management (Quincy)  
Friends of Deer Creek  
(Nevada City)  
Friends of the Inyo  
(Bishop)  
Placer Land Trust  
(Auburn)  
Planning &  
Conservation  
League Foundation  
(Sacramento)  
Shasta Land Trust  
(Redding)  
Sierra Business Council  
(Truckee)  
Sierra Foothill  
Conservancy -

Stewardship and  
Education Assistant  
(Mariposa)  
Sierra Foothill  
Conservancy  
(Mariposa)  
Sierra Institute  
for Community  
& Environment  
(Taylorsville)  
Sierra Nevada Alliance  
(South Lake Tahoe)  
South Yuba River  
Citizen's League  
(Nevada City)  
Tahoe Baikal Institute  
(South Lake Tahoe)  
Tahoe Environmental  
Research Center (TERC  
- Incline Village)  
Tahoe RCD (South  
Lake Tahoe)  
Tahoe Resource  
Conservation District -  
Conservation Assistant  
- Aquatic (South Lake  
Tahoe)  
US Forest Service  
- Lake Tahoe Basin  
Management Unit  
(South Lake Tahoe)  
WildPlaces (Springville)  
Wolf Creek Community  
Alliance (Grass Valley)



## Fiscal Year 2009 - 2010

### BALANCE SHEET

June 30, 2010

#### ASSETS

Cash	\$ 375,321
Accounts Receivable	\$ 371,926
Property & Equip.	\$ 8,882
Restricted Cash	\$ 8,203

**TOTAL ASSETS** \$ 764,331

Liabilities and Net Assets	
Accounts Payable/Accrued Expenses	\$ 99,550
Deferred Revenue	\$ 130,823

**TOTAL LIABILITIES** \$ 230,373

Temporarily Restricted	\$ 276,066
Net Assets - Unrestricted	\$ 257,892

**TEMPORARILY RESTRICTED & NET ASSETS** \$ 533,958

**Total Liabilities And Net Assets** \$ 764,331

### FINANCIAL STATEMENT

July 1, 2009 - June 30, 2010

#### SUPPORT & REVENUE

Board of Directors	\$ 11,021
Contributions	\$ 177,678
Conference & Events	\$ 36,617
Grants (Government and Private)	\$ 452,814
Member Groups	\$ 9,360
Interest & Fiscal Sponsorships	\$ 169,251
Sales	\$ 2,097
In-Kind	\$ 129,188
Grants Released from Prior Year	
Temp Restricted Revenue	\$ 669,457

**TOTAL REVENUE** \$1,657,484

#### EXPENSES

Personnel & Benefits	\$ 524,051
Conference & Facilities	\$ 34,045
Sierra Nevada Americorp Partnership	\$ 470,425
In-Kind	\$ 129,188
Fiscal Sponsors	\$ 95,219
Consultants	\$ 31,760
Program Regranting	\$ 222,742
Travel	\$ 15,398
Operating Expenses	\$ 111,312

**TOTAL EXPENSE** \$1,643,679

### SUPPORT & REVENUE

Grants 69%

(Private & Government)

Contributions 11%

Interest & Fiscal Sponsorship 11%

In-Kind 8.5%

Conference & Events 3%

Board of Directors 1%

Member Groups 1%

### EXPENSES BY PROGRAM

Local Sustainability 24%

Regional Sustainability 16%

Member Group / Americorp Partnership 48%

Sustainable Org 11.75%:

\* Administration 6%

\* Fundraising 4%

\* Outreach 1.75%

Lobbying .25%



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