ENVIRONMENTAL WORKING GROUP

ANNUAL REPORT 2011

EWG is grateful to the tens of thousands of individuals who supported our work in 2011. Thank you for being in our corner again this year.



www.ewg.org 1436 U Street. NW, Suite 100 Washington, DC 20009

http://www.ewg.org/annualreport

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"We need organizations like the Environmental Working Group who are asking the right questions and pushing for more research where necessary..."

- Representative Edward J. Markey (D-Mass.)

A Message from the President

e were the first group to map chemicals found in the human body in our groundbreaking "human toxome project," which showed what chemicals babies were exposed to in the womb. EWG was the first to make public exactly which industrial farming operations were receiving millions of your tax dollars through the country's broken farm subsidy system. We were first to tell you which personal care products contain toxic ingredients, through our wildly popular free online interactive database, EWG's Skin Deep.



Last year, my family and I began a new chapter in northern California. While I'm constantly back in Washington battling on Capitol Hill for more support for small and local farmers, I now live amid organic farms that are now our partners in the effort to conserve and protect America's precious soil and fresh water. The move made the issues on which my colleagues and I had been working for two decades that much more real – and the accomplishments of 2011 that much sweeter. Among them:

- California's ban on bisphenol A, the toxic plastics chemical in baby bottles and sippy cups;
- EWG's campaign to defeat the farm subsidy lobby's bid to enact



"Our mission is to use the power of information to protect human health and the environment."

a secret farm bill behind the closed doors of the Congressional super committee charged with reducing the deficit;

New sunscreen

safety rules issued by the federal Food and Drug Administration;

• And many more outlined in this Annual Report.

These kinds of results, and in fact EWG's business model overall, reflect my path as a social entrepreneur. We aim to drive social change with original research and data analysis presented through a journalistic lens. Whether we look at farm subsidies or toxic chemicals in personal care products, our consumer guides enable EWG to connect with individuals where they live.

In 2013, EWG will celebrate its 20th anniversary. We intend to reach even more people in creative and effective ways, using social media, smartphone apps, interactive, database-driven analyses and savvy, nimble tactics.

Those I've met in my new community and on my travels inspire me. Their enthusiasm and fresh perspectives teach us all how we can meet the challenges of the age. We need to think in entrepreneurial ways if we are to move markets and guide policymakers to the right decisions. Seeing local battles for laws to label genetically-modified food and to ban BPA reminds me that across the nation, wellinformed advocates like you are fighting for Americans' right to know, for corporate transparency and responsibility and for government policies that truly protect children and other vulnerable people.

Your passion is infectious. Your support renews my sense of urgency to make sure that EWG's work has an impact every day. Our accomplishments in 2011 were a sound foundation for the next round of advances this year and next.

Thank you for inspiring me daily– no matter what coast I'm on.

Best,

Ken Cook

Ken Cook President and Co-Founder Environmental Working Group

About the President

Ren Cook, president and co-founder of Environmental Working Group, is widely recognized as one of the environmental community's most prominent and effective critics of establishment agriculture and U.S. farm policy. Under his leadership, EWG's research and analysis are major forces in national policy debates over toxic chemicals, pesticides and air and water pollution.





In 2009, Cook was voted the "Ultimate Green Game Changer" by readers of The Huffington Post. As Arianna Huffington put it, "The EWG is an environmental superhero with a full set of digital tools in its arsenal."

Cook is a principal architect of the landmark conservation provisions of the 1985 farm bill, which for the first time attempted to shift the emphasis in U.S. farm policy away from a narrow focus on maximum crop production and toward the conservation of land, water, wetlands and wildlife.

Under Cook, EWG's breakthrough innovation has been the creation of easy-to-use, online searchable databases to drive policy debates and bring about systemic change. The EWG Farm Subsidy Database has generated thousands of stories about America's broken farm policy. The New York Times said the website helped "transform the [2002] farm bill into a question about equity and whether the country's wealthiest farmers should be paid to grow commodity crops while many smaller family farms receive nothing and are going out of business." Cook and EWG played a similarly prominent role during the crafting of the 2008 farm bill.

EWG has expanded this hallmark interactive data analysis model to map toxic pollution in people for EWG's human toxome project, plot nuclear waste transportation routes to Yucca Mountain, display mining claims near the Grand Canyon, analyze tap water quality nationwide and provide consumers with cosmetics ingredient safety information. EWG's databases and data visualization projects transform abstract concepts to tangible, personal connections with millions of people.

Cook earned a B.A. in history, B.S. in agriculture and M.S. in soil science from the University of Missouri-Columbia. He is a board member of The Organic Center and the Amazon Conservation Team. He and his wife Deb Callahan live in California with their son, Callahan Cook.

In the corridors of power

Persuading legislators and policymakers to do the right thing takes persistence, hard work and solid facts. EWG has all three in spades. We employed them ceaselessly to make progress in 2011.

Our tenacity paid off. Once again, The Hill newspaper named Ken Cook one of the country's top grassroots lobbyists.

The recognition came on the heels of a victory for healthy food. After weeks of intense Congressional meetings and thousands of calls and emails from supporters like you, EWG successfully fought back efforts by the farm subsidy lobby to add a farm bill to the "super committee" deficit reduction package.

After decades of campaigning, California Governor Jerry Brown signed into law the "Toxin-Free Infants and Toddlers Act," sponsored by EWG. This major victory for public health means that the toxic, endocrinedisrupting chemical bisphenol A was barred from baby bottles and sippy cups in America's most populous state — the eighth largest economy in the world. After this victory, the chemical industry said it would no longer battle such measures, and in July 2012 the federal Food and Drug Administration barred BPA from baby bottles and children's cups.



"Amplifying your voice in Washington for policies that protect human health and the environment."

Secret Farm Bill in "Super Committee"

In November 2011, we called all hands on deck to oppose the subsidy lobby's attempt to stuff the farm bill into the "super committee" deficit reduction proposal. We released a stream of reports drawing media attention to the machinations of the subsidy lobby and produced a commercial that was aired on CNN and in the Des Moines television market. Over a span of three weeks we called every Senate and House office and paid personal visits to 50 of them to express our opposition to the bill.

Our commissioned research on a proposal to offer farmers an entirely new and excessively generous crop insurance entitlement to protect against so-called "shallow losses" was a game-changer that effectively put a halt to the secret negotiations on the bill. Grist writer Tom Laskawy thanked EWG for making the secret farm bill public, and New York Times writer Mark Bittman called EWG "the best watchdog on misallocated subsidies."

More than 30,000 EWG supporters emailed their members of Congress to stop the secret farm bill.

Farm subsidy database

EWG's Farm Subsidy Database was updated in June with testimonials from nutritionist Marion Nestle and author Michael Pollan. The subsidy database continued to drive the national conversation about farm subsidies. Leaders of the Congressional agricultural committees and commodity organizations, including the National Cotton Council, acknowledged that the most egregious subsidies, so-called direct payments, had to go.



Driving Data to Consumers

EWG's Farm Subsidy Database, updated in June of 2011.

Soil erosion revealed

On April 13, we launched "Losing Ground," a report that chronicled how soil erosion was widely underestimated in the Midwest. Sen. Frank Lautenberg (D-N.J.) cited the report at a Senate hearing on ethanol policy. The Losing Ground video has been viewed more than 45,000 times on YouTube, garnered more than 1,000 comments on The Huffington Post and shared on Facebook more than 1,000 times.

Corn ethanol tax credit and tariff protection

These perks for ethanol expired on Dec. 31, 2011. The most compelling moment in the tax credit's demise was an overwhelming vote (73-27) in the Senate to end it. The House voted 283 to 128 to bar the use of federal funds to subsidize ethanol infrastructure — the industry's Plan B. It has been downhill ever since for the corn and ethanol lobby. EWG has led efforts on Capitol Hill to end subsides for ethanol.

Local food bill introduced.

We worked with Rep. Chellie Pingree (D-Maine) and Sen. Sherrod Brown (D-Ohio) to support the Local Farms, Food and Jobs Act, introduced in October, and organized California groups to support the bill.

Bisphenol A (BPA) banned in California

In October, despite fierce opposition from the chemical industry, California Governor Jerry Brown signed legislation banning the hormone-disrupting chemical BPA in baby bottles and sippy cups sold in the state. EWG led the decade-long fight to pass the Toxin-Free Infants and Toddlers Act (Assembly Bill 1319), originally co-sponsoring it with Consumers Union, Black Women for Wellness and Physicians for Social Responsibility. The bill will also require manufacturers to use the least toxic alternative substance for these products.

Fracking sleight-of-hand

In June, when Secretary of Energy Stephen Chu

named a panel of experts to advise him on the natural gas extraction method known as fracking, EWG found out that six of the seven appointees had current financial ties to the natural gas industry. We pressed Chu to add representatives from communities affected by drilling in a letter joined by more than 100 national, state and local organizations from 13 states. EWG shepherded a similar letter to Secretary Chu signed by 60 elected officials from New York state. We also organized 28 scientists from around the country to write Chu to express concern about the panel's make-up. In July, EWG published a report titled Cracks in the Façade, which uncovered an EPA report that documented groundwater contamination from hydraulic fracking operations. The report was featured in The New York Times.

In December, we released "Drilling Double Speak," chronicling how gas drilling companies routinely warn their investors of a litany of possible disasters from hydraulic fracturing – such as leaks, spills, explosions, bodily injury and even death – but fail to mention these risks when pressing landowners to lease their land for drilling.

Chromium-6

Responding to EWG's January 2011 report, Cancercausing Chromium-6 Pollution in U.S. Tapwater, the Environmental Protection Agency encouraged water utilities to test and treat for chromium-6. In February, EPA administrator Lisa P. Jackson and EWG President Ken Cook testified at a hearing of the Senate Environment and Public Works Committee. Chairman Barbara Boxer (D-Calif.), complimented our drinking water work and urged, "Keep on doing what you're doing."

Perchlorate regulation

In February 2011, EPA announced plans to regulate perchlorate, a rocket fuel component that contaminates drinking water supplies across the country. Since our 2001 investigation of perchlorate contamination in California drinking water, EWG has advocated federal regulation of perchlorate, which disrupts thyroid hormones essential to brain development. We have urged OMB to support EPA's planned rules.

Sulfuryl fluoride

In January 2011, EPA granted a petition filed by EWG, Beyond Pesticides and the Fluoride Action Network to end the use of sulfuryl fluoride, an insecticide and food fumigant. According to EPA and our lawyer Perry Wallace, the agency's action was a first. Never before had EPA granted all objections to a petition under the "reasonable certainty of no harm" standard of the federal Food Quality and Protection Act. Prompted by our petition, the U.S. Department of Health and Human Services reduced its recommended maximum level of fluoride in tap water from 1.2 to 0.7 parts per million, a 42 percent decrease.

Safe Cosmetics Act

In May, Rep. Jane Schakowsky (D-Ill.) introduced the Safe Cosmetics Act, calling for stricter federal regulation of cosmetic ingredients. In July 2011, we lobbied with actress Fran Drescher and met with 30 members of Congress to promote the Safe Cosmetics Act.

Moving the Marketplace

mericans know we can do better. When we find out that our air, water, food and homes are tainted with dangerous substances, we don't wait around for somebody else to fix things. We use our power in the marketplace to press for change.

Sunscreens

The 2011 version of EWG's Sunscreen Safety Guide was able to recommend 20 percent of more than 600 beach and sport sunscreens evaluated by our researchers. That was a significant improvement over



In June 2011, the federal Food and Drug Administration announced sunscreen regulations it had promised since 1978. As EWG has advocated for years, the FDA rules barred the use of misleading terms "waterproof," "sweatproof" and "sunblock." Because most sunscreens do not adequately protect people from harmful UVA radiation, EWG will continue to press for better products that truly protect users.

Vitamin A

EWG's 2010 Sunscreen Guide warned that retinyl palmitate, a form of vitamin A found in many U.S. sunscreens, might accelerate development of skin tumors when applied to the skin in the presence of sunlight. The industry attacked the EWG report, which was based on data from an unpublished government Our data-driven investigations give consumers choices and hold industry accountable.



Most Powerful Foodies

In 2011, Forbes published Michael Pollan's list of the most powerful people in the food movement. EWG President Ken Cook was among them, alongside First Lady Michelle Obama and New York Times food columnist Mark Bittman.

study. In January 2011, a key science advisory panel of the National Institutes of Health confirmed that retinyl palmitate may be carcinogenic on sun-exposed skin. As a result of EWG's groundbreaking work, vitamin A use in sunscreens has declined from two-fifths of sunscreens analyzed by EWG in 2010 to one-third in 2011.

Pesticides in Produce

In June EWG published the 7th edition of the EWG Shopper's Guide to Produce. Its ratings of the pesticide load on common fruits and vegetables were featured in nearly every major newspaper in the U.S. They garnered 1,700 mentions in the news and 30,000 Facebook shares.

Brazilian Blowout

EWG's study, "Flat-out Risky," focused on cancer-

causing formaldehyde in expensive hair straighteners. It was based in part on unpublished injury reports on file at the FDA and obtained through the Freedom of Information Act.

EWG filed a citizen petition with FDA asking the agency to order makers of hair straighteners to stop false or misleading labeling of formaldehyde content and to put warning labels on their products. We urged the FDA to consider banning formaldehyde from hair care products.

FDA issued a warning letter to the makers of Brazilian Blowout, the most popular formaldehydebased hair straightener. California's attorney general's office fined Brazilian Blowout \$600,000 and ordered it to stop deceptive advertising.

Your Right to Know

t EWG we believe people have the right to make their own decisions, based on the truth, unfiltered and unspun. That's why people across the U.S. turn to EWG again and again. With your help, we empower them with information they trust. We help them hold powerful forces accountable. With more than 1 million supporters behind us, we can have a resounding impact on the national conversation about the environment, our health and the quality of our food. We can bring integrity and responsibility to the marketplace and government.

You count on us to give you critical information because government often won't.

We count on you, too. From our EWG family to yours, we're proud to originate go-to consumer advice for healthy living and eating.

Skin Deep relaunched

EWG redesigned Skin Deep in response to feedback

from site users since the launch of the database in 2004. This database has become a cornerstone of EWG's advocacy for chemical reform and is the technical foundation for the work of the Campaign for Safe Cosmetics. Skin Deep ended 2011 with more than 70,000 products made by almost 3,000 brands. Now in its eighth year, EWG's Skin Deep database provides consumers with easy-to-navigate safety ratings for a



"At EWG we believe people have the right to make their own decisions, based on the truth, unfiltered and unspun."

Accomplishments

- 112,512 EWG supporters took actions in 2011 aimed at cleaning up toxic chemicals in sunscreens and cosmetics, removing chromium-6 from drinking water and phasing out BPA.
- 29,210 people donated to make sure EWG had the staying power to "keep doing what you're doing," as Sen. Barbara Boxer put it.
- 1.1 million people signed up to receive our email alerts and actions–a 12.5 percent increase from the year before.

wide range of products and ingredients. Logging about 1 million page views per month, EWG's Skin Deep is the world's largest personal care product safety guide.

EWG's Meat Eaters Guide to Climate Change & Health

This ground-breaking report was released in June, went viral and received mentions on Yahoo! Green, USA Today, Time, WebMD and The New York Times. Celebrity chef Mario Batali sent a signed email to our 1 million subscribers to help promote it.

Just Label It!

Some 60 to 70 percent of processed foods available in the U.S. likely contain some genetically engineered ingredients. In the fall of 2011, EWG joined the Just Label It! Campaign to require disclosure of genetically modified organisms in food. More than 60,000 people signed our petition.

Sugar in Children's Cereal

EWG's December 2011 report disclosed that many popular breakfast cereal brands pack more sugar than a Hostess Twinkie or three Chips Ahoy! cookies. EWG found that only one in four children's cereals met a government panel's voluntary proposed guidelines that recommend no more than 26 percent added sugar. EWG called for an even lower sugar cap. The report was posted on the front page of Yahoo.com and was featured by The Washington Post, USA Today, CNN, NPR, Time, Huffington Post and local media outlets across the U.S.



EWG Action Fund

n 2011 EWG Action Fund launched 37 actions urging our supporters to contact members of Congress to advocate specific reforms. These included toxics legislation, petitions centered around the farm bill fight and state-specific actions on BPA and fracking legislation.

Mission Statement

The mission of the Environmental Working Group Action Fund (EWGAF) is to energize lawmakers and citizens to create a healthier future for our children. EWGAF is a 501(c)(4) organization, founded in 2002 by the Environmental Working Group.

To be a 501(c)(4) organization, a nonprofit must be operated exclusively for the promotion of social welfare. It can engage in lobbying or other political activity.



Among the actions:

- A petition to pass safe cosmetics legislation and urge members of Congress to cosponsor the bill (30,654 actions taken)
- A pledge to help turn the farm bill into a healthy food bill (32,341 actions taken)
- Farm bill-related measures (3,905 actions taken)
- Opposition to budget cuts for the U.S. Department of Agriculture's Women, Infants and Children supplemental nutrition program (11,321 actions taken)
- A petition to Maine Gov. Paul LePage opposing BPA (20,449 actions taken)
- A call for Congressional co-sponsors for legislation to limit chromium-6 in drinking water (34,903 actions)
- Opposition to secret farm bill (30,000 actions)

EWG& EWG Action Fund BY THE NUMBERS

600E3 contacts

Number of contacts EWG made with federal legislators in 2011

295E thousand

Number of EWG Action Fund supporters who have taken action in the past two years.

supporters in **States**

Number of states in which EWG organized supporters to take an action.



148 percent increase in mobile traffic to EWG websites between 2010 and 2011





Number of state legislatures where EWG testified



Number of bills EWG and EWG Action Fund are tracking this Congress



10.6 million unique visitors to EWG.org in 2011



105 million website page views in 2011

Donors

Leadership Circle \$250,000 or more

11th Hour Project • Anonymous • The McKnight Foundation
• The David and Lucile Packard Foundation • Popplestone
Foundation • Alice and Fred Stanback • The Walton Family
Foundation

Leadership Circle \$100,000 -- \$249,999

Anonymous • Civil Society Institute • The William and Flora Hewlett Foundation • Park Foundation • Wallace Genetic Foundation

Heroes \$25,000 -- \$99,000

Anonymous • Bellwether Fund • Jacob and Hilda Blaustein

Foundation • CREDO/Working Assets • Earthworks • George A. Miller and Janet A. McKinley • Adam and Rachel Albright • The Passport Foundation • The Lucretia Philanthropic Fund • Caldwell Fisher Charitable Trust • Turner Foundation, Inc. • Winslow Foundation

FRANCISCO

Watchdogs \$10,000 -- \$24,999

Anonymous • Breast Cancer Fund • Stewart R. Mott Foundation • Cummings Christensen Family Foundation • Elizabeth and Robert Fisher • Laura Felzer • Suzanne and Robert Larson • The Buffin Foundation • Keep-A-Breast • Leigh and Bill Matthes • Marie and Bill McGlashan Jr. • Barbara Streisand Foundation • Peter and Stacy Sullivan • Dr. Lucy Waletzky • Madge Woods and Jody Kleinman



Muckrakers \$5,000 --\$9,999

Anonymous • Ingrid and George Carney • Rebecca Carter and Demetris Giannoulias • Pooja Bhandari • Earthbound Farm • Hemmerling Foundation • Klean Kanteen • Jane Johnson • Dr. Harvey and Nina Montee Karp • Lapham Family Foundation • Fa and Roger Liddell • Organic Valley • Liza and Drummond Pike • Kathryn and Dave

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"I'm starting to wonder if anyone at the Environmental Working Group (EWG) ever sleeps."

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- Dawn Undurraga, MS, RD,
- Nutritionist
- Taylan "Ty" Yalniz, Web Designer

Financials

2011 Revenue

Individuals	\$ 2,743,549	45.0%
Corporations	\$97,027	1.6%
Grant Revenue — Foundations	\$2,831,667	46.4%
Consulting	\$124,978	2.0%
Interest & Misc. Income	\$302,118	5.0%
Total Revenue:	\$6,099,339	100%

2011 Expenses

Toxics	\$ 2,175,038	33.8%	
Energy and Natural Resources	\$ 575,120	9.0%	
Sustainable Agriculture	\$2,488,000	38.7%	
Administrative	\$437,084	6.8%	
Fundraising	\$753,509	11.7%	
Total Expenses:	\$6,428,758	100%	

Prior data

	2010	2009	2008	2007	2006	2005	2004
Revenue	\$5,787,656	\$3,511,522	\$6,570,003	\$4,280,586	\$3,587,078	\$3,773,746	\$2,811,403
Expenses	\$5,812,933	\$5,091,375	\$4,827,119	\$3,884,723	\$3,230,003	\$2,749,547	\$2,447,440







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