CORPORATIONS ≠ 99%
Corporate Accountability International works toward a world where decisions affecting people and the environment are based on the public interest, not maximizing corporate profits.

Kelle Louaillier, Executive Director
Dear Friend,

Never before has the work of Corporate Accountability International been more critical.

In my travels across the country you have shared with me the concerns that get to the heart of why you support this work. Some troubling recent examples:

→ The ratio of CEO-to-worker pay is now a staggering 325 to 1, especially in light of a real unemployment rate hovering around 16 percent (a figure that includes the unemployed, underemployed and discouraged job seekers).

→ The post of the nation’s Job Czar went to Jeffrey Immelt, CEO of General Electric — which did not pay taxes on over $14 billion in profits and received $3.3 billion in tax benefits as hundreds of thousands of public servants lost their jobs to budget cuts.

→ An unprecedented surge of corporate dollars into federal elections following the 2010 Citizens United v. FEC Supreme Court ruling promises to more deeply embed national policymakers in the pockets of special interests.

It’s enough to stir apathy and hopelessness. But instead, it’s inspired a global grassroots movement — one that you and other supporters have made possible.

Today, in cities across the globe and virtual communities across the web, people from all walks of life are demanding greater economic equality and corporate accountability as part of Occupy Wall Street — amplifying a message Corporate Accountability International has carried throughout its 34-year history.

So as the groundswell evolves, the organization is launching an ambitious five-year strategic plan to deepen the impact it can have in answering these popular demands.

Critical to the organization’s ability to lead the movement, the plan is driven by two essential elements that will:

1) bring current hard-hitting, industry-focused campaigns to scale; and

2) deepen its long-term capacity.

You will read in these pages what you have helped build over the last five years. Now, look ahead and imagine the measurable impact each campaign can have when the resources dedicated to them are expanded.

As always, the strength of these campaigns and the organization behind it will come from Corporate Accountability International’s members. By engaging more supporters at every level of giving, the organization will be an even stronger, even more vibrant force for change. Launching from a rock-solid foundation of support, the organization will create deep, transformational social change for decades to come.

With this focus the organization embarks on 2012, aware of the obstacles ahead, yet full of clear-eyed optimism. It has succeeded against huge odds before, and now there is the forward momentum of a global movement born of the perseverance of Corporate Accountability International and its allies. It is thanks to your enduring support this next critical phase is possible.

Onward,

Kelle Louaiilier
Executive Director
A BOLD, NEW FIVE-YEAR PLAN ENERGIZED BY THE GIANT LEAPS OF THE LAST FIVE YEARS

MOMENTOUS ACHIEVEMENTS ACROSS THREE CAMPAIGNS

2006
Think Outside the Bottle launches. Within two years the national public-education and action campaign had helped compel bottled water sales to plateau after decades of steady growth.

2007
Pepsi bows to pressure, labels the source of its bottled water (e.g. the tap). Nestlé follows suit in 2009.

2008
U.S. Conference of Mayors resolves to phase out city spending on bottled water. The Conference’s 1,200 plus cities have since saved millions of taxpayer dollars and invested millions more to promote and improve public water systems.
If the accomplishments of the last five years tell us anything, it’s that after 34 years, Corporate Accountability International’s star is on the rise when it comes to safeguarding public health, human rights and the environment from corporate abuse.

The organization builds on the momentum of its past successes while staying grounded in the basics:

→ campaigns that begin with thorough, strategic planning
→ a commitment to building power by partnering with thousands of supporters like you
→ a resolve to challenge abusive corporations where the organization can make the greatest impact.

Corporate Accountability International has become a highly regarded force for change at the United Nations, a powerhouse at corporate annual meetings and a go-to for media while reaching decision-makers at all levels of government in the United States.

STRATEGIC PLANNING FOR A STRONG FUTURE

You’ve built and fueled the organization, now envision the next five years. Corporate Accountability International is committed to realizing its full potential as a leader in the movement to end life-threatening abuse by global corporations. You’ve shaped and defined a strategic five-year plan with ambitious, yet achievable, goals that will maximize your positive impact on people’s lives around the world.

CENTERPIECES OF THE PLAN INCLUDE:

→ Expanding the capacity and resources of existing campaigns to the scale needed to secure protections and shift power from global corporations to democratically accountable institutions and people around the world.

→ Strengthening the organization’s financial sustainability by growing the annual budget to $10 million, positioning the organization to be a long-lasting global force for change.

→ Increasing the organization’s visibility as a thought leader to grow capacity and amplify campaign impact.

→ Building a broad, action-oriented power base to organize and win campaigns and advance the mission of the organization.

“The integrity of Corporate Accountability International and its leadership is quite extraordinary. They do so much with modest resources. Their record of accomplishment is remarkable. I am happy to contribute because I believe my gifts are having a disproportionately big impact, while the world is moved closer to my vision of fairness.”

MARCIA LEVINE, SHAKER HEIGHTS, OH MEMBER SINCE 1988

2009

Organization authors report exposing World Bank’s central role in driving water privatization, deepening the world water crisis. *Thirsty for Change*, released at the World Water Forum in Turkey, called on the Bank to stop promoting its model of corporate control over water.

2009

Campaign to Challenge Corporate Abuse of Our Food launches, generating far-reaching media and connecting fast food to its devastating impacts up and down the food chain.

2010

Global tobacco treaty protects nearly 90 percent of the world’s population. Upon securing the adoption of treaty in 2005, the organization launched a whirlwind grassroots campaign to swell the number of ratifying countries from approximately 40 to 174 today.

2010

The United Nations affirms the human right to water thanks to the work of Corporate Accountability International and its allies: a critical first step toward realizing a world where all people have access to clean and safe drinking water.
Public support for water profiteering drying up around the world

At 3 a.m., desperate residents finally took matters into their own hands, bursting a water main along M.H. del Pilar Street: a bustling commercial strip in Manila, Philippines. The World Bank had long financed a corporate takeover of the city’s water system, sending water rates soaring by 665 percent and provoking a raft of shutoffs to those who couldn’t pay the increased premiums.

Even worse, for all the new revenue, the system’s private owners did little to fix aging infrastructure. In July 2010, drought pushed the exhausted infrastructure beyond capacity, causing water shortages that could have been averted. Privatization has left people without recourse: break the law or go thirsty.

This story is not unique to the Philippines. Around the world, the resources required to guarantee every person enough clean drinking water are instead being directed at one failed privatization scheme after another. In the meantime, a crisis continues where one in eight people go without safe water.

That’s why, with your support, Corporate Accountability International built a global coalition of thought leaders and grassroots organizations to identify and challenge World Bank policies and practices fueling the global corporate water grab. The organization also worked with international allies who advanced an Italian referendum — which garnered 95 percent support at the polls — ensuring Italian public water systems stayed in public hands.

The organization’s work is also creating a pronounced shift in public attitudes toward water commodification in North America. So far, forty percent of people have switched from bottled to tap water and six state governors pledged to end spending on bottled water. Now, the organization is well positioned to launch an important, new public-education and action campaign to close the $23 billion annual investment gap in public water systems nationwide.

2011 HIGHLIGHTS

→ The U.N. affirmed the human right to water, citing the plight of the nearly 884 million people in the world without access to clean water. Corporate Accountability International has been a critical resource for the U.N. Special Rapporteur on the Human Right to Water and Sanitation as she creates a blueprint for action to guide countries in their work to realize this basic human right for the millions who now go without safe water.
Nestlé blocked from bottling in Florida. Working with residents and allies, the organization helped stop Nestlé’s plan to pump up to 1.5 million gallons of water a day from the Wacissa River.

Congress pledges to “get off the bottle.” Last winter, Corporate Accountability International issued a report finding the House spends $860,000 a year on bottled water. A bipartisan group of established representatives have now taken action either by cutting bottled water in their offices and/or pledging to support new investment in public water.

LOOKING AHEAD: PUTTING PUBLIC WATER IN THE PUBLIC DISCOURSE

In 2012, the headlines will continue to be dominated by the elections and the economy. Millions are already calling for investment in key public services like education as essential to future economic recovery and growth – and elected officials are listening (or will have to at the ballot box). But water is not yet a vital part of the conversation, even though a recent report from non-partisan, sustainable business advocate Green for All finds that closing the investment gap could generate $256 billion in GDP and 1.9 million jobs nationwide. With your support, the organization will make sure public water systems receive the support they require and are as prominent in the national conversation as schools, hospitals, and public safety.

Internationally, Corporate Accountability International is expanding its work within the United Nations to develop mechanisms to protect the human right to water from water profiteers like Nestlé, Suez and Veolia. Simultaneously, the organization is waging a multi-pronged campaign to compel the World Bank to stop financing and promoting water privatization.

“The Richard and Rhoda Goldman Fund is proud to support Corporate Accountability International. They have made significant and meaningful changes including shifting the public climate around bottled water and building a vibrant network of public officials committed to protecting public water infrastructure. We have every confidence the organization will continue to make great strides in conserving society’s most fundamental, shared resource.”

AMY LYONS, EXECUTIVE DIRECTOR
RICHARD AND RHODA GOLDMAN FUND
No single entity looms larger in this two-pronged crisis than McDonald’s. It spends far more on marketing an unhealthy brand to children than any other fast-food corporation. At the same time, it remains the leading purchaser of a wide range of North American staples from potatoes to beef, influencing how each is produced. So when McDonald’s makes a change, it sends ripples throughout the food chain.

That’s why Corporate Accountability International partnered with supporters like you to apply grassroots pressure. And it’s having a tremendous effect. As the heat rose on McDonald’s last year, competitors took proactive measures to avoid the same scrutiny. Jack in the Box and KFC in Australia dispensed with kids’ meal toys altogether.

2011 HIGHLIGHTS

→ San Francisco passes landmark healthy meal law. McDonald’s lawyers, lobbyists and PR flacks were not enough to overcome the broad-based support Corporate Accountability International mobilized. You helped secure the passage of an ordinance requiring kids’ meals containing toy giveaways meet basic nutritional standards. Since then, policymakers from New York City to Nebraska were spurred to introduce similar policies.

→ Top docs call on McDonald’s to stop marketing junk food to kids. In the lead up to McDonald’s annual meeting, the organization partnered with hundreds of the nation’s leading pediatricians, cardiologists and other health professionals to publish an open letter in newspapers. The letter exhorted CEO Jim Skinner to stop his corporation’s predatory marketing to kids. More than 1,000 more have since signed on, and the American
Academy of Pediatrics has recommended a ban on junk-food advertising to children, based on scientific evidence linking marketing to a range of diet-related health problems.

→ McDonald’s challenged to assess its health impact. At McDonald’s annual meeting, Corporate Accountability International and its partners introduced a first-of-its-kind resolution calling on the corporation to document the impact its business practices have on public health. The vote was highly successful, as those of you familiar with corporate campaigns will attest, garnering a six-percent vote and national media attention.

LOOKING AHEAD: SOWING THE SEEDS OF A HEALTHIER FOOD SYSTEM

In the coming year, we’ll be counting on your support to escalate the pressure on McDonald’s and suppliers like Monsanto, Tyson and Cargill. The organization will expand its partnership with leading health professionals and institutions, taking the initiative to more and more cities. It will also call to account large franchise owners who are responsible for much of the brand’s marketing aimed at children.

In the international field, Corporate Accountability International has been instrumental in developing global food-marketing recommendations, adopted at the 2010 World Health Assembly. The organization will continue to ensure implementation of the recommendations, which prompt countries around the world to protect children’s health by taking action against junk-food marketing.

“The work of Corporate Accountability International is close to my heart. Their doggedness, bravery and true vision for how to make change makes them a leader in transformational social change and challenging corporate abuse. It is time for this organization to go to the next level and I’m proud to help make that happen.”

BETSY RIX, WOODSIDE, CA MEMBER SINCE 2006
Uruguay’s new President José Mujica had his back against the wall. The world’s largest tobacco corporation, Philip Morris International (PMI), was waging a multimillion-dollar lawsuit against the small South American country. It was an attempt to bully the host of a meeting between the 172 Parties to the global tobacco treaty and send a message to those attending: if you implement the treaty, the industry will block you. After all, PMI’s annual sales dwarf or mirror the GDPs of a majority of the countries assembled. All eyes were on President Mujica as the meeting opened, but he was mum on his decision to challenge the lawsuit. So Corporate Accountability International and its international allies waged a 24-hour campaign to unite those assembled. The result? A resolution that supports Uruguay and other countries facing similar intimidation. Bolstered by resounding solidarity, the president resolved to challenge the lawsuit to the bitter end.

You made this dramatic victory possible. This year, Corporate Accountability International contested the industry’s deadly practices all over the world, helping advance the treaty’s lifesaving measures.

2011 HIGHLIGHTS

→ Colombian retailers purge tobacco advertising. In compliance with the global tobacco treaty, Colombia’s Congress enacted sweeping legislation to curb tobacco advertising – including retail displays where cigarettes are sold. Corporate Accountability International traveled from town to town, working with store owners to help them comply with the ad ban.

→ Corporate Accountability International documents PMI’s human toll. While executives heralded the corporation’s $27 billion revenues in 2010, Corporate Accountability International released “Philip Morris International Exposed: Alternative Annual Report.” The publication documents the range of tactics the corporation employs to grease the wheels for its sky-high earnings, not least of which is obstructing the global tobacco treaty. In conjunction with the report’s release, advocates from around the country attended the annual shareholders’ meeting to directly challenge CEO Louis Camilleri and PMI. Students took the floor, lit glow sticks and asked for a moment of silence to honor all those who have died of tobacco-related diseases. The vigil drew extra attention from corporate decision makers and the media alike.

→ Food and Drug Administration requires graphic health warnings on tobacco products. Supporters like you helped secure regulation that the
organization first advocated for more than fifteen years ago. Predictably, five U.S.-based tobacco corporations filed a joint lawsuit. It’s the same tactic PMI wielded against Uruguay for implementing similar measures. Such industry strong arming is exactly why Corporate Accountability International continues to work with you to rein in Big Tobacco.

LOOKING AHEAD: REALIZING THE TREATY’S POTENTIAL TO SAVE LIVES

With your help, Corporate Accountability International has secured victory after victory in safeguarding public health from Big Tobacco. (As the kids say these days: “Joe Camel — who’s that?”) And we’ve never taken our sights off the 200 million lives that will be saved when the global tobacco treaty is fully implemented. In the next five years, Corporate Accountability International is dedicated to seeing that happen, focusing its work on Africa, Asia and Latin America — areas the tobacco industry is aggressively targeting.

To that end, the organization is:

- Partnering with its network of global allies to clear Big Tobacco’s influence out of the way so the treaty can be fully implemented in adopting countries, closely monitoring the compliance and enforcement of lifesaving laws.

- Building a global media team to expose industry interference whenever it occurs in the regions most affected by the tobacco epidemic.

- Supporting funding for the implementation and governance of treaty measures around the world, including working with governments to institute a “polluter pays” model, which will require Big Tobacco to pay for the overwhelming human costs that it currently leaves off its ledger.

- Compelling additional countries to adopt the treaty, swelling the percentage of the global population protected by the treaty to more than 90 percent.

“I feel an authentic connection to this work and to this organization because I truly feel, and I’ve seen, that Corporate Accountability International is challenging corporate power in order to protect people’s health and well-being from the abusive practices of large corporations. Through my support, I am part of something larger—a greater mission and vision for what the world can be—a world without corporate impunity.”

JOHN HARRINGTON, NAPA, CA
MEMBER SINCE 1985
Even as crude oil devastated the Gulf Coast from the BP spill, thousands of supporters like you cast their vote for the agricultural biotech giant Monsanto. You helped crown it the single-worst global corporation of 2010 in Corporate Accountability International’s annual Corporate Hall of Shame.

And you had good reason.

Just some of Monsanto’s devastating practices that continue to threaten people’s health and well-being globally include:

- the mass production of toxic chemicals
- aggressive legal measures and threats to bankrupt and run small family farms out of business
- reckless promotion of genetically engineered seeds.

Corporate Accountability International translates your votes into action. By partnering with the Organic Consumers Association and other allies, for example, we’re helping to make California the first state to mandate labeling of genetically engineered foods.
TOP OIL OFFENDERS COME IN A CLOSE SECOND

**BP** earned its runner-up status for putting profits ahead of safety, leading to an explosion that cost the lives of eleven oil rig workers. The resulting oil spill devastated the livelihoods of millions and damaged ecosystems across the Gulf Coast. With your votes in hand, Corporate Accountability International partnered with the Gulf Restoration Network. Together, the organizations are demanding that Congress and the White House act on The National Commission on the BP Deepwater Horizon Oil Spill and Offshore Drilling recommendations to restore and protect the Gulf.

Members also castigated **CHEVRON** for causing widespread disease and illness by dumping more than 18 billion gallons of highly toxic chemicals into the Ecuadorean Amazon. For almost two decades Chevron refused to clean up its mess and compensate the victims. But just months after the corporation’s induction — and after an 18-year struggle — a judge in Ecuador found Chevron guilty of massive and deadly oil contamination and ordered the corporation to pay over $8 billion.

OTHER SHAMEFUL CORPORATIONS NOMINATED

**NESTLÉ**: For its aggressive attempts to expand its environmentally destructive water-bottling operations over the objections of communities around the world.

**MCDONALD’S**: For influence peddling and predatory marketing to children. The corporation’s insidious marketing practices are driving the alarming and deadly epidemic of diet-related disease.

**GOLDMAN-SACHS**: For leveraging the U.S. economic crisis into a financial boon for its executives. It turned $6.5 billion in taxpayer bailout dollars into executive bonuses, defrauded investors, and impeded a federal investigation into the firm’s central role in the financial crisis.

**PFIZER**: For eliciting the largest criminal fine ever imposed in the United States. Pfizer falsely promoted drugs for treatments and dosages that had not been approved by the FDA.

**JP MORGAN CHASE**: For accepting tax payer bailouts of $25 billion while spending millions lobbying against financial reform.

**ELI LILLY (LEAD WRITE-IN)**: For shamefully milking cancer for maximum profits. The pharmaceutical giant used to sell the cancer-causing hormone rBGH to dairy farmers and now sells drugs for the prevention and treatment of cancer.
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Edward Baer
2011 AUDITED FINANCIAL REPORT

July 1, 2010 - June 30, 2011

(With comparative totals for FY10)

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Corporate Accountability International’s audited financial statement is available upon request. If you have any questions or comments, please contact Chief Financial Officer David Webster at (617) 695-2525.

Corporate Accountability International is a 501(c)(3) non-profit organization. Contributions are tax-deductible as provided by law. Federal Tax ID #: 41-1322686

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<td>Fundraising</td>
<td>242,956</td>
<td>186,313</td>
</tr>
<tr>
<td>Subtotal Operations &amp; Fundraising</td>
<td>$410,576</td>
<td>$396,237</td>
</tr>
</tbody>
</table>

| Total Expenses                  | $3,899,189| $3,867,663|

Net Assets

<table>
<thead>
<tr>
<th></th>
<th>FY 2011</th>
<th>FY 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginning of the Year</td>
<td>$1,904,735</td>
<td>$2,080,168</td>
</tr>
<tr>
<td>Change In Net Assets</td>
<td>(935,852)</td>
<td>(105,433)</td>
</tr>
<tr>
<td>End of the Year</td>
<td>$968,883</td>
<td>$1,974,735</td>
</tr>
</tbody>
</table>
SUPPORT & REVENUE

2011
- Individual Contributors: 77%
- Grants: 21%
- Other Income: 2%

2010
- Individual Contributors: 63%
- Grants: 35%
- Other Income: 2%

EXPENSES

2011
- Campaign: 90%
- Fundraising: 6%
- Management / Office Operations: 4%

2010
- Campaign: 90%
- Fundraising: 5%
- Management / Office Operations: 5%