TRANSFORMING
GOLIATH

“Well-aimed slingshots can topple giants.”

MAGGIE KUHN | FOUNDER OF THE GRAY PANTHERS
“Taking on corporate power requires long-term stamina, breakthrough strategies, and steadfast commitment.”

KELLE LOUAILLIER | EXECUTIVE DIRECTOR
Dear Friend,

The summer before eighth grade, I devoured books as fast as my mother could hand them to me. Little did I know as I opened Bel Kaufman’s “Up the Down Staircase” that on that cloudy afternoon in Eugene, Oregon my life’s course would be set—eventually leading me here to challenge abusive corporate power in partnership with you.

At 13, I was outraged by the giant and indifferent school system portrayed in Kaufman’s novel—a ruthless system that left behind its low-income students. I vowed to become a teacher like Kaufman’s heroine, changing lives for those who need it most. Fast-forward to college where I discovered that through organizing we can change the systems behind such injustices—not only schools, but so many other institutions. By 24, my eyes were wide open: I understood how transnational corporations—and the endless drive for profit at any cost—are the Root Cause. I had found my life’s work.

Today, I am deeply grateful to partner with you to dramatically transform the rules by which global corporations are allowed to operate.

This year, as fate would have it, we welcomed a young woman on staff who is Bel Kaufman’s grandniece. And this year, she, I, and all of us were inspired by the thousands of members like you who stood up to immense corporate power—from the voracious private water industry to the heavy hand of Big Tobacco. While we will never match the economic might of global corporations, together, we have the determination, the strategies, and the boldness we need to topple these giants.

Indeed, my heart soared this summer when I learned we met the most ambitious challenge grant ever issued to our membership. Thousands of you stretched further and did more than you ever thought possible. The philanthropic partner who issued the challenge told me that as a result, she has even greater confidence that we can achieve what seems impossible: changing the very systems that put so many at risk.

One of those systems is the World Bank and its harmful promotion of the privatization of water. Two years ago philanthropic partner Nancy Nordhoff also issued a courageous challenge, asking you to make your most generous gift to fund the campaign to uphold the human right to water. Again, the response was staggering. Twenty-five bold philanthropic partners stepped up in a big way to change the World Bank, enabling us to meet Nancy’s $500,000 challenge this year.

As I speak with many of you across the country, I hear again and again that you go further, reach higher, and dig deeper than you thought you could because you must. Because the stakes are so high.

Looking ahead—through the lens of all I have learned since I was 13—I couldn’t agree more.

Friend, here’s a glimpse of what’s at stake in the new year: access to safe, clean water for more than 21 million people in Lagos, Nigeria; potent opportunities to make the tobacco industry pay for the epidemic it is driving; our food system and children’s health; and the chance to stop a devastating trade agreement.

Do you remember how, in the early 1990s, the progressive movement wasn’t able to stop the North American Free Trade Agreement (NAFTA)? I do. The Trans-Pacific Partnership (TPP) is today’s “NAFTA on steroids,” and it’s being championed by some policymakers, including, shamefully, my home state’s senator. But we’ve learned from the past and exponentially improved the aim of our slingshot. Together, we must stop the TPP once and for all.

What I didn’t know at 13, but what I’ve learned from you, is that taking on corporate power requires long-term stamina, breakthrough strategies, and steadfast commitment. As you’ll read in the following pages, it’s been a powerful year of changing transnational corporate giants. As I look forward, I am confident that with your partnership, we will continue to have an enormous impact in the world, unrigging the system to create a world where true democracy flourishes and all people thrive.

Onward,

KELLE LOUAILLIER
CHALLENGE CORPORATE CONTROL OF WATER

Campaign Director Shayda Naficy addresses the World Bank, demanding it end its support of private water corporations, which is threatening the human right to water for millions of people around the world.
Facing down the World Bank

When Manila-based community organizer Jennifer del Rosario-Malonzo sat down with World Bank staff members in Washington, D.C., she had more than 15 years’ worth of stories to share with the very people who had shaped the privatization of her city’s water.

In the airy halls of the World Bank, Jennifer sat face-to-face with staff sporting titles such as “Global Head of Water and Municipal Infrastructure” and “Principal Water Specialist, Infrastructure and Natural Resources.” But even with such formal, institutionalized power staring her down, Jennifer didn’t blink.

She began by telling them how, when her eldest daughter repeatedly fell ill, she was forced to buy distilled water for the most basic needs of her children—from drinking to brushing their teeth. But many low-income residents in Manila don’t even have a water connection, let alone the resources to buy safe water, Jennifer told the World Bank staff. They are being driven deeper into poverty by the privatized system that has transformed water from a basic human right into an unaffordable luxury. Worse, the World Bank perversely promotes Manila as a “success,” using it to sell similar projects to governments that can least afford to bear the failures of private water.

Every day World Bank staffers dictate who gets water and at what cost—yet this was the first time they had spoken directly with anyone in the Philippine water-justice movement. By attending the World Bank meetings with Corporate Accountability International, Jennifer brought the reality on the ground straight to those making life-or-death decisions, and demanded they end the World Bank’s devastating practices when it comes to water privatization—in the Philippines and around the world.

This is how Jennifer del Rosario-Malonzo—and you—challenge corporate control of water.

“At the same time that the corporate threats to water have grown, so too have the power, vibrance, and efficacy of activists; organizations like Corporate Accountability International; and democratically accountable local governments that are working to establish rights and establish new practices all over the world.”

TOM KRUSE | PROGRAM DIRECTOR, ROCKEFELLER BROTHERS FUND
You uphold the human right to water

Water justice victories around the globe

Private water corporations continue to exploit the global water crisis, which leaves one in four people without enough safe water to drink. This year Corporate Accountability International escalated the campaign to shut off the World Bank’s gushing spigot of support to abusive private water corporations. We also helped uphold the human right to water at the United Nations, and we partnered with allies around the world and in the U.S. to prevent the privatization of water.

You know you’re making a difference when …

Water industry journal Global Water Intelligence calls your St. Louis victory “the first major setback for water giant Veolia and its attempts to gain a foothold in U.S. water systems,” in an article titled “Veolia leaves St. Louis empty-handed.”
2014 highlights: your support in action

Cementing victories for public water through innovative research and grassroots organizing

➤ **World Bank, Congress on notice.** Moving the World Bank to stop financing private water corporations will ensure millions of people are better able to access clean water. This year members like you sent thousands of petitions to Congress to put pressure on the World Bank. We also partnered with international allies and generated hard-hitting media stories in outlets like Reuters and the Guardian, reaching millions of people. Together, we are paving the way for water policies that prioritize human lives, not corporate profit.

➤ **San Francisco sets public water precedent.** As the first U.S. city to eliminate the sale of bottled water on city property and in municipal parks, San Francisco set a historic precedent. Its new policy makes the green city even greener and promotes our most essential resource: the tap. Not surprisingly, decision-makers faced aggressive lobbying by Nestlé and Coke—which we effectively countered together by organizing city leaders and mobilizing grassroots power. (See photo, opposite page.)

➤ **National parks think outside the bottle.** Together, we are moving national parks to protect public water. To date, more than 50 have implemented bottled-water-free policies, and the National Park Service’s Intermountain Region—from Montana to Texas—is poised to be the first to buck the bottle entirely. Working closely with park superintendents, we developed a guide that answers “Frequently Asked Questions” for parks that want to go bottled water free. It helps them implement policies to support the tap and rid their parks of eco-unfriendly bottled water.

➤ **Private water PR and political manipulation: exposed.** Last year in coalition with local organizations, we blocked water giant Veolia’s contract with St. Louis, which could have raised rates and laid off workers. Hot on the heels of that victory, we released an eye-opening white paper demonstrating how cities, experiencing the failure of privatization, are increasingly taking back control of their water. Given its abysmal track record, the private water industry is relying on political manipulation to expand—and we are pulling back the curtain on its backroom dealings.

➤ **Global communities victorious in protecting the tap.** Communities around the world secured important wins this year, blocking privatization efforts from Indonesia to Greece. Building on this growing global momentum to protect public water, we partnered with international allies in cities critical to the World Bank’s expansion of private water, including Manila, Philippines and Nagpur, India. Together, we exposed the World Bank’s role in driving water privatization globally and the dire results: lack of access to safe water for millions of people.

Looking ahead

Drying up private water, protecting water as a public trust

From Baltimore, Maryland to Lagos, Nigeria, we’re poised to challenge some of the most pivotal private water projects in motion. In the coming year, we’ll partner with allies to block the expansion of private water contracts in the U.S. and globally, expose the truth behind World Bank propaganda, and safeguard the human right to water. We’ll also ensure more national parks uphold their commitment to conservation by joining the groundswell of bottled-water-free parks.
David Reyes León leads a Colombian youth protest challenging Philip Morris International and its global marketing campaign to target kids. Your support of actions like this around the world advanced groundbreaking global policies protecting lives from Big Tobacco’s deadly reach.
This was their defiant response to Philip Morris International’s (PMI) flashy, youth-targeted “Be Marlboro” campaign. One among dozens of grassroots actions we helped organize in Latin America, it helped pave the way for bans on Big Tobacco’s marketing to kids in the region.

Latin America Organizer Jaime Arcila brought these teens together from a local community youth cultural center. When Jaime proposed the idea, David jumped at the chance to challenge the tobacco industry through his art. Having lost a close relative to tobacco-related disease, he despises the industry’s marketing to youth.

“I was struck by the passion of these kids, who used all their creativity to speak truth to power,” said Jaime. “Their determination reminded me there are millions of people on the planet ready to stand up to Big Tobacco.”

The impact we are having together across Latin America speaks for itself. Even as Big Tobacco pours millions of dollars to block lifesaving tobacco control laws, countries across the region are acting to end the industry’s blatant targeting of youth.

“This is how David Reyes León—and you—challenge Big Tobacco.”
You protect millions of lives from Big Tobacco’s deadly reach

A global, unified front challenges industry manipulation of policy

As Big Tobacco continues to export its deadly epidemic to the Global South, we worked in close partnership with allies all over the world to challenge its abuses. You are advancing the world’s most effective tobacco control policies by strengthening the global tobacco treaty you helped secure. And as the industry attempts to hook a new generation of youth with e-cigarettes, Corporate Accountability International garnered high-profile media and led the call for strong regulations by the U.S. Food and Drug Administration.

You know you’re making a difference when ...

Philip Morris International’s chairman of the board calls you an enemy. That’s exactly what happened when Louis Camilleri misquoted Gandhi to Campaign Director John Stewart, saying: “If you want to conquer your enemies, you’ve got to shower them with love. I find it particularly difficult to shower you with love.”
“Corporate Accountability International has been a stalwart partner in Panama’s implementation of some of the strongest tobacco control laws in Latin America. We have cleared the tobacco industry completely out of the way—and the public health policies we’ve developed as a result will save thousands of lives.”

JOSÉ ISABEL BLANDÓN FIGUEROA | MAYOR OF PANAMA CITY

2014 highlights: your support in action

Powerful international coalition advances lifesaving measures

➤ Philip Morris International’s dirty tactics: exposed. When PMI launched its most aggressive, teen-targeted marketing campaign since the Marlboro Man, you helped release the hard-hitting report, “You’re the Target.” It exposed PMI’s often illegal tactics and sparked global headlines (such as the U.K.’s Daily Mail and the popular Gawker website). You had the corporation scrambling to cover its tracks. Within 24 hours, PMI pulled most of the offending videos from the internet. Spurred by the ads, Brazil banned all tobacco advertising, promotion, and sponsorship, which led to the country’s fining of PMI for this egregious marketing campaign.

➤ Countries around the world implement strong policies. Brandishing lawsuits and lobbyists, Big Tobacco tried again this year to block some of the world’s best public health policies. But your support compelled dozens of countries to stand strong and protect people’s lives. Jamaica passed a robust tobacco control law despite Big Tobacco’s legal intimidation. Ireland implemented plain-packaging laws that will save countless lives, with France, the U.K., South Africa, New Zealand, and Turkey poised to follow suit.

➤ Making Big Tobacco pay. You helped create an international roadmap to hold the tobacco industry liable for the death and disease its products cause. In 1998, members like you built the public climate that secured the Master Settlement Agreement in the U.S., which held Big Tobacco liable for $206 billion in healthcare costs. This year, you set the stage for similar international regulations to make Big Tobacco pay globally. It’s high time: global tobacco-related health costs now top $500 billion each year.

➤ Lagos establishes smoke-free public places. As Nigeria’s parliament was poised to pass a national tobacco control bill, British American Tobacco (BAT) launched a full-scale PR assault. Top executives visited politicians, showcasing BAT’s economic might. But powered by a Corporate Accountability International grant, longtime ally Environmental Rights Action/Friends of the Earth, Nigeria led a media storm exposing BAT’s true intent to undermine the bill. Just weeks later the Lagos State House of Assembly passed a long-awaited bill creating smoke-free public spaces.

➤ Powerful coalition in Latin America takes on Big Tobacco. You are building a coordinated, multi-country coalition in Latin America, a historic stronghold for the tobacco industry. This year, the coalition successfully challenged PMI’s youth-targeted Be Marlboro campaign, and the headlines across Argentina, Mexico, and Brazil were the direct result of media training you helped make possible. And by providing technical capacity and support, we helped El Salvador become the 178th country to ratify the global tobacco treaty.

Looking ahead

Building global power to rein in Big Tobacco

On the heels of a successful year mobilizing the global community to secure big wins over Big Tobacco, we’ll leverage those wins to protect the lives of millions more people around the world. We’ll advance global policies to make sure Big Tobacco pays for the damage it causes, ensure governments are not bullied by the industry through trade agreements like the Trans-Pacific Partnership, and remove the industry from the international policymaking table for good.
Longtime ally and community leader Rosa Perea plants vegetables in her community garden with her son Yousef and niece Lillia. From teaching children how to grow their own food to confronting McDonald’s executives for the corporation’s predatory marketing, she is taking action to fix the health disparities in her low-income Chicago neighborhood.
“We support Corporate Accountability International because we need the critical role it plays in restoring balance and justice to our food system. The success of this campaign will create the space for farmers both large and small to produce food that nourishes communities while protecting the health of our planet.”

KATE AND JEFF HAAS | MEMBERS SINCE 2013

Moms’ might takes on McDonald’s marketing

The hot Chicago sun was no deterrent to Rosa Perea and the fierce group of mothers she led to a rally in front of a McDonald’s store.

The bold letters of Rosa’s sign said it all: “McDonald’s: Stop targeting our kids!” Rosa’s son Yousef, like all of the children in Chicago’s South Side and similar low-income neighborhoods across the country, is deluged daily by junk food marketing directed squarely at him. Rosa has had enough.

Rosa and Yousef’s neighborhood is jammed with stores selling food laden with salt, sugar, and fat. Add to that McDonald’s sponsorship of prominent athletes like Yousef’s hero, LeBron James, and its online “culture” sites like 365Black.com and MeEncanta.com. The result? An entire generation of sick kids, with black and Latino children facing disproportionately high rates of obesity, diabetes, and other diet-related diseases.

As co-director of grassroots organization Centro Comunitario Juan Diego, Rosa sees clearly how corporate abuses such as targeted marketing exacerbate the health disparities that her community faces. It leaves too many of the people she serves with illnesses like diabetes and cancer.

That’s why in the late 1990s she partnered with Corporate Accountability International to take on tobacco giant Philip Morris. And why she was right there with us when we first attended McDonald’s shareholders’ meeting in 2009 to call on the burger giant to end its abusive marketing.

Five years on, the campaign she helped launch has compelled McDonald’s to make changes in how it markets to kids, reducing the presence of Ronald McDonald on TV and in print, and taking down the website Ronald.com, for example. She returned to the shareholders’ meeting this year to remind executives that the public is outraged and no longer willing to put up with business as usual. She and the moms who accompanied her made it clear to the burger giant that the time is now to take significant next steps to curb harmful marketing to kids.

This is how Rosa Perea—and you—challenge corporate abuse of our food.
You challenge Big Food’s abuses from seed to plate

A perfect storm brews for McDonald’s

Michelle Obama’s call for curbing junk food marketing in schools this year would not have been possible if not for the thousands of health professionals and parents you helped mobilize and the shift in public climate we achieved. Pile on hundreds of news stories digging into McDonald’s predatory marketing, its labor abuses, and its slumping sales, and you’ve got the burger giant feeling the heat to change like never before.

In a powerful new Food MythBusters movie you helped make possible, best-selling author Anna Lappé explains how the fast food industry’s predatory marketing undermines parents by targeting children specifically where parents are not: in schools and online.

You know you’re making a difference when …

The CEO of McDonald’s is forced to publicly defend its marketing to kids with lies: “You don’t see Ronald in schools,” and delusions: “We’ve been marketing responsibly.”
“Restaurant workers, like all workers, should be able to live off of their daily wages. Corporate Accountability International is playing a critical role in exposing McDonald’s as one of the driving forces in keeping the minimum wage at poverty levels nationwide. We’re proud to partner with them to force the corporation to make significant changes across its business practices.”

SARU JAYARAMAN | CO-FOUNDER AND CO-DIRECTOR, RESTAURANT OPPORTUNITIES CENTERS UNITED

2014 highlights: your support in action

Fixing the broken food system by moving its biggest player

➢ McDonald’s can’t get away with its spin. CEO Don Thompson’s statement, “You don’t see Ronald in schools,” is just one of many outrageous claims by McDonald’s you effectively countered. Together, we launched a film with sustainable food advocate Anna Lappé to expose how junk food marketers undermine parents by targeting kids in every possible venue—from schools to online. And a report by advisory board member Michele Simon uncovered how McDonald’s health-washes its brand through the Ronald McDonald House Charities, while providing as little as 10 percent of its funding. Media outlets such as USA Today and ABC News exposed the corporation’s exploitation of charity.

➢ You to McDonalds: Don’t mess with moms. McDonald’s has long wooed moms ... while calling them “gatekeepers” behind their backs. This year, thanks to you, moms who blog harnessed their collective power to expose McDonald’s predatory marketing tactics like Olympics sponsorship, forcing the burger giant to make costly—and failed—attempts to gain positive traction on social media. The bloggers’ stories also captured the media’s attention: hundreds of millions of people got the message that McDonald’s needs to back off.

➢ McDonald’s labor abuses in the spotlight. McDonald’s spends billions on athletic sponsorships to hook more kids on its junk food, while paying its own workers poverty wages that leave them struggling to put food on the table. Worse, McDonald’s is also a principal force in blocking minimum wage reform nationally. So this year we partnered with Restaurant Opportunities Centers United, Food Chain Workers Alliance, and other key partners in the labor movement to support local, state, and national initiatives to pay workers a living wage—helping to advance wins for workers.

➢ You help overcome Big Food’s blockade of GMO labeling. Global corporations like Monsanto, DuPont, and Pepsi spend millions to keep us in the dark about genetically engineered foods. But this year, tens of thousands of members like you called on Congress to make GMO labeling mandatory. Grassroots action like this led to key wins like in Vermont, which became the first state to require the labeling of GMO food products.

➢ Global food policy advanced at the World Health Assembly. As the international community recognizes Big Food’s role in harming the health and diet of people everywhere, you are helping lead the way in advancing global food policy. At the World Health Assembly, we highlighted the need to protect policy from the vested interests of the food industry. And a New York Times article by celebrated food writer Mark Bittman advocated for a global food treaty patterned after the global tobacco treaty you helped secure.

➢ Looking ahead

Securing big wins to protect children’s health

Through wide-scale grassroots mobilization and strategic pressure on key corporate executives, you’ll help McDonald’s retire its iconic mascot, Ronald. And as you expose how McDonald’s economic might has kept the minimum wage low across the industry, you’ll support initiatives to make a livable wage a reality. Key to our success will be deepening partnerships with organizations such as Campaign for a Commercial-Free Childhood, faith-based communities, and workers’ rights organizations like Restaurant Opportunities Centers United.
With your support, Corporate Accountability International members, staff, and board marched with 400,000 people from around the country to demand real solutions to climate change. Together, we are exposing how Big Energy is derailing climate talks, and we are advocating for negotiations free of industry influence. It is the only way we will develop solutions in the interest of people and the planet—not the vested interests of the fossil fuel industry.
Safeguarding democratic values from corporate power

Democratic institutions should protect and promote the interests of the people they represent. It’s that simple.

But today, global corporations have corrupted the democratic process, using their enormous economic power to further their interests at the expense of the common good. Partnering with you and organizations around the world, we’re challenging the corruptive influence of corporate power, restoring balance to our democracies.

You stall “NAFTA on steroids.”
The Trans-Pacific Partnership (TPP) threatens health, labor rights, the environment, and more. The proposed trade agreement even gives Big Tobacco the right to sue countries for implementing strong public health policies.

Partnering with Public Citizen and as part of a broad, international movement, we mobilized tens of thousands of members like you to telephone and email their elected officials, demanding they halt the “fast-tracking” of the TPP through Congress. The result? Leaders on the Hill including Nancy Pelosi and Harry Reid publicly denounced Fast Track, putting it on hold for months. We’ll keep the pressure on to make sure it never sees the light of day.

Global tobacco treaty paves the way for lasting climate solutions.
Year after year, the fossil fuel industry has stymied bold, international action needed on climate change—at bitter cost to the planet and communities everywhere. So at the U.N. climate talks in Warsaw, you partnered with Corporate Europe Observatory to share with leading environmental groups the powerful international law that has kept Big Tobacco out of public health policymaking: the global tobacco treaty.

Together, we’re bringing to bear our decades-long experience on the tobacco treaty to the climate negotiations. Partnering with climate groups like 350.org, we’ll kick-start the climate talks to secure urgent and necessary action.

You expose special interests behind industry front groups.
Groups like the National Rifle Association (NRA), the U.S. Chamber of Commerce, and the American Legislative Exchange Council (ALEC) further the interests of the world’s most abusive global corporations— influencing policymakers through backroom dealings and even crafting legislation.

This year, you challenged some of the worst transgressors. Partnering with the Gun Truth Project, you exposed how a powerful energy corporation gives millions to the NRA. And you asked: is this what is driving the NRA to counter-intuitively lobby to open up large swathes of federal land (read: hunting grounds) for fracking?

Calling to overturn Citizens United.
Standing with 80 percent of people in the U.S., we’re part of a broad coalition of organizations calling for a constitutional amendment to overturn the Supreme Court’s Citizens United and McCutcheon decisions. These decisions opened the floodgates to corporate money that is corrupting our elections.

Members like you have had enough. You called on Congress to overturn these rulings along with hundreds of thousands of others and in partnership with the United for the People coalition.
Corporate Hall of Shame

Koch Industries: a corporation so abusive, you shamed it twice

Once again, thousands of members like you voted Koch Industries as the worst of the worst. You inducted the global corporation into this year’s Corporate Hall of Shame for spending nearly 50 million dollars on climate change denial groups and otherwise thwarting action to curb climate change. That’s in addition to the untold sums of money it funneled to influence elections.

Following the corporation’s induction, we teamed up with Forecast the Facts to prevent the Koch brothers from wielding their money and influence to promote junk science and deny climate change. Together, we’re advancing an initiative to remove David Koch from the board of trustees of WGBH, Boston’s PBS affiliate, which creates national programming like Frontline and NOVA—educational programs based on sound science and factual reporting.
Which global corporation below needs shaming this year?

Well, all of them, for sure. And we’ll take on the one that garners the most votes in this year’s Corporate Hall of Shame with high-powered grassroots action and media visibility, in coalition with allied organizations.

☐ **TransCanada** – for aggressively lobbying to build the Keystone XL oil pipeline despite the known catastrophic consequences to our climate, ecosystems, and drinking water.

☐ **General Motors** – for waiting a decade to recall more than 2.6 million vehicles, even after at least 13 lives were lost as a result of a defect in their ignition switches.

☐ **Chevron** – for dumping more than 18.5 billion gallons of highly toxic chemicals into the Ecuadorean Amazon and hiring 2,000 lawyers and legal assistants to cover up the impacts and avoid paying for cleanup.

☐ **Monsanto** – for mass-producing toxic chemicals, aggressively running small farms out of business, and promoting genetically engineered seeds that exacerbate food scarcity globally.

☐ **Veolia** – for putting millions of lives at risk undermining the human right to water by privatizing and profiting off of our most essential resource with disastrous results including: rate hikes, layoffs, service declines, and unsafe drinking water.

☐ **McDonald’s** – for spending hundreds of millions on advertising its junk food, much of which is designed to appeal to kids, in the midst of a global health crisis, while paying poverty wages to its workers and undermining workers’ rights through its front group, the National Restaurant Association.

☐ **Bayer** – for manufacturing and profiting richly from pesticides linked to the alarming die-offs of bees, while funding junk science and PR to deny culpability.

☐ **Comcast** – for perpetuating media consolidation detrimental to our democracy in buying Time Warner to become the largest media communications corporation in the world.

☐ **Philip Morris International** – for wielding its enormous political and economic might to block lifesaving public health policies and addict thousands of new smokers a day to its deadly products.

☐ **Credit Suisse** – for sheltering billions of dollars from the IRS and selling more than $16.5 billion in loans to mortgage giants Fannie Mae and Freddie Mac to help precipitate the financial crisis.

Vote at StopCorporateAbuse.org/CorporateHallOfShame
Corporate Accountability International’s bold campaigns are guided by some of the foremost experts and leaders in the field. These dedicated and passionate advisors from diverse backgrounds help us develop groundbreaking strategies to achieve long-lasting, systemic change.
### Challenge Corporate Control of Water

**PUBLIC WATER WORKS!**

1. **U.S. Congressman Raúl M. Grijalva**  
   Representative, Arizona’s 3rd Congressional District

2. **Wenonah Hauter**  
   Executive Director, Food & Water Watch

3. **Van Jones**  
   President and Co-Founder, Rebuild the Dream

4. **Annie Leonard**  
   Founder, The Story of Stuff; Executive Director, Greenpeace U.S.A.

### International Water

1. **Nancy Alexander**  
   Program Director, Economic Governance, Heinrich Böll Foundation

2. **David Hall**  
   Director, Public Services International Research Unit (PSIRU), U.K.

3. **David Hunter**  
   Law Professor, American University

4. **Naomi Klein**  
   Investigative journalist and author, “The Shock Doctrine,” “This Changes Everything”

5. **Juan Camilo Mira**  
   Technical Unit Coordinator, ECOFONDO, Colombia

6. **Mildred Warner**  
   Professor, City and Regional Planning, Cornell University

### Challenge Corporate Abuse of Our Food

**Value [The] Meal**

1. **Ronnie Cummins**  
   Founder and Director, Organic Consumers Association

2. **David L. Katz** MD; MPH; FACPM; FACP; Physician, Professor, Yale School of Medicine; Writer, “O,” and “NY Times Magazine”

3. **Frances Moore Lappé**  
   Co-Founder, Co-Director, Small Planet Institute

4. **Susan Linn** EdD, Executive Director, Campaign for a Commercial-Free Childhood

5. **Marion Nestle** PhD; MPH; Professor, Nutrition and Public Health, New York University

6. **Raj Patel**  
   Author, “Stuffed and Starved,” “The Value of Nothing”

7. **Scot Quaranda**  
   Communications Director, Dogwood Alliance

8. **Michele Simon**  
   JD; MPH; Author, “Appetite for Profit”

9. **Judy Wicks**  
   Founder, Business Alliance for Local Living Economies, White Dog Café

### Challenge Big Tobacco

**Network for Accountability of Tobacco Transnationals**

1. **Yul Francisco Dorado**  
   Latin America Director, Corporate Accountability International

2. **Muyunda Ililonga**  
   Executive Director, Zambian Consumers Association, Zambia

3. **Philip Jakpor**  
   Head of Media, Environmental Rights Action/Friends of the Earth, Nigeria

4. **Labram Musah**  
   Programmes Director, Vision for Alternative Development, Ghana

5. **Samuel Ochieng**  
   Former President, Consumers International; Chief Executive, Consumer Information Network of Kenya

6. **Akinbode Oluwafemi**  
   Director of Corporate Accountability, Environmental Rights Action/Friends of the Earth, Nigeria

7. **Bobby Ramakant**  
   Tobacco Control Coordinator, Asha Parivar, India

8. **Irene Patricia Reyes**  
   Managing Director, HealthJustice Philippines

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**Challenging Corporate Abuse of Our Food**

**Challenging Corporate Control of Water**

**Challenging Corporate Control of Water**

**Challenging Corporate Control of Water**
Corporate Accountability International is proud of the long-lasting relationships we hold with global governing bodies and allies worldwide. We work with a wide range of organizations and coalitions to advance shared values and maximize overall impact.

The following is a sampling of organizations, institutions, and networks we partnered with this year:

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<td>Green Corps</td>
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PARTNER AND ALLY ORGANIZATIONS
<table>
<thead>
<tr>
<th>HealthJustice Philippines</th>
<th>The Public Health Advocacy Institute</th>
</tr>
</thead>
<tbody>
<tr>
<td>Land Stewardship Project</td>
<td>Rainforest Action Network</td>
</tr>
<tr>
<td>MomsRising</td>
<td>Real Food Challenge</td>
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<tr>
<td>National Alliance of People’s Movement, India</td>
<td>Rebuild the Dream</td>
</tr>
<tr>
<td>New Economy Coalition</td>
<td>Restaurant Opportunities Centers United</td>
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<tr>
<td>Organic Consumers Association</td>
<td>Social Venture Network</td>
</tr>
<tr>
<td>People for the American Way</td>
<td>The Story of Stuff Project</td>
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<tr>
<td>Plastic Pollution Coalition</td>
<td>United for the People Coalition</td>
</tr>
<tr>
<td>The Praxis Project</td>
<td>The Union (International Union Against Tuberculosis and Lung Disease)</td>
</tr>
<tr>
<td>Presbyterian Hunger Program</td>
<td>Union of Concerned Scientists</td>
</tr>
<tr>
<td>Public Services International Research Unit</td>
<td>Yale Rudd Center for Food Policy &amp; Obesity</td>
</tr>
<tr>
<td>Public Citizen</td>
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</tbody>
</table>

**Corporate Accountability International** has official status with the following international agencies:

- **The World Health Organization**
- **The Secretariat of the Framework Convention on Tobacco Control**
- **The United Nations Economic and Social Council (ECOSOC)**
Heart, power, transformation

Dreaming of a level playing field

Jan Hester | Small business owner, Alamo, CA; member since 2007

I dropped out of college, was married at 20, and had three kids in short order. We spent years building up my husband’s company and other business ventures while raising our family. Now, blessed with success, we can look beyond the day-to-day. And the heart and soul of how we want to be remembered as a family is that we got involved in what we love, and we gave back. The lion’s share of your work has touched our family personally. I lost both parents to cancer from cigarettes. My husband’s daily bread is in water infrastructure. And my daughter cares deeply about urban farming. We’re just one family, so it means the world to me to walk alongside you as part of a bigger solution.

I’m dreaming of a level playing field—to do business in a more just environment. Businesses should be able to succeed without damaging the planet, without exploiting workers, without disrespecting the competition. There’s no better way I could meaningfully participate in creating that kind of world than through this partnership.

Because of the heart connection

Jane Sage Cowles | Nature lover and student of the healing arts, St. Paul, MN; member since 1989

I give because of the heart connection. It’s beautiful to integrate what touches my heart with work that is manifesting my longing to make a difference in the world.

I appreciate that I can describe to my children and my friends with passion, excitement, and amazement what Corporate Accountability International has successfully done on very big projects. Now, I’m stunned that you are organizing to get the World Bank to become aware of what it’s really doing.

Not only are you doing work that’s in alignment with something I care about, you’re operating in a way that’s compatible to my personal style: treating people with respect, while standing up for my values. In some ways, watching your work gives me more strength to hold true to who I am.

It’s like a full circle: I can support you financially, and you support me—my character and my ability to stand tall.
We’ve grown up together

Catherine Morton | Small business owner and philanthropist, Tucson, AZ; member since 1978

I don’t do any other national or international philanthropy. I’m very focused on my community and state. I value my relationship with Corporate Accountability International for the opportunity it affords me to influence, on a very basic level, what’s happening in the world that really counts for people: their health, their access to water and to safe food.

In the early days, being involved with Infact was a way for me to have an outlet for my personal do-gooder instincts. As Corporate Accountability International grew, I also grew in my thinking and my capacity to give. As you became more sophisticated as an organization, you appealed to my desire to affect change in an intelligent way.

You’ve shown the ability to adapt—you’re sophisticated enough to play on the stage where decisions are made. It’s one thing to identify problems. It’s another thing to stand back and say, okay, what is the best way to address it? You’re worth investing in.

It’s a privilege, certainly

Judy Buechner | Farmer and conservationist, Pawlet, VT; member since 1990

I’m happy about supporting you. My father started a family foundation because he wanted us to meet in a friendly manner around important issues we care about. It’s a privilege to be able to do it, certainly. There’s a tradition in our family of sharing: I support a lot of organizations my parents used to support. And I’m hoping my children will do the same.

There are so many problems in the world. Corporate Accountability International has selected very important ones to do something about. Abusive corporations need to be reined in, and it’s good to have an active, successful watchdog like you.

Water in general should not be something that people sell for profit. It’s like health and food—one ought to have a right to certain things. Water is one of them.

It is inspiring to see you shining a light on all this and to see that victories can happen.
We do our utmost to recognize you correctly. Our sincere apologies for any errors. For corrections, please email Development Director Marcia Whitehead: Development@StopCorporateAbuse.org.
“The gutsy women who lead Corporate Accountability International are catalyzing crucial change. The worst abuses by corporations disproportionately exploit women and threaten basic human rights. By challenging some of the most destructive corporate actions, this organization is taking an unprecedented approach to making the world a better place for millions of girls and women around the world.”

JACKI ZEHNER | PRESIDENT, WOMEN MOVING MILLIONS

Gordon & Jeannine Dunn
Cheryl & Marc Dunn
Sandra Dunn
Marylyn Dubes
Susan Drabick
James Drabick
Eva Downs
Stephen Dovenitz
Kathryn Douville
Gayle Doub-Schmidt
Norah Dooley
Bertram & Marjory Donn
Linda Donnelly
Noah Dooley
Brandon Donnell
Seth Dornfest
Sally Dockser
Gina Dominick
Jeff Drexler
Karen Dreyfuss
Susan Duback
Chandra Duncan
James Dwyer
Kim Dye
Sandra N. Dyke
Yvonne Dye
Meredith Eagan
Helen Edgar
Kim Eedy
Paula Edmunson
Elizabeth Edwards
Sarah Edwards
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Clary Franko
Clae Franko
**2014 AUDITED FINANCIAL REPORT**

**JULY 1, 2013 – JUNE 30, 2014** (WITH COMPARATIVE TOTALS FOR FY2013)

<table>
<thead>
<tr>
<th>BOARD OF DIRECTORS</th>
</tr>
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<tbody>
<tr>
<td><strong>BOARD CHAIR</strong></td>
</tr>
<tr>
<td>KIM MILFORD</td>
</tr>
<tr>
<td>Indianapolis, IN</td>
</tr>
<tr>
<td><strong>BOARD VICE-CHAIR</strong></td>
</tr>
<tr>
<td>LEAH MARGULIES</td>
</tr>
<tr>
<td>Brooklyn, NY</td>
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<tr>
<td><strong>BOARD SECRETARY</strong></td>
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<tr>
<td>SUSAN LASALLE</td>
</tr>
<tr>
<td>Seattle, WA</td>
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<tr>
<td><strong>BOARD TREASURER</strong></td>
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<tr>
<td>JIM BECKER</td>
</tr>
<tr>
<td>Seattle, WA</td>
</tr>
<tr>
<td><strong>BOARD ASSISTANT SECRETARY</strong></td>
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<tr>
<td>KELLE LOUAILLIER</td>
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<tr>
<td>Boston, MA</td>
</tr>
<tr>
<td><strong>JOHN HARRINGTON</strong></td>
</tr>
<tr>
<td>Napa, CA</td>
</tr>
<tr>
<td><strong>CHARTIS LANGMAID</strong></td>
</tr>
<tr>
<td>TEBBETTS</td>
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<tr>
<td>Cohasset, MA</td>
</tr>
<tr>
<td><strong>MARcia LEVINE</strong></td>
</tr>
<tr>
<td>Cleveland, OH</td>
</tr>
<tr>
<td><strong>BETSY RIX</strong></td>
</tr>
<tr>
<td>Woodside, CA</td>
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<table>
<thead>
<tr>
<th>SUPPORT &amp; REVENUE</th>
<th>FY 2014</th>
<th>FY 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual contributions</td>
<td>$4,160,970</td>
<td>$4,983,443</td>
</tr>
<tr>
<td>Grants</td>
<td>515,661</td>
<td>700,252</td>
</tr>
<tr>
<td>Interest</td>
<td>3,973</td>
<td>1,038</td>
</tr>
<tr>
<td>Other income</td>
<td>27,888</td>
<td>14,347</td>
</tr>
<tr>
<td><strong>Total support &amp; revenue</strong></td>
<td><strong>$4,708,492</strong></td>
<td><strong>$5,699,080</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPENSES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PROGRAM</strong></td>
</tr>
<tr>
<td>Grassroots organizing</td>
</tr>
<tr>
<td>International organizing</td>
</tr>
<tr>
<td>Program communications</td>
</tr>
<tr>
<td>Membership development</td>
</tr>
<tr>
<td>Media organizing</td>
</tr>
<tr>
<td>Research &amp; development</td>
</tr>
<tr>
<td><strong>Subtotal program expenses</strong></td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th><strong>SUPPORTING SERVICES</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Management &amp; general</td>
</tr>
<tr>
<td>Fundraising</td>
</tr>
<tr>
<td><strong>Subtotal supporting services</strong></td>
</tr>
</tbody>
</table>

| **Total expenses** | **$4,988,623** | **$5,120,424** |

<table>
<thead>
<tr>
<th>NET ASSETS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginning of year</td>
</tr>
<tr>
<td>Change in net assets</td>
</tr>
<tr>
<td>End of year</td>
</tr>
</tbody>
</table>

Corporate Accountability International’s audited financial statement is available upon request.

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

2014

- Individual contributions: $4,160,970 (11%)
- Grants: $515,661 (1%)
- Interest: $3,973 (0.1%)
- Other income: $27,888 (0.6%)
- Total support & revenue: $4,708,492

2013

- Individual contributions: $4,983,443 (12%)
- Grants: $700,252 (5%)
- Interest: $1,038 (0.06%)
- Other income: $14,347 (0.1%)
- Total support & revenue: $5,699,080

EXPENSES

2014

- Program:
  - Grassroots organizing: $1,794,307 (2%)
  - International organizing: $828,141 (6%)
  - Program communications: $690,118 (5%)
  - Membership development: $368,063 (2%)
  - Media organizing: $462,839 (6%)
  - Research & development: $457,318 (5%)
  - Subtotal program expenses: $4,600,786
- Supporting services:
  - Management & general: $107,129 (2%)
  - Fundraising: $280,708 (6%)
  - Subtotal supporting services: $387,837
- Total expenses: $4,988,623

2013

- Program:
  - Grassroots organizing: $1,778,044 (5%)
  - International organizing: $820,636 (2%)
  - Program communications: $683,863 (2%)
  - Membership development: $364,727 (1%)
  - Media organizing: $458,644 (5%)
  - Research & development: $453,173 (5%)
  - Subtotal program expenses: $4,559,088
- Supporting services:
  - Management & general: $261,164 (5%)
  - Fundraising: $300,172 (6%)
  - Subtotal supporting services: $561,336
- Total expenses: $5,120,424

NET ASSETS

- Beginning of year: $2,220,153
- Change in net assets: (280,131)
- End of year: $1,940,022