



Wisconsin Environmental Education Foundation *2007 Annual Report*

January 2008

Investing in the future

The Wisconsin Environmental Education Foundation has spent the past year refining our grand vision for the future of environmental education in Wisconsin and formulating strategic plans for how to achieve our goals and objectives.

WEEF sees a future where Wisconsin residents and visitors routinely exercise the best practices in sustainability and where skilled stewardship enriches Wisconsin's ecology, protects the health of our communities and invigorates economic innovation. Ultimately, our vision is for a strong and healthy Wisconsin utilizing environmental education as the vehicle to get us there.

Critical ecological and economic challenges confront our communities today. When we assess the effects

of climate change, world population growth or global economic expansion, we recognize these problems demand informed and thoughtful solutions.



Photo from WEEB project archive (#2003-0053)

Students participating in an EE program.

"...(T)he National Science Foundation Advisory Committee (2003) asserts that "in the coming decades the public will more frequently be called upon to understand complex environmental issues, assess risk, evaluate proposed environmental plans and under-

stand how individual decisions affect the environment at local and global scales." Wisconsin can successfully meet these challenges with strong environmental education programs and a committed public-private educational partnership.

The Wisconsin Environmental Education Foundation (WEEF) helps organizations and individuals secure the future of environmental education in Wisconsin. We treasure Wisconsin's natural resources heritage just as you do and we are clear that environmental education is the best way to ensure a rich resource legacy for our children and future generations.

We thank you for your ongoing participation and support for environmental education in Wisconsin!

Our Mission:

The Wisconsin Environmental Education Foundation secures private funding support for environmental education opportunities that promote environmental stewardship, economic vitality and healthy communities.

Our Goal:

Our goal is to develop an EE endowment fund to:

- Ensure strategic leadership and vision for environmental education in Wisconsin
- Provide sustainable funding for the statewide environmental education grants program, and
- Invest in special projects that address newly emerging priorities for environmental education

Environmental Education is the Answer

At the Wisconsin Environmental Education Foundation, we believe environmental education (EE) is the answer to many of the challenging issues facing Wisconsin and the world today. Corporations, individuals, and government officials are beginning to recognize the importance

and immediacy of investing in the environmental literacy of our citizens. Whether the challenge is climate change, energy independence, water quality, globalization, or adapting to new technologies, environmental education equips people of all ages with the critical thinking

and problem solving skills they need to find solutions to increasingly complex problems in their jobs and homes. Ultimately, smart choices for the environment produce healthier people, vital economies, and sustainable communities.

EE is *the* answer.



Photo by: Dennis Yockers

Wisconsin Women Forward for Environmental Education

The Wisconsin Women Forward for Environmental Education is an informal group of influential and accomplished women that have come together to promote the goals and objectives of the Wisconsin Environmental Education Foundation. Each member is known for her enduring commitment to Wisconsin's environmental health, her value for authentic education, and her understanding of the importance of nurturing our future leaders.

Since their first meeting, the Women Forward for EE have worked diligently to secure the future of environmental education and their efforts have already begun to pay off.

They have connected us with the Joyce Foundation as a potential funding partner for the development of a comprehensive K-12 Water Education Program for Wisconsin and the Great Lakes Region. The Women Forward have

helped to formulate our call to action, they have met with legislators to urge their support for increased EE funding, and they have ensured our state's plan to respond to climate change will include a clear commitment to education.

At the end of 2007, WEEF was featured in Wisconsin Trails magazine's 2nd annual conservation issue as the magazine's "green project" for the coming year. In addition to inviting readers

to donate, Wisconsin Trails also requested EE success stories and plans to publish selections in future issues.

We sincerely thank all of the Women Forward for Environmental Education for their time and dedication!

If you would like to learn more about this outstanding group of EE leaders, visit wisconsinEEfoundation.org and click on "Partners."

Financial Activities

WEEF's annual report provides an overview of our activities for the past fiscal year which ended June 30, 2007. Donations, interest and funds transferred from former University of Wisconsin-Stevens Point accounts generated \$9,282 in the 2006-2007 budget cycle.

Contributions came from a fundraiser sponsored by the Wisconsin Association for Environmental Education (WAEE) as well as other Wisconsin citizens that

support WEEF's environmental education goals.

All spending has gone towards establishing our organization and launching our fund-raising campaigns. A total of \$591 has been spent during the 2006-2007 fiscal year. In April of 2008, WEEF will offer at least one \$450 grant to honor the promise of our immediate dispersal account. Future budgets will emphasize grant-making for worthy EE programs in Wisconsin.

2007 State Employees Combined Campaign

We are pleased to report that the Wisconsin Environmental Education Foundation was accepted as a new umbrella organization in the 2007 State Employees' Combined Campaign (SECC). The Campaign makes it easy for state employees to give to participating charities via a direct payroll deduction, check or cash. We look forward to a successful campaign for all of our member charities.

Our members for the 2007 Campaign are: the Midwest Renewable Energy Association (MREA), Trees for Tomorrow, Wisconsin Association for Environmental Education (WAEE), Wisconsin Forest Resources Education Alliance (WFREA), and the Wisconsin Wildlife Federation (WWF). For more information about the Campaign, please visit us at wisconsinEEfoundation.org and click on "Partners."

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