



2010-2011 Annual Report



Our Mission

To educate and inspire the people of Los Altos and Los Altos Hills to take action that will make our communities more environmentally healthy and vibrant today and for future generations.



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www.GreenTownLosAltos.org
Facebook: facebook.com/GreenTownLosAltos
Twitter : [green_town](https://twitter.com/green_town)
YouTube: youtube.com/GreenTownLosAltos

Our Leadership Team

Leadership Team

Margie Suozzo, Chair

Administrative Assistant

Jana Schlansker

Fiscal Sponsor, Acterra

Michael Closson, Executive Director

Finance Committee

Arnold Ambiel, Interim Chair

Marketing and Communications

Mary Gospe, Chair

Education Programs

Karen "KJ" Janowski, Chair

Bike/Walk Program

Mike McTighe, Chair

Water Stewardship Program

Joe Eyre, Chair

Waste Reduction/Business Co-Op Program

Mary Clark Bartlett, Co-Chair

Mike Barnes, Co-Chair

Government Relations

Forrest Linebarger, Chair

Volunteer Resources

Maddy McBirney, Chair

Member At Large

Linda Gass

Dear Friends,

On behalf of GreenTown Los Altos, I am proud to present our first Annual Report to the Los Altos and Los Altos Hills communities. In this report, we provide highlights of our accomplishments over the past year.

As you read the report, I feel confident that you will find one or more areas of our work that you care about; whether it's building a more bicycle- and pedestrian-friendly community, promoting water stewardship through creek cleanups and education, helping local businesses shift to compostable take-out containers, or inspiring local residents to reduce home energy use.

It is with the support of our incredible volunteers and by growing our base of community financial supporters — including you! — that we are able to achieve our mission and make a difference for future generations who will inherit our community. Let's work together to create a legacy of responsibility and stewardship for our environment.

We know that many people in our community don't have a lot of time to give, but you can make a difference by financially supporting GreenTown. The back page of this report has information on membership levels and how to donate or visit GreenTownLosAltos.org/donate. Your contribution is 100% tax deductible and very much appreciated.

When you make a donation to GreenTown, you will join other residents and business owners who share your values, commitment to the environment and belief that individual action makes a difference.

Thank you for your part in building a more sustainable world.

Sincerely,

Margie Suozzo
Chair, Leadership Team

Building a Bicycle- and Pedestrian-Friendly Community

GreenTown's ongoing Bike/Walk Initiative focuses on making the Los Altos/Hills communities more bicycle- and pedestrian-friendly through education and fun, community-building activities.

WoW! Walk or Wheel to School

The Wow! program educates and inspires kids to safely bike and walk to school.

During the 2010-2011 school year, we partnered with Boltage to record kids' car-free trips at four local schools. Springer Elementary students alone logged more than 15,000 green trips.

Currently, WoW! is working to increase green trips and provide safety education in all local public elementary schools. For more info, email bike@GreenTownLosAltos.org.

Policy Advocacy

GreenTown advocates for better bicycle and pedestrian infrastructure and more bicycle parking throughout town. This year, we also celebrated Los Altos' achievement of bronze-level Bicycle Friendly Community Status by the League of American Bicyclists.



Bike, Walk, Win! Community Events

- **Bicycle Safety Expo** – Provides residents with information and tools to feel safer and more comfortable on their bicycles.
- **Drive Less Challenge** – In this two-week challenge which starts on Earth Day, participants with the most green miles are rewarded with bragging rights and fabulous prizes from local businesses!
- **"First Saturdays" Bike Rides** – Monthly rides show that getting around Los Altos on bike can be easy and fun.

Why our members support GreenTown

"We live less than a 1/2 mile from Springer School and almost our whole neighborhood used to drive their kids to school. Since WoW! started, almost the entire neighborhood walks or wheels with their kids to school! This GreenTown program made a HUGE difference and the kids like it too!"

– Wendy Sarathy, Springer mom



Why our members support GreenTown

"I started biking and taking the train to work, thanks to the Drive Less Challenge!"

– Tom Fenstermacher, Winner of the Los Altos/Hills Drive Less Challenge

Caring for and Conserving Water Resources

GreenTown's Water Stewardship Program educates residents on how they can reduce their water usage at home and mitigate pollution into local waterways.

Educating and Inspiring

- Created educational materials and held educational talks on water stewardship.
- Developed content and interactive displays for "Shaped by Water: Past, Present and Future," an exhibit at the Los Altos History Museum.

Keeping our Creeks Clean

- Adopted the Permanente Creek Diversion Channel.
- Conducted two creek cleanups there. One included a history and tour of the Diversion Channel.

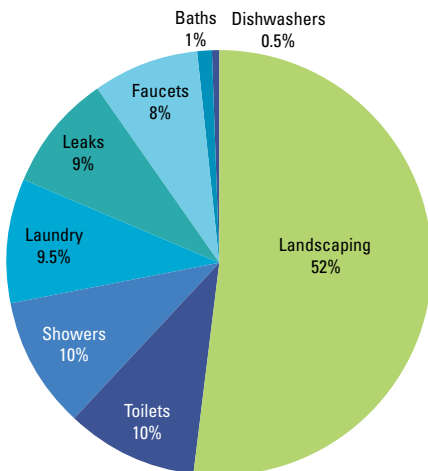


Girl Scout Hannah Butensky earned her Gold Award working with GreenTown's Water Stewardship Committee

Photograph by Joel Bartlett

Typical Single-Family Home Water Use

Biggest use of potable water is landscaping



What can YOU do to protect our water?

1. **Reduce the stress on our water supplies:** Conserve water outdoors and in.
2. **Promote healthy waterways:** Reduce trash and runoff pollution that flows into our creeks, storm drains, and into the bay.
3. **Keep wastewater chemical free:** Reduce dumping of household chemicals and pharmaceuticals down the drain.

More info at www.greentownlosaltos.org/programs/water.

Why our members support GreenTown

"Trash in our creeks is a problem. GreenTown is working to help clean up the creeks and educate folks about how to be better caretakers of our natural areas."

– Barbara O'Reilly, GreenTown Volunteer

Waste Reduction Initiative

GreenTown's waste reduction efforts aim to reduce the amount of solid waste that ends up in landfill or in our waterways and habitats.

Reducing Waste in Los Altos

- GreenTown's in-depth study and recommendations were essential input to the City of Los Altos as it selected a new waste provider.
- In September 2010, Mission Trail Waste Systems began providing waste, recycling and composting services to the community.
- More than 70% of residential waste is being diverted from the landfill, exceeding expectations!
- Mission Trail promises to divert 78% of trash from landfills by 2013, placing Los Altos in the top 1% of communities nationwide for waste management and diversion.

Shifting to Compostables: a Win-Win for Businesses and the Environment

- Launched in April 2010, GreenTown's Business Co-Op partnered with World Centric for deep discounts on compostable take-out containers.
- Co-Op members – local restaurants and schools – can move beyond expanded polystyrene (EPS) to compostable products at highly competitive prices.



Support our Business Co-Op Members!

Brian's Restaurant
Chef Chu's
Epicurean Group
Maltby's
Pinewood School
Oregano's
Rick's Café
Sumika
Stanford University
Sumo Sushi Boat
Tom's Depot

Energy Savers Program

Energy Efficiency Unplugged

GreenTown volunteers organized several educational events and created website and newsletter content on energy efficiency, including information about California's Energy Upgrade program.

Green Open House Tours

GreenTown also organized tours at local residents' sustainably-designed homes. These tours provide ideas and inspiration for making our own homes more energy- and water-efficient.

Why our members support GreenTown

"GreenTown Los Altos helps people in the community become aware of everyday things that impact their environment. For example, biodegradable is not the same as compostable. Biodegradable can be 70 percent plastic!"

– Mary Clark Bartlett, GreenTown Supporter

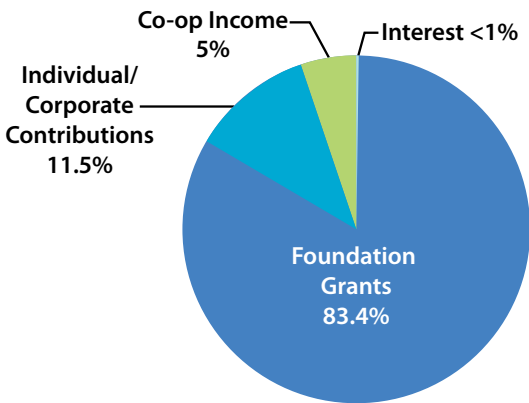
Financial Report

During the 2010-2011 fiscal year, GreenTown received most of its funding from foundation grants. However, our major grant funding is on course to expire. Broad-based community support from individual and business donors for our operations and projects is critical to our long-term success in creating more sustainable communities. Going forward, we need to grow the percentage of our funds from individual and business donors in Los Altos and Los Altos Hills.

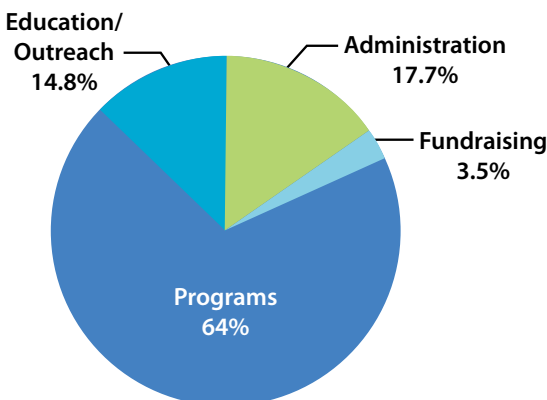
Approximately 80% of our funds were for programs, education and outreach. Many of our programs, however, are carried out by volunteers at little or no expense. For example, our creek cleanups and educational talks are often implemented completely by volunteers. During this fiscal year, volunteers contributed 2,200 hours to GreenTown (valued at an additional \$47,000), and professionals and businesses, including some of our core volunteers, provided marketing, graphic design and web design work (valued at an additional \$40,000).

Thanks for your support!

2010-2011 Sources of Funds



2010-2011 Uses of Funds



Our Donors

This list includes individual and business donors, in-kind supporters and fundraising event participants since GreenTown's inception in October 2007 through October 2011.

Business Donors and Grants

\$5000 and up	Opes Advisors
Epicurean Group	PG&E
Grove Foundation	Sereno Group Real Estate
Morgan Family Foundation	TBI Construction
Silicon Valley Community Foundation	Up to \$999
The David and Lucile Packard Foundation	Aileen La Bouff, Coldwell Banker
Whole Foods	Aqua Cleaners
\$1000 - \$4999	Better Life Chiropractic
Borel Private Bank	Cranberry Scoop
Catalyst Seed Fund	HomeZ
El Camino Hospital Foundation	Los Altos Optometric
Green Now USA	Los Altos Rotary Club
Los Altos Community Foundation	Recurve
Los Altos Garbage	REgrid Power
Middlebrook Gardens	Sun Valley Elkhorn Association
	Tesla Motors

In-Kind Donations

\$5000 and up	\$500 - \$999
Karen Janowski	BJ Cassin family
Lynn Clark Sweeney	Carmel Valley Ranch Golf Club (Mark Lavin)
Tam Patane Design	Champion Organic Communications
Vox Design Group	Stephen D'Andrea
\$1000 - \$4999	El Camino YMCA
Suzanne Ambiel	EnergyWise (Bob Lee)
Pam & Mike Barnes	Ennovationz
Baskin Robbins	Facial Aesthetics, Lasers and Reconstructive Surgery (Kimberly Cockerham, MD)
Judy Blumenstein	Family Chiropractic (Anjali Agrawal)
Borel Private Bank	Dick Henning
Christ Episcopal Church	JW Catering
City of Los Altos	Crysta Krames
Epicurean Group (Mary Clark Bartlett)	John B. McBirney, DDS
Freiker.org	Middlebrook Gardens (Alrie Middlebrook)
Gap, Inc.	Naumann Vineyards (Don Naumann)
Chuck & Nan Geschke	PA Dental Group (Dr. Robert Iverson)
i2i Interactive	Michael J. Shoffner Sr.
Los Altos Chamber of Commerce	Slow Meals on Green Wheels (Nelly Capra)
Los Altos Town Crier	Sustainable Spaces
Kelly Porter	TAM Group
Nadine Priestly	Whole Foods
Patty Rosewater & Tim Kelly	
Goody Steinberg	
TeamLogicIT	

Why our members support GreenTown

"How we spend our money can have a significant impact on the environment, which is why we feel supporting GreenTown is one of the best investments we can make."

– Ken Hitz and Dawn Yules, GreenTown Supporters

In-Kind Donations (con't)

\$100 - \$499

Adobe Animal Hospital (Dr. Dave Roos)
Alabasta Flower Shop
Better Life Chiropractic (Gregory Dabb)
Bicycle Outfitter
Chef Chu's (Larry Chu)
Citizenpip (Christina Ip-Toma)
Coldwell Banker (Jo Buchanan/Stuart Bowen)
Del Monte Meats
DeMartini Orchards (Craig Kozy)
Karen Druker
Eleanor Thomas Landscapes
First and Main Sports Lounge (Rob Peters)
Fresh Point
Linda Gass
Harmonious Interiors (Lara Pai)
Harrell Remodeling, Inc.
Hobee's
Jan Davis, Davis Design
Breene Kerr
LeBoulanger
Little Gym of Mountain View
Bill Marken
NatureMill, Inc.
Barbara & Kevin O'Reilly
Peet's Coffee
PowerDown
Regale Winery
Rick's Café
Ridge Winery
Curt Riffle
RSM McGladrey, Inc. (Dennis Young)
Norma Schroder
Starbucks
Vino 100
David Weinberg

\$10 - \$99

Andiamo Salon
Andronico's
Aqua Cleaners
Birch
BK Collections
Brian's Restaurant
Chain Reaction Bicycles
Esther's German Bakery
European Cobblery
Firefly Willows
Mary Gospe
Hartman Fashions
Jolie Madame
Carol Kuiper
Linden Tree
Los Altos Hardware
Panini's Los Altos
Paris Taylor
Peggy's Health Center
Sheldon of Los Altos
Rob Steiner
Sumo Sushi Boat
Tom's Depot
Tim Twerdahl
Vintage Bath
Zitune

Individual Donors

\$1000 and up

Arnold Ambiel
Mike Barnes
Mary Clark Bartlett
Don & Suzanne Bray
Tara Dhillon
Kacey Fitzpatrick
Donald Frischmann
Jim Geers
Michele Gerstel
Anne Hambly
Ken Hitz
Crysta Krames
Carol Kuiper
Nancy Manning
Maddy McBirney
Patty Rosewater & Tim Kelly
Margie Suozzo & Tom Dillon
Linda Ziff

\$500 - \$999

Deborah Baker
Krystina Beagle
Laura Belote
Paul Blumenstein
Peter Dalton
Donald Doiguchi
Edward Fike
Mary & Mike Gospe
Karen Janowski & Tom Becker
Deb Kilpatrick
Diana Neiman
John O. Reed
Sally Russo
Karen Scussel & Curt Riffle
Jeff & Sharon Stricker
Evita Twerdahl
Christine Wakely
Lisa Webster

\$250 - \$499

Steve Anderson
Carolyn Berkoz
Connie Chronis
Robertta Clarke
Davy Davidson
Michelle Galbraith
Linda Gass
Lynn Gordon
Cindy Hansen
Jill Jensen
Malika Junaid
Gary Kalbach
Lawrence Lang
P.M. La Tourrette
Jim Liskovec
Bill Marken
John McAlister
Tony Mirinda
Barbara & Kevin O'Reilly
Mike Sasnett
Marc Sidel
Douglas Smith
Christine Talbott
Laura Teksler
Sandie Whipple
Lou Wolner
Adrienne Wong
Anonymous (2)

\$100 - \$249

Belinda Babot
Sally Barney
John Bigler & Deborah Lidgate
Patrick Bird
Greg Brook
Mary Buysse
Tim Carlin
Peg Champion
Sharene Chuang
Eric Clow
Clyde Coombs
Jo Buchanan Couch
Kim & Colette Cranston
Peggy Dong
Katherine Evard
Joe Eyre
Tamara Fagin
Liz Fiorentino
Randy Gard
Charles Golden
Ben Hammett
Janet Harding
JJ Harris
Matthias Heilmann
Cheryl House
Christopher Hunt
Laurel Iverson
Kenneth Jacobus
Maurice Jeffery
Mary Jonas
Yoriko Kishimoto
Katharine Lang
William Lee
George Limbach
Forrest Linebarger
Holly Love
Connie Mariottini
Paul Marken
John Maydonovitch
Peggy McGrath
Jean Mordo
John Moss
Clari Nolet
Paul Nyberg
Megan Olesek
Everett Palmer
Jan Pepper
Kent Ragen
Patricia Reed
John Roberts
Susan Russell
Johanna Schmid
Norma Schroder
Lee Shahinian
Ted Sorensen
Debra Strichartz
Roger Summitt
Marilee Taylor
Emily Thurber
Rusty Waite
Ellen Wheeler
Brad Whitworth
Peter Wolken
Anonymous (1)

\$35 - \$99

Jeannie Bruins
Ophelia Chiu
Jan Davis
Chin Peng Dow
Andrea Eaton
Dawn Edberg
Virginia Giddings
Grace Johnston
Aileen La Bouff
Joyce Levy
Robert Longo
Jeanne MacVicar
Julie Mahowald
Maura McNulty
Jan Merryweather
Mary Fran Miller
Mary Mills
Peter Mills
Vicki Moore
Anabel Pelham
Nadine Priestly
Mary Prochnow
Joanna Reynolds
Mario & Paula Rini
Kathleen Santora
John Seybold
Leo Spelt
John Swan
Elizabeth Truxell
Cindy Walden
Felicity Wu

Under \$35

Tina Blease
Val Carpenter
David Casas
Sybil Cramer
Chris Field
Lynne Isaacs
Maureen Lane
Rich Larsen
Guy McNally
Ken Pier
Glen Proctor
Katrina Smathers
Jane Turnbull
Anonymous (4)



Get Involved Today



Volunteer

Share your time or talent. We have volunteer opportunities to fit your schedule and interests.

Email: volunteer@greentownlosaltos.org

Stay informed

Join our email list and receive our monthly e-newsletter. Subscribe at: www.greentownlosaltos.org

Donate

Make a gift today. Your tax-deductible financial support is critical to our success in conserving the environment. Mail a check or donate online using a credit card at greentownlosaltos.org/donate.

Individual Membership

- Yes! I want to support GreenTown Los Altos and help protect our local environment today and for future generations.
- \$35 Member
- \$50 Family
- \$100 Friend
- \$250 Influencer
- \$500 Visionary
- \$1000 "Be the Change" Circle
- Other: \$ _____
- My company offers matching gifts

Business Membership

- Yes! My company is interested in becoming involved with GreenTown Los Altos and showing customers that we are committed to sustainability.
- \$100 Bronze Sponsor
- \$250 Silver Sponsor
- \$500 Gold Sponsor
- \$1,000 and up \$ _____

Please mark your donation amount and make the check out to: **Acterra/GreenTown Los Altos**

Mail to: **Acterra/GreenTown Los Altos, P.O. Box 539, Los Altos, CA 94023-0539**

Name _____

Company Name (if applicable) _____

Street _____

City, State, Zip _____

Email _____

Phone _____

May we publish your name in our next annual report? Yes No Anonymous

Please list how you would like your name listed if different from above:

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