

GREENPEACE

Annual Report 2011

**40 years
of protecting
the planet**



GREENPEACE

Mission

Greenpeace, Inc. is the leading independent campaigning organization that uses peaceful direct action and creative communication to expose global environmental problems and promote solutions that are essential to a green and peaceful future. Greenpeace Fund, Inc. supports Greenpeace, Inc. campaigns through research, public education, and grants for environmental advocacy. **Greenpeace Fund, Inc.** is registered with the Internal Revenue Service as a 501(c)(3) charitable entity. Please visit greenpeace.org to learn more about Greenpeace, Inc. and greenpeacefund.org to learn more about Greenpeace Fund, Inc.

Charity Rankings

Greenpeace Fund is consistently ranked among the nation's top charities – for our achievements and for the high percentage of revenue that goes directly towards the protection of the planet.

Greenpeace Fund is proud to meet all of the BBB Wise Giving Alliance Standards for Charity Accountability.

Greenpeace Fund is recognized by Charity Navigator as having demonstrated financial efficiency and excellent accountability and transparency.

Greenpeace Fund is proud to be a top-rated environmental charity by the American Institute of Philanthropy with an "A-."

Greenpeace Fund is proud to be a part of the CFC and to carry the "Best in America" seal from Independent Charities of America. Of the 1 million charities operating in the United States today, it is estimated that fewer than 5% meet or exceed these standards and fewer than 2,000 charities have been awarded this seal.

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This report is intended to provide a summary of all Greenpeace campaign activities. Please note that all donations to Greenpeace Fund, Inc. were solely used in connection with 501(c)(3) permissible activities.

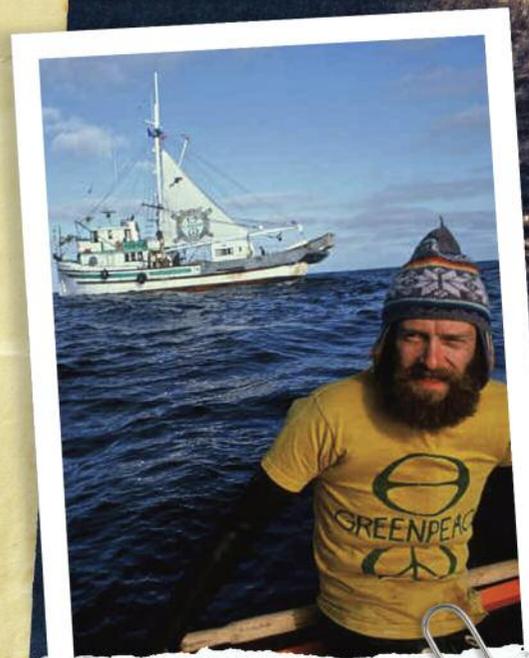
September 1979

This is the story [...] of a movement that attempted to fulfill an ancient North American Indian prophecy of an age when the different races and nationalities would band together to defend the earth from her enemies.

Adopting the peace and ecology symbols, its members fought – we fought – an unequal battle against American and French nuclear weapon makers; Russian, Japanese, and Australian whalers; Norwegian and Canadian seal hunters; multinational oil consortiums and pesticide manufacturers; cynical politicians; angry workers; and, again and again, ourselves. The people involved were men and women, young and old, not all of them brave or wise, who found themselves face-to-face with the fullest ecological horrors of the century – the mass slaughter of infant harp seals on the heaving stage of the Labrador Ice Front, fleets of metal ships armed with explosive harpoons that pursue the last of the great whales into the depths of the ocean, and the incomparable fury of the hydrogen bomb itself.

At its heart, this movement sought to give political form to an awareness that predates Buddhism but is at the same time as new as the science of interdisciplinary ecology. It grew out of a flickering awareness that all our relationships are political, and that the crucial political relationships with which we must concern ourselves now have almost nothing to do with man's relation to man, but with man's relation to the earth itself. It is our relationship to our planetary environment which is the most important issue of all. All human structures inevitably rest upon it.

The time has arrived when we must begin to examine the underlying realities of our relationship to all life around us, the life that we are just beginning to appreciate as the true medium of our innermost identity. We need to move neither further to the Left nor further to the Right – rather, we must seriously begin to inquire into the rights of rabbits and turnips, the rights of soil and swamp, the rights of the atmosphere, and, ultimately, the rights of the planet. For these in the end are the containers of our entire future evolution, and everything rests upon whether or not we come to terms with the politics of earth and sky, evolution and transformation, God and nature. Otherwise, in our lifetimes, we shall suffer the enactment of the saga of Genesis: our expulsion from paradise and the fall of nature itself.



Robert Hunter, Founder and
First President of Greenpeace



Philip D. Radford,
Executive Director of Greenpeace USA

September 2012

Bob Hunter left an indelible mark on the world. He was among the rag-tag team of activists who sailed to Amchitka Island to stop nuclear testing, and he led Greenpeace's first expedition to stop commercial whaling. He served as the first president of Greenpeace.

He was the one responsible for bringing the idea of the "Rainbow Warrior" to us all. As Bob would tell the story, a book of Native American legends that he had brought with him on that fateful journey to Amchitka literally fell into his lap as a big swell hit the tiny fishing boat.

He believed that determined, tenacious individuals could stop the most powerful – from the world's largest military force to behemoth international corporations – from perpetrating environmental crimes.

He was right. During Bob's lifetime, he saw the ending of nuclear testing and commercial whaling. He saw leaders across the world come together to protect Antarctica from all exploitation. And he saw the legend of the Rainbow Warrior manifest itself into a global movement, millions strong, that remains steadfast, courageous, and determined to create a green, peaceful future.

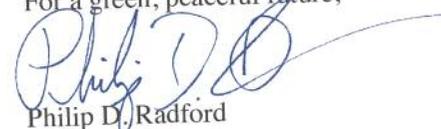
This annual report looks back on his legacy and all those that joined him over 40 years to fight "an unequal battle" for the future of the planet. There's a lot to be proud of over these past four decades, even as we know that this unequal battle is far from over.

We continue to believe that individuals like you are the most powerful of the peaceful warriors. You are with us as we shift from the dirtiest coal plants to clean energy. You are with us as we force gigantic international companies like Mattel to stand up as forest protectors. You are putting Shell Oil on notice that we will not stand by and let oil rigs destroy the Arctic.

In 2011, a new *Rainbow Warrior* joined the fight, the first boat ever built exclusively for environmental campaigning. Today's *Rainbow Warrior* can broadcast live images via satellite around the world and launch a helicopter from its deck in to the most remote areas of the forest. She can move as fast as many industrial vessels, with action boats that can be deployed in minutes – even in waves up to 11.5 feet high.

It is the spirit of the *Rainbow Warrior* evoked by Bob Hunter 40 years ago that powers this boat, as it drives the campaigns we are engaged in today. It is the spirit of the millions who believe, against the most difficult of circumstances, that a green, peaceful future is possible. You are one of those *Rainbow Warriors*, and we could not be more grateful to have you stand beside us.

For a green, peaceful future,


Philip D. Radford
Executive Director

There is an old Native American prophecy about a time when mankind's greed will overcome the planet. It foretells that, in the Earth's darkest hour, a band of Rainbow Warriors will rise up to unite the good people of the world and lead the way toward a green and peaceful future. It was from this ancient legend that Greenpeace was born and our flagship took its name, the Rainbow Warrior.

On their maiden voyage to Amchitka in 1971, the first Greenpeace crew was invited ashore by the Kwakiutl Indians on Cormorant Island to receive the tribe's blessing. A bond of brotherhood was forged between Greenpeace and the Kwakiutl that led to their gift of the Kwakiutl orca crest – a symbol of eternal life and harmony with nature. The orca crest has been featured on all the Greenpeace ships to sail the globe ever since.

From our humble beginnings nearly 40 years ago, Greenpeace has grown into one of the largest and most respected environmental organizations in the world. Today, Greenpeace operates in over 45 countries and commands a fleet of research and activist ships, which have sailed against environmental destruction on all of the seven seas. We employ world-renowned scientists, policy experts, and grassroots strategists to lead our campaigns. Greenpeace even has official standing at the United Nations.



Greenpeace Offices Worldwide

Amsterdam, Netherlands *International Headquarters*

Buenos Aires, Argentina	Amsterdam, Netherlands
Sydney, Australia	Auckland, New Zealand
Vienna, Austria	Oslo, Norway
Brussels, Belgium	Port Moresby, Papua New Guinea
Sao Paulo, Brazil	Quezon City, Philippines
Toronto, Canada	Warsaw, Poland
Santiago, Chile	Bucharest, Romania
Hong Kong, China	Moscow, Russia
Prague, Czech Republic	Bratislava, Slovakia
Copenhagen, Denmark	Ljubljana, Slovenia
Suva, Fiji	Honiara, Solomon Islands
Helsinki, Finland	Johannesburg, South Africa
Paris, France	Seoul, South Korea
Hamburg, Germany	Madrid, Spain
Athens, Greece	Stockholm, Sweden
Budapest, Hungary	Zurich, Switzerland
Bangalore, India	Bangkok, Thailand
Jakarta, Indonesia	Istanbul, Turkey
Tel Aviv, Israel	London, UK
Rome, Italy	San Francisco, USA
Tokyo, Japan	Washington DC, USA
Beirut, Lebanon	
Mexico City, Mexico	

Stop the Bomb

In 1971, the first Greenpeace crew unfurled a triangular green sail, emblazoned with the peace and ecology symbols, and set out from Vancouver to change the world. Their mission was to sail into the heart of a US nuclear test zone and peacefully prevent the destruction of Amchitka, a pristine island ecosystem off the coast of Alaska. In their battered little fishing boat, these 12 activists took a stand against the greatest military force on the planet.

What followed this historic odyssey was a wave of public support that ultimately shut down the US nuclear testing program, won Amchitka designation as a protected wildlife sanctuary, and launched the global Greenpeace movement.



1971
September 15

The New *Rainbow Warrior*

The new *Rainbow Warrior* — the first ship in our fleet designed and built for environmental campaigning — began its maiden voyage to the US in 2011. Constructed to meet the highest environmental and sustainability standards, the ship also provides the latest technology for our global initiatives. Among its features are a vast A-frame sail system, a state-of-the-art communications room, and a helicopter pad. Funding for this ship came from generous supporters from across the world.

The ship replaces the second *Rainbow Warrior*, which was transferred to a Bangladesh-based organization that will refit it for use as a floating hospital. She will deliver medical assistance to communities along the Bangladesh coast that have little or no access to health care facilities.



2011
October 14

Save the Whales

In 1975, a brave team of Greenpeace activists set out to confront the Soviet Union's commercial whaling operation. As they approached a fleet of Soviet whaling ships, the sea turned red and enormous corpses of harpooned sperm whales floated in the waves. The Greenpeace crew immediately lowered high-speed inflatable rafts and zoomed towards the harpoon boats, positioning themselves between harpoons and whales.

Surprised and stunned, the fleet retreated for fear of inciting an international incident. The mission was a success. "For the first time in the history of whaling," reported *The New York Times*, "human beings had put their lives on the line for whales." The pictures and video that the Greenpeace crew brought back shocked the world. After several more confrontations and nearly a decade of advocacy, the International Whaling Commission put in place a moratorium on commercial whaling in 1986.

1975
April 27

The Tuna Industry's Dirty Little Secret

Last fall, Greenpeace's *A.E. Bates* airship flew over Chicken of the Sea's California headquarters with a pointed message. Sporting a banner with a comic interpretation of the company's iconic mermaid and the message, "TunaSecrets.com: What the Tuna Industry Doesn't Want You to Know", the high-flying attention grabber launched Greenpeace's newest campaign to protect oceans.

Canned tuna is a widely consumed seafood product that comes with a high cost. Tuna companies use the worst fishing practices — including fish aggregating devices and longlines — to haul in tuna and, tragically, sea turtles and porpoises. With creative communications, peaceful protests, and online actions, we are pushing hard on canned tuna companies to adopt sustainable fishing methods and help preserve marine ecosystems.

2011
September 7

The Arctic Sunrise

In 1997, the *Arctic Sunrise* sailed for James Ross Island off the Antarctic Peninsula on a historic expedition. The island was previously unreachable through the sea ice, but that had changed as a result of global warming. With a new channel open because of melting sea ice, the ship became the first to circumnavigate the island, a dire warning to the world of the dramatic changes happening at the top and bottom of the world.

Over the following decade, the ship has repeatedly sailed to the Arctic to raise awareness about global warming, assist scientists in assessing changes there, and to successfully block foolhardy efforts by the fossil fuel industry to exploit this iconic place for oil.



1997
January 27

Quit Coal

For more than 60 years, the Potomac River Generating Station darkened skies over historic Alexandria, Virginia. As part of a national campaign to shut down the country's dirtiest coal-fired power plants, Greenpeace teamed with Sierra Club, Chesapeake Climate Action Network, and Greater Washington Interfaith Power and Light to close the doors of this decrepit plant. Greenpeace brought new organizing capacity and expertise to build momentum behind the ongoing campaign.

In August, this coalition pushed through a petition to regional power regulators to shut down the plant — and regulators listened. The Potomac River Generating Station will close down for good in 2012.



2011 August 30

World Park Antarctica

In the 1980's, the threat of exploiting Antarctica for oil and mineral resources loomed large. With the ambitious goal of convincing nations that had signed on to the international Antarctic Treaty to protect the entire continent from extractive industry and permit only limited scientific research, Greenpeace established the first base by a non-governmental organization on Antarctica in 1987. For the next five years, the base served as the command center for the campaign to protect Antarctica. From the base, Greenpeace campaigners exposed destructive activities and held peaceful protests that captured the world's attention.

In October 1991, Greenpeace achieved its goal when Antarctic Treaty nations agreed to the Antarctic-Environmental Protocol, which set new standards for managing activity in Antarctica, treating the region as a natural reserve.



1991
October 4

Protect the Arctic

Determined to pursue ever-riskier drilling, the oil industry has set its sights on the Arctic. Unfortunately, the melting of sea ice as a result of global warming opens the Arctic to exploitation, with potentially disastrous consequences. The region's fragile ecosystem, which supports ice seals, polar bears, and narwhals, is particularly vulnerable to an oil spill. Scientists and the US Coast Guard have said that an oil spill in the Arctic may be impossible to clean up.

With the Gulf of Mexico catastrophe in mind, Greenpeace International Executive Director Kumi Naidoo boarded an oilrig operated by Cairn Energy and stationed in Greenland for exploratory drilling. While on board, Kumi demanded to see the rig's spill recovery plan. Under watch from the international media, Cairn Energy delivered its thin response plan — and abandoned the drilling project.

2011
June 17

The *Esperanza*

In 2002, Greenpeace's *Esperanza* became the largest vessel in our fleet. At 236.2 feet with a top speed of 15 knots, she is ideal for long-range expeditions. She came equipped with a first-class communications system and ice-class status, which made her perfect for journeys to the Poles. In 2002, Greenpeace sent her straight into action to protest the import of unsustainably logged wood just before the international Ancient Forests Summit.

Since her launch and first campaign for America's forests, the *Esperanza* has traversed the world on environmental missions. She toured the Bering Sea in 2007, followed a Japanese whaling fleet in 2008, and defended Pacific tuna populations in 2009. Time after time, she has played an essential role in our ongoing efforts to protect forests and oceans.



2002
February 17

Saving Paradise

A campaign involving the world's most famous doll — Barbie — marked a critical victory in Greenpeace's efforts to save our tropical forests. In 2011, Greenpeace targeted toy giant Mattel, exposing their use of packaging linked to the deforestation of Southeast Asia's Paradise Forests. In a signature creative communication, we released a video where long-time boyfriend Ken discovered Barbie's scandalous deforestation habit and broke up with her. Greenpeace then sent look-alike Kens to Mattel headquarters with banners reading, "Barbie, it's over. I don't date girls that are into deforestation." These actions sparked worldwide protest.

The toy giant ultimately agreed to cut ties with paper company Asia Pulp and Paper (APP), which is tearing down the forest — home to the critically endangered Sumatran tiger.



2011
October 5

Founders

There is a joke that in any bar in Vancouver, Canada, you can sit down next to someone who claims to have founded Greenpeace. In fact, there was no single founder: name, idea, spirit, and tactics can all be said to have separate lineages. Yet, some individuals clearly stand out as early Greenpeace leaders. They include Bob Hunter, Irving and Dorothy Stowe, and David McTaggart, among many others.



Board of Directors

Greenpeace, Inc 2011-2012

Karen Topakian, Chair
Valerie Denney
Tom Newmark
David Pellow
Daniel Rudie
Bryony Schwan
Jigar Shah
Betsy Taylor
Antha Williams

Greenpeace Fund, Inc 2011-2012

Jeffrey Hollender, Chair
Elizabeth Gilchrist
Adelaide Gomer
Ellen McPeake
John Passacantando

Karen Topakian, Greenpeace, Inc. Board Chair, and Melanie Duchin, former Greenpeace Arctic Campaigner



I am leaving a legacy to Greenpeace.

“Before my retirement in 2008, I was a public school teacher for over 30 years, teaching mostly fourth grade. I have been an environmentalist all of my adult life but have not been able to donate as much as I would have liked.

I also have two children and three grandchildren, with another on the way. I loved my students and I love my family and all children, so through my legacy to Greenpeace, I am hoping in my small way to help make this world a better and healthier place for future generations.”

~ Lisa V., Sunnyvale, CA



A Gift In Your Will

We are the guardians of our planet for only a moment in time. We inherit the Earth from our ancestors and in turn hand it on to future generations.

To make a gift to Greenpeace through your will, retirement plan, life insurance or other estate plans you will need a few simple facts about us:

Legal Name and Address: Greenpeace Fund, Inc.
702 H Street, NW, Suite 300
Washington, DC 20001

Legal Status and Tax ID: Greenpeace Fund, Inc is a 501(c)(3) tax-exempt charitable organization.

The Federal tax ID number is 95-3313195

If you are considering a bequest to us, here is some suggested wording to share with your legal advisor:

“I give to Greenpeace Fund, a nonprofit organization, Tax I.D #95-3313195, ___% or ___% of the rest and residue of my estate or the sum of \$___ to be used in such a manner as the Board of Directors of Greenpeace Fund shall, in its sole discretion, determine.”

Letter from Robert Fox, COO



There is a clear mandate that our founders gave to succeeding generations who work for the Greenpeace cause: keep Greenpeace free from the influence of corporations and governments. All of us at Greenpeace remain committed to this mandate, and we are deeply grateful for the extraordinary support from independent-minded individuals who make it possible for us to continue the work of creating a green, peaceful future.

In 2011 — in the midst of the continuing financial crisis — there are so many who have stepped forward to support us. In fact, unrestricted revenue to Greenpeace Fund, Inc. — the 501(c)(3) arm of the organization — increased from \$8.4 million to \$10.9 million, an extraordinary 30 percent rise.

Among the individuals we would like to honor for their special contributions are Sheila and Francois Brutsch, who donated \$1 million in 2011. They have been friends and generous supporters of Greenpeace for many years, and this extraordinary gift represents great faith in our work and their strong commitment to the vision we share. We would also like to honor Dr. George Whatley, who in 2011 left a generous bequest to Greenpeace of just more than \$250,000. At the time of his passing, Dr. Whatley had been a Greenpeace donor for more than 25 years. We are also extremely thankful for the gifts of two donors who wish to remain anonymous; one who gave \$250,000 for our work to protect oceans and the other who gave \$250,000 for our efforts to avert the worst impacts of global warming. Finally, we would like to thank everyone who gave so generously to our Turn the Tide Challenge, through which we raised \$297,510 for our oceans campaign.

In addition to independence, Greenpeace remains committed to sound and ethical financial practices that ensure the vast majority of funds go toward our campaigns. We also continue to look toward the long-term sustainability of the organization, growing program expenses at a pace that enables campaign staff to address the urgent environmental challenges that we face while ensuring a healthy operating reserve for the future.

As you have read throughout this report, the founders of Greenpeace believed in the power of the individual Rainbow Warrior to change our future for the better. The commitment of such individuals has never been so apparent as it is now, in a time of financial uncertainty and when we face perhaps our most daunting obstacles. The generosity of Greenpeace donors is providing the resources necessary to remove the threat of coal-fired power plants from communities, protect our ancient forests and to stop the devastation of the world's fisheries. All of us are inspired and humbled by the outpouring of support in 2011 that puts Greenpeace in such a strong position to move forward.

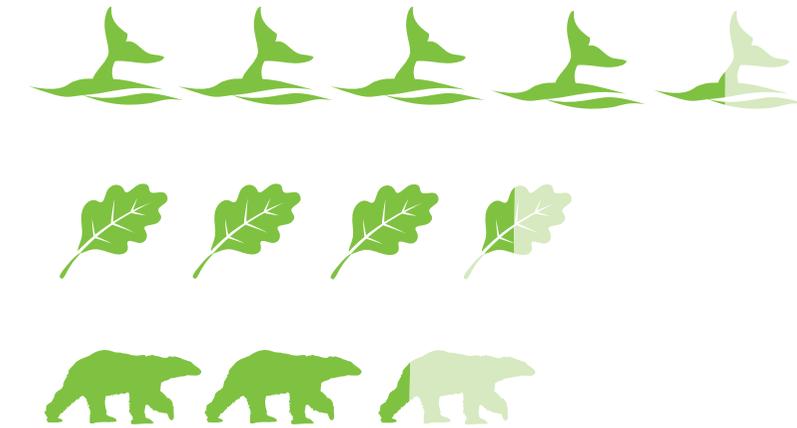
2011 Operating and Supporting Expenses for Greenpeace, Inc.

78%
\$21,717,735

Priority Campaigns
\$9,848,579

Other Campaigns
\$11,869,579

Priority Campaigns



44%
Oceans Campaign
\$4,363,635

34%
Forests Campaign
\$3,359,528

22%
Climate Campaign
\$2,125,416

16%
\$4,382,479

Fundraising

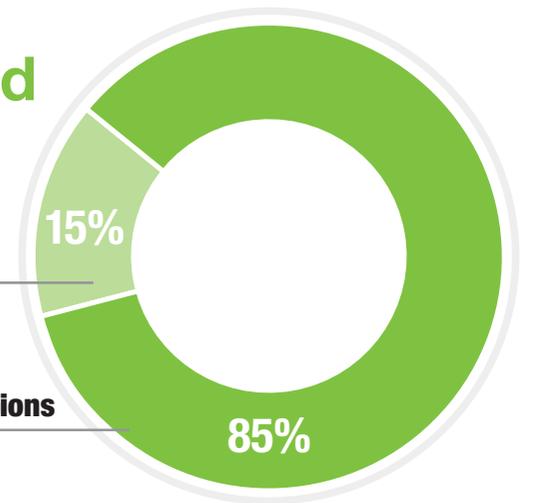
6%
\$1,757,514

Management & General

Support and Revenue

Grants from Greenpeace Fund, Inc.
\$4,050,000

Contributions and Donations
\$23,407,425



Greenpeace, Inc. Statements of Activities

For the Years Ended December 31, 2011 and 2010

In the United States, Greenpeace fulfills its role in protecting the environment through two corporate entities: Greenpeace, Inc., a nonprofit organization formed under Section 501(c)(4) of the Internal Revenue Code, and Greenpeace Fund, Inc., a nonprofit organization formed under Section 501(c)(3) of the Internal Revenue Code.

Greenpeace, Inc. furthers its mission of protecting the environment through research, advocacy, litigation, and lobbying (direct and grassroots). The organization also bears witness to environmental degradation and takes action to prevent it. Contributions to Greenpeace, Inc. are not tax-deductible.

The mission of Greenpeace Fund, Inc. is to promote and protect the environment through research and public education. Greenpeace Fund, Inc. also makes grants to other nonprofit organizations for activities that are consistent with its mission. Contributions to Greenpeace Fund, Inc. are tax-deductible.

	2011	2010
Support and Revenue		
Contributions and Donations	\$ 23,407,425	\$ 22,112,370
Investment income	5,711	3,090
Grants from Greenpeace Fund, Inc.	4,050,000	5,681,458
Licensing, royalties and merchandise sales	7,935	19,866
Total revenue and support	27,471,071	27,816,784
Expenses		
Program services:		
Climate campaign	2,125,416	2,462,920
Forests campaign	3,359,528	3,303,026
Public information and education	4,299,381	4,384,040
Oceans campaign	4,363,635	4,679,329
Toxics campaign	1,017,707	979,820
Action resources	2,185,991	2,022,296
Outreach campaign	4,289,227	3,924,028
Other campaigns	76,850	68,668
Total program services	21,717,735	21,824,127
Supporting services:		
Fundraising	4,382,479	3,360,437
Management and general	1,757,514	1,405,310
Total supporting services	6,139,993	4,765,747
Total expenses	27,857,728	26,589,874
Change in Net Assets	(386,657)	1,226,910
Net Assets, beginning of year	1,210,713	(16,197)
Net Assets, end of year	\$ 824,056	\$ 1,210,713

Greenpeace, Fund Inc. Statements of Activities

For the Years Ended December 31, 2011 and 2010

Support and Revenue

Grants
\$1,589,844

Contributions and Donations
\$8,749,759

Expenses

Management & General
\$340,712

Fundraising
\$1,507,255

Total Grants & Program Services
\$9,600,738

	2011	2010
Support and Revenue		
Contributions	\$8,749,759	\$4,938,920
Grants	1,589,844	2,551,275
Investment income	174,405	280,761
Net assets released from restrictions	340,000	580,000
Total revenue and support	10,854,008	8,350,956
Expenses		
Program services		
Grants to Greenpeace, Inc.	4,000,000	5,110,000
Grants to Stichting Greenpeace Council	5,600,738	6,046,952
Total program services	9,600,738	11,156,952
Supporting services		
Fundraising	1,507,255	1,474,170
Management and general	340,712	435,013
Total supporting services	1,847,967	1,909,183
Total expenses	11,448,705	13,066,135
Change in unrestricted net assets	(594,697)	(4,715,179)
Temporarily Restricted Net Assets		
Contributions	1,215,408	340,000
Net assets released from restrictions	(340,000)	(580,000)
Change in temporarily restricted net assets	875,408	(240,000)
Change in Net Assets	280,711	(4,955,179)
Net Assets, beginning of year	9,126,710	14,081,889
Net Assets, end of year	\$9,407,421	\$9,126,710

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