

# GREENPEACE 2019 Annual Report



Sailing the World for a Better Future



## Letter from the Executive Director

Thanks to the support of our generous members, 2019 was a history-making year for Greenpeace with our epic pole-to-pole expedition sailing from the Arctic to the Antarctic in our global Protect the Oceans campaign. We learned so much along the way, digging into the science on climate change, plastic pollution, and wildlife. It is clearer than ever why we need to cover the planet with ocean sanctuaries—protecting at least 30% of the high seas by 2030—to stabilize the climate and conserve wildlife.

We held the world's biggest brands accountable for their failure to eradicate deforestation from their supply chains. We illustrated why climate leadership must include phasing out fossil fuels. We called out supermarkets for failing to take necessary action on single-use plastics. And we analyzed how dirty energy is powering some of the internet's biggest players in spite of their commitments to go 100% renewable.

This year Greenpeace was also honored to partner with actor and activist Jane Fonda to escalate the urgency of climate action with the Fire Drill Friday demonstrations she hosted in Washington, D.C. The weekly events attracted widespread media attention, building our climate movement and inspiring people nationwide.

All of it was only possible because of the generosity of Greenpeace members and the tireless work of our campaigners, organizers, volunteers—the great big family of Greenpeacers all over the country and the world. Thank you!

*Annie Leonard*





## 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](http://greenpeace.org) to learn more about Greenpeace, Inc. and [greenpeacefund.org](http://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 recognized by Charity Navigator with a four-star rating as having demonstrated financial efficiency and excellent accountability and transparency.

Greenpeace Fund is proud to be a part of the Combined Federal Campaign (CFC) and to carry the "Best in America" seal from Independent Charities of America. Of the one 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.



*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.*

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# Greenpeace USA's 20

## GREENPEACE, INC. BOARD



### **Jakada Imani, Chair**

Jakada is a spiritually-rooted coach and trainer with more than 20 years of experience working in social and economic justice movements.



### **Michael Leon Guerrero**

Michael is the Executive Director of the Labor Network for Sustainability.



### **Nikki Silvestri**

Nikki is the Founder and CEO of Soil and Shadow, a project development firm designing economic and environmental strategies.



### **Lydia Avila**

Lydia is a consultant for mission-driven organizations and has dedicated her career to working with community members and young people in the U.S. climate movement.



### **Jonah Sachs**

Jonah is a journalist, author, and internet media pioneer.



### **Saket Soni**

Saket is a labor organizer, human rights strategist, and the founder and director of Resilience Force.



### **Stuart Clarke**

Stuart is the Vice President for Strategic Initiatives at the University of Maryland Center for Environmental Science. For the prior 15 years he served as Executive Director of the Town Creek Foundation.



### **Bryony Schwan**

Bryony is a certified Associate Integral Coach® and organizational development consultant who has worked for more than 30 years in the environmental movement.

# 19 Boards of Directors

## GREENPEACE FUND, INC. BOARD



**Elizabeth Gilchrist,  
Chair**

Liz is a progressive political activist who has spent her life working with cutting edge NGOs that are about creating social change.



**Deepa Isac**

Deepa is an attorney who has fought to halt corporate abuses and government misconduct for more than 15 years.



**Karen Topakian**

Karen is the owner of Topakian Communications and a writer, speaker, communications consultant, and activist.



**Ellen Dorsey**

Ellen is executive director of the Wallace Global Fund and an impassioned advocate for international human rights and environmental sustainability.



**John Passacantando**

John's career has taken him from Wall Street to philanthropy to a leading role in the global fight to stop climate change.

*Greenpeace offers our sincerest thanks to the following departing board members:*



Guillermo  
Quinteros



Larry Kopald



Cheryl Contee



Tom Newmark

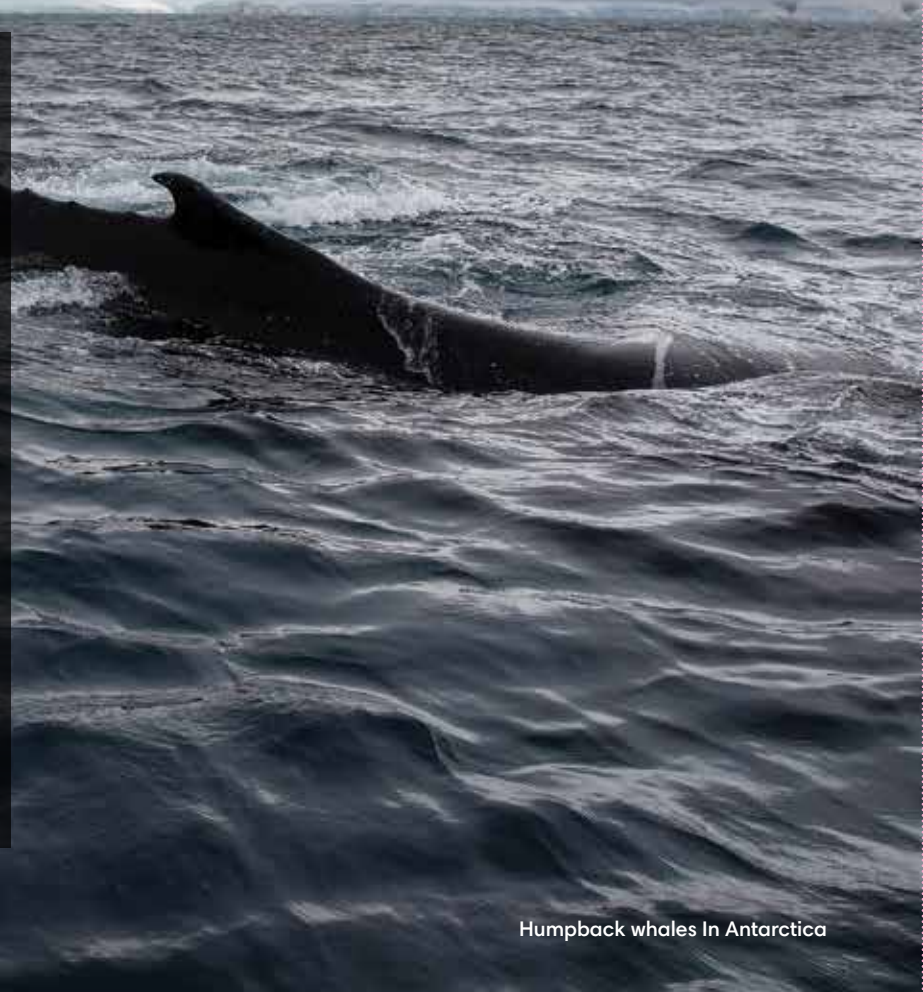


# 30×30: A Blueprint for Ocean Protection

In one of the largest ever studies of its kind, our ocean sanctuaries scientific study maps out how to protect 30% of the world's oceans by 2030, a target that scientists say is crucial in order to safeguard wildlife and to help mitigate the impacts of climate change. *30×30: A Blueprint for Ocean Protection* is the result of a year-long collaboration between leading academics at the University of York, University of Oxford, and Greenpeace.

From climate change to ocean acidification, overfishing, and pollution, our oceans are under threat like never before. This research shows what a robust, planet-wide network of ocean sanctuaries, free from harmful human activity, could look like.

Governments are negotiating a Global Ocean Treaty at the UN that could pave the way for this network of ocean sanctuaries. The science is clear: our oceans are in crisis. Now all we need is the political will to protect them.



# POLE-TO-POLE EXPEDITION

## LOST CITY

Seabed ecosystems like the Lost City—a complex network of hydrothermal vents—offer us clues about the origins of life on Earth, but deep sea mining is threatening to destroy this fragile seafloor community before we have had a chance to understand it.



## SARGASSO SEA

Baby loggerhead turtles use seaweed in the Sargasso Sea for shelter and foraging, yet this unique ecosystem is increasingly littered with plastic. The turtles mistake the plastic for food which chokes them and clogs their stomach, threatening the survival of this endangered species.



## AMAZON REEF

The Amazon Reef is a vast and little-known ecosystem that is under threat from oil drilling. An oil spill here would be catastrophic, killing marine life and damaging this unique and beautiful region—all in pursuit of yet more of the fossil fuels causing climate change.



## SOUTH WEST ATLANTIC

Out on the high seas, away from scrutiny and regulation, industrial vessels use destructive fishing methods to catch marine animals in astounding numbers. With vessels often 'transshipping' their catch onto other ships, the area is infamous for some of the worst instances of illegal, unreported and unregulated (IUU) fishing.



Our planet is a blue planet, yet vast areas of the oceans remain completely exposed to a multitude of threats, including climate change, overfishing, deep sea mining and plastic pollution. These areas, known as the high seas, fall outside of national borders and have precious little protection. Instead, some countries want to exploit them further.

**But we have a chance to protect them.**

Greenpeace embarked on an ambitious voyage across the oceans, working with scientists and experts on board our ship the *Esperanza* to conduct crucial research on the state of our seas—all to strengthen the case for a strong Global Ocean Treaty, which could be agreed by 2020. This treaty could pave the way to the creation of a network of ocean sanctuaries, safeguarding animals and ecosystems from exploitation and making the oceans more resilient to climate change. It's an opportunity we can't afford to miss.

## ARCTIC

Climate change is melting Arctic ice, creating a new ocean at the top of the world. This is causing acute pressure to the marine life that inhabits this region, including polar bears, which are facing food shortages and habitat loss. Despite this, oil and fishing companies are seeking to take advantage of the retreating sea ice by attempting to exploit the Arctic Ocean further.



## MOUNT VEMA

We will also be visiting Mount Vema in our ship the *Arctic Sunrise*. This is a seamount in the South East Atlantic that is home to a number of marine animals including the rock lobster, which was all but wiped out last century due to unregulated fishing. The collapse of this species is an example of why a Global Ocean Treaty is needed to protect the high seas from ruthless exploitation.



## ANTARCTIC

Parts of the Antarctic are warming up to three times faster than other parts of our planet. This is causing glaciers to melt and sea levels to rise all around the world. Climate change also places a strain on marine life. Emperor penguins rely on sea ice to breed, and krill—one of the Antarctic's most important food sources—spawn underneath it.



GREENPEACE

**PROTECT  
THE OCEANS**





# An Epic Pole-to-Pole Ship Exp

Greenpeace set sail in 2019 on a year-long voyage from the Arctic to the Antarctic to bear witness to the many threats to the world's oceans and raise awareness and support for a Global Ocean Treaty and protect biodiversity.

Here are some highlights:

## Arctic



Leading climate scientists studied ice loss. World-renowned musicians conducted a concert out on the ice. Greenpeace invited the president of Iceland to visit the ship and advocated for supporting a treaty that will lead to the creation of a network of ocean sanctuaries across the high seas.



Above: Ice musical instruments in the Arctic

Background: Icescape in the Arctic



# Expedition to Protect the Oceans



Above: No Deep Sea Mining banner on MY Esperanza in Jamaica

Right: "No Deep Sea Mining" action in the Atlantic Ocean



## Lost City

On the way to the place where scientists believe life on Earth may have begun, Greenpeace captured imagery of illegal fishing of thousands of sharks, leading to our groundbreaking report, *Sharks Under Attack*. With the International

Seabed Authority (ISA) issuing licenses to explore the possibility of deep sea mining in the Lost City, Greenpeace quickly sailed to Jamaica where the ISA was having its annual meeting to protest and call for the protection of this extraordinarily unique place with species found nowhere else in the world.



# Sargasso Sea

Actor and activist Shailene Woodley and scientists joined us to study the impact of plastic pollution in the vast mats of floating seaweed that provides vital habitat for baby sea turtles, helping them incubate and grow and hide from predators. We found higher rates of plastic than we did the year before in the Great Pacific Garbage Patch. In Bermuda, Greenpeace joined the local community to do beach clean-ups and mobilize people to end the plastic pollution crisis.



Right: Shailene Woodley on *MY Esperanza* in the Sargasso Sea

Background: Green sea turtle in the Sargasso Sea







Right: Greenpeace International side event at the United Nations in New York



## New York

Actor and Greenpeace ally Javier Bardem addressed United Nations delegates on the opening day of Global Ocean Treaty talks, calling on world leaders to create the largest conservation agreement in history.



Left: Leatherback sea turtle in French Guiana

## Amazon Reef



Scientists joined Greenpeace to study ocean wildlife in the newly discovered reef in French Guiana, tracking leatherback sea turtles with satellite tags to learn more about that critically endangered species. We also discovered that the region is a breeding ground for whales, documenting it with great footage and recordings of whale songs.





# Mount Vema

Divers documented rich biodiversity, better than expected, showing that the area is recovering thanks to better enforcement to stop illegal fishing. We also documented the presence of “ghost gear,” abandoned or lost fishing nets and other equipment polluting the waters and released a report on its deadly impact in *The Abandoned Fishing Nets Haunting Our Oceans*. While the Greenpeace ship *Arctic Sunrise* was in Mount Vema, the ship *Esperanza* sailed to Buenos Aires to document illegal fishing, then both ships sailed together on the final leg of the expedition.

Right: Activists expose destructive fishing vessels in the south Atlantic Ocean

Background: Flora and fauna at Mount Vema





Above: Humpback whales  
in Antarctica



Above: Chinstrap penguins in Antarctica

Background: Macaroni and Chinstrap  
penguins in Antarctica







# Antarctica

Campaigners and scientists studied chinstrap penguins on two rugged, hard to access islands that had not been surveyed in decades. Warming seas and overfishing for krill, the penguins' main food source, have taken a serious toll and some colonies have declined by as much as 77% in the last 50 years. While we were there, Antarctica experienced its warmest day in recorded history. Greenpeace also witnessed and documented illegal fishing, interacting with vessels and going on board to capture footage that garnered a lot of media coverage.

Our plan for the expedition's grand finale was for it to culminate in a big push for a strong Global Ocean Treaty at the United Nations, but the meeting was postponed because of the novel coronavirus outbreak.



# Countdown to Extinction

We're living through a climate and ecological emergency. Ecological and climate breakdown share many of the same drivers: notably, the destruction of forests and other natural ecosystems by industrial agriculture. Halting deforestation and restoring the world's forests is the fastest way to reduce greenhouse gas emissions and ensure rapid carbon uptake.

In early 2019, Greenpeace challenged more than 50 traders, retailers, producers, and consumer goods companies to demonstrate their progress towards ending deforestation by disclosing their cattle, cocoa, dairy, palm oil, pulp and paper, and soya suppliers. As we reported in *Countdown to Extinction*, despite their promises, not a single company was able to demonstrate meaningful effort to eradicate deforestation from its supply chain.



Right: Protest at Consumer Goods Forum (CGF) global summit in Berlin

Background: Cachoeira – Flight over Amazonia 2019 in the state of Pará



# Real Climate Leadership

The next president and congress must adopt policies to phase out domestic fossil fuel production as part of any comprehensive climate policy effort like a Green New Deal. This fossil fuel phaseout should occur in tandem with policies to boost renewable energy and ensure a just transition for workers and communities. Greenpeace's report *Real Climate Leadership* illustrates that if no action is taken to address the climate impacts of fossil fuel production, then a significant fraction of emissions reductions achieved by policies to reduce demand for fossil fuels could be wiped out.

Background: Global climate strike in Chicago





# Packaging Away the Planet

A hard-hitting Greenpeace report, *Packaging Away the Planet*, evaluates 20 large U.S. grocery retailers for the first time on their efforts to eliminate single-use plastics.

Across the board, supermarkets are failing to adequately address the plastic pollution crisis they are contributing to. None of the 20 profiled retailers achieved a passing score and none of the profiled retailers have ambitious, comprehensive commitments commensurate with the scale of the plastic pollution crisis.

Plastic is killing whales, seabirds, and turtles. It is overwhelming communities and impacting human health. Globally, more than 90% of all plastics ever produced have not been recycled, and six times more plastic waste is burned in the U.S. than is recycled. As policymakers and the public grow increasingly concerned about plastic pollution, this is the moment for retailers to take a stand.





Background: Plastic waste in the Caribbean Sea

Left: Plastic and other waste in Navotas, Manila  
Below: Canada goose in the River Trent



# Clicking Clean Virginia: The Dirty Energy Powering “Data Center Alley”

The heart of the internet lies in what has become known as “Data Center Alley” in Northern Virginia just outside Washington, D.C. Data centers serve as factories of the information age; their 24/7 operation makes online browsing, streaming, and communication possible, but delivering all this data requires a tremendous amount of electricity.

Since 2010, Greenpeace has regularly documented the rising global energy footprint of data centers, challenging and exposing whether global internet platforms and major data center operators power their operations in a way that accelerates the transition to renewable energy or instead fuels climate change by increasing the demand for coal, gas, and oil.

Dominion Energy, the primary electric utility for Data Center Alley, has strongly resisted any meaningful transition to renewable sources of electricity. Many of the largest data center companies with commitments to 100% renewable energy are thus fueling even more demand for this dirty electricity, with Amazon Web Services being the biggest culprit.



Two views of the Amazon World Services data centers in Ashburn, Virginia



# Fire Drill Fridays for the Climate with Jane Fonda

In August, actor and activist Jane Fonda reached out to Greenpeace with a desire to do something that would bring attention to the climate emergency. And so began Fire Drill Fridays, weekly action on Capitol Hill to demand our political leaders take action to address the climate emergency. Greenpeace worked with Jane to ensure that every Fire Drill included experts and the people who are deeply involved in this fight—scientists, movement leaders, representation from frontline communities, Indigenous speakers, activists, and youth.

Each Friday focused on a different aspect of the climate crisis and what needs to be done moving forward. On the evening before each rally, Jane hosted a livestream “Thursday Teach-In” at Greenpeace’s office with a panel of experts who thoroughly explained the topic for that week and the role it plays in our climate fight.



Above: Sixth Fire Drill Friday  
in Washington DC

Background: Fire Drill Friday  
Teach-In in Washington DC



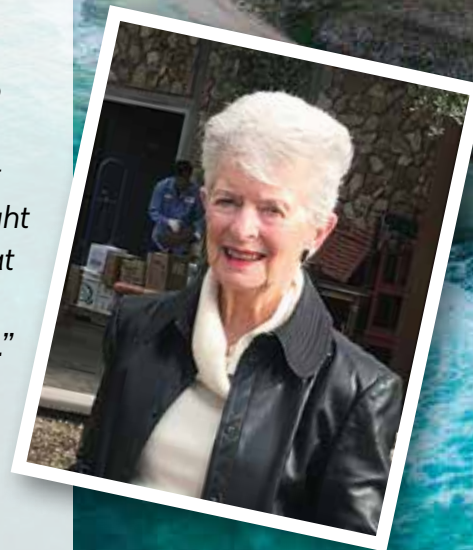
# Paula Trehearne is Proud to Include Greenpeace in her Will

Paula has had a lifelong love of our oceans, rivers, and lakes. She gained an even greater appreciation of our underwater world by scuba diving and snorkeling many spots around the globe. But it was her encounters with whales in the Pacific Ocean in Mexico that changed her life forever.

*"I've spent my life volunteering and giving. I feel it is important to give back to society and to help others. So, I decided to include Greenpeace in my will. I feel that Greenpeace is one of the most active and effective environmental organizations today. They fight to get the message across, for the planet and for those of us that physically can't; and it's working! I think about the good I will be doing by including Greenpeace in my will. The work will carry on."*

– Paula Trehearne

If you would like to know more about how you can remember Greenpeace in your estate plans, please visit our website at **[greenpeacefund.org](https://greenpeacefund.org)** or contact Rogelio Ocampo at **1-202-319-2413** or **[rocampo@greenpeace.org](mailto:rocampo@greenpeace.org)**.







I joined Greenpeace in February 2020. I have spent over 20 years in nonprofit fundraising and am so fortunate to be joining an organization with such a solid membership base and knowledgeable staff who work together to confront the greatest threats facing people and the planet.

Greenpeace's members power every ship in our fleet, every expedition we lead, and every journey we take. They are the reason we can go all over the world to bear witness to what's happening to the Earth and the rich diversity of life it sustains. Our members' support is the reason Greenpeace can conduct investigations and research, issue groundbreaking reports, and expose the governments, corporations, and people responsible for environmental destruction.

Members and supporters make all of Greenpeace's campaigning possible, and every victory is thanks to their generosity and commitment to fighting for a more green and just future. All of us at Greenpeace are grateful to you.

*Tricia Hart*

# Message from Tricia Hart Chief Development Officer

# Greenpeace Fund, Inc. Statement of Activities

For the years ended December 31, 2019 and 2018

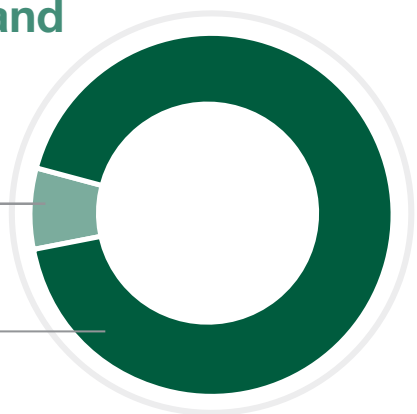
## Support and Revenue

### Investments

\$1,514,428

### Contributions and Grants

\$19,664,073



## Expenses

### Supporting Services

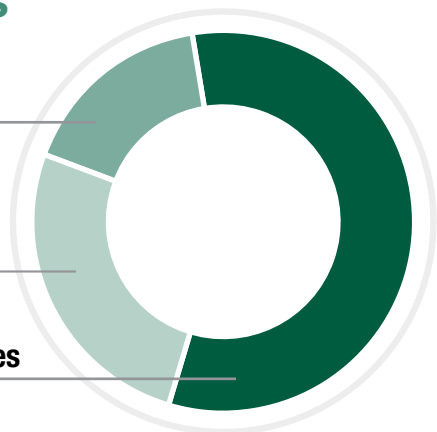
\$3,550,920

### Changes in Net Assets

\$5,501,878

### Program Services

\$12,064,370



## Support and Revenue

Contributions and grants	\$19,664,073	\$16,513,557
Grants from Greenpeace affiliates	40,000	-
Investment income	1,514,428	(172,056)
Change in value of split-interest agreements	(108,349)	33,378
Other income	7,016	3,787
Net assets released from restrictions	-	-

## Total Revenue and Support

**\$21,117,168**      **\$16,378,666**

## Expenses

### Program Services:

Grants to Stitching Greenpeace Council	8,144,370	8,848,152
Grants to Greenpeace, Inc.	3,920,000	6,892,536

## Total Program Services

**\$12,064,370**      **\$15,740,688**

### Supporting Services:

Fundraising	2,460,433	2,261,076
Management and general	1,090,487	1,039,457

## Total Supporting Services

**\$3,550,920**      **\$3,300,533**

## Total Expenses

**\$15,615,290**      **\$19,041,221**

## Change in Net Assets

**5,501,878**      **(2,662,555)**

Net Assets, beginning of year	10,014,535	12,667,090
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## Net Assets, End of Year

**\$15,516,413**      **\$10,014,535**



# Greenpeace, Inc. Statement of Activities

For the years ended December 31, 2019 and 2018

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.

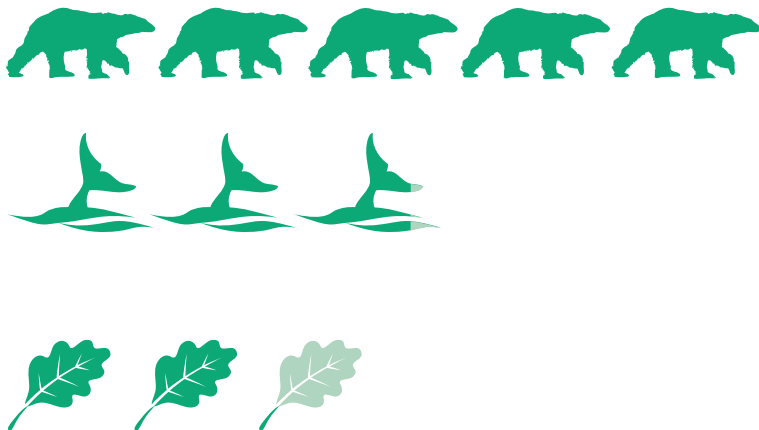
	2019	2018
<b>Revenue and Support</b>		
Contributions	\$31,416,040	\$27,045,305
Grants – Greenpeace Fund, Inc.	3,920,000	6,892,536
Grants – Stitching Greenpeace Council	1,216,210	1,865,287
Grants from other NROs	114,362	148,961
Net investment income	18,978	(5,208)
Other income	63,740	87,234
Net assets released from restriction	–	–
<b>Total Revenue and Support</b>	<b>\$36,749,330</b>	<b>\$36,034,115</b>
<b>Expenses</b>		
<b>Program Services:</b>		
Climate campaign	8,868,863	7,409,592
Forests campaign	3,820,858	4,862,982
Public information and education	4,149,764	3,427,330
Oceans campaign	5,104,132	4,748,153
Action resources	3,210,299	3,179,607
Outreach campaign	2,245,230	2,636,632
<b>Total Program Services</b>	<b>\$27,399,146</b>	<b>\$26,264,296</b>
<b>Supporting Services:</b>		
Fundraising	6,949,731	6,108,186
Management and general	3,340,421	3,198,618
<b>Total Supporting Services</b>	<b>\$10,290,152</b>	<b>\$9,306,804</b>
<b>Total Expenses</b>	<b>\$37,689,298</b>	<b>\$35,571,100</b>
<b>Change in Net Assets</b>	<b>(939,968)</b>	<b>463,015</b>
Net Assets, beginning of year	3,821,707	3,358,692
<b>Net Assets, End of Year</b>	<b>\$2,881,739</b>	<b>\$3,821,707</b>

# 2019 Operating and Supporting Expenses for Greenpeace, Inc.

**73%**  
\$27,399,146



## Priority Campaigns



**50%**  
**Climate Campaign**  
\$8,868,863

**29%**  
**Oceans Campaign**  
\$5,104,132

**21%**  
**Forests Campaign**  
\$3,820,858

**18%**  
\$6,949,731



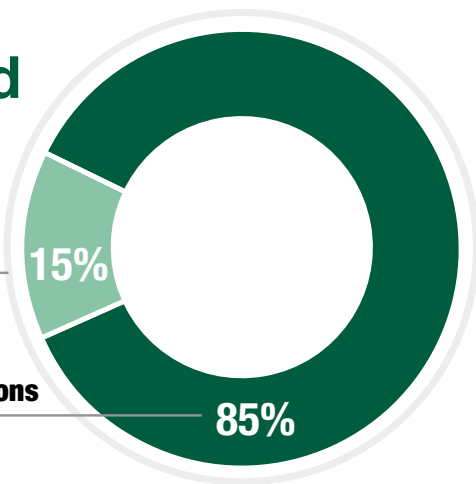
**9%**  
\$3,340,421



## Support and Revenue

**Grants, Investments and Other Income**  
\$5,333,290

**Contributions and Donations**  
\$31,416,040



















## PHOTO CREDITS:

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Pages 8 & 9: Shane Gross/GP

Page 8 inset: Shane Gross/GP

Page 9 inset: Stephanie Keith/GP

Pages 10 & 11: Richard Barnden/GP

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Page 11 inset: Tomas Cuesta/GP

Pages 12 & 13: Christian Åslund/GP

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Page 14 inset: Kevin McElvaney/GP

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Page 17 upper inset: Greenpeace

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Pages 18 insets: Tim Aubry/GP

Page 19: Tim Aubry/GP

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Back cover: Christian Åslund/GP



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