Sightline’s mission is to make the Northwest a global model of sustainability—strong communities, a green economy, and a healthy environment.

Smart solutions for a sustainable Northwest

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**COVER PHOTO:** Nisqually Delta, Washington
One of Sightline’s earliest board members was Tyree Scott, a veteran civil rights activist with a mane of dreadlocks, a quiver of stories, and an infectious smile. In 1995, Tyree told our first-ever public event that our work wouldn’t be done soon. None of us, he said, should expect to live to see a truly sustainable Northwest. He stated this as a simple fact, yet he was absolutely certain of our ultimate success.

The year 2010 brought its share of victories and progress (see the next pages); it also brought major disappointments. Political tides swept against us. Our movement proved too weak. Tyree warned us to expect such setbacks.

Don’t misunderstand me: Sightline is not lowering its sights. In 2011, we are making powerful new maps of sprawl and race. We are speeding Cascadia’s transition beyond coal. We are charting paths to better governance—a key to reforms such as pricing carbon. And much more.

But it would be disingenuous to say that events haven’t slowed sustainability’s advance. They have.

Movements for fundamental change are unpredictable. Uprisings in the Middle East remind us of that. So does history: One century ago, the women’s suffrage movement teetered short of success for 20 long years. Our movement is slowed but not stopped, and thanks to your loyal and generous support, we too will succeed.

You and I and the rest of the Sightline community walk in a long line of people who rise when called by the moral challenges of their times. The great names like Gandhi and Martin Luther King stand out in history, but the little ones, like ours, are written there as well.

Seven years ago, Tyree Scott succumbed to cancer. The rest of us continue onward. We keep going because something has marked us to do so. We keep going because it is still our turn.

It is an honor to walk with you. Thank you for your support.

Alan Durning, Executive Director
SIGHTLINE INSTITUTE
“Sightline is an amazing idea factory—smart thinking, great writing. If you live in the Northwest and care about the world you’re leaving to your kids and grandkids, Sightline is indispensible.”

Chip Giller, Founder and President, Grist

Sightline influenced, or featured in, more than 200 high-quality media stories

Sightline blog traffic increases 25% from 2009

Face to face meetings with nearly 50 high-profile elected officials, government officials, and other leaders to help educate them about pressing issues facing our region.

“Cargo bikes” blog post draws over 14,000 views

Green car insurance comes to Washington: Uniguard Insurance began offering pay-as-you-drive auto insurance in the state, a result of a pilot project Sightline has been involved with for several years.
Featured on KUOW, KING TV, NW Public Radio, OPB, TVW, CBC Radio, the Bill Good Show

325,000 unique visitors to the website

Over 15,000 downloads of Sightline primers and reports

The Parable of the Electric Bike

Curbing Stormwater in Puget Sound: The Case for Low-Impact Development

“Sightline offers what its name implies—a clear-eyed view towards a future that works. Vision mixing with action is precisely what we need, and the northwest is very lucky to have some of the country’s finest minds at work leading a powerful collaborative effort.”

Bill McKibben, AUTHOR.EDUCATOR.ENVIRONMENTALIST

Sightline emails were read over 500,000 times

The Dirt on Coal

Sightline Institute
It Ain’t Over Til It’s Over

Working for sustainability can feel a lot like being a Seattle sports fan: you have to be in it for the long haul. If you’re looking for quick gratification and easy wins, you might be happier working in finance and rooting for the Yankees.

Apt as the similarity may be, however, it only goes so far. After all, pro sports don’t have any serious consequences. So what if the Mariners gave up 10 runs in the fourth inning of their home opener? There’s always the next game, the next season, or the season after that. The real world—where we desperately need progressive political reform—isn’t like that at all. Wins and losses aren’t just statistical abstractions and bragging rights, but have real-life consequences for our families, our region, and our future. And that’s why I’m here, at Sightline.

Like most middle class white Americans, I was born into what amounts to serious luxury, if not by American standards then certainly from any global or historical perspective. And there’s enough Scandinavian Protestant in my background to believe that “to whom much is given, much is required.” That’s why I’ve been working for sustainability for a decade now—I’m in it for the long haul.

Things don’t seem to be going well at the moment. The Hope of 2008 feels like a distant memory, and the Reality of 2011 is a widening crack in the foundation of our public structures. The middle class is beginning to fear what the poor have long known: that decent public education is not a given, that being old or sick can be a death sentence, and that the pollution industry calls the shots in our communities.

And that’s not the worst of it, this is: we’re playing an ill-advised game of Chicken with the planet’s climate. The stakes for this game—lives and economies and whole ecosystems—are high enough to make the Super Bowl look like Tag.

Okay, deep breath… inhale… exhale…

There’s a powerful argument to be made for anger—an argument I know a little too well—but there is an even more powerful argument for optimism. And there are two big reasons why I think so.

The first reason is pictured here. Thank goodness for family. That’s my kid, Samuel (the greatest two-year-old in world history), my cat, Spike (a former...
stray who’s depicted in a neighborhood mural), and my wife, Jill (whose virtues cannot be contained by parentheses).

Sightline is the other reason. I have the great good fortune of playing for a team that doesn’t care much where oddsmakers put the chances for sustainability. Too much of the time, we live in a sort of Flat Earth politics, where we mistake the edge of what we can see for the edge of the world. Sightline is about taking the long view. One that remembers the most important transformations in history looked impossible until—gradually or suddenly—they happened.

For now, while Samuel is learning the alphabet and how to toss a baseball, it’s my responsibility to help safeguard the world he inherits. The truth is, I don’t worry overly much about Sam. He’s a privileged, flourishing kid and I expect he’ll grow up to be like me—able to take care of himself with one hand tied behind his back. I worry a lot more about the kids who don’t have his advantages. And I worry that the glaciers I’ve known in the North Cascades and the trout streams I’ve known in Idaho won’t be there for his kids, and maybe not even for him.

So it’s my job to continue to develop ideas that help push the boundaries of political reality—because the solutions we need lie somewhat beyond the horizon of what seems possible now.

Plus, there’s another powerful reason for optimism—and it’s not because Sightline has a better pitching staff than the Mariners (although that’s probably debatable). It’s that our fans—all of you—arent’ with us to be entertained; you’re with us to make lasting, positive change. There’s no telling in advance if we have a winning formula, but it’s a team I’m willing to take a bet on.

“Sightline’s research is a refreshing, thorough exploration of issues that shape my quality of life, but go much deeper into how we, as a society, treat one another and the resources available to us.”

Susie Philpsen, ICLEI USA & SIGHTLINE DONOR
Statement of Financial Position
December 31, 2010

**ASSETS**

<table>
<thead>
<tr>
<th>Asset</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and investments</td>
<td>$1,101,720</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>4,872</td>
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<tr>
<td>Donations and grants receivable</td>
<td>585,226</td>
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<tr>
<td>Other assets</td>
<td>72,549</td>
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<tr>
<td><strong>Total assets</strong></td>
<td><strong>$1,764,367</strong></td>
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**LIABILITIES AND NET ASSETS**

<table>
<thead>
<tr>
<th>Liability</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$106,282</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td><strong>106,282</strong></td>
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<tr>
<td><strong>Net assets</strong></td>
<td></td>
</tr>
<tr>
<td>Unrestricted</td>
<td>1,171,658</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>486,427</td>
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<tr>
<td><strong>Total net assets</strong></td>
<td><strong>1,658,085</strong></td>
</tr>
<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td><strong>$1,764,367</strong></td>
</tr>
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</table>

**Statement of Activities**
For the Year Ended December 31, 2010

**REVENUE**

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<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Grants</td>
<td>$417,500</td>
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<tr>
<td>Contributions</td>
<td>470,490</td>
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<tr>
<td>Publication sales and fees for service</td>
<td>58,986</td>
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<tr>
<td>Investment income</td>
<td>12,675</td>
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<tr>
<td><strong>Total revenue</strong></td>
<td><strong>959,651</strong></td>
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</table>

**EXPENSES**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Programs</td>
<td>1,021,340</td>
</tr>
<tr>
<td>Fundraising</td>
<td>194,666</td>
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<tr>
<td>Management and general</td>
<td>51,575</td>
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<tr>
<td><strong>Total expenses</strong></td>
<td><strong>1,267,581</strong></td>
</tr>
<tr>
<td>Change in net assets</td>
<td>(307,930)</td>
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<tr>
<td>Net assets, beginning of year</td>
<td>1,966,015</td>
</tr>
<tr>
<td><strong>Net assets, end of year</strong></td>
<td><strong>$1,658,085</strong></td>
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</tbody>
</table>

**Change in Cash and Investments**
For the Year Ended December 31, 2010

<table>
<thead>
<tr>
<th>Change</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net change in cash and investments</td>
<td>($11,768)</td>
</tr>
<tr>
<td>Cash and investments, beginning of year</td>
<td>1,113,488</td>
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<tr>
<td><strong>Cash and investments, end of year</strong></td>
<td><strong>$1,101,720</strong></td>
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</table>

Peterson Sullivan LLP audited Sightline Institute’s 2010 financial statements and concluded that they are materially presented in accordance with generally accepted accounting principles.
Smart solutions for a sustainable Northwest