

ORGANIZATIONAL BASICS

- What does your organization do? *(200 word limit)*

350.org is building a global grassroots movement to solve the climate crisis. Our online campaigns, grassroots organizing, and mass public actions are led from the bottom up by thousands of volunteer organizers in over 188 countries.

350 means climate safety. To preserve our planet, scientists tell us we must reduce the amount of CO₂ in the atmosphere from its current level of 392 parts per million to below 350 ppm. But 350 is more than a number—it's a symbol of where we need to head as a planet.

In 2011, we are building people power in every corner of the planet. With a huge mobilization planned for September and a series of bold campaigns in strategic countries around the world, we've got big plans. With the help of millions of people, we'll create a wave of hard-hitting climate activism all over the world that can lead to real, lasting, large-scale change.

- When was it established?

December 2008

- Where is it located?

Online and around the world, with lead US offices in Washington, DC and Oakland, CA.

- Please provide a succinct history of the organization. *(200 word limit)*

In 2008, environmental writer Bill McKibben and a team of seven college friends got together to try and launch a global campaign to solve the climate crisis. Since then, 350.org, has grown exponentially. In 2009, the first 350 International Day of Climate Action united more than 5,200 events in over 180 countries to promote the goal of reducing the level of CO₂ in the atmosphere below 350 parts per million.

All of that work made a difference. At the UN Climate Talks in Copenhagen, 112 countries signed onto the 350 target for the first time. But it wasn't enough: big emitting countries still refused to sign a global deal. And so, in 2010, 350.org worked to build even more of a movement around the world, focusing on strengthening community groups to implement local climate solutions. That work culminated in the 10/10/10 Global Work Party, a day of practical carbon-cutting solutions. The day brought together over 7,200 events in 188 countries. A few months later, 350.org followed up the actions by coordinating a climate art project so large it had to be photographed from a satellite in outer space.

In 2011, 350.org will work to expand this movement in the US and around the world.

THEORY OF CHANGE

- What is the organization's theory of change? *(200 word limit)*

At 350.org, we believe that solving the climate crisis requires more than solar power and wind power, it requires people power. By building a massive, diverse, and creative grassroots

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movement across the planet, we can implement climate solutions from the bottom up and pressure our political leaders to deliver change from the top down.

Just as harnessing the power of the sun requires some new technology, mobilizing a global citizens movement will take new tools, as well. At 350.org, we aim to be on the cutting edge of internet organizing, finding new ways to use the web to coordinate projects in 180 countries around the world.

More than ever, the internet allows us to create an "open-source" movement that is led by the bottom up, empowering everyday people to be leaders in their own communities.

Finally, we believe strongly in the importance of art and creativity in creating cultural and political change. We aim to engage both the left and right sides of the brain, working with both bar graphs and a poetry.

By building this people powered movement, we can create the sea change necessary to solve the climate crisis.

- How might a grant from the One Percent Foundation to this organization be used? (200 word limit)

Please note: our grants are unrestricted, meaning that you may use them for whatever program expense your organization selects. We are asking this question to give our Partners a sense of what it will go for—it helps us to understand your work and to connect with what you're doing.

This year, 350.org greatly expanded our work by merging with a leading US grassroots climate campaign, 1Sky. The merger allows us to put into place a talented field team in the US to lead major mobilizations and campaigns, while freeing up resources to empower a new Global Campaigns Team to continue our work around the world.

As a new organization with ambitious plans, 350.org is constantly working to raise and deploy more resources in to the field. A grant from the One Percent Foundation would either go towards helping pay the salaries for more talented field organizers who can work with our on-the-ground volunteers to build a climate movement from the bottom-up. Or, it would go towards supporting 350.org's creative online campaigns that bring tens of thousands of new people into our growing movement. For example, last fall we spent around \$5,000 to lead a campaign to push President Obama to install solar panels on the White House. The campaign was not only a success -- the Administration announced it will be installing a new set of panels this Spring -- but it also attracted over 40,000 new supporters to 350.org.

The One Percent Foundation's support for this ongoing creative work would be greatly appreciated.

- How does your organization's theory of change and work relate to the One Percent Foundation's core values? (200 word limit)

Please refer [here](#) for a description of our core values.

Engagement is a core value at 350.org, where our success depends entirely on the engagement

of thousands of volunteers who work with us to connect their community organizing to a global movement.

350.org is also a global and diverse community. The photos from our days of action help show people around the world that they are not alone in their fight for a sustainable future.

Respecting our supporters also comes from our belief that everyone has a responsibility to create change. A few non-profits and governments aren't going to solve the climate crisis, it will take all of us taking responsibility for the practical and political steps we need to take together.

Respect flows throughout our organization, but is most visibly displayed in our organizing. Whether our supporters are in the townships outside Johannesburg or the wealthiest neighborhoods of Connecticut, we respect each of their abilities to create change and involve them deeply in our work.

Finally, 350.org also has a commitment to the long haul: after all, lowering the level of CO2 in the atmosphere back to 350 ppm may take until the end of the century.

FINANCIALS AND STAFF

When returning the profile, please attach your organization's two most recent 990s.

- What is the most recent IRS 990 filing year? 2010
 - Total revenues? \$1,480,130
 - Total expenditures? \$2,276,114
- What was the year-end balance as of December 31st, 2010? \$1,397,966
- If the organization had a year-end surplus or deficit greater than \$30,000: What is the reason for the surplus or deficit?

Strategic planning in every year to adjust to longer-term goal setting (beyond the domestic legislative landscape) and in reflection of the economic downtown of 2009. We anticipated a slow down in fundraising revenue and scaled our budget accordingly to create carryover from FY09 to FY10.

- What was the amount spent on salaries, benefits, and payroll taxes? \$837,864
- What was the highest paid employee (title and salary)? Campaign Director, \$103,000
- How many people staff the organization?
 - Full-time? 12
 - Part-time? 1

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- Is there any other information you think is relevant to understanding the organization's budget or financial situation?

The recent merger of 350.org with the nonprofit 1sky has expanded our budget and opportunities to effectively use additional funding support. We look forward to using the new and improved 350.org to put new support to use.

- If a specific program is nominated: what is the total budget for the program?. How many people staff this program?

ADDITIONAL INFORMATION

- Are there any volunteer opportunities with the organization for OPF members?

The best way for OPF members to volunteer with 350.org is to organize their local community with us for ongoing campaigns and days of action. Opportunities for engagement are highlighted on the homepage of www.350.org.

- Has the organization received any significant awards? (*Limit to 3 awards*)
- Has the organization received any significant press? Where? (*Limit to 3 press mentions*)
New York Times: <http://green.blogs.nytimes.com/2010/03/26/qa-bill-mckibben-on-co2-and-cancun/>

PRI's The World (Radio): <http://www.theworld.org/2010/11/environmental-art-in-iceland/>

CNN (Video): <http://www.cnn.com/video/?/video/world/2009/10/24/levs.350.signs.cnn>