



Got Green's Annual Organizing Report 2012: *The Year of Emerging Leaders*

EMERGING LEADERSHIP: Paving the way for communities of color to lead

Dear Got Green Supporter,

One of our volunteer writers asked Vernon Hill a pivotal question in community organizing – “Why, when it’s so easy to hang back, have you stepped forward to lead?”

“I do it because I want to come forth myself and speak up for what’s right,” Vernon told us. “But I really do it so that others feel they can come forth too.”

Vernon Hill, grassroots leader in Got Green’s South Seattle Jobs Committee, hit the nail on the head. His real reason for leading isn’t because he wants to put himself out in front of his community; it’s because he wants to pave the way for more people in his community to lead.

Tammy Nguyen, founder and organizer of our Women in the Green Economy Project/ Food Access Team often frames the alternative to community organizing and leading as “getting left behind.” In describing her evolution from single teen parent to community leader, she says simply, “I did not want my family, neighbors and communities to be left behind again. I wanted us on the front end of this movement for a new, green economy. Not sitting on the side of the freeway watching it pass us by.”

The theme of our 2012 Got Green Organizing Report is “Emerging Leadership.” Throughout these pages we have shared the voices and perspectives of several Got Green “emerging” leaders. We have tried to give you a sense of how we build and promote leadership – at all levels of our organization.

Read the story of our Food Access Team members who travelled to the state capitol on behalf of the 40,000 other low-income families who stood to lose healthy, local produce. Learn about our South Seattle Jobs Committee members who dared to “speak truth to power” when they learned no local residents were gaining employment rebuilding the Rainier Beach Community Center. And hear how Got Green’s Board of Directors and our innovative Green-A-Thon fundraising event are helping take our small, grassroots group from start-up to sustainability.

Our new Lead Organizer, Jill Mangaliman, reminds us that, “we all have our part.” If we are to win more victories for economic and racial justice – while keeping our sights set on building structures to sustain both our natural and our human environment – it will require many more of us to step out of our comfort zones, to do our part, to lead. We will be required to assume new roles, to learn new skills, to speak up when we are used to stepping back, and to step back when we are used to speaking up.

Thank you for supporting all of the emerging leaders at Got Green and in our communities of color more broadly. Thank you for doing your part. Thank you for being a leader and paving the way for others to lead.

Sincerely,



Inye Wokoma, Board Chair and Michael Woo, Director

2012 HIGHLIGHTS

VICTORY IN OLYMPIA! WON FOOD ACCESS POLICY AND ROLLED OUT NEW MEDIA TOOLS

JANUARY - MARCH

- South Seattle Jobs Committee picketed Rainier Beach Community Center construction site.
- The Women in the Green Economy Project/Food Access Team collected 250 petitions to save the Farmers Market Nutrition Program from state budget cuts and delivered petitions to legislators in Olympia.
- Organizer Tammy Nguyen wins the “Unsung Hero Award” from the Rainier Beach Community Empowerment Coalition.
- VICTORY! Washington State Legislature passed a budget that restored the state-wide Farmers Market Nutrition Program for 40,000 low income families.
- South Seattle Jobs Committee collected 250 petitions calling for local hiring on the Rainier Beach Community Center construction site.
- Earth Day Shout Out! Event mobilized 80 people to make video testimonials for use on Got Green’s website.

HELD MAYOR ACCOUNTABLE FOR LOCAL CONSTRUCTION JOBS, SURVEYED SKYWAY RESIDENTS ABOUT FOOD DESERT

APRIL - JUNE

- South Seattle Jobs Committee members spoke out at the Mayor’s Rainier Beach Town Hall and presented local hire petitions.
- Launched Skyway Food Desert campaign with door-to-door surveying in this racially diverse SE Seattle neighborhood.
- Victory! Hosted Seattle Mayor Mike McGinn at the Southside Commons and won his support for local hiring.
- Victory! Construction Jobs Equity Coalition and Got Green won seats at the table negotiating for jobs on city funded construction projects.
- Held Food Desert Education Session for members of Got Green and Skyway Solutions.
- Skyway survey showed that 2/3’s of Skyway residents saw the lack of local grocery store as a “very important” issue for their community.
- Board of Directors Retreat launched plan to develop and fund a new program in 2013: The Young Workers in the Green Economy Project.

FOOD ACCESS TEAM WINS SECOND VICTORY WITH FRESH BUCKS PILOT, RETREAT PROMOTES GRASSROOTS LEADERSHIP

JULY - SEPTEMBER

- Hosted a Skyway community roundtable on the food desert issue attended by 20 people.
- Negotiations began on the Elliot Bay Seawall Project. Got Green member Vernon Hill represented unemployed workers.
- VICTORY! City of Seattle’s Fresh Bucks program responds to Women in Green Economy recommendation.
- 15 Got Greener’s presented the Mayor with thank you card and asked for Fresh Bucks to become a permanent, year round program.
- 25 Got Green board, leaders and staff gathered for a leadership and values retreat.
- Retreat solidified plan to develop workers of color, young adults, low income women, and LGBTQ residents of color as leaders in Got Green.

INAUGURAL GREEN-A-THON EVENT MEETS ALL GOALS, LOCAL HIRE ORDINANCE CAMPAIGN PLANNED FOR 2013

OCTOBER - DECEMBER

- VICTORY! Green-A-Thon mobilized 60 volunteers; recruited 250 new donors; raised \$21,000; distributed 1,800 free energy saving light bulbs.
- VICTORY! Grocery Outlet announced plans to open a Skyway store in 2013 — eliminating Skyway’s “food desert” status.
- CJEC partners debriefed Seawall Project negotiations and voted to move forward on a city-wide “targeted local hire” ordinance.
- Community members attended first training of the Targeted Local Hire Speakers’ Bureau.
- Food Access Team celebrated with Strong Families Northwest and reflected on the organizing, planning and political skills they gained through this partnership.



Women in the Green Economy/Food Access Team's organizing puts fresh, local produce back on low income families' tables.

By Elaine Agoot



**10
Mighty
Women**

**saved farmers market bucks
for 40,000 low income families**

The Healthy Food Access Team made great progress in 2012. Last year was the mark of empowerment and emerging leaders. In the pursuit of food justice, for low income women and women of color, the Team took to the steps of the State legislature and embarked on a mission to save the Farmers Market Nutrition Program (FMNP). They also started a dialogue in the community of Skyway around the issue of "food deserts," and created a name for themselves in the community as the go-to organization for food justice.

Many of the team members had never organized in their communities before. But with determination and a little help from some friends, they sent a message that the women of the Healthy Food Access Team are a force to be reckoned with. Over the course of 2012 they changed the narrative of their story, from

demanding what IS right, to demanding the right to be at the table.

In November 2011, the Team led a very successful action at Chase bank that asked the bank to give 10% of their Washington State EBT card contract to save the FMNP. 2012 continued that work with a fight to keep the program in the State's budget.

The FMNP provides \$20 to low-income families that are already in the Women, Infants & Children (WIC) program and \$40 to those in the Senior Farmers Market Nutritional program, to buy fresh produce from farmers at their local farmers market. The program has an administrative annual budget of \$100,000. Without the administrative budget, the state would be losing over \$900,000 in federal food dollars and in the words of Violet Lavatai, one of

Got Green's emerging leaders highlighted in this Annual Report, "That's just bad math!" The Team recognized that this cut would affect 40,000 families' ability to put food on their table and would affect the livelihood of local farmers.

Knowing the stakes, the women dove into the legislative process head on, determined to save the FMNP. For most, this was their first time at the Capitol Campus. They found allies that helped them navigate the legislative process, such as the Faith Action Network and Washington State Farmers Association.

During their trips to Olympia, the team hand delivered 350-signed petitions. On February 22, 2012 their hard work paid off. They received word that the FMNP was in the budget, fully funded.



Violet Lavatai: 'Putting my community first'

Inspirational. Heartfelt. Passionate. Giving. Caring. Compassionate. Selfless.

These are words that I use to describe Violet and her story, which I was fortunate to hear on a rainy afternoon, over coffee and donuts at King's Donut Shop off Rainier.

Violet, Healthy Food Access Team member, seemingly overnight, became one of Got Green's most vocal emerging leaders. "It changed everything, that survey. My life did a 180." As someone who met Violet during the summer of last year, I can attest to her tremendous growth and contributions to Got Green.

Violet came to Got Green through the Women In the Green Economy Project. She lost her job running gas stations and, like many others, was forced to live with family. Violet and her son Russell moved from Des Moines to Seattle to rent a room in her sister's house. While shopping at a local grocery store, a Got Green interviewer approached her. Violet remembers, "She said, 'Let me buy you a cup of coffee.' See, that works. She asked me questions about myself and what was important."

At first, Violet wasn't sure what to make of Got Green, but after attending a few meetings, her perceptions began to change. "I always thought about my family but not my community...I started to think less of myself." Within the past year, Violet went from someone who didn't have any public speaking experience, to approaching legislators at the state's capitol. Last year she also empowered 36 women, who had never voted, to participate in the 2012 elections.

Violet not only made an impact on her community by protesting low wages and poor working conditions, but also her family and friends, who questioned why she does this kind of work. She tells me how her niece, who is not known to be very vocal, was involved in a rally at the SeaTac Airport, where she works. With the support of Violet, her niece found the strength to be one of the few workers to vocalize their wish for change.

What's next for Violet? For those that don't know, Violet is an amazing singer. Last year, at the Green-A-Thon event, she and Ben Henry, fellow Got Green member, wowed the crowd, touching the hearts of folks as they prepared to hit the streets of Skyway. After she began organizing, her singing took a backseat, but now she has two songs in the making. "The thing that I can bring into organizing, my singing abilities..that's what I love, love, love doing. I can combine it. I can do both."

Got Green is changing Violet. Violet is changing Got Green. Violet is Got Green. She IS the voice of her community.



Next, the women took their passion to the Skyway community, organizing around access to healthy foods. Skyway was an FDA designated “food desert” because there were no easily accessible grocery stores. In an effort to understand how residents were impacted, the Team went door-to-door asking whether access to healthy food was an issue. The result was the majority (60%) of 225 people surveyed said the issue was “critical” or “very important.” Of those surveyed, the majority were people of color (79%) and considered themselves “low-income” (56%), reflecting the true demographic of Skyway.

With results in hand, the Team started a community dialogue. They began by leading an educational discussion with 15 grassroots leaders. They also followed up with people they surveyed, strengthening their ties to the community and building more leaders. Later in the year, there was an announcement that

a Grocery Outlet was coming to Skyway. A true victory for the community of Skyway and the Team!

Another success came in August as the City of Seattle announced that people who use the Supplemental Nutritional Program (SNAP)/ Food Stamps would receive more dollars in the food budget with Fresh Bucks, which are credits that can be used at any of the seven farmers markets. Thanks to Got Green’s report, which informed the community and media about “double up bucks” giving more healthy food dollars to the people, the city adopted a similar model and due to its success, was extended.

With the successes of 2012 as testimony, it’s no surprise that these women accomplish great things when they put their mind to it! They are currently working on making the Fresh Bucks Program a permanent one. We expect exciting results from their hard work in 2013.

Elaine Agoot is a Taurus who enjoys being outdoors and exploring the PNW. She has been involved with Got Green since 2009 and is a member of Pin@y Sa Seattle.

SOUTH SEATTLE JOBS



South Seattle Jobs Committee and Construction Jobs Equity Coalition: city development needs to create jobs for our community

By Tori Loe and Kristyn Joy

"Our power is greatest when the debate about jobs is happening in the public eye."

– Michael Woo, Organizer and Got Green Director

Wielding signs that read, "If you work here, hire here," "What, no local hire?" and "Do the right thing, hire locally," members of Got Green's South Seattle Jobs Committee picketed the Rainier Beach Community Center last January to call attention to a large problem in Seattle. Despite publicity about equity in contracting, the City of Seattle's contracts had no provisions to employ or train local residents on public works jobs. In response, the grassroots members of the South Seattle Jobs Committee went to the streets, picketing job sites and collecting petitions, while Got Green's Director Michael Woo began to organize a new formation – the Construction Jobs Equity Coalition (CJEC).

Comprised of more than 20 agencies and organizations representing Southeast Seattle communities of color, CJEC studied how other U.S. cities address the issue of local hiring on public works projects. They found precedent in San Francisco and Cleveland, where community organizing led city leaders to adopt targeted local hire ordinances to ensure that local infrastructure dollars result in local jobs.

During the April Rainier Beach Town Hall meeting, a dozen members of the South Seattle Jobs Committee presented Seattle Mayor, Mike McGinn,

with 250 petition signatures calling for local hiring on the Rainier Beach Community Center. CJEC then invited the mayor to the 'hood' to discuss the issue.

On May 15, 2012, Mayor McGinn and staff in the City's contracting department met with a crowd of 50 CJEC members, Got Greens and students in SVI's Pre-Apprenticeship Construction Trades training class. In response to all of Got Green's and CJEC's demands for equitable hiring and a voice in the process, the Mayor answered "yes."

In addition, the City set a table for CJEC, building trades union leaders, and minority contractors to negotiate over jobs on the Elliot Bay Seawall. Got Green grassroots leader and unemployed worker, Vernon Hill, served as a member of the 3-person community negotiating team. Unfortunately, CJEC's high hopes were quickly stifled as the city dictated the size and composition of the community seats at the bargaining table and imposed a set of "ground rules" that included a gag order on discussing the content of negotiations with our community.

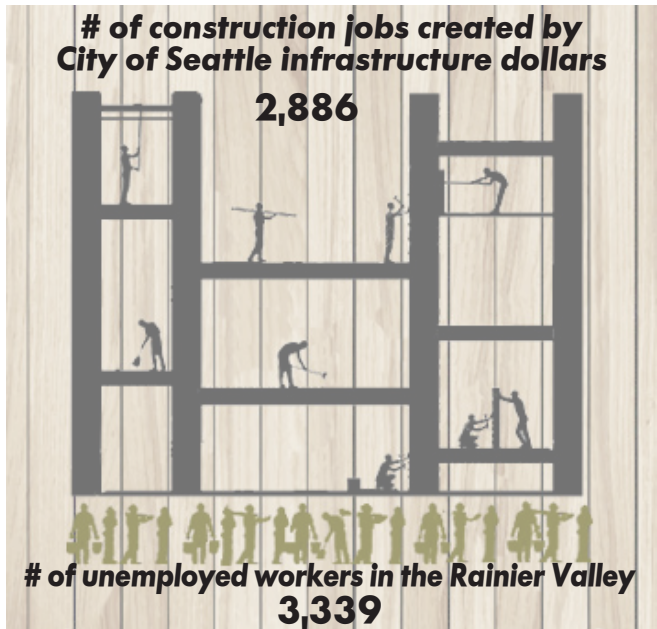
"Our take away from the Seawall negotiations was that our community is strongest when we can have the debate about jobs out in the open, in a public arena, not behind closed doors," said veteran organizer Michael Woo. "From that point forward Got Green held fast to the notion that a city-wide ordinance for Targeted Local Hire was the only way to go."



Got Green and our South Seattle Jobs Committee regrouped in the fall to begin planning the 2013 Targeted Local Hire campaign. “We were concerned that our community wouldn’t know the meaning of Targeted Local Hire,” said Jobs Committee member John Jones. “We knew we had to break down the concept so our communities would know this was about them.”

In November and December, more than 20 Southeast Seattle residents and workers of color attended Got Green Speakers’ Bureau trainings to learn about educating their communities and build a base of folks ready to take action. They spoke to high school students, re-entry program participants, job training participants, and faith-based organizations. Wherever they spoke, they collected petitions for Targeted Local Hire.

“We have spent the past year building our coalition, as well as our grassroots leadership. I believe that members of our community are ready to go out and talk about the issue of unemployment and present targeted local hire as a solution,” said Michael. “I’ve spent the past 40 years in this fight for equity and opportunity in the construction industry. Project-by-project, negotiations for jobs are both time consuming and often don’t yield results. A Targeted Local Hire ordinance would offer a broader, sweeping solution. It’s a solution I, and many in my community, have been waiting for. The time is NOW!”



Tori Loe, Got Green Board Member, is a member of the Coalition of Anti-Racist Whites, a graduate of the UW School of Social Work and an organizer with SEIU Local 925.

Kristyn Joy is Got Green’s Operations Director. She has worked “behind the scenes” for racial and economic justice through community organizing since 1988.

emerging leader profile



Vernon Hill: 'Helping others step forth'

Vernon Hill, a Got Green grassroots leader, enjoys working with his hands. He has worked in construction, maintenance, and aerospace industries, and has his AA in Construction Management. This past year, Vernon combined his construction work experience with his deep commitment to community and racial justice. He has since been a strong community voice for fairness in community hiring on construction jobs.

Vernon emerged as a leader after being invited to sit as a founding member on the South Seattle Jobs Committee. The committee grappled with how to increase employment for many in their communities.

"I'm helping to create a strategy to increase community awareness...citizens should be aware of how their tax dollars are being used and have a say in it. As a Black male, I am really concerned about the racism affecting the opportunities for jobs in the construction industry and how that impacts the South Seattle community. I want to help others like me get training and employed in construction," stated Vernon.

Over the course of 2012, Vernon and his committee members developed a multi-level strategy. They moved from getting one member a local construction job, to demanding and receiving a public response from the Mayor when a major neighborhood

project included no local hiring. Finally, Vernon served as the community voice in a high-stakes negotiation with the City of Seattle and local building trades unions for community local hire on a major construction project downtown.

Vernon's tenacity and commitment to building up the capacity of others sets him apart as an emerging leader.

As the South Seattle Jobs Committee embarks on an ambitious campaign to win a city-wide local hiring policy, Vernon will continue to be a critical leader and trainer for others just joining the movement.

"I strive for consistency as a leader in Got Green and in my community. When I say I'm going to be there, I show up and I'm willing to do the work. I do it because I want to come forth myself and speak up for what's right. But I really do it so that others feel they can come forth too... I want to show others in my community how they can be leaders and use their voice and act for positive change. Since joining the South Seattle Jobs Committee I have been able to do that on my own, and have been representing my community at the negotiation table with the city. I was really able to elevate my voice and the voices of others like me through this process."

LEADERSHIP DEVELOPMENT

From Start-Up to Sustainability: Got Green's Grassroots Leadership Development Philosophy Empowers from the Ground-Up

By Ben Henry

Social change doesn't happen overnight. All movements take time to mature. Civil rights took lifetimes, and change is still ongoing.

From an organizational development perspective, Got Green is no different. What started as a seed of an idea — that communities with the least ability to pay should be the first to gain access to jobs and energy efficiencies that come with the Green Economy — has turned into a budding community movement. But it takes both organizational capacity and community desire to turn a movement into tangible change.

This maturation is central to Got Green's fundamental philosophy: Change in our communities come from within, from the bottom-up; by the people, for the people. That means nurturing young people who come up through the communities, for they bring a clear understanding of the community's needs and perspectives, while personifying Got Green's change-from-within theory.

When institutions make it difficult for low-income individuals to succeed, we find common threads among the stories of our young leaders. Their stories of perseverance offer inspiration. Two members of Got Green's Board of Directors provide excellent examples of Got Green's empowerment philosophy in practice: Sintayehu Tekle and Khalil Panni. We share their stories here.

"Where Got Green fits into the spectrum, it plays a role in uplifting the community, giving a voice to people who never thought they had one," Khalil said. "Got Green gives that chance for people to play that role for making a difference. The best way to describe it is it's a medium and vehicle you can use to communicate our thoughts of what the community is. And if people share those opinions, they join us and help us make a difference."



Khalil Panni: 'It Just Feels Good to Make a Difference'

Family is the bedrock of our society, the fabric upon which our society is formed. As the proverb goes, it takes a village to raise a child. Khalil Panni grew up with a strong extended family that shaped his sense of community. A Seattle native, the current member of the Board of Directors struggled to maintain a firm foundation from which he could pursue his hopes and dreams. He grew up admiring a heroic mother who always managed to be the rock he so desperately needed. When he was 22 years old, he connected with Got Green and found a community that reflected his values.

In 2010 Khalil had been working as an audio engineer at KBCS when he met Got Green Director Michael Woo during a live interview. "I checked them out and liked what I heard, talking about green jobs," Khalil said. "I was invited to a rally and tried to pursue it as a news story at first. But I liked what these guys were about."

All of this occurred after years of struggling through school. Khalil found the village he was looking for when he connected with Got Green. As a

volunteer, and eventually a member of the Board of Directors, he says his Got Green family grounded him. "I don't know where I would have been if I hadn't kept myself busy with the volunteer work I was doing with them, and just getting involved," he said. "That was kind of my therapy."

He was attracted to the "very real problems" Got Green spoke of, from unemployment to access to health care. But at the time, Khalil was working and in school, and "didn't think these things applied to me," he said of Got Green's issue areas. But with the downturn of the economy, things changed. "Only when I lost my job and seeing how certain things in the system are broken, did I realize the work that we are doing here is real."

Khalil says what makes Got Green special is that they try to do something about inequities. "They try to be the voice that not too many people have," he said. "That's why I stay with Got Green; it just feels good to make a difference. Each one of us is trying to live with purpose in our own way. I'm just trying to do the same."

emerging
leader
profile



Sintayehu Tekle, 'Refusing to Be a Statistic'

For Sintayehu Tekle, Got Green represents one simple thing: Hope.

Sintayehu's is a classic story of overcoming a negative environment, language barriers, and the influence of gangs to build a future - not only for himself, but for his community. He went from being an unemployed immigrant from a third world country to sitting on the Board of Directors, as a community activist with a budding professional career as an apprentice electrician.

"I didn't have a license, a job, a career, my own place," he said of his life prior to becoming involved with Got Green. "I easily could have become a statistic. The system is set up against our communities, and I fell victim to that system. I never thought I'd be in this position - it's a blessing to be here."

Sintayehu, who moved to Seattle from Ethiopia 22 years ago, first connected with Got Green as a volunteer installing energy-efficient light bulbs and spreading the word about the green economy. It was then that a light bulb of his own went off. He realized that through Got Green, he could make a real impact reaching Seattle's communities of color, who, he says, were getting left behind in the Green Movement.

"The leaders at Got Green helped me become one who gives back to the community and makes sure that other leaders are coming forward so they know that the issues they're dealing with can be solved," he said.

As chair of Got Green's Young Workers in the Green Economy Steering Committee, Sintayehu is particularly focused on lifting up his community's emerging leaders.

"The youth in our communities have to believe in themselves and change will come," he said. "But if you want something, you have to change it for yourself. Sitting on Boards, protesting, rallying ... you need to do the footwork to meet basic needs. You can't wait for something to change and develop for you. That's part of the leadership that I gained from Got Green from the beginning; I have to take action. I can't just sit back and complain. You can make things happen, you can make your life better than the situation you're presented with."

Got Green opened a path for Sintayehu to build his own sustainable career - one that makes Seattle a greener place.

"If it's gangs, drugs, jobs, language barriers, transportation ... to actually fix those things, we need to come to the table and talk about it. Got Green talks about healthy living, standing up for your own actions, speaking out for your community. **People don't know that things can be changed. I'm here to tell you that they can.**"

emerging
leader
profile

GREEN-A-THON



Inaugural Green-A-Thon Exceeds Goals While Leaving Participants Saying, "Brilliant!"

By Julio Sanchez

The Green-A-Thon started as a way to diversify our funding, to make it more sustainable and independent. We wanted to spend less time writing grants and fundraising, more time doing the work on the ground and building the movement," explained Jill Mangaliman, Got Green Board member and Green-A-Thon team captain.

Traditional funding sources like foundation grants and government contracts are becoming scarce and require a considerable amount of time and resources. This is a heavy load for a small organization with an ambitious mission and community organizing strategy.

Got Green Operations Director, Kristyn Joy, helped develop the Seattle Young People's Project (SYPP) Bowlathon in the early 1990's. SYPP's Bowlathon provided the model for the Green-A-Thon, "but then we tweaked it to make our event further Got Green's mission and teach community organizing skills at the same time," said Joy.

"We decided to go back to our roots," said Jill. One of Got Green's first actions was the White Center Energy Festival in 2008. "We went door-to-door giving away energy efficient light bulbs and information and talking to the community."

With that vision in mind, the hard, but life-giving work began. Got Green's dedicated board, staff and Green-A-Thon steering committee grew a seed of an idea into

an enormously successful fundraising and organizing event.

The committee recruited captains to form fundraising teams. Teams walked the communities of Rainier Beach and Skyway, distributing energy efficient materials door-to-door while talking about the organization and Got Green's work.

An ad book became a tool to approach small businesses, churches, community organizations and labor unions and offer them the opportunity to support Got Green and get their names out in the community.

October 13th – Green-A-Thon Day – in perfect Seattle style, the weather was overcast, but nothing could dampen the enthusiasm of the teams and the warm reception on the doors.

"This event was brilliant on so many levels," said Claudia Alexandra Paras, "Sage Is the Vest" team member. "First you provided us with tools to fundraise over the internet and through social media – brilliant. Then you trained us in door-to-door conversations – brilliant! Finally, you gave us free light bulbs to give away. How could you go wrong with this strategy? EVERYONE loved it."



Julio Sanchez, a Got Green Board member, helped organize the 2012 Green-A-Thon. He is an organizer with Working Washington helping low wage, immigrant airport workers have a voice.



Jill Mangaliman, 'Stepping Up Her Game'

Jill Mangaliman is a seasoned community organizer who has played several roles in Got Green since leading the door-to-door canvas training for our Switch Project in 2009. A founding steering committee member of the Women in the Green Economy Project/Food Access Team, Jill helped guide the strategy that led to food access victories locally and statewide. Jill's preferred gender pronouns are "them/their" and will be used throughout this article.

"At the beginning of last year, I saw such potential in Got Green. We had so many organizing milestones and I thought, 'if we could do all of this with such a tiny crew, imagine what we could do with more capacity,'" said Jill. "I just decided there was a lot more we could do with an 'all-hands-on-deck' type of fundraising. And it was time to do my part."

In the spring of 2012 Jill joined the LGBTQ Giving Project at the Social Justice Fund Northwest, in part to learn more about face-to-face fundraising. "During the SJF Giving Project we had a lot of discussions about money and why it's so difficult to talk about. We all know we need more dollars for our organizing, and yet for many of us money was attached to stress... When I was growing up my family was just trying to make it, it was about survival. Money used to feel like something I just couldn't access."

Both the Green-A-Thon and the SJF Giving Project helped Jill shift their thinking: "I now see fundraising as relationship building and building a movement. Some people can't be on the ground; some people can't give their time. Donating is a way for them to contribute. I'm no longer intimidated to ask people for money. It's just another way to give them a chance to get involved. Fundraising is a part of organizing – we have to stop treating it as something separate."

In April, 2013 Jill will be joining Got Green's staff as our Lead Organizer. ***Jill is a powerful example of how our social justice movement can continually challenge us to take on new roles and learn new skills.*** "Becoming involved with Got Green has given me a place where I can step up my game and see myself as a leader," Jill reflected. "It's given me the space to grow. Whether organizing or fundraising, I am reminded that we all have our part."

emerging
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profile

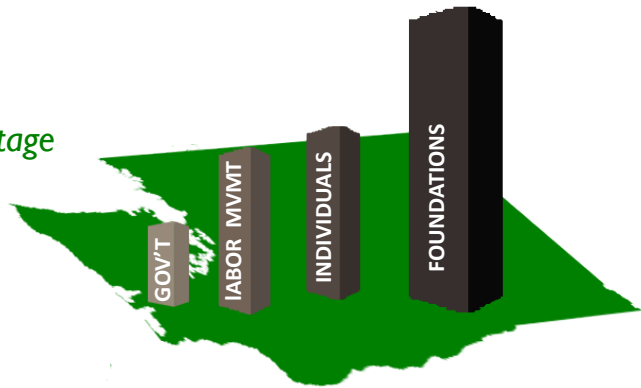
GOT GREEN 2012 FINANCIAL REPORT

INCOME SOURCES

Source	Amount
Government	\$10,300.00
Labor movement	\$34,000.00
Individuals	\$47,800.00
Foundations	\$138,000.00
TOTAL	\$230,100.00

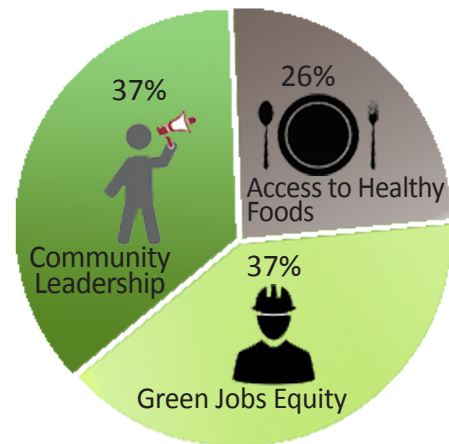
Percentage

Government	4%
Labor movement	15%
Individuals	21%
Foundations	60%



EXPENSE BY PROGRAM

Program	Amount	Percentage
Green Jobs Equity	\$76,600.00	37%
Access to Health Foods	\$55,400.00	26%
Community Leadership	\$77,400.00	37%
TOTAL	\$209,400.00	



GOT GREEN SUPPORT BASE



GROWING A GRASSROOTS DONOR BASE

Year	Amount	# of Donors
2010	\$5,000.00	28
2011	\$16,000.00	22
2012	\$47,800.00	277

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Got Green is a grassroots organizing group – led by people of color, and based in Southeast Seattle – that works to ensure that the benefits of the green movement and green economy – green jobs, access to healthy food, energy efficient and healthy homes, and public transit – reach low income communities of color.

We do this by cultivating leaders - especially 18-35 year olds - to educate, advocate, organize and build coalitions.

Got Green is fiscally sponsored by the White Center Community Development Association.

