



# SHIFTING THE POLITICS OF CLIMATE CHANGE





# SHIFTING THE POLITICS

LEAGUE OF CONSERVATION VOTERS BIENNIAL REPORT 2013-2014

## OF CLIMATE CHANGE

In the last two years, the environmental movement has made major progress in the fight for climate action. **Thank you for being a part of this important work.**

With your generous investment, we spent nearly **\$70 million** in 2013-2014, a record for LCV. We used this support to help win historic advances from the Obama administration on climate change, including the EPA proposing the **Clean Power Plan**, which will be the first-ever national limits on carbon pollution from U.S. power plants. We successfully defeated relentless attacks on clean air, clean water, and public health from an environmentally-hostile U.S. House of Representatives and made denying climate science an increasingly toxic position for politicians.

Our grassroots work in the states is booming. Since 2013, we have built a powerful **volunteer organizing** infrastructure in seven states and helped mobilize **Latino communities** on climate and clean energy issues. This work is unique to LCV among environmental groups. Our state LCV partners are gaining influence, defending core environmental protections, and winning important policy fights across the country. Our growing **membership**, now 1.2 million, is more engaged than ever in local, state, and national environmental fights.

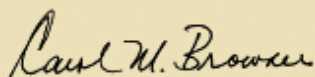
With your partnership, we exceeded our goals for the 2013-2014 election cycle, when LCV and state LCVs invested close to **\$30 million** in federal and state races. Working with our friends at NRDC Action Fund, we also raised or contributed a record \$5.8 million in direct support to candidates through LCV Action Fund's respected **GiveGreen** bundling program. While there were too many disappointing losses, we won 7 of 12 of our federal **Dirty Dozen** races, as well as 7 of 12 of our **Dirty Dozen in the States** campaigns targeting polluter-backed state candidates. We injected climate and energy issues into the campaign discourse and elevated LCV's reputation as a potent political force.

As a result, we are well positioned for the fights ahead. LCV will work tirelessly with the Obama administration to build on the president's strong record on climate change, clean water, and conserving public lands during his final year and a half in office. This includes working with states to implement the historic **Clean Power Plan**—which is the single biggest step our country has ever taken to tackle climate change—advancing clean energy solutions at the state and local levels, and defending against continued congressional attacks on our air, land, and water. We will also increase public pressure on **climate science deniers**, leverage the presidential primary process to make climate and clean energy central issues in 2016, and elect more **environmental champions** who will build on the progress we've already made.

Public support for protecting the environment, and especially for action on climate change, is stronger than ever, and more elected leaders are speaking out on the need to address this escalating crisis. **This is a movement whose time has come.** We must seize this moment together.

Thank you again for your partnership and steadfast investment in this important work.

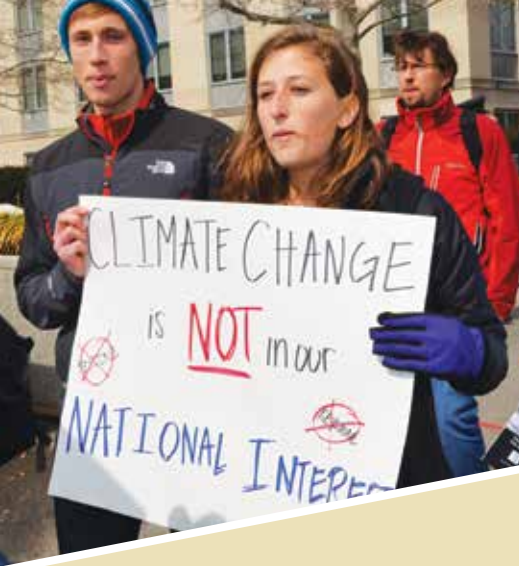
With deep appreciation,



Carol Browner, Chair, Board of Directors



Gene Karpinski, President



# ADVANCING ENVIRONMENTAL POLICIES



LCV WORKED WITH OUR ALLIES AND MORE THAN 25 STATE LCV PARTNERS TO ADVANCE STRONG POLICIES ON CLIMATE CHANGE, CLEAN ENERGY, AND OTHER PRIORITIES. DESPITE A HOSTILE U.S. HOUSE OF REPRESENTATIVES, WE HELPED WIN MAJOR PROGRESS BY THE OBAMA ADMINISTRATION, DEFENDED CORE ENVIRONMENTAL PROTECTIONS THANKS TO THE STAUNCH SUPPORT OF ALLIES IN THE U.S. SENATE, AND WON IMPORTANT POLICY BATTLES IN THE STATES.



## ADMINISTRATIVE ACTION

In 2013-2014, President Obama pursued a bold **Climate Action Plan**, which he first outlined in a speech on a sweltering day in June 2013. The plan has three pillars: reduce the pollution fueling climate change, help prepare communities and ecosystems for a changing climate, and provide international leadership to build toward a global solution.

The centerpiece of this agenda is the **Clean Power Plan** to limit carbon pollution from coal-fired power plants. LCV generated more than **1.2 million public comments** (of 8 million total) supporting these limits, defended them against Congressional attacks, and pushed back against polluters' false doomsday claims in the media. We also worked with state LCVs to demonstrate support among state officials and voters. The Environmental Protection Agency (**EPA**) finalized standards for new and existing power plants in August 2015.

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*“We have seen first-hand how effectively LCV can engage key constituencies to increase the social and political relevance of conservation. More than any other group we’ve worked with, this savvy and committed team knows how to move the levers of power to win on critical issues in Washington, DC and beyond.”*

*—Rose Letwin and Jim Orr, Philanthropists*

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LCV ran a \$250,000 ad campaign highlighting the U.S. Chamber of Commerce and its allies' attempts to stop the EPA's Clean Power Plan with false attacks. Our ad, "Desperate," called out the Chamber for its debunked report on the EPA's safeguards. The ad aired in Atlanta, Denver, Pittsburgh, and Washington, DC.



The president also made an **international commitment** to reduce U.S. carbon pollution by up to 28 percent by 2025, struck a historic agreement with China to reduce carbon pollution, and pledged significant investments for the **Green Climate Fund**, an international fund dedicated to lessening the threats posed by global climate change and advancing clean energy solutions. These actions, along with the EPA's Clean Power Plan, mean that the U.S. is poised to make meaningful progress to confront the climate crisis.

Other major administrative progress includes the **Clean Water Rule** to restore pollution protections to the smaller streams and wetlands that feed into U.S. waterways, and a cross-cutting strategy to reduce **methane pollution**—a dangerous climate "super pollutant"—from the oil and gas sector. The administration has also made major progress in protecting treasured **public lands** as national monuments over the last couple of years. (For more detailed information about public lands, please see the biennial report of our sister organization, LCV Education Fund).

Since 2013, LCV has educated the public and collected over one million comments urging rejection of the dirty **Keystone XL tar sands** pipeline. When the president vetoed legislation by Congress to force approval of the pipeline in early 2015, this was a sign of the environmental movement's growing power. It makes us more confident than ever that President Obama will reject this dirty and dangerous pipeline once and for all.



*President Obama speaking at LCV's Capital Dinner, June 25, 2014.*



The historic Clean Power Plan, proposed by the EPA in June 2014, is the most important step the U.S. has ever taken to address climate change. It requires states to create tailored plans to reduce carbon pollution from power plants by 32 percent by 2030. Two-thirds of Americans support this plan to cut carbon pollution, clean up the air, and boost clean energy across the country.

“The work you do to protect our planet and our country, and dealing with the rapidly growing threat of climate change, is even more urgent and more important than the last time I spoke to you back in 2006 when I was still a senator.”

— President Obama

# ADVANCING ENVIRONMENTAL POLICIES

(CONTINUED)

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*“The League of Conservation Voters is leading the fight to preserve and protect our environment and combat climate change. It is one of the most effective advocacy organizations in the country, due to an active grassroots network that is second to none.”*

*—Senator Jeanne Shaheen (NH)*

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## THE 113TH CONGRESS

Despite 2014 being the hottest year on record, many in Congress did polluters’ bidding, attacking core environmental safeguards and seeking to block climate action. The U.S. House, the most anti-environment in our nation’s history, voted again and again to attack the EPA, undermine sound science, and roll back safeguards for our air, land, and water.

Fortunately, with our allies in Congress, LCV helped ensure that both the U.S. Senate and the Obama administration **blocked the vast majority of these attacks**. LCV continued our strategy of aggressively lobbying decision-makers to uphold protections while mobilizing supporters to put pressure on key legislators. Another bright spot was the growing number of senators and representatives elevating the need to act on climate change and the nearly half-dozen caucuses focused on tackling this challenge.



On March 10, 2014, Senator Brian Schatz (HI) led 30 U.S. senators in Up4Climate, a widely successful all-night session of Senate floor speeches to elevate the need for action on climate change. The event generated significant media coverage and helped cement a growing core of senators committed to climate action. LCV joined the senators in staying up all night to amplify their speeches.

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## STATES AS CLEAN ENERGY LEADERS

In 2013-2014, LCV invested a record \$14.9 million to help state LCVs secure strong policies on carbon pollution, renewable electricity, energy efficiency, and more. State LCVs were essential to leading coalitions and urging lawmakers to stand up to polluters. For example, Conservation Colorado continued to position the state as a clean energy leader by doubling the **Renewable Energy Standards (RES)** for the state's rural electric cooperatives, as well as helping win the nation's first major limits on **methane** emissions in the oil and gas sector. State LCVs in Maine, Michigan, Minnesota, Montana, North Carolina, Texas, and Wisconsin all successfully defeated **polluter-led attacks** on renewable energy standards.

These battles will continue in 2015 and beyond, as state LCVs work to push governors and state legislatures forward on climate action, including implementing the Clean Power Plan. We have already scored some important victories as **Oregon passed a major policy to promote clean fuels** despite opposition from a \$3 million oil industry campaign. Virginia LCV convinced Gov. Terry McAuliffe to procure a \$400 million commitment for solar power from the state's largest utility. And state LCVs in Colorado, Minnesota, Montana, and elsewhere successfully defeated attacks on the Clean Power Plan and other American Legislative Exchange Commission (**ALEC**)-led efforts. Besides winning immediate protections for our environment and health, these victories are building momentum for national action.





# BUILDING A GRASSROOTS MOVEMENT



AS PART OF A LONG-TERM EFFORT TO BUILD POWER FOR OUR MOVEMENT, LCV IS UNDERTAKING SIGNIFICANT EFFORTS TO RECRUIT AND ENGAGE A MORE DIVERSE AND COMMITTED BASE OF ENVIRONMENTAL ACTIVISTS.



## MOBILIZING VOLUNTEERS

In 2013, we launched a program to engage climate volunteers and activists in North Carolina. By early 2015, we had more than **70 organizing staff** on the ground in **seven states**. Organizers worked to mobilize volunteers on climate action in Colorado, Iowa, New Hampshire, Michigan, and North Carolina. In Arizona, Colorado, and New Mexico, we launched programs in Latino communities to bring new voices and leaders into the fight against climate change.

These programs—strongly rooted in the communities they serve and with highly-engaged volunteers—are **unique to LCV**. In each state, we are working with over 20 churches and universities and are recruiting volunteers from diverse racial, ethnic, and religious backgrounds. To date, LCV organizers have trained **13,000 volunteers** who have completed **37,000** volunteer shifts—organizing events, gathering petitions, writing letters to the editor, and generating calls to decision-makers on federal and local issues.



In 2015, LCV will expand our grassroots organizing programs to Nevada and Wisconsin. This work is helping to diversify the environmental movement and, for lawmakers, is shining a light on the breadth and depth of public support for climate action.





“We’re modeling what democracy looks like. Latino voices need to be a part of these conversations.”

— Michael Nazario,  
LCV organizer, Arizona



“LCV’s efforts in grassroots organizing are so important. You’re helping to engage Latinos who want to work on these issues by connecting their energies and passions to meaningful actions.”

—Rep. Ben Ray Luján (NM-3)

## ELEVATING LATINO LEADERSHIP ON CLIMATE

Building on successful 2011 pilot projects, LCV hired a National Director to expand our Latino Outreach Program in 2013. We’ve since become known as an organization committed to strengthening the leadership and voice of Latino communities calling for solutions to climate change.

In 2014, we launched grassroots projects in **Arizona, Colorado, and New Mexico** that activated 2,000 Latino volunteers on clean energy and climate issues, mobilized thousands to speak out to utilities and elected officials, and won a Denver city council proclamation supporting the Clean Power Plan. In 2015, we will expand the program to Las Vegas, Nevada and support a new Latino organizing effort by the Maryland LCV. Today, our Latino program has 20 staff members. More than **100,000 LCV members** (nearly 10%) are Latino; we plan to expand Latino membership to 200,000 by 2016.

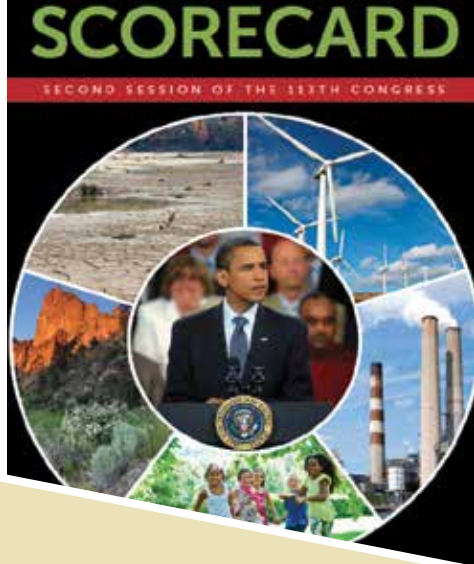
## ENGAGING LCV MEMBERS

LCV has dramatically expanded our membership and recently reached **1.2 million members**. We have also dramatically increased engagement of our members online and in the field, with hundreds of thousands of LCV members speaking out to policymakers on urgent issues. Our goal is to have two million members by 2016.





# HOLDING LEADERS ACCOUNTABLE AND ELEVATING CHAMPIONS



LCV WORKED AT THE GRASSROOTS LEVEL AND THROUGH THE MEDIA TO HOLD ELECTED LEADERS ACCOUNTABLE FOR THEIR RECORDS, AND EDUCATE THE PUBLIC ON THEIR VOTES ON KEY ENVIRONMENTAL ISSUES.



## NATIONAL ENVIRONMENTAL SCORECARD

For more than 40 years, LCV has published our annual *National Environmental Scorecard* to educate constituents on how every member of Congress voted on priority issues. It is the go-to yardstick for the media and the public to **rate the environmental records** of members of Congress. In early 2013, LCV launched a completely overhauled and searchable version of our online *Scorecard*, including all records dating back to 1970, as well as a vote tracking feature.

In 2013 and 2014, we coordinated the national release of the *Scorecard* with a grassroots rollout and events in nearly 20 states. 2013 marked the first time LCV also published a **Spanish-language edition** of the *Scorecard*, along with a fact sheet on the records of members of the Congressional Hispanic Caucus, something we plan to do every year. We continue to make every vote we have ever scored available online at [scorecard.lcv.org](http://scorecard.lcv.org).



In 2014, we teamed up with NRDC Action Fund on a new alliance, **LeadingGreen**, to unite top donors in the environmental community and boost their engagement on climate policy and politics. This growing network helped raise a record-setting \$5.8 million for pro-environment candidates, ensured that elected leaders stood strong on the EPA's plan to cut carbon pollution from power plants, and helped shift the debate on the Keystone XL pipeline. In 2015, we will grow this network into a more powerful force to help secure strong environmental policies, expand the number of champions in Congress, and raise or contribute millions of dollars for environmental champions through our **GiveGreen bundling program**.



“This is about as good as you can do, on a pressure ad, on any subject.”

—Rachel Maddow, MSNBC,  
on LCV’s Climate  
Denier ad campaign



“LCV’s climate champions program gives me—and the many other climate allies in Congress—the platform and support to urge action on climate change, and the ability to reach our constituents with this important message. As the Climate Task Force Chair for the Sustainable Energy and Environment Coalition in the House, this type of engagement helps build support for efforts that curb emissions, stop the root causes of climate change, and help communities prepare for sustainable futures.”

— Rep. Scott Peters (CA-52)

## SUPPORTING CLIMATE CHAMPIONS

In fall 2013, we launched a new program to publicly support allies in Congress who are standing up for climate action, and to cultivate additional champions. LCV worked closely with the numerous task forces and caucuses in the U.S. Senate and House focused on climate change to amplify their leadership and to bring public attention to the issue. Using earned media, social media, grassroots organizing, and donor engagement, we recognized and amplified the efforts of 55 senators and 160 representatives, as well as the climate-focused groups in Congress. The response from leaders has been overwhelmingly positive and has encouraged more champions to speak out forcefully on the urgent need for climate action.

## MARGINALIZING CLIMATE DENIERS

There are still more than 100 members of Congress who deny the basic science of climate change. A core part of LCV’s multi-year strategy is to make climate denial a politically toxic position for public officials so that the U.S. can adopt the solutions that are so urgently needed.

In August 2013, we spent \$2 million on hard-hitting TV ads to bring public attention to four climate science deniers in Congress—the first large-scale campaign ever to focus on this issue. Polls conducted before and after the ads ran showed a noticeable shift in public attitudes as a result, including declines in approval ratings for three of four targeted politicians. The campaign generated over 130 media stories, including an op-ed in *The Washington Post* and a major segment on MSNBC’s *The Rachel Maddow Show*.

By late 2014, we saw that our efforts were helping shift the public debate on climate change. Many climate change deniers were backpedaling from outright denial to claims such as, “I’m not a scientist.” Further evidence of this progress was demonstrated early in 2015 by a number of bipartisan votes in Congress acknowledging the reality of man-made climate change.



In 2013, LCV released a bipartisan poll showing that climate change is a defining issue for young voters. In 2014, we conducted polls in key states and found that over 60 percent of Americans favor the EPA carbon pollution power plant rules. According to a 2015 *New York Times* poll, an overwhelming majority of the public supports government action to curb climate change. Two-thirds say they are less likely to vote for a candidate who denies climate science.



# ELECTING PRO-ENVIRONMENT CANDIDATES



BUILDING ON OUR SUCCESS IN THE 2012 ELECTIONS, LCV EMERGED AS AN EVEN BIGGER POLITICAL PLAYER IN THE 2013-2014 ELECTION CYCLE, INJECTING OUR ISSUES INTO KEY RACES AND SHOWING THAT OUR INVOLVEMENT CAN BE DECISIVE FOR THE PRO-ENVIRONMENT CANDIDATE.



## ELECTORAL HIGHLIGHTS

With state LCVs, we invested \$30 million to elect federal and state candidates. Even in a difficult political landscape, we defeated 7 of 12 anti-environment candidates targeted by our *Dirty Dozen* program and another 7 of 12 targeted by our *Dirty Dozen in the States* program.

*“As someone who cares deeply about building our country’s climate leadership, I’m as excited as ever to support and work with LCV around the country. LCV has repeatedly proven itself as a significant, effective voice for conservation and the importance of addressing climate change. It is truly in it for the long run. Climate should transcend politics, but until it does, LCV will be there, protecting it—and us—all the way.”*

*—Steve Holtzman, Partner, Boies, Schiller & Flexner LLP*

### The New York Times

Environmental Issues Become a Force in Political Advertising

### The Washington Post

Environmental groups are spending an unprecedented \$85 million in the 2014 elections

### The Washington Post

Environmentalists’ campaign spending on midterms to see huge jump this year

### THE HILL

Greens launch operation to mobilize volunteers in key Senate races

### The Detroit News

Energy fuels Senate race fights

### Idaho Statesman

Two primary winners tout conservation collaboration



“I want to thank LCV and everybody who supports LCV. There’s no way I’d still be in the Senate fighting on these issues without your help.”

—Senator Brian Schatz (HI)

## U.S. SENATE AND HOUSE

We spent over \$19 million on federal races. While this was our largest investment in any election cycle, it still paled in comparison to the vast dollars spent by the fossil fuel industry. We won four of eight priority Senate races in a very challenging political environment. For example, we helped key allies win their races, including sending climate hero **Ed Markey** to the Senate from Massachusetts (2013) and helping **Sen. Brian Schatz** of Hawaii win his 2014 primary by a razor-thin margin of 1,782 votes.

In the general election, we helped **Sen. Jeanne Shaheen** of New Hampshire narrowly defeat Big-Oil supporter Scott Brown and helped send **Gary Peters** to the Senate from Michigan with a mandate to act on climate. These candidates put climate and clean energy issues front-and-center in their campaigns and won. In the House, we helped environmental candidates **Pete Aguilar** (CA-31) and **Gwen Graham** (FL-2) narrowly defeat their *Dirty Dozen* opponents.



LCV knocked on hundreds of thousands of doors and mailed pieces like this one (at left) to households across Massachusetts. Our efforts helped propel the Markey campaign to victory.



We built top-notch field operations on a scale LCV has never done before. In all, we targeted over 2 million voters, sent more than 5 million mail pieces, knocked on over 1.5 million doors, and activated more than 5,000 LCV members on the ground.



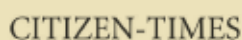
McAuliffe and Cuccinelli Draw Contrasts On Environmental and Energy Records



The Obscure County Election That Could Change the Planet



Environmental Groups Pour Money Into N.H., But Can Climate Change Sway Voters?



Tim Moffitt on environmental groups' 'Dirty Dozen'



# ELECTING PRO-ENVIRONMENT CANDIDATES

(CONTINUED)

## STATE HIGHLIGHTS

State LCVs spent over \$10 million on state-level races and ballot initiatives in 19 states, with LCV providing more than \$7 million in support. Highlights included helping to elect pro-environment **governors** Terry McAuliffe in Virginia and Tom Wolf in Pennsylvania, winning a pro-conservation majority in the **Oregon state Senate**, defeating three anti-environment state legislators in North Carolina (the only Southern state where the environment made gains), and helping pro-conservation Republicans win their primaries.

State LCVs also led campaigns to pass critical environmental **ballot initiatives**. In **Florida**, 75 percent of voters supported an initiative led by our Florida affiliate to invest \$20 billion to protect essential habitats. **New Jersey** LCV helped gain support from 65 percent of voters to secure \$1 billion every ten years to preserve open spaces and drinking water—a victory helped by our unprecedented outreach to Latino voters. **Montana** Conservation Voters was instrumental in defeating a measure that would have repealed the right to register to vote in the 30 days before an election.

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## SUPPORTING PRO-CONSERVATION REPUBLICANS

As part of a long-term strategy to recruit and elect pro-conservation Republicans, state LCVs endorsed more than 60 Republican state-level candidates in 2014—and all but two of them won. Our Idaho LCV partner helped defeat the state's two worst anti-environment incumbents, while helping Republican rancher **Merrill Beyeler** win a decisive three-way state House primary and go on to win the general election.

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LCV's strategic investment in elections is leading to meaningful policy outcomes. In 2013, Virginia LCV partner ran the biggest field program of any outside group to help Terry McAuliffe win the governor's race against an aggressive climate denier. Gov. McAuliffe has increased renewable energy, advanced solar power, and fought off industry pressure against the Clean Power Plan.

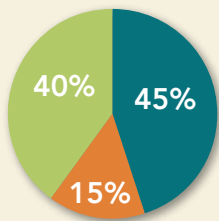
## GIVEGREEN

In 2013-2014, *GiveGreen*, a project of LCV Action Fund, with support from NRDC Action Fund PAC, raised or contributed a record \$5.8 million directly to the campaigns of federal and state environmental champions—more than 2.5 times the amount raised in 2012. Approximately 73 percent of these resources went to winning candidates, including U.S. Senators. *GiveGreen* is one of the best tools we have to build the collective power of the environmental movement and shift the politics of climate change.



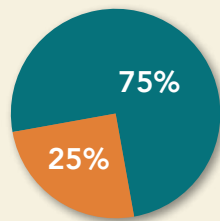
### GIVEGREEN INVESTMENTS IN 2014 CYCLE: \$5.87 MILLION

Senate, House, and State Candidates

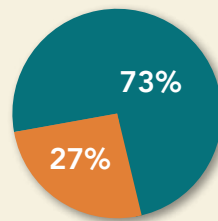


● Senate ● House ● State

Federal Candidates Only



Return on Investment in Races



● Win ● Loss

“Thanks to GiveGreen, the environmental community helped raise hundreds of thousands of dollars for my campaign. I am truly humbled by the outpouring of support from folks across the country, and I look forward to addressing climate change with common sense solutions in the U.S. Senate.”

—Senator Gary Peters (MI)



*GiveGreen* gathers together contributions to targeted pro-environment candidates to build more political power for the environmental community.





# STRENGTHENING STATE LCV PARTNERS

ENSURING THAT STATE LCVS HAVE THE STAFF, EXPERTISE, AND COMMUNICATION TOOLS TO MOBILIZE SUPPORTERS AND RUN EFFECTIVE CAMPAIGNS IS FUNDAMENTAL TO OUR MOVEMENT'S LONG-TERM POWER.



In 2013-2014, LCV delivered unprecedented financial, technical, and strategic support, along with tailored training and mentorship, to help more than 25 state LCVs sustain their missions and accomplish their goals. We made a much greater investment in state work across all programs than ever before, with more LCV staff working to build power by organizing, training leaders, and helping coordinate campaigns at the state level.

This support has a direct impact on policies. For example, in 2013 our Minnesota partner led a coalition of 30 groups to help win bans on **BPA and formaldehyde** in children's products, as well as a first-in-the-nation ban on the dangerous chemical **triclosan** in consumer products later in 2014. Our Colorado partner helped win the nation's first major limits on **methane** emissions from the oil and gas industries. Besides winning immediate protections for our environment and health, these victories are building momentum for national action.

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*"If we want to leave our country in better shape than we inherited it, investing in state-level climate solutions is more important than ever. And LCV is doing just that, building state-level momentum on climate policy. These are the victories that can shape the national agenda and provide a powerful understanding of what is possible in this country."*

*—Nancy Nordhoff, Philanthropist*

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**WINNING FOR THE ENVIRONMENT**  
Campaign Report | March 2015

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**WINNING FOR THE ENVIRONMENT CAMPAIGN**

In 2013, LCV and our sister organization, LCV Education Fund, launched the *Winning for the Environment* campaign to invest more deeply in policy solutions at the state and local levels. Originally, we set out to raise a combined \$10 million for coordinated state and national efforts through 2015. With the help of our dedicated co-chairs Tom and Sonya Campion, Larry Rockefeller, Laura Turner Seydel, and Lynde Uihlein, we surpassed our goal and raised more than \$10.6 million. We could not have achieved this success without generous funding partners like you.



# LOOKING AHEAD: GOALS FOR 2015-2016



ADDRESSING THE CLIMATE CRISIS REMAINS THE MOST URGENT CHALLENGE OF OUR TIME. THE PUBLIC IS WITH US, AS ARE A GROWING NUMBER OF LEADERS. PRESIDENT OBAMA HAS MADE MAJOR PROGRESS THROUGH ADMINISTRATIVE ACTIONS AND INTERNATIONALLY. THERE IS SO MUCH MORE WE CAN DO TOGETHER.



LCV has multiple strategies for moving the climate fight forward in the next two years. With your continued partnership, we will:

- **Advance President Obama's Climate Action Plan**, with a focus on building support for the EPA's Clean Power Plan and promoting strong implementation plans in key states.
- **Defend environmental safeguards from attacks in Congress** by working with our allies and pressuring lawmakers to stand up to polluters and protect public health.
- **Secure strong state and local policies** by helping state LCVs to build support for climate action among the public and legislators, and defeat polluter-led attacks on clean energy.
- **Mobilize public support for climate action.** LCV will expand field programs to mobilize volunteers and activists in Colorado, Iowa, Michigan, Nevada, New Hampshire, North Carolina, and Wisconsin.
- **Strengthen Latino leadership for climate action.** LCV will deepen engagement of Latino communities and leaders in Arizona, Colorado, Nevada, and New Mexico.
- **Elect climate champions at every level of government.** This will include sending more champions to Congress, defeating climate science deniers, and electing a pro-environment president in 2016. We will also help state LCVs elect pro-environment governors and state legislators and provide more direct support to candidates through *GiveGreen*.
- **Further shift the politics of climate change** by exposing climate deniers, pushing them towards solutions, and publicly supporting climate champions. We will run sustained, large-scale campaigns to educate the constituents of a few select climate-denier members of Congress and work in the early **primary and caucus states** to elevate this issue in the 2016 elections.

Thank you again to the many supporters who have so generously invested in LCV's work. **With your continued commitment, we will build on our accomplishments and continue to win for the environment in 2015, 2016, and beyond.**

# LEAGUE OF CONSERVATION VOTERS

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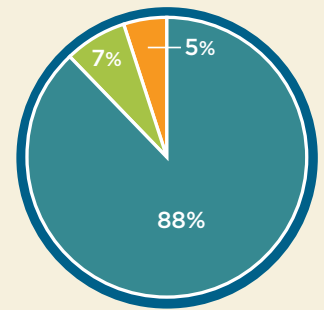
# FINANCIAL HIGHLIGHTS

## LEAGUE OF CONSERVATION VOTERS

### Statement of Activity

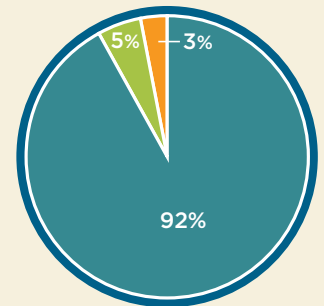
	Audited 2013	Audited 2014
<b>SUPPORT AND REVENUE</b>		
<b>Membership Dues &amp; Contributions</b>		
LCV	19,690,064	38,488,840
LCV Political Engagement Fund	105,000	294,500
LCV Victory Fund	962,674	9,323,727
LCV Action Fund	240,036	857,326
<b>Total Membership Dues and Contributions</b>	<b>20,997,774</b>	<b>48,964,393</b>
<b>Interest and Other Income</b>		
LCV	132,344	134,483
LCV Political Engagement Fund	70	195
LCV Victory Fund	113	978
LCV Action Fund	60	160
<b>Total Interest and Other Income</b>	<b>132,587</b>	<b>135,816</b>
<b>TOTAL SUPPORT AND REVENUE</b>	<b>\$21,130,361</b>	<b>\$49,100,209</b>
<b>EXPENSES</b>		
<b>Program Services</b>		
LCV	14,001,521	37,940,906
LCV Political Engagement Fund	7,771	420,365
LCV Victory Fund	603,301	9,107,336
LCV Action Fund	179,193	901,004
<b>Total Program Services</b>	<b>14,791,786</b>	<b>48,369,611</b>
<b>Supporting Services</b>		
Fundraising	1,121,002	2,638,731
Management and General	904,499	1,385,683
<b>Total Supporting Services</b>	<b>2,025,501</b>	<b>4,024,414</b>
<b>TOTAL EXPENSES</b>	<b>\$16,817,287</b>	<b>\$52,394,025</b>
<b>CHANGE IN NET ASSETS</b>	<b>\$4,313,074</b>	<b>(\$3,293,816)</b>
<b>Beginning of Year</b>	<b>7,523,257</b>	<b>11,863,331</b>
<b>End of Year</b>	<b>11,836,331</b>	<b>8,542,515</b>

### 2013 EXPENSES



- Total Program Services  
\$14,791,786
- Fundraising  
\$1,121,002
- Management and General  
\$904,499

### 2014 EXPENSES



- Total Program Services  
\$48,369,611
- Fundraising  
\$2,638,731
- Management and General  
\$1,385,683

# LEAGUE OF CONSERVATION VOTERS CONTRIBUTORS

## THANK YOU TO LCV'S VISIONARY FUNDING PARTNERS

THANKS TO YOUR INVESTMENT, 2013 AND 2014 COMBINED WERE THE LARGEST TWO YEARS IN LCV'S HISTORY, AND WE RAISED AND SPENT MORE MONEY THAN EVER BEFORE. IT IS WITH GREAT APPRECIATION THAT WE RECOGNIZE THE EXTRAORDINARY SUPPORT OF LCV'S ENVIRONMENTAL MAJORITY COUNCIL AND CLIMATE VICTORY COUNCIL. YOUR GENEROSITY HAS MADE POSSIBLE THE ACCOMPLISHMENTS OF THE LAST TWO YEARS AND POSITIONED LCV WELL FOR THE CHALLENGES TO COME. THANK YOU FOR YOUR COMMITMENT TO LCV AND TO MORE THAN 40 YEARS OF BUILDING POLITICAL POWER FOR THE ENVIRONMENTAL MOVEMENT.

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\*It is with gratitude and sadness that we remember those whose planning and foresight were realized in the form of a gift from his or her estate or trust to LCV. We celebrate their lives and their spirit of giving, and we express our deepest gratitude for their lasting contributions to protect our air, land, and water for future generations.

## JOHN ANDREWS "JAY" HARRIS IV LEGACY SOCIETY

*Members of the John Andrews "Jay" Harris IV Legacy Society have shown an unyielding commitment to environmental progress by including LCV in their estate plans.*

Everett Bowman  
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Paul Howes

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Rick & Sandy Krause  
Sharon Nolting

Richard Renfield  
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# WAYS TO GIVE

## THE EASIEST AND MOST IMPORTANT WAY TO HELP LCV'S ADVOCACY AND ELECTORAL PROGRAMS IS TO ADD STRENGTH TO OUR MEMBERSHIP.

You can play an important role in supporting LCV by joining the **Environmental Majority Council** and becoming part of an inner circle of donors. Members of the Environmental Majority Council are those dedicated supporters of LCV whose annual contributions of \$1,000 or more ensure the success of our efforts to elect pro-environment leaders and translate environmental values into national priorities.

The **Climate Victory Council** is a select group of leading funding partners with the vision, commitment, and clout to make their voices heard on the issues of climate change. Climate Victory Council members receive invitations to the Annual Summit, high level strategy sessions, and in-person meetings with policy and political experts. The Climate Victory Council plays an important role in influencing LCV efforts and strategies by serving as a sounding board and strategic advisor for the future plans of the climate movement. Please consider joining the Climate Victory Council with a gift of \$10,000 or more.

### LEAGUE OF CONSERVATION VOTERS 501(C)(4)

Gifts to **LCV, a 501(c)(4)**, are not tax deductible. There are no limits to the amount a donor may contribute. Contributions to LCV (that are not solicited or earmarked for independent expenditures) are not reported to the Federal Election Commission (FEC).

### LCV VICTORY FUND (INDEPENDENT EXPENDITURE COMMITTEE)

LCV Victory Fund is a political committee that engages in independent expenditures to defeat federal candidates who stand in the

way of a clean energy future and to elect environmental champions. Contributions to **LCV Victory Fund** are not tax deductible and are not subject to the federal gift tax. Contributions are reported to the FEC. There are no limits to the amount a donor may give, and you do not need to be a member of LCV in order to give to LCV Victory Fund.

### SUPPORT CANDIDATES DIRECTLY THROUGH GIVEGREEN

You can also convey your environmental values to candidates by making donations to their campaigns through *GiveGreen*, a project of LCV Action Fund with

the support of the NRDC Action Fund PAC. Visit our **GiveGreen** website at [www.givegreen.com](http://www.givegreen.com) to make a contribution online. You can also write your checks directly to candidates' campaigns and mail them to LCV Action Fund so that we can "bundle" them with other individual contributions and send a powerful message to the candidates that their environmental record is important to you. An individual may contribute \$5,400 overall for each candidate's election in the 2016 cycle (\$2,700 for the primary and \$2,700 for the general). Couples may contribute \$5,400 each for a total of \$10,800 to each candidate's election.

---

*"LCV runs a tight ship. As a funder and member of the Board of Directors, I've been consistently impressed by this organization's careful management of resources and strategic investment in advocacy, accountability and elections. If you want your dollars to count, invest in LCV."*

—Reuben Munger, Vision Ridge Partners LLC

---

## WAYS TO GIVE

### LCV ACTION FUND (FEDERAL PAC)

If you are an LCV member, you can give to **LCV Action Fund**, our federal political action committee (PAC). LCV Action Fund runs the *Dirty Dozen* and *Environmental Champions* programs, which include independent expenditure campaigns, direct support for candidates, and embedding staff directly into candidate campaigns.

Gifts to LCV Action Fund are not tax deductible and are reportable to the FEC. FEC regulations allow individuals to contribute up to \$5,000 per calendar year to LCV Action Fund (couples may contribute a total of \$10,000).

### LCV POLITICAL ENGAGEMENT FUND (NON-FEDERAL 527)

LCV Political Engagement Fund is a 527 political organization that focuses on state electoral work conducted in conjunction with state LCVs.

Gifts to **LCV Political Engagement Fund** are not tax deductible and are not subject to the federal gift tax. Contributions are reported to the IRS and some state agencies. There are no limits to the amount a donor may give, and you do not need to be a member of LCV in order to give to LCV Political Engagement Fund.

### PLANNED GIVING

In 2010, LCV established the John Andrews “Jay” Harris IV Legacy Society in remembrance of our dear friend and longtime supporter, Jay Harris. Jay was a board member of LCV for many years and a visionary investor in the LCV movement across the country, among other environmental causes. Like Jay, the members of our legacy society have demonstrated an unyielding commitment to environmental progress and have generously supported LCV’s mission. For more information on naming LCV as a beneficiary of a will, trust, retirement plan, or life insurance

policy, please contact Deborah Wallower, Director of Foundation Relations, at (202) 454-4585 or [deborah\\_wallower@lcv.org](mailto:deborah_wallower@lcv.org).

### GIFTS OF APPRECIATED SECURITIES

Contributions can be made to LCV and its sister entities with a gift of appreciated securities—stocks, bonds, or mutual fund shares—either by mailing the stock certificate or making a wire transfer of the stock. Donors do not recognize any capital gains income when shares are transferred directly to LCV. For more information on supporting the LCV family of organizations with a gift of appreciated securities, please contact Nicholas Scharle, Development Associate, at (202) 454-4558 or [nicholas\\_scharle@lcv.org](mailto:nicholas_scharle@lcv.org).

Visit [www.lcv.org](http://www.lcv.org) to learn more about our work and how you can get involved.



BECOME A MEMBER  
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