



Defending the Planet One Beat at a Time

2004

annual report



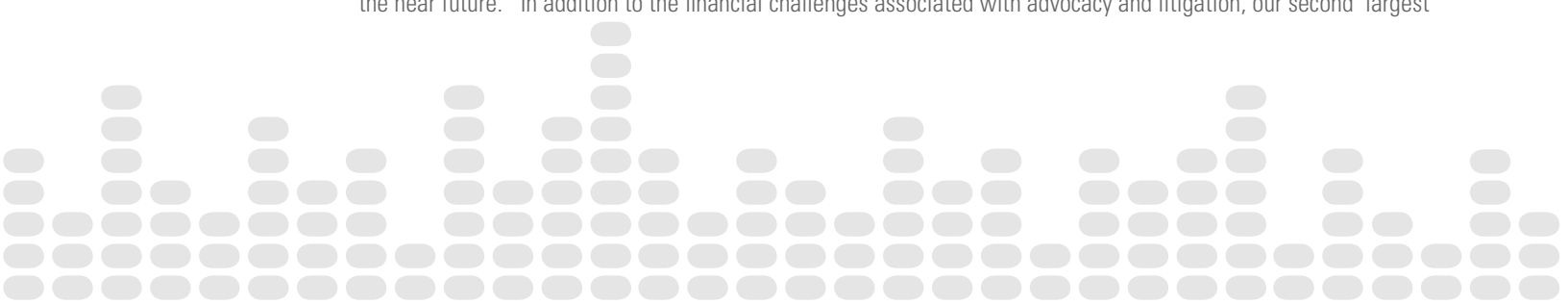
President's Message



What an exciting year it has been for Rock the Earth! In what was our first “official” year in the public eye, our organization has evolved from a dozen music-loving environmental professionals talking about environmental issues, to a full-fledged 501(c)(3) tax exempt, environmental nonprofit organization. Since just March 2004, Rock the Earth has grown by leaps and bounds. Some of the highlights that you’ll read in this report are:

- Rock the Earth now has over 350 members in 31 states. Over 2,000 people are now on our mailing list.
- Nearly 32% of our members and people on our mailing list have volunteered to assist RtE in some way – whether helping us out by tabling concerts and festivals to providing legal or technical assistance to grant writing.
- RtE now has nearly two dozen unpaid staff members actively engaged in advocacy, education, outreach, promotion of both environmental issues and the artists who are concerned about those issues, as well as fundraising.
- RtE is in the process of building an Advisory Board of people within the music industry, the environmental and nonprofit communities, the business community, and other activists who can help guide our organization, facilitate communications with others who may be able to assist us in the future as well as provide credibility to our organization.
- In the past year, RtE has completed half a dozen substantive campaigns and reviewed another dozen or so potential projects brought to our attention by folks in the music community (artists and patrons).
- RtE had a presence at over 60 concert dates throughout the United States between March and December 2004, including a full-time team that traversed the country for 7 weeks during the Summer of 2004.
- Between March and December 2004, RtE raised over \$18,000 from memberships, sponsorships, donations, grants and auctions.
- RtE has moved from a home office in Pittsburgh, to a centralized location in Denver, Colorado, proximate to several of our staff and Board Members and as 2004 closed, is in active negotiations for office space in downtown Denver.
- Rock the Earth managed to accomplish all of the above without one person drawing a salary.

As you can see, it has been a busy year for Rock the Earth. Although we are still several months away from having the resources to take a polluter or governmental entity to court, we are quickly building the infrastructure, the financial means as well as the connections within the music industry to commence engagement in such activities in the near future. In addition to the financial challenges associated with advocacy and litigation, our second largest



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challenge in 2005 will be our ability to maintain or exceed our already mercurial growth with an unpaid and, with the exception of yours truly, part-time staff. It is exceedingly difficult for us to bring a major legal action against the government (or a polluter) without full-time assistance. While we can continue to champion other environmental groups' causes (as we have done in the past year), assisting them with public relations and publicity, fundraising and part-time legal and technical assistance, it is our desire to transition into an organization that can do all of these things full-time, fully harnessing both our staff's abilities as well as the influence and financial wherewithal of the music community. As we continue to gain recognition in the music community, engage in substantive issues at the suggestion of artists, as well as receive grant monies and increasingly generous donations, it is our hope to begin to pay a salary or two in 2005, allowing a few of our staff to work on RtE full-time and start to elevate our ability to directly impact the outcome of these important issues.

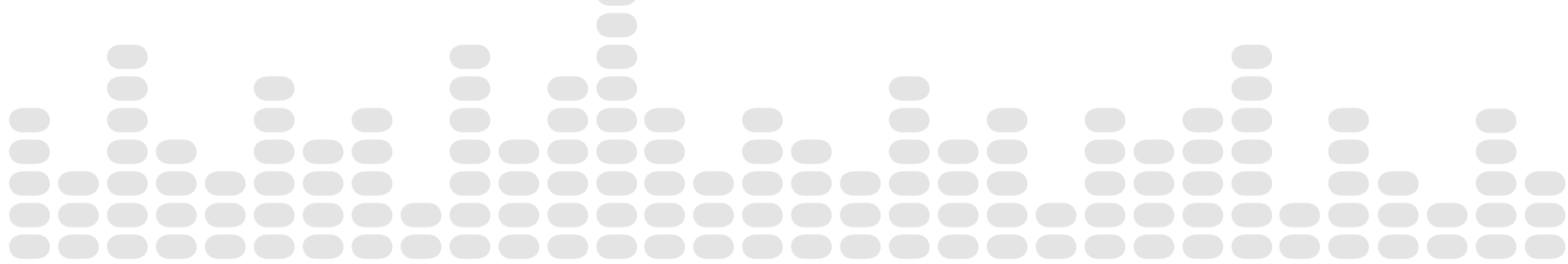
2005 looks to be a critical year in our development. Not only will RtE continue to face the ongoing challenge of membership growth, fundraising, grant writing in a very competitive economy and reaching into the music industry for assistance, we will also face the new challenge of membership renewal and retention so as to allow us to continue our growth towards becoming a full-fledged environmental advocacy organization. Further, the recent Presidential election will likely result in a whole host of substantive changes, challenges and assaults on the environment, providing an endless supply of issues from which we will need to carefully pick and choose the level of our involvement. Indeed, as we continue to face the challenges of building a new advocacy organization from the ground up, so too, will the very planet on which we all live face challenges from all sides.

We are, however, incredibly optimistic about our future. Every week brings exciting new developments. Environmental groups are reaching out to collaborate with us. Musical artists and their management are calling and writing to us with increasingly frequency, to suggest environmental issue and offer us assistance. Festivals contact us to participate in their events. University student organizations invite us to be the beneficiary of their activities. As we close the books on 2004 and look ahead to 2005, we are very grateful for the support that our new members and friends have provided over the past year. We hope that you'll continue to join us in our goal to become the preeminent environmental group to work with the music community.

Rockin in the free world,

Marc A. Ross

President & Executive Director



Environmental Accomplishments

- **February 2004** Rock the Earth opposed proposed Grazing regulatory rollbacks.
- **February 2004** Rock the Earth opposed proposal to allow Publicly Owned Treatment Works (aka sewage facilities) to discharge untreated sewage during storm events.
- **March 2004** Rock the Earth filed comments opposing a joint proposal by US EPA, the US Fish and Wildlife Service and the National Marine Fisheries Service to give EPA the sole responsibility to review the impact that pesticides will have on endangered species.
- **May 2004** At the suggestion of Sugar Hill recording artist, Scott Miller, Rock the Earth opposed the King William Reservoir Project near Newport News, Virginia. RtE filed formal comments to the Virginia Marine Resources Commission opposing the intake structures that would pump up to 75 million gallons of water a day from the Mattaponi River, thereby endangering a threatened fish population (American Shad) as well as destroying some historic Native American fishing grounds used by the Mattaponi Tribe.
- **October 2004** Rock the Earth opposed proposed “temporary” regulations allowing for snowmobile access to Yellowstone and Grand Teton National Parks.
- **November 2004** Rock the Earth, in conjunction with the Southern Rockies Conservation Association, joined with 25 other Colorado environmental groups as part of collective opposition to the roll back of the “roadless rule” prohibiting the construction of new roads in national forests.
- **December 2004** RtE was fully engaged in preparation of comments to draft Environmental Impact Statement for the Colorado River Management Plan (due Feb. 2005) as well as comments to the draft plan to allow drilling on the Roan Plateau (due March 2005).

In addition to the formal comment letters that we submitted (or others submitted on our behalf), our legal and technical staff members reviewed or are monitoring the following issues:

- A proposed molybdenum mine outside of Crested Butte, Colorado on Mount Emmons, also known as the Red Lady;
- Proposed drilling on Padre Island off the Texas coast;
- The declining water levels in the Great Lakes, an issue suggested to us by Steven Page of the Barenaked Ladies;

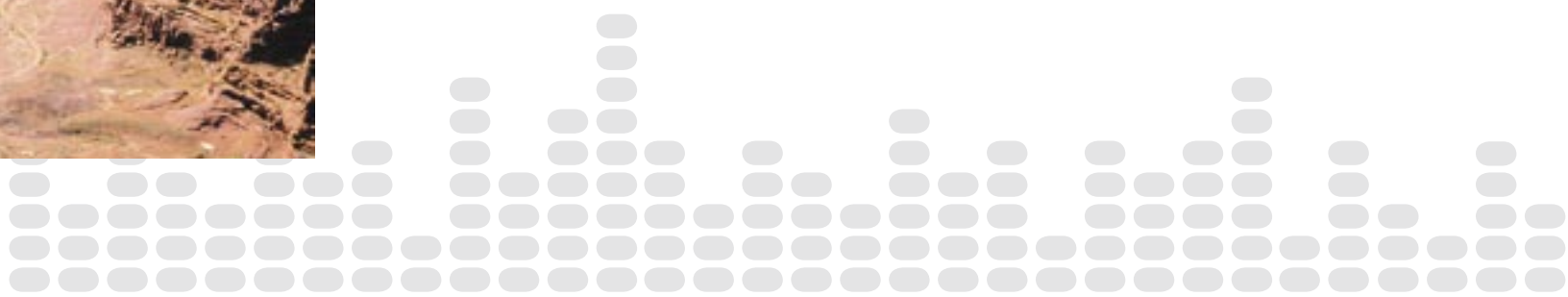


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- Water quality and quantity issues concerning the Eel and Russian Rivers in northern California;
- The Clark Fork River/Milltown Dam cleanup in Montana, an issue suggested to us by the band Signal Path;
- Water and sediment issues at Jenner Beach in northern California, an issue suggested to us by Steve Kimock;
- The construction of the Sevier Coal Fired electric generation facility in southern Utah, an issue suggested to us by the San Francisco band ALO;
- Environmental Justice issues impacting the community of Hunter's Point in the San Francisco Bay, an issue suggested to us by the San Francisco bands, New Monsoon and Aphrodesia.
- Various issues concerning development in the headwaters of and wetlands tied to the St.. John's River in northern Florida, issues suggested by Susan Trucks, mother to Derek Trucks and mother in-law to Susan Tedeschi, as well as large water diversions from the St.. John's River.
- Various issues concerning development in and along the Delaware River, on the border of Pennsylvania and New Jersey, issues suggested to us by Tim Carbone of the New Jersey band, Railroad Earth.

As we look to 2005, of immediate import are comments to the draft EIS for the Colorado River Management Plan as well as the draft plan for drilling on the Roan Plateau, in northwest Colorado. In addition, we will continue to investigate several of the issues listed above as well continuing to solicit new issues from the music community. As we begin campaigns on various issues, we will seek to elevate their import to the public by reaching out to members of the music industry to assist us in publicity and fundraising efforts.



Membership & Outreach Accomplishments

Much of our success in 2004 was due to the extensive membership drives and outreach efforts via our website as well as events across the country where we had the opportunity to talk one-on-one with environmentalists and music lovers alike about the mission of RtE and the environmental projects on which we have been working. Educating the public about environmental issues is critical to fulfilling our mission, and the visibility for the organization that results from the outreach we performed has helped RtE gain credibility with the music industry as well as among our environmental colleagues. By coordinating an extensive summer tour and relying on our Volunteer Staff to spread the word through both the environmental and musical communities, we were able to reach out to several thousand people across the country, including many musicians along the way, and gain widespread support to continue our efforts. Here are some of our accomplishments from 2004:

- **March 2004** RtE held its first public event in Denver, CO where we began educating the public about our mission. At this inaugural event we gained 19 new members!
- **April 2004** RtE has its official kickoff to celebrate Earth Day, tabling an Earth Day event in Fort Collins, CO.
- **May & June 2004** RtE moved its outreach to the west coast and kicked off the summer tour at the String Cheese Incident's "Whole in One" Festival at Hornings Hideout in North Plains, OR.
- **June – September 2004** A full-time road crew spent 7 weeks traveling the country to table at 23 concerts & festivals, while Volunteer Staff tabled an additional 18 events nationwide, for a total of 41 events over the course of the summer. Our staff had tables and booths on the following tours and festivals: The String Cheese Incident; Barenaked Ladies; Alanis Morissette; Dave Matthews Band; Guster; Sound Tribe Sector 9; The Acoustic Planet Tour featuring Bela Fleck and the Flecktones, Keller Williams and the Yonder Mountain String Band; New Monsoon; High Sierra Music Festival; Baja Bash; Gathering of the Vibes; Camp Creek; Jerry Garcia's Birthday Bash; Floyd Fest; 10,000 Lakes Festival; and the Hippie Hill Hoodang. This "Summer Tour" resulted in a total of 164 new members, over \$5,500 in membership donations and 62 concert dates.

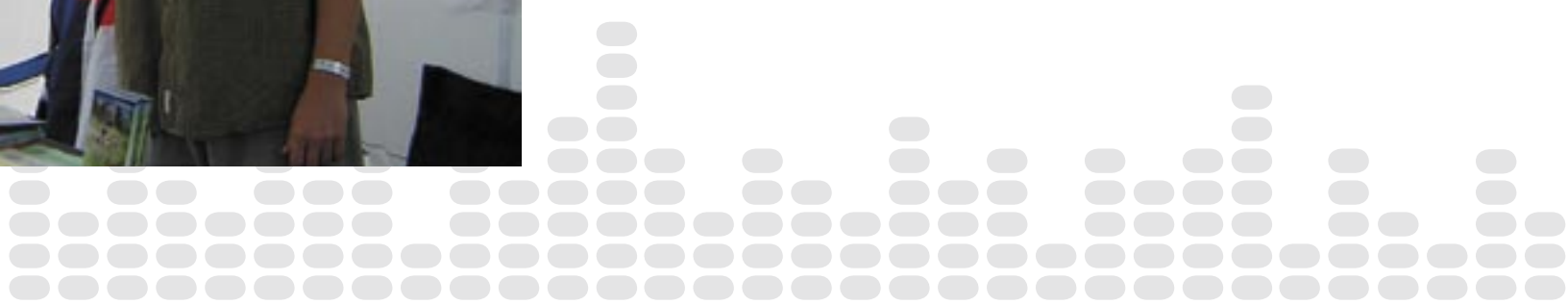


- **December 2004** RtE held a Holiday Gift Membership Drive, which resulted in 29 new members and almost \$2,000 in membership donations.
- Through the dedication and hard work of our Volunteer Staff and many new volunteers, in 2004 RtE gained a total of 353 new members in only nine months of membership drives and outreach, tabling a total of 52 events over 73 dates in 31 states!

A summary of our success in Membership and Outreach in 2004...

Qtr.	New Members	Total Donations	Average Donation	Events	Dates	Members Gained	Mailing List	Volunteer List		
1	32	\$1,605.00	\$50.16	1	1	19	0	Members	120	33.9%
2	92	\$5,252.00	\$57.09	4	6	8	107	Mailing List	747	44.7%
3	187	\$6,981.00	\$37.33	40	59	160	1431			
4	43	\$2,425.00	\$56.40	7	7	3	132			
Total	354	\$16,263.00	\$45.94	52	73	190	1670		867	42.84%

As you can see, our summer on the road was critical to our success in 2004. The outreach and membership drives at these events allowed us to fulfill our mission of educating the public about environmental issues, creating awareness about local as well as high-profile national issues, discussing opportunities to collaborate with other environmental groups, as well as musicians, and engaging the general public in discussions about their environmental concerns, providing an opportunity to research and take action on these issues. We anticipate even greater success with our outreach efforts and membership drives in 2005 as we begin tapping volunteers and collaborating with musicians and environmental organizations on events and projects nationwide.



Fundraising Accomplishments

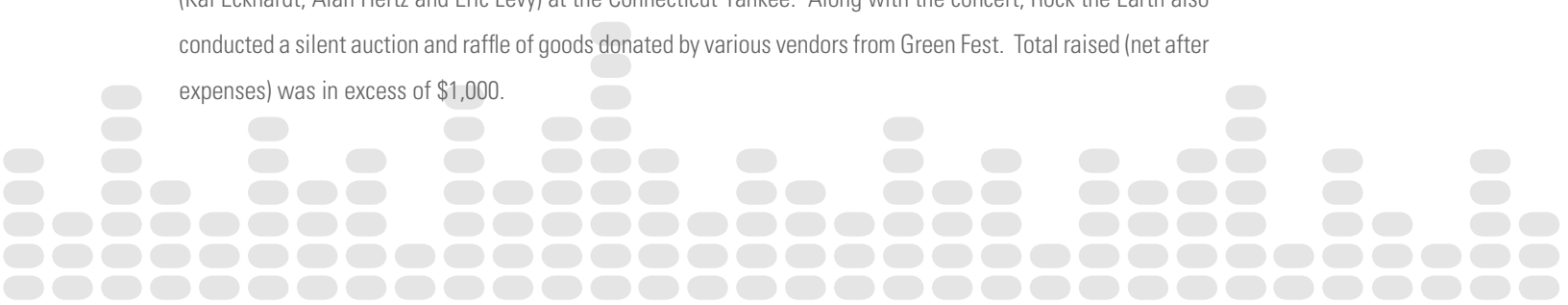
Grants

- **June 2004** Wrote a successful proposal to Odell's Brewing Co (Fort Collins, CO) for two RtE logo table banners. The kind folks at Odell's coordinated the production of the banners, and rushed the job just in time for our summer membership drive. These banners helped make it possible to simultaneously table different events at the same time.
- **July 2004** Wrote a successful proposal to New Belgium Brewing (Fort Collins, CO) that allowed RtE to hire a part-time administrative assist during 2005. Definitely a major step forward for RtE, and also a strong statement of support from one of the nation's premier green companies.
- **August 2004** Submitted a proposal for general operating expenses to Patagonia (under review).
- **October 2004** Submitted a prospectus for future funding to the Tides Foundation (under review).
- **November 2004** Submitted an Echoing Green application. Echoing Green is a program that awards 2-year Fellowships to individuals with innovative ideas for creating new models for tackling seemingly unsolvable social challenges. Executive Director Marc Ross and the fundraising team put together excellent answers to a set of very difficult questions, and we believe this application will be competitive.
- **December 2004** submitted proposal to be a participant in and beneficiary of University of Colorado Environmental Center's annual Microbrews for the Environment benefit concert.
- In addition to the grants we received/submitted, work began toward the end of 2004 on two projects resulting in the submission of our biggest proposals yet, one to the Acorn Foundation and the other to Tom's of Maine in January 2005.

The Fundraising Committee has an ambitious grant writing agenda this year and is optimistic for continued successes in 2005.

Fundraising Events

- **October 2004** Mimi Fishman Auction raised in excess of \$1,000 for Rock the Earth.
- **November 2004** San Francisco Bay Area Benefit Concert, featuring David Gans, Jambay Trio and Geo Trio (Kai Eckhardt, Alan Hertz and Eric Levy) at the Connecticut Yankee. Along with the concert, Rock the Earth also conducted a silent auction and raffle of goods donated by various vendors from Green Fest. Total raised (net after expenses) was in excess of \$1,000.



Financial Report

Rock the Earth made great financial progress throughout our first year as a 501(c)(3) tax-exempt nonprofit organization. As a result of the generosity of a new base of members, donors, musicians, and our first corporate donors, we ended the year encouraged about our future sustainability.

Rock the Earth raised almost \$21,000 from our inaugural membership drive in March through the end of the year. The generous contributions in our first year, mainly from new members, allowed us to establish the infrastructure necessary to take the next step in helping to defend our natural resources from increasing threats. The majority of Rock the Earth's expenses included establishing outreach and educational materials, marketing and web development, and project development. These activities, in turn, allowed us to attract additional talented and experienced volunteer staff members, Advisory Board members as well as a large number of members and volunteers to help us pursue our mission-driven activities.

The success that Rock the Earth has enjoyed as a new nonprofit organization underscores the urgency that many Americans feel about protecting the environment. It further solidifies our niche within the music community as a voice for musicians wishing to make a difference in their own communities.

Coalition efforts on projects such as the Roan Plateau in Colorado and the Mattaponi River in Virginia have allowed Rock the Earth to increase its presence and visibility while focusing financial resources on establishing much-needed infrastructure. These coalition efforts allow smaller nonprofit organizations to collaborate on important issues, having a greater impact than individual efforts.

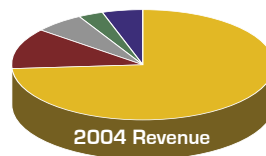
Rock the Earth ended the year with nearly \$6,000 in the bank, a relatively significant amount that will allow the organization to pursue office space in Colorado, further collaborative efforts with other environmental groups, as well as to continue to work on our mission-driven activities of providing legal and technical assistance to communities which are impacted by corporate misfeasance and governmental malfeasance.

Statement of Activities

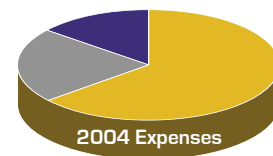
Revenue	
Contributions	1,268.00
Membership dues	15,463.00
Grant	750.00
Gross revenue from special events & activities	2,435.00
Other revenue	1,033.76
Total Revenue	20,949.76

Expenses	
Program Services	3346.32
Management & General	2077.93
Fundraising & Membership Development	9610.10
Total Expenses	15,034.35

Increase in Net Assets 5,915.41



- 74% Membership
- 12% Special Events
- 6% Contributions
- 3% Grants
- 5% Other



- 64% Fundraising & Membership Development
- 22% Program Services
- 14% Management & General

Statement of Financial Position

Assets	
Cash & Cash Equivalent	6,512.75
Property & Equipment	872.00
Other Assets	5,835.00
Total Assets	13,219.75

Liabilities	
Accounts Payable	(947.75)
Total Liabilities	(947.75)

Total Net Assets 12,272.00

* 2004 is Rock the Earth's first year of operations as a 501(c)(3) tax-exempt organization.

Special Thanks to Those Who Provided Support in 2004

Living Tree Paper Company
Odell's Brewing Company
New Belgium Brewing Company
Madison House, Inc.
TicketsWest
The String Cheese Incident
Etown
Homegrown Music Network

The Allman Brothers Band
ALO

Baja Bash
Justin Baker
JC Barber
Lois Barber
The Barenaked Ladies
Baseline Tickets
Richard Bataglia
Pari Beigi
Bela Fleck & the Flecktones
David Bendett
Jon Benjamin
Ben Bernstein
Jay Bianchi & Cervantes
Masterpiece Theater
Brian Blue
Farella Braun & Martel
Melissa Braun
Lisa Brown

Bo Carper
Beth Castroll
Yvette Chapius
Chicago Afrobeat Project
Circle of Life
George Clinton
Colorado Environmental
Coalition
Conscious Alliance
Colt Reproduction
Matt Conway
Len Cooper
Lenny Craig
Crescendo Artists
Lee Crumpton

Eric Daniels
The Dave Matthews Band
Deluxe Printing & Engraving
Janet Dicks
Mike Dillon
Dr. Bronners Magic Soaps

E Magazine
Earth Action
Earth Force
Endangered Species Chocolate
Entropy
John Epperson
Michael Everett

Michel Fantozzi
Glenn Fee
Greg Felman

Floyd Fest
Shawn Fierro
Adrienne Fink
Flomotion
Dan Foltz
Bob Frankel
Franti, Michael
Free Productions
Friends of the Eel River
Fritz Frisbee & the Connecticut
Yankee

Andy Gadiel
Todd Gailar
David Gans
Adam Gardner
Jason Garret
Gathering of the Vibes
Geo Trio (Kai Eckhardt, Eric
Levy, Alan Hertz)
Mike Gerfen
Karen Gerrity
Brett Gilmore
Neil Glazer
Global Response
Goodbye Blue Monday
Granola Funk Express
Pete Grant
Lori Gray
Mark Gray
Greening Jamcruise
Guster
Guyacki Yerba Matte

Halli Hammer
Jeff Hansen
Headcount
Ami Heinrich
Herman, Deanne
Matt Hickey
High Sierra Music Festival
Julia Butterfly Hill
Rob Hillard
Hippie Hill Hoodang
Bob Hollis
Mark Holtz
Hot Buttered Rum String Band
Alfred Howard
Josh Hunter
Hybri-Design.com

Indigenous Designs
Jacob Fred Jazz Odyssey
Jambase
Jambay Trio (Matt Butler, Chris
Haugen, Mike Sugar)
Jerry's Birthday Bash

Derek Kalahar
Alicia Canary
Ann Kenworthy
Ryan Kerrigan
Steve Kimock
Kurt Klappowski
Randi & Steven Klein

Mariah Klingsmith
Kokolow Afrobeat Orchestra
Howard Krouk

Kristen & John Labonte
Udi Lazimy
Tom Lederman & JamCam
Chronicles
Leeway Productions
Listen
Amy Livingston
Lotus
Glen Lovitt
Tim Lynch

Penner Mackay
Brad & Mindy Mastrine
Jason Mastrine
Sean McNamara
Jack Mento
Scott Miller
Russ & Brooke Minas
Mimi Fishman Foundation
Alanis Morissette
The Motet
Marianne Moulton-Martin
Mountain High Music
Mountain of Venus

Naked Clothing
Erik & Kerri Nelson
Nero
New Monsoon
Nathan Nunn

Marc Oldham
Om Trio
One Love Family
The Ordinary Way

Jim Page
Pangea Productions
Peak Experience Productions
Perpetual Groove
Tobin Poppenberg
Pure Hemp

Railroad Earth
Lisa Randolph
Dave Ratner & D.Rat Manage-
ment

Theresa Reed
Reverb
Robert Walter's 20th Congress
Jody Rosenberg
Barbara Tocker Ross
Jennifer Ross
Melissa Ross
Susan Rowinski
Tom Rubino & the Alliance to
Save the Mattaponi
Molly Ruland
Norm & Sandy Ruth

SCI Fidelity
SCI Gear
Shanti Groove

David Shul
David Shulman
Sierra Club of Virginia
Signal Path
Adam Sokolic
Ilisa Sokolic
Steven Sokolic
Soldiers of Jah Army
Southern Rockies Conservation
Alliance
Southern Rockies Ecosystem
Project
St. John's Riverkeeper
John Stallings
Star Hill Brewing Company
Ira Steinberg
Dani Stolley
Strangers Helping Strangers
Lauren Sullivan

Terrapin Productions
Keith Thompson
Steve Tighe
To-Go-Ware
Topaz
Tree Plant
Susan Trucks
Two Jupiters

University of Colorado
Environmental Center

Volunteers for Outdoor
Colorado

David Watts
We the Planet Festival
Susan Weiland
Christina Weyrich
Keller Williams
Dave Willis
Victor Wooten
Wormtown Productions

Yonder Mountain String Band

Brian & Shoshana Zisk

Members:

William & Susan Adams
Chris Gewald & Sarah Devilla
Martin Hadenfield
Pamela Rock
Christopher Rock
Jim & Kaye Spillane
Rhonda & Jack Teadore
The Visitors

Valerie Adams
Bill Ahlborn
Laurie Albright
Lisa Anacleto
Jim Anderson
Kimiaki Aoyama
Gary Atkins
Sabrena Bagby

Bret Bailey
Ginger Baker
Douglas Ball
Howee Barban
Chris Bartle
Danielle Basilone
Walter & Jill Bateman
Brian Bavosa
Brian Beard
Elaine Becker
Harry Becker
Harry Becker
Pari Beigi
Jon Benjamin
Winston Blackwell
Brett Bohstedt
David Boissonault
Michelle Bolling
Steven Bowman
Jordan Brandon
Kimberly Brann
Melissa Braun
Tamara Brazelton
Kyle Brazelton
Chris & Christy Bridges
Dena Brown
Daev Brown
Anthony Brown
Lynn Bugl
Emily Burney
Laurie Bushell
Daniel Bushell
Sarah Butler
Ryan Camp
Michael Campe
Lorraine Carver
James Chenoweth
Nicole Clarke
Anne Clifford
Bob Cogswell
Tim Conheady
John Connolly
Matt Conway
Patricia Cookfair
William Cookfair
Jim Cookfair
William Cookfair, II
Sean Cottrell
Annemarie Crivelli
James Crockett
John Cropper
Gary Crouth
Lee Crumpton
Amy Daniels
Eric Daniels
Isabel Darwin
Sarah Davila
Tova Davis
Darwin Day
Kyle Decker
Heather Dickson
Nancy Dolance
Nancy Driscoll
Madonna Dunbar
Toni Dunbar

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Fritz Frisbee
Natalie & Eric Fritz
Shaun Funk
Jeanne Furth
Todd Gailar
Shawn Gallagher
Jennifer Gass
Joe Gastenveld
Tim Gelske
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Michael Gerfen
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Chris Gewald
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Jeffrey & Carol Gilman
Brett Gilmore
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Molly Graham
Efrem Grail
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Russell Green
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Jackie & Jim Griffin
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Edward Maziarz
Joe & Bernadette McBeth
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Erin McDaniel
Chris McKnett
Lance McLoed
Sean McNamara
Sean McNeil
James Measher
Hilary Meyer
Ann Middleton
Sheila & Mike Miller
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Aaron Novak
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Mike Pegram
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Phil & Lisa Peters
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Jennifer Ross
Marc Ross
Elliott Ross
Jeffrey & Renee Ross
KJ Rothweiler
Freda Rowley
Miles Rucker
Mike Rudolph
Earl Rutenber
Kellyn Ryan
Johanna Salomon
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Mark Sandelson
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Ty Towry
Don Turner
Tyson
Eva Vander Glessen
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Robert Varnell
Marcie Vogel
Susan Wagner
Bret Walburg
Frank Walker
Rochelle & Jim Wallbillich
Warsaw Poland Bros
Allison Waters
Carolyn Webb
Melissa Weber
Ronald Weber
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Dan Yost
Greg Yost
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Mark Zeiden
Peggy Zircke

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Jeff Hansen

Vice President
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