

# Generation Green

## Annual Report

2003

### Generation Green

P.O. Box 7027  
Evanston, Illinois 60201

(800) 652-0827

#### E-mail

[rochelle@generationgreen.org](mailto:rochelle@generationgreen.org)

#### Web sites

[www.generationgreen.org](http://www.generationgreen.org)  
[www.healthyschoolscampaign.org](http://www.healthyschoolscampaign.org)



## Generation Green Fund Board of Directors

**Rochelle Davis**, President and Executive Director  
**Bess Celio**, Family Fund Chair, Lumpkin Foundation  
**Lynda DeLaFogue**, Co-Director, Citizen Action/IL  
**Jack Kaplan**, Attorney  
**Michelle Paetow**, Fundraiser

**Alice Palmer**, Research Associate Professor, University of Illinois  
**LaDonna Redmond**, President and CEO, Institute for Community  
Resource Development

### Why Kids Are Especially Vulnerable

**First**, children's bodies are still growing, so their organs are more likely to be harmed. If children get sick, getting well may be harder for them than for us. Also, their immune systems, which fight illness, are still developing and may not develop completely if exposed to toxins early in life.

**Second**, for their size, children eat more food, drink more water and breathe more air than adults. When they get lead in their bodies or breathe in harmful gases, for example, they get a bigger dose in comparison to their body weight than adults would. When arsenic is in the water, they are more dangerously exposed. And so on.

**Third**, children play and crawl on the ground. This means they are closer to things that might cause health problems, like dust, household chemicals and pesticide residues on foliage or floors. Furthermore, babies and young children put all sorts of things in their mouths—including objects that might have toxic residues on them.

### Staff

**Rochelle Davis**, Executive Director  
**Mark Bishop**, State Policy Director  
**Jeffrey Bouley**, Communications Specialist  
**Mary Guthrie**, Membership Coordinator  
**Louella Hung**, Outreach Director  
**Cheryl Kaplan**, Associate Director  
**Sara Plachta-Elliott**, Program Associate

### Sponsoring Board

#### Co-Chairs

**Raffi**, Children's singer and author  
**Dr. Lynn Goldman**, Pediatrician,  
epidemiologist and former Assistant  
Administrator of the EPA

#### Members

**Lynne Cherry**, Children's author  
**Phil Clapp**, President, National  
Environmental Trust  
**Ken Cook**, President, Environmental  
Working Group  
**Jan Schakowsky**, U.S. Representative,  
Illinois  
**Arlie Schardt**, President, Environmental  
Media Services  
**Rabbi Daniel Swartz**, Executive Director,  
Children's Environmental Health Network  
**Arthur Weissman, Ph.D.**, President and  
CEO, Green Seal

Organizations listed for identification purposes only

## Mission

Generation Green and its 20,000 member families organize parents and other concerned citizens to advocate for corporate and governmental policies that will allow children to grow up protected from exposure to toxins.

Generation Green has three objectives:

- To educate the public and policy-makers about the negative impact of childhood exposure to toxic substances.
- To advocate for a public policy that requires substances to be proved safe *prior* to use.
- To build the organizational basis for a long-term and effective public lobby with a special emphasis on parents.

---

*Where, after all, do universal human rights begin? In small places, close to home—so close and so small that they cannot be seen on any map of the world. Yet they are the world of the individual person: The neighborhood he lives in, the school or college he attends, the factory, farm or office where he works. Such are the places where every man, woman, and child seeks equal justice, equal opportunity, equal dignity without discrimination. Unless these rights have meaning there they have little meaning anywhere. Without concerted citizen action to uphold them close to home, we shall look in vain for progress in the larger world.*

—Eleanor Roosevelt, Remarks at the U.N., March 17, 1953



# The State of Children's Health

These are hard times for the children's health agenda, especially in Washington, D.C. Big business has been drowning out too many concerns of parents, teachers and other concerned groups for too long, and only concerted action by Generation Green and other groups will help turn the tide in favor of keeping our families healthy.

In the election year of 2000, President Bush committed to making children's health, education and well-being one of his national priorities. But while he pledged that no child would be left behind, an awful lot of them are definitely in the rear-view mirror now.



According to a report by the Children's Environmental Health Network (CEHN), *Are Children Left Behind?: Children's Environmental Health under the Bush Administration*, "While there have been notable exceptions, all too often, when this Administration made important decisions affecting children's health, children ended up with less protection, not more."

Generation Green will continue to work with partner organizations by educating and mobilizing our members to advocate for policies that will allow our children to grow up toxin-free.

## Working Together for a Toxin-Free World

To protect children from chemical exposures that have become an everyday part of life, Generation Green Fund advocates for corporate and governmental policies that allow children to grow up toxin-free. Generation Green Fund works closely with Generation Green, our 501 c-4 partner organization that has 20,000 members across the nation.

Generation Green's experienced membership team keeps these members informed and involved in issues such as PVC toxins in toys, pesticide exposure in food, arsenic-treated playground equipment, and unhealthy schools. This is supplemented with our newsletter, *The Green Report*, monthly action alerts, an interactive Web site, and action kits.

# Financial Report for 2002

Revenue and Expense Statement for Calendar Year 2002  
(Generation Green and Generation Green Fund)

## Revenue

Beginning Cash Balance	128,939
Membership	321,877
Program-Related Contracts	63,340
Management Fees	8,510
Contributions	137,272
Other Revenue	1,729
Interest	1,348

**Total Revenue** **\$ 663,015**

## Expenses

Compensation and Benefits	329,521
Occupancy	17,805
Telephone	19,736
Printing	26,970
Postage	17,070
Travel	9,930
Grants	35,500
Other	14,932
Management Fees	32,246
Overhead and Administration	26,379
Interest Expense	3,574
Depreciation	1,415
Amortization	53,862

**Total Expenses** **\$ 588,940**

**Available for 2003 Program** **\$ 74,075**

## Organizational Structure

Generation Green is a project of Citizen Action Network, an organization exempt from taxation under Section 501(c)4 of the IRS Code. Generation Green Fund is an organization exempt from taxation under Section 501(c)3 of the IRS Code and conducts the public education and non-lobbying components of the program.

# Laughing Matters

Generation Green Fund and the Healthy Schools Campaign hosted their first fundraising benefit, "Laughing Matters: Supporting Healthy Environments for Children," on March 6, 2003, at the Second City e.t.c. Theater in Chicago.

The event was well-attended and offered a great time for all. Nearly 150 supporters attended and greatly enjoyed the humor and social commentary of the comedy show, "Curious George Goes to War." Thanks to our sponsors and food contributors, we were able to raise funds to help support the Healthy Schools Campaign and Illinois Farm-to-School Initiative while enjoying a delicious, 80% organic meal made from scratch at the Illinois Institute of Culinary Arts. Again, we thank everyone who had a part in making this an evening of great food and great comedy!

Chicago's renowned Second City improv and comedy troupe provided the entertainment, while David Joachim, a winner of the coveted cooking prize known as the James Beard Award, headed up the food. Most of the delicacies were drawn from recipes to be included in Generation Green's upcoming cookbook, *Fresh Choices: Easy Recipes for Pure Food When You Can't Buy 100% Organic*. Food sponsors were Whole Foods Market, Organic Valley, Red Hen Bread, and Peterson and Sons Winery.



David Joachim and others on stage during Generation Green's fund-raiser at the Second City e.t.c. Theater.



Generation Green Fund Executive Director Rochelle Davis and James Alexander of the Chicago Teachers Union during the event.



Generation Green also has formed partnerships with other like-minded organizations, most notably the Children's Environmental Health Network (CEHN) and the Organic Consumers Association (OCA). With CEHN, Generation Green works to educate members about mercury risks and exposure routes, and advocates for policies that reduce mercury emissions and the presence of mercury-containing devices in the home, in schools, and elsewhere. Generation Green works with OCA on the Safeguard Our Students Campaign, an effort to make school environmentally healthy places to learn and work.

Generation Green works in partnership with its national allies and mobilizes its members and the public on important public policy issues that protect children from environmental exposures. Our membership team calls more than 20,000 people each year. This personal communication is supplemented with newsletters, action alerts, action kits and information to help our members make their homes environmentally safe and to use the power of their pocketbooks to change corporate behavior.

Generation Green prides itself on presenting information in a fun and easy-to-digest format. For example, our members and visitors to our Web site can enter our "Safe and Environmentally Responsible Raffle." This program educates people about the important role that they can play as consumers. Some of our many raffle contributors are Annie's Homegrown, Kiss My Face, Organic Valley, Patagonia, The Republic of Tea and Victor Pest Control.



← **Generation Green in Action:** Our members sent 10,000 letters as part of a successful effort to phase out arsenic-treated wood. Here, Generation Green volunteer Ken Rolling tests wood purchased at Home Depot for arsenic.

## "Fresh Choices" for Life

### Easy Recipes for Pure Food When You Can't Buy 100% Organic

Generation Green prides itself on its parent-friendly communications strategies which provide information in accessible and interesting formats and with specific suggestions for action. Generation Green is pleased to be working with award-winning and *New York Times* best-selling food writer David Joachim on a cookbook, *Fresh Choices*, which will be published in Spring, 2004 by Rodale Press.

*Fresh Choices* will assist parents and consumers with cooking healthy meals by providing them with practical advice on purchasing healthy ingredients such as organic food and produce with less pesticide residue, avoiding antibiotics in meat, and being aware of issues like mercury in fish and rBGH in dairy products. The book will include tips on creating a healthy home by using environmentally-responsible household and cleaning products. In addition to in-depth coverage of pesticides, environmental health issues such as antibiotics in meat, mercury in fish, and rBGH, practical advice is offered. The book also includes tips on creating an organic home by using environmentally-responsible household and personal care products.

*Fresh Choices* will include profiles of people who have made a difference in promoting a healthy food system, including Nell Newman of Newman's

#### Cream of the Crop: On a Mission With Stonyfield Farm

Spending a few minutes with Gary Hirshberg is like eating cold ice cream on a hot day.

He's pure refreshment. And 100% organic. A longtime environmentalist, Hirshberg happened upon a great yogurt recipe back in 1983 at his small organic farming school in New Hampshire. His coup as an entrepreneur was turning that recipe into a \$90 million company under the guise of his deeper mission: environmental education.

Take a look at the lid of any Stonyfield Farm yogurt container and you'll see a clever environmental message like "Let's Put a Lid on Global Warming" or "Make Your Voice 'Cow'nt' for Organic Standards."

Hirshberg is an ardent supporter of sustainable agriculture and

## Farm-to-School Initiative

In December 2001, the U.S. Surgeon General released a report which identified the growing problem of obesity. While the reasons for obesity are multi-faceted and complex, it is clear that school food programs are partially to blame. While there are many strategies to address this situation, Generation Green has focused on farm-to-school programs because they will promote local food systems and result in the healthiest food for students.



From the farmers' perspective, school lunch programs represent an excellent market opportunity. Local patterns of production, distribution and consumption of food increasingly have been replaced by global operations and interests. Since highly industrialized farming relies heavily on pesticides and genetically engineered crops, farmers who are most concerned about the environment face the greatest difficulties. A number of organizations have helped to create markets, including farmers markets, community supported agriculture and farm stands. But these programs are not adequate to address the needs of small family farmers. Direct sales of products from farms to institutions such as schools comprise an important survival strategy for locally oriented farms.

Unfortunately, significant barriers exist to farm-to-school efforts. School food service personnel are under tremendous pressure to purchase the lowest cost, most convenient food. Many schools no longer have on-site kitchen facilities. Many states have little or no infrastructure for bringing local food to market. In addition, big business has a financial edge. The food industry spends \$12.7 billion to reach children and their parents, while the advertising budget for the U.S. National Cancer Institute's "5-A-Day" program is \$1.1 million.

In regard to national policy, we are promoting a farm-to-school grant program as part of the reauthorization of the Child Nutrition Act. This grant program would provide school districts with resources to develop farm-to-school programs. In Illinois, we worked with the State Board of Education to bring the U.S. Department of Agriculture/Department of Defense (USDA/DOD) Fresh Produce Program to Illinois. This provides three million commodity dollars to schools to purchase fresh produce. Now we are working with the State Board of Education, the Department of Agriculture and other stakeholders to use some of these funds to purchase from Illinois farmers.

For example, the Campaign found:

- The Illinois Department of Public Health reported 166 separate episodes involving significant environmental hazards in schools between January 1999 and August 2002.
- 14 schools had cases of mold that resulted in over \$25 million in repair costs; four schools had students who developed mysterious rashes; two schools had asbestos problems; one had a problem with lead paint; and one school found high levels of pesticides that cost \$50,000 to remove.
- 70% of schools in Illinois report at least one unsatisfactory environmental condition, according to the U.S. General Accounting Office.
- 20% of teachers in Chicago reported an average of four sick days per year due to poor indoor air quality in schools.
- The Illinois Board of Education reports that \$2 billion is needed for Health Life and Safety repairs on 5,795 schools.



An attendee (above) of the Healthy Schools Campaign's second summit in 2002 asks a question of one of the event's speakers.

This report received extensive media coverage (for a complete list go to [www.healthyschoolscampaign.org/news-2003-02a-coverage-press-release-2.htm](http://www.healthyschoolscampaign.org/news-2003-02a-coverage-press-release-2.htm)) and has shaped our policy agenda for the next two years.



For more information about the Healthy Schools Campaign, visit its Web site at [www.healthyschoolscampaign.org](http://www.healthyschoolscampaign.org)

Own Organics, actress Kelly Preston, Gary Hirshberg of Stonyfield Farm yogurt company and U.S. Congresswoman Jan Schakowsky.



## Yogurt Waffles

- |   |                                   |
|---|-----------------------------------|
| 1 3/4 cups whole-grain pastry flour or unbleached flour | 1 cup organic 2% milk             |
| 1 tablespoon baking powder                              | 3/4 cup (4 ounces) organic yogurt |
| 1/2 teaspoon salt                                       | 1/2 cup canola oil                |
| 2 eggs  | 1 tablespoon sugar                |



Preheat a waffle iron. In a big bowl, mix the flour, baking powder and salt. Separate the eggs, putting the whites into a small bowl and the yolks into another small bowl. Whisk the milk, yogurt, and oil into the yolks. Stir the milk mixture into the flour mixture until moist yet still lumpy.

Beat the egg whites with a mixer on medium speed for 2 minutes. Increase to high, add the sugar and beat until stiff peaks form when the beaters are lifted, about 5 minutes. Fold the egg whites into the batter just until the whites are almost incorporated (fold gently to avoid deflating the whipped whites).

Coat the waffle iron with spray oil and scoop about one-fourth of batter onto the grids, spreading gently. Close the lid and cook until the steam is almost gone and the tops are golden. Lift the waffle from the iron with a fork. Re-oil the grids and repeat with the remaining batter. Makes about four 8" waffles.

a featured corporate activist in our *Fresh Choices* cookbook.

"One of our most tangible accomplishments to date," he comments, "is the conversion of 80 farms from conventional to organic farming." Another of his objectives is to inspire huge multinational corporations to follow his lead. "I want to show them that you can make more money by incorporating environmentally responsible practices into the fabric of what you do," he says.

Hirshberg knows that the future of the planet is in the hands of our children. "Kids don't necessarily choose food for its organic attributes," he admits. "But if it's delicious, then there's no compromise." Hirshberg's broad vision inspired Stonyfield's "Yo Baby" and other yogurt products for children. "We can help children to have a greater appreciation earlier," he says, "which will allow greater change to happen in their lifetimes, even greater than what's happened in ours."

# Healthy Schools Campaign

An increasing amount of scientific evidence suggests that the physical environments to which children are exposed have a profound impact on their ability to learn. Since children spend most of their waking hours outside of home in school, making sure that schools are healthy environments promotes both children's well-being and performance. Because school attendance is mandated by law, the federal and state governments and local school districts have a responsibility to provide healthy school environments. The U.S. General Accounting Office (GAO) admits, "While laws compel children to attend school, some school buildings may be unsafe or even harmful to children's health."

The U.S. General Accounting Office has noted that half of all schools have at least one significant environmental problem. The U.S. Environmental Protection Agency says half of all schools have less than ideal indoor air quality. And in 1999, the U.S. Department of Education reported that \$127 billion is needed for rehabilitation and construction of public schools nationwide.

To address this problem, Generation Green is working on the federal, state, district and local levels. At the national level, we work with allies across the nation to promote a national healthy schools presence, educate our members, and build a more coordinated school environmental health movement. Nationally, we also involve our members in the Safeguard Our Students Campaign. The SOS campaign overlaps perfectly with Generation Green's concerns about food in schools: the lack of healthy choices and true nutrition, the over-reliance on pesticides to grow food and to manage pests in cafeterias and elsewhere, and too little reliance on sustainable agriculture.



## The Healthy Schools Campaign advocates for policies based on the following principles:

- Every child and employee has a right to an environmentally safe and healthy school that is clean and in good repair.
- Every child, parent, and employee has a right to know about environmental hazards in schools.
- Resources should be used effectively and efficiently to address environmental health and safety concerns.

## FOCUSING OUR EFFORTS: THE ILLINOIS HEALTHY SCHOOLS CAMPAIGN

In Illinois, Generation Green has organized the Illinois Healthy Schools Campaign. The Campaign, which was formally launched in February 2002 at a Summit in Chicago with 200 people from 75 organizations, now has more than 90 endorsing organizations.

The Campaign educates parents, teachers, school administrators and others about the importance of healthy school environments and advocates for policies at the local, district and state levels that promote healthy school environments.

At the state level, we advocate for policies that promote healthy environments and work to ensure that school districts have the necessary state funding to keep schools in good repair.

At the school district level, we hold training sessions on school environmental health and regularly present programs at parent, teacher and community events. We also promote indoor air quality management plans and work on implementing "green" cleaning programs and safer pest management.



Through our school-based environmental audit program, we work with community groups, parents and student organizations to evaluate school problems and improve school environments.

Based on research done throughout 2002, the Campaign released a comprehensive report detailing the nature and extent of school environmental health problems in Illinois. (To see the complete report go to [www.healthyschoolscampaign.org/news-2003-02a-coverage-press-release.htm](http://www.healthyschoolscampaign.org/news-2003-02a-coverage-press-release.htm))



A reporter interviews former Congressman Glenn Poshard at the Healthy Schools Summit held in June 2002 in Springfield, Illinois.