

2023 IMPACT REPORT

re:wild your campus

rewild.org/rewildyourcampus | campus@rewild.org

Table of Contents

Reflections from our Founder 02

A Letter from Re:wild 03

Impact Summary 04

Mission & Vision 05

Organic Pilot Projects 06

Green Grounds Certification 10

Ground Up Advocacy Bootcamp 13

Team Retreat 14

Farm to Table Fest 15

Campus Visits 16

ICCM5 19

Into The Weeds 20

Conferences 21

Speaking Engagements and Presentation Partners 22

Press 23

Team 24

Partners 25

With Gratitude 26

Reflections from our founder



Mackenzie Feldman
Project Director

Dear supporters,

When we first began this organization more than six years ago, it felt like creating culture change was a slow, uphill battle. We had to invest an immense amount of energy into advocacy to ensure that schools understood the importance of eliminating toxic pesticides. However, thanks to the hundreds of students across the country championing this issue and the groundbreaking Roundup lawsuits featured in documentaries such as "Into The Weeds," we now find that more people understand the critical need to switch to organic practices.

Today, we can hardly keep up with the inquiries we receive from schools looking to switch to safer and more sustainable alternatives. We currently have six schools in the midst of a multi-year organic pilot project, through which groundskeepers learn the basics of organic land care and how to holistically manage campus spaces.

In addition to the growing support for organic land care, rewilding is having a moment! From homeowners to schools to public spaces, lawns are being converted to native plants, pollinator habitats, and wild spaces. People are redefining traditional standards of beauty, and we couldn't be more thrilled to bring this movement to colleges across the country.

This past year was an incredible one for Re:wild Your Campus. We kicked off the year with a team retreat in my home state of Hawai'i. We strategized and set some ambitious goals, many of which we have achieved. We visited more than 15 universities, including four out of the six working to achieve Green Grounds Certification, presented our work on a global stage, reached more than 130 people with our Ground Up Advocacy Bootcamp, and have begun four new organic pilot projects.

As a supporter of our work, I hope you will take a moment to revisit the progress we have made. Looking ahead to 2024, our goals include certifying 25 schools, reaching more than 200 people through our bootcamp, and initiating ten new organic pilot projects. We remain committed to our goal of seeing all school grounds go organic by 2030.

More than 65,500 students each year will be impacted by these changes – that alone is a cause for celebration! When these schools expand the practices learned through pilot projects, more than 2,000 acres will be newly organically managed.

As we scale our work to meet our ambitious and necessary goals, your continued support means the world to us. Thank you for learning, caring, and spreading the word about the potential of colleges to reimagine our landcare paradigm – the needle is moving and the work has just begun!

Mackenzie Feldman

A letter from Re:wild



Carrie Hutchison
Director of Marketing and Brand, Re:wild

Dear Friends,

Re:wild works with more than 500 partners around the world to protect and restore the wild. As we increase our impact — now protecting more than 400 million acres and 33,000 species — we are often asked by our community what they can do in their own lives. This is where a partnership with organizations like Re:wild Your Campus comes in.

College is a formative time in the lives of young adults. It's often where they meet lifelong friends, discover new interests, and prepare for their careers. By working with students, Re:wild Your Campus is imparting knowledge and skills that will be meaningful to students long after they graduate. Students who participate in this work gain valuable experience advocating for nature and themselves, appreciating the importance of biodiversity, and building community.

I have had the privilege of working closely with the Re:wild Your Campus team since they joined the Re:wild family and I am continually impressed with their ingenuity and determination. This year, Re:wild Your Campus was featured in the New York Times and Teen Vogue. They also forged an exciting partnership with LUSH. Re:wild Your Campus founder Mackenzie Feldman received the Walking Softer Award, an honor bestowed on young leaders who are bringing innovative solutions to the table to tackle society's toughest challenges. And this fall, Sheina Crystal, Director of Communications and Campaigns, was chosen from a pool of more than 1,000 candidates to bring the Re:wild Your Campus story to the first-ever youth delegation with the Chemicals and Waste Youth Platform at the International Conference on Chemicals Management, organized by the UN Environment Programme.

With over 19 million students enrolled (larger population than 46 states) in higher ed, we can and must galvanize this large population to take action to end toxic pesticide use on campuses.

A highlight this year was the launch of a new offering — the Green Grounds certification — for schools making commitments to providing safe, biodiverse campus environments for their students. As a parent myself with children heading to college in a few years, I know I want them to learn, grow, and thrive in a setting where they can appreciate native plants and not have to worry about toxins in their surroundings.

The work of Re:wild Your Campus is more important than ever, especially given that today's youth feel an overwhelming sense of dread, grief, anger, and guilt about the climate crisis. This program creates a path for connection and action. Just think what a difference — and a statement — it would make if the thousands of colleges and universities across the U.S. made biodiversity a priority.

Carrie Hutchison

IMPACT SUMMARY

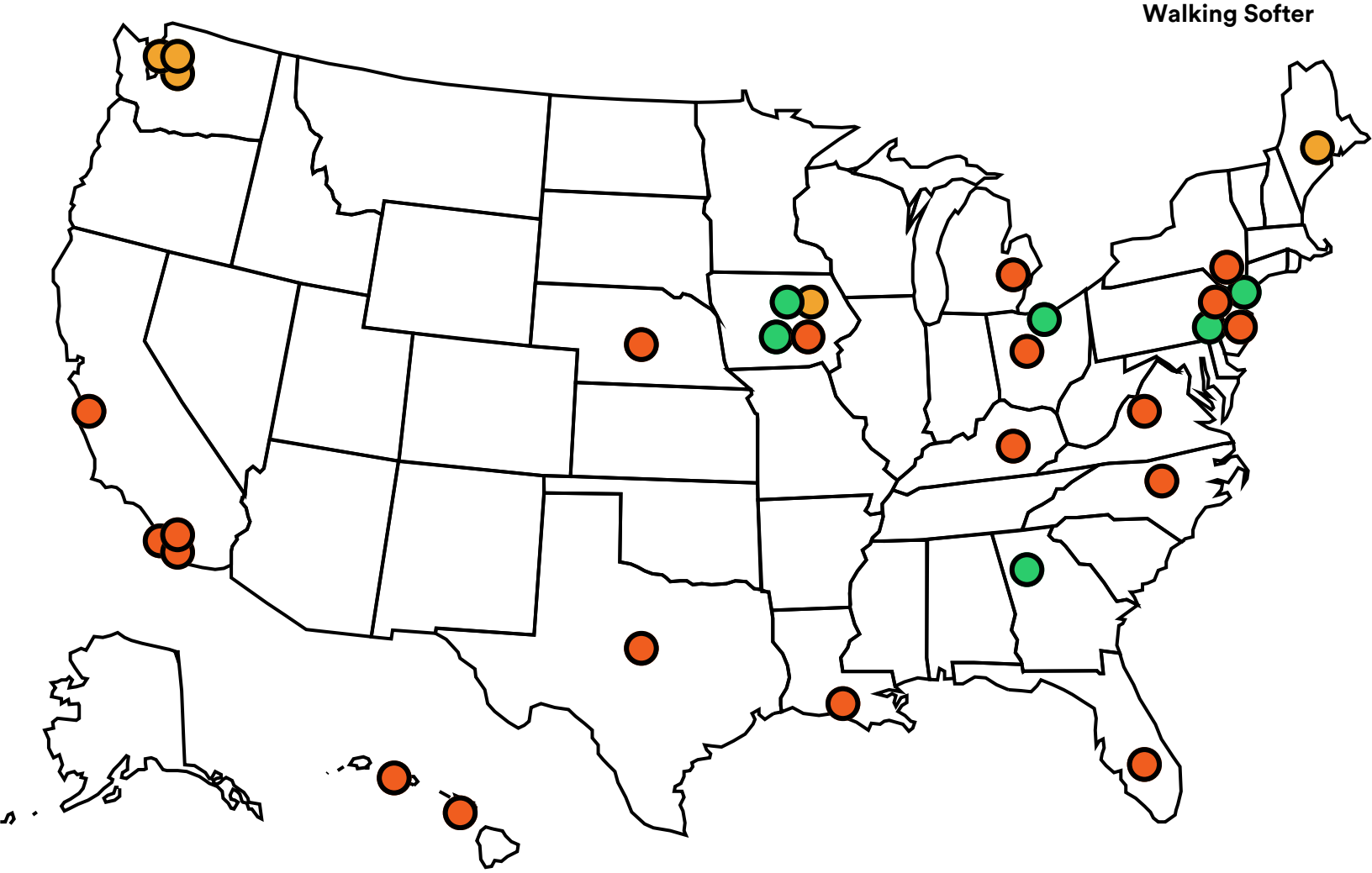
6 SCHOOLS CERTIFIED WITH GREEN GROUNDS CERTIFICATION

6 ORGANIC PILOT PROGRAMS

60+ SCHOOLS AT OUR GROUND UP ADVOCACY BOOTCAMPS

"As I read what the late James Baldwin wrote, "Not everything that is faced can be changed. But nothing can be changed until it is faced," I am reminded of the responsibility we are all a part of to ensure that our planet and all life within it thrives. Re:wild Your Campus is making direct and long-lasting change across U.S. campuses by directly facing practices that are harmful to us all. I'm honored to support Re:wild Your Campus's leadership and am in awe of all that the organization is doing to lead grassroots movement and change."

Marcy Sutherland
Young Leaders Award Program Manager
Walking Softer



MISSION

Re:wild Your Campus is transforming the land care paradigm and cultivating next-generation leaders to create climate-resilient, biodiverse campus landscapes, for all wildkind.

VISION

Re:wild Your Campus envisions a regenerative world with restored relations between people and planet.



Organic Pilot Projects

6	10+	2,000+
ORGANIC PILOT PROGRAMS	ORGANIC PILOT SITES	ACRES POTENTIALLY IMPACTED

The vast majority of colleges and universities use synthetic pesticides and fertilizers to maintain lawns and landscapes. This must stop. However, in order to eliminate the use of synthetic inputs and achieve our goal of all school grounds in the U.S. going organic by 2030, those on the ground must be trained in alternative practices. Our Organic Pilot Program matches campuses with experts who guide grounds teams through a 2-3 year transition on pilot sites and teach groundskeepers how to create resilient, thriving ecosystems prioritizing healthy soil. Upon completion of the 2-3 year pilot program, staff develop the skills to expand organic methods to the whole campus, feeling confident in maintaining the same high caliber aesthetic without the use of synthetic pesticides or fertilizers. We currently have six schools in various phases of organic pilot projects, and when these schools expand the practices learned through pilot projects to the rest of campus, which is the ultimate goal, a total of more than 2,000 acres will be newly organically managed. A win for people, planet, and schools!

> *"Re:wild Your Campus offers a powerful example of young people using strength, good sense, and determination to build their beloved community in healthy and just ways. They offer antidote to despair and reminders that we can all be upstanders and solutionaries. Let's support them and learn from them!"*
>
> **Maya Soetoro-Ng, Peace and Justice Educator**





Emory University

Atlanta, Georgia

Following more than three years of student advocacy, Emory's facilities team is transitioning four sites – spanning two acres of Emory's campus – to organic. Student leaders are conducting critical research alongside the organic transition, with a specific focus on assessing campus attitudes around the landscapes, the use of synthetic inputs, and the organic pilot projects. The pilot sites have the potential to impact over 14,000 students and more than 400 acres!

Drexel University

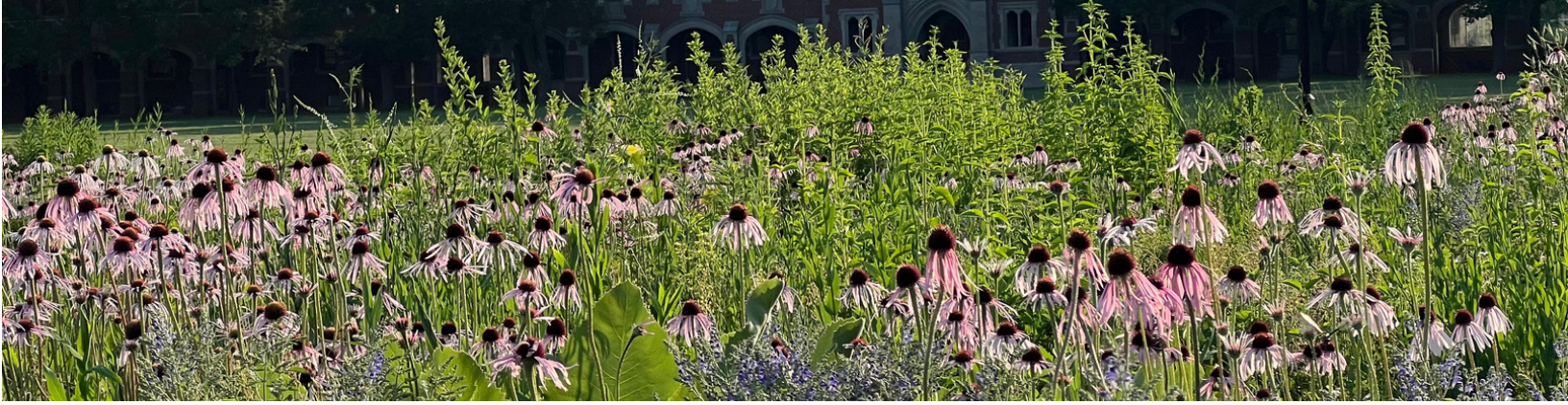
Philadelphia, Pennsylvania

Drexel students advocated for more than a year to win administrative buy-in to implement an organic pilot program. Thanks to their efforts, Drexel Park is currently undergoing an organic transition. The student leaders are also conducting research with a professor on the impacts of the transition. The Drexel Park pilot program is a critical first step in integrating organic practices into the overall management of Drexel's 11-acre campus, which is home to more than 22,000 students.



"One Earth & Daughters for Earth are excited to support Re:wild Your Campus. Rewilding native plants and organic soils will attract and restore landscapes' natural biodiversity while protecting the long-term health of students who share these habitats with wildlife - students who will carry the gifts of their relationship with nature from the microcosm of the campus into the wide world beyond."

Nuna Teal, Co-Founder & Executive Director One Earth



Oberlin College

Oberlin, Ohio

Oberlin College is in the midst of transitioning three on-campus sites to organic management. This project is made possible thanks to a contribution from generous Oberlin alumni, in addition to funding from the Oberlin Office of Sustainability. Upon expansion, the pilot program will protect more than 2,000 students from the harms of synthetic pesticides and fertilizers, and will help to promote climate resilience and biodiversity across all 500 acres.





Grinnell College

Grinnell, Iowa

This fall, Grinnell College is breaking ground on an organic pilot on one of the major lawns on campus, MacHeachron (Mac) Field. Mac Field is adjacent to the original Grinnell Prairie restoration site, a project spearheaded by Re:wild Your Campus students in 2020. The pilot project at Grinnell is made possible with funding from Natural Grocers and our partner, Beyond Pesticides, and is the result of more than three years of student advocacy.



John Jay College of Criminal Justice

New York, New York



John Jay College of Criminal Justice has been home to a Re:wild Your Campus campaign since 2022. The school's green roof is used by more than 15,000 students, professors, and children attending campus daycare. Currently, the green roof is managed with synthetic pesticides – a serious concern given the high-risk youth population. We're thrilled that John Jay has recently agreed to initiate an organic pilot program on ⅓ of the green roof. Over the next two years, Re:wild Your Campus 's expert will work with the grounds team and landcare contractor to implement organic land care and pave the way for a 100% organic green roof.

University of Northern Iowa

Cedar Falls, Iowa



Re:wild Your Campus certified University of Northern Iowa at the Bronze Level of our Green Grounds Certification this summer. After receiving certification, the campus grounds team was interested in further reducing pesticide and fertilizer usage through an organic pilot project. The pilot project at University of Northern Iowa will begin in 2024 and is made possible by funding from Natural Grocers and our partner, Beyond Pesticides.



Green Grounds Certification

A groundbreaking certification that establishes a new standard for sustainable collegiate land care, our Green Grounds Certification serves as a stamp of approval for college campuses that are proactively reducing their synthetic herbicide use and moving toward climate-resilient land care practices.

The Green Grounds Certification is the culmination of conversations with experts, groundskeepers, students, and sustainability professionals, and goes above and beyond reducing pesticide use to incentivize regenerative land care practices that will increase biodiversity, reduce water use, improve soil health, and take campus sustainability efforts to the next level.

50% of campus managed space synthetic pesticide free

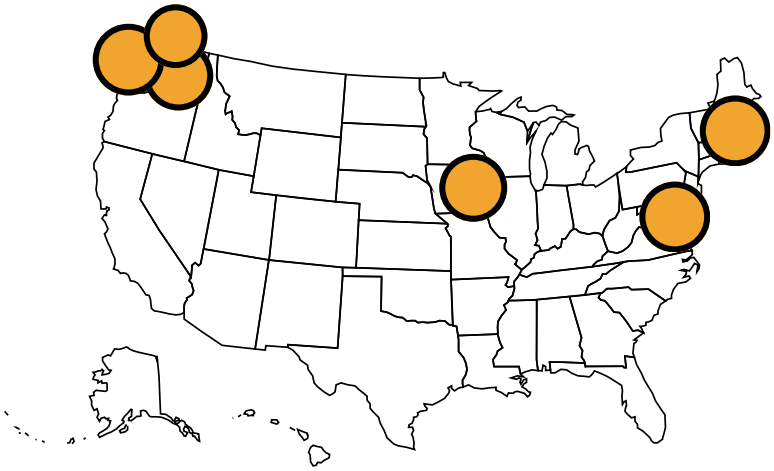
70% of campus managed space synthetic pesticide free

90% of campus managed space synthetic pesticide free

100% of campus managed space synthetic pesticide free

CERTIFICATION ADVISORY BOARD

Barry Draycott
Chip Osborne
Richard McCoy
Fred Newcombe
Vanessa Handy
Eric O'Brien



"Through the Green Grounds Certification Program, Re:wild Your Campus has provided great opportunities for groundskeepers to become active champions in advancing sustainability on college and university campuses."

Meghan Fay Zahniser
Executive Director, Association for the Advancement of Sustainability in Higher Education (AASHE)



Cascadia College and UW Bothell

Bothell, Washington



Acres: 135 (co-located)
The campus has been herbicide-free since 2006, when the schools banned the use of pesticides and fertilizers. The shared campus is managed using organic land care practices that promote soil health, and factoring in time and inputs the grounds team estimates that they are spending 1/10th the amount on their organic lawns as they once did on their conventional lawns. Cascadia College and UW Bothell would like to expand their no mow areas to include all of the campus lawns.

Seattle University

Seattle, Washington



Acres: 33
The entire campus has been fully organic and synthetic pesticide and herbicide free since 1986. The campus uses organic practices like overseeding, aeration, and compost tea applications to maintain high quality turf with minimal inputs. Additionally, the campus is a certified wildlife habitat and pollinator pathway, and planting plans include at least 50% native and pollinator friendly plant selections. The campus hires student employees and works with student interns to engage students in caring for the campus landscape.

> *Universities going pesticide-free should be so proud of considering the next generations in their land-care practices today."*
>
> **Shannon Britton, Seattle University Ground and Landscaping Manager**



Colby College

Waterville, Maine



Acres: 671
Colby College is almost entirely managed without synthetic pesticides or fertilizers, and the school is intentionally creating low input (both nutrient and labor) landscapes to let nature and wildlife take over.

University of Northern Iowa



Cedar Falls, Iowa

Acres: 916
University of Northern Iowa is home to many native prairie grass restoration sites that help to support and promote biodiversity. This year students spotted a Rusty Patch Bumblebee in one of the prairie sites, an endemic and federally endangered bumblebee. The grounds team will continue to explore organic practices through our organic pilot program.

University of Maryland Baltimore County

Baltimore, Maryland

Acres: 512
The University of Maryland, Baltimore County (UMBC) has made a commitment to adopt landscape practices that prioritize ecological health and reduce the use of synthetic pesticides. This commitment is reflected in the University's current Campus Landscape Master Plan, which includes: adopting integrated pest management (IPM) strategies, encouraging biodiversity, promoting healthy soil, using organic fertilizers, and engaging the campus community.





Ground Up Advocacy Bootcamp

January & July 2023

Next bootcamp: January 2024!

IN 2023:

2
BOOTCAMPS

130
PEOPLE REACHED

62
SCHOOLS REPRESENTED SINCE BOOTCAMP STARTED IN 2022

Our Ground Up Advocacy Bootcamp is a cutting-edge training intentionally built for emerging leaders looking to learn more about the issue of pesticides. During the first of two 2.5 hour sessions, participants gain critical insights into the history of pesticide use, the ways pesticide use contributes to our climate and biodiversity crises, and ways to understand the pesticide issue through an environmental justice lens. The second day focuses on turning knowledge into action, providing advocacy and organizing skills that can be applied across all social and environmental issues such as coalition building, power mapping, and campaign strategy.

Participants walk away with a deeper understanding of toxic pesticides, what it means to rewild spaces, the intersections of human and environmental health, and how these issues tie back to social justice and climate change. With an emphasis on actionable education, the bootcamp turns interested participants into budding activists, and supports them in taking the first steps to begin an on-campus movement. Our next Bootcamp will take place in January 2024.



TEAM RETREAT

This year we held our first-ever staff retreat in Hawai'i, where Re:wild Your Campus Director Mackenzie Feldman was born and raised. This was the first time our whole team was together in person, and over the course of four days, we met with several schools, connected with mission-aligned organizations, strategized with a fundraising expert, hiked, volunteered at a lo'i farm while learning about Hawaiian food sovereignty, and planned for the year to come.

The highlight of the retreat was hosting a screening of the film "Into the Weeds" with the Center for Food Safety, Hawai'i Alliance for Progressive Action, Good Food Movement, and Hawai'i SEED. More than 130 community members attended the screening event, and after the film we held a panel discussion featuring farmers and activists, moderated by Mackenzie. For our entirely remote team, gathering together in person was truly special and we cannot wait to be together again in the future.









FARM TO TABLE FEST

$30,000 RAISED!

In August, we celebrated the growth and evolution of Re:wild Your Campus at our first Farm-To-Table Fest fundraiser hosted at Good Grace Farm Steilacoom, Washington. It was a beautiful evening filled with locally sourced food (much of the produce was harvested by Re:wild Your Campus team members from the farm!), meaningful conversations about the future of rewilding, and community-building across ages and sectors. We extend heartfelt gratitude to our corporate sponsors Guayaki, Moku, Hobo Wines, Dr. Bronners, KIND, and Mountain Rose Herbs, for generously supporting the Farm-To-Table Fest!







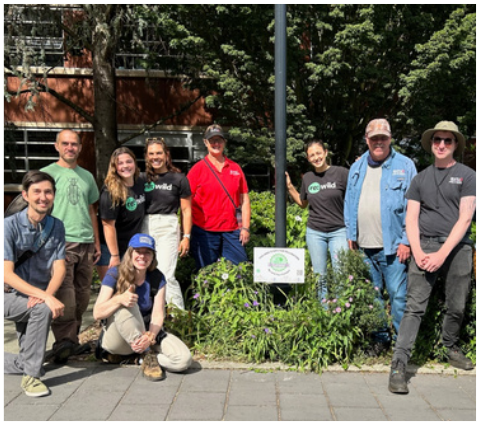


WASHINGTON CAMPUSES

"Our campus getting to be an example for students and young people through our campus grounds is how we can show others how to make a difference. Re:wild Your Campus gives us the tools to let students explore, participate, and lead - for social and climate justice in so many ways!"

Stephan Classen, Assistant Director of Sustainable Practices, Cascadia College

This year we had the honor and privilege of visiting campuses across the country– a dream we've had for many years. In August, we visited three schools in Washington: Seattle University, Cascadia College and University of Washington Bothell. Earlier this year we certified all three schools at the Platinum Level, so visiting the schools that are leading the way in sustainable land management was a true treat for our staff. In addition to meeting Shannon Britton of Seattle University and Tyson Kemper of Cascadia College/UW Bothell, both long time friends of Re:wild Your Campus , we got to tour the campuses and hear about the exciting work the schools are doing to promote climate resilience and human and environmental health.









IOWA CAMPUSES

"The Re:wild Your Campus program is a natural fit for us, as it recognizes that our work to increase native species while also reducing pesticide applications has benefits in each area highlighted in our campus values. Achieving an entry level Bronze certification has given us room to grow, while also celebrating our past efforts."

Eric O'Brien
Sustainability Director University of Northern Iowa



In September we visited Grinnell College, home to our largest student led rewilding project, a 5,000 square foot prairie restoration site in the middle of campus. Now several years old, the prairie was abuzz with butterflies and bees and seeing the amount of life the prairie brought to campus was so special. We also visited University of Northern Iowa (UNI), which we certified at the Bronze level this summer. We took a tour of campus, got to see their immense prairie restoration projects, and learned about their efforts to reduce synthetic inputs. We also presented our work to several classes. Both Grinnell College and UNI are now enrolled in our Organic Pilot Project program.





MAINE CAMPUSES

In October several of our staff members gathered in Maine to discuss our certification with campus staff at schools including University of Southern Maine, Bowdoin College, and the University of New England. Our staff also got to see exciting rewilding projects including the mental health focused native plant pollinator garden at the University of Southern Maine, a space students and wildlife can enjoy with signs that help students practice breathing exercises that lower stress. We have already certified Colby College (located in Waterville, ME) at the Gold Level of our certification and look forward to certifying more campuses in Maine!











ICCM5

In September, Re:wild Your Campus had the privilege of sending a delegate, Sheina Crystal, our Director of Communications and Campaigns, to ICCM5, the 5th session of the International Conference on Chemicals Management, organized by the UN Environment Programme. We were part of the first-ever youth delegation with the Chemicals and Waste Youth Platform, and it was an honor to represent the next generation and share our voice on a global stage.

From participating in an action to support the phase out of highly hazardous pesticides, to presenting at the first-ever Youth Forum, we are grateful to the Chemicals and Waste Youth Platform for spearheading this effort and recognizing the importance of youth participation. The conference resulted in a historic establishment of the “Global Framework on Chemicals – For a planet free of harm from chemicals and waste.” Centering 28 targets, the framework outlines a roadmap for countries and stakeholders to collaboratively address the lifecycle of chemicals, including products and waste.









INTO THE WEEDS







This year we had the pleasure of working alongside documentary filmmaker Jennifer Bachiwal to help bring awareness to her new film, Into The Weeds. The film tells the story of Dewayne "Lee" Johnson, a former Bay Area groundskeeper who took on Monsanto after a terminal cancer diagnosis linked to their glyphosate based herbicide.

In February, we hosted a screening and panel discussion event in Honolulu, Hawai'i. Over 130 people attended, and we heard from inspiring community members and activists about the ongoing fight in Hawai'i against the agrochemical industry.

This fall, we helped to host screenings in South Texas, New York City, and Philadelphia, and hosted a post-screening virtual discussion to inspire action. The virtual discussion featured Lee Johnson and Legislative Aid for Senator Cory Booker, A.V. Whitney. We talked about how we can turn our emotions and knowledge into actionable steps for real impact.

> *Rewild Your Campus is a beautiful grassroots movement, changing one campus at a time and raising critical awareness about harmful, excessive and unnecessary pesticide use. The energy and vision these young activists show is both inspiring and crucial for the future of our planet."*
>
> **Jennifer Baichwal**
> **Director of Into The Weeds and President, Mercury Films Inc.**

CONFERENCES

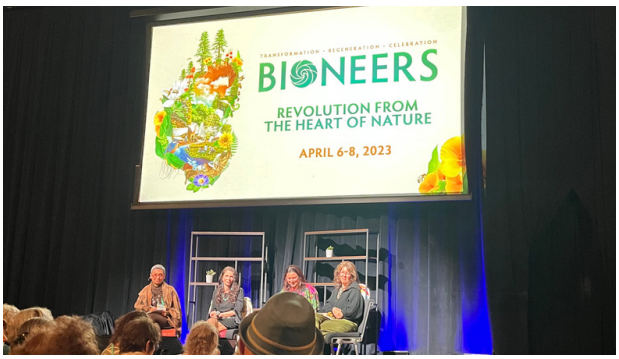


POWER SHIFT

In celebration of Earth Month, we hosted a panel featuring Amber Tam, Ross Gay, and Maya Soetoro-Ng. Discussions included finding rest and inspiration while working in the activism space. Maya led us through a poetry-writing exercise and Ross read from one of his recent publications, The Book of Delights.

BIONEERS

In April we attended the Bioneers Conference in Berkeley, California and heard from climate scientists, activists, and changemakers in the environmental space. Getting to hear from those at the frontlines of protecting our ecosystems and biodiversity was incredibly impactful and we made meaningful connections to propel our movement forward.





UMACS

Re:wild Your Campus staff members, Bridget Gustafson and Sheina Crystal, joined Tech Terra for a deep-dive into the publication of our report, The State of Ecological Campus Land Management Across the U.S. (2022), and an introduction to our Green Grounds Certification.

ICCM5

Hosted with three other non-profit organizations, this webinar emphasized finding support and funding for an organic transition. Midwest Grows Green, The Conservation Foundation, and Re:wild Your Campus explained their programs and how they go about pursuing organic green space management and restoration projects for improved environmental and public health.





AASHE

In celebration of Earth Month, we hosted a panel featuring Amber Tam, Ross Gay, and Maya Soetoro-Ng. Discussions included finding rest and inspiration while working in the activism space. Maya led us through a poetry-writing exercise and Ross read from one of his recent publications, The Book of Delights.

THANKS FOR FEATURING OUR WORK

Speaking engagements and presentation partners



















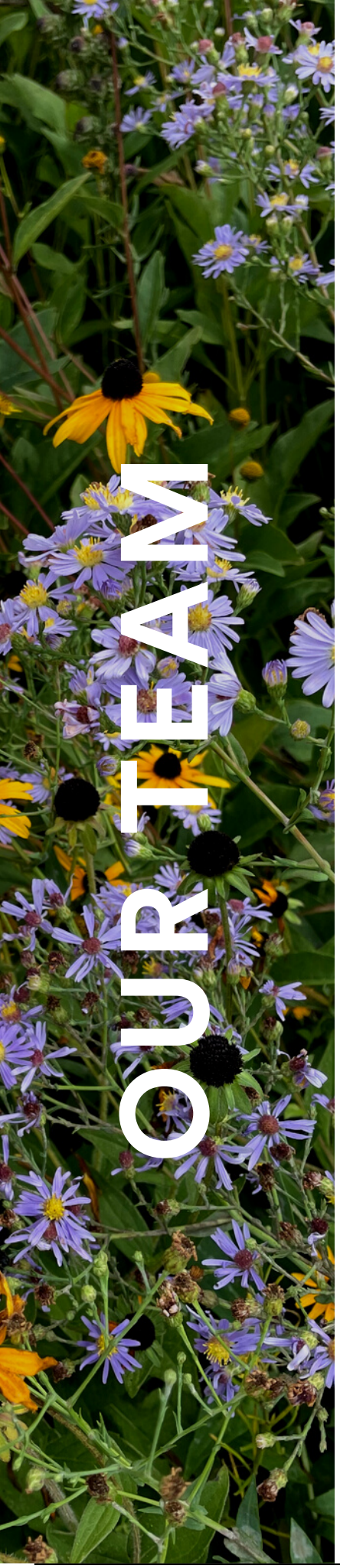




PRESS



- January 2, 2023 - The New York Times: It's Time to Say Goodbye to Lush Lawns
- January 12, 2023 - Punahou School: Mackenzie Feldman '14: Planting the Seeds Toward Greener Campuses
- January 18, 2023 - Creators Syndicate: Is Your Lush, Green Lawn Killing Mother Nature?
- Jan 27, 2023 - AXIOS: Students prod colleges to let campus greens grow wild
- February 10th, 2023 - Happy Eco News: The Success of Organic Land Management
- Mar 27, 2023 - Nichols Student Media Today: Re:Wild UCF and Defend our Future UCF creates environmentally friendly ways to protect Arboretum Produce
- April 17, 2023 - The Michigan Daily: Bee Campus Certification is not enough
- April 21, 2023 - INDY Week: UNC Students Aim to Eliminate Harmful Herbicides on Campus
- April 23, 2023 - The Newsroom: Hawaiian grad student at UTRGV passionate about sustainability
- May 12, 2023 - The Triangle: Drexel Park becomes pilot site for organic land management
- May 26, 2023 - The Progressive Magazine: Vox Populist: Is Your Lush Lawn Killing Mother Nature?
- July 14, 2023 - Seattle University: Grounds for Celebration
- July 21, 2023 - Teen Vogue: Re:wild Your Campus Wants to Turn College Campuses Into Climate-Resilient Green Spaces
- November 15th - Emory Wheel: Emory implements organic land care projects
- December 3, 2023 - El Dorado News: Heres a Wild Idea Thats Taking Root
- Dec 6, 2023 - NSM Today: Rising eco-champion embraces nature, leads charge for environmental advocacy



OUR TEAM



Mackenzie Feldman
Project Director



Sheina Crystal
Director of Communications and Campaigns



Eva Barinas
Development Specialist



Arianna Maysonave
Senior Advisor of Development



Bridget Gustafson
Senior Strategy Advisor



Aliza McHugh
Senior Advisor of Strategic Partnerships



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NETWORKS

One Earth
Association for the Advisement of Sustainability in Higher Education (AASHE)
1 % for the Planet
Cancer-Free Economy
Power Shift Network
Planetary Health Alliance

"The places where we live, work, play, and learn should be safe and healthy for all. RYC works to realize this vision for every campus, all while training a new generation of health, climate, and environmental justice champions."

Aileen Suzara, MPH,
Food Justice Program Director, Stupski Foundation



WITH GRATITUDE TO:

Keystone

Steve Moazed
Matt Sechrest
Patti Gustafson
Scott McDonald
Kathy Feldman
Laurie David
Michael Rosen

Sustainers

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Beth Whitney-Teeple
Nancy Miller
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