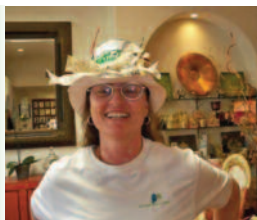




Ojai Valley Green Coalition

2011 ANNUAL REPORT

EXECUTIVE MESSAGE



*Deborah Pendrey
Executive Director*

2011 was a successful year for the Coalition. We saw growth and launched a new organizational infrastructure to better fulfill our mission and improve accessibility and communication between members, the board, staff, and the community at large. Our committees were streamlined into

the Food, Watershed, and Built Environment Councils. Project initiation and management now moves forward from the ground up.

An Advisory Board was established drawing from leaders and experts in the community. We moved into our first official office in downtown Ojai and opened as a Resource Center – for all members of the community to access information on sustainable issues and topics. Our supporting membership more than doubled due to the success of our year-end membership drive, which included a \$10,000.00 matching challenge.

We are a ‘think globally, act locally’ driven organization with the belief that we must start with ourselves and our local government, for that is the place where we have the most control and power to make a difference. Our challenge as a young non-profit is to decide what projects and efforts have the most impact and make the best use of our resources. We constantly explore what and how we operate and will continue to do so as we grow into the future.

That future depends on the generosity of our supporters, as well as those who step forward as volunteers and as innovative thinkers creating projects and solutions. We are proud of our achievements and thankful to those who have helped make them happen. The Coalition looks forward to even more partnerships, to providing better education and tools for a sustainable community vision, and the bigger opportunity to share and help others outside of our beautiful Valley, so they return to their own homes and communities and take action.

We hope you find our first-ever annual report an informative and positive part of the Ojai Valley Green Coalition’s growth. These are exciting times.



Kathy Nolan, President

Our Year at a Glance

COMMUNITY SERVICE

- January: e-waste collection and recycling event
- September: Creek Clean-up Day in partnership with California Coastal Clean-up Day
- December: Day Without a Bag



EDUCATIONAL EVENTS

- March: screened ‘The Greenhorns’ with audience discussion on community supported agriculture
- April: produced Earth Day in partnership with Oak Grove School, Ojai Valley Land Conservancy and Food for Thought
- May: Water Awareness Month included:
 - Ojai City Hall Greywater Exhibit
 - Ojai Library Water Conservation Exhibit
 - Creek Habitat Restoration Workday
 - Roundtable Discussion Series
 - Greywater Workshop
 - Rehydration for a Thirsty Land Workshop
- July: Jam Canning Class
- September: ‘City Repair’ presentation
- October: ‘Rainwater Harvesting’ presentation
- October: Green Home & Building Tour and Home Show
- October: Ojai Day Bike Valet Alternative Transportation Block
- November: ‘Herbs as Food, Meals as Medicine’ class
- November: Community Potluck & Program: News from the Food Front



NEW AND CONTINUING EFFORTS

- Continued Creek Riparian Habitat Restoration in lower Ojai Creek in Libbey Park
- Continued advocating for an Ojai city lighting ordinance
- Began efforts toward Ojai reducing single-use carryout bags in its waste stream
- April 22: the Coalition signed for space at 327 E. Ojai Ave. to create a resource center to make sustainable education and resources more accessible to all
- May 5: the Coalition adopted The Valley of the Moon Community Garden as a pilot project

2011

Raising Awareness and Taking Action

We cannot serve at a distance. We can only serve that to which we are profoundly connected, that which we are willing to touch.

- Joan Borysenko



California Coastal & Creek
Clean-up Day in Matilija Creek



Surfrider Foundation
Bag Monster with
Mayor Carol Smith at Earth Day



40,000 lbs. collected at annual
e-waste collection event

Whether rolling up our sleeves to pull trash from our creeks, or present to the Ojai city council our recommendation to pass a single-use carryout bag ordinance, we have a core of folks that show up to get the job done. If you don't open and read our monthly communications, we encourage you to do so. We get regular kudos for the look and content of our e-news. We are constantly on the move and want to share and engage you! Please sign on to our volunteer staff list to stay connected to our activities. You may reach us at noel@ojaivalleygreencoalition.com or (805) 669-8445. We email or call for such activities as creek restoration workdays, staffing community service and educational events, showing up for planning commission or city council meetings, and working at the Resource Center.

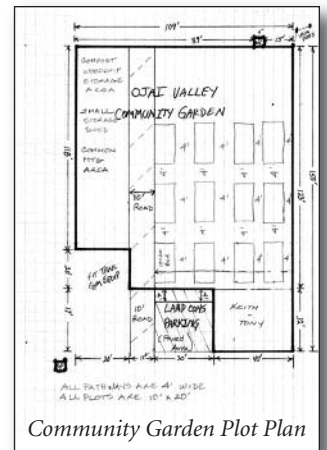
It's great to have an annual e-waste collection event for the community, but when we collected 40,000 lbs. for the third year in a row in a half a day in our small community, we knew we needed to add an awareness about keeping electronics a year or two longer or ways to donate to those in need. We do this through public service announcements.

Earth Day is always a fun event with music and lots of food. The challenge is to incorporate messages about ways to reduce our individual and common ecological footprint that stick. One way was to invite the **BAG MONSTER**. Another was initiating the message of our **May Water Awareness Month**, that we can greatly reduce our water footprint through home and community water efficiency and conservation. Several dozen residents attended our workshops and round-table discussions, and took advantage of free water efficiency products displayed at city hall and the library.

When **Robin Graham** expressed a willingness to take on a community garden project, but needed a 501(c)3 umbrella, we opened our arms for this much needed community service. Robin and her project team signed on 11 gardeners in this first year, producing local food and sequestering more carbon.

All in all year five of our short career was chock-full of activity, new relationships, and enough community support to 'hire' two part time staff members who had been working on a 'consulting' basis. To become a community or supporting member, or find out how to donate goods and services visit us at www.ojaivalleygreencoalition.org.

We believe we've added a smidge more resiliency and a smudge more sustainability to the community in 2011 – and 2012 should be no different . . . jump in!



Community Garden Plot Plan

RESOURCE
CENTER

327 East Ojai Avenue | Ojai, CA 93023

Hours: 12 to 5 p.m. | Wednesday thru Friday

805.669.8445 | www.OjaiValleyGreenCoalition.org



Connecting and Collaborating



Coalition members plant trees and remove non-native vegetation with the C.R.E.W., local school staff and students. The Oak Tree in forefront was donated by local nursery Flora Gardens and named Querci.

Our motto? We are better together; collaborations and partnerships matter. Any board game is more fun than solitaire. We stayed in regular contact with the Ojai public works director and community development director. We count County Supervisor Steve Bennett, who represents our community, as an ally and he's a supporting member, as are several city officials. The Ojai Unified School District generously supports us with use of the Chaparral Auditorium. You can find a list of those who support our mis-

sion at <http://ojaivalleygreencoalition.com/organizations.shtml> along with businesses and individuals on pages 4 and 5 of this report.

Communication is important, too. We give our all in promoting what we do, as well as attending city and county meetings, and writing editorials and letters to the editor. As a community, we vote for change with our consumer dollars AND our collective voice. In November we had a community potluck and program, which we hope will be the first of many. The food sharing was incredible and the hum of folks at long tables networking and getting to know each other was musical. All of this was topped off with our speaker making us a little more aware and a little wiser.

OJAI VALLEY GREEN COALITION: Financials 2011

INCOME | \$50,095

Memberships

\$ 8,877 | 17.7%

Gifts-In-Kind

\$ 5,137 | 10.3%

Other Gifts

\$ 11,090 | 22.1%

Program Revenue¹

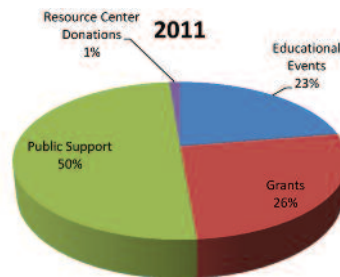
\$ 11,207 | 22.4%

Program Grants²

\$ 13,171 | 26.3%

Resource Center Donations

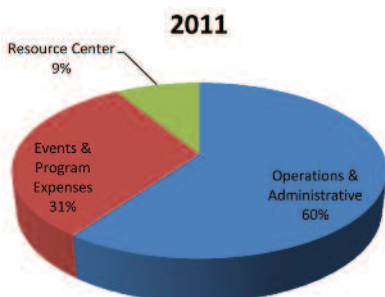
\$ 613 | 1.2%



¹ E-Waste and general recycling program, Community presentations, Earth Day, Home & Building Tour, Community Garden, Culinary Club Workshops, Creek Restoration

² Semptra Foundation: Energy Efficiency Initiative (\$6000 received late 2011 to be expended 2012); U.S. Fish & Wildlife: Creek Riparian Habitat Restoration; Oak View Civic Council: Earth Day

TOTAL EXPENSES | \$40,977



Contract Salaries, Taxes

\$ 14,565 | 35.6%

Gifts-In-Kind

\$ 5,137 | 12.5%

Events & Program Expenses

\$ 12,876 | 31.4%

Operations & Administrative

\$ 4,822 | 11.8%

Resource Center

\$ 3,577 | 8.7%



Our MISSION:
to advance a green,
sustainable, and resilient
Ojai Valley.

Board of Directors:

Caryn Bosson | Noel Douglas
Dale Hanson | Marleen Luckman
Vina Lustado | Kerry Miller
Kathy Nolan | Tyler Suchman
Sabrina Venskus | David White

Staff:

Deborah Pendrey,
Executive Director
Noel Douglas, *Resource Center &
Outreach Coordinator*

Council & Committee Chairs:

Built Environment:

Shawn Jacobson

Food Council:

Dulanie Ellis La-Barre

Watershed: Bill O'Brien

Communications & Publicity:

Bill Haff, Linda Harmon

Event Planning:

Kale Starbird, Anca Colbert

Government Liaison: Renee Roth

Advisory Board:

Carlton Strobel,
City of Ojai liaison
Cindy Cantle,
County of Ventura liaison
Rae Amey
Jakob Bogenberger
Anca Colbert
Ellen Hall
Don Midgett
Stephanie Midgett
Angela Ocone
Steve Olsen
John Roulac
Robert Sorel
Kale Starbird
Michael Weaver
Ken Wright



Our Members, Sponsors and In-kind Contributors Support Us, and By Doing So, Invest in the Ojai Valley Community *Thank You!*

2011 DONORS



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Betsy Clapp	Carolyn Hernandez
Garrett & Ann Clifford	Karen Hesli



Photo courtesy of Timothy Teague

I donate monthly to the Ojai Valley Green Coalition because of the vision that for decades to come, the Ojai Valley will be a beacon of sustainability and resiliency.

I donate monthly because of the tireless work done by

Executive Director Deborah

Pendrey, my fellow board members, organizational leaders and hundreds of volunteers, members and supporters who share the same vision I do.

I donate monthly because I want to lead by example. The Ojai Valley Green Coalition does great work, it deserves our support and can grow with our contributions of time and money.

I donate monthly because this is the Ojai I want to live in, the valley that I call home, and the place to which I can always return, knowing I will be embraced by friends, family and a community that values our quality of life and the environment in which we live.

Tyler Suchman

Julia Heyman	Mac & Franna McClelland
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Lynn Malone	Oak View Civic Council
Lucy Martin	Anthony & Angela Ocone
Wally McCall	Ojai Community Bank

continued on page 5



2011 DONORS

continued from page 4



We give to the Ojai Valley Green Coalition because we care



about the resiliency of our community and using our natural resources wisely. We enjoy sharing new ideas and saving money through creative approaches to reducing energy use and meeting others with innovative ideas and similar interests. Events like learning about our Ventura Watershed, creating more community spaces where people can meet, the beauty of adding art to public places, and installing greywater systems to save on water costs were useful and fun!

At a garden party organized by the Food Council, we learned about preparing the soil and planting vegetables with a group of new friends, followed by a potluck. One of our favorite events is the Green Home Tour each October that showcases "green" homes in the Ojai Valley.

The Ojai Valley Green Coalition is working towards advancing a green and sustainable Ojai Valley. We're delighted to be part of it!

Frank Malle & Marleen Luckman



Robin Graham gives a tour of garden to Gene Volkerding (left) and Pat Allen (right).

From the time Robin was a toddler, if she wanted alone-time with her father she needed to be out in his vegetable garden keeping him company as he worked. She loved the feel of the warm soil filled with worms, the sound of bees, the investigation of bugs, the sweet taste of fresh strawberries and the companionship experienced in

the garden environment. In 2010, Robin Graham decided she wanted to provide a space in the Ojai Valley for others to come and experience a community of gardening, and Help of Ojai offered up the perfect one acre site at their West Campus. In early 2011, the Coalition adopted the now named Ojai Valley of the Moon Community Garden (Garden), as a pilot project under the Food Council. With the help of Keith Brock, the Garden was born and eleven community members participated in the fun. By fall 2011 the Garden had been adopted as an approved site for hands-on training for UC Master Gardeners in Ventura County. In addition, in 2011 the Garden expanded to include an area for the production of fresh organic vegetables for donation to the Help of Ojai Senior Lunch Program.

The Coalition Board of Directors wish to recognize Robin for her outstanding contribution to the community. A community garden requires organization, diligence, patience, and a whole lot of hard labor. Thank you.

2011 Donors continued

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