

MISSION

To help the global movement of people and organizations working toward social justice, indigenous rights, and environmental stewardship to connect, collaborate, share knowledge and build alliances in order to address and solve the world's problems

DELIVERY TO DATE

WiserEarth Directory: The world's largest international directory of non-profits and socially responsible organizations (110,000 in 243 countries)

WiserEarth Groups: an online community space where members can engage in discussion, post and share resources, and collaborate on projects

WiserEarth Community: A vibrant community of over 20,000 members making connections, sharing resources, solutions, jobs, and events

WiserEarth Taxonomy: The world's most detailed classification of issue areas related to social justice and environmental restoration

IMPACT

Effective collaboration space— Over 1,000 community groups

Global— 1,000,000 site users since launch from 193 different countries

Community knowledge— 4,000,000 contributions since launch

Comprehensive resource— 117,863 resources, solutions, events, jobs, and community groups

SOCIAL RETURN ON INVESTMENT

High Impact— Providing visibility for the work of more than 110,000 social change organizations across the world

Cost Effective— Magnifying small budget many times over through partner and member contributions of time and money

Sustainable— Increasing contributions by partners and major donors

Replicable— Repurposing our information and our source software on other websites



Connecting you to Communities of Action
www.WiserEarth.org



Around the world, a movement is rising from the bottom up, addressing issues of environmental restoration, human rights, deep poverty, and the rights of indigenous people. It is the largest social movement in history — hundreds of thousands of organizations and millions of people setting the tone for the most critical period in the history of humanity. Although these groups work on issues that are interrelated, they suffer from **a lack of a collective awareness, duplicative efforts, and poor connectivity.**

WiserEarth is a comprehensive directory and networking forum that maps and connects these organizations and individuals, offering the tools they need to define, address and solve social and environmental problems.

Participants join WiserEarth to:

- generate more visibility and support for projects
- plug into local or global communities of action
- showcase solutions and receive feedback
- identify funders, advisors, or partners

“There is simply no more appropriate project for us to undertake: making known the hundreds of thousands of organizations throughout the world addressing social justice and the environment, and creating the vehicle to connect the movement toward sustainability.”

—Paul Hawken, Founder of WiserEarth

MODEL

Community governed– To respond to the needs of the movement

Community-created content– Members create content and over 100 volunteer editors monitor content, reducing costs

Partner-sponsored improvements– Growing percentage of programming expenses paid directly by our community

Lean central leadership team– Two staff and six contractors enable fast turnaround at lower cost

PATH TO SCALE-UP

Partner with host-country organizations to launch in top 10 languages

Partner with issue-based affinity networks to reach a wider audience

Train technical service providers to reach their client bases

Adopt the Earth Charter to attract its 1,000 signatory organizations

Provide consulting support to larger networks on a fee-for-service basis

CAPACITY TO DELIVER

Seasoned leadership with 75 years of collective business experience

International team based in San Francisco, Paris and Jakarta speaking six languages

Technical Director with 14 years experience with major corporate clients

MILESTONES AHEAD (1-3 Years)

Expand accessibility by launching in Spanish, French, Bahasa Indonesian, and an Indigenous language

Personalize news and updates based on member interests and location

Enhance community organizing spaces for use by large networks

Diversify funding sources with 30% from partners, 20% from major donors, and 20% from fee-for-service



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People-Driven Success

Our success is reflected in the creative and innovative ways our community leverages WiserEarth to advance their initiatives. Small NGOs like AWISH - Sierra Leone **identify global experts** to join their Board of Directors; national outreach campaigns like Step it Up **grow their member base** significantly by reaching out to the community; and **people mobilize in a matter of hours** in response to local challenges, like the devastating oil spill in the San Francisco Bay. The organization, Roots of Change **convenes businesses, governments and non-profits** on a WiserEarth Group to transform local food systems; the The Global Diversity Foundation and the International Society of Ethnobiology **provide an information clearinghouse** for over 160 organizations working on biocultural diversity; **a global conversation is taking place** to debate the "peak oil" phenomenon and to help shape a post-petroleum future.

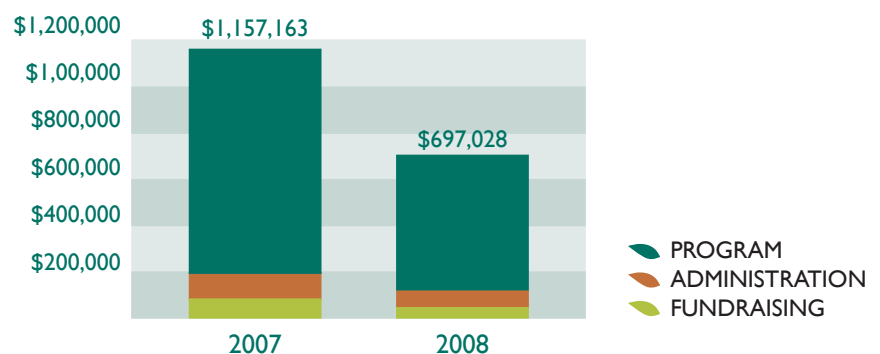
Funders

Current and past funders for WiserEarth include:

Betsy Gordon Foundation
The Christensen Fund
Communities Foundation of Texas
Garfield Foundation
Grant Abert
Karin Bauer
The Kendeda Fund
Marion Institute

Honda Racing Earth Dream
Nathan Cummings Foundation
Overbrook Foundation
Panta Rhea Foundation
Roy A Hunt Foundation
Nancy G. Schaub
Weeden Foundation
Wilburforce Foundation

Budget



Costs decreased over 50% as our members took on more of site maintenance.

83% of our budget goes directly toward maintaining and improving the site.