

# BIG WINS FOR MAINE'S ENVIRONMENT: YOU ARE THE DIFFERENCE



Natural Resources Council of
Maine (NRCM) plans our work carefully
as we head into each legislative session.
We work closely with businesses and
organizations that share our values.
We talk with lawmakers on both sides
of the aisle. We push for bills that will
protect Maine's natural beauty and
resources. But we know, from our 62
years of experience, that there will
be disappointments. That's why we
celebrate every victory.

This year, we did a lot of celebrating.

Our biggest success, the Extended Producer Responsibility (EPR) for Packaging law, is not only a big win for Maine but also for the country. This first-in-the-nation law strengthens local recycling programs by requiring Amazon, Walmart, and other manufacturers of packaging material to share in the costs of managing that waste. This is not new; such programs are already in place in more than 40 jurisdictions around the world including right next door in Canada. It's time waste producers do right by Maine and the nation.

This was, finally, the year land conservation received long-overdue support. Despite its popularity with the people of Maine, the Land for Maine's Future (LMF) program was denied funding for almost a decade, until this year. Lawmakers included \$40 million, over four years, for this landmark program within the state budget, which means it does not have to be approved at the ballot box this year. LMF has conserved land in all 16 counties. Legislators also provided \$50 million for Maine State Parks infrastructure and facility improvements. NRCM and our coalition partners have made this funding a high priority. We now share a collective sigh of relief.

We were also thrilled that new laws will be put in place to protect drinking water by addressing the threat of pervasive "forever chemicals" to the health of people and wildlife. Meanwhile, investments in municipal wastewater infrastructure will help safeguard water quality in Maine lakes, rivers, and streams. We worked successfully with lawmakers to ensure energy efficiency was a high priority, and we could not be more pleased by the Legislature's commitment to implementing many aspects of Maine's Climate Action Plan.

There were other successes as well. The plastic bag ban we championed is now in effect—we expect that more than 450 million wasteful and unnecessary plastic bags will be kept out of Maine landfills and the environment in the first year alone. This past August marked the fifth anniversary of the Katahdin Woods & Waters National Monument. The occasion served as a powerful reminder of the intense effort it took so many for so long to realize the dream of the Monument.

The same could be said for all of NRCM's work. Winning—at the Legislature, with state and federal agencies, and elsewhere—requires many voices, and that includes those that are not always heard. NRCM strives to evaluate all of the issues we work on through a broad lens that considers the needs and concerns of diverse and underserved communities across the state. NRCM is committed to the ideal of being an organization accessible to all Maine people.

We trust that you will move with us. There is still so much to do. We need your voice as we push for removal of four dams on the Kennebec between Waterville and Skowhegan that could decide the fate of the endangered Atlantic salmon. Our decision-makers need to hear your opposition to a proposal to allow a dangerous mine on lands near Baxter State Park and Katahdin Woods & Waters National Monument that puts some of Maine's most treasured lands at risk. A loophole in Maine law continues to allow out-of-state waste to fill up State-owned Juniper Ridge Landfill in Old Town, threatening sites of cultural, spiritual, and historical importance to the Penobscot Nation. Central Maine Power continues to spend millions on its disinformation campaign for its proposed energy corridor. Together, we must stop these harms to our land and waters!

We look forward to the time when we can gather with you in person once again. Some of us were fortunate to experience a few events this summer before the Delta variant of COVID-19 curtailed our plans. Although we don't know how long we will need to maintain safety precautions, please know that we are committed to working with you on issues that matter to you. Your letters, emails, testimony, and phone calls send a strong message to our elected officials that you care about the kind of Maine we will leave to future generations.

Thank you for stepping up, speaking out, and staying with us.

Lisa Pohlmann, CEO

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Maria Gallace, Board Chair

# IN THEIR OWN WORDS

#### NRCM MEMBERS SHARE WHY THEY SUPPORT OUR WORK



"I want my grandkids to know what wild and free nature is, what wireless was before wireless was invented. Most importantly, I want them to learn to appreciate the land that blesses us

with its natural glory. Therefore, I am a proud supporter of the Natural Resources Council of Maine. Their drive to keep Maine's focus on the importance of land conservation, sustainability, and creating networks of collaboration are personally very inspiring and hopefully beneficial for many generations to come!"—Nicole Hamlin, Augusta, Landmark Society/Partner in Maine's Future member

"When I read the newsletter or go on the website, I feel like I'm listening to family and friends speak their concerns. It feels like home in every sense of the word, both a place to go and a group of people joined by a common cause. NRCM has the right balance in their message; I understand the business of the situation, but NRCM does not overwhelm me with fear-mongering activities or alarmist rhetoric.

NRCM is a sensible voice."—Anne Rankin, Brunswick, Landmark Society/Partner in Maine's Future member



"I support NRCM because I love everything about Maine's natural environment, starting with its unmatched beauty along mountains and rivers and coastline, and progressing to the variety of ways that Mainers and visitors use our natural world to improve their lives."—Ryan Linn, Portland, NRCM Rising and Landmark Society/Partner in Maine's Future member

"After living 30 years in Maine, working on environmental issues, mostly with children, I saw how vital NRCM was/is to life in Maine. Living now in New York State, I continue to support and admire your work!"—Doris Balant, Carmel, New York, Partner in Maine's Future member



"I support NRCM because the people of Maine need effective lobbying to protect the environment against corporate and private interests that only care about making a profit at the expense of everything else."—Jason Langley, Orono, Landmark Society/Partner in Maine's Future member



"As a public health professional, I support NRCM because of the inextricable link between environmental health and our own health. NRCM's work

to protect and conserve our environment and promote sustainable communities enables us to lead healthy lives. As a mother, I support NRCM's work so that my son can grow up in a state where he has green space to play, clean water to drink, and clear skies with clean air to breathe."—Heather Drake, Cape Elizabeth, NRCM Rising Leadership Team member

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# 20 YEARS AGO... Clean-up of Wyman Station

Working with local residents, we gathered more than 2,500 petition signatures demanding action to ensure clean-up of the Wyman Station power plant in Yarmouth. The plant had violated its pollution permit 348 times in 7 years. More than 200 people attended a hearing in Augusta. In 2001, the Board of Environmental Protection voted unanimously to require a clean-up plan for Maine's most polluting power plant.





#### ALLAGASH AWARDEES CELEBRATING 21-24 YEARS OF GENEROSITY

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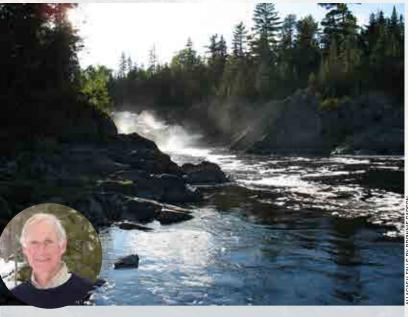
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—Brownie Carson, former NRCM Executive Director and 31-year Allagash member

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# OUR IMPACT ADDS UP

Maine's environment is treasured beyond measure. Thank you for helping us make a difference this past year for the environment we love.

Thank you!



14,568

Number of messages NRCM supporters sent to state and federal lawmakers.

**100%** of Maine legislative districts represented



3.031 Signatures on

**NRCM** petitions



Number of social shares of 82 NRCM blogs



42,819

Number of views of our online Explore Maine map featuring special places for outdoor adventures.

33% increase in use

**10.031** 

Number of NRCM podcast plays—205% increase from last year



First state to reform recycling by requiring corporations like Amazon & Walmart to pay Maine towns to manage wasteful packaging.

**\$17 Million** in savings to Maine communities

30 Municipalities representing more than 340,000 Mainers supported this bill!



256.8

Estimated number of foam food containers saved from needless use in year one of Maine's foam ban.

**21 Million** every month



Estimated number of plastic shopping bags kept from needless use in year one of Maine's bag law.

**35 Million** every month



Number of reservation-only State Park campsites booked for the 2021 season before the summer season even started

# \$50 Million

Included in Maine state budget for funding for State Parks infrastructure and maintenance

# \$40 Million

Included in Maine state budget for Land for Maine's Future program over four years—first time funded since 2012



# \$100 Million

Projected lifetime savings from \$50 million in energy efficiency upgrades provided by the Maine Legislature

tracked at the Maine Legislature

265 Number of bills that NRCM



7,190,001

Number of river herring that passed through fishways on 9 Maine rivers this year, as counted by the Department of Marine Resources

25,000+ members and supporters who help make our work possible!



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# HIGHLIGHTS FROM OUR TIME WITH YOU, TOGETHER AND APART

▼ Honoring Conservation Leadership Although our annual Conservation Leadership Awards had to be held virtually in 2020 due to the pandemic, it was our privilege to honor this year's recipients. The celebration included short videos of two of our inaugural Brookie Award winners, NRCM member Kristen Lindquist reading her poem, "Rapture," and a chance to hear from this year's Conservation Leadership Award winners: Aram Calhoun, Cathy Johnson (Lifetime Achievement), Vaughan Woodruff, and Eric Sherman (People's Choice Award).



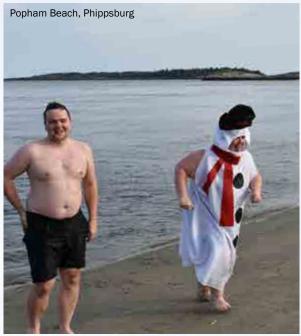








▲ Some F.U.N. at the S.E.A. Fair NRCM CEO Lisa Pohlmann went to Camden to share information about NRCM's advocacy at the Stewardship Education Alliance fair. Sixteen local nonprofits were featured at this family-friendly event.



**Virtually Dipping & Dashing** This year's Polar Bear Dip & Dash was as chilling and thrilling as ever, but rather than gather on East End Beach in Portland, participants had a two-week window in which to dip, dash, or both in an ice-cold waterbody near them. Dippers dipped along the Midcoast, on Matinicus Island, at Popham and Willard Beaches, and many other locations, raising nearly \$20,000 for our climate and energy work.











▶ Puffins & People Our first in-person event in 2021 was our annual Hardy Boat cruise to see the puffins on Eastern Egg Rock in Muscongus Bay. The weather was mild, the sea was calm, and the puffins put on a spectacular show, against the backdrop of a stunning sunset. Project Puffin founder Dr. Steve Kress was on board to narrate our trip.





◆ Online Events Despite
the pandemic, we held more
than 25 events, albeit online.
These included everything
from legislative updates to the
CMP corridor issue, protecting
the Arctic Refuge to removal
of four Kennebec dams. The
most popular webinar, "Birds of
Maine," engaged more than 350
bird enthusiasts.



▲ NRCM Rising NRCM Rising hosted a full moon hike at Robinson Woods Preserve in Cape Elizabeth (a Land for Maine's Future site). They also cohosted, with Rubbish! Portland, a litter clean-up at Thompson's Point in Portland. More than 70 people gathered at Bissell Brothers Brewing to learn about NRCM's work on plastic pollution and EPR laws—and left Thompson's Point considerably cleaner than how they found it.



▲ Lobbying for Recycling Reform NRCM activists and members arrived at the State House in June to lobby their legislators on the Extended Producer Responsibility for Packaging bill, which became law in July! This will ensure that manufacturers of packaging waste will be required to help cover the cost of municipal recycling programs in Maine.

#### **BOARD OF DIRECTORS**

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Ben Whalen, Windham<sup>2</sup>

**Anne Winchester**, New Harbor **Bonnie Wood**, Brunswick

- 1 Completed Service, Fall 2020
- 2 Elected, Fall 2020
- 3 Completed Service, Fall 2021
- 4 Elected, Fall 2021

#### NATIONAL ADVISORY BOARD

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\* Passed away in 2021

#### STAFF

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**Abben Maguire**, Administrative Assistant/Accounts
Pavable Coordinator

**Todd Martin**, Grassroots Outreach Coordinator and NRCM Rising Director

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Allison Wells, Senior Director of Public Affairs & Communications

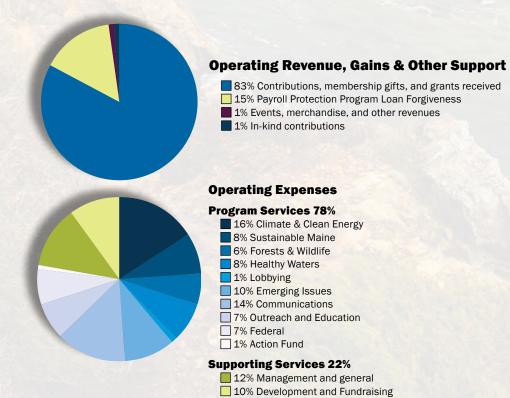


NRCM staff, top to bottom, left to right: top row: Lisa Pohlmann, Chrissy Adamowicz, Nick Bennett, Kirsten Brewer; second row: Josh Caldwell, Beth Comeau, Pete Didisheim, Colin Durrant, Fiona Gordon, Levi Hahn; third row: Daniel Harris, Leisa Hodgkins, Kathy Hyttel, Kristin Jackson, Toby Kilgore, Abben Maguire; fourth row: Todd Martin, Nancy Murray, Sarah Nichols, Codi Riley-Havu, Rebecca Schultz, Veronica Scofield; fifth row: Jack Shapiro, Marlisa Simonson, Melanie Sturm, Emmie Theberge, Allison Wells

# NATURAL RESOURCES COUNCIL OF MAINE

Statement of Activities For the fiscal year ending March 31	FY 2021	FY 2020
Operating Revenue, Gains, & Other Support		
Contributions, membership gifts, and grants received - NRCM	\$2,436,374	\$2,503,442
Payroll Protection Program Loan Forgiveness	\$453,000	\$-
Contributions, membership gifts, and grants received - Action F		\$-
Events, merchandise, and other revenues	\$12,881	\$15,336
In-kind contributions	\$36,078	\$23,523
Investment appropriated for operations	\$-	\$378,500
Total Operating Revenue, Gains, & Other Support	\$2,938,333	\$2,920,801
Operating Expenses		
Program Services		
Climate & Clean Energy	\$484,257	\$503,759
Sustainable Maine	\$237,131	\$235,333
Forests & Wildlife	\$171,571	\$191,920
Healthy Waters	\$224,853	\$166,109
Lobbying	\$30,563	\$71,988
Emerging Issues	\$295,697	\$329,796
Communications	\$423,146	\$407,533
Outreach and Education	\$217,116	\$208,999
Federal	\$201,341	\$222,127
Action Fund	\$3,414	\$5,938
Total Program Services	\$2,289,089	\$2,343,502
Supporting Services		
Management and general	\$354,268	\$322,186
Development and Fundraising	\$295,103	\$254,562
Total Supporting Services	\$649,371	\$576,748
Total Operating Expenses	\$2,938,460	\$2,920,250
Change in Net Assets from Operations	\$(127)	\$551
Non-operating Income		
Capital campaign contributions net of expense	\$260,992	\$1,216,335
Contributions restricted for Tomorrow's leaders	\$-	\$35,000
Contributions board-designated	\$87,348	\$222,002
Change in value of gift annuities and donations	\$(7,579)	\$(8,971)
Net investment income gains (losses)	\$3,449,230	\$(1,203,522)
Total Non-operating Income	\$3,789,991	\$260,844
Total Change in Net Assets	\$3,789,864	\$261,395
Net Assets		
Beginning balance	\$12,081,594	\$11,820,199
Ending balance	\$15,871,458	\$12,081,594
		200

Statement of Financial Position for the fiscal year ending March 31	FY 2021	FY 2020
Assets		
Total current assets	\$2,110,868	\$2,511,349
Net property and equipment	\$340,560	\$450,763
Investments	\$12,707,490	\$8,553,093
Other assets	\$1,138,872	\$868,175
Total Assets	\$16,297,790	\$12,383,380
Liabilities and Net Assets		
Total Liabilities	\$426,332	\$301,786
Net Assets		
Without Donor Restrictions	\$11,997,021	\$8,518,000
Donor Restricted	\$3,874,437	\$3,563,594
Total Net Assets	\$15,871,458	\$12,081,594
Total Liabilities and Net Assets	\$16,297,790	\$12,383,380



## **Notes to Financial Statements**

The Natural Resources Council of Maine is a nonprofit, tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code. Contributions are tax deductible to the extent provided by law.

Writer/editor: Allison Childs Wells, Senior Director, Communications & Public Affairs

Project Assistant: Beth Comeau, Communications Manager

Additional Assistance: Henry Morjikian, Communications & Public Affairs Intern

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society member Gerard Monteu

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# Protecting the Nature of Maine

Our Mission

The Natural Resources Council of Maine is our state's leading nonprofit membership organization protecting, restoring, and conserving Maine's environment, now and for future generations.

secure federal environmental policies and programs that benefit Maine. We harness the power of science, the law, pollution and waste; decrease climate-changing pollution through energy efficiency, renewable sources, and clean communities. Since 1959, NRCM has led efforts to inspire people to appreciate and protect all that makes Maine rivers, lakes, streams, and coastal waters; promote sustainable communities through initiatives that reduce toxic and the voices of more than 25,000 supporters across Maine and beyond to protect our air, waters, forests, and transportation solutions; conserve Maine lands and wildlife habitat, including our treasured North Woods; and NRCM works statewide with our members, businesses, and policymakers to improve the quality of Maine's special. Together, we are making a difference.