



# 2003 Annual Report

**MISSION:** To empower young people to be leaders of environmental and social change in Earth's communities.

At first glance, there is nothing remarkable about TREE MUSKETEERS' modest headquarters on Main Street. On closer look however, the occasional stuffed animal sitting atop a computer monitor, walls crowded with prestigious awards, and photos of youngsters with former Presidents give way to affirmation that this is a place where kids are boss. Any one of the few adult staff or young executives who gather there after school is happy to answer the question, "How did this come to be?"

When the third graders of Brownie Troop 91 gathered for their weekly meeting in early 1987, something unexpected happened. A casual discussion about the pros and cons of

using disposable dishes on an upcoming camp out led to an Earthshaking discussion for the El Segundo, California Girl Scouts. Conversation wandered from harvesting trees for paper and deforestation to the landfill crisis, atmospheric ozone depletion, and humans becoming a threatened species. Much like ground fog, dismay swept across the room obscuring those joyful little faces of seconds earlier. Eyes dropped only momentarily to empty juice cups on the table before they met again—wide with an idea. "We should plant a tree!"

TREE MUSKETEERS was conceived on May 9, 1987 by those thirteen 8-year-olds as they sat around the freshly planted Marcie the Marvelous Tree.

Covered with mud from head to toe, they designed TREE MUSKETEERS as the world's first youth environmental organization.

Those founders are all grown up now, and the second generation of young executives is preparing to pass the leadership torch to the third.

Regardless of the management team's age, running a corporation requires competent staff and a dedicated board of directors with diverse experience. Furthermore, while the business world judges corporate success only by the bottom line on financial statements, nonprofits have two bottom lines – demonstration of fiscal accountability and progress toward mission.

## Program Activity

TREE MUSKETEERS pursues its mission through two primary programs. The Partners for the Planet Network offers a vehicle for kids nationwide to function as a movement through a hotline, speakers bureau, web site, resource sharing, newsletters and youth campaigns. The organization's centerpiece is its Hometown Program in which the South Bay of Southern California is a living laboratory. Local youth serve the community when implementing projects that are models for replication by kids in America's other hometowns while leading and coordinating the national effort. Hometown program elements include a Youth LEADership Center, LEADership courses, curbside recycling, the Adult Partner Team of mentors (APT), a Memory Tree service, maintaining trees on Millennium Row, community events, and community service for at-risk youth. The current thrust in both programs is Count On Kids, a multi-year campaign with objectives to document one million groves of trees planted by two million kids in

three million volunteer hours. The local program emphasis for 2003 was the launch of a new entrepreneurial Tree Service to provide jobs for at-risk youth, better care for private trees in the

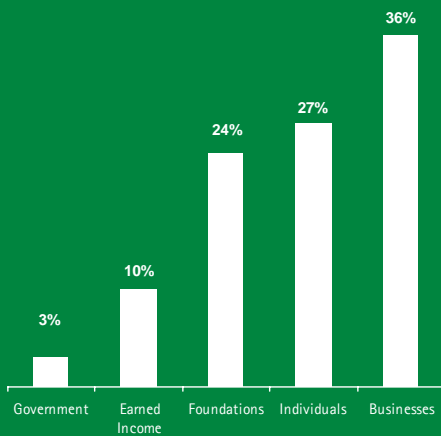
community forest, and generate revenue to reinvest into the community through nonprofit programs. National objectives aimed at amplified outreach to engage America's youth in urban forestry.

## 2003-2004 Board of Directors

Margot Nelligan	2003 Chair/2004 Secretary – Corporate Director, Retired
Tara Church	Founder & 2004 Chair – Attorney, White & Case, LLP
Angelica Roque	President – Student, El Segundo High School
Marie Bliss	2003 Secretary – Educator, California School of Culinary Arts
Catherine Wilson	Treasurer – Financial Analyst, Xerox
Barbara Bannister	Director – Vice President, Xerox Federal Credit Union
Gail Church	Executive Director – Tree Musketeers
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Linda Conkey	Advisory Director – Manager Community Relations, Raytheon
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Carol Kozlovich	Advisory Director – Retriever Payment Systems
Donald Philips	Advisory Director – Realtor, Prudential Real Estate
Gino Polizzotto	Advisory Director – Director, Thomas Properties Group, LLC

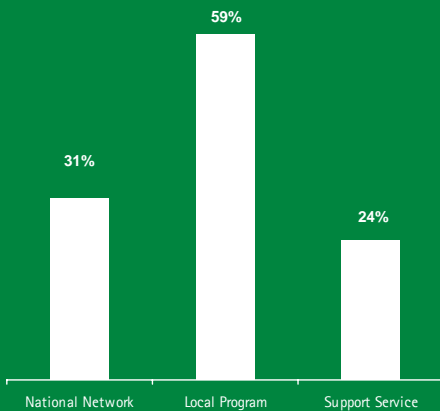
## TREE MUSKETEERS 2003 Revenue

\$339,848



## TREE MUSKETEERS 2003 Expenses

\$309,829



### Objectives:

- Outreach to 5 million people
- 20 speaking engagements
- Finish 6 web site pages
- Double web site traffic
- Employ 4 at-risk youth
- Launch Tree Service

### Actual:

- Outreach to 20,004,777 people
- 31 speaking engagements
- 7 new web pages plus other improvements
- Web site sessions were up 261%
- Employ 2 at-risk youth until March 2004
- Tree Launch Service began in September
- Hotline calls up 600%
- 289 trees planted
- 337 youth volunteers = 1,806 hours
- 286 adult volunteers = 2,607 hours

## Evaluation

Objectives were tracked in a database, and momentum toward qualitative program goals was examined through participant evaluation forms. Returned evaluations gave a letter grade of A - F for progress toward goals and quality of specific program components. An external ad hoc committee was convened to review evaluations and compile results. This feedback will be considered in the way resources are dedicated and programs are delivered in the future.

## 2003 Report Card

### Goals

- A healthy start for kids & Earth
- Safe place & after school activities
- Marketable skills for youth
- Adult mentors
- Community service opportunities

Goals	Youth	Overall
A healthy start for kids & Earth	A	A-
Safe place & after school activities	A+	A
Marketable skills for youth	A+	A-
Adult mentors	A	A-
Community service opportunities	A	B+

### Activity

- LEAD Classes
- APT Membership
- Backseat Driving Class
- Tree Planting Supervisor Trng
- Events
- Curbside Recycling
- Tree Planting & Care
- TrunkLine Newsletter

Activity	Youth	Overall
LEAD Classes	A	A
APT Membership		A-
Backseat Driving Class		A
Tree Planting Supervisor Trng	A	
Events		A
Curbside Recycling	A	A-
Tree Planting & Care	A	A-
TrunkLine Newsletter	A	A-



As a lead agency for National Youth Service Day, TREE MUSKETEERS hosted a festive planting. El Segundo firefighters helped young planters water the 50 new trees.



Outreach mechanisms included network TV such as this interview with NBC Fritz Coleman, newspapers, radio, newsletters, cable TV, classroom supplements, and speakers bureau appearances. There was no reasonable way to quantify the tremendous Internet exposure.



TREE MUSKETEERS Tree Service cared for needy trees in the yards of 25 customers during its first four months.

### Investors of \$249 - \$100

Justin Holman, Job's Daughters, LDS Elders, ES Lions Club, Rotary Club of San Pedro, Ronni Pepperdine, ESMS PTSA, Melody Steinberg, Jillian Wilton, Hana Stodder, Thomas Ashe Family, A+ Sales & Svc, Gilbert Family, Jane Durand, Seth Sauls, Wedgewood, Lindsay Pinkham, Roque Family, John Mahoney, Scott Foresman, Kathy Dutchess, Rosalyn Fitch, Donald Sirvio, Hollick Family, Church of Latter Day Saints, Sue/Don Carter, Elder Schmitt, Alex Umbenbaur, El Tarasco, Carla Paredes, Christine Ferrin, Hacienda Hotel, Dawn Suart, Heidi Bweck, Diane Hollick, Alarcon Family, Guy Newkirk, Nora Roque, Staci Surdow, LaPaz Restaurant, Paul Wheeler, Karen O'Hara, Robert Burg, Derek Sheeler, Stick & Stein Eatery, John Tourino, David Bell, Michael Gilbert, Bob Willis, Elder Poulsen, Girl Scout Troop 646, El Segundo High School, Todd Wheeler, Gabby Montes, Chris Tiernan, Dolores White, Caroline Hawks, Domino's Pizza, Patrick Morrissey, Esmerelda, Linda Taw, Doug Martes, Pacey's Family, White Family, El Pollo Loco, New York Food Co, Jeannie/Jerry Bess, Jacqueline Brooks, Carmen Paredes, Kathleen Busick, Steve Lundgren, Lilita Witz-Hancsak, Carolyn Broussard, Ivalee Douglass, Tavern On Main, Noah Stodder, Andrew Schuh, Angel D, Disneyland, Activision, Andy Gump, David Konheim, Jeff Poor, Colleen Reardon, Grand Finale Catering, Judy Willis, Frank Ginsberg, Rosemary Clubb, Mattel Federal Credit Union, Kenda Wheeler

### Investors of \$99 - \$50

Tarback Family, Dennis Katovsich, Bob/ Patty Marak, Bisenieks Family, Kinzer Family, Fred, Kathy, Kristina, Joan/Craig Parker, Lynch Family, Kenneth Parks, Jennifer Austin, Karl Bruskotter, Shannon Johansen, Maisie Tsui, Doubletree Hotel, Dan Newton, Kristin Van Heuven, Ashley Pottenger, Chicken Dijon, Diane Simons, Barnett Family, Vital Signs, Ryan Family, Elder Pini, Jimmy Church, Leila Schuh, Gino Polizzotto, Linda Olson, Lois Bernstein, Alexis Padilla, Toby Hewitt, Kelyn Mainwaring, Kyle Austin, Solutions European Skin Care, Anthony's Restaurant, Vaccagnino, Joe/Jill Reasch, Nisha Wadhua, Dan Johansen, Maggie/Lisa Christal Young, Roger/Jackie Garvin, Christine Nagikawa, Gordon/Diane Hollick, Entenmann's, Elder Denney, Rite Aid, Rinaldi's, Carlie Day, Judy Andoe, Stacia Mancini, Danny Roque, Peter Joslyn, San Diego Zoo, Catherine Hinkle, Joanne Malara, Ann Burk, Alta Skinner, Dan/Rosemarie Church, Dorothy Turner, Craig/Rachel Church, Ami Cisco, Chow Chevron, Henrietta Paracha, Hazel Pagkalinawan, Nolan/Susan Church, Anitta Church, Sue DeRuyter, Ardis Dahl, Studio Dance, George Dazet, Girl Scouts, Darrell/Linda Church, Michael Berry, Celeste Encell, Vicki Wehrly, Aalok Sharma, Kris/John Heater, Alise Longyear, Expert Cleaners, Jobs Daughters, Wayne Newstrom, Penny Pratt, Linda Robb, McCormick & Schmick's, P Shajhi John, Patricia Norlund, L.A. Sparks, Ismael Tamayo

### Investors up to \$49

Gary Olson, Galina Kovshilousky, Dana Mozena, Carol Kozlouch, Chris Packer, Ashley Fleury, Cody Warriner, Anthony/Kay Mike, A.J. Davis, Garrett Cana, Hana Cookson, Hattie Stewart, Henry Wilson, Hope Warriner, India Yee, Ines Medina, Jamie Medina, Jaqueline Ruiz, Jasmine Jawato, Jessica Weingarten, Johnny Buss, Jonathan Novak, Joseph Beharry, Juan Medina, Julia Keesing, Karen Yee, Kelsey Moller, Kim Schwarz, Madeline Yee, Matthew Marak, Megan Marak, Michelle Hyjeck, Mori Cookson, Natalie Velasco, Patricia Bentley, Serena Kaji, Stephanie Csengeri, Stephanie Osorio, Vanessa Moreno, Ximena Moreno, Emina Kaji, Mark Seegel, F. L. DeYoung, Stuff Pizza, Leigh Wilson, Joe Koehl, Christin Taylor, Elder Smith, Marty Borko, 7-Eleven, Matt Singerman, Luiza Miller, Carl's Jr. Restaurant, Corey Miller, Alma Hernandez, Bernie Church, Laura Gardner, Sue Zaccagnino, Pat Norland, Camren Sugita, Tony Zaccagnino, LeAnne Fujung, Mariana Saboya, Ava, Autumn Moran, Jasmine Peterlin, Stephanie Sakasuchi, Lauren Fujimori, Megan Shiosaki, Shayan Senaati, Scott Wheeler, Felicia Montes, Dara Fineman, Afton Church, Francis Kolbjornsen, Karissa Nishimura, Ethan Zaccagnino, Eric Woods, Ryan Wheeler, Aleta Pottenger, Richard Ushler, Byron Hogoboom, Patty Yessner, Patty Park, Dylan Share, Lee Wheeler, Doug Pottenger, Norm Tappin, Kelly McDowell, Graham Goldstrand, Diana Coffey, Dawn Martin, John McBride, John Milligan, Ann McBride, Greta Banuelos, Annie Aragon, Nicole Park, Virginia Diaz, Josefata Banuelos, Charlie White, Matt Young, Lynda MacLyman, Karin Lubba, Yurri Park, Marilyn Sollee, J. Robbins, Jacqie Brooks, Matt Bell, Jesse Wood, Jerry Lien, Karen McCarthy, Catherine Ambler, Autry Museum, Anthony Bartolazzi, Steve Adams, Subway, Boeing Employees, International Garden, Cynthia Rustanius, Virginia Middleton, Pottenger Family, Nipa Dunn, John/Judy Antonio, Kimberly Jones, Marian Fine, Paredes Family, Gutierrez Family, Ray Gen, Patricia Shanks, Dinsmore Family, Big 5 Sporting Goods, Pattie/Bill McCaverty, Brenda Bell, Ed/Nancy Myska, Hilda Preston, Glenn Schoenfeld, Elaine Rock, Sally Donner, Rodger McWilliams, Montes Family, Kaitlin Ashe, Ariel Morales, Dan Johansen, Don Phillips, Thomas Ashe, Teresa Sanchez, Irene Turnerm Michelle Jones, John Gilbert, Laurie Polizzotto, Austin Moore, Charlotte Magruder, Will Bliss, Kim Krantz, Rob Bernstein, Raymond Liesegang, Maria Rochetto Harrington, Thomas Wolf, Maxine Jones, Michael Miller, Andres Santamaria, Denise Gardella, Tracey Van Pelt, June Milton, Anna-Marie Weber, Patricia Carey, Valerie Camp, Debbie Prewitt, Andrea Dahm, Douglas Eichler, Jane Alcalá, Ingrid Kelly, Stella Georgious, Jeff Stewart, Alan Sozio, Jeffrey Wight, Alex VomSteeg, Linda Conkey, Bobby Richardson, Brandon Crainer, Dustin Manafian, Donald Zukas, Jose Gonzalez, Jose Luis Arevalo, Sergio Escareno, Jose Castro, Jose Minguzzi, Jose Aguirre, Saudia Randall, Rose Verches, Rosa Frias, Jose Vera, Jorge Ochoa, Jorge Acosta, Sheila Powell-Faulkner, Ronald Taylor, Thomas Carroll, Mike Kane, Jesus Rodriguez, Tony Ogue, Jesus Osuna, Robert Klaus, Reynaldo Merlos, Juan Aguilar, Miguel Santa Maria, Jennifer Cearnica, Louis Morales, Veronica Toscana, Juan Dufaur, Victoria Soto, Juan Torres, Jeannette Kinsley,, Kathleen Stabile, Saleena Thacet, Sandra Dunning, Donna Oja, Kathy Dellwo, Christina Miller Policarpio Chavez, Wesley Bucknor, Adriana Hernandez, Iris Ceuadarrama, Alejandra Madrigal, Hortensia Martinez, Alejandro Barbosa, Edward Ron, Hileberto Baltazar, Patrick Leonard, Daryl Hampton, Hilda Chacon, Alejandro Mendez, Alejandro Vasquez, Helen Moore, Anatolio Lozano, Guadalupe Velasquez, Gregorio Parga, Pablo Bravo, Oziel Cadenas, Orlando Farias, Gina Savledo, Anthony Zamora, Germin Pavon, Octavia Spencer, Gabriela Sanchez, Jeff Rodriguez, Antonio Martinez, Gabriel Ramirez, Ariel Reyes, Dominick Soto, Francisco Garcia, Fidel Marquez, Paul Conway, Arturo Escamilla, Luis Leyva, Edith George, Arturo Ibarra, Arturo Portillo, Fernando Salazar, Monica Aguirre, Moises Tolen, Missy Mitchell, Federico Cabrera, Kriste Enriquez, Luis Perez, Chad Brown, Michael Blumfield, Carey Durrell, Buy Hendriks, VB Designs, Carl Paris, Bruce Hightower, Merced Martinez, Magdaleno Carillo, Carlos Reyes, Mauricis Lizama, Leonardo Saavedra, Alec Sarwas, Booman Natarajan, Mariade Jesus Telles, Maria Sandoval, Maria Pardo, Maria Gonzalez, Carolyn McFaul, Casandra Padilla, Daniel Vasquez, Cassandra Byas, Cesar Nevarez, Christopher Cearcia, Margarita Valencia, Erico Villa, Manuel Zuniga, Abraham Oliva, Daniel Ceamez, Dal Park, Erick Del Cid, Manuel Quintanilla, Elio Gonzalez, Elena Barajas, Orell Jones, Manuel Del Toro, Sheree Dymek, Lois Hall, Maureen Molloy, Matt Duffy, Anna Sosnovskaya, Kelsey Neuman, Chuchsarun Prah, David Berkowitz

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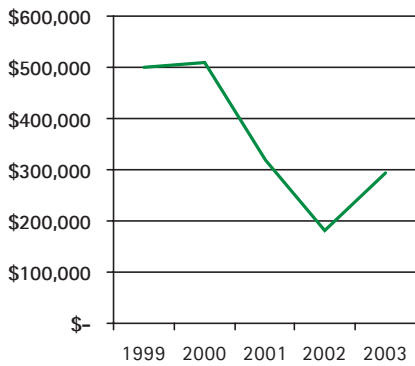
The Accenture logo features a stylized greater-than sign (>) above the word "accenture" in a lowercase, sans-serif font. Below the name is the tagline "High performance. Delivered." in a smaller, italicized font.

# Nonprofit Sector Economy

Charitable giving in America reached an all time high in 2000 after a slump that ended in 1999. The nation's economic downturn in 2001 further complicated by the events of September 11 resulted in 44% of charities nationwide reporting shortfalls in funding by year's end. While September 11 motivated an outpouring of financial donations to national causes and support for those affected in New York City, overall charitable giving was down 2.3% in 2001 as compared to 2000. Crucial funding to community-based organizations nationwide suffered with arts, cultural, humanities, and environmental groups having the largest

level of decline. A study funded by The California Endowment found that charities across the state cumulatively lost \$25.5 million or \$62,000 per organization in just the two months following September 11. No improvement materialized in 2002 when a Giving USA survey of nonprofits reflected that 46 percent reported a further decrease in revenue. "We have to keep in mind that 2001 and 2002 were some of the worst years for charitable giving over the past 40 years," according to Association of Fundraising Professionals (AFP) president, Paulette Maehara. Charitable giving turned the corner in 2003. An AFP poll revealed that the groups experienced an average increase in revenue of 5.74%. The figure for environmental organizations specifically was a 6.59% increase last year as reported by the Nonprofit Times. Groups with larger budgets performed better, and charities with less than \$500,000 in annual revenues actually lost half a percent on average in 2003. TREE MUSKETEERS, an environmental organization with a small budget, performed far better than the average with a 56.5% improvement, though full recovery is still a ways off due to the steeper decline it and like groups suffered.

## Tree Musketeers Revenue Trends



### Investors of \$25,000 +

Boeing Employee Community Fund- since 2001  
Toyota Motor Sales- since 2001  
National Tree Trust- since 1993

### Investors of \$24,999 - \$10,000

Group 22- since 1999  
Northrop Grumman- since 1992  
Church Family- since 1987  
Xerox Federal Credit Union- since 2000

### Investors of \$9,999 - \$5,000

Raytheon- since 2001  
City of El Segundo  
The Boeing Company- since 1999  
Catherine Wilson- since 2002  
Vons Foundation

### Investors of \$4,999 - \$1,000

Marie & David Bliss- since 1998  
Chevron Products Co.- since 1988  
Margot Nelligan- since 1990  
Kayne Eras Center- since 2001  
Angelica Roque- since 1998  
American Airlines/American Eagle  
Carolina Paredes- since 2002  
Thomas Properties- since 2002  
Barbara Bannister  
Union Bank- since 1998  
Gayle Sato  
Youth Service America  
California ReLeaf- since 1993  
Mattel Children's Foundation- since 1996  
West Coast Arborists- since 1999  
Continental Development- since 2000  
On The Go Cargo- since 2001  
El Segundo Firefighters- since 2000  
Mike & Denise Gordon- since 1996  
Naso Family  
Riverside Auto Center  
Rachel Olson, John Sakata, Tiina Schuh

### Investors of \$999 - \$500

Gene Austin  
Accenture- since 2001  
Robin Funk  
Sunara Sotelo- since 2000  
Studio Printing- since 1997  
Women's Alliance  
Interact Club- since 1999  
Anna Sutherland  
Henry/Joan Stuart- since 1999  
Allstate- since 2002  
Brownie Troop 294, LAX Volunteers, Laura Ruiz,  
ES Middle School, Veronica Pinkham, John  
Gilmore, 118th St School, US Storage, Moises  
Villalobos, Adriana Luna, Trees For Development

### Investors of \$499 - \$250

Franziska Steagall, International Rectifier, LA  
High Interact, Alec Monroe, Sandra Dickten, ES  
Middle School PTSA, Virginia & Donald Brewer,  
Christina Cairns, Robin Reaser, Erin Ryan,  
Megan Mozena, Nicole Brancato, Capistrano  
Restaurant, Dwayne Taylor, Janet Kleinman,  
Walter Warriner, Michael Banados, Gerry  
Muraida, Hilton Garden Inn, Kathy Emmett  
Fast, Dellie Anderson, Shane Jaqua, Solae Olson,  
Donald Philip, University Lutheran, Dorothy  
Martino, Rachel Wilson, Samantha Knaggs, So  
Calif Landscape, Wanda Boyer, Laurence Cohen,  
First Coastal Bank, Alternate Routes, Tim Todd