

THE POWER OF Leverage



Fred Krupp, Carl Ferenbach and David Yarnold


We're often asked how 350 people at Environmental Defense Fund can hope to change the world. In a word: leverage. We find new ways to take science-based ideas and scale them up to transform entire industries.

EDF's leverage comes mainly from our emphasis on markets and partnerships. Our ability to harness market incentives to advance environmental goals has been a cornerstone of our work since the 1970s, when EDF was the first major environmental group to hire Ph.D. economists. Likewise, our precedent-setting partnerships with leading corporations—from McDonald's in 1990 to KKR and Walmart today—have helped to raise the bar for all businesses.

A tough economy has compelled people who care about the environment to focus more than ever on results. We are deeply thankful for the exceptional support of

our members and friends in these difficult times. Your generosity has made possible the dramatic progress described in these pages. Special thanks go to our past chairman Nick Nicholas, whose leadership since 2002 has been so instrumental to EDF's success.

As EDF enters 2010, we stand at the threshold of historic action on climate change and the global energy economy. With your help, we will continue to build on what we've accomplished and seize new opportunities to protect and preserve the natural systems on which all life depends.


Carl Ferenbach
Chairman of the Board


Fred Krupp
President


David Yarnold
Executive Director