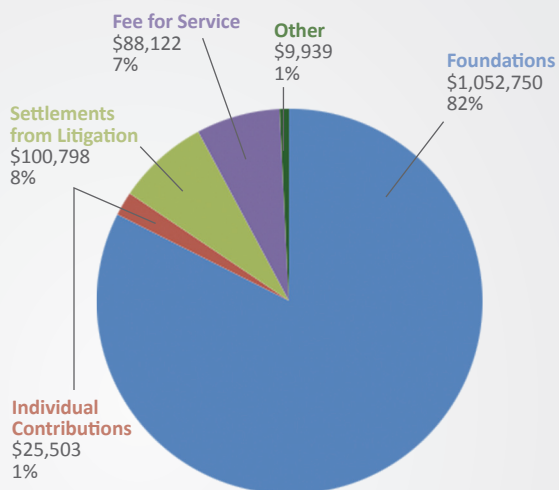




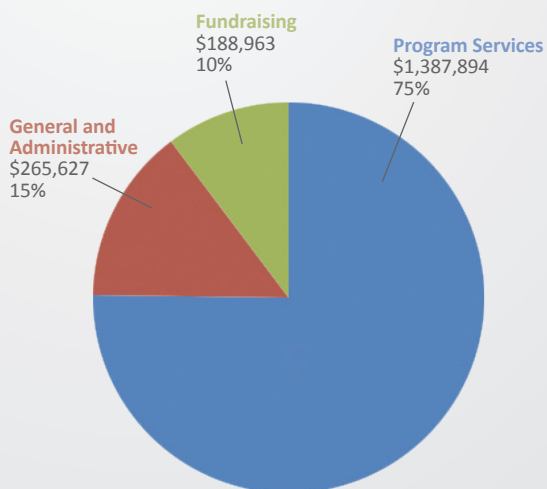
» Energy

In 2010 As You Sow’s shareholder resolutions calling for the disposal of coal ash received extraordinary support with votes of 40% and 43% at coal-fired utilities Montana-Dakota Utilities and CMS Energy, respectively. These rank as two of the top five environmental resolution votes of all time. Our work on fracking involved filing resolutions with ExxonMobil and Ultra, which received affirmative votes of 26% and 21%, respectively. In response to the resolution, Exxon publicly announced it supports full disclosure of chemicals used in fracking fluids.

SUPPORT & REVENUE



EXPENSES



FINANCIAL POSITION

Assets	\$1,123,081
Liabilities	\$143,278
Net assets	\$979,803

» Extended Producer Responsibility

We launched the Extended Producer Responsibility (EPR) program as an umbrella for our long-standing electronic waste and beverage container recycling programs. This was spurred by our long-term work with HP, Dell, Apple, and Best Buy to divert electronic waste from landfills and with companies like Coca-Cola and PepsiCo to recycle plastic bottles. As a result of these efforts, As You Sow received the Arrow Award for Coalition Building from the California State Department of Resources Recycling and Recovery for bringing Coca-Cola, Nestle Waters, and PepsiCo together to commit to 50% plastic bottle recycling (18 billion bottles a year) in North America. As You Sow continued to work with Best Buy on its electronic waste recycling program that we helped to put in place in 2009. The program collected two million units totaling 85 million pounds of electronic waste in 2010, an increase of 25% over 2009.

» Environmental Health

As You Sow published “Seeking Safer Packaging”, a report that rated 26 companies on their efforts to remove BPA (bisphenol A – a highly controversial chemical that has been linked to birth defects and cancer) from food can liners. We expanded our work on the use of nanomaterials in food and packaging after McDonald’s agreed to put a hold on its use and publish this in their next CSR report.

» Human Rights

Responsible Sourcing Network (RSN), a project of As You Sow, worked with a coalition of electronics industry leaders including Intel, Advanced Micro Devices, HP, Microsoft, Dell, and others to write Securities and Exchange Commission rules on conflict minerals sourcing from the Congo as part of the Wall Street Reform Act of 2010. In addition, RSN increased the number of companies banning Uzbek cotton produced with child slave labor to 64 – an addition of 17 companies from 2009.

Thank you to the foundations and individual donors that help make this work possible. We are encouraged by the success of our programs in 2010 and look forward to continuing to implement impactful and innovative strategies to move corporations into integrity in the coming years.