



AS YOU SOW

30 YEARS 1992 – 2022

The nation's leading non-profit shareholder advocate, with a 30-year track record of changing corporations for good

SEEDS *of* CHANGE

Summer 2022

30 YEARS OF IMPACT

Thirty years ago, *As You Sow* began its shareholder advocacy, pursuing corporate accountability, financial transparency, and a safe, just, and sustainable world for all.

In 1992, Tom Van Dyck founded *As You Sow* to preserve the environment for his two then-young children. Big timber companies were threatening to destroy irreplaceable old growth forests. Working with friends and allies, Tom stood up for the forests through *As You Sow*.

Today, we stand up on many of the world's most important environmental and social issues, like climate change, ocean plastics, and racial justice, as shareholders and by enabling values-aligned investing. We engage with hundreds of companies across 12 program areas.

Our 30-year track record speaks volumes, but our community speaks even louder. *As You Sow* is powered by partners – the foundations, individuals, and allies who believe that together, we can create the change we need. Take a look inside for some of the impact you have created with your gifts. Because it's you that make it happen. **Thank you.**



The Ripple Effect

Shareholder actions drive corporate change that creates a ripple effect across corporate supply chains, spreading across industries, sectors, and the entire economy. As shareholder advocates we engage directly with corporate executives, seeking resilient business models that benefit all stakeholders.





30 WINS

1992
REVLON REMOVES TOXIC CHEMICALS
Revlon commits to reformulating all of its nail enamel and nail care products sold nationwide to be toluene-free

OCTOBER 1995
PROTECTING THE HEADWATERS FOREST
As You Sow helps stop Maxxam from destroying Headwaters Forest

DECEMBER 1998
PROTECTING OLD GROWTH FORESTS
Coalition of NGOs stops Home Depot from selling old-growth lumber

JANUARY 2002
ELECTRONIC WASTE RECYCLING AT DELL
Dell agrees to become first company to set e-waste recycling goals

MARCH 2012
ESCALATION TO LITIGATION
Halliburton, Duke, Southern, and FirstEnergy did not respond adequately to our shareholder engagements and resolutions. We escalated by filing shareholder derivative legal actions vs. the boards for fiduciary breach

FEBRUARY 2013
GMO LABELING
After our decade-long engagement, Whole Foods announces it will label all GMO foods in stores by 2018

JANUARY 2014
EXXON REPORTS ON CARBON ASSET RISK
Exxon agrees to publish first-ever report on its exposure to carbon asset risk, sparking 400+ media stories and launching the concept of "carbon asset risk"

FEBRUARY 2014
RECYCLE PACKAGING

- Colgate-Palmolive agrees to make most packaging recyclable in 3 of 4 divisions by 2020
- Procter & Gamble agrees to make 90% of packaging recyclable by 2020

JANUARY 2017
UNILEVER RECYCLABLE PACKAGING
Through our work with them, Unilever agrees to make all packaging recyclable by 2025

FEBRUARY 2017-20
ENDING STYROFOAM WASTE
Target, McDonald's, Dunkin', Yum! (KFC, Taco Bell, Pizza Hut), and Starbucks eliminate styrofoam cups and packing, translating into 3 billion foam cups not produced every year

JANUARY 2020
BIG BANKS OUT OF ARCTIC DRILLING
JP Morgan Chase, Goldman Sachs, Citi, Morgan Stanley, and Bank of America are halting loans for Arctic drilling; Chase and Morgan Stanley agreed to align financing with Paris goals

MARCH 2020
STARBUCKS CUTS PACKAGING WASTE 50%
Starbucks agreed to shift from single-use to reusable packaging, develop reusable container goals, and cut its global packaged waste 50%

FEBRUARY 2021
FIRST RIGHT-TO-REPAIR AGREEMENT
Microsoft, in a first-of-its-kind agreement, committed to increasing access to spare parts and repair documents

MARCH 2021
NO MORE FOREVER CHEMICALS AT MCDONALD'S
McDonald's announced it will phase out PFAs from all food packaging by 2025

MAY 2021
RACIAL JUSTICE SCORECARD DRIVES CHANGE
Monster Beverage, FootLocker agreed to disclose plans to promote racial justice

YOUR GIFT POWERS THE PROGRESS. OVER 90%* OF YOUR DONATION

& 30 YEARS


A few of our favorites



FEBRUARY 2004

PLASTIC RECYCLABILITY AT COKE AND PEPSI

Coke & Pepsi agree to put 10% recycled PET plastic into bottles in U.S. market



FEBRUARY 2007

A GREENER APPLE

CEO Steve Jobs agrees to triple rate of Apple's e-waste recycling program



APRIL 2010

BEST BUY MAJOR RETAILER E-WASTE RECYCLING SUCCESS

As You Sow reaches an agreement with Best Buy to pioneer e-waste recycling program in U.S. stores



MARCH 2011

MCDONALD'S ELIMINATES NANOMATERIALS

McDonald's agrees to not use nanomaterials in its food



MAY 2014

SAFE CHOCOLATE

Chocolate makers including Trader Joe's, Hershey's, Mondelez, Lindt, Godiva, See's, Mars, Theo, and Ghirardelli, are working with As You Sow to reduce lead and cadmium in chocolates



APRIL 2015

NON-GMO INFANT FORMULA

Abbott Labs committed to offering a non-GMO Similac infant formula, a major victory that was featured in the New York Times. GMO-free Similac is now on store shelves



AUGUST 2015

RENEWABLE ENERGY TARGETS

Southern Company, one of the largest utilities, commits \$2 billion in renewable energy development following a 2 year engagement by As You Sow



JANUARY 2017

ANTIBIOTICS-FREE POULTRY

KFC, Burger King, and Wendy's sign agreements with As You Sow to only purchase chicken raised without medically important antibiotics, forcing the U.S. poultry industry to change how it uses antibiotics



APRIL 2020-21

REGENERATIVE FARMING & PESTICIDE REDUCTION IN FOOD SUPPLY CHAIN

- Kellogg's committed to phase out glyphosate as a pre-harvest desiccant
- General Mills is expanding its regenerative agriculture program
- Campbell's and JM Smucker and Pepsi agreed to take steps toward reducing pesticides in their supply chains
- Pepsi announced a regenerative agriculture initiative on 7 million acres



JUNE 2020

MAJOR UTILITIES TO DELIVER CLEAN ENERGY

- Arizona Public Service announced it would deliver 100% clean, carbon-free electricity to customers by 2050 and end all coal-fired generation
- Duke Energy, the U.S.'s largest utility, Dominion Energy, and Southern Co all set goals to achieve net-zero GHG emissions from power generation
- General Electric announced its exit from coal in the new build power market



MAY 2020

DIVERSITY, EQUITY, AND INCLUSION DISCLOSURE

Chase, Morgan Stanley, MasterCard, Procter & Gamble, Oracle, MetLife, and Glaxo Sciences agreed to substantial commitments on workplace equity and diversity reporting and disclosures



JANUARY 2021

PLASTIC ABSOLUTE REDUCTION TARGETS SET

Keurig Dr. Pepper, Mondelez, Pepsi, Target, Walmart agreed to set significant absolute reduction targets for plastics



MAY 2021

ESCALATION TO RUN DISSIDENT BOARD SLATE

Exxon did not respond adequately to a decade of shareholder engagements and resolutions. We escalated by recruiting a six-director dissident slate and negotiating with the Company for three board seats prior to the AGM



JULY 2021

BOARD DIVERSITY COMMITMENTS

Allstate, Booking Holdings, Campbell's, CVS, Dollar Tree, Microsoft, UnitedHealth, Visa, agreed to report on plans to increase board diversity and/or assess effectiveness of overall company diversity and inclusion programs



MAY 2022

SAY ON CLIMATE

Boeing, General Electric, and other major corporations, after As You Sow earned >91% shareholder votes, agreed to disclose scope 3 emission and reduce emissions by 5% per year over the next decade

GOES DIRECTLY TO PROGRAM WORK. THANK YOU! (*2020 AUDITED FINANCIALS)



NEW SEC CLIMATE RULE UNDER ATTACK

The SEC’s new climate rule is currently in a comment period – it will be a major game-changer if it’s implemented. It requires companies to disclose accurate, *audited* climate information, including emissions data, transition plans, and climate-related risk assessment. That means stakeholders – including investors and analysts – will be able to find and trust climate disclosures similarly to financial data!

It is a huge step forward, and of course faces strong opposition from corporations that want to hide how little progress they’re making on climate. Our ability to defend the new rule is vital to its survival.

Will you help make sure we can respond forcefully to opponents trying to frighten and confuse stakeholders?

As climate impacts reach historic and increasingly catastrophic levels, we must have access to accurate information. But not all corporate executives and boards see it that way.

Your gift today will help make sure we can vigorously defend against the challenges and distortions of fact, and make sure this much-needed SEC rule goes into effect.



Yes. I want *real* climate information from companies!
I want to make a difference.

I WANT TO HOLD CORPORATIONS ACCOUNTABLE!

Give online today: asyousow.org/donate

As You Sow gets big companies to make big changes, to benefit people, planet, and profit. Because the corporations creating the problems have got to be part of the solution.

