



AS YOU SOW

2016 ANNUAL REPORT

2016 WAS A YEAR OF ACTION AND IMPACT,
MAKING BIG CHANGES AT BIG COMPANIES

As You Sow holds corporations accountable. We directly engage CEOs, senior management, and institutional investors to promote environmentally and socially responsible business practices in



ENERGY

Climate Change
Carbon Asset Risk
Fossil-Fired Utilities
Hydraulic Fracturing



ENVIRONMENTAL HEALTH

GMOs and Glyphosate
Nanomaterials in Food
Antibiotics and Factory Farms
Lead in Food



WASTE

Ocean Plastics
Consumer Packaging
Electronic Waste
Pharmaceutical Waste



PROXY PREVIEW FOSSIL FREE FUNDS CEO PAY



HUMAN RIGHTS

Cotton, Minerals

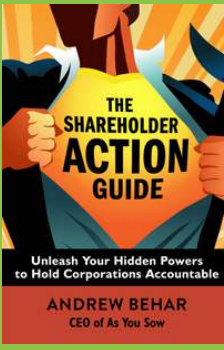
WE FILED **50** RESOLUTIONS WITH **43** COMPANIES

ACCOUNTING FOR APPROXIMATELY **10%** OF ALL ENVIRONMENTAL AND SOCIAL RESOLUTIONS FILED

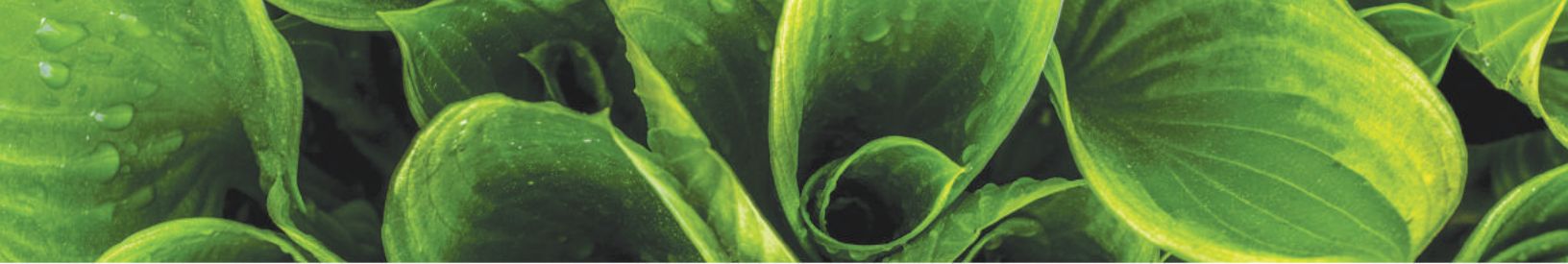
WE EARNED VOTES REPRESENTING NEARLY **\$250 billion** WORTH OF SHAREHOLDER VALUE

2016 HIGHLIGHTS FROM OUR CORPORATE ENGAGEMENTS

- **Chipotle** and **YUM! Brands** (Taco Bell, KFC, Pizza Hut) committed to food and packaging waste diversion goals
- **Wendy's** announced it would source only chicken not treated with medically important antibiotics
- **JM Smucker**, **Colgate-Palmolive**, and **Kellogg** committed to evaluate alternatives to nanomaterials in their products
- **Honest Kids** juice drink, a **Coca-Cola** brand, converted 40% of its business from non-recyclable laminated foil pouches to recyclable aseptic paper cartons, representing avoided use of 30 million square feet of non-recyclable pouch material
- **Dr Pepper Snapple** shareholders repudiated a weak recycling goal, voting in strong numbers for our resolution calling for aggressive bottle/can recycling and recycled content goals
- **Exxon**, **Chevron**, **Total**, and **BP** agreed to explore our innovative Carbon Asset Transition concept, asking oil companies to report reserves in energy-neutral BTUs so that all resources are counted for incentives, instead of just oil and gas
- Five coal-fired utilities—**Southern**, **Ameren**, **Great Plains**, **AEP**, and **Avista**—made strong commitments on progress away from coal and toward renewables. Utilities account for 29% of all U.S. carbon emissions
- Signatories to our Cotton Pledge Against Forced Labor now exceed 270 companies, with **Forever 21**, **Talbot's**, and **Woolworths** joining industry leaders such as **Levis**, **Walmart**, and **Gap**
- **FossilFreeFunds.org**, our online tool that enables investors to see the fossil fuels hidden in their mutual funds, added fund-level carbon footprinting data. More than 37,000 visitors have executed over 380,000 searches, while money invested in fossil free SRI funds has nearly tripled, to over \$12.8 billion



Described by Robert Reich as “A valuable call to action for small shareholders to change the way big corporations do business,” *As You Sow* CEO Andrew Behar’s book, *The Shareholder Action Guide*, is fueling the dialogue about how people can utilize their investments to shift corporate behavior.



PUBLICATIONS AND INITIATIVES

- We launched initiatives on **Ocean Plastics**, targeting plastics' devastating role in ocean ecosystem destruction, and on **Fugitive Methane**, to stop the methane leaking between main and meter; and we debuted **Deforestation Free Funds**, enabling investors to know whether they are invested in palm oil, a leading driver of mass deforestation
- We filed a lawsuit against **Trader Joe's** for lead in its chocolate products, and are working with the industry to radically decrease toxic metals in chocolate
- We published ground-breaking reports available to you on our website, www.asyousow.org/media-center/reports/:
 - **The 100 Most Overpaid CEOs: Are Fund Managers Asleep at the Wheel?**, our 2nd examination of ever-increasing executive compensation *Feb 2016*
 - **Proxy Preview 2016**, our 12th flagship guide to environmental and social shareholder resolutions, and its companion **Proxy Voting Guidelines** *Mar 2016*
 - **Unconventional Risks: The Growing Uncertainty of Oil Investments**, examining the fundamental transition that energy markets are undergoing as the world moves toward a clean economy *Jul 2016*
 - **Clean200: Investing in a Clean Energy Future**, ranking companies by their clean energy revenues and noting that clean energy investments greatly outperform fossil fuel stocks *Aug 2016*
 - **Mining the Disclosures 2016: An Investor Guide to Conflict Minerals Reporting in Year Three**, analyzing corporate reporting on conflict minerals and human rights impacts in product supply chains *Nov 2016*
 - **Disclosing the Facts 2016: Transparency and Risk in Hydraulic Fracturing Operations**, our 4th fracking scorecard. 20 of the 28 companies improved, but 7 out of 10 are still earning failing marks *Dec 2016*

AS YOU SOW

BOARD OF DIRECTORS:

- Thomas Van Dyck
- Randy Hayes
- JJ Healy
- Ric Lucien
- Carl Pope
- Cari Rudd
- Amanda Hanley

CEO: Andrew Behar

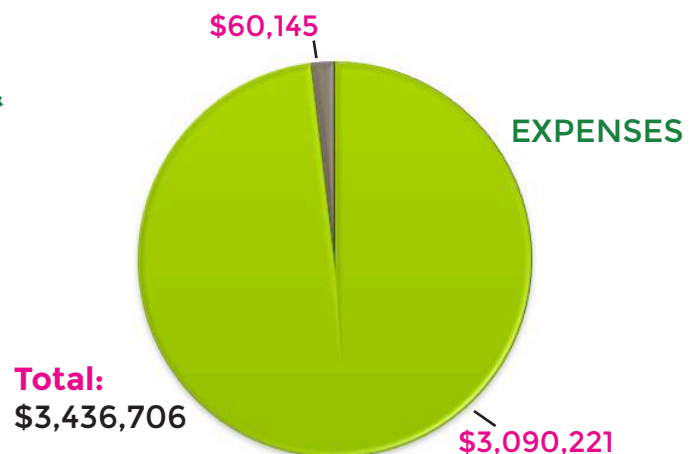
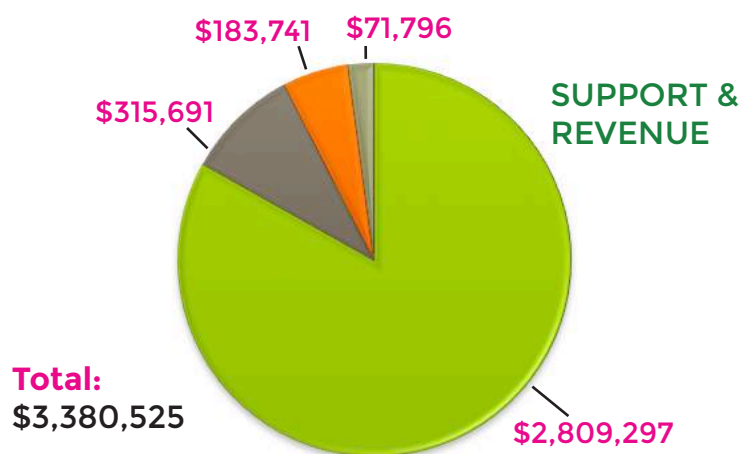
We make big changes at big corporations. Our direct engagement with today's most powerful companies is made possible wholly by the generosity of our donors and supporters

We thank you—for your interest, for your support, for your active engagement in some of the most crucial and critical issues facing the world

Here's to our sustainable future, together

FINANCIALS 2016

FINANCIAL POSITION: Assets: \$1,882,098 Liabilities: \$133,379 Net Assets: \$1,748,719



- Foundations & Other
- Individual Contributions
- Settlements from Litigation
- Other Sources
- Program Services
- General & Admin

AS OF DECEMBER 2016, AUDITED