

A silhouette of the Statue of Liberty stands on a small island in the water, set against a dramatic sunset sky with streaks of light and scattered clouds. The water in the foreground is dark with some ripples.

{ Science for a healthy
planet and safer world

ANNUAL REPORT 2014

The Union of Concerned Scientists puts rigorous, independent science to work to solve our planet's most pressing problems. Joining with citizens across the country, we combine technical analysis and effective advocacy to create innovative, practical solutions for a healthy, safe, and sustainable future.

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**Message from the
Chair and President**

Science Will Light Our Way Forward

Given the priorities of the new U.S. Congress, it's understandable to feel anxious about the prospects for progress on serious issues such as climate change. But nothing has changed in terms of Americans' trust in science, support for cutting global warming pollution, and desire for help in confronting the consequences of rising temperatures. So while Congress may try to delay or repeal rules we are fighting for, or to pass laws that make it harder for agencies to use the best available science, the Union of Concerned Scientists (UCS) will continue to partner with decision makers around the country who *do* recognize the need for practical, science-based solutions to the world's most pressing problems.

Your support made a number of important successes in 2014 possible. UCS had a hand in the government's game-changing plan to limit global warming emissions from existing power plants, and we are gathering support for our proposal to make the plan even stronger. We secured tough new fuel economy and pollution standards for passenger vehicles, and ensured continuing growth in the electric vehicle market with policy victories in California. We persuaded 12 of the world's biggest consumer products companies to curb tropical deforestation by changing the way they obtain palm oil. We released a book detailing the nuclear disaster at Fukushima and continued to press for significant safety improvements to U.S. reactors. And we increased support for growers and consumers of organic, locally grown, and healthy food.

Going forward, we will push clean energy and energy efficiency bills that have bipartisan congressional support, while defending and improving the Environmental Protection Agency's power plant rules and vehicle standards. We will urge the White House to reduce the risk of a nuclear catastrophe by taking U.S. land-based missiles off "hair-trigger" alert status. We will fend off bogus attacks on scientists and scientifically sound laws. And we will keep working with state and local officials who are ready to demonstrate the leadership on climate action that is lacking on Capitol Hill.

Furthermore, we will launch the Climate Accountability Campaign, which will tie specific polluters to activities aimed at deceiving the public and preventing emissions reductions. This initiative will support the burgeoning divestment movement and put additional pressure on coal and oil companies to stop sowing doubt about climate change and blocking reforms. We could not have undertaken this exciting project without your prior support.

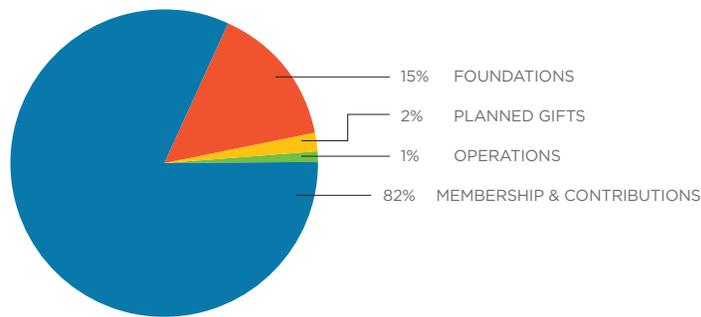
For the victories of the past year and those to come, we thank you.

James J. McCarthy
Chair

Ken Kimmell
President

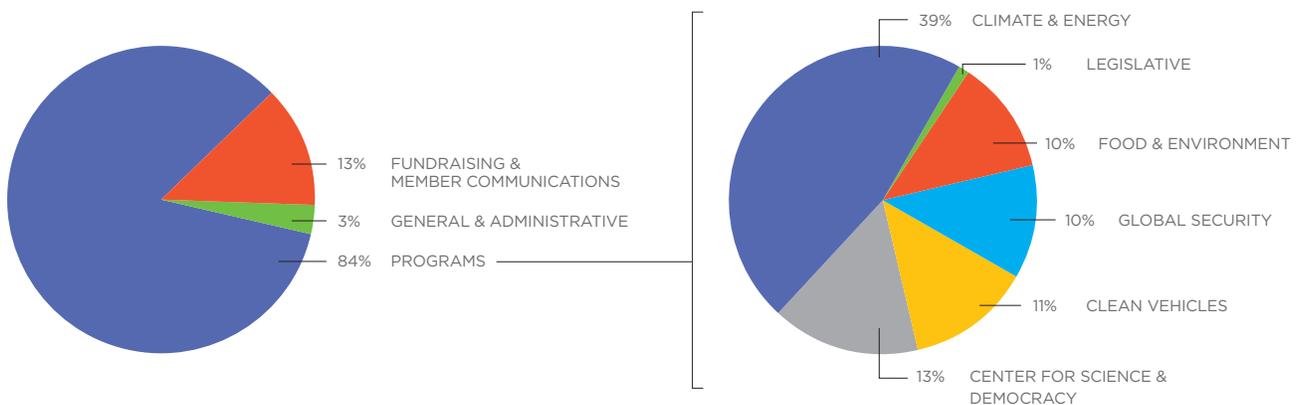
REVENUE

The Union of Concerned Scientists has more than 94,000 members, and the vast majority of our income in fiscal 2014—82 percent—came from generous individual donors; support from foundations represented an additional 15 percent of our revenue. We continue to benefit from the generosity of these individuals and foundations who work in partnership with us to build a healthier and safer world.



EXPENSES

Eighty-four percent of every dollar contributed to UCS in fiscal 2014 directly funded program work, with the remaining 16 percent spent on critical infrastructure and fundraising to support our programs. With an annual budget of more than \$25 million, we continued to strengthen our unique ability to solve the planet’s most pressing problems through the power of independent science.



NOTE: These results had not been audited at press time; for our official statement, visit the UCS website at www.ucsusa.org/annualreport.

Financial Statement] Year ending September 30, 2014

OPERATING REVENUE AND OTHER SUPPORT	UNRESTRICTED			TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	TOTAL
	GENERAL OPERATING	BOARD DESIGNATED	TOTAL			
Membership and contributions	\$16,664,969		\$16,664,969	\$2,320,077		\$18,985,046
Foundation and other institutional grants	85,000		85,000	3,258,252		3,343,252
Net investment income		2,600,933	2,600,933	15,268		2,616,201
Bequests and net annuities		450,392	450,392			450,392
Interfund transfer	(111,397)	111,397				
Other revenue	262,959		262,959			262,959
Net assets released from restrictions:						
Satisfaction of program restrictions	9,005,729		9,005,729	(9,005,729)		
Total operating revenue and other support	25,907,260	3,162,722	29,069,982	(3,412,132)		25,657,850
OPERATING EXPENSES						
Programs:						
Climate and Energy	10,005,488		10,005,488			10,005,488
Center for Science and Democracy	3,303,849		3,303,849			3,303,849
Clean Vehicles	2,944,112		2,944,112			2,944,112
Global Security	2,644,769		2,644,769			2,644,769
Food and Environment	2,610,530		2,610,530			2,610,530
Legislative	137,395		137,395			137,395
Total programs	21,646,143		21,646,143			21,646,143
Supporting services:						
Fundraising and member communications	3,283,746		3,283,746			3,283,746
General and administrative	848,479		848,479			848,479
Total supporting services	4,132,225		4,132,225			4,132,225
Total operating expenses	25,778,368		25,778,368			25,778,368
Change in net assets	128,892	3,162,722	3,291,614	(3,412,132)		(120,518)
Net assets at beginning of year	2,671,242	29,467,948	32,139,190	6,963,986	185,435	39,288,611
NET ASSETS AT END OF YEAR	\$2,800,134	\$32,630,670	\$35,430,804	\$3,551,854	\$185,435	\$39,168,093

NOTE: These results had not been audited at press time; for our official statement, visit the UCS website at www.ucsus.org/annualreport. Shaded area indicates operating budget.



Confronting Climate Change in Our Backyards

The effects of global warming are already being felt, from drought and wildfires in the West to flooding along the East and Gulf Coasts. On these fronts and more, UCS is working with state and local officials to help communities connect these problems to climate change, demand solutions, and adapt to life in a warmer—and more dangerous—climate.

In May, we drew the attention of Americans who may not dwell on these dangers with our report *National Landmarks at Risk*, which describes the ways in which global warming threatens 30 historic sites around the United States. Our findings received prominent coverage on The Weather Channel, CNN, and the *NBC Nightly News*, and in *USA Today* and many local newspapers. The report led Secretary of the Interior Sally Jewell to host a roundtable on climate change at one of the sites we highlighted, Virginia's Historic Jamestowne (which is threatened by rising seas), and helped form the basis for a hearing on sea level rise in Virginia that drew 300 people including members of Congress from both parties and the mayors of Norfolk and Virginia Beach.

In other reports, we offered regional policy makers a range of solutions for dealing with different impacts of climate change:

- *Playing with Fire: How Climate Change and Development Patterns Are Contributing to the Soaring Costs of Western Wildfires*
- *Rocky Mountain Forests at Risk: Confronting Climate-driven Impacts from Insects, Wildfires, Heat, and Drought*
- *Encroaching Tides: How Sea Level Rise and Tidal Flooding Threaten U.S. East and Gulf Coast Communities over the Next 30 Years*

Oregon Senator Ron Wyden noted during our press conference for *Playing with Fire*, “Day in and day out [UCS does] extraordinary work on so many issues. And I just want to make it clear how much on the Hill we appreciate their leadership.”

Our influence on climate-related policies was demonstrated in July, when, in response to our call for flood insurance rate maps that accurately reflect the threat posed by rising seas, the Federal Emergency Management Agency agreed to form a new mapping advisory council.

“What I really like about UCS is that they tell it like is, and we need to hear that.”

—U.S. Secretary of the Interior Sally Jewell

UCS members sent more than 750,000 letters to companies that use palm oil in their products, and 12 of the companies agreed to change their policies—in our campaign’s first year.

Thousands of products we use every day, from baked goods and ice cream to household cleaning products and shampoo, contain palm oil. Unfortunately, palm oil production typically involves the destruction of tropical forests and peat-rich soils, which contributes to global warming. UCS is proud to say that in the course of just one year, we have succeeded in convincing 12 major corporations to pledge to use deforestation-free, peat-free palm oil.

The impetus for this shift was the March release of our report *Donuts, Deodorant, Deforestation: Scoring America’s Top Brands on Their Palm Oil Commitments*, which graded the 30 leading companies in the fast food, packaged food, and personal care sectors. Our network of activists sent messages to specific corporations we identified as laggards—companies that market some of the world’s most familiar brands. Thus far, the following companies have committed to obtaining only traceable, deforestation-free palm oil:

- Colgate-Palmolive
- ConAgra (Bertolli, Hunt’s, Orville Redenbacher’s)
- Danone (Dannon, Evian)

- Dunkin’ Brands (Baskin-Robbins, Dunkin’ Donuts)
- General Mills (Cheerios, Green Giant, Old El Paso)
- Hershey
- Kao (Curél, Jergens)
- Kellogg’s (Eggo, Keebler, Pop-Tarts)
- Krispy Kreme
- PepsiCo (Quaker Oats, Lay’s, Tropicana)
- Procter & Gamble (Charmin, Gillette, Pampers)
- L’Oréal

The Hershey Company was the first domino to fall, asking UCS exclusively to review the press release announcing its new commitments. When Danone explained its new policy, it cited one of our expert’s blogs. And we helped shape a shareholder proposal that led ConAgra to change its position.

Our work on this issue is even being used to educate nearly 2 million annual visitors to the Philadelphia Zoo and Tacoma’s Point Defiance Zoo, where an infographic we created is now part of exhibits on the threat deforestation poses to orangutans and other endangered wildlife.

Turning the Palm Oil Industry Around





Cutting Oil Use

Our sensible plan to cut the United States' projected oil consumption in half within 20 years gained significant momentum in 2014. As a nation we spend about 2 billion dollars on petroleum products every day, and emissions from our vehicles contribute to global warming and respiratory ailments including asthma and bronchitis. So the positive steps we took last year have benefits for our pocketbooks, climate, and health.

In February, years of hard work paid off when we helped finalize a new rule that will clean up gasoline and reduce tailpipe emissions from passenger vehicles. We built and led a broad coalition of health, industry, labor, faith, environmental, and consumer groups in support of the regulation, and defended it against numerous attacks by the oil industry and its allies in Congress.

We also helped shape the government's next round of fuel economy and global warming pollution standards for trucks and buses. The final standards we seek would reduce America's oil consumption by *1.4 million barrels a day*

by 2030—more than the maximum capacity of the proposed Keystone XL pipeline.

Our sixth *Automaker Rankings* report revealed that all the work UCS has done to strengthen fuel economy and tailpipe pollution standards has paid off: emissions from the eight top-selling automakers have dropped 87 percent since 1998. Of course, not all automakers put the same amount of effort into reducing emissions, and the rankings reflect that. Ford, for example, outpaces its American competitors thanks to its more efficient EcoBoost engine, but still falls below the industry average. Honda's below-average performance in midsize cars allowed Hyundai-Kia to surpass it as our Greenest Automaker.

In California, we played a critical role in bolstering the market for electric vehicles (EVs). Our analysis, combined with the actions of UCS members, persuaded state officials to preserve consumer rebates for EVs, and helped get a new state law passed that will put 1 million new EVs on the road by 2025.

The new vehicle fuel and emissions standards will prevent 2,000 premature deaths and 19,000 asthma attacks annually—saving between \$6.7 billion and \$19 billion in health costs.

{ “[UCS is] arguably the most technically informed public-interest stakeholder on nuclear power issues in the United States.”

— National Research Council, *Lessons Learned from the Fukushima Nuclear Accident for Improving Safety of U.S. Nuclear Plants*

Years of poor regulation and inadequate safety controls left Japan’s Fukushima Daiichi power plant vulnerable to the natural disasters of March 2011, resulting in hundreds of square miles of uninhabitable land, tens of thousands of displaced people, and billions of dollars in losses. Three years later, its three irreparably damaged reactors must be carefully managed to avoid another crisis. Yet nuclear plants here in the United States remain unprepared for comparable natural disasters or acts of terror.

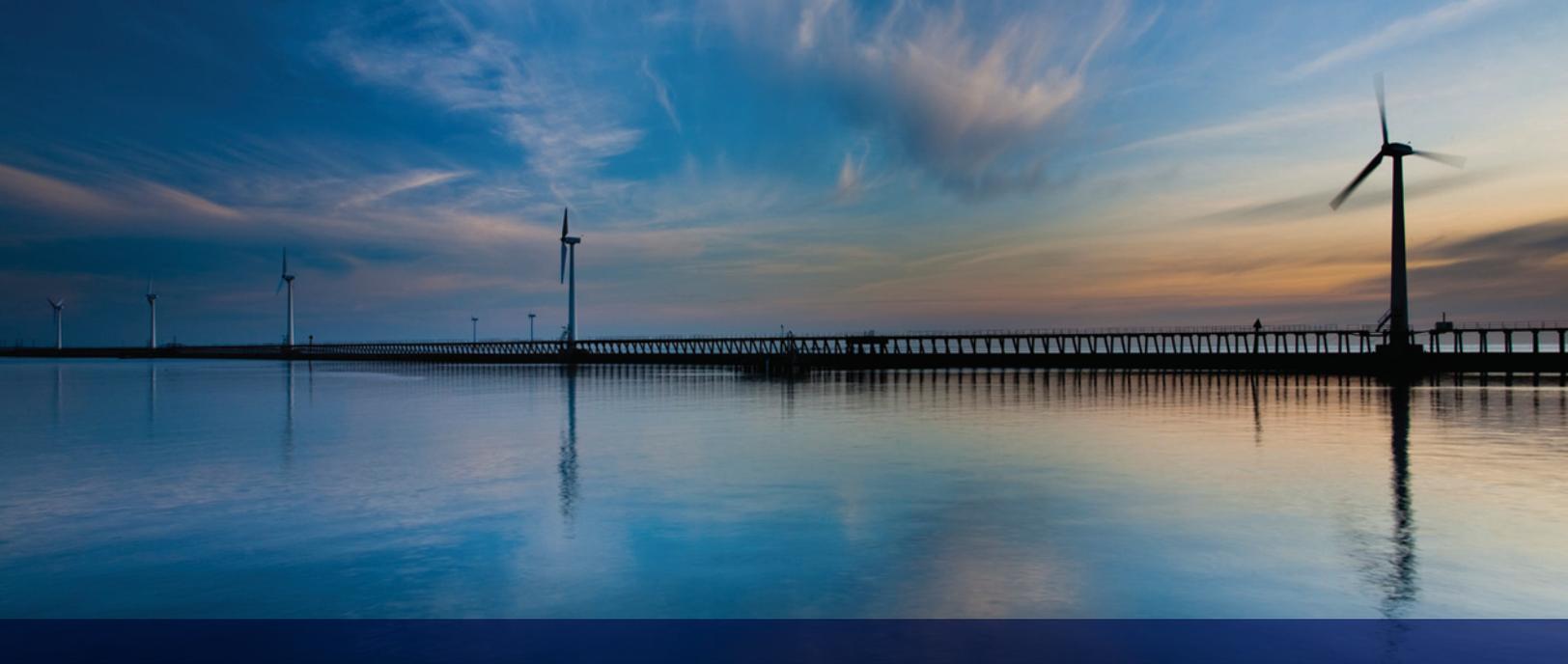
In advance of the three-year anniversary, UCS and The New Press published the book *Fukushima: The Story of a Nuclear Disaster*, written by our Nuclear Safety Project Director Dave Lochbaum, our Senior Scientist Ed Lyman, and journalist Susan Stranahan, former winner of a shared Pulitzer Prize. The authors provide a moment-by-moment look at what went wrong at Fukushima and, in the process, show that any U.S. reactor exposed to similarly complex challenges would likely face a similar outcome.

Besides being called “a gripping, suspenseful page turner” (*Kirkus Reviews*) and “thriller-like” (*Booklist* starred review), the book was lauded for the importance of its message: the *Los Angeles Times* said, “No one with an interest in the present and future of nuclear power in the United States should miss it,” and Robert Gallucci, president of the John D. and Catherine T. MacArthur Foundation, added, “Anybody involved in delivering nuclear power should be required to read it.” The first print run sold out within two weeks, and an online “ask me anything” event with the authors drew an audience estimated in the hundreds of thousands.

Experts in the field take our concerns seriously. Dave Lochbaum was invited by the Nuclear Regulatory Commission to give a presentation on Fukushima to agency inspectors, and Holtec International, a manufacturer of dry-cask storage systems for spent nuclear fuel, responded to Lochbaum’s criticism of its latest designs by agreeing to our recommendation that the casks be inspected periodically.

Documenting Nuclear Power Risks





Expanding Clean Energy

In June, the Environmental Protection Agency announced new rules to combat climate change that UCS has long advocated: limiting global warming pollution from existing power plants—America’s largest source of these emissions. Because the plan underestimates the potential of renewable energy, we met with administration officials to share our analysis of how solar and wind power can cost-effectively cut millions of additional tons of pollution. And we continue to push more states to adopt standards of their own, creating momentum for a strong federal policy.

UCS also played a key role in protecting existing clean energy standards. With help from our activist network, we successfully persuaded Facebook to end its membership in the American Legislative Exchange Council (ALEC), a group that has attempted to weaken or repeal renewable energy policies in more than a dozen states.

Stopping New Nuclear Weapons

UCS has been working with members of Congress, meeting with administration officials, and conducting analyses to show that the administration’s plan for designing and building new types of nuclear warheads will not improve national security or make Americans safer. In fact, building new warheads will undercut the United States’ pledge to reduce the strategic importance of nuclear weapons and could introduce new technical problems. The administration has now delayed some of these programs, giving UCS time to continue promoting a more sensible policy of refurbishing or retiring existing warheads.

Holding Corporations Accountable

The Center for Science and Democracy at UCS brought attention to the ways in which businesses misrepresent science:

- Our report *Tricks of the Trade* showed how companies that have publicly expressed support for action on climate change simultaneously fund business and trade associations that work to block such action.

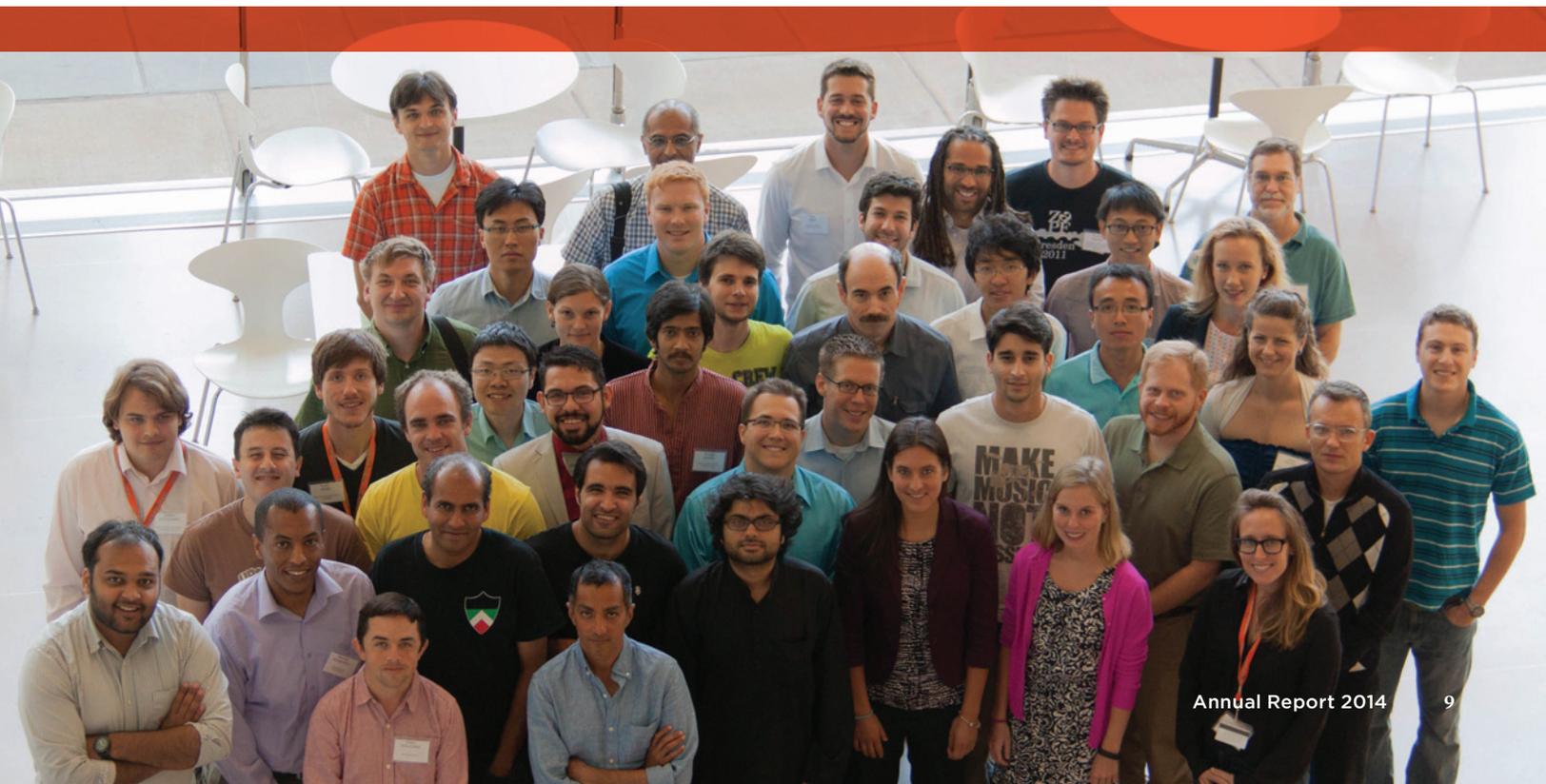
- Our analysis found growing corporate influence in the House Science Committee, where the number of industry witnesses in hearings increased more than 50 percent over 10 years.
- In two reports on the food industry, we found that companies not only use misinformation in their ads targeting children, women, minorities, and low-income consumers, but also attempt to obscure the science on sugar's health impacts and block policies that would reduce sugar consumption. We met with the Food and Drug Administration and the acting surgeon general to emphasize the harmful effects of “added sugar” on public health.

Defending Science (and Scientists)

Our Center for Science and Democracy leads the charge to protect scientists from intimidation and preserve their right to free speech. For example:

- When an industry-funded group attempted to obtain the emails of climate scientists at the University of Virginia, we pressured the university to fight back, filed court briefs, and drew media attention to the case. In April, the Supreme Court of Virginia protected the scientists' emails, citing their academic freedom.
- When West Virginians had trouble accessing information about a dangerous chemical spill, we worked with dozens of scientists in the state to convince the Centers for Disease Control and Prevention to revisit its communication practices.
- We repelled repeated congressional attacks on the scientific foundation of landmark environmental laws such as the Clean Air Act.
- We organized science and journalism groups to successfully convince the Environmental Protection Agency to effectively rescind a policy that limited the ability of independent scientific advisors to share their expertise.

Below: Every year, young scientists and engineers from around the world come together at our International Summer Symposium on Science and World Affairs to discuss arms control and security issues.



Bringing Healthier Food to All

To help more Americans obtain food that is healthy, affordable, and grown in a way that will keep our farmland productive for generations to come, UCS is working with decision makers from the national to the local level. In February, we celebrated passage of a federal farm bill that, though not perfect, includes provisions we fought for—provisions that support organic and locally grown food and farmers markets. The law also includes a new program funded at \$100 million over five years—the full amount we requested—that will help low-income consumers purchase more fresh produce. We also succeeded in blocking a dangerous provision that would have forced federal agencies to adhere to a needlessly cumbersome procedure for virtually all science-based decisions.

Unfortunately, the U.S. food system continues to subsidize junk food rather than fruits and vegetables—which ultimately drives up medical costs. We criticized this boondoggle by promoting the findings of our 2013 report *The \$11 Trillion Reward: How Simple Dietary Changes Can Save Lives and Money, and How We Get There* and its companion video “An Apple a Day.” The video has been viewed more than 100,000 times on YouTube and, with help from social media and *New York Times* writer Mark Bittman, our analysis has reached *more than 6 million people*.

To push for healthier food policies, we partnered with the University of Minnesota School of Public Health to host a two-day expert workshop and public forum in May. The acting surgeon general and the mayor of Minneapolis were among hundreds of leaders in government, science, nutrition, economics, sociology, law, and community activism who participated, forging new alliances and developing strategies for action.

Preventing Nuclear Terrorism

UCS has been a vocal opponent to the U.S. government’s plans for a facility that would convert surplus plutonium from its nuclear weapons into a form usable as fuel in commercial nuclear reactors—a scheme that would increase the risk of nuclear terrorism. Our analysis prevailed when the Obama administration announced it would place the MOX (mixed-oxide) Fuel Fabrication Facility on hold while it considers other options, a first step toward cancellation of this ill-advised and costly program.

The UCS Science Network by the Numbers

- › Nearly 18,000 subject experts have joined the network, which gives them numerous ways to become publicly engaged
- › 1,000+ participated in online trainings to increase their effectiveness as communicators and advocates
- › 450+ contributed to policy victories by submitting comments or testifying at hearings on federal and state clean vehicle and energy standards
- › 20+ contributed guest commentary on the UCS blog *The Equation*, on issues ranging from nutrition to environmental justice
- › Six cities and towns in California and Colorado have connected with network members to better understand the science around fracking so their communities can make informed decisions about the practice



National Advisory Board

Members of the UCS National Advisory Board support our work by lending their time, resources, and expertise in support of our strategic goals. They share a commitment to public policy based on sound science and are united by a desire to help UCS put science to work for a healthy environment and safer world. We thank them for their partnership and dedication over the past year.

Kathryn M. Allen, Santa Barbara, CA
 Susan E. Anderson, Boulder, CO +
 James Andrews, PhD, Poland, OH +
 Nathalie Andrews, Poland, OH +
 Ed Begley, Jr., Studio City, CA
 Rachel Bernstein, Croton On Hudson, NY
 R. Stephen Berry, PhD, Chicago, IL
 Rev. Sally Bingham, San Francisco, CA
 David Blittersdorf, Williston, VT
 Christopher Boniface, Portland, OR +
 Emily Boniface, Portland, OR +
 Peter S. Boyer, San Francisco, CA
 Michael C. Brower, PhD, Brookline, MA
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Nancy Hitz, Los Altos Hills, CA +
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 Mark Wilding, North Hollywood, CA
 Jeff Wolfe, Strafford, VT
 Don Wuebbles, PhD, Urbana, IL
 Caroline Zug, Nederland, CO

+ HENRY KENDALL SOCIETY LEADERSHIP LEVEL (\$10,000+)

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Steve Frenkel
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Suzanne Shaw
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*Adjunct professor, Vermont Law School
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Co-founder, Union of Concerned Scientists*

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Coordinating lead author, IPCC Fifth
Assessment Report*

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Pew Fellow in Marine Conservation, 2001*

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California-San Diego
President, Mario Molina Center
for Strategic Studies on Energy and
the Environment
Recipient, Nobel Prize in Chemistry, 1995*

Margo Oge
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and Air Quality, U.S. Environmental
Protection Agency
Author, Driving the Future: Combating
Climate Change with Cleaner, Smarter
Cars (forthcoming)*

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*Managing director, D.E. Shaw & Co.
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Vice-chair, Metropolis Strategies*

Nancy Stephens
*Actress, political activist
President, Rosenthal Family Foundation*

Thomas H. Stone (secretary)
CEO, Stone Capital Group, Inc.

Ellyn R. Weiss
*Artist, lawyer
Former general counsel, Union of
Concerned Scientists
Former partner, Harmon and Weiss
and Foley, Hoag and Eliot*

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**Union of
Concerned Scientists**

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The Union of Concerned Scientists puts rigorous, independent science to work to solve our planet's most pressing problems. Joining with citizens across the country, we combine technical analysis and effective advocacy to create innovative, practical solutions for a healthy, safe, and sustainable future.

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