









FROM THE DIRECTOR



When I learned that the shale rock deep below the ground in the northwest part of Vermont could contain commercially viable deposits of natural gas, my first thoughts were of the devastation and turmoil caused by hydraulic fracturing (a.k.a. fracking) for gas and oil in places like Pennsylvania and Ohio.

So I asked some of our staff to look into it further, and they found that no state in the country had yet banned the practice, despite its harmful effects on the environment and public health. We decided to try to change that.

Less than one year later, in May of 2012, we stood in the governor's ceremonial office in the State House to witness

Gov. Peter Shumlin make Vermont the first state in America to officially ban the practice of fracking. This celebration followed an intense campaign of research, advocacy and organizing that was as impressive as any I've been a part of in more than 25 years of doing this work.

It's not easy to beat the fossil fuel industry — even in a place like Vermont. They hired lobbyists in Montpelier and flew their own in from DC. They threatened lawsuits and bought full page ads. But in the end, all their money couldn't counter the flood of real Vermonters who took the time to contact their representatives and senators and to say Vermont is no place for fracking.

That powerful message echoes VPIRG's broader approach to energy issues. It's time for us to reject the dirty, dangerous and expensive energy sources of the past. We can't afford to remain dependent on them any longer.

Like most Vermonters, we want to turn the page on fossil fuels and nuclear energy, and instead focus our attention on ways to reduce our energy use and to replace dirty energy with cleaner, renewable power sources.

Whether it's advancing clean energy solutions, creating a system of affordable health care or keeping kids safe from toxics, Vermont doesn't always have to lead the nation. But I'm proud to live in a place that's not afraid to go first when that's the right thing to do.

Thanks for another great year!

Paul Burns, Executive Director

"VPIRG's work is enormously effective and important for Vermont. Whether the fight is with the biotech industry, health insurers or Big Oil, I'm proud to stand with VPIRG to promote solutions that put the public interest over special interest profits."

— U.S. Senator Bernie Sanders (I-VT)

ABOUT VPIRG AND VPIREF:

Founded in 1972, the Vermont Public Interest Research Group (VPIRG) is the largest nonprofit consumer and environmental advocacy organization in the state. As a 501(c)4 nonprofit advocacy group, VPIRG conducts nonpartisan public interest advocacy in support of priority public interest issues and campaigns and seeks legislative and policy solutions to issues affecting Vermonters. Donations to VPIRG are not tax deductible.

VPIRG established the Vermont Public Interest Research and Education Fund (VPIREF) in 1975 as its 501(c)3 outreach and education arm in order to conduct independent research and public education on the range of issues on which we work. Donations to VPIREF are tax deductible.

For 41 years, we have brought the voice of Vermont citizens to public policy debates concerning the environment, health care, consumer protection and democracy. The common mission of VPIRG and VPIREF is to promote and protect the health of Vermont's people, environment and locally-based economy by informing and mobilizing citizens statewide. VPIRG advocates and organizers use independent research, policy analysis, public outreach and grassroots mobilization to design and implement effective strategies for each of our campaigns.

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Cover photo:

Top: Paul Burns, VPIRG's Executive Director, explains to the canvass team how their work over the summer translates into power at the State House. Bottom left: VPIRG's summer canvass collected more than 5,000 "photo petitions" and clean heat pledges to show legislators Vermonters' broad support for investing in clean heating solutions. Middle (top): Paul Burns, VPIRG's Executive Director, explained why VPIRG pressed for Vermont's first-in-the-nation ban on fracking before Governor Shumlin signed the bill into law. Middle (bottom): Hundreds joined the January rally at the State House to show their support for commonsense campaign reform. Bottom Right: VPIRG's clean energy advocate, Ben Walsh, speaks with a reporter.



The people behind the power

While VPIRG has a team of skilled advocates and dedicated organizers, without our members and supporters — all 21,000 of them — we would not wield the power we do to compel decision-makers to act in the public interest. That's why reaching out to new members, organizing visibility events, and mobilizing members to take action are critically important aspects of our work.

Canvass

In 2012, we ran our most expansive and successful citizen outreach campaign ever. Sending out over 45 people a day at our peak, VPIRG canvassers reached 183 communities across the state (including 8 new towns never before canvassed), signed up or renewed over 6,000 members and had 37,000 face-to-face conversations about our campaign for clean heating solutions.

Fellows

VPIRG created a two-year fellowship program to provide recent college graduates with the opportunity to hone their organizing skills and develop leadership experience. VPIRG's first class of fellows, Taylor Johnson and Leah Marsters, helped lead our highly successful summer door canvass and spent the rest of the year mobilizing VPIRG members on our top campaigns.

Visibility

VPIRG members came out in numbers this past year to be heard and seen. Hundreds showed up to public hearing on GMO labeling at the State House and packed Capitol Plaza for a VPIRG forum on fracking — two examples of how VPIRG helped to orchestrate the broad show of support legislators needed to see to make public interest bills to a top priority. The following pages are sprinkled with more examples of the ways VPIRG members helped make their voices — and faces — heard in 2012.

Photos: Bottom left: Taylor Johnson, who directed the record-breaking canvass operation in 2012, briefing the team of 45 college-aged grassroots organizers.

Top right: More than 400 Vermonters turned out and 100 testified at a hearing before the House Agriculture Committee in support of GMO labeling.

Right (middle): Canvassers at the door, explaining VPIRG's vision for Vermont's clean heating future.

Bottom right: Quick turnout of over 100 citizens at City Hall in Montpelier helped save a clean heating project from being scrapped by Montpelier's City Council.











"Our campaign to ban fracking was one of the most successful in our 40-year history. By passing a tough law here, we hope others can follow our lead."

--- VPIRG Executive Director Paul Burns

REPORTS:



VPIRG, the National Wildlife Federation. Conservation Law Foundation, the Vermont Natural Resources Council and 350.org published a shared report exposing the fossil fuel industry's plan to send corrosive tar sands oil through Vermont's 60-year-old pipe.



In July, VPIRG co-released an Environment America report, When it Rains it Pours. The report found big storms in Vermont aren't merely happening nearly twice as often as they were 60 years ago; they're packing a bigger punch.

Read the full text of the reports VPIRG released in 2012–and more–at www.vpirg.org/resources

Closing the Door on Old, Dirty Energy Problems

Don't frack Vermont

In 2012, Vermont became the first state in the nation to ban the controversial drilling process known as hydraulic fracturing (or "fracking") for natural gas. The VPIRG-championed law protects Vermonters and our environment from the toxic ravages of this technology. In places like Pennsylvania and Ohio, fracking has been linked to contaminated water supplies, air pollution and even earthquakes.

No Keystone VT

The fossil fuel industry can't develop Alberta's tar sands into useable oil without causing toxic spills, higher gas prices, and irreversible environmental damage. As NASA's most prominent climatologist Jim Hansen said, burning tar sands oil would result in so much heat-trapping carbon pollution that it would mean "game over for the climate."

Over the summer of 2012, our allies caught wind of a plan hatched by ExxonMobil and Canada's largest oil transport company to pipe this toxic sludge through Vermont's Northeast Kingdom. To help sound the alarm about the dirty, dangerous and essentially secret plan, VPIRG stood with a coalition of the state's leading environmental organizations to launch an awareness-raising public outreach campaign, prepare legal action and initiate grass-roots mobilization.

The year VY was to retire

The campaign to retire Vermont Yankee has been a VPIRG priority for many years. Unfortunately, 2012 — the year the plant's 40-year operating license expired — was also the year a federal judge breathed new life into the troubled nuclear plant.

Judge Garvan Murtha essentially said that 26 out of 30 state senators got it wrong when they voted against VY in 2010. But Murtha also admitted that state regulators retained significant authority over the plant. So, Entergy Louisiana was forced to seek permission from the Public Service Board to continue operating. And VPIRG immediately intervened to oppose Entergy.

We also joined our allies at the Conservation Law Foundation, Vermont Natural Resources Council and New England Coalition, in filing an amicus brief appealing Judge Murtha's troubling decision.

The fall of 2012 buzzed with grassroots events, trainings and rallies related to VY, held by VPIRG and our coalition partners. From the march on the State House, to the 5th Annual Environmental Summit, to the PSB's field hearings on whether to allow VY to continue to operate, VPIRG helped to organize and mobilize the movement to shutter the old reactor for good.

State House, Montpelier, VT



March 21, 2012: Celebrating



"Clean energy is our best weapon against climate change and power plant pollution."

--- VPIRG Clean Energy Advocate Ben Walsh

Vermont's clean energy future

From Superstorm Sandy to chart-topping temperatures and a national drought unlike any we've seen in generations, 2012 was a reminder that climate change is not just an academic theory, but a brutal reality.

Tropical Storm Irene remained fresh in legislators' minds as the 2012 session began, bringing new recognition and urgency to the fight for bold local action against climate change.

Repowering Vermont

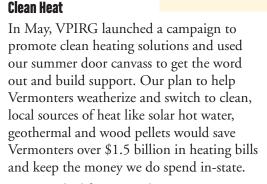
With strong support from VPIRG, the House passed an ambitious clean energy bill that included an expanded Standard Offer program to promote the development of small renewable projects and a Renewable Portfolio Standard (RPS) requiring utilities to buy increasing amounts of renewable electricity.

Unfortunately, once IBM and other business interests came out against the RPS, the provision was jettisoned from the bill, leaving Vermont behind most of the country — 29 states have had theirs up and running for years. The rest of this important legislation passed, but it was a far cry from the kind of leadership that Vermont should be displaying on clean electricity.

CLEAN ENERG

DID YOU KNOW?

In 2012, Vermont's 5 wind farms generated 150 watts of clean, local electricity — enough to power 58,800 homes!



As we pushed for statewide action, VPIRG also managed to help save a clean heating project in Montpelier. The project — poised to cut the dirty oil used to heat downtown buildings by over 60,000 gallons a year — was rejected by city officials in August despite years of planning. In response, VPIRG and allies rallied supporters at City Hall and generated dozens of phone calls and emails to city councilors in just a matter of days. This quick grassroots action helped convince councilors to reconsider their vote and get the project back on track.

During the fall, Ben chaired the Planning & Measurement Subcommittee of the state-convened Thermal Efficiency Taskforce, which delivered recommendations to guarantee Vermont meets its goal of weatherizing 80,000 homes by 2025.



VPIRG Clean Energy Advocate Ben Walsh (pictured above), was a driving force behind expanding the state's program that sets predictable prices for small renewable energy projects, which encourages entrepreneurs to build more clean energy projects right here in Vermont.

Vermont's energy choices



Sheffield Wind Farm, Sheffield, VT



"I was going to come up here to protest these things last fall. I'm totally swept away by this. Anybody who has reservations about this should come up and take a look."

—VPIRG member, Kevin Cosgrove, who joined our tour of Sheffield wind farm



HIGHLIGHTS:

Helped Vermont take the next step forward on the path to high-quality, affordable health care for all by:

- Pressing for policies to make purchasing coverage easier and more affordable for thousands of individuals and small businesses in 2014.
- Ensuring the state takes necessary
 measures to drive cost-cutting, prioritize
 high-quality care and make progress
 toward implementing Green Mountain
 Care (which will cover every Vermonter
 beginning in 2017).

DID YOU KNOW?

VPIRG's advocacy is why, beginning March 2013, data on the number and type of claims insurers deny — as well as spending on non-health care items, like lobbyists and marketing — will be available online for all Vermonters to access.





Fostering the two-way communication between the public and decision-makers will anchor the movement to fix Vermont's health care system for the future. That's why VPIRG teamed up with administration officials, businesses and allied organizations to hold a series of online seminars (a behind-the-scenes snapshot, above) and in-person forums.

"VPIRG is always in the room looking out for the best interest of consumers."

—Chair of the Vermont House Committee on Health Care, Rep. Mike Fisher (Addison-4)

Putting Patients Over Profits

The landmark reform legislation that VPIRG helped to shape in 2011 put Vermont at the head of the pack among states trying to solve the health care affordability crisis. In 2012, our focus shifted from establishing the long-term vision to implementing the necessary steps that will eventually make high-quality, affordable health care available for everyone in the state.

Step one involved decoding the details. It turns out that although the state's goal is an efficient single payer health care model, we can't set up that system immediately. First we must implement the federal Affordable Care Act, which will give us some of the tools and financial support we need to go beyond the federal model in 2017.

While Vermonters are generally supportive of reform efforts generally, the timelines, terminology and details can be confusing. By empowering Vermonters with the facts and letting them know when opportunities for their input could change the course of health reform, VPIRG helped our members and the general public navigate the waters of the changes they'll begin to see in 2014.

The response we received was overwhelming. Over 200 activists and 100 small businesses — not to mention top legislators, key health care experts and even Governor Peter Shumlin — took part VPIRG's interactive seminars.

Pulling back the curtain on health insurers

The idea, advocacy and ultimate passage of new disclosure requirements was born from VPIRG's research into the troubling trend of Vermonters whose health insurer had refused to cover medical services — which, some cases, is overtly illegal. The result was the passage of a VPIRG-backed law that will take our state toward a more transparent health care system, where insurance companies treat Vermonters fairly and spend premium dollars on care, not lobbyists and private jets.

Defending the vision for health reform

Attempting to block any state reforms that would eat into their profits, industry groups mobilized in 2012 and flooded the airwaves with ads designed to whittle Vermonters' support for fixing our broken health care system. By working closely with legislative and community leaders, VPIRG safeguarded the foundation for Vermont's long term reform by beating back several hostile amendments that threatened to cripple the virtual insurance marketplace scheduled to start running in 2014.



Healthy Vermonters, healthy Vermont

Protecting Kids

Making kids safer at school is a perfect example of what VPIRG's Environmental Health program is all about. And we kicked off the year with a big win when legislators passed our "Green Cleaning" bill that protects schoolchildren from exposure to toxic chemicals in the conventional cleaning supplies that had previously been allowed in Vermont schools.

Taking on the Chemical Industry

Prompted by the Chicago Tribune investigative series that exposed just how unethical the chemical industry can be in promoting its products, VPIRG Environmental Health Advocate Lauren Hierl traveled to Washington, D.C. with our national partners to lobby for federal action to protect children from everyday toxic threats.

A concerned mom herself, Lauren developed several consumer guides and lists of products-to-avoid to empower parents, caregivers and teachers to make informed purchasing decisions that limit unnecessary toxic exposure. Meanwhile, VPIRG continued to press for revamped state laws to ensure that products are proven safe before they're sold on store shelves.

A Bigger Better Bottle Bill

For years, the beverage industry led by Coca Cola has campaigned to trash our state's most successful — and incredibly popular — bottle deposit system. Armed with recycling facts and the results of a robust public opinion survey, VPIRG pushed back in 2012 and proposed a bill to expand the bottle redemption program to cover containers for drinks that didn't exist when the law was passed 40 years ago, like water bottles and sports drinks.

A study VPIRG released in February found that a "Bigger, Better Bottle Bill" would keep 100 million recyclable bottles and cans from ending up in the trash — or on our roadsides. Legislators lined up to publicly support VPIRG's proposal to add a deposit to water bottles and other non-carbonated beverage containers.

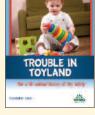
Though the Senate balked at expanding Bottle Bill recycling in 2012, VPIRG engaged the Administration, our coalition partners and members during high profile bottle drives that helped to make the case for a Bigger Better Bottle Bill.



REPORTS:

The Back-to-School Guide for Safer School Supplies gave parents information on many common back-to-school items — from backpacks to binders — that may contain toxic chemicals, and suggested some safer alternatives.

The 27th annually-updated Trouble in Toyland report gave holiday shoppers the skinny on unsafe toys that appeared on holiday wish-lists and store shelves, including a list of toys containing toxic chemicals (like lead and phthalates),



dangerous magnets, easy-to-choke on plastic parts and even a toy guitar with damaging noise levels that can be harmful to little ears.

Read the full text of the reports VPIRG released in 2012– and more–at www.vpirg.org/resources



"VPIRG stands up to big industry, whether it's chemical corporations or Big Soda, so they don't get away with putting toxins in our products or treating our environment like a trash can."

- VPIRG Environmental Health Advocate Lauren Hierl (above)



"Our elections must be more than a game for the super-rich."

--- VPIRG Executive Director Paul Burns

HIGHLIGHTS:

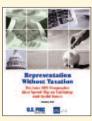
- Published a guide to issues on ballots across the state on Town Meeting Day
- Released our biennial "Legislative Scorecard," which informed members and the public of how their elected officials voted on key public interest bills.

DID YOU KNOW?

On Town Meeting Day, more than 60 Vermont communities voted to send a message to state and federal lawmakers that corporations are not people and money is not speech.

REPORTS:

On the second anniversary of the Supreme Court's decision to open the floodgates to corporate spending in elections,



VPIRG released *Taxation without* Representation. The report brought to light the troubling lobbying activities of profitable Fortune 500 companies that exploit loopholes and distort the tax code to avoid paying the billions of dollars in taxes they owe.

Read the full text of the reports VPIRG released in 2012– and more–at www.vpirg.org/resources

VPIRG Executive Director Paul Burns joined Rep. Peter Welch, a strong advocate for curbing the influence of money in politics, at press conference in March.

Big money, small state



The door is open for the super rich and mega corporations to bankroll campaigns in ways that would have been illegal until recently, and it's threatening our democracy. In 2012, we saw history's biggest deluge of dollars dumped into national elections. And even here in Vermont, a single Super PAC — funded almost entirely by a one individual — spent over \$1 million to elect or defeat state candidates.

All three of Vermont's federal delegates played a leading role in attacking the disastrous Citizens United v SEC decision in Washington, D.C., while VPIRG joined with others to fight for fair elections at the state and local level.

The Legislature passed a Joint Resolution calling for a constitutional amendment to reverse Citizens United, but state legislators failed to enact meaningful campaign finance reform relating to state elections.

More money and out-of-state interests tried to pull the strings on Vermont's elections in 2012 than ever before. In the wake of the November elections, VPIRG Executive Director Paul Burns, proposed several key changes to current disclosure requirements so citizens can follow the money from big donors to the Super PACs they're using to influence elections.

"Treating corporations like people is poisoning our political process. In Washington, I'm proposing an amendment to the constitution to roll back the horrendous *Citizens United*Supreme Court decision and in Vermont, VPIRG is doing the groundwork every day for fair and transparent elections free of excessive corporate influence. Together we're sending a powerful message: money is not speech and corporations are not people."

—U.S. Representative Peter Welch (D-VT)





NETICALLY

Tim Newcomb



"Our freedom to choose what we eat and feed our families depends on our right to know."

---VPIRG Consumer Protection Advocate Falko Schilling

Protecting Vermonters' right to know

VPIRG believes you have the right to know whether there are genetically modified organisms (GMOs) hiding in the food you're considering buying for your family. Just like citizens living in any of the more than 60 countries around the world with GMO-labeling laws, Vermont consumers should be empowered to make informed purchasing decisions.

That's why, in January of 2012, VPIRG teamed up with Rural Vermont and Northeast Organic Farmers Association of Vermont (NOFA-VT) to support a bill that would require labels on food containing GMOs sold in-state. By April, our bill enjoyed strong public support and a statewide network of grassroots activists committed to its passage.

Toward the end of the session, VPIRG and our allies recruited 400 citizens to fill the House Chamber for a public hearing in support of labeling GMOs. And new online organizing techniques allowed us to connect GMO-labeling activists with their state representatives in every single district in Vermont. Sen. Bernie Sanders even gave Vermont's campaign a prime-time shout-out on national television. By the end of the legislative season, it was clear momentum was on our side, but time ran out before the bill got a vote.

Even after the 2012 legislative campaign came to a close, the VT Right to Know GMO coalition continued to expand. With new local business partners and increasing public attention focused on the problem of hidden GMOs, we're committed to leading the charge for labeling again in the 2013-2014 legislative session.

HIGHLIGHTS:

- Just two weeks after we launched our campaign, over 2,000 Vermonters signed on our petition asking legislators to pass the GMO-labeling bill.
- VPIRG organized an "Unnatural Buffet" in the State House to highlight how common foods — soups, canola oil, and processed snacks — contain GMOs, despite displaying a label stating they are "100% natural."
- Working with our legal team at the Environmental and Natural Resources Law Clinic (ENRLC) at Vermont Law School, we "made the case" for the constitutionality of GMO-labeling with key stakeholders including the Attorney General's office, legislators, and national allies in the non-profit community.

DID YOU KNOW?

In November 2012, industrial food and soda giants spent \$46.7 million to defeat a ballot initiative in California that would have required labels on GMOs. Their heavy-handed tactics succeeded in California, but helped to launch GMO-labeling campaigns in 23 states.





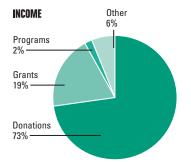
"You should be thrilled about telling people what's in your products, and that's why Ben & Jerry's is one of the many Vermont food producers standing up for Vermonters' right to know and fighting to get GMOs labeled."

—Jerry Greenfield, co-founder of Ben & Jerry's

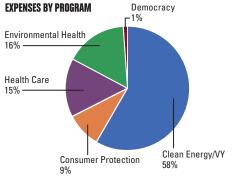
Members are key

More than 13,000 Vermonters endorsed and enabled our work this year by making more than 33,750 individual donations. That translated into more voices VPIRG could bring into the halls of the State House, more community organizing and, as evidenced by the stories in this report, a real impact on state policies. We welcomed 4,839 new members to VPIRG this year.

In 2012, VPIRG and VPIREF combined to raise \$1,360,035 to support our work. 73% of that came from individual donations, 19% from grants, and the rest from program revenue and other sources. More than two-thirds of that income goes directly to programs and campaigns. Expenses totaled \$1,346,189 and supported activities across five different program areas and seven priority campaigns. We continue to maintain a strong financial position, rooted in a robust monthly giving community of donors in excess of 2,000 members collectively giving roughly \$30,000 every month, and secured by a reserve fund and endowment to provide stability and long-term security to public interest work for future generations.







Together, we're building a better tomorrow—THANK YOU!

"Where do you get your funding?" Because VPIRG's work is made possible by the individual donations of thousands of Vermonters, that's a question we're proud to answer. Together with the support of a handful of private foundations listed here, our members, donors and supporters are the reason we can realize the kind of success we do year in and year out. None of this would be possible without you, our members and supporters. Thank you!

While we wish we could thank every donor here, the generosity of those listed below deserves special recognition.*

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