

P E A C E , L O V E & P L A N E T

Empowering Future Generations To Be The Solution



2013 ANNUAL REPORT

SCHOOL PROGRAMMING, "BE THE SOLUTION" FILM SERIES, COMMUNITY OUTREACH,
EARTH DAY CELEBRATIONS, RECYCLING, AND MORE



OUR MISSION:

To nurture appreciation for our natural environment and its precious resources, resulting in meaningful behavior changes to achieve a healthy, sustainable planet for future generations.

Peace, Love & Planet

2013 ANNUAL REPORT

As the year comes to a close we would like to highlight Peace, Love & Planet's (PLP) accomplishments, discoveries and 2014 aspirations. PLP had a full calendar in 2013 connecting directly with over 4,700 Michigan students to promote conservation of Earth's resources by encouraging eco-friendly choices. We spent the beginning of the year launching our new "Cafeteria Trash Sort" program, conducting student focus groups and developing the exciting environmental film series "[Be the Solution](#)". We are thrilled to be nationally recognized for "Be the Solution" which will be part of the [Green Schools National Conference](#) in Sacramento, CA in March 2014.



Green Team kids help peers learn to recycle



"Be the Solution" features FPS students



Fresh food provides better health AND waste-free alternatives

With the films completed, we are now collaborating with schools throughout Michigan to help implement sustainability initiatives, such as recycling and promote environmental stewardship via PLP films and presentations. Launching environmental programs is complicated and each school faces different obstacles. While some districts simply do not offer recycling, others may have no recycling bins for kids to deposit materials. There is no "cookie cutter" approach when it comes to sustainability and that's why PLP offers programs tailored to meet each school's specific needs.

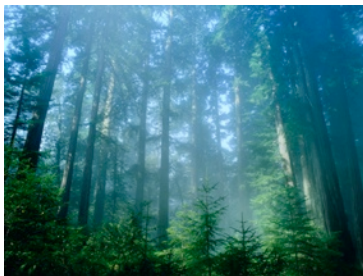
It begins by enhancing student and staff understanding as to why it's important to conserve natural resources. Preservation of our natural habitats promotes biodiversity. Reduction in consumption, results in less pollution ensuring the safety of our children's health as well as Michigan's lands and precious Great Lakes. Awareness organized by student lead projects are the most successful because their passion and enthusiasm are contagious. Principals, teachers and parents listen to kids. PLP's objective is to partner with a variety of schools, sharing successes and failures to develop the best practices for that specific school. We welcome 2014 with fresh optimism. Recycling facilities are expanding in our state and we hope schools recognize this amazing opportunity to nurture longterm, eco-friendly behaviors. PLP will be there to help!

Letter from the CEO

Dear Friends,

While we all recognize that conservation takes a multi-faceted approach, I have come to acknowledge that on an individual level every action counts. Understandably efforts will vary. However, the collective impact of a million tiny actions - turning off lights, unplugging chargers, recycling, carpooling, and encouraging friends and family to do the same – can achieve large scale benefits for our health, communities and the environment.

I'm far from a purist when it comes to being an environmentalist. I eat meat, consume energy and travel. However, the small steps my family takes to reduce our consumption helps offset *some* of our contributions to environmental issues. (We eat less meat, had a home energy audit to reduce electricity use and carpool, to name a few.) Climate change is frightening and the recent catastrophe in the Philippines is a reminder that our world is facing a new era. Inaction is not an option. That's why I'm hopeful by promoting tangible *solutions* that anyone can incorporate into their hectic lifestyles will inspire action. We are witnessing momentum on the environmental front and I am optimistic 2014 will be the year people step up and take action to protect our beautiful state.



Forests have infinite value



Deforestation causes irreversible consequences



Lets redefine "trash" as valuable resources

It is essential to build on existing knowledge and recycling seems to be a terrific starting point. After our last "Cafeteria Trash Sort" at an elementary school with over 765 kids, this "single focus" concept was imperative. Even though recycling is a relatively familiar term, differentiating between materials is complicated. Thanks to my friend Bonnie who challenged me to define "trash" I had an epiphany. The recyclable materials such as plastic, aluminum, glass, paper, and cardboard are *valuable resources* that can be used over and over again. When I see a piece of paper I think of a tree. When I see reams of paper I think of a forest and the precious biodiversity it supports. By recycling we prevent the need to extract raw minerals and in essence, "save the planet" and natural resources for future generations. Recycling is a fundamental behavior that most people can participate in at home and at school. So let's embrace 2014 with new awareness towards protecting Earth's resources. We can start by appreciating the numerous *valuable* materials we commonly use and avoid items that cannot be recy-

cluded reducing energy consumption and the devastating environmental degradation caused by resource extraction processes. Make responsible consumer choices by keeping the motto “reduce, reuse, recycle” in the back of your mind. If you are looking for a new eco-friendly behavior, get inspired by watching [Be the Solution](#).

This Annual Report highlights our main initiatives but for all the details and collaborative work we are doing in the community please go to our website www.PeaceLoveandPlanet.org.

Thank you for your continued support. Have a wonderful holiday and happy, healthy 2014!

Gina Adams-Levy
Founder and CEO
Peace, Love & Planet

2013 HIGHLIGHTS AND ASPIRATIONS

“Be the Solution” Research, Development and Debut

This nationally recognized, engaging, series debuted in the fall of 2013. The films focus on raising awareness about Michigan’s environmental issues, inspiring middle and high school students to make responsible, eco-friendly choices. Each film centers on a specific problem – trash, energy, and transportation emissions – and offers simple, easy changes in behavior to help solve those problems. At only five-eight minutes long each, the films are the perfect length for the teenage attention span, and all of the actors are Farmington Public School students who take pride in encouraging their peers to reduce, reuse, and recycle. We are fortunate to be working with Farmington Public Schools which has a comprehensive Sustainability and Recycling Policy and recycling bins throughout district classrooms and cafeterias. Using recycling rates as one measurable, our hope is to achieve a spike in district recycling levels, motivating other districts throughout Michigan to implement similar sustainable initiatives. Watch [Be the Solution](#)



The films complement curriculum and can be utilized by teachers to reinforce lessons in science and social studies. The films are also accompany our “Cafeteria Trash Sorts” to heighten awareness about personal responsibility while providing tangible actions for everyone to be part of the solution to curb local and global climate issues.

Cafeteria Trash Sorts

We want to make recycling easy. By helping students and staff understand the recycling process and how to differentiate between materials, we enhance participation and reduce contamination. Additionally, students become aware of waste reduction and health benefits by means of portion control, healthy, fresh food alternatives, and reducing “single-use” packaging.

Student Lead Initiatives

Our student ambassadors are leading the charge in several school districts throughout Southeast Michigan, challenging their principals to implement sustainable policies and peers to take action. Whether it’s adding a Green Team, starting a recycling program or raising funds to install a water dispensing machine, student groups are making an impact! In 2014 we will host our first PLP Student Summit to unite, excite and empower Michigan teens to take action!

Meet the People with Passion



Ericka Calcagno and Bonnie Hollander help kids celebrate "America Recycles Day"



Michelle Rosen and Paul Sutherland on location for "Be the Solution"



Rosie Burns-Pavlik and Tori Schiefer bring green initiatives to East Middle School

Thanks to our student ambassadors, interns, board members and volunteers we can continue our mission!



Meet **Michelle Rosen**, University of PA sophomore who poured her heart and soul into PLP this summer. Thanks to her talent, our social media is now streamlined to keep you informed and our website runs seamlessly.



Introducing **William Shiang** who will be joining the PLP team in January 2014. He currently attends Bennington College and will be completing his Field Study Term by conducting BTS surveys and implementing our 2014 Student Summit.

Welcome New Board Members



Bonnie Hollander joined us and is spearheading the family oriented *Go Green Night* program. Her passion for the connecting kids to nature and 17 years of experience as an Environmental Health and Safety Manager, are a huge bonus for PLP!



Danielle Todd joined PLP's team bringing her invaluable promotional expertise, business savvy and development experience.

danielletodd@clearandpresentmarketing.com

PLP's Board Members since 2008

Gina Adams-Levy
Executive Director and President
PLP_Gina@me.com

Marge Duncanson
Treasurer
mkduncanson@msn.com

Rita Sherwin
Event Coordinator
ritasherwin@gmail.com

Phil Levy
Vice President
plevy@med.wayne.edu

Kerin Jones
Director of Fundraising
kjones100@comcast.net

Amrita Singh
Secretary
amritacantsingh@yahoo.com

Kristina Dunne
Legal Advisor
kldunne@comcast.net

Erin Dunne
Student Advisor
eedunne@comcast.net

Change in plans

Thanks to your support we raised just over \$8,500 in 2012 at the “It’s Not Easy Being Green” benefit! Those dollars were allocated to support PLP school programing and research and development for “Be the Solution”. In 2013 we decided to align our annual benefit with Earth Day beginning 2014. That said, it’s not too late to make a donations for 2013 to help expand PLP’s outreach to underserved schools throughout metro Detroit. **Save the date for our next benefit Saturday, April 5th, 2014.** This will be our premiere party for “Be the Solution”.

Your Money at Work

Since 2008, PLP has empowered thousands of children with awareness and solutions on how to lead eco-friendly lifestyles throughout Michigan. Our members contribute in numerous ways to help us continue our mission. Promoting conservation of Earth’s resources to achieve a sustainable future for generations to come is a big undertaking and your thoughtful donations are instrumental to our success! We understand as an individual or an organization you are frequently asked to give money. As a 100% volunteer organization we want to assure you that your money is used wisely and every dollar is invested in children’s environmental education. Our work helps promote healthy, vibrant communities. Thank you for your continued support!

Partner With Us

Numerous Ways to Give:

1. Send check payable to:
Peace, Love & Planet
21603 Beauford Lane
Northville, MI 48167

2. Donate Online [~HERE~](#)

Or go to www.PeaceLoveandPlanet.org
and select the DONATE button in lower RH corner.



3. Donate Delta Frequent Flier miles to help send Rosie, Tori and Will to the Green School National Student Summit March 27th-29th, 2014, in Sacramento.

4. Support by shopping. Friends who shop at Kroger donate 5% of their grocery bill to PLP helping us raise just over \$300 annually. Log on to Kroger, select Community Rewards, and choose #90032 Peace, Love & Planet.



5. Promote PLP by sharing our website with educators, principles, PTA board members and event coordinators. Or sponsor a PLP program at your school of choice for *\$300. **Base cost for 250 students.*



Peace, Love & Planet

www.PeaceLoveandPlanet.org

2013 Annual Report

THANK YOU SPONSORS!



2014 GOALS

- ➔ Increase PLP membership to generate enthusiasm and support for green initiatives. A larger membership will help procure corporate sponsorship allowing us to support more projects throughout the state.
- ➔ Promote the nationally recognized “Be the Solution” films series to motivate teenagers to take action and make eco-friendly choices.
- ➔ Conduct “Cafeteria Trash Sorts” and make recycling “cool”. By helping students and staff identify and see value in recyclable materials, we can increase recycling rates and promote healthy, waste-free alternatives.
- ➔ Organize Student Summit to bring teenage leaders in our community together to share, excite and empower to implement school sustainability initiatives.
- ➔ Support student ambassadors like Rosie and Tori, and help them bring green initiatives to their schools to create a shift in cultural norms where conservation is second nature.

2014 PLP EVENTS

January 10th -Dunkel Upper Elementary Cafeteria Trash Sort

February FPS high schools debut “Be the Solution”

March 29th Earth Hour 8:30-9:30

March 27-29th Green Schools National Conference, Sacramento, CA will feature “Be the Solution”



April 5th -PLP Annual Benefit

and “Be the Solution” Premiere Party, 7:00-10:00

Genitti's 108 E Main St, Northville, MI 48167

April 21st - Roeper Zero-Waste Lunch

April 22nd -Burton Elementary “Cafeteria Trash Sort”

April 22nd -Heritage Park Earth Day Celebration, 5:00-7:00

August -PLP 1st Annual Student Ambassador Summit



Peace, Love & Planet Financials

Fiscal Year 2013 / JANUARY 1, 2013 - DECEMBER 31, 2013

INCOME: \$10,052 / EXPENSES \$ 14,751

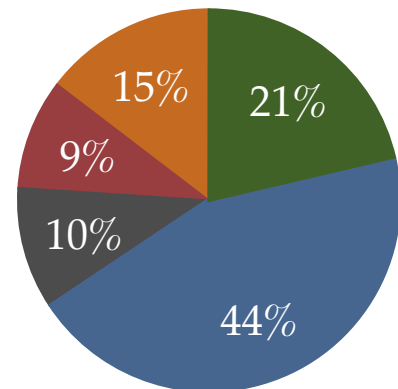
71% *CHILDREN'S EDUCATIONAL PROGRAMMING &
COMMUNITY OUTREACH

EFFICIENCY: \$31 PER YOUTH IMPACTED

*Includes one time production cost for the now nationally
recognized environmental mini series "Be the Solution".

SUMMARY OF EXPENSES

- Programs
- PR
- Eco-Friendly Products
- Be The Solution Film
- Annual Fees & Supplies



SUMMARY OF INCOME

- Donations
- School Programs
- Product Sales
- Grants

