

**EDA** Economic  
Democracy  
Advocates



# 2021 Annual Report

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Hendersonville, NC 28792 USA

[sustaineda.org](http://sustaineda.org)

# A key year

The past year was another milestone for EDA. Through our fundraising efforts, we were able to design and develop a comprehensive new website which shows off the many facets of EDA's work and clearly communicates EDA's vision. None of this was easy, but totally worth the effort. A large amount of design, functionality and complexity has been built into our website, both in what you see on-screen and what you don't see behind the pages.

We now have the ability to develop advocacy training, research and education for legislation in all 50 states of the US. This gives us the capacity to engage a much broader network of partners and accommodate a growing membership.

In this Annual Report, we explain the planning and development of the new website. We detail what led to the creation of this platform and acknowledge everyone who made it possible. While the key activities took place in 2021, the story began five years ago.

**RESTORE WHAT  
YOU CARE FOR**  
**RENEW WHAT  
YOU VALUE**

✦ Legislative action for food, water and energy



**Food**  
Healthy, abundant, local

**ECONOMIC DEMOCRACY ADVOCATES**

**THE POWER TO SHARE OUR RESOURCES**

**RESTS IN YOUR HANDS**

# Our first

## website 2017-2018

EDA's first website was launched on January 1, 2017 — the day we began to formally operate as a 501(c)4 non-profit corporation. We soon organized into subgroups, which set goals and established tasks to meet them. It was an exciting and enthusiastic start to our programs for advocacy, research and education.

During the next year, we refined our administrative process by creating a detailed charter for democratic self-governance and organizational development. We held elections for a Board of Trustees, a Mediation Body and appointed James Quilligan as Managing Director.

Because we were using Loomio and Zoom as communication platforms for members, EDA's internal activities began to outpace the information and public communications appearing on our website. While we made great strides in our programs during this period, we were unable to update our website on a regular basis, so it did not reflect these advances in our work.

For a while, many of us didn't recognize this lag, but others did. By mid-2018, members of the public were telling us that the website wasn't substantive and lacked personality. Several potential donors we contacted said they liked EDA's aspirations and goals, but unfortunately, the website did not inspire confidence and we didn't hear back from them.

This was a wake-up call. As the days and months passed, the organization continued to develop in powerful ways, but it was clear that the original website was becoming a liability. The burning question was, should we refurbish it or start over entirely?



# Getting reorganized in 2019

As a cooperative business, we have dedicated ourselves to listening to all voices. At our charter convention in Philadelphia in June 2018, EDA members committed to the transparent and democratic governance of the organization. Yet open communication can be difficult when there is little agreement about what is causing differences in opinion.

One point of dispute was the purpose of our website. Some advisers said that websites are no longer necessary for an organization like ours — that all a group needs today is a landing page. Others claimed that we were facing an emergency in our capacity to communicate EDA's message effectively with the public, calling on us to shut the website down until a new one could be built.

After our third annual conference in late 2019, EDA's Board of Trustees began

talking seriously about creating a website that expressed who we really are and what we do. The most practical advice came from those who managed the technology of the website and the coordinators of marketing, communications, membership and elections.

They were tired of performing their tasks manually. What will happen when EDA grows and has thousands of members, they asked. Wouldn't it make sense to automate our various activities and functions with a new website?

That really hit the mark. It was clear that in order to grow to the level we envisioned, EDA would need to integrate all departments through a new message, a new look and new technology. In June 2020, we decided to plan, fund, design and develop this second website. Once we made this commitment, the path became much clearer.



# Planning in 2020

In June 2020, James Quilligan organized a weekly group comprised of the Chairs of the Action Teams and members of the Operations Department. Their task was to discuss the logistics of building an advanced website to create greater integration for the organization. This subcommittee included Roar Bjonnes, Janice Bobbie, Chloe Brown, DeeDee Brown, David Cunningham, Jacelyn Eckman, Tracy Edmonds, Patti Ellis, Hunt Henion, Greg Pace and Jack Rued.

This subcommittee looked at the big picture and took inventory of our position. They recognized that we already had most of the talent, especially in programs, communication, marketing and information technology, that was needed to work directly with an experienced website developer.

But two significant pieces were missing: we needed help with the design and financing of the new website. In August 2020, the group asked DeeDee Ritzinger and Brent Terry to join us for advice on the branding of a new logo and message, as well as website design and development. That same month, Betsy Gasek also joined them to develop a PowerPoint presentation for fundraising.

After the subcommittee proposed the outlines for a strategic plan and a fundraising campaign, EDA created a more streamlined website planning team, comprised of a few of the same people from the earlier subcommittee. The aim of this smaller group was to develop material for a Request for Proposal and launch a fundraiser for our website.



# Planning in 2020

In October 2020, this planning team had lengthy discussions about how much money to allocate. Considering all of the features that EDA wanted and what we could realistically afford, they set a budget of \$40,000. They figured that this would give us more than a nice-looking website. It would allow EDA to develop a solid technical backend and integrate our memberships, donations, events, information campaigns, elections and GIS mapping into one platform.

In addition, the planning team recognized that the new website could give EDA an opportunity to present information on State legislation to the public as well as our own members. The idea was to highlight on our website the most equitable and sustainable bills currently active in each State. This proposal was approved by the EDA Board of Trustees in November 2020 and later ratified by our members in September 2021. Thus, EDA added a fourth team to the Action Council — State Legislation for Resource Democracy — and began to develop a legislative database for our website.

From August through November 2020, content for the new website was compiled by Communication Director Janice Bobbie and James Quilligan. Meanwhile, the website team drew upon the expertise of our Action Council for the development of material for different sections of the website.

- Material for the Advocacy section was contributed by Jacelyn Eckman, Beth Edmonds, Betsy Gasek, Dorothy Myers, Rebecca Schaller, Christine Silvey and Eva Simonsen
- Subject matter for the Research section was developed by David Cunningham, Patti Ellis, Grant Grover, James Kolb, Dorothy Myers and James Quilligan

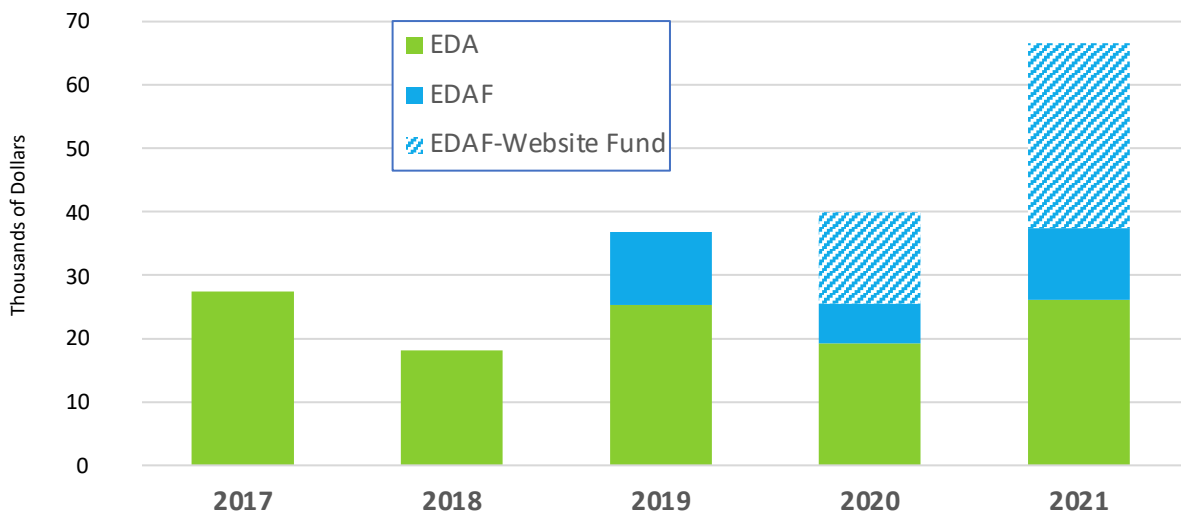


# Planning in 2020

- The Education Team, including Terry Blatt, Chloe Brown, DeeDee Brown, George Catlin, David Cunningham, James Quilligan and Christine Silvey, contributed materials for the education portion of the website
- Janice Bobbie, Patti Ellis and Jack Rued collected images for the new website
- Jack Rued collated the blog section, developed a marketing strategy and focused on the user experience in the design of the website
- Tracy Edmonds developed a portfolio of the new software needed for the Website
- Janice Bobbie turned Betsy Gasek's earlier fundraising PowerPoint into a video presentation which we posted on the home page of our first website

For financial support, EDA held its first fundraising event, Fireside Chat on December 17, 2020. It was attended by 60 people and raised \$8,521.28 (plus \$8,851.28 in matching grants to take effect in 2021). This put us at \$23,537 (*total website fund at that point since inception of fundraising in August 2020*). We were grateful for the excellent response, but it was not enough.

## Annual Revenues



# 2021 Year of the website

We decided to extend our fund drive in early 2021. We held another fundraiser, *March Forth with EDA!* which raised \$17,818. We made our goal [\$43,607 total website fund as of 3/17/2021]!

Thanks to 62 big-hearted donors, which included several generous matching donations, we ended our long campaign from November 2020 to March 2021 with a total of **\$43,607**. This was enough to fund a new website and pay for the first year of software and networking costs.

## Donors to the EDA website campaign August 2020 to March 2021

(including those who contributed matching gifts  
and those who donated more than once)

|                    |                   |                       |                          |
|--------------------|-------------------|-----------------------|--------------------------|
| Anne Wright        | DeeDee Brown      | Janice & Brian Bobbie | Mary Beth Reinking       |
| Anonymous          | Dee Loecher       | James Quilligan       | Patricia Webb            |
| Barbara Dutcher    | Donna Nordstrom   | Janet Hunter          | Patti Ellis              |
| Brent Terry        | Dorothy Myers     | Jim Sanders           | Perry Kimelman           |
| Carmel Harty       | Edward Dunbar     | Jo Stemen             | Progressive Futures Fdn. |
| Carol Cremer       | Elizabeth Gasek   | John Linkhart         | Rebecca Schaller         |
| Catherine Egli     | Eva Simonsen      | John Lowe             | Roslyn Gentle            |
| Charlotte Kangas   | Evonne Corbin     | Jonathan Stoller      | Sandra Harrison          |
| Chloe Brown        | Gail Ironson      | Julianne Price        | Sita Scheppele           |
| Christine Jennison | Gayle Rose        | Kim Adams             | Su Shen Huang            |
| Christine Silvey   | Gloria Constantin | Laurel Botsford       | Susan Fincher            |
| Dale Ironson       | Grant Grover      | Lisa VanderBoom       | Susan Willson            |
| Dave Cunningham    | Greg Pace         | Lorraine Niles        | Terry Blatt              |
| Dave Cywinski      | Hunt Henion       | Mar Sorell            | Tracy Edmonds            |
| Deborah Alexander  | Jacelyn Eckman    | Mary Haven            | Whitney Wolfson          |
| Deborah Lundquist  | Jack Rued         |                       |                          |



# 2021 Year of the website

In January and February, we interviewed fifteen web developers who had responded to our *Requests For Proposals*. We chose Ester Digital, a company with offices in Estonia, London and New York. Ester had the skills and talent we were looking for and its bid was reasonable. So we signed a contract with Ester on February 19.



In the meantime, the website team searched for a company which supplied state legislative information. They interviewed four of these suppliers in December and January and then contracted with BillTrack50 as our source for legislative data in March 2021.



Grant Grover joined EDA as Acting Chair of State Legislation in February and invited members to join this new group. Grant's legislative team — comprised of Laurel Botsford, David Cunningham, Barbara Dutcher, Beth Edmonds, Dorothy Myers, Jack Rued, Sita Sheppele, Christine Silvey and Jo Stemen — received training in researching our legislative database from Tracy Edmonds.

They divided into three subgroups — Green Team (food); Blue Team (water); and Gold Team (energy) — to select the relevant legislation. Following this, a review team, consisting of David Cunningham, Tracy Edmonds, James Quilligan and Jack Rued, finalized these selections. The bills would be displayed on our website in the section on State Legislation.

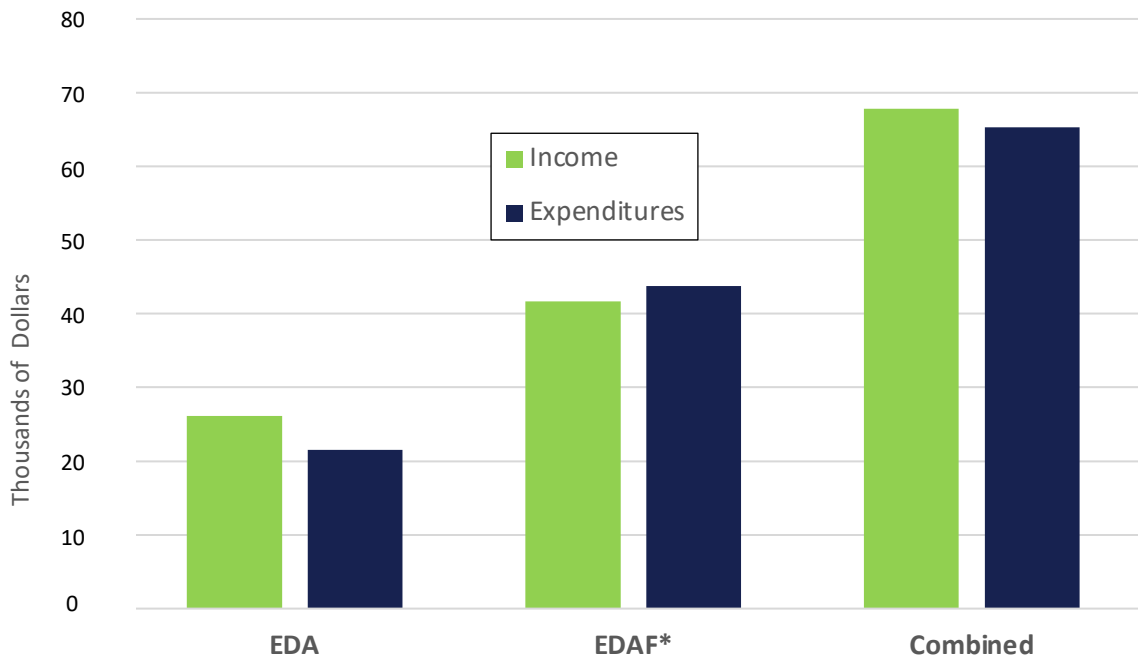
Having engaged a website firm, the planning team was dissolved and all further activities with Ester Digital were in the hands of our new website team. On February 25, Janice Bobbie, Tracy Edmonds, Jack Rued and James Quilligan began a series of fifteen Zoom meetings with Ester's design team. Throughout this period, Patti Ellis joined Jack, James and Janice for two-hour meetings three times a week to review and provide input on Ester's work. It was a very intensive winter and spring! Everyone worked at a rapid pace and finished the design of the website on June 1.

# 2021 Year of the website

As the project focused on numerous structural issues, the website team needed additional help in spotting small mistakes in punctuation and grammar that we had overlooked. Barbara Dutcher, Jacelyn Eckman, Marguerite Kolb and Eva Simonsen stepped in to proofread the entire text of the website in July. Most of these corrections were integrated into the website by Janice Bobbie, Greg Pace and Jack Rued in September.

During this final stage, the mechanics of the website were tied together. It was a complicated process to set up the various network connections and test them. The technical expertise of Arthur Sidorenko and Tracy Edmonds enabled us to work throughout the summer until the website's completion on August 25.

## 2021 Income & Expenditures



\*Note: 2020 surplus funds were used to cover 2021 deficit

## 2021 in hindsight

In all, EDA's team had fifteen working meetings with Ester's designers and thirty meetings with their developers from February through August 2021. Ester met with us an average of 1.7 times (or about 3 hours of Zoom time) per week, which was a comforting level of support. This, combined with the fact that Ester charged us 30% less than we would have paid a comparable vendor, left us satisfied to have worked with them.

With the launch of our website, along with the exhilaration of accomplishing our mission, we also felt deep sorrow. It was not just a matter of feeling nostalgic for the creative experience that we had enjoyed as a group — we also lost a vital member of EDA.

While playing a significant role in the creation of our website during the summer, Jack Rued was in declining health. He made his last presentation at our annual conference on October 23.

When Jack passed away on November 23, we lost not only our Marketing Director and strategic planner, but a cherished friend and colleague. In some ways, the EDA website is a memorial to Jack because his influence is evident throughout.

Our annual report for 2021 would not be complete without recognizing a few more individuals who played key roles in the development of our website.

We are deeply grateful for the involvement, guidance and patience of the EDA Board of Trustees throughout this venture. Roar Bjonnes, Terry Blatt, Janice Bobbie, David Cunningham, Jacelyn Eckman, Patti Ellis, James Kolb, Greg Pace, Eva Simonsen and Managing Director James Quilligan provided encouragement and oversight at every step of the way.



# 2021 in hindsight

We extend our gratitude to DeeDee Ritzinger and Brent Terry for elevating our understanding of the importance of website design. We also thank DeeDee for developing our new logo, which is now used in all of our materials.

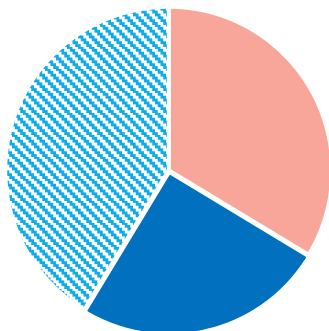
We would like to offer special thanks to Brian Bobbie for his video presented at our initial fundraising event and especially for his compelling video on our new homepage, 'It's Who We Are'. If anyone asks you for a quick synopsis of EDA, show them this two-minute video on your smartphone.

We want to thank EDA IT Director Tracy Edmonds for his indispensable expertise and advice and Aleksandr Halchenko, Creative Manager of Ester Digital, for his unflagging support of our project.

We want to thank non-members, Govinda of Progressive Futures Foundation, and John Linkhart for supporting our mission with their substantial gifts to our website project.

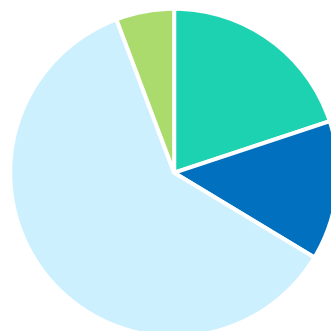
Last but not least, our sustaining and one-time donors deserve our deepest thanks for keeping EDA in operation as we put our time and energy into developing the website.

## 2021 Donations



- EDA - 34%
- EDAF - 25%
- EDAF-Website Fund - 41%

## 2021 Donations by source



- EDA - single
- EDA-sustaining
- EDAF-single
- EDAF-sustaining

## 2021 in hindsight

The new website is truly a gift of the EDA Community and we'll be benefiting from it for years to come. It will be a major vehicle in our business development, providing us with a robust platform for bringing new people on board, developing a long-term, large-scale business plan and raising major funds. We're deeply grateful to the many volunteers and donors who focused on achieving our common goal of building a sophisticated website with new content, a new design and a new level of automation.



## Beyond the website

2021 was a banner year for EDA in other ways beyond the website. Our Integrative Management Planning and Coordinating Team (IMPACT) and State Legislation teams were launched. David Cunningham and Geoffrey Schaber joined our Board of Trustees. We reviewed legislation for 17 states in 2021 and will be analyzing legislation in nearly all 50 states in 2022.

From December 9 to 24, 2021, we held our final fundraiser of the year to raise money for further activities, including ongoing service for the website. Our generous donors contributed \$14,620, which included a matching grant for \$2000. Sincerest thanks to Julie Price for her major contribution to this campaign.



## Donors to EDA's Fireside Chat Fundraiser

December 9 to 24

Aliah Majon  
Anne Wright  
Anthony Blatt  
Barbara Dutcher  
Beverly Doggrell  
Brain Bobbie  
Carol Cremer  
Catherine Egli  
Charlotte Kangas  
Christine Jennison

Dale Ironson  
Debi Lundquist  
DeeDee Brown  
Elizabeth Gasek  
Eva Simonsen  
Evonne Corbin  
Gerald Phillips  
Greg Pace  
Jacelyn Eckman

James Kolb  
James Quilligan  
John Linkhart  
John Lowe  
Jonathan Stoller  
Julie Price  
Kristina Kavanau  
Lori Rubenstein  
Madge Bares

Mar Sorell  
Mary Haven  
Patti Ellis  
Sandra Harrison  
Sita Scheppele  
Su Shen Huang  
Susan Fincher  
Susan Willson  
Terry Blatt  
Tracy Edmonds

In 2022, EDA plans to expand our membership and partner with local advocacy organizations, providing them training in state-level advocacy. We will also be expanding our marketing of EDA's services through Facebook, Instagram and Twitter and searching for a Director of Development.

For our Action Council teams, 2022 will be the first time that:

- \* State Legislation identifies bills in all 50 States and sets the agenda for Advocacy, Research and Education by earmarking the most important legislation
- \* Advocacy offers its training programs to EDA's regional partners and their constituents so that they can speak with elected officials about key legislation on food, water and energy
- \* Research is recognized as a supplier of carrying capacity data, which enables States to share resources and make them more self-reliant and sustainable
- \* Education focuses on regional information so that citizens may develop a better understanding of how they can personally contribute to a more equitable and sustainable community

None of this would be possible without your help. Thanks to you, EDA's evolution continues.

# What is Economic Democracy?

## A message from the President and Managing Director

During the past year, some members asked us about EDA's core mission. Since economic democracy is focused on closing the divide between the rich and poor, they wondered, what does this have to do with environmental sustainability? Isn't the problem of social inequality more about increasing jobs, income and aid for the poor, than regenerating the natural world? Aren't poverty and ecology completely separate issues?

These are vital questions, not just for EDA but for all of human civilization. Until the late 20th century, the public was broadly taught that a lack of essential resources is more of an economic than ecological problem. That's still the lens through which many people see the world today.

For fifty years, scientists have been saying that Earth has exceeded its capacity to provide enough resources to meet the needs of its population.

Yet instead of addressing this systemic problem, the world's institutions and laws have made things worse by placing more emphasis on building up resource supplies than on satisfying human needs. Our social myth, that supply creates its own demand, is clashing with the laws of nature.

It's hard to ignore the devastating economic and ecological impact that arises from the overconsumption of the entitled and the wealthy. While they invest in fossil fuels and burn greenhouse gases to power their air travel, cars, SUVs and trucks, to heat and cool spacious homes, and follow carbon-intensive diets of meat and dairy products, the bottom half of the world's population has barely enough energy to cook its food, meet its caloric needs and find meaningful work.

Rather than unify us, consumption has only deepened the divide between the world's haves and have-nots.



# What is Economic Democracy?

This is why the challenge of ending economic inequality is more difficult than ever before. With less food, water and energy available to share among Earth's growing population, rich nations are still managing to maintain high levels of consumption, while the world's low- and middle-income people struggle desperately from crisis to crisis. It's time to recognize this disparity and take action.

EDA recognizes that social poverty and ecological justice must be addressed together, since they are two sides of the same problem — humanity's refusal to acknowledge the dangers of exponential growth and ecological overshoot. There is surely enough on Earth for everyone to enjoy healthy and dignified lives, but this will not be realized until our economic and environmental systems are more closely aligned.

Economic democracy now means creating a social consensus for the rational reduction of the world's resource use within the finite limits of our planet.

This is why EDA supports legislation for the equitable and sustainable distribution of food, water and energy within our natural borders. By advocating for these laws, we enable our elected officials to reshape the relationship between society and nature for people now and in the future.

As you can see from EDA's history and the current activities outlined in this annual report, we are making dramatic progress in our development. Your ongoing involvement is both appreciated and vital to our progress as we expand our operations across the US. Your participation furthers our purpose in creating a brighter and more viable future for all people.

*James Quilligan, Managing Director*  
*David Cunningham, President*





# EDA Financial Documents



Independent of EDA's Finance Team and Board of Trustees, EDA members Dorothy Myers and John Lowe completed an internal audit of EDA and EDAF finances for 2021. This audit was certified by EDA Treasurer Greg Pace on March 8, 2022.

You can view the 2021 Audit Reports [here](#).

## EDA Financials

2021, 2020, 2019,  
2018, 2017

## EDAF Financials

2021, 2020, 2019

## IRS Documents

### EDA

Form 990-N

2021

2020

2019

2018

Notice of Intent Letter

### EDAF

Form 990-N

2021

2020

2019

IRS Determination Letter



**EDA** Economic  
Democracy  
Advocates

## 2021 Annual Report

Prepared by:  
James Quilligan, Managing Director  
and David Cunningham, President

*[sustaineda.org](http://sustaineda.org)*