

SKYTRUTH



**SkyTruth
Annual Report
2011**

A message from SkyTruth's President, John Amos

EYES EVERYWHERE

That's the ultimate goal of SkyTruth: enabling citizens to routinely monitor, document, and share information about environmental conditions anywhere on Earth. We all have a fundamental right to know what's happening in the places we care about, and to feel secure in our home environment. And we deserve to get this information firsthand, unfiltered and undistorted by government, corporate or advocacy interests that traditionally have been the gatekeepers.

Twenty years ago I started my career in remote sensing, processing and analyzing satellite images, air photos and other data to detect and map targets of interest on land and at sea: geologic features that indicate the presence of mineral resources, land-cover patterns that identify agriculture and forest management practices, ocean color signatures that reveal the movement of currents and distribution of nutrients.

Back then only a few civilian imaging satellites existed, image processing hardware and software was highly specialized, and -- at \$4,400 for a single satellite image -- remote sensing was an expensive and esoteric endeavor affordable only to oil and mining companies, academic institutions and government agencies. I'm happy to say the situation has changed remarkably. Landsat images can be downloaded by anyone, for free, and handled by common software programs. High-resolution and radar images from multiple civilian systems are now available. Google Earth makes imagery fun and ubiquitous, and puts mapping capabilities at everyone's fingertips.



At SkyTruth we're taking full advantage of this trend to build what we're calling SkyTruth Home Edition. The idea is simple: allow people to identify their geographic area of interest, notify them whenever new satellite imagery is available, give them the tools and guidance to do basic analysis and documentation for important environmental issues, and provide a public web space where they can publish their findings and interact with other skytruthers. The growing SkyTruth Alerts system, powering our new Drilling Alerts website (<http://frack.skytruth.org>), is the first fundamental step toward engaging a global network of people and organizations working to promote better resource management and environmental protection.

We think this approach will revitalize grassroots environmental protection. It's high time we turned the tables: instead of Big Brother watching all of us, we can all watch Big Brother, holding corporations and governments to a higher standard of environmental performance everywhere around the globe. As one of our partners noted in response to our images revealing Shell's major oil spill off Nigeria,

Your work to make public the significant impact Shell's practices are having on the Nigerian Coast will have great bearing on the success of such undertakings here in Canada.

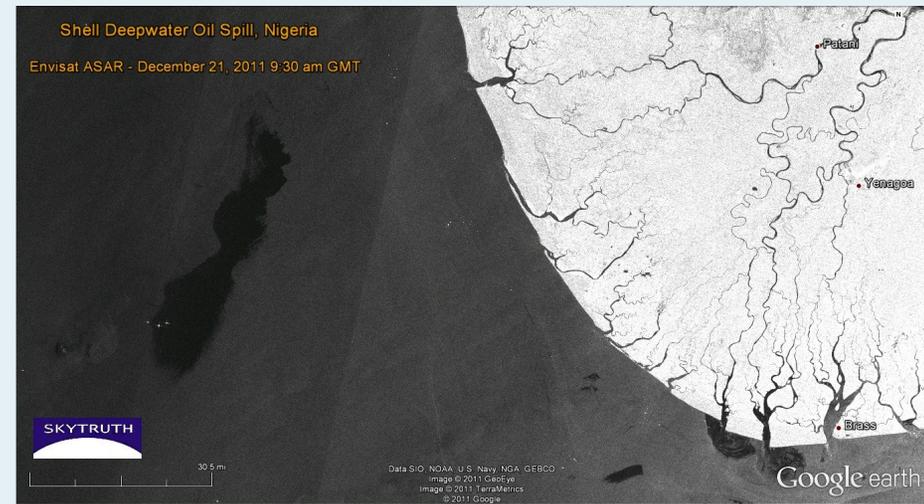


Eyes everywhere. You can spill but you can't hide. That's why we're so motivated by what we do. But it's still a big world, and we can't cover it all without your help.

So please come and join us. We're looking forward to a productive and exciting new year!

Major Accomplishments in 2011

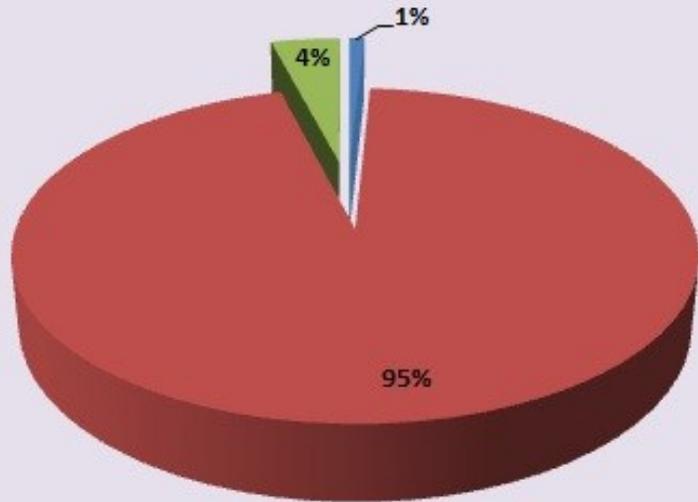
- * SkyTruth's Work on the BP/Deepwater Horizon spill cited in [National Oil Spill Commission's Final Report](#)
- * SkyTruth launches [SkyTruth Alerts](#), a national system for mapping environmental incidents immediately after they happen, immediately alerting affected local citizens. Organizations like [Oceana](#) and [Allegheny Defense Project](#) are using Alerts
- SkyTruth launches [Drilling Alerts](#) to notify concerned citizen scientists whenever new drilling activity is happening
- * SkyTruth successfully [challenges Chevron](#) forcing Chevron and government regulators to acknowledge a major oil spill and sparking a public debate in the Brazilian media about the risks of offshore oil drilling
- * SkyTruth analysis of satellite image from Shell's major [oil spill off Nigeria's coast](#) gets unprecedented [media attention](#)
- * SkyTruth spurs media coverage of a chronic [hydrogen cyanide leak](#) at the Delaware City Refinery
- * SkyTruth images illustrate the aftereffects of the [earthquake and tsunami in Japan](#)
- * SkyTruth partners with [SouthWings](#) & [Waterkeeper Alliance](#) to form the [Gulf Monitoring Consortium](#)
- * [Gulf Monitoring Consortium](#) issues [report and findings](#) on Gulf oil pollution
- * SkyTruth covers Conoco's [oil spill in Bohai Bay, China](#)
- * SkyTruth initiates Environmental Studies internship program in partnership with Shepherd University
- * The SkyTruth team ventures into the heart of [Marcellus Gas Drilling](#) to demonstrate the value of our [HotSpot and Drilling Load](#) maps to guide water quality testing



Finances 2011

Income

■ Donations \$2,070 ■ Grants \$227,450 ■ Fees for services \$10,170



Major Funders

Campbell Foundation

Colcom Foundation

Oregon Community Foundation

Other Peoples Pixels

Patagonia

Rockefeller Family Foundation / Changing Horizons Fund

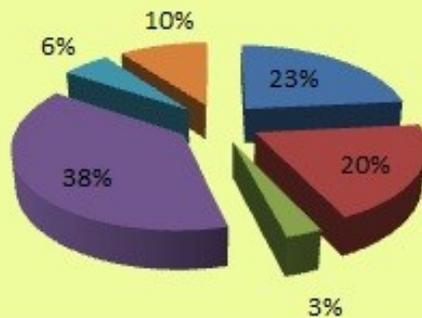
Tides Foundation / Alki Fund

Walton Family Foundation

WestWind Foundation

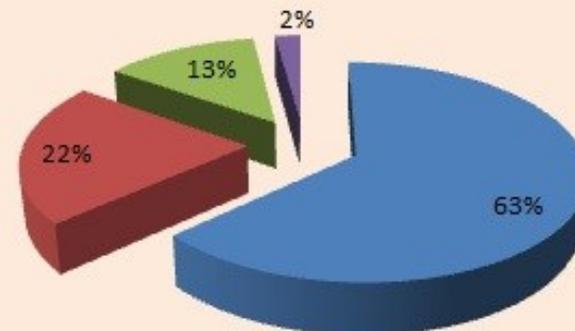
Expense by Program

■ Outreach \$58,027 ■ Onshore Energy \$48,556
 ■ Hardrock Mining \$7,344 ■ Offshore Energy \$95,221
 ■ MTR Mining \$13,679 ■ Development \$25,272



Expenses by Category

■ Salary & related expenses \$157,092 ■ Other personnel expenses \$53,278
 ■ Non-personnel expenses \$32,335 ■ Travel & Meetings \$5,394



Thank you to SkyTruth's Board of

Directors & Officers:

John Amos—President

David Festa—Chairman

Elliott Norse—Director

David Shearer—Director

Vikki Spruill—Director

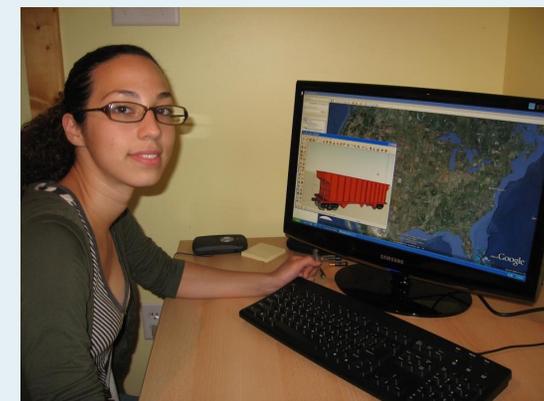
Paul Woods—Chief Technical Officer

Amy Mathews-Amos— Secretary/Treasurer



Thanks to our terrific SkyTruth volunteers & interns!

In 2011, our volunteers racked up over 1200 hours and helped us out in a wide variety of areas such as NRC data analysis, photography, image analysis, videography, mapping, graphics, social network analysis and media. Our heartfelt thanks for all you did for SkyTruth last year!



Michelle Behrmann

Erik Bryson

Amelia Carte

Yolandita Franklin

Josh Hernandez

Sophia Khan

Tim Leonard

Marc Levitt

Ben Pelto

Ed Rhodes

Ryan Robison

Alex Yates



Here's what folks had to say about SkyTruth in 2011....

"I wish there were not so many environmental disasters for you to track, but since there are, thank goodness you are here."

- Catherine Lerza, Tides/Alki Fund

"Really appreciate your analysis of this and the NWF/SkyTruth collaboration to try and figure this out. Your conclusion I have no reason to doubt, but it does lend veracity to industry underreporting the size of spills." - Doug Inkley, Senior Wildlife Biologist, NWF

"These are great So much better than the Google Earth images(... and better than any other NGO attempts out there). You're amazing! I'm serious. You have no idea how hard I've been working with a design firm in San Francisco to get images like this pulled together!" - Lisa Suatoni, NRDC

"Thanks John - love the pollution alerts pages - very cool, and great that other nonprofits like Surfrider can make use of it! We're proud to be able to support you! Keep up the great work" - Hans Cole, Patagonia

"John, I really want to thank you for all the work you and Paul have put into the SkyTruth map for our website. Everyone here is really excited about it, particularly me! Looking forward to the big launch!" - Anna Gowan, Oceana

"If we were betting folks in a contest between the government, who should be minding oil in the Gulf, and SkyTruth we would go with SkyTruth." - Sharkdivers.com

"Thanks so much for your great presentation at the LightHawk fly-in—definitely one of the most compelling I've seen in a long time, and a great antidote to the powerlessness one can sometimes feel." - Christopher Boyer, LightHawk Volunteer Pilot

"People all over the world are thankful for SkyTruth!" - Amanda Pitzer, Friends of the Cheat

"Your work on the tragedy in the Gulf of Mexico and most recently with Shell's coastal oil spill in Nigeria has been exceptional and I, as I am sure many others, thank you and SkyTruth for that." - Kevin Logan, Landwatch, Envirowatch

"Thanks to John Amos at SkyTruth for creating dazzling images that helped convince the Town of Palisade to get involved with WCC to protect its watershed." - Matt Sura, Western Colorado Congress