



Protecting Wisconsin

Our children rely on us to care for their needs. These needs don't stop at food, clothing and shelter; they extend to safe drinking water, clean air, clean lakes and rivers, abundant wildlife, and unspoiled natural beauty. Wisconsin's Environmental Decade's mission is to protect the environment and preserve our quality of life through:

- **Enforcement.** We fight for your rights when industries or state agencies don't follow environmental laws that affect your health and our environment.
- **Legislation.** Creating strong, effective, common-sense environmental laws means working closely with the state government. We make it a point to be active in the Capitol, to know our legislators, and to fully understand the complexities of the issues we work on.
- **Citizen action.** In order to quickly alert citizens about breaking news, we helped develop Wisconsin Inter Network (WIN). When environmental legislation is at stake, a WIN communication alert is quickly sent to our members across the state to help them take much-needed action.
- **Education.** We work hard to educate Wisconsin citizens about current environmental issues. These efforts help to create an awareness of our individual responsibility to the environment.



Great Lakes, Great Lawns
A homeowners guide to growing
lawns without pesticides.



A Proven Record

Since 1970, the Environmental Decade has a proven, successful track record of being at the forefront of environmental issues facing Wisconsin.

Due in part to the Environmental Decade's activity, Wisconsin has a strong grassroots environmental ethic and is nationally noted as a policy pioneer. Wisconsin's strength depends on people who believe in fighting to preserve the environment for future generations.

The Environmental Decade's campaigns are aggressive in enforcing laws and advocating for necessary new protections. Our campaigns are effective in activating and educating citizens. We are constantly developing clean air and clean water strategies to effect positive change for you, your family and your community.

We work to:

- Promote energy conservation & clean energy alternatives
- Lessen our contribution to global warming
- Minimize children's exposure to pesticides
- Protect communities from destructive mining
- Enact sensible water management policies
- Reduce mercury pollution in our lakes & fish
- Reduce polluted runoff
- Reduce power plant air pollution

Just A Few Milestones...

1970s: Environmental Decade organizing stopped construction of 4 nuclear power plants in Wisconsin.

1980s: Lobbied for Wisconsin's Acid Rain Law, which was used as a model for 1990 Clean Air Act amendments.

1990s: Persistent intervention ensured the Public Service Commission would require several major electric companies to invest \$100 million in energy conservation.

2000s: The Environmental Decade helped restore Wisconsin's authority to protect its wetlands.



Clean Air,
Healthy
Clean Water,
Communities

Strong Partnerships



Through broad-based coalitions made up of health groups, conservationists, tribes, sporting groups, business, and labor, Wisconsin's Environmental Decade strives to improve and protect the quality of our environment for all generations who call Wisconsin home. We have played a pivotal role in bringing concerned parties together to fight unified battles against the destruction of our environment.



Just A Few Of Our Partnerships...

Wisconsin Interfaith Climate Change Campaign

A diverse group of religious leaders cooperating with environmental groups to address global warming.

Wisconsin Strategic Pesticides Initiative

Medical professionals, environmental and parent/teacher organizations working to reduce pesticide use in and around schools and on farms.

State Environmental Leadership Program

Over fifty independent environmental groups working to strengthen the environmental movement at the state level.

Wisconsin Stewardship Network

Hunting, fishing and environmental groups working together to conserve Wisconsin's environment.



Join Us

With your financial support, you will join thousands of others ensuring that Wisconsin's Environmental Decade will continue to monitor and influence the performance of Wisconsin's legislature, protect our land, minimize air and water pollution, and provide consumers with clean, affordable energy.

There are a variety of ways you can contribute to the Environmental Decade.

- Individual giving opportunities available at different membership levels.
- Workplace giving through Community Shares of Greater Milwaukee and Community Shares of Wisconsin.
- Memorials in honor of someone special.
- Bequests in your will or planned giving efforts, creating an environmental legacy.
- In kind donations of time, goods and services.

Please help ensure Wisconsin's environmental voice will be heard clearly now and in the future.

Wisconsin's Environmental Decade

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