

INSIGHTS AND OUTCOMES

THE KEYSTONE CENTER ANNUAL REPORT



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PROGRAMS AND SERVICES

→ INDEPENDENT MEDIATION AND FACILITATION

Customized services in the areas of energy, health, and the environment, including stakeholder dialogues, advisory boards, training, and leadership development.

→ PROFESSIONAL EDUCATION

Cutting-edge science curriculum development and teacher training.

→ HANDS-ON SCIENCE EDUCATION

School group courses, a variety of summer camp options, and community education on our Keystone Science School campus.



PETER ADLER,
PRESIDENT.



At The Keystone Center, we use simple but powerful concepts to link industry professionals, NGO leaders, and educators in common purpose. By bringing decision-makers together to share their experience, expertise, and leadership, we enable a productive, collaborative atmosphere focused on solving today's most pressing energy, environmental, and public health problems.

We reach towards the future by fostering those same skills and abilities in today's students, who will be our next generation of leaders. We value science, dialogue, and practical problem-solving, and have found unique ways to apply and teach all three.

Our staff and trustees are determined to make the world a better place for our families, our communities, and our fellow global citizens. We've been dedicated to this approach since 1975, and it's my pleasure to share with you here some highlights of our endeavors.



of American adults
are overweight or obese.

JOINING FORCES FOR BETTER HEALTH

Keystone has led conversations on a number of today's most pressing global health concerns—pandemic influenza, vaccine safety, nutrition issues, health care reform.

In the U.S., obesity has reached epidemic proportions. In 2008, Keystone's Food and Nutrition Roundtable, a coalition of leaders from the public health community, federal agencies, the private sector, and academia, developed and launched the Smart Choices™ program, a front-of-pack nutrition labeling program meant to help shoppers quickly identify sound food and beverage choices.

We're working on the ground with kids to teach the next generation to think critically about nutrition. Keystone's ground-breaking Youth Policy Summit program brought together

40 high school students from around the nation to investigate and debate systemic approaches to this public health crisis—considering the tensions between political, legal, economic, technological, environmental, and social factors—and create consensus-based policy recommendations that were presented to real-life policy-makers.

The result? Fresh perspectives, creative solutions, and fueled passion for affecting change.

The Smart Choices™ program logo can be found on a variety of food and beverage products throughout the U.S.

“I AM AMAZED AT THE KEYSTONE CENTER’S ABILITY TO NAVIGATE THROUGH THE DIFFICULT WATERS OF NUTRITIONAL PROFILING.”

—RICHARD BLACK, VICE PRESIDENT, NUTRITION, KRAFT FOODS



120 CALORIES
PER SERVING

9 SERVINGS
PER PACKAGE



SUSTAINABI

COLLABORATION MEETS INNOVATION

Studies indicate that consumers are mystified by the concept of “sustainability” and how it should affect their choices. Is sustainability about environmental responsibility? Safety issues? Buying local? How do they know their buying choices are making a difference?

Environmental and industry leaders recognize that at the end of the day, it's the outcomes of sustainability efforts that matter. Keystone has worked to bring together the diverse interests represented in the food supply chain to reach some accord

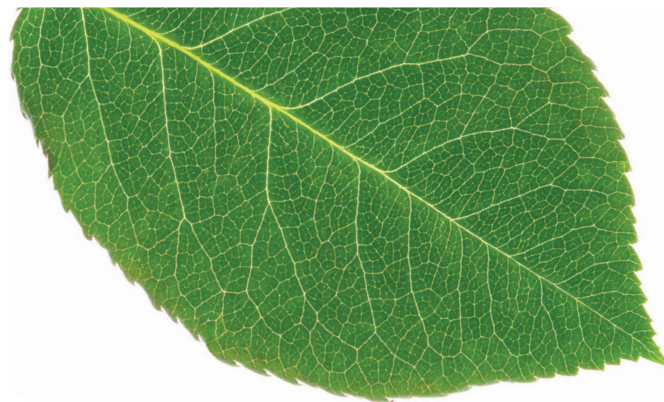
in identifying metrics to assess those environmental outcomes for agriculture. Field to Market: The Keystone Alliance for Sustainable Agriculture is a forum in which leaders from diverse interests in agriculture work together toward the broad goals of improving agricultural productivity, environmental quality, and human health. 2008 marked a crucial point in the alliance's efforts with the completion of a landmark report on measuring agricultural sustainability.



**44% of Americans are
confused by the term.**

Our education programs start from the bottom up, targeting our future leaders. Our curriculum module, “The Balanced Equation,” developed in partnership with The Dow Chemical Company, is designed to introduce teachers to the concept that a combination of chemistry and human innovation can result in sustainable solutions—in this

case, ensuring potable water. By educating students about the basics of sustainability and encouraging multi-disciplinary, non-biased problem-solving, we’re encouraging active citizens who will make future decisions based on a global perspective.



**“INCREASED PRODUCTIVITY AND NATURAL RESOURCE MANAGEMENT ARE
VITAL AS WE SEEK TO FEED, FUEL AND CLOTHE THE WORLD’S POPULATION.”**

—KEVIN ROGERS, COTTON GROWER FROM ARIZONA

THE RIGHT ISSUES, THE RIGHT PEOPLE

2030

Keystone has a long history of involvement in energy issues, from climate change to nuclear power. Informing much of our work is the Keystone Energy Board, a group of leaders from numerous sectors including energy, technology, environment, consumer advocacy, and state and federal government. The Board fosters dialogues examining the linkages between energy, environmental, and economic policies, as illustrated by our Nuclear Power Joint Fact-Finding project, which convened a diverse group of stakeholders to take a fresh look at the facts surrounding the technology around nuclear power, its economics and regulatory oversight, and the risks and benefits of its expansion.

In 2030, world energy consumption is projected to have expanded by 50% from 2005 levels.

At the urging of the Keystone Energy Board, our staff created the Youth Energy Board, a group of 19 students who attended energy-related Keystone Youth Policy Summits in 2007 and 2008. In addition, Duke Energy funded an Alumni Youth Policy Summit in 2008, whereby the students tackled a real-life issue: examining the solar energy services Duke offers its customers. After considering the political, economic, social, technological, legal, and environmental aspects involved,

students presented their advice to Duke and the rest of the Keystone Energy Board. At a recent energy conference, the Chief Policy and Strategy Officer for Duke Energy publicly referenced the student's recommendations.

“KEYSTONE’S PROCESSES BUILD RELATIONSHIPS THAT MOVE ISSUES IN CONSTRUCTIVE WAYS.”

—ARMOND COHEN, EXECUTIVE DIRECTOR, CLEAN AIR TASK FORCE



RAISING THE BAR WITH 21ST CENTURY SKILLS

As we move ever deeper into an integrated global economy, it is crucial that the U.S. workforce keep up with international trends. With the growing emergence of career opportunities in fields such as nanotechnology, biotechnology, space exploration, and energy, students with a strong background in science will be well-situated as they enter the professional world. Our education programs are crafted to attract students to science by stimulating natural curiosity, fostering critical thinking skills, and instilling respect for the natural



**The
United
States
ranks 29th
in science
literacy—
out of 57
countries.**

“KEYSTONE SCIENCE SCHOOL PROVIDES A WAY FOR US TO INVEST IN OUR FUTURE ENGINEERS AND SCIENTISTS.”

—NANCY AND DOUG SIMS, 2008 SUPPORTERS

world. We focus on non-biased investigations and inquiry-based learning. We provide the questions and the strategies; students find their own answers.

Our residential field science programs at Keystone Science School are designed to instill a sense of wonder and excitement about science. We bring students out of the classroom and into the wild on our 23-acre campus, providing ample space for exploration, investigation, and adventure. Our professional education programs impart our philosophies to a broad student

audience by providing educators cutting-edge curricula dealing with complex real-life issues.

When we check in with our alumni, many report choosing science-related career and educational paths. Just this year we've heard from a Harvard professor teaching Earth and Planetary Sciences, an EMT, a wildlife journalist, and several science teachers. One student received a 2009 summer internship with an energy company as a direct result of her participation in our Youth Policy Summit program. We can't wait to see what the next generation accomplishes.



DELIVERING RESULTS IN 2008

→ Keystone's Health Reform Dialogue featured a series of discussions among a multi-stakeholder group of national organizations representing healthcare professionals and providers, healthcare advocates, business, and labor representatives to develop consensus on comprehensive reform proposals. The resulting recommendations were submitted to the new U.S. Administration and Congress.

→ The Fountain Creek Vision Task Force, a collaborative group of counties, cities, ranchers, community groups, and neighborhoods, successfully crafted a shared vision and strategic/

implementation plan for the 930 square-mile Fountain Creek Watershed in southern Colorado. The group's work culminated in a bill signed by the governor of Colorado.

→ Keystone Science School welcomed its first international group of students from Taiwan, launched a girls-only science camp program, and increased overall camp attendance by more than 50 percent. Our professional education offering, CSI: Climate Status Investigations, reached more teachers in 2008 than in any of the previous years of the program and began working toward a combined effort with our successful Youth Policy Summit Program.



THE 15TH ANNUAL LEADERSHIP AWARDS DINNER

→ LEADERSHIP IN GOVERNMENT

Awarded to The Honorable
Martin J. O'Malley,
Governor of Maryland

Presented by the Honorable
Kathleen Sebelius,
Governor of Kansas

→ LEADERSHIP IN INDUSTRY

Awarded to Jeffrey E. Sterba,
PNM Resources

Presented by the Honorable
Eileen Claussen, Pew Center
on Global Climate Change

→ LEADERSHIP IN THE ENVIRONMENT

Awarded to Paul Walden
Hansen, The Nature
Conservancy

Presented by Dr. Rodger
Schlickeisen, Defenders
of Wildlife

→ LEADERSHIP IN EDUCATION

Awarded to Gerald F. Wheeler,
National Science Teachers
Association

Presented by Dr. Rodger
Bybee, Biological Sciences
Curriculum Study

→ SPIRIT OF KEYSTONE

Awarded to Jim Lehrer,
The NewsHour, PBS

Presented by Shelby
Coffey III, The Freedom Forum



CONSOLIDATED STATEMENT OF FINANCIAL POSITION

Year-end December 31, 2008
(with comparative totals for 2007)

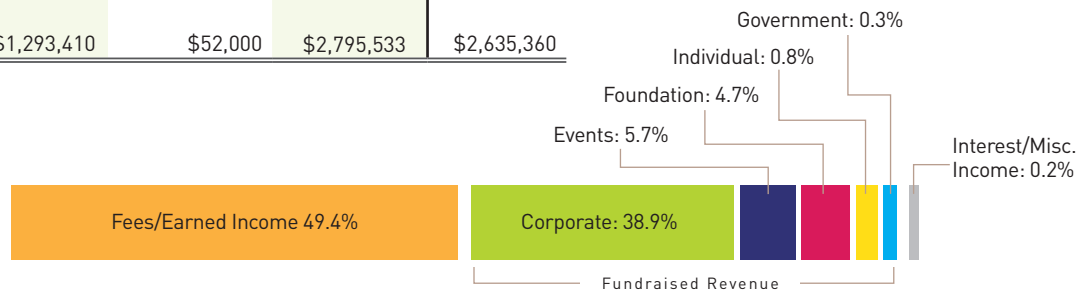
	2008	2007
Assets		
Cash	\$915,228	\$445,358
Investments	45,118	68,130
Receivables	691,313	945,051
Science School inventory	7,928	12,733
Prepaid expenses	49,011	27,431
Deposits and other	17,858	25,106
Property and equipment, net	3,337,747	3,369,479
Total assets	\$5,064,203	\$4,893,288
Liabilities		
Accounts payable	\$312,579	\$267,368
Accrued liabilities	84,916	72,962
Deferred revenue	22,949	17,650
Deferred compensation payable	15,000	23,845
Long-term debt	1,833,226	1,876,103
Total liabilities	\$2,268,670	\$2,257,928
Net assets		
Unrestricted	\$1,450,123	\$1,596,598
Temporarily restricted	1,293,410	986,762
Permanently restricted	52,000	52,000
Total net assets	\$2,795,533	\$2,635,360
Total liabilities and net assets	\$5,064,203	\$4,893,288

	2008				2007
	Unrestricted	Temporarily Restricted	Permanently Restricted	Total	Total
Revenue					
Program revenue	\$3,825,697	\$ -	\$ -	\$3,825,697	\$3,095,729
Contributions	607,617	3,626,584	-	4,234,201	3,373,324
Investment income	(13,045)	-	-	(13,045)	15,088
Miscellaneous income	3,094	-	-	3,094	866
Released from restrictions	3,319,936	(3,319,936)	-	-	-
Total revenue	7,743,299	306,648	-	8,049,947	6,485,007
Expenses					
Program services	6,542,501	-	-	6,542,501	5,095,190
Management and general	719,719	-	-	719,719	560,100
Fundraising	627,554	-	-	627,554	591,659
Total expenses	7,889,774	-	-	7,889,774	6,246,949
Change in net assets	(146,475)	306,648	-	160,173	238,058
Net assets—beginning of year	1,596,598	986,762	52,000	2,635,360	2,397,302
Net assets—end of year	\$1,450,123	\$1,293,410	\$52,000	\$2,795,533	\$2,635,360

CONSOLIDATED STATEMENT OF ACTIVITIES

Year end December 31, 2008
(with comparative totals for 2007)

SOURCES OF FUNDING



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\$50,000+

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BP

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Wyeth*

Xcel Energy*

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\$25,000+

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The Robert N. and Nancy A. Downey

Foundation*

The Summit Foundation

Up to \$25,000

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American Farm Bureau Federation

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The Keystone Center seeks to solve our society's most challenging environmental, energy, and public health problems. We bring together today's public, private, and civic sector leaders to confront these issues and we arm the next generation with the 21st Century intellectual and social skills required to effectively approach the questions they will face. Founded in 1975 by Robert W. Craig, The Center is a non-profit organization headquartered in Keystone, Colorado.

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