



From Executive Director Hans Voss

WE ARE ADVOCATES



That might be obvious to you, but for those of us on the staff and Board, winnowing down the many, multi-faceted roles we play to a single word is a big challenge.

We're researchers, diving deep into data or studying models from other places. We're communicators who believe a well-written article or an artfully told story has the power to inspire. We're organizers committed to delivering tangible results. We're motivators who convene broad coalitions to get the outcomes we're after.

But behind it all is one specific mission: We *advocate* to protect Michigan's environment, strengthen its economy, and enhance our quality of life. And we take that mission very seriously.

Michigan has all it takes to thrive in the 21st century, but we need to create that bright future together. I recently had the pleasure of sitting down with the MLUI Board and staff to envision the Michigan we want to see. It's an optimistic picture of a state with a strong and diversified economy that offers opportunity for people from all walks of life. We see a place that prioritizes our unparalleled natural resources as assets to be enjoyed and protected; new jobs in clean energy and agriculture; vibrant towns and cities that are exciting centers of community, arts, culture, and commerce; more options to get around with an infrastructure that makes it easy to choose walking, biking, public transit, and a well-maintained road network.

As a supporter, you are the backbone of the Institute, and I hope that vision resonates with you. We've been pushing toward it for nearly two decades, and while we've had some twists and turns along the way, our strategic focus is rooted in a core set of values: We are a solutions-based organization that brings forward well-researched ideas in a clear, honest, compelling, and respectful manner. We believe diverse collaborations and unconventional partnerships bring strength and breadth to our mission. And we believe in reasoned advocacy, doing our homework first, and then taking a stand on the tough issues.

Our work is rooted in people. People who believe MLUI plays an important role in creating a better future for Michigan. People who are generous with their time and volunteer, get involved, and partner with us. People who find room in their budget to donate year after year to keep our programs moving forward.

People like you.

On behalf of the entire staff and Board, thank you for all that you do to make this good work possible.

Onward toward a stronger Michigan,

HANS

"Energy not used is always the cheapest, and energy not used is always the cleanest."

– Peter Garforth, of Garforth International, at MLUI's Community Leadership Summit. June 14, 2012



MICHIGAN BOLD

[velvet * cocoa * spice]

TURN YOUR DAILY RITUAL INTO YOUR FIRST GOOD DEED OF THE DAY!

A portion of the proceeds from each bag of coffee goes to MLUI. Roasted by Higher Grounds in Traverse City.

Available in grocery stores statewide, at HG Coffee Bar, and at highergroundstrading.com



MLUI loves to commute

BY BIKE!

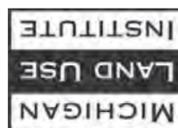
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Cozy and Cost-Effective

The weather outside is about to get frightful, but MLUI is on track to help more than 500 homes in Traverse City stay cozier this winter and less expensive to operate all year. TC Saves provides low-cost home energy assessments, and access to low-interest loans, rebates and incentives for efficiency improvements. It's a partnership among the City of Traverse City, Traverse City Light and Power and two local nonprofits—SEEDS and MLUI.

300

Homes audited so far this year by MLUI and SEEDS for efficiency

\$3

Amount saved for every \$1 spent on energy efficiency improvements.

Efficiency Means Green

Being green doesn't have to be expensive; in fact, Grand Traverse County could cut its overall energy costs between 50 and 70 percent and create dozens of new jobs by adopting an aggressive energy efficiency program. That was the message to nearly 200 community leaders at MLUI's Community Leadership Summit in June. The Institute presented its new report, co-authored with SEEDS, that shows a comprehensive energy efficiency program will produce nearly 100 jobs and return millions of dollars annually to the local economy.

Proposal 3: Common Sense

This November, Michigan voters have a chance to point the state toward a bright economic and environmental future by approving Proposal 3, which requires that 25 percent of Michigan's energy come from renewable sources by 2025. MLUI has been working hard to garner support for this initiative, collaborating with local volunteers to get the message out and holding a press conference in October with community leaders to show our collective support. Clean, local, renewable energy that attracts investment and creates jobs? We think that's plain, common sense.

A Modern Odyssey



Transportation Policy Specialist James Bruckbauer on his odyssey

After the Greeks won the Trojan War, it took Odysseus about 10 years to get from Troy to Ithaca. Unless you're in a car or an airplane, getting around Michigan can seem just as difficult. Just ask MLUI's Transportation Policy Specialist James Bruckbauer, who this year organized the Michigan Transportation Odyssey, a three-day trek using only buses and trains to get from Detroit Metro Airport to downtown Traverse City stopping in Kalamazoo and Grand Rapids. We shared the effort online to highlight the gaps in the state's transportation system.

Local Motion Gets Going

This fall, MLUI is launching "Local Motion," a new program to encourage people to consider options other than a car when getting from A to B: carpooling, using the bus, biking or walking. We're working closely with local businesses to get their employees to consider leaving their cars at home. It's not only good for the environment and local traffic, but easy on the pocketbook, too.

A Fork in the Road

It's no secret in Traverse City that Division Street is a disaster. Anyone who has tried to cross the road during rush hour can attest to the problems. But on November 6, voters can decide if they'd be willing to give up a small piece of parkland on the west side of Division Street if at some future date the Department of Transportation designs the street to make improvements. This is the next step in a long-term process that will hopefully make the busy road a safer place to cross and a safer place to drive. MLUI fully supports this important initiative and is working hard to keep the community informed.

Snyder Gets A Taste of MLUI

In late 2011, Gov. Rick Snyder issued a number of special messages to Michiganders and the Legislature. He touched on several topics that align with MLUI goals—transportation, placemaking, and healthy food for children—so we reached out and asked if he'd come visit. In a whirlwind stop through Traverse City in March, Snyder toured a home helped by TC Saves; visited Traverse Heights Elementary School to learn about efforts to spend an additional "10 Cents a Meal" on local food for students; and praised the Grand Vision as a role model for the rest of the state before hundreds of community leaders.

Brain Food

It's been a busy 12 months for Daniel Marbury and Kirsten Gerbatsch, the two FoodCorps members working closely with MLUI to provide healthy food for students at area schools. Daniel and Kirsten helped a pilot group of schools purchase and serve healthy, locally grown food; build school garden programs; and connect education to nutrition, healthy eating, and a celebration of local farms. MLUI is the official service site for Daniel and Kirsten, and it's been a privilege and honor to watch them work their magic. Tasty, too.

2,022

school children reached

464

lesson plans taught

13,000

sq. ft. of school gardens planted



Daniel Marbury and Kirsten Gerbatsch celebrate their accomplishments.

NW Michigan Gets Farming

Holistic Management. Farm to School Marketing. Business Planning. Conservation Strategies. Those were just a few of the workshops available to farmers in northwest Michigan this year through MLUI's Get Farming! Program.

NEW BENEFITS FOR MLUI BUSINESS MEMBERS

Recognizing Your Support with a Few Perks

Our business communities are crucial to any long-term vision for Michigan that includes green-collar jobs, strong local food systems, and cities and villages where young Michiganders want to live. That's why we are launching an effort to grow our business membership program and recognize the immense value business brings in moving our mission forward. We currently have 171 organizations, businesses, and corporations supporting our work and we are hoping to grow that number significantly in the coming year.

Whether you are a longtime supporter or brand new to MLUI, we have lots of new member benefits, and if you join or renew your business membership before the end of 2012 you will receive a bag of Michigan Bold coffee from our friends at Higher Grounds Trading Co. We will be sending you more details during our upcoming Annual Campaign, so stay tuned and check out all of the great new member benefits anytime at www.mlui.org.

As MLUI's 2012 Energy Efficiency Program Sponsor, Fifth Third Bank is a lead example of a business whose support and community presence are furthering the mission of MLUI. "We want to invest in ideas and projects that will positively impact our community," says Market President Mark Eckhoff, who welcomed a packed house at this spring's Community Leadership Summit that focused on the job-creating and cost-saving benefits of energy efficiency.



Mark Eckhoff

As a Board Member for MLUI and the TC Area Chamber of Commerce, Eckhoff advocates for business development that will create long-term sustainability for our region. He described the efficiency summit as a perfect example of the Institute in action. "MLUI filled the room with business leaders, demonstrated the tangible economic benefits of energy efficiency, and now we are in early discussions of creating a community energy efficiency plan that would generate real jobs and real investment locally. No one needed a lot of convincing; we needed someone to move an idea forward, involve the right stakeholders, and lay out a strategy to create results."

Q & A WITH NEW BOARD MEMBER LESLIE HAMP

Q. How did you first hear about MLUI?

A. I heard about MLUI in their early days, but it wasn't until 2005 that I really began noticing their work thanks to the orange "Taste the Local Difference" labels in area grocery stores. Being a staunch supporter of local, organic foods I was immediately drawn to the TLD program and wanted to know more about the organization that connected consumers to local producers.

It wasn't long before I met some of the amazing folks who lead MLUI, and I discovered their work extended far beyond the TLD program. I was honestly taken by surprise. Here was a nonprofit with a vision to create vibrant, sustainable communities. Here was an entity that advocated for local foods and farming, strong local economies, walkable communities with a range of housing and transportation options, and protection of the beautiful natural landscape that makes Michigan such a special place to live, work and play. It's a vision my husband and I embraced.

Q. Why did you get involved?

A. When I was asked to join the Advisory Council in 2011, I jumped at the opportunity because I so believe in the work of the Institute. I've been impressed with the way MLUI researches complex issues, brings diverse groups of people together to find common ground, and champions solutions. It's an understatement to say that our region, state and future generations benefit immensely by the leadership of MLUI, and I wanted to be part of that. One thing led to another, and a year later I was invited to join the Board of Directors. It's been a good fit as I'm able to stay engaged with the work of the Institute, connect with year-round and summer residents, and share my expertise in public relations.

Q. What are you putting your energy into right now?

A. We're deep into planning 2013 events to showcase the work and mission of this organization. Look for local food events, policy events, and events honoring our supporters. It's going to be a remarkable year!



Leslie Hamp

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We strive to make our list as accurate and complete as possible; if you find an error or omission please contact Gail Dennis at gail@mlui.org and 231-941-6584, ext 12. If your name should be there and it's not—lunch is on us!

BUSINESS AND ORGANIZATION

Sponsorships are noted with (sp).

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 Tom's Food Markets (sp)

MILLIKEN CIRCLE ADVOCATE (\$2,500-4,999)

Friske Orchards Farm Market (sp)
 Grand Traverse Resort and Spa (sp)
 Higher Grounds Trading Company
 Progress Printers (sp)
 Trattoria Stella (sp)

MILLIKEN CIRCLE CHAMPION (\$1,000)

Betsie Bay Furniture (sp)
 Black Star Farms (sp)
 Grain Train Natural Foods Market (sp)
 Laser Printer Technologies
 Light of Day Organic Farm and Tea Shop (sp)
 Oryana Natural Foods Market (sp)
 Public Sector Consultants (sp)
 Smith, Haughey, Rice & Roegee (sp)
 St. Michael Catholic Community
 Traverse Area Association of Realtors (sp)
 Watervale Inn (sp)

PATRON CIRCLE (\$250-999)

5 Lakes Energy (sp)
 Aberdeen Stone Cottage Bed & Breakfast (sp)
 American Spoon
 Amical
 Art's Tavern
 Burritt's Fresh Markets
 Chateau Chantal
 Chimney Corners Resort
 Epicure Catering
 Good Harbor Grill
 Great Lakes Ranch
 Keen Technical Solutions (sp)
 Kiteley Farms
 Lettuce Entertain You Enterprises (sp)
 Local Plates, LLC
 Michigan Energy Options (sp)
 Michigan State University—North (sp)
 Munson Health Care Regional Foundation (sp)
 Northwest Michigan Council of Governments (sp)
 Olds Brothers Maple Syrup
 Oleson's Food Stores
 Paradigm Energy (sp)
 Pond Hill Farm (sp)
 Sara Lee (sp)
 Sears Architects (sp)
 Shetler Family Dairy
 Stafford's Hospitality/Pier Restaurant (sp)
 The Cottage Company (sp)
 The Depot Club and Restaurant (sp)
 The Riverside Inn
 The Thirsty Goat (sp)
 Traverse City Light and Power (sp)

SUSTAINING MEMBER (\$100-249)

Architecture Artistry Interiors
 Bill's Farm Market
 City Park Grill
 Claybour Architects
 Cottonwood Springs Farm/Leelanau Natural Beef
 Cream Cup Dairy
 Crescent Bakery
 Currey Farms Pure Maple Syrup
 Darpel & Associates Builders
 Field Crafts
 Field of Flowers Farm
 Food for Thought
 Gallagher Farm Market
 Gallaghers Centennial Farm
 Garden Club of Michigan
 Gillison Excavating
 Irish Boat Shop
 ISLAND
 Komer Kottage Bed and Breakfast
 Lakeside Farm
 Law Office of Ellen A. Fred
 Leelanau Cheese
 Leelanau Farmer's Market
 Leelanau Flowers
 Leelanau Peninsula Maple Sugar Bush
 Martha's Leelanau Table
 Northern Express
 Northern Initiatives
 Northern Michigan Environmental Action Council (sp)
 Olson, Bzdok & Howard, PC

Otwell Mawby
 Pahl Farms
 Petoskey Farmer's Market
 Rising Star Wellness Center
 Roast and Toast
 St. Clair Flats Financial Services
 The Misers Hoard
 The Ugly Tomato
 Trout Lake Properties
 Urka Stawberry Farms
 Ward and Eis Gallery
 Yoga for Health Education

SUBSCRIBING MEMBER (\$1-99)

Antrim Farmer's Market
 Avantgarden Enterprises
 Baatz Blueberry Farm
 Bardenhagen Berries
 Bardenhagen Farms
 Bargy's Beef and Fruit Market
 Bliss Gardens Farm
 Blu
 Brauer Productions
 Buchan's Blueberry Hill
 Bufka Brothers Farm
 Cedar Sol Hydro Farm
 Coleman Centennial Farm
 Coralan Communications
 Coveyou Scenic Farm
 Duncan Cottages
 Earthwork Music
 Ecological Inventory
 Evergreen Market
 Fair Food Matters
 Farmer White's
 Good Neighbor Farms
 Grey Hare Inn, Vineyard B&B
 Grocer's Daughter Chocolates
 Groleau's Farm Market
 Grossnickle Farms
 Hall Farms
 Harvest Moon Farm
 Hillside Homestead
 Honey Boy Bob
 Horizon Books
 Hoxsie's Farm Market
 Hubbell Farm Partnership
 Island View Vineyard and Orchard
 Jordan Valley Bison
 Julienne Tomatoes
 Kastanu Farms
 Lake Superior State University
 Llana Meadows Farms
 Maple Crest Farm
 Morgan Composting
 Norconk Farm
 Odom Re-use Company
 Olana Farms
 Old Boathouse Organic Produce
 Omena Rise Orchards
 Oviatt House B&B
 Pamela Burke, LLC
 Pere Marquette—MI Wild Turkey Hunters Assoc.
 Periard Farms North
 Pleasanton Brick Oven Bakery
 Potter Road Raspberries
 Putney's Blueberries and Peaches
 Putney's U-Pick Berries
 Robbins Farm Market
 Rodger's Grass Fed
 Scheiern Building Services
 Sleeping Bear Orchards
 SolidFuel Sales
 Spring Hill Farm and Vineyard
 Spruce Hill Farm
 Stowe Farms
 Sweeter Song Farm
 The Candle Factory
 Transportation Analysis
 True North Mariners
 Wells Family Farm
 Wilson Orchard
 Windsong Farm

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MISSION: We advocate to protect Michigan's environment, strengthen its economy, and enhance our quality of life.

WHERE OUR FUNDING COMES FROM

- Grants: 70%
- Members and Individual Donations: 24%
- Corporate Sponsors: 3%
- Consulting and Events: 3%



HOW FUNDS ARE DISTRIBUTED

- Thriving Communities Program: 38%
- Food and Farming Program: 23%
- Clean Energy: 15%
- Administration: 14%
- Development: 10%

2011 independently audited financials

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