

# ENVIRONMENTAL FEDERATION

OF NEW YORK, INC.

ray Street, 3rd floor  
York, NY 10007  
(2) 349-6460

353 Hamilton Street  
Albany, NY 12210  
(518) 462-5526

P.O. Box D-2  
Elizabethtown, NY 12932  
(518) 873-2240

## NEWS RELEASE

### ENVIRONMENTAL FEDERATION OF NEW YORK FORMED; Partnership with Workplaces is Organization's Goal

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Contact: Lee Wasserman  
518-462-5526

Sixteen of the major environmental organizations in New York -- whose work encompasses every significant environmental issue faced in the state -- today announced the formation of the Environmental Federation of New York (EFNY). EFNY, which was formed to encourage support by employees from across the state for its member organizations' programs, plans to run public and private workplace giving campaigns in every region of New York.

"We think that environmental workplace giving in New York is an extraordinarily exciting opportunity to greatly expand the level of participation of state citizens for the benefit of our environment," said Lee Wasserman, Chair of EFNY. "More people than ever before are committed to doing their share to save New York's environment, and soon they truly can give at the office."

The concept of workplace giving is well established within the philanthropic community, tracing its roots back to early in the century. The large majority of workplace giving campaigns today are conducted by the United Way, but do not include environmental organizations. Environmental federations are of a more recent vintage, with California having formed the first environmental federation in 1984. Nine states have either formed or are in the process of forming environmental federations.

Through payroll deductions, EFNY will provide employees with a simple mechanism for supporting the environmental organization of their choice, or all of the member organizations of EFNY at the same time. "Experience in other states has demonstrated that employees who contribute through workplace giving campaigns have usually not supported environmental

organizations in the past," said Martin Carovano, Executive Director of the New York Chapter of the Nature Conservancy and Vice-President of EFNY. "This will enable the environmental community's message to reach an entirely new audience."

The group said they were particularly enthusiastic about the prospect of participating in the State Employee Federated Appeal, which is administered annually by the State of New York for the benefit of state employees. EFNY recently applied for admission to seven SEFA regional campaign regions. "State employees have proven their generosity over the years," said Barbara Murphy of Scenic Hudson. "We look forward to forging a partnership with them during the 1992 SEFA campaign for the benefit of the state's environment."

"What I find thrilling is the chance to involve tens of thousands of more New York citizens in our organizations' efforts to protect the environment," said Judith Enck, Senior Environmental Associate with NYPIRC. "New Yorkers have proven over and over that once that get the facts and find out what is at stake, they are tireless advocates for a better environment."

The sixteen groups including in EFNY are:

- The Adirondack Council
- The Catskill Center for Conservation and Development
- Council on the Environment of New York City
- Environmental Defense Fund
- Great Lakes United
- Group for the South Fork
- Hudson River Sloop Clearwater
- National Audubon Society
- Natural Resources Defense Council
- The Nature Conservancy
- New York Environmental Institute
- New York Parks and Conservation Association
- New York Public Interest Research Center
- Scenic Hudson, Inc.
- The Parks Council
- Trust for Public Land