

# OILCHANGE INTERNATIONAL

## ANNUAL REPORT 2014





**STOP FUNDING FOSSILS**

**DIVEST + END SUBSIDIES**  
FROM THE FOSSIL FUEL INDUSTRY

# LETTER FROM THE EXECUTIVE DIRECTOR

Dear friends,

In reflecting on the progress we've made in 2014, one thing is abundantly clear: our work together has made a huge impact. We are both revealing the truth about the nature of the fossil fuel industry, and we are supporting people to mobilize like never before.

In the decade since I founded Oil Change International and my more than twenty-five years of work on the environmental and social impacts of the fossil fuel industry, I've never seen anything like this last year. The drumbeat is quickening, folks.

Oil Change International is a small organization that continues to punch way above our weight. Here are just a few of the numbers Oil Change International supporters helped make possible over the past year:

- ☑ **400,000+ marchers:** The number of people jamming the streets of Manhattan for the People's Climate March
- ☑ **1,574 organizations:** The number of groups that helped make the People's Climate March a reality
- ☑ **63 communities:** The number of communities across the United States and Canada that joined the largest North American day of action against crude-by-rail
- ☑ **\$88 billion:** First ever estimate of the annual value of G20 government funds supporting exploration for more fossil fuels
- ☑ **\$75 per barrel:** The price of oil below which even the State Department now acknowledges Keystone XL will have a significant climate impact
- ☑ **\$17 billion:** The financial cost to the tar sands industry (2010-2013) due to public pressure campaigns (That's us! And our many, many friends and allies...)

We focus much of our work on explaining another number: 75 percent. This is the minimum amount of proven fossil fuel reserves that the Intergovernmental Panel on Climate Change stated must be left in the ground to ensure a safe climate. This shocking fact is not widely understood, and it needs to be. Among other things, this means an immediate and complete stop to public funding to find even more fossil fuels – aka “exploration subsidies”. Policy makers and financial executives who do not understand this are suffering from the latest most virulent strain of climate denial.

One of our most important numbers though is the 11 exceptionally experienced and dedicated staff we now have at Oil Change International. Amongst our staff members, we now have nearly 100 years of collective experience working on energy, climate, and environmental issues. It's truly humbling for me to be part of this team.

At Oil Change International, we believe in the power of information and the power of people. In the next year, we will continue to confront the oil industry head on with factual analysis, bold campaigning, and determined organizing. It's what we do.

Thanks, as always, for your support and engagement in this struggle.

Sincerely,



**Stephen Kretzmann**  
Executive Director  
Oil Change International



# SUPPORTING THE PEOPLE'S CLIMATE MARCH

## WE ARE EVERYWHERE. AND WE ARE RISING.

It was the single largest climate justice demonstration in world history. Over 2,600 demonstrations took place in 162 countries to demand action on climate change. In Paris and Papua New Guinea, Berlin and Bogota, people around the world demanded action.

Almost half a million Americans turned out to fill the streets of New York City. Oil Change International was proud to be a key, core organizer of the march. For more than 3 months in advance, at least a quarter of our total staff time was invested in digital and grassroots organizing to ensure a successful event.

We were a core member of the People's Climate March digital team, which had a massive impact on the march's overall reach. Our Facebook reach was roughly 9 million in the days leading up to and during the march - though this only counts the reach of the official People's Climate March page, as the overall number for those talking about the march was dramatically higher. On the day of the march, there were 3 tweets every second related to the ongoing activities and overall discussions on climate change spiked over 1000 percent for the day.



It was huge. At least double the size anyone imagined. So big people got turned away before it ended. So long it spanned from horizon to horizon. It was masses upon masses of people shutting down Manhattan, blocking traffic, making noise—and silence—and noise again. It was huge.

But the People's Climate March was small too. So very, very, importantly small. It was a day of huge roars but also small whispers, small moments and momentary glimpses of a beautiful future. Seconds-long reminders that we're not alone, that we're in this together, that the world is small and big and diverse and unified all at the same time.

*David Turnbull, Campaigns Director*

Oil Change International also organized a “Stop Funding Fossils” bloc of participants in the march, with beautiful and highly visible banners, signs and t-shirts. The Stop Funding Fossils meme and imagery was consistently cited as some of the most popular in the march and the message of ending fossil fuel subsidies and other public support for the fossil fuel industry resonated in both chants and coverage of the event.

This work was not directly supported by any grant. We did this because we had the skills and experience to help make history.

The day after the Peoples Climate March, a “Flood Wall Street” demonstration earned worldwide media attention for dramatizing the connection between investors, the fossil fuel industry and rising sea levels.

Later that week, UN Secretary-General Ban Ki-Moon spoke to delegates from 125 nations at a historic United Nations summit on climate change and pronounced that “change is in the air.”

“Our citizens keep marching,” said President Obama. “We cannot pretend we do not hear them. We have to answer the call.”

*To me, September 2014 is about stories. It's about those moments that tell you the world is changing. It's about that shiver I get down my spine and that I know travels through so many more.*

*The march was four miles long, but the road ahead is far longer. There are many lessons to learn and many things that could have been done better in the organizing of the People's Climate March (and #FloodWallStreet). And yet there's so much to be proud of and to build from.*  
- David Turnbull



# STALLING KEYSTONE

## OIL CHANGE INTERNATIONAL STUCK TO OUR GAME PLAN IN 2014 AND WE DELIVERED RESULTS.

### First, we exposed and rebutted industry arguments:

- ☐ We analyzed the money driving Keystone XL votes in Congress, by showing that elected officials voting in favor of the Keystone pipeline took multiple times more money from the fossil fuel industry than those voting against.
- ☐ We continued the drumbeat, built on our initial analysis in 2011, that the majority of the tar sands oil to be transported through the Keystone pipeline would not in fact stay in the United States – but would go for export.
- ☐ We worked to spread the message that the Keystone pipeline would not create lasting jobs or be beneficial for our economy.
- ☐ We clearly demonstrated that the Keystone XL pipeline does not pass a safe climate test – and that if we are serious about limiting global warming to 2 degrees C, we cannot continue to build infrastructure that supports the expansion of dirty tar sands.
- ☐ Finally, Oil Change International released a groundbreaking report in October that found opposition to tar sands has cost the industry \$17 billion in lost revenues. Industry officials hoped to get rich off this risky form of oil extraction; they never expected the level of public opposition to their plans.

### Then, we organized:

- ☐ We worked with supporters on our email list and partner groups to send thousands of letters, petitions signed by hundreds of thousands of people, and to gather people together to stand up in protest of this pipeline.
- ☐ In the spring, we supported Reject and Protect, where thousands of people joined ranchers and First Nations leaders from the Cowboy and Indian Alliance



for a ceremonial procession along the National Mall in Washington, DC to protest the pipeline.

- ☐ We further supported mobilization through our work with the Peoples Climate March, as well as numerous smaller NoKXL rallies throughout the year.

**In 2014, together with our partners and with courageous efforts from all of you, we kept the dangerous Keystone XL pipeline from proceeding. We have worked tirelessly in the fight against Keystone and other pipelines to hit the fossil fuel industry where it hurts. And we made some significant progress:**

- ☐ In November, President Obama referred to Keystone as an export pipeline, and has continued to do so since. We have been saying that for three years, but now we know our message has reached the White House.

- ☐ Also in November, a post-election bill to push forward Keystone failed to move in the Senate in spite of serious political pressure during the lame duck session.

**But the Keystone battle isn't over yet. In 2015, Keystone XL is already back as an issue. We're ready, and we're confident that, together, we can stop this pipeline.**

# FOLLOWING THE MONEY...

At Oil Change International, a big part of our job is watching the money.

We track millions of dollars as they flow from oil, coal and gas industries to public officials (in the form of campaign contributions and other gifts), and from the public coffers back to the same fossil fuel companies (usually in the form of subsidies for exploration and production).

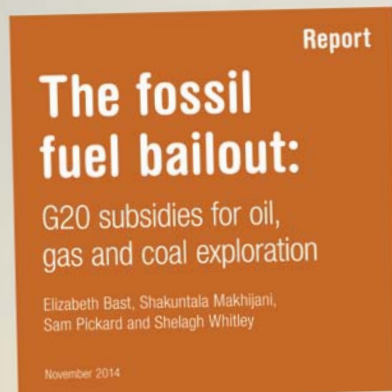
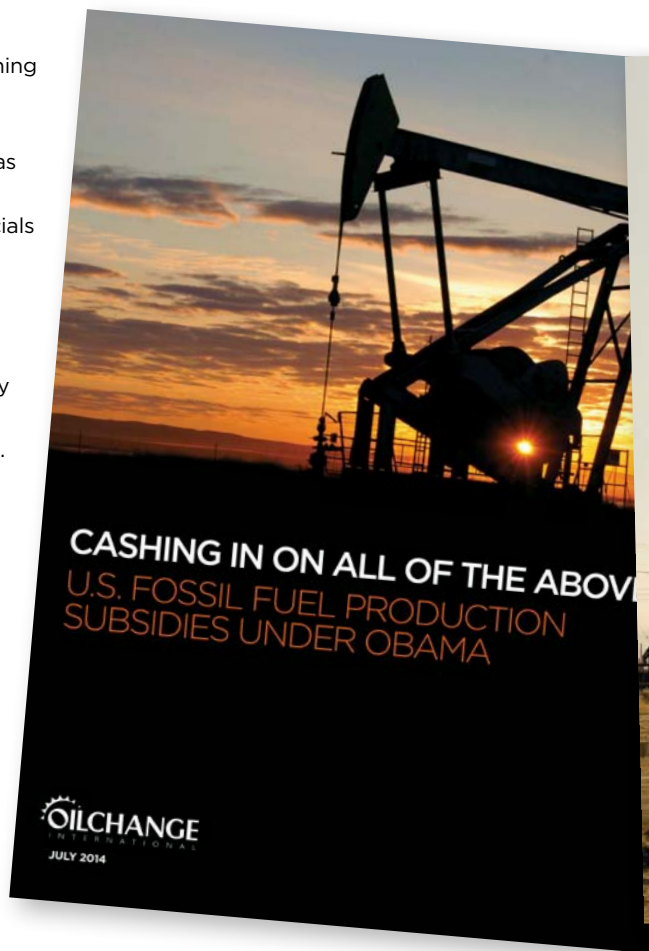
The gifts to elected officials turn out to be an excellent investment: during the 113<sup>th</sup> Congress fossil fuel companies got back \$103 in subsidies and tax breaks for every dollar they gave to a U.S. politician or spent on lobbying. This two-way street preserves the status quo, keeps the world burning fossil fuels, and blocks our transition to a clean energy future.

In the United States, our 'Cashing in on All of the Above' report released in July found that subsidies for fossil fuels have soared under President Obama's "All of the Above" energy policy. Our government now gives away over \$21 billion of taxpayer dollars in tax breaks and subsidies to the oil, coal and gas industry to support production - 45 percent more than what they were when Obama took office.

Further, our joint report with Overseas Development Institute, released in November, found that the richest 20 countries in the world are spending \$88 billion just to support exploration for new sources of oil, coal and gas. \$88. Billion. Every. Year.

This is particularly alarming because climate scientists agree that we need to leave at least 75% of already proven

reserves of fossil fuels in the ground if we are to avert the worst effects of climate change. This money is supporting finding more of something we already have far too much of.



# STOPPING THE FRACKERS

Hydraulic fracturing, or fracking, extracts natural gas and oil that other methods can't reach.

In the process, it uses millions of gallons of water, often in places suffering from droughts. It employs toxic chemicals known to cause cancer. And it can contaminate groundwater.

But in the search for quick profits, the industry has shown little interest in the health of communities living near the wells.

In 2014, public opposition to fracking surged. Oil Change International was honored to assist grassroots activists who fought multinational fuel companies to protect their communities from fracking.

In California, Oil Change International and our allies targeted Governor Brown as Big Oil Brown and satirized him with a mock cologne ad for "Frack Water," covered in Grist and the San Francisco Chronicle. The campaign exposed the climate implications of fracking for oil in California, highlighted the influence of fossil fuel money in state politics, and branded the Governor as "Big Oil Brown" for his connections to the oil industry.

Denton, Texas is the birthplace of fracking. Oil Change International worked with grassroots activists as they stood up to the oil industry, organized their neighbors and educated the community about fracking's health risks. Chevron and other drillers outspent them by almost ten to one. Nonetheless, on November 4th, Denton residents voted overwhelmingly to ban fracking.





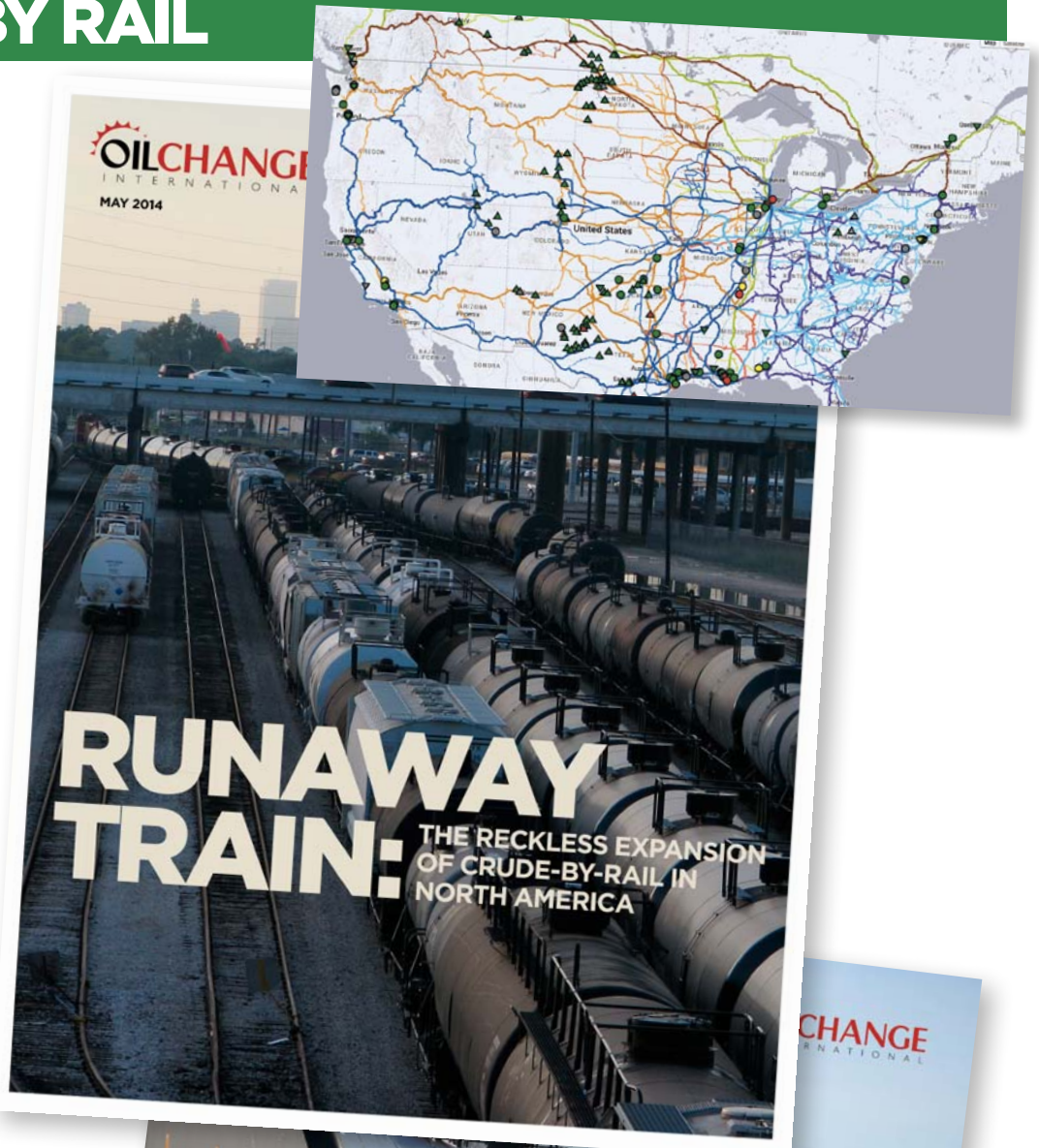
# EXPOSING THE GROWTH OF CRUDE BY RAIL

Through reports and a new interactive website map, Oil Change International exposed the recent **4000 percent** growth in transportation of crude oil by rail in North America. This expansion has been primarily driven by the relentless growth in fracked oil (known as light tight oil), which is at the heart of America's ongoing oil boom.

Our website and reports detail where crude trains are being loaded and unloaded, how many trains carrying crude oil are crossing the North American continent, and who is involved in this burgeoning trade. In a follow up report, we also explored the transportation of bitumen by rail and its implications for tar sands growth.

Our data and analysis confirm that rail cannot serve as a replacement for pipelines, and will remain a niche market for tar sands transportation. Rail simply does not have the capacity to unlock tar sands expansion.

The real choice is between increased climate damage resulting from the status quo - or a low-carbon energy future that can ensure a safe climate and environment for generations to come. One of the first steps towards that future is to stop extracting more tar sands crude that climate science clearly indicates we cannot afford to burn.



WRONG SIDE OF THE TRACKS:  
WHY RAIL IS NOT THE ANSWER  
TO THE TAR SANDS MARKET  
ACCESS PROBLEM

# SUPPORTING THE MOVEMENT WITH ONLINE TOOLS, DATA, AND ANALYSIS

Oil Change International believes in the power of information and the power of people and social movements. We provide the following resources to enable citizens to understand and expose the fossil fuel industry and its relationship to our government and our communities.

## Price of Oil Blog

[www.PriceOfOil.org](http://www.PriceOfOil.org)

With new articles nearly every day, the Price of Oil blog provides the latest news and developments on Big Oil, Fracked Gas and Dirty Coal. The blog highlights the latest energy and climate research, industry disasters, energy finance and campaign developments.



## Shift the Subsidies

[www.ShiftTheSubsidies.org](http://www.ShiftTheSubsidies.org)

The Shift the Subsidies website reveals subsidies and finance going to the fossil fuel industry globally. The site displays national-level information on oil, gas and coal subsidies in wealthy countries and international flows of energy finance from public financial institutions. In the coming year, the site will highlight subsidies that support further fossil fuel exploration – activities that must stop if we hope to meet global climate challenges.



## Crude by Rail

[www.PriceOfOil.org/Rail](http://www.PriceOfOil.org/Rail)

The Crude by Rail map displays major routes and terminals for the transport of crude oil by rail in the United States and Canada. The map shows expanding, operating and planned terminals and whether terminals are part of upstream, mid-stream or downstream transport.



## Dirty Energy Money

[www.DirtyEnergyMoney.com](http://www.DirtyEnergyMoney.com)

The Dirty Energy Money site is an interactive tool that tracks the flow of oil, gas and coal industry contributions to the U.S. Congress. The site shows which companies are dumping their dirty money into politics, and which politicians are receiving it. The site also tracks how much dirty energy money went to politicians in key energy and climate votes.



## State Dirty Energy Money

[States.DirtyEnergyMoney.com](http://States.DirtyEnergyMoney.com)

The State Dirty Energy Money site currently tracks oil, gas and coal industry contributions to state-level representatives and governors in seven states: Alaska, California, Colorado, New York, Ohio, Pennsylvania and Texas. These states are at the forefront of fights against fracking and other oil and gas development.



## Refinery Report

[www.RefineryReport.org](http://www.RefineryReport.org)

The Refinery Report website displays refineries throughout the United States and Canada on an interactive map, highlighting the refineries' size and degree of reliance on tar sands crude. A currently planned update to the site will add information on refinery emissions (GHGs, NOx, Sox). When fully launched, it will be the only resource of its kind available to activists.



## DATA INQUIRIES

Oil Change has access to several key resources with significant information on the oil, gas and coal industries, including the Bloomberg Professional Service and the Rystad UCube database on upstream oil and gas. We are often able to respond to specific inquiries for data that can be useful for activists and allies.

## REPORTS AND ANALYSIS

Oil Change regularly releases reports and analyses on various aspects of the fossil fuel industry. Past Oil Change reports have exposed the climate impacts and financial risks of proposed oil, gas and coal infrastructure, the scale and trends in international financing and subsidies for fossil fuels, and what policy changes could mean for the fossil fuel industry and the climate.

# ANALYSIS, REPORTS AND WEBSITES IN 2014

## Analysis:

*Fossil Fuel Exploration and the Green Climate Fund.*  
Oil Change International, December 2014.

## Report:

*The Fossil Fuel Bailout: G20 Subsidies for Oil, Gas and Coal Exploration.*  
Oil Change International and Overseas Development Institute, November 2014.

## Report:

*Material Risks: How Public Accountability is Slowing Tar Sands Development.*  
Oil Change International and Institute for Energy Economics and Financial Analysis, October 2014.

## Report:

*Failing to Solve Energy Poverty: How Much International Public Investment is Going to Distributed Clean Energy Access?*  
Oil Change International and Sierra Club, October 2014.

## Report:

*Wrong Side Of The Tracks: Why Rail Is Not The Answer To The Tar Sands Market access Program.*  
Oil Change International, September 2014.

## Ad campaign:

*Exxon Hates The World.*  
Oil Change International and The Other 98%, September 2014.

## Report:

*Subsidizing Unburnable Carbon: Taxpayer Support For Fossil Exploration in G7 Nations.*  
Oil Change International, August 2014.

## Report:

*Cashing in on All of the Above: U.S. Fossil Fuel Production Subsidies under Obama.*  
Oil Change International, July 2014.

## Ad Campaign:

*Exxon Hates America.*  
Oil Change International and The Other 98%, July 2014.

## Report:

*Runaway Train: The Reckless Expansion of Crude-by-Rail in North America.*  
Oil Change International, May 2014.

## Online Map:

*North American Crude-By-Rail.*  
Oil Change International, May 2014.

## Report:

*Polluting Our Democracy and Our Environment: Dirty Fuels Money in Politics.*  
Oil Change International and Sierra Club, April 2014.

## Analysis:

*World Bank Group financed \$1 billion in fossil fuel exploration projects in 2013.*  
Oil Change International, April 2014.

## Campaign Website:

*Big Oil Brown.*  
Oil Change International, March 2014.

## Report:

*Lifting the Ban, Cooking the Climate: The Climate Impact Of Ending The U.S. Crude Oil Export Ban.*  
Oil Change International, March 2014.

## Report:

*Frozen Future: Shell's Ongoing Gamble in the US Arctic.*  
Oil Change International, Greenpeace, Oceana, Platform, Pacific Environment, and ShareAction, February 2014.

## Analysis:

*Kerry's State Department Ignored Obama's Climate Action Plan.*  
Oil Change International, February 2014.

# OIL CHANGE INTERNATIONAL STAFF



## OIL CHANGE INTERNATIONAL STAFF

Stephen Kretzmann, Executive Director & Founder

Elizabeth Bast, Managing Director

Heike Mainhardt, Senior Analyst

Matt Maiorana, Campaigner

Shakuntala Makhijani, Research Coordinator

Hannah McKinnon, Senior Campaigner

Greg Muttitt, Senior Campaign Adviser

Andrew Rowell, Contributing Editor, Price of Oil Blog

Lorne Stockman, Research Director

Farhiya Tifow, Office Manager

David Turnbull, Campaigns Director

## OIL CHANGE INTERNATIONAL BOARD MEMBERS

Michael Brune

Executive Director, Sierra Club

Alvin Carlos, Treasurer

Development Director, Bank Information Center

Thomas Cavanagh, Board Chair

Executive Director, Bandaloop

D. Cole Frates

Co-Founder, Renewables Resources Group & EndOil

Jonathan G. Kaufman

Legal Advocacy Coordinator, EarthRights International

Stephen Kretzmann, Secretary

Executive Director, Oil Change International

Jason Scott

EKO Asset Management Partners

John Sellers, Vice Chair

Founder, Agit-Pop & Other 98%

Katherine Silverthorne

Environmental Consultant

Farewell and special thanks to Katie Redford, our longtime board member and outgoing Board Chair. We are truly grateful for your critical contributions to Oil Change International.

## OIL CHANGE INTERNATIONAL SUPPORTERS

We are sincerely grateful for the generosity of our supporters whose investment in our mission gets us a step closer to exposing the true costs of fossil fuels.

The following foundations supported Oil Change International's work in fiscal year 2013-2014:

444S Foundation

Aria Foundation

Arkay Foundation

The Charles Stewart Mott Foundation

Craigslist Foundation

European Climate Fund

Flora Family Foundation

Janelia Foundation

The Lia Fund

The Max and Anna Levinson Foundation

New Venture Fund

Rockefeller Brothers Fund

Tides Foundation

Tikva Grassroots Empowerment Fund

Wallace Global Fund

The William and Flora Hewlett Foundation

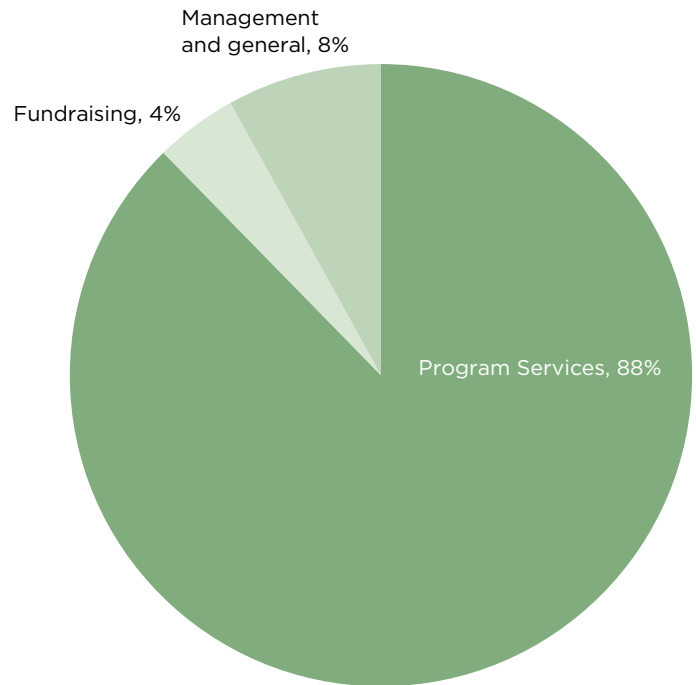
V. Kann Rasmussen Foundation

Oil Change International is also grateful for the generous support we receive each year from many of individual donors.

# FINANCIALS

## STATEMENT OF FINANCIAL POSITION FOR THE FISCAL YEAR ENDING JUNE 30, 2014

	2014
<b>Assets</b>	
Cash	\$204,735
Contributions receivable	\$35,000
Prepaid expenses and other current assets	\$11,441
Fixed assets, net depreciation	\$9,694
Security deposit	\$10,000
<b>Total Assets</b>	<b><u>\$270,870</u></b>
<b>Liabilities</b>	
Accounts Payable	\$7,924
Withholding Payable	\$552
<b>Total Liabilities</b>	<b><u>\$8,476</u></b>
<b>Net Assets</b>	
Unrestricted Net Assets	\$227,394
Temporarily restricted net Assets	\$35,000
<b>Total Net Assets</b>	<b><u>\$262,394</u></b>
<b>Total Liabilities and Net Assets</b>	<b><u>\$270,870</u></b>



## STATEMENT OF ACTIVITIES FOR THE FISCAL YEAR ENDING JUNE 30, 2014

	Unrestricted	Temporarily Restricted	Total
<b>Revenues</b>			
Grants	\$283,085	\$449,000	\$732,085
Contributions	\$57,514	-	\$57,514
Other Income	\$199	-	\$199
Satisfaction of program restrictions	\$919,000	\$(919,000)	-
<b>Total Revenues</b>	<b><u>\$1,259,798</u></b>	<b><u>\$(470,000)</u></b>	<b><u>\$789,798</u></b>
<b>Expenses</b>			
Program Expenses	\$1,056,200	-	\$1,056,200
Fundraising	\$51,613	-	\$51,613
Management and general	\$96,845	-	\$96,845
<b>Total Expenses</b>	<b><u>\$1,204,658</u></b>	<b><u>-</u></b>	<b><u>\$1,204,658</u></b>
Change in Net Assets	\$55,140	\$(470,000)	\$(414,860)
Net Assets, Beginning of year	\$172,254	\$505,000	\$677,254
<b>Net Assets, End of year</b>	<b><u>\$227,394</u></b>	<b><u>\$35,000</u></b>	<b><u>\$262,394</u></b>

**FOSSIL FUEL SUBSIDIES HELPED MAKE THE DEEPWATER HORIZON OIL SPILL POSSIBLE.**

LEARN MORE.

OILCHANGE | SUBSIDY SPOTLIGHT

**2014**

- ✓ 400,000 marching for Climate Justice.
- ✓ Proof that Keystone XL is a climate disaster.
- ✓ Support for the rights of communities threatened by Big Oil.

**Let's keep the pressure on in 2015.**

**NEVER LET THIS HAPPEN AGAIN.**

StopOilTrains.org

**JULY 6th-13th** Join the Week of Action to STOP Oil by Rail.

**CHOOSING BETWEEN PIPELINES & CRUDE OIL TRAINS**

IS LIKE CHOOSING WHETHER TO GET HIT BY **TRUCK OR A BUS**

OILCHANGE

**0** Days Since Last Oil Train Explosion

OILCHANGE

**“We need to put a pricetag on carbon emissions, and eliminate government subsidies for coal, gas, and oil companies... They do not deserve our tax dollars, they deserve our scrutiny.”**

Senate Co-Sponsors of the latest pro-Keystone XL bill have accepted

OILCHANGE bill analysis

**\$21 million** from the oil industry.

**NEW REPORT:** G20 countries give \$88 billion a year to support fossil fuel exploration **DESPITE PLEDGE TO ELIMINATE SUBSIDIES.**

#STOPFUNDINGFOSSILS OILCHANGE

Leonardo DiCaprio  
September 23, 2014

Members of Congress voting for Keystone XL today have taken a combined

**\$39 million** in oil and gas money in their careers.

Nearly 10x more than those voting #NOKXL.

**OUR FIGHT BY THE NUMBERS**

- ☑ Annual profits of fossil fuel companies in the US and Canada (2013): **\$331 billion**
- ☑ Fossil fuel contributions to U.S. Congress in the 113th Congress (2013-2014): **\$40 million**
- ☑ U.S. production subsidies to fossil fuel industry (2013): **\$21.6 billion**
- ☑ Average amount received in fossil subsidies for each dollar of campaign contributions and lobbying (113th Congress): **\$103**
- ☑ G20 government support for fossil fuel exploration: **\$88 billion**
- ☑ Fossil fuel support from multilateral and bilateral agencies (2008-2013): **over \$200 billion**
- ☑ Number of people in the world without electricity: **one in five**
- ☑ Portion of World Bank energy spending that helps the poor get energy access: **8%**
- ☑ Contributions by oil companies to Senate backers of the Keystone XL tar sands pipeline: **\$31 million**
- ☑ Amount spent by Chevron to defeat Richmond, CA environmental candidates in November election: **\$3 million**
- ☑ Number of Chevron-backed city council and mayoral candidates who won in Richmond: **0**
- ☑ Amount spent by oil companies to defeat a proposed ban on fracking in Denton TX: **\$700,000**
- ☑ Amount spent by supporters of the ban: **\$75,000**
- ☑ Percent of voters who voted for the fracking ban on Election Day: **59**
- ☑ Protesters at the People's Climate March in September 2014: **400,000**
- ☑ The financial cost to the tar sands industry (2010-2013) due to public pressure campaigns: **\$17 billion**
- ☑ The number of groups that helped make the People's Climate March a reality: **1,574**
- ☑ The number of communities across the US and Canada that joined the largest North American day of action against crude-by-rail: **63**
- ☑ The number of people who joined the largest anti-fracking rally in California's history: **4,000**
- ☑ The number of Oil Change International blog posts exposing the oil, gas and coal industries: **210**
- ☑ The number of reports and analyses Oil Change International released this year: **17**





**Oil Change International**  
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