



OUR FUTURE NOW

NEWSLETTER

Inspiring communities to become the leaders of ecological responsibility

GREETINGS!

It is our pleasure to write to you with exciting news about Our Future Now, what has been accomplished in the last few months, and share our plans for the future.

Since our launch in January, with little more than the realization that we had a unique opportunity and ability to bring important environmental messaging to festivals and concerts, we have reached thousands of people.

With our first successful summer behind us, we look forward to the fall and winter months as a critical time to focus inward and further develop Our Future Now as a successful and sustainable organization. This is also the time to raise funds necessary for this upcoming year.



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SUMMER 2007

Launching into the summer, Our Future Now (OFN) set out to reach as many people as possible by bringing art, action, technology and consumer information to some of the most prominent large music festivals in the US. Thanks to partnerships with our sponsors, we were able to reach over two hundred thousand people to highlight positive advancements in renewable energy, waste management and individual and corporate environmental stewardship. *Our calendar included:*

Sonic Bloom, CO - June 22

OFN provided event greening consulting for the second year of the Sonic Bloom festival in Red Feather Lake, CO. www.sonicbloomfestival.com

Bonnaroo, TN - June 14 - 17

OFN artist and co-founder, Michael Kang spoke at the "Social Change Through Music" panel with Marc Ross from Rock The Earth and Peter Shapiro from Green Apple at Planet Roo on Saturday to discuss the future possibility of transformative events and personal responsibility for environmental issues.

SCI at Horning's Hideout - July 27- 29

OFN introduced "Integrated Green Sponsorship" to Horning's Hideout (HH)

this year to create an area promoting ecological awareness and responsibility at a modern festival. This "eco-zone" featured the 35-ft tall Tasseograph Tea Temple conceived and built by artists Shrine and Tucker Teutsch. Using found and recycled objects collected mostly in dumpsters across Portland, this installation made something

*SCI at Red Rocks*

beautiful out of what many people consider to be trash. In 2 adjacent 36 ft geodesic domes, a variety of workshops were hosted including morning yoga

sessions and symposiums on carbon footprints and alternatives to current unsustainable practices hosted by OFN advisory board member and Google scientist David Shearer. The eco-zone was powered by a 2.5 kw solar installation. OFN also arranged the use of B-99 for all generators on site.

*OFN Eco-Zone at Horning's Hideout***OFN Launch Events -****"Starting The Conversation"**

In spring of 2007, OFN began its campaign by hosting a series of launch parties in strategic locations in the USA. Traveling from Boulder to GreenFest in Chicago, to San Francisco and on to Portland, OFN brought together conscious companies, local NGO's, artists and concerned citizens to cooperatively address how to bring ecological responsibility to everyone.

*GreenFest, Chicago April 2007***Virgin Festival, Baltimore - Aug 3 - 5**

OFN assisted the event greening team, lead by the Spitfire Agency, to develop compelling interactive art installations to highlight the steps taken to make Virgin Festival "as close to a ZERO WASTE EVENT as possible". Our friends at Change of Atmosphere assisted in educating festival goers of the various initiatives taking place at Virgin Festival. Richard Branson and Daryl Hannah hosted a press conference to highlight Virgin Festival's green efforts at the "Green Spot", a zone created by Mitch Kirsch and The Do LaB, a collective of artists from LA. www.virginfestival.com

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Lollapalooza, Chicago, IL - Aug 3 - 5

Traveling on B-99, OFN brought the "eco-zone" to "Green Street," Lollapalooza's eco-education zone highlighting various green initiatives at the event and throughout Chicago at large. Workshops and displays included a paper making demonstration, a biodiesel demonstration by Blue Sun Biodiesel, a COB building and waste bin contest winner display.

www.lollapalooza.com/greenlolla/

SCI at Red Rocks, CO - Aug 9 - 12

With the rocks as our backdrop, OFN partnered with Whole Foods Market, Blue Sun Biodiesel and Renewable Choice Energy to host daily hors d'oeuvres parties designed to connect concertgoers with innovative art, music, conscious corporations and ecological awareness.

Burning Man - The Green Man - Aug 27 - Sep 2

OFN partnered with Entheon Village to produce the largest eco-theme camp at Burning Man, the nation's largest annual art festival. Entheon hosted over 1/3 of the environmental programming for the entire event this year and was home to more than 400 people - serving up 2.5 organic meals per day sourced from local farmers, providing drinking water and solar-heated showers, and laid out an integrated power grid from a B99 generator that powered a total of 5 camps, ensuring our neighborhood was petroleum free!

Highlights of installations at BM affiliated with OFN and Entheon Village include:

- OFN artist Carey Thompson was responsible for designing and building a series of 7 gates made out of reused Ecuadorian bamboo as the camp entranceway.
- AMO collective from SLC created the "Solar Saucer" - a 2.5 KW solar system designed as a crashed UFO mounted on a mobile trailer.
- A 90 ft geodesic dome (the largest portable dome in production) hosting a world-class lecture series focused on



environmental sustainability and community-building; and showcasing numerous visionary artists, projection artists and DJs.

- Hosted an environmental film festival showcasing over 40 films with many of the directors and film makers leading discussions.
- Designed and built the 60 ft long



art & sound car "Abraxas- the Dragamuffin" which hosted the Green Media tours of BM for the press.

www.burningman.com/environment/



OFN directly reached over 200,000 people in 2007.



WHAT'S NEXT

OFN is currently developing its interactive art messaging campaigns that will be introduced to events and communities across the US in late 2007 and all of 2008. Current campaigns being developed include:

Recycled Art

To bring awareness to the amount of waste generated by our society and the true "costs" of disposability, OFN will build a series of 40 ft tall obelisks built out of disposable plastic bottles designed by renowned "found art" builder, David Best. These structures will be installed at large public events all over the US, along with pertinent information regarding the amount of waste generated in our society as well as highlighting practical ways for us to reduce our waste and resource consumption.



Sustainable Solutions

OFN works with scientists and communities to increase awareness of the most effective practical solutions for communities to become more ecologically responsible. These may include: car share programs, city wide re-cycling programs, consumer power purchase agreements, to name a few.



Organic and Fair Trade Awareness



Integrating renewable energy and art



Utilizing used bottles to create art



Promoting responsible transportation

Organics/Fair Trade

OFN is working in cooperation with industry leaders to develop a messaging and educational campaign informing consumers of the benefits and emerging standards of both organic and fair trade products.



Technology Demonstrations

OFN is providing first-hand opportunities for next generation clean technologies to be demonstrated at events nationwide. These include Biomass gasifiers, carbon dioxide sequestering devices, brown's gas generator, hydrogen fuel cells, solar systems, wind turbines, etc.

Renewable Power

OFN is engineering and constructing solar and biodiesel co-generation units that will be used for multiple applications at festivals where diesel generators are traditionally applied. Our goal is to provide an alternative power source for off-grid applications while promoting solar technology as a viable alternative.

OFN Media Campaign

OFN is developing media campaigns to bring our message to a wider audience. Partnering with media groups content for TV, radio, print and internet we plan to create comprehensive coverage of all OFN activities within communities to attract more interest in the ecological responsibility movement.

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2007 Financial Summary

From January to September, OFN has operated from grant money totaling \$22,500, payment for services rendered totaling \$33,000, with additional funds from donations and benefit events totaling \$7,500, for a gross income to date in 2007 of \$63,000.

With these funds we have been able to accomplish our 2007 goals

while bringing renewable energy and environmental education through art directly to over 200,000 people. Goals we reached included establishing relationships with sponsors, developing basic marketing and education materials, and creating a supportive community of artists, scientists, community leaders, volunteers and entrepreneurs.



2007 Expenses

Website & Design	\$3,100
Travel	\$9,000
Production Expenses	\$7,400
Office Expenses	\$2,000
Artist/Installation	\$20,000
Materials	\$2,000
Event Staffing	\$7,500
Truck Rental & Fuel	\$7,000
Solar Equipment	\$5,000
Salaries	\$0
Total Expenses	\$63,000

Our 2008 Financial Goal

Our current goal is to raise \$117,000 to facilitate the management and oversight of over \$1.2 million in sponsorship and service agreements to bring together the upcoming campaign.

In 2008 we plan to hire a full time executive director to manage the day to day affairs of the organization and a part-time production manager to assist in the events throughout the summer.

OFN will participate in 6 - 8 prominent festivals this coming season, bringing ecological responsibility messages directly to over a million people in our second year.

2008 Projected Budget

Director (Full Time)	\$40,000
Production Mgr. (Part-Time)	\$25,000
Website & IT	\$10,000
Marketing & Comm.	\$20,000
Travel	\$12,000
Office Expenses	\$10,000
Total Expenses	\$117,000

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YOU CAN HELP support our future now.

That's right folks! None of this would be possible without financial support from sponsors and donors. OFN's goal is to direct at least 85% of funds directly into our campaigns.

Here is how you can help:

• **Make a donation**

- [online now](#)
- or send a check or money order payable to:

Our Future Now
2042 West 21st Street
Chicago, IL 60608

• **Become a sponsor** OFN seeks to highlight corporate strides towards ecological responsibility.

www.ourfuturenow.org/contact_us

• **Make in-kind donations**

OFN is currently open to a myriad of professional assistance from legal to accounting and marketing services.

www.ourfuturenow.org/contact_us

• **Volunteer** Opportunities to volunteer with OFN at festivals in summer and fall of 2008.

volunteer@ourfuturenow.org

SPECIAL THANKS!

None of OFN's summer 2007 campaign would have been possible without grants and in-kind donations from our sponsors and volunteers.

We extend our deep gratitude to...

David Bronner at Dr Bronner's

Charles Attal and Charlie Jones at

C3 Presents

The String Cheese Incident

Conscious Alliance

Madison House

Peak Productions

Jeff Rouse and Lance Woodbury at

Carson Oil

John Long at Blue Sun BioDiesel

Lauren Evans at Whole Foods Market

Renewable Choice Energy

The Rex Foundation

The Compton Foundation



WE NEED YOUR HELP supporting Our Future Now.



Participate
Donate
Sponsor
Pass it on