

2022

# Annual Report



## THE YEAR OF COMMUNITY PROTECTION

At EWG we're calling 2022 the year of community protection. Every facet of the organization was put to work identifying both dangers and remedies for families, workers and consumers – and we reaped the benefits of those efforts one year later as regulations were adopted and public health outcomes improved.

We've outlined some of our biggest 2022 wins below in a few key issue areas. We are clear that none of them would be possible without the dedication and talent of every EWG department working together to innovate, challenge, catalog, test, advocate and communicate. Each person at EWG lives by the tenets that good ideas should come from everywhere, the science must be unimpeachable, the storytelling must be resonant, and the only mandate that truly matters is to improve public health outcomes.

2022 was a year of huge messaging success – EWG was mentioned more than 38,000 times in media outlets, allowing us to reach millions of new and existing audience members. Especially exciting was an 11-minute story featuring EWG Vice President for Government Affairs Melanie Benesh on "CBS Mornings."

2022 was also the year we launched an entirely redesigned Skin Deep® database website to handle its 20 percent increase in products, with revamped search capabilities, user interface and an updated scoring algorithm for over 80,000 personal care products.

The EWG VERIFIED® program continued to grow in market share and brand awareness including officially switching from a trademark (™) to a registered trademark symbol ®. By the end of 2022 it included 2,200 products from hundreds of brands in three product segments: personal care, cleaning products and baby diapers. We published new consumer guides for parents and caregivers: Healthy Baby Registry, Guide to a Healthy Pregnancy and Guide to Baby-Safe Bottles and Formula. Progress with the program in 2022 also set up an expansion to include verification of mattresses and sunscreens in 2023.

The EWG Science Investigations team identified a new herbicide, chlormequat, which substitutes for glyphosate as a pre-harvest desiccant – and the entire EWG team got to work preparing a groundbreaking report about the presence and the concentrations of chlormequat and glyphosate in oat-based cereal products.

EWG formally launched our new Climate and Agriculture campaign, which will include efforts to change diets and change farm policies. In August 2022/2023, EWG successfully advocated for \$20 billion in new funding for farm practices that reduce greenhouse gas emissions. We are working with key legislators to reform Department of Agriculture conservation programs to make these practices a priority and to increase investments in renewable energy production on farms.

EWG teams worked together to publish a pilot pesticide toxicity mapping project in



Ventura County, Calif. Our peer-reviewed analysis showing disproportionate effects on communities of color was published in *Science of the Total Environment* in September 2022. We'd like to extend a special congratulations to EWG toxicologists Uloma Uche, Ph.D., and Olga Naidenko, Ph.D., who were awarded the 2022 Presidential Award from the Ventura County chapter of the NAACP for this work.

EWG's Government Affairs team held more than 500 legislative meetings in 2022, including 26 meetings with legislators and over 100 with the Biden administration.

That dedication to advocacy paid off in late December 2022, when Congress passed key cosmetics reform provisions, making it the first update since 1938 to federal laws regulating

personal care products. It's a huge step in the right direction that addresses key issues EWG has championed for decades, including testing for asbestos in talc, labeling products with allergenic fragrance ingredients and review of the use of the "forever chemicals" known as PFAS in cosmetics.

These updates and improved Food and Drug Administration authority can help EWG achieve its goal of democratizing clean beauty, protecting the health and safety of children across the U.S., at all income levels, and improving equity of access to safe products at all price points.

## "EWG Fights for You"



## ACCOMPLISHMENTS BY THE NUMBERS

**38,000**

Mentions in online and print media

**173**

News releases

**129**

Articles published on ewg.org

**37**

Quotes in the New York Times and the Washington Post

**742**

Total government meetings

**26**

Meetings with members of Congress

**154**

Meetings with the Biden administration

**562**

Meetings with congressional staff

**9**

Hearings testified in or worked on

**551,932**

Grassroots petition signatures and letters to lawmakers

**\$3,226,199**

Funds raised from low-dollar online donors

**6 million+**

Tap Water Database searches

**6.1 million**

EWG.org website sessions

**24.5 million**

Total website sessions

**1,074,392**

EWG followers across platforms

**11,852,230**

People reached through Instagram

**24,718,869**

People reached through Facebook

**710,292**

Healthy Living mobile app installs

## AREAS OF IMPACT

### PFAS ACCOUNTABILITY

Attention to PFAS has finally begun to snowball, thanks in part to widespread media coverage of EWG's PFAS pollution mapping on shows like "Last Week Tonight with John Oliver" and "CBS Mornings." PFAS have risen to the top of public awareness, becoming one of three environmental issues President Joe Biden pinpointed for his administration, and now the Environmental Protection Agency is developing a drinking water standard for the chemicals, the first in 30 years.

EWG's own PFAS toxicology research and pollution mapping were used extensively in conversations with lawmakers and agencies as communities around the country came to terms with the severity of the PFAS contamination crisis. Efforts to educate the public through EWG's scientific and policy leadership helped pave the way for several significant pieces of regulation and billions of dollars for cleanup.

EWG successfully persuaded the EPA to fulfill its commitment to designate PFOA and PFOS – two well-studied and notorious PFAS – as hazardous substances, which will kick-start cleanup at the most contaminated sites. Thanks to EWG's leadership, the EPA also committed to setting a drinking water standard in 2023 for PFOA and PFOS.

We took on the Department of Defense and the FDA for their complicity in allowing PFAS to harm families – and secured more funding for the military to clean up legacy PFAS pollution.

#### TIMELINE

### DOD Knew Firefighting Foams Contained PFAS

#### TIMELINE

### FDA Knew PFAS Were Dangerous

We told the stories of real Americans whose families were harmed by heavily polluted locations known as Superfund sites, where their tap water was contaminated by PFAS. Our own survey found at least 50 percent of visitors to our Tap Water Database believed their tap water was unsafe.

### “A PFAS Story”



#### EWG SURVEY

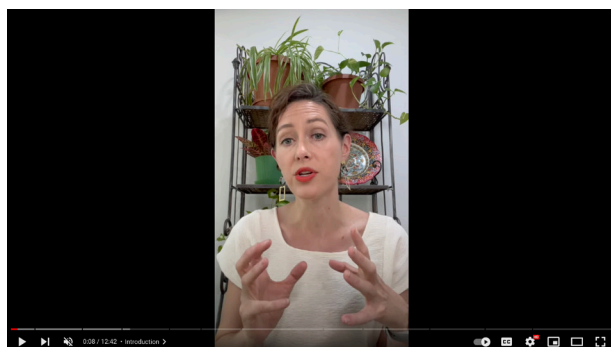
### 50 Percent Think Tap Water Is Unsafe

We tested products like bibs, apparel and toys that are likely treated with PFAS as a water- or stain-proof coating. We found PFAS in all product categories we tested in 2022, and saw increased activity from state and federal lawmakers in 2023 to regulate and restrict the unnecessary use of these chemicals, especially on products intended for children.

In the biggest move to date, in August 2022, the EPA announced its plans to add two of the

most common PFAS chemicals to the hazardous substances covered under Superfund law. Adding PFAS to the existing Superfund law (as opposed to a specific chemical ban) will fund cleanup of land and waterways already polluted with PFAS and hold polluters accountable for the cost of that cleanup. EWG's advocacy was instrumental in this process, and we were the only nonprofit quoted in the EPA's press release.

## “EWG Explains PFAS and Superfund Law”



Thanks to bipartisan alarm and dedication to solving the problem, billions of dollars for DOD cleanup of legacy PFAS pollution, state bans and action from the EPA were achieved in 2022.

## PESTICIDE EXPOSURE MAPPING

EWG's pilot pesticide mapping project, published in February 2022, is a prime example of what we do best: translating complex data about environmental exposures into something personal, visual and actionable. The map is a breathtaking, interactive illustration of pesticide use in California's Ventura County – including the types and amounts of pesticides, toxicity ratings and clear explanations.

### M A P

## Ventura County Pesticide Use

The completion of this pilot map – and its underlying technology, toxicology assessments and peer-reviewed analysis – set EWG up to expand pesticide mapping as part of our long-term strategy for improved pesticide risk assessments from the EPA and bans on dangerous pesticides.

### R E P O R T

## Toxic Pesticides and Ventura County

Because EWG hews to the tenet that the communities most affected need to be those centered in our work, we published a peer-reviewed research study in the journal *Science of the Total Environment* that revealed the disproportionate exposure to agricultural pesticides among Latino, African American and Asian American communities in Ventura County. This work led to a partnership with the NAACP to present EWG's findings and an award for EWG's Science Investigations team.

## Communities of Color in Ventura County

## CROP INSURANCE AND CLIMATE CHANGE

In 2022, EWG completed comprehensive data updates to our conservation subsidy databases, launching the crop insurance section in January and publishing several trend analyses exposing a deep need for reform.

## Crop Insurance Needs Reform

## Mississippi Crop Insurance "Hot Spots"

We published investigations showing how little USDA money is going to “climate smart” farming and exposing significant transparency issues at the agency. We took on the high cost of federal crop insurance program premium subsidies and exposed how the programs discourage climate adaptation. And, of course, we strongly recommended ways to change the program to reduce costs and encourage farmers to adapt to climate change.

### **USDA Conservation Programs Not Funding Climate-Smart Ag**

### **Climate Related Crop Loss Costs Billions**

### **Midwest Crop Insurance and Climate Change**

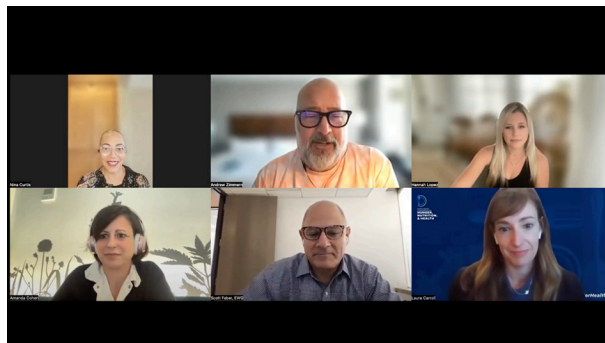
### **Mississippi Crop Insurance and Floodlands**

## **NUTRITION SOLUTIONS**

EWG made a major move to advocate for climate solutions via plant-based diets, releasing an analysis of how many federal facilities serve vegetarian meals and a series of guest articles from influencer Stefanie Sacks on choosing plant-based proteins. This effort culminated in a partnership with chef Andrew Zimmern to advocate with the White House and on Capitol Hill for more plant-based food options in federal facilities. In September 2022, the work paid off, and EWG successfully persuaded the Biden administration to increase the availability of vegetarian alternatives.

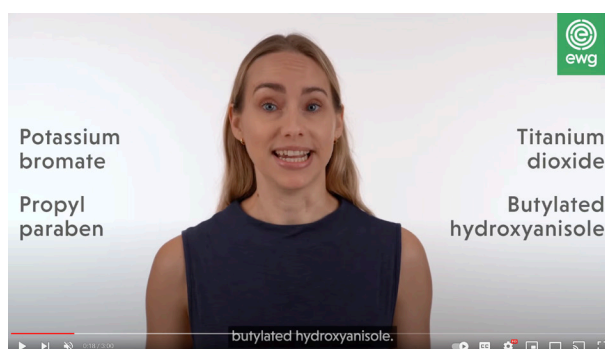
### **Benefits of a Plant-Forward Diet**

## **Putting More Plant-Based Options on the Menu**



As a result of EWG’s efforts, the FDA is expanding its review of the safety of chemicals added to food and food packaging and setting limits on toxic metals in baby food. EWG is continuing to build support for legislation to close loopholes that allow chemicals companies, not the FDA, to assess the safety of food chemicals, ban PFAS from food packaging, and require the FDA to review the safety of chemicals.

## **“Food Additives: More Than You Bargained For”**



EWG commissioned independent laboratory tests of pesticide residues on dried fruit and fruit leather, two of the most popular children’s snacks. We tested 37 samples of organic and non-organic fruit leather from 10 well-known

brands and 30 samples of dried fruit from 16 brands. We found detectable levels of pesticides known to harm people in all 26 samples of non-organic fruit leather tested and in half of the non-organic samples of dried fruit.

#### REPORT

### **Fruit Leather: Pesticides and Sugar**

## **WATER CONTAMINATION AND AGRICULTURAL PRACTICES**

EWG released a report and interactive map tracking all permitted and unpermitted animal feeding operations in the Western Lake Erie Basin contained within Indiana, Michigan and Ohio; the manure they produce each year; and where the manure is likely applied.

We used aerial imagery to locate 2,519 animal feeding operations in the Western Lake Erie Basin and a 5-mile buffer – and created an interactive map with detailed information, such as animal type and the amount of manure produced for every operation.

### **Interactive map**

We also used geospatial modeling to show which fields in the Western Lake Erie Basin likely had manure from these operations applied to farm fields. This generated hot spots in the basin threatened by manure overapplication and nutrient runoff.

### **Manure in Western Lake Erie Basin Threatens Waterways**

This work informs and is informed by the assessments of similar threats around the country – from North Carolina to Wisconsin to California, factory farms and contaminated water tables can devastate communities.

### **N.C. Factory Farms and Flood Risk**

### **Wisconsin Land & Water Contaminated by Manure**

EWG will continue, as always, to shine a light on the necessary reforms, the communities that need attention and assistance, and the public health outcomes that can be improved.



## 2022 FINANCIAL AUDIT

EWG continues to be one of the ways your philanthropic dollar can do the most good. We have one mandate – improving public health outcomes – and we focus on it resolutely. EWG believes in measurable impact, and every member of our staff works together to deliver.

Our unparalleled reputation in the field is earned by taking risks – we don't follow the traditional playbook for advocacy organizations. We're staffed with scientists publishing in peer-reviewed journals. Our government affairs team is one of the most respected, from Washington to California. When a challenge can't be met with regulation, our communications arm sets out to create the conditions in which the market will demand change.

EWG reaches millions of people by providing them the information they need to make the best decisions for their families, and bringing it right to them in their homes. EWG VERIFIED, Skin Deep and the Tap Water Database are all

destinations for millions of people trying to make the best choices. They won't know that behind the scenes, EWG is fighting so they don't have to rely on us to know their products are safe.

EWG is looking to limit environmental exposure to toxic chemicals in every way possible – through corporate accountability, government regulation and consumer choice, eventually shifting the national consciousness.

We make this impact on a budget TK the size of the budgets of environmental nonprofits with similar national reach. Your philanthropy shapes markets, media and policy. It funds cutting-edge science in an organization that lets experts get creative and solve big problems. It measurably improves public health outcomes.

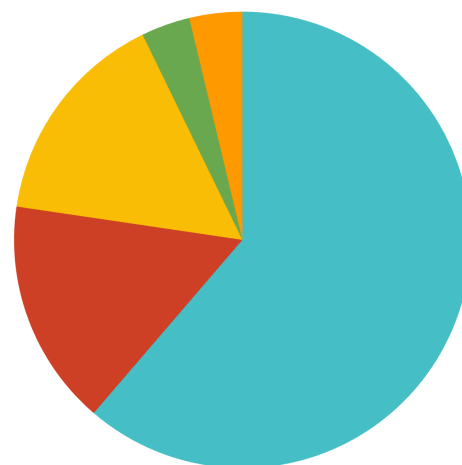
2022 was an excellent year for EWG and the return on your investment.

### Expenses



Children's Health	\$582,516	4%
Energy	\$1,203,442	8%
Events	\$271,970	2%
Food & Agriculture	\$2,211,706	15%
Fundraising	\$1,664,372	11%
Licensing & Consulting	\$2,508,505	17%
Management & General	\$937,790	6%
Natural Resources	\$11,035	0%
The New Lede	\$425,524	3%
Toxics Program	\$4,988,428	34%
<b>Total</b>	<b>\$14,805,288</b>	<b>100%</b>

### Revenue



Events	\$482,093	3%
Foundations	\$2,235,000	16%
Individuals	\$8,534,638	61%
Inkind & Misc	\$520,988	4%
Licensing & Consulting	\$2,153,281	15%
<b>Total</b>	<b>\$13,926,000</b>	<b>100%</b>