



INTERNATIONAL DARK-SKY ASSOCIATION



NIGHTSCAPE

2017 ANNUAL REPORT



Death Valley National Park, California
skyglowproject.com



1988

CELEBRATING **30** YEARS

2018

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From the President

Night sky advocates were at the center of many amazing accomplishments this past year. In 2017, your cooperative efforts supported night sky festivals, youth workshops, community education, the designation of International Dark Sky Places, the promotion of IDA-Approved Dark Sky Friendly lighting in your neighborhoods and municipalities, and other activities too numerous to mention.

It was an honor and a great experience to meet many of you and participate in our 2017 Annual General Meeting in Boston, where IDA supporters, members, and Chapter leaders came together with experts, advocates, artists, and night sky enthusiasts. What an inspiration it was to hear your success stories, cutting-edge research, case studies, questions, concerns, and passions for protecting the night. **This letter is dedicated to thanking you for your efforts and to encouraging pursuit of even greater achievements in 2018.**

Last year IDA undertook a thorough assessment of the IDA Chapter program to examine ways to better support IDA Chapters. We worked with grassroots leaders to hear their ideas about expanding and supporting the IDA Chapter program. We also consulted outside professionals about modernizing our Chapter formation and fundraising practices. In the fall, the Board of Directors approved a plan that will provide assistance to advocates who want to form a Chapter and provide a means for the Chapter to conduct its own fundraising activities. Moreover, we developed a new designation for individuals to continue their powerful advocacy work with expanded support from IDA.

There were 20 International Dark Sky Places announced in 2017, breaking the all-time record of 17 designations set in each of the two prior years. In 2018, we expect to designate our 100th International Dark Sky Place — a truly amazing achievement.

In 2018, we will expand our capacity to effect change at a public policy level by hiring a Policy Director. The Policy Director will ensure that IDA is at the forefront of important policy issues

that preserve our night skies and eliminate light pollution.

I also want to share the financial milestones IDA achieved in 2017. As IDA gains a firmer financial footing we can do more to advance the mission of eliminating light pollution. In 2017, we implemented a reserve policy to cover any unforeseen future outlays. In addition, the Board of Directors has initiated Dark Skies Forever, an endowment campaign that will offset some of our fundraising efforts. When funded, revenue from the endowment will provide approximately 10% of IDA's operating costs each year. Although the endowment fund will not replace the generous giving from our donors, it will grow over time to help IDA expand its future work. Finally, we had a significant excess of revenues over expenses for 2017, as indicated in this Annual Report.

Of course, IDA's strong financial position is a tribute to your generosity and belief in IDA's mission. I want to thank you for that and ask for your continued help encouraging others to become involved in IDA's efforts, both financially and through activism. Perhaps you know a group of friends that could be encouraged to form a new Chapter, or a potential candidate for the Board of Directors?

The IDA Board is committed to the continual support of the dark sky community to stop light pollution at the grassroots level. We are working to ensure that IDA is strategically positioned to sustain your efforts long into the future. As you know, 2018 marks IDA's 30th year of night sky advocacy. We plan to celebrate our efforts together over the past 30 years at our Annual General Meeting, which will be held Nov. 9–11 at Snowbird Resort, just outside of Salt Lake City, Utah.

I look forward to leading these efforts, hearing more of your success stories, and thinking deeply about how IDA can best support your work throughout 2018 and beyond.

Ken Kattner
President



From the Executive Director

Our mandate is to foster a worldwide culture where we — as individuals, communities, and a society — change our relationship to artificial light at night. As we enter 2018 (and celebrate 30 years of this work!) it is important to pause and reflect on the many accomplishments we've made together.

In 2017, the International Dark-Sky Association and its Chapters, members, affiliates, and volunteers achieved major programmatic and financial milestones that reflect the strength of our organization.

20 New Dark Sky Places Designated

Because of the commitment and shared efforts of dark sky advocates around the world, a total land area of 73,814 square kilometers of dark skies will be preserved long into the future. Dark Sky Places are now found in 16 countries and 20 U.S. States.

New IDA-Approved Dark Sky Friendly Lighting Products

In 2017, the Fixture Seal of Approval program continued to add IDA-Approved Dark Sky Lighting products, and made them available at IDA's searchable database of IDA-Approved Dark Sky Friendly fixtures. The Fixture Seal of Approval program applies rigorous standards to manufacturers to certify lights that protect our night skies.

10,000+ Brochures Distributed

Tens of thousands of people learned about IDA and our work to protect the night from light pollution from the many brochures, rack cards, and informational packets that grassroots activists and IDA partners distributed in 2017.

29th Annual General Meeting in Boston

The IDA 2017 Annual General Meeting brought

together a diverse, inspired, and enthusiastic community of scientists, activists, policy-makers, and others to network and share winning strategies for addressing light pollution. By any measure, this was one of IDA's best meetings, and its momentum and impact continues to this day.

Invested in IDA Chapters

In 2017, the Board of Directors approved a plan to restructure and more deeply invest in IDA's Chapters — which now number more than 60 — so as to increase their efficacy in mobilizing change at the local level. Empowering this cadre of committed, caring, and compassionate grassroots is essential in our work to reduce light pollution.

Strong Financial Growth

We sustained strong financial growth, ending 2017 with a budget surplus for the third consecutive year and a two-month operating reserve. The Board of Directors also initiated a multi-year campaign to establish a \$3 million endowment that will provide a vital source of funds to support a portion of our operations in perpetuity.

Because of you, IDA remains a healthy and thriving non-profit...one that is poised for continued growth and expanded impact on its mission. Throughout 2018 — and for the next 30 years — IDA will remain forward-looking, work on the leading edge of innovation and change, and be bold, audacious, and inclusive as we aspire to a world without light pollution.

Thank you for your support and your continued hope that, together, we can make the world a better place.

J. Scott Feierabend
Executive Director



*Someone I loved once gave me a box full of darkness.
It took me years to understand that this too, was a gift.
-Mary Oliver*

IDA Staff

J. Scott Feierabend
Executive Director

Keith Ashley
Director of Philanthropy

John Barentine
Director of Conservation

Susan Ciarniello
Administrative Director

Amanda Gormley
Communications Director

Pete Strasser
Technical Director

Volunteers

Dawn Davies
Brandon Griffin
Sriram Murali
Paras Pirzada
Lauren Scorzafava

Thanks to Our Brand Partners for Their Generous Support

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Selux
Sesco Lighting
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The Home Depot
Urban Solar
Volt Lighting
Your True Nature

Photo Credit Stefan Liebermann

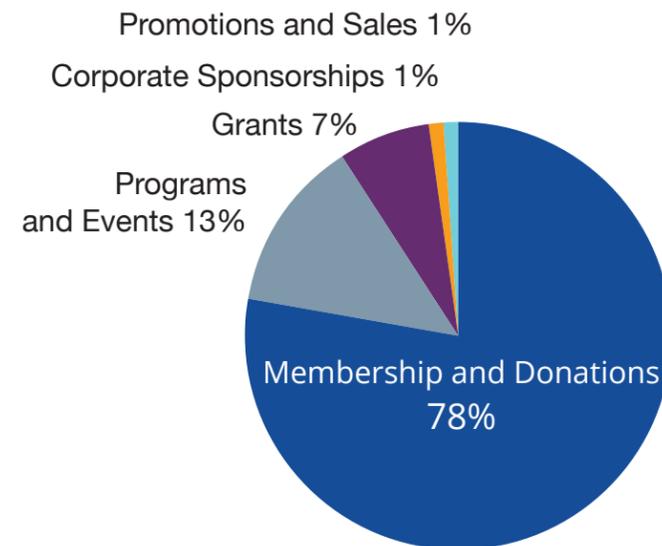
2017 Financial Report

IDA's strong financial position is a tribute to your generosity and belief in IDA's mission. Because of your support, we sustained strong financial growth, ending 2017 with a budget surplus for the third consecutive year and a two-month operating reserve.

IDA remains a healthy and thriving non-profit, poised for continued growth and expanded impact.

2017 Revenues \$693,410

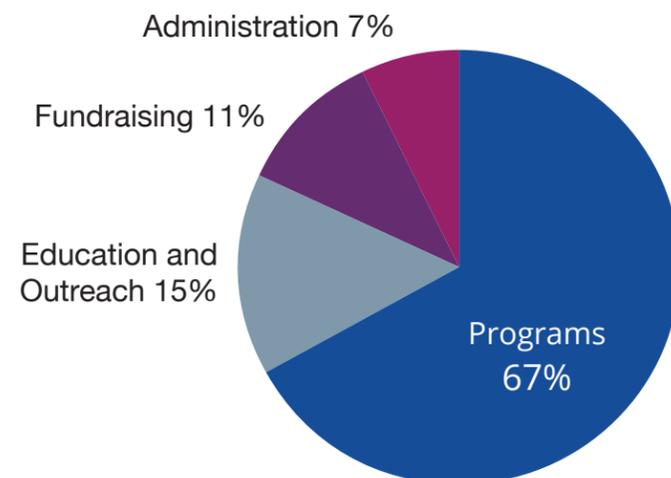
Membership and Donations \$546,862
 Programs and Special Events \$88,830*
 Grants \$50,000
 Corporate Sponsorships \$5,000
 Promotions and Sales \$2,718



*Special Events income includes \$22,000 in revenues from our Brand Partners for their sponsorship of the AGM.

2017 Expenses \$633,007

Program \$424,115
 Education and Outreach \$94,951
 Fundraising \$69,631
 Administration \$44,310



Dark Skies Forever Endowment Campaign

Every year, the urgent need to protect and restore the natural nighttime environment becomes more and more apparent. The accelerated pace of change in lighting practices, combined with the rapid expansion of light pollution, makes it difficult to imagine the challenges we'll face in the next three years. But what about 30, or 300 years from now?

The IDA Board of Directors has initiated the Dark Skies Forever Campaign, a multi-year fundraising initiative to establish a \$3 million endowment that will provide a consistent and perpetual funding source for IDA.

By establishing an endowment fund, IDA will:

- Minimize time spent fundraising
- Have a consistent and dependable source of income
- Be able to invest operating funds into new projects and initiatives
- Have a permanent fund that will be administered by a professional asset management group
- Be protected against economic fluctuations

Dark Skies Forever Campaign Participants

Cheryl and Kelly Beatty
 Richard Tresch Fienberg
 Carol and Tim Hunter
 Susan Harder and John Imperatore
 Christine and Thomas Reinert
 Lisa and Milt Roney
 Judy and Leo Smith

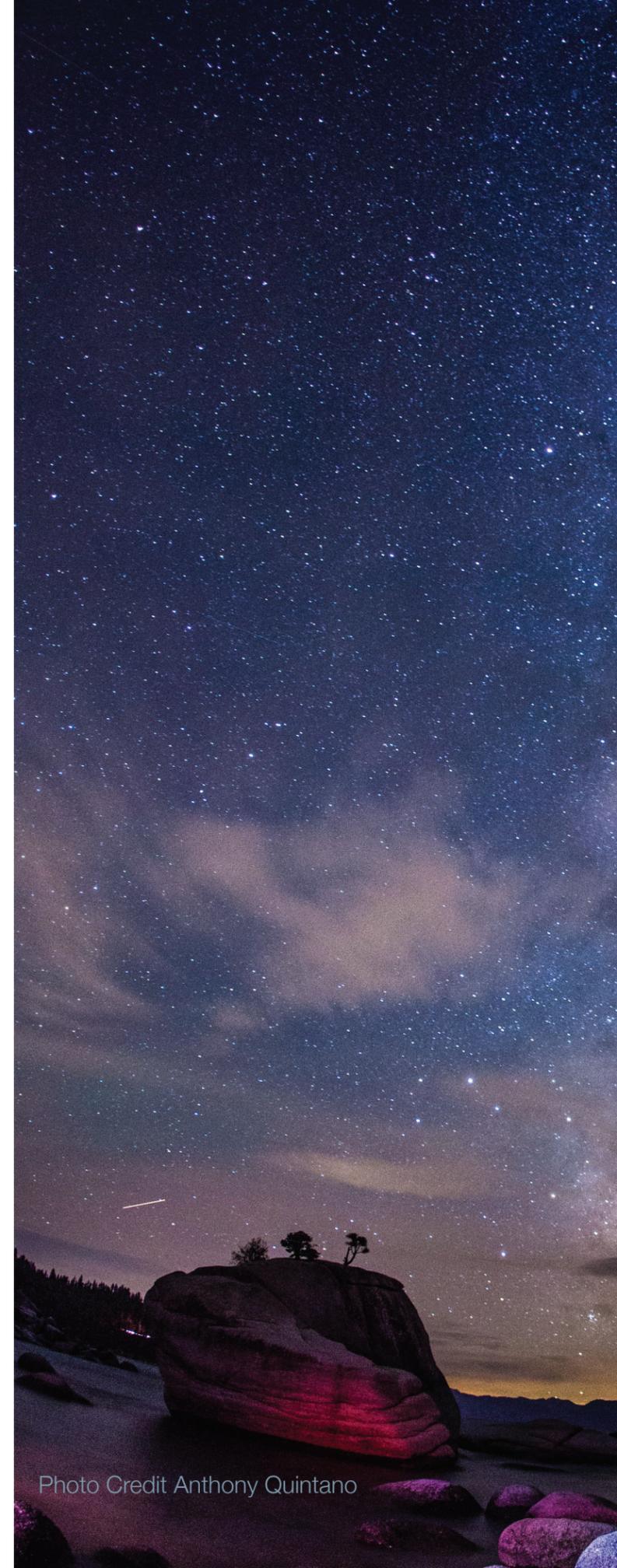


Photo Credit Anthony Quintano

Members and Supporters

Individuals around the world, from the rugged landscapes of the Sawtooth Mountain range in central Idaho, U.S., to the southwest Namib Desert in Namibia, Africa, are all working with IDA to protect and restore the natural nighttime environment. **IDA members and supporters help bolster these efforts by providing IDA the financial resources needed to preserve, defend, and restore the natural nighttime environment.**

The number of members and supporters increased by

16.3%
in the last five years
(2013-2017)

Financial investments from members and supporters increased by

14.4%
in the last five years
(2013-2017)

Dark Sky Defenders Society

Members of the *Dark Sky Defenders Society* are IDA supporters — living and deceased — who have made gifts through their estate plans to IDA. Some supporters have designated gifts to be used by IDA when most needed, whereas others have directed their gifts to be restricted to the IDA Endowment Fund. The IDA Endowment Fund ensures that these gifts will continue supporting the critical work of IDA in perpetuity.

Susan Harder and John Imperatore, New York

Carol and Tim Hunter, Arizona

Judy and Leo Smith, Connecticut

At IDA, we often thank people for their philanthropic spirit — and I believe there is a lot of meaning packed into those two words. Non-profits like ours are all about doing good in the world, but this good cannot be done without those true believers who are willing to support the work through their passion, their ingenuity, and their financial resources, large and small. Donors, members, and givers of all stripes are in many ways the unsung heroes behind the scenes that make the mission a reality.

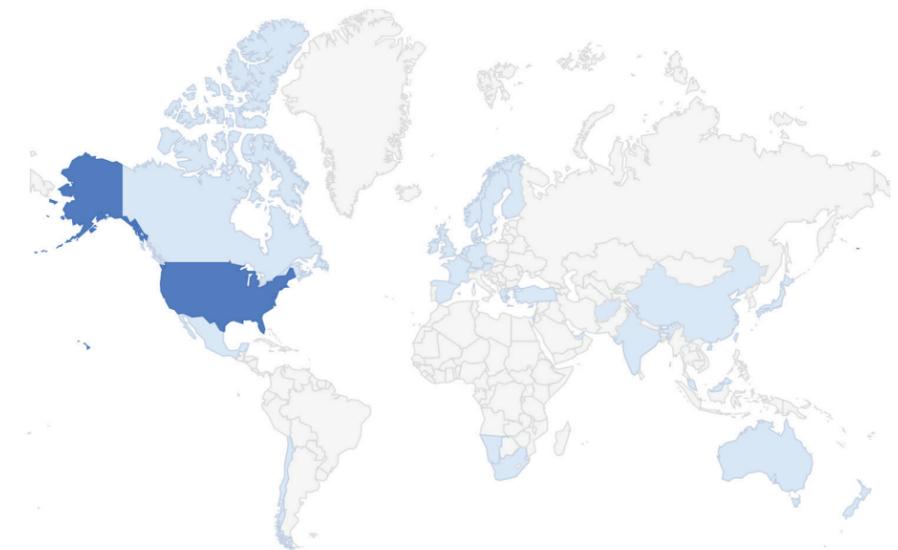
— Keith Ashley
Director of Philanthropy



IDA Members and Supporters are Found in 28 Countries

Afghanistan	Cyprus	India	South Africa
Australia	Denmark	Ireland	Sweden
Austria	France	Malaysia	Taiwan
Canada	Finland	Namibia	Turkey
Chile	Germany	New Zealand	United Arab Emirates
Czech Republic	Greece	Norway	United Kingdom
China	Japan	Spain	United States

Thank You for Being a Part of the Worldwide Network of Dark Sky Members and Supporters!



Every year there are more and more people recognizing the negative impacts of light pollution and advocating for dark skies. What excites me the most is to see the increase in the number of young people doing outreach in their community. From Girl Scout troops going to a farmer's market to set up a display about light pollution, to high school students taking sky quality readings in their town to educate their neighbors about dark sky friendly lighting, I'm so impressed with their initiative and it makes me hopeful for the future of IDA's mission.

— Susan Ciarniello
Administrative Director



Engagement

Word is spreading and our audience is growing! As dark sky advocacy reaches new audiences, more and more people are finding out about the importance of dark skies and joining us to protect the night.

4,850,439

PAGE VIEWS AT

darksky.org



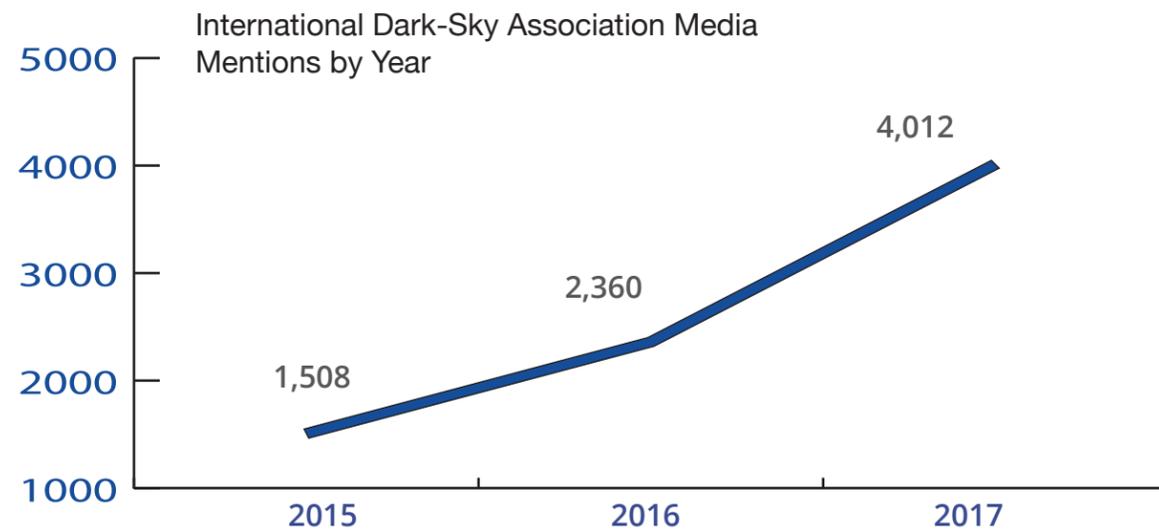
73,000

Facebook Likes



8,300

Twitter Followers



Since I was a young girl, the stars have helped me find my bearings and given me a sense of home. In 2017, I joined the IDA staff and I found a new home within the International Dark-Sky Association. The enormous network of people who are fighting to protect our dark skies fill me with awe. Meeting many of you at the Annual General Meeting in 2017 gave me a newfound appreciation for our work, and made me even more aware of the importance of spreading the word about light pollution and its impacts on all life on Earth.

— Amanda Gormley
Communications Director



Chapters

With 63 IDA Chapters in 18 countries, IDA Chapters and grassroots advocates are an unstoppable movement of local advocates who drive the work to achieve an end to light pollution.

In 2017, the IDA Board of Directors undertook a thorough assessment of the IDA Chapter program to examine ways to help IDA Chapters become even more powerful advocates. The Board worked with grassroots leaders to hear their ideas about expanding and supporting our Chapter program. The Board also consulted outside professionals about modernizing our Chapter formation and fundraising practices. In the fall, the Board approved a far-reaching plan

that will provide a strong legal structure for supporting our Chapters, as well as individual delegates, affiliated organizations, and international partners.

The IDA Board of Directors and staff are committed to the continued development of a cohesive, forward-looking and nimble network of advocates who share and collaborate on leading-edge best practices and tools to end light pollution. We also recognize the importance of IDA Chapters retaining their independence and autonomy in order to capitalize on opportunities in their communities.

IDA Chapter Activities

We asked IDA Chapter Leaders to describe which activities their Chapters have been involved in during recent years. Of respondents:

70%

Met with
Decision-Makers

61%

Distributed
Pamphlets or Flyers

55%

Hosted Star
Parties



International Dark Sky Places

International Dark Sky Places (IDSP) protect the nocturnal environment and offer visitors the opportunity to experience first-hand the beauty and inspiration found in the natural nightscape.

The International Dark Sky Places Program works directly with public and private land owners and managers to certify lands that meet outdoor lighting, conservation, and programmatic criteria.

One of the most important purposes of the Program is the development of active participants in dark sky advocacy. The IDA Board of Directors requires that all participants in the International Dark Sky Places Program continually demonstrate ongoing efforts to garner robust community support for dark sky protection. This is necessary and

vital to our mission, “to preserve and protect the nighttime environment and our heritage of dark skies through environmentally responsible outdoor lighting.” International Dark Sky Places and the people managing these Places serve as beacons in their communities, demonstrating what’s possible with proper stewardship and passionate advocacy for the night sky.

To effect meaningful change, IDA relies in large part on our program partners to be active participants in the drive toward better nights. It is vital to the success of the program and to the overall mission of the International Dark-Sky Association that our program partners maintain visible efforts in the cause of night sky advocacy.

It was a year of many firsts for the International Dark Sky Places Program. Central Idaho became the first International Dark Sky Reserve in the United States; we saw the first International Dark Sky Place designated in the Middle East (Ramon Crater, Israel); first UK Area of Outstanding Natural Beauty to receive a designation (Bodmin Moor, Cornwall); and the first IDSP designation spanning an international boundary (Waterton-Glacier International Peace Park in Montana, U.S., and Alberta, Canada). Also, IDA co-sponsored the first International Dark Sky Places Conference, held in Scotland during late September, which brought together representatives of many International Dark Sky Places in Europe for the first time.

*-John Barentine
Director of Conservation*



20 International Dark Sky Places Certified in 2017

International Dark Sky Communities
Ketchum, Idaho, U.S.

Møn and Nyord, Zealand, Denmark

International Dark Sky Parks
Albanyà

Antelope Island State Park

Big Bend Ranch State Park

Bodmin Moor

Bükk National Park

Cedar Breaks National Monument

Craters Of The Moon National Monument

Glacier National Park

Joshua Tree National Park

Kartchner Caverns State Park

Møn and Nyord

Newport State Park

Obed Wild and Scenic River

Ramon Crater Nature Reserve

South Llano River State Park

Waterton Lakes National Park

International Dark Sky Reserves
Central Idaho, U.S.

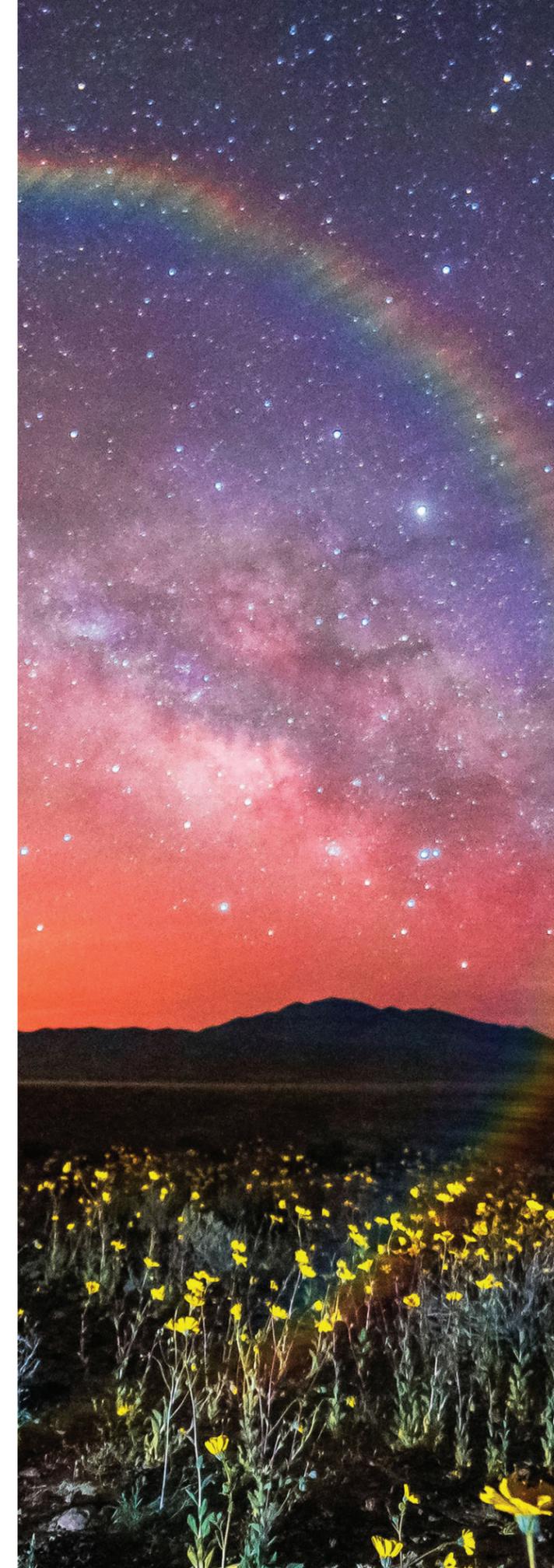
International Dark Sky Sanctuaries
Aotea / Great Barrier Island

Dark Sky Developments of Distinction
River Hills, Texas, U.S.

73,814 km²

Total certified night skies since 2001

For comparison, the country of Ireland is 70,280 km²!



Fixture Seal of Approval

IDA's mission is to "preserve and protect the nighttime environment and our heritage of dark skies through environmentally responsible outdoor lighting." The pragmatic founders and early leaders of IDA recognized that the best way to accomplish this goal was by coupling educational efforts with quality outdoor lighting. The **Fixture Seal of Approval** program was created in 2005 to provide objective, third-party certification for luminaires which minimize glare and light trespass, and don't pollute the night sky. By the end of the FSA program's first year, 16 lighting manufacturers had IDA-Approved Dark Sky Friendly Fixtures. As of 2017, 68 lighting manufacturers have offered IDA-Approved Dark Sky Friendly Fixtures.

The **Fixture Seal of Approval** Program continues to set industry guidelines for environmentally responsible outdoor lighting

that minimize light pollution. IDA offers a comprehensive database of IDA-Approved lighting fixtures for a vast array of lighting applications at www.darksky.org/fsa.

The **IDA-Approved Dark Sky Friendly lighting database** gives people the power to make informed decisions about outdoor lighting. With a large database of residential fixtures, the IDA-Approved Dark Sky Friendly Lighting database offers a simple way for individuals to choose IDA-Approved lighting fixtures for their properties. The database also offers a way for individuals to become informed about IDA-Approved lighting that can be used for commercial properties, roadways, and municipal area applications. With access to this database, night sky advocates are able to guide decision-makers in choosing IDA-Approved lighting for their communities.

IDA-Approved Dark Sky Friendly Lighting Products

More fixture applications can be found at www.darksky.org/fsa

96

Wall Mount
Fixtures

191

Area Fixtures

112

Street Light
Fixtures

107

Roadway Fixtures

The Fixture Seal of Approval program continued to expand with several new international companies joining, realizing the benefits that the program brings. In addition to the new companies, many of those already participating expanded their list of approved lighting families. I expect that 2018 will be another banner year with an increase in both company participation and existing companies expanding their lists even more.

-Pete Strasser
Technical Director



2017 Annual General Meeting

The 2017 Annual General Meeting in Boston brought IDA supporters, members, and Chapter leaders together with more than 40 speakers from around the world. Experts, advocates, artists, and night sky enthusiasts of all stripes shared their success stories, cutting-edge research, case studies, questions, concerns, and passions for protecting the night. The three-day conference covered a wide range of topics, including technology

advances, award-winning lighting design, effects of artificial light on wildlife, human health concerns, policy approaches, night sky festivals, diversifying our mission for greater success — and so much more.

We hope you will join us at the 2018 Annual General Meeting, which will be held at Snowbird Resort in Utah, Nov. 9–11.



PHOTOS: (From top left) Members of the IDA Board of Directors, Harun Mehmedinovic and Gavin Heffernan from SKYGLOW Project, IDA Volunteer Paras Pirzada, AGM attendees tour lighting installation in Salem, MA.

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The mission of the International Dark-Sky Association is to preserve and protect the nighttime environment and our heritage of dark skies through environmentally responsible outdoor lighting.