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The Pew Charitable Trusts

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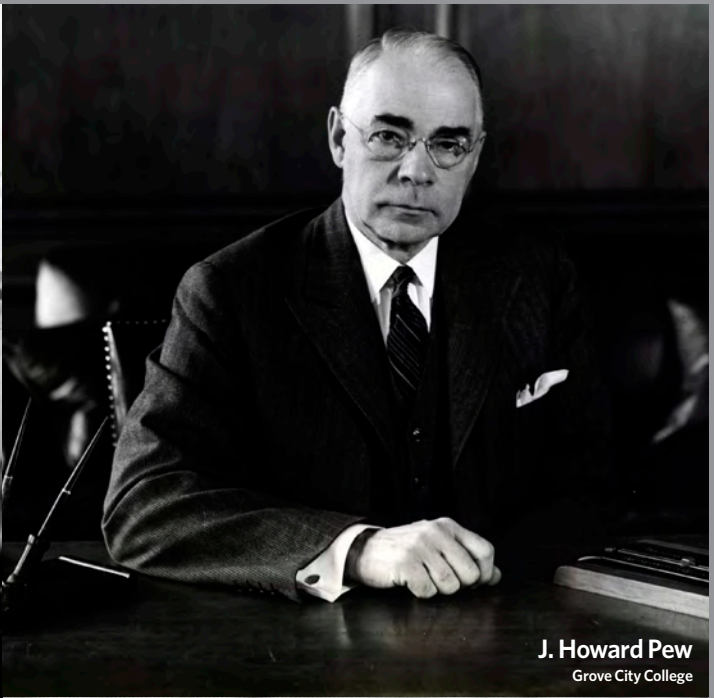
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Pew at 75

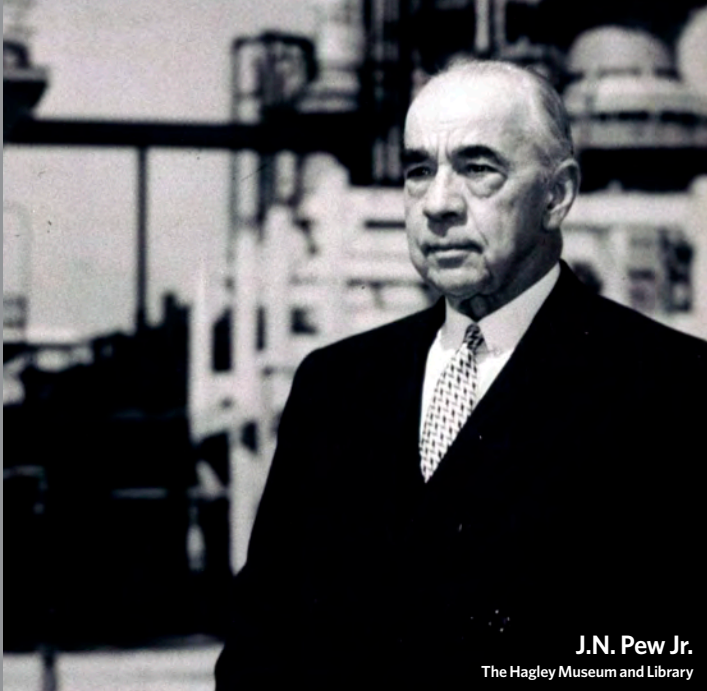
Throughout its history, Pew has sought to inform the public,
improve public policy, and invigorate civic life.



Mary Ethel Pew
Cathy Pew



J. Howard Pew
Grove City College

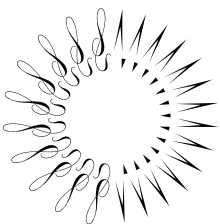


J.N. Pew Jr.
The Hagley Museum and Library



Mabel Pew Myrin
Camphill Village Kimberton Hills

TIME CAPSULE



On April 23, 1948, two sons and two daughters of Sun Oil Co. founder Joseph N. Pew and his wife, Mary Anderson Pew, met to distribute the first grants from the newly created Pew Memorial Foundation. The foundation was the forerunner of what would become The Pew Charitable Trusts, a public charity supported in part by seven trusts that reflect the family's diverse and complementary interests. Today, the organization continues the Pew family's interest in innovation and public service, using data to make a difference in Philadelphia and across the globe.

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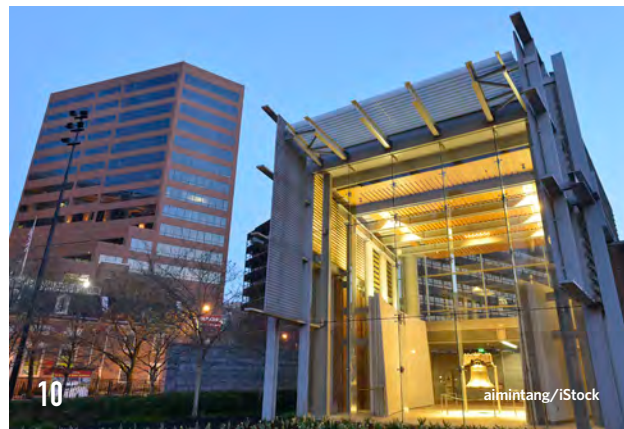
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Trust

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Founded in 1948, The Pew Charitable Trusts uses data to make a difference. Pew addresses the challenges of a changing world by illuminating issues, creating common ground, and advancing ambitious projects that lead to tangible progress.

The Lessons of Optimism



“I’ve seen how facts derived from research can provide a clearer understanding of the issues we face.”

In its 75-year history, The Pew Charitable Trusts’ work has spanned American eras—from the wary hopefulness of the post-World War II years, through the rise of environmental awareness in the 1970s, to the digital revolution now transforming society. I have been privileged to help lead the organization for 25 of those years and remain impressed with the values and attributes that drive our ambition.

First and foremost for me is optimism. Yes, there is no denying our fractured political landscape, the threats to the planet’s biodiversity, the societal inequities that we’re only beginning to come to terms with, and other seemingly intractable problems. Except for this: They’re not intractable. Our challenges can be met. And experience shows us how.

I’ve seen how facts derived from research can provide a clearer understanding of the issues we face. I’ve seen these facts provide the language that individuals with disparate viewpoints use to communicate with each other. And I’ve seen that intentional communication create the common ground that brings people together to develop solutions that are both creative and durable.

That’s what happened when Pew convened a multiyear study of U.S. ocean waters at the dawn of the 21st century. The Pew Oceans Commission was a diverse group that included elected officials from coastal regions, scientists, fishers, and conservationists. Its 2003 report found the ocean “in crisis,” with wetlands disappearing, pollution increasing, coral dying, and nearly a third of regulated fish stocks overfished. In 2010, the commission’s recommendations helped lead to the first national ocean policy embracing sustainability, which instructed federal agencies to work together on issues affecting the seas, use science to guide deliberations, and improve coordination with regional and state governments.

Policymakers and government leaders across the political spectrum and across the globe have—admittedly in fits and starts—recognized the necessity of ocean conservation and come together for the common good. Last December, the 196 members of the United Nations Convention on Biological Diversity agreed to protect 30% of Earth’s land and water by 2030, a major effort to reduce biodiversity loss that has long been championed by Pew and our partners. And in March, the United Nations approved a historic agreement for the high seas, long sought by Pew, that would guide establishment of marine protected areas and help reach the 30% conservation goal.

Nonpartisanship is another enduring value for Pew, which helps explain our interest in the infrastructure that supports our communities. While infrastructure still

means safe roads and bridges, as it did 75 years ago, the pandemic showed that we often get from here to there without ever leaving our homes, thanks to the internet. In the past three years, we've seen how the online world allowed school classes to keep running, for patients to consult their doctors, our courts to administer justice, and for businesses to keep operating and their employees to stay productive.

But it also became even clearer that many Americans lack access to high-speed broadband that allowed all that activity to happen. And so, just as the oceans commission developed the facts necessary to create solutions, Pew convened experts and conducted research to gather the data that policymakers need to make a difference and to expand access to this critical infrastructure.

As with most big policy changes, this work is happening in the American tradition of interplay between federal leaders in Washington who have made this accessibility a priority with new funding and state leaders who have the difficult—but solvable—task of making the actual connections between unserved people and the broadband service essential to modern life.

Pew has been working at both levels of government on this topic. Far from just a rural issue, broadband access is a concern all around us, in unserved city blocks and neighborhoods, with cost and other obstacles preventing many people from having a service that so many others now take for granted. We approach this as an issue not only of technology but of equity.

In addition to broadband, an important priority for Pew in the coming years is using our expertise in state policy to improve other foundations of thriving communities: affordable housing, courts that solve disputes fairly, good public health data, and secure retirement plans for workers. It will take time, as most good things do, to accomplish these goals. That is another lesson all of us at Pew have learned: Big problems require big change, which can be slow. But as milestones are achieved, even if sometimes unheralded, progress is made. And, in the end, communities are strengthened and people's lives improved.

For 75 years, achieving that kind of real change has been Pew's mission. In this issue of *Trust*, we offer you our story and invite you to join us in our next chapter as we all seek to build a better world.



Susan K. Urahn, *President and CEO*

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THE BIG PICTURE

“Nonpartisanship has been part of Pew’s DNA from the very beginning,” said Pew’s president and CEO, Susan K. Urahn (right), in a conversation with Valerie Jarrett, CEO of the Obama Foundation and former senior adviser to President Barack Obama. In February, Jarrett joined Urahn in Washington, D.C., as part of Pew’s 75th anniversary speaker series for staff, focusing on the organization’s core values, which include nonpartisanship. Jarrett emphasized the necessity of “learning to disagree without being disagreeable, ... being secure enough in your own skin that you can sit down with somebody with whom you disagree” and find common ground. “You have to be curious enough, humble enough,” she said, “to give people the grace that you can learn something from them.”

The Pew Charitable Trusts

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Melissa Lyttle for The Pew Charitable Trusts



An Atlantic bluefin tuna (*Thunnus thynnus*) swims off the islands of Malta in the Mediterranean Sea. Solvin Zankl/Wild Wonders of Europe

A Big Win for Bluefin

BY CAROL KAUFMANN

The Atlantic bluefin tuna may grow to the size of a small car, swim nearly as fast as one, and eat everything in its path, but this apex predator is still vulnerable to mightier forces.

That's because this species is one of the most sought-after fish in the world. Prized in Japanese sushi restaurants and in global fish markets and grocery stores, the bluefin demands the highest price of any fish in the sea. Its commercial fishery is worth more than \$1 billion each year, with a single tuna often earning fishers more than \$10,000 at the dock. In the past, this demand has led to its decimation.

But last November, one of the world's largest regional fishery management organizations took a big step to

ensure that this valuable fish will be around a long time.

The International Commission for the Conservation of Atlantic Tunas (ICCAT), which includes 52 member governments and all European Union countries, unanimously agreed to adopt a new management procedure that includes science-based data to determine how much Atlantic bluefin tuna can be caught each year. Also called a harvest strategy, this precautionary and science-based set of rules will automatically adjust catch limits based on a number of potential factors, such as indicators of a fish population's status. This system will lock in the recent recovery of the once highly depleted eastern Atlantic and Mediterranean population and also allow the western

Atlantic population of the species to rebound.

In the past, annual catch quotas—numbers negotiated based on stock assessments alone—contributed to years of decline and overfishing of Atlantic bluefin. Because the decisions about quotas will now be automatic and nondebatable, the harvest strategy will also allow ICCAT to turn attention to other pressing matters, such as how bluefin fisheries affect other vulnerable species and the effects of climate change on tunas. The bluefin harvest strategy, which went into effect in January, also paves the way for employing similar modern and precautionary management plans for other fish populations around the globe.

“Atlantic bluefin was once the poster child for overfishing,” said Grantly Galland, who works with The Pew Charitable Trusts’ international fisheries project. “But after nearly a decade of negotiations at ICCAT, the adoption of a management procedure for Atlantic

bluefin tuna is a seminal moment in the management of fish stocks. For years, ICCAT frequently adopted quotas far above the scientifically recommended limits. But thanks to leadership from Canada, the European Union, Japan, and the United States, ICCAT is committed to embracing a long-term solution that will sustain the fishery.”

Pew has been working on efforts to recover the Atlantic bluefin tuna population since 2009, when it joined a call for a ban on trade. In addition, Pew has been seeking to improve international management of all tuna species by promoting science-based harvest strategies that do not allow overfishing, minimize the impacts of destructive fishing gear, rein in illegal fishing, and increase the transparency and accountability of tuna regional fisheries management organizations.

Arrests Higher for Adults With Both Mental Illness and Substance Use Disorder

Although adults with both substance use disorders and serious or moderate mental illnesses (“co-occurring disorders”) make up approximately 2% of the overall U.S. population, they represented 15% of all people arrested between 2017 and 2019, according to an analysis by The Pew Charitable Trusts. Almost half of these arrests were substance-related, such as for drug possession.

Pew’s research on data from the National Survey on Drug Use and Health from 2017-19 also found that more than 1 in 9 adults with co-occurring disorders were arrested annually—six times more often than adults with a mental illness alone, and 12 times more often than adults with neither a substance use disorder nor a mental illness. Women with co-occurring disorders accounted for more than 1 in 5 of all women arrested and were 19 times more likely to be arrested than women with neither a substance use disorder nor a mental illness. And Black adults with co-occurring disorders were arrested 1.5 times more often than their White counterparts.

Although policymakers have been working to better understand and improve interactions with the justice system for those with substance use disorders or mental illness, less has been known about people with co-occurring disorders, and the analysis helps shed light on those concerns.

Although years of research has determined that simultaneous and coordinated treatment produces better outcomes for multiple diagnoses than separate treatment for mental illness or substance use disorders alone, the analysis found that people with co-occurring disorders were unlikely to receive treatment for more than one disorder. Only 1 in 10 adults with co-occurring disorders (10%) received treatment for both conditions, while 2 in 5 (42%) received no treatment of any kind for either condition during the prior year. Black and Hispanic adults with co-occurring disorders were also less likely to receive mental health or substance use treatment than White adults (47% and 43%, respectively, versus 64%).

Researchers have found that communities with more treatment availability may have lower crime and jail incarceration rates; however, more could be done.

“There needs to be an increased focus on the needs of people with co-occurring disorders, particularly on integrated treatment for both mental illness and substance use,” says Julie Wertheimer, who directs Pew’s public safety performance and mental health and justice partnerships. “Such integrated treatment could reduce the number of people both entering and cycling back through the justice system.”

—*Demetra Aposporos*

Religious Makeup of Congress Differs From General Population

As it began its 118th session, the U.S. Congress remained largely untouched by two trends that have long marked religious life in the United States: a decades-long decline in the share of Americans who identify as Christian and a corresponding increase in the percentage who say they have no religious affiliation, according to an analysis by the Pew Research Center.

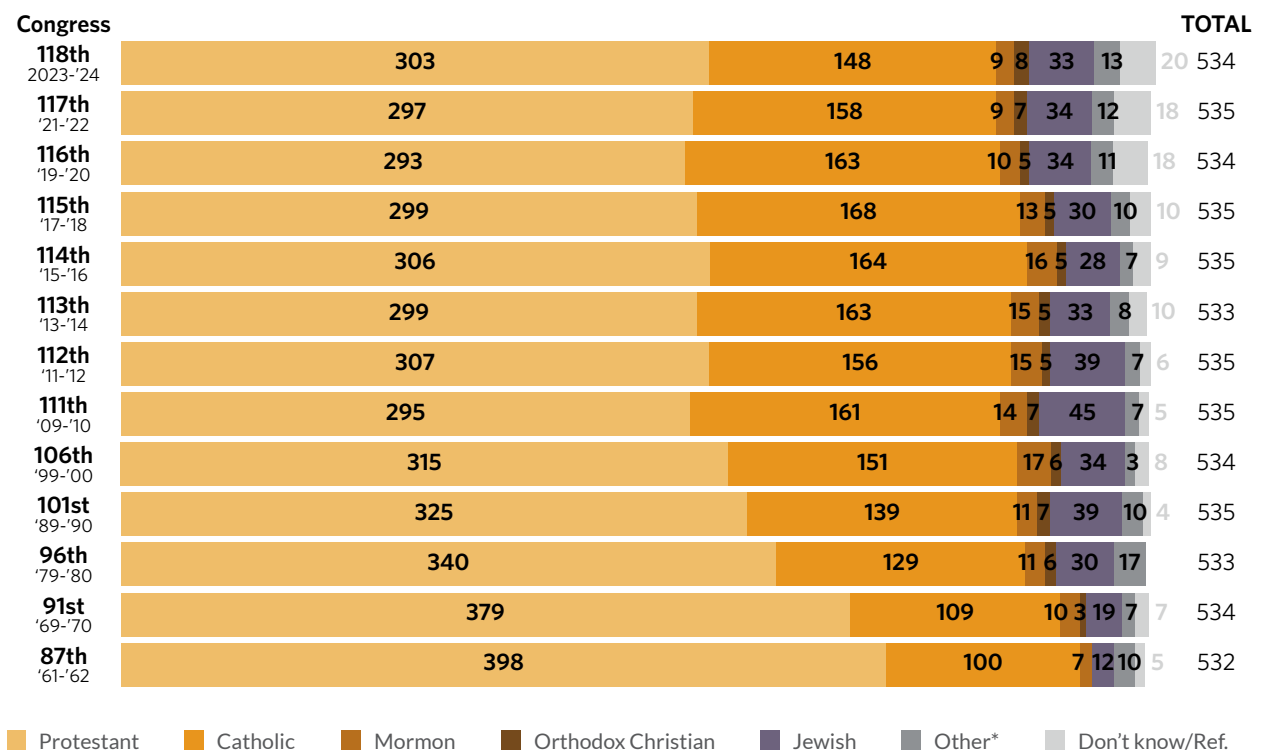
Since 2007, the share of Christians in the general population has dropped from 78% to its present level of 63%. Nearly 3 in 10 U.S. adults now say they are religiously unaffiliated, describing themselves as atheist, agnostic, or “nothing in particular,” up from 16% who did not identify with a religion 16 years ago. But Christians make up 88% of the voting members of the new 118th Congress who were sworn in on Jan. 3, only a few

percentage points lower than the Christian share of Congress in the late 1970s. In the 96th Congress, which was in session in 1979-80, 91% of members of Congress identified as Christian.

Just like in recent sessions, only one member of the new Congress—Senator Kyrsten Sinema (I-AZ)—identifies as religiously unaffiliated. Another (Democratic Representative Jared Huffman of California) describes himself as humanist, and 20 are categorized as having unknown religious affiliations. Most of these members declined to state a religious affiliation when they were asked by CQ Roll Call, the primary data source for this analysis.

—Daniel LeDuc

Changes in the religious makeup of Congress (1961-2023)



* Includes Buddhists, Muslims, Unitarian Universalists, humanists, the unaffiliated and other faiths, including other Christian subgroups. For example, the 118th Congress includes one member who identifies as a Messianic Jew.

Note: One seat was vacant at the beginning of the 118th Congress: Virginia's 4th District, due to the recent death of Representative Donald McEachin. Figures for the 117th Congress were updated in this analysis to include one Jewish and three Protestant members of Congress whose races were still undecided at the time of publication of the last "Faith on the Hill" report.

Source: Pew Research Center

Philadelphia Artists Recognized

Twelve artists across a range of disciplines—performance, literature, visual arts, and more—were named Philadelphia’s Cultural Treasures fellows in December. Part of the larger Philadelphia’s Cultural Treasures funding initiative—which honors people of color artists, cultural groups, and organizations with exceptional significance to Greater Philadelphia—the fellowships provide the artists unrestricted grants ranging from \$75,000 to \$120,000 as well as a \$15,000 retirement savings contribution and opportunities for professional development to help advance their work. The grants are a collaborative effort among The Pew Center for Arts & Heritage, The Barra Foundation, Neubauer Family Foundation, William Penn Foundation, and Wyncote Foundation and are an attempt to help these artists weather and emerge stronger from the COVID-19 pandemic, which hit communities of color particularly hard. The fellowships are a regional component of the America’s Cultural Treasures initiative created by the Ford Foundation.

The awardees—Daryl Kwasi Burgee, Vashti Dubois, Maori Karmael Holmes, Homer Jackson, Wit López, Roberto Lugo, Louis Massiah, Pepón Osorio, Ursula Rucker, Sintá Penyami Storms, Andrea Walls, and Yolanda Wisner—range from visual, multimedia, and multidisciplinary artists to filmmakers, ceramists, poets, singers, dancers, musicians, and educators. They all enhance the city’s cultural fabric and make a material difference in their communities.

“The 2022 Philadelphia’s Cultural Treasures fellows represent extraordinary artistic practices and exemplary community-driven work by artists of color that are critical to the city’s cultural landscape,” said Paula Marincola, executive director of The Pew Center for Arts & Heritage.

—Demetra Aposporos



Philadelphia’s Cultural Treasures fellows for 2022 (from left to right, starting at top): Daryl Kwasi Burgee, Vashti Dubois, Maori Karmael Holmes, Homer Jackson, Wit López, Roberto Lugo, Louis Massiah, Pepón Osorio, Ursula Rucker, Sintá Penyami Storms, Andrea Walls, and Yolanda Wisner. Earl Brown, Zamani Feelings, Rashid Zakat, Alexis Simmons, Wit López, Neal Santos, Louis Massiah, Sam Fritch, Emma Lee and courtesy of WHYY, Rainey Backues, Andrea Walls, Naomieh Jovin and courtesy of Monument Lab





The Pursuit of a Better Future

Pew has illuminated issues, created common ground, and advanced solutions to societal challenges for 75 years, seeking to inform the public, improve public policy, and invigorate civic life.

High-speed broadband service has become nearly as important as electricity for many people, yet it's not universally available in the United States.

Plastic pollution is now virtually everywhere in the ocean, not only washing ashore around the globe but found in the deepest waters. And superbugs resistant to antibiotics kill at least 35,000 Americans a year, presenting a global threat to public health.

These seemingly disparate societal problems share two characteristics: They didn't exist when The Pew Charitable Trusts was founded in 1948—and, today, Pew is pursuing solutions for each of them.

Pew is providing technical assistance to more than 30 states and territories as they extend broadband to places it has yet to reach and increase access to that service for those unable to afford it.

With Pew research showing that ocean plastic could be reduced by 80% in the next two decades, the organization developed an analytic tool that countries can use to determine the extent of their plastic pollution and to guide action to shrink it.

And Pew has raised awareness of the new superbugs, researching and promoting economic incentives to spur development of new medications and working with the medical community to ensure that current antibiotics are properly prescribed.

This year marks Pew's 75th anniversary. And over that time, the staunchly nonpartisan NGO has operated with continuing innovation and keen attention to these kinds of emerging concerns—identifying problems and finding solutions that improve people's lives and help communities thrive.

Pew works with an unflinching reliance on facts and strives to elevate the voices of concerned citizens. It seeks the common ground where solutions can be nurtured and brought to fruition, using relevant data to provide a shared understanding of a common problem as well as to establish benchmarks for progress. Underlying and motivating these efforts has been a commitment to encouraging effective government responses that serve the people and respond to the challenges of the times.

This public-spirited, goal-oriented way of operating is no surprise to anyone familiar with the history of the Pew family.



Joseph N. Pew was a visionary who recognized sooner than most when the nation began its evolution from a rural, agricultural economy to an industrialized giant requiring energy and transportation. He was the founder

of Sun Oil Co., a former schoolteacher who settled his family on the southern outskirts of Philadelphia at the dawn of the 20th century.

His sons—J. Howard Pew and Joseph N. Pew Jr.—would eventually lead the business and become innovators themselves, with Sun Oil developing a powerful gasoline in 1927 called Blue Sunoco that was less expensive and less harmful to the environment than others on the market.



The first Sunoco service station was in Ardmore, Pennsylvania. Sun Oil Co. was an innovator in developing gasoline that was less expensive and less harmful to the environment. *The Hagley Museum and Library*

The brothers were deeply aware of the troubles of their day and responded to a forbidding challenge of the time—the threat of German U-boats in World War I—by establishing a shipyard to keep tankers operating for America's Allies, providing a lifeline to European democracy as the war raged.

The Pews also were devoted to their employees—known for not laying off any workers during the Great Depression and for being among the first American businesses to install telephones in their cafeterias so workers could call home on lunch breaks.

This public-spiritedness took a new turn in 1948 when the Pew family created The Pew Memorial Foundation.

It was capitalized with 880,000 shares of Sun Oil stock, valued at approximately \$50 million, donated by the two brothers as well as their sisters, Mary Ethel and Mabel. Mary Ethel Pew was one of the first women to graduate from Bryn Mawr College and during the war was a volunteer nurse with the Red Cross. Mabel Pew Myrin lived for a time in Argentina with her husband, returning to the U.S. in 1939 with a keen interest in issues as diverse as soil conservation and early childhood education.

1948

Creation of The Pew Memorial Foundation

Support of the American Red Cross

Support for the Institute for Cancer Research (now part of Fox Chase Cancer Center)

Support for the American Biblical Society

Support for Grove City College

Support for Lankenau Hospital



1949

Begins longstanding support for historically black colleges and universities

*Edouard Boubat/
Gamma-Rapho via
Getty Images*



1957

Creation of the Pew Memorial Trust, Mary Anderson Trust, and J. Howard Pew Freedom Trust

1963

J.N. Pew Jr. Charitable Trust activated

1965

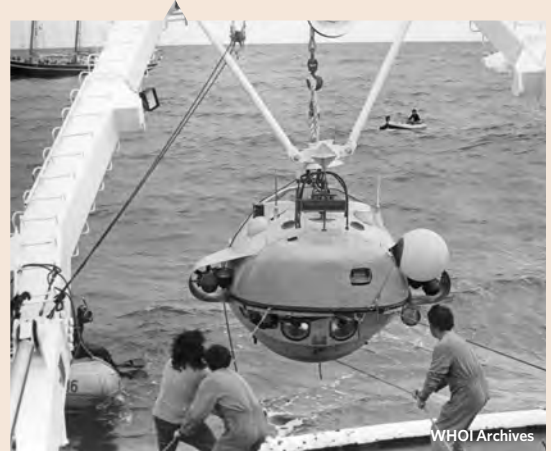
Knollbrook Trust created

1972

Mabel Pew Myrin Trust activated

1974

Pew begins funding environmental projects; among the first grants are to Woods Hole Oceanographic Institution



1976

Supports Scheie Eye Institute

1978

Begins initiating projects, rather than simply accepting grant applications, following a new strategic vision

1979

Medical Trust created

1985

Announces the Health Care for the Homeless program, in partnership with the Robert Wood Johnson Foundation

Announces first class of Pew Scholars Program in the Biomedical Sciences



1990

Launches the Pew Latin American Fellows Program in the Biomedical Sciences

1991

Launches Pew Fund for Health and Human Services to continue assistance to vulnerable Philadelphia families

The foundation made its initial grants anonymously, a policy rooted in the Pew family's religious beliefs. The first grant of \$30,000 went to the American Red Cross. Over the next eight years, the foundation's awards totaled \$12.5 million, the equivalent of more than \$130 million today. Much of that early grantmaking went to Philadelphia organizations, a commitment to Pew's hometown that continues today.

As time progressed, Pew's founders realized they needed a new vehicle for their philanthropy. So in 1957, the foundation was restructured and its assets were transferred to The Pew Memorial Trust. Over the next two decades, the Pew family established six more charitable trusts, and by the end of the 1970s, Pew had evolved into one of the United States' leading grantmakers. In 1979 alone, the trusts gave \$51 million in grants, nearly as much as they had distributed throughout the 1960s.

As it grew, Pew sought to address the needs of an increasingly complex world and constantly evolved. Soon, Pew began initiating projects and seeking out organizations capable of implementing them rather than responding to unsolicited grant requests.

Mary Ethel's strong interest in health care, for example, led to a focus on the education of health professionals and health policy research. This led to the announcement of the first class of the Pew Scholars Program in the Biomedical Sciences in 1985, the first time the Pew name was attached to the organization's work. The program supports promising young scholars and continues today. Over four decades, hundreds of scientists have conducted groundbreaking research with the program's support, and six of the scholars have gone on to win the Nobel Prize.



As the 1990s unfolded, Pew's leaders grew more ambitious, and more interested in making a national impact. They began to partner with other philanthropists to incubate and create organizations such as the National Environmental Trust (NET). Established in 1994, NET organized public education campaigns about the importance of protections for endangered species, drinking water standards, and regulations aimed at curbing pollution. Along with efforts to conserve important landscapes in the United States and Canada, it would become the foundation of Pew's current environmental conservation work.

Even with expanded ambitions, Pew kept its attention on Philadelphia. In 1996, it joined with city and state leaders to help launch the Greater Philadelphia Marketing Corp., now called Visit Philadelphia—the leading tourism organization for the city. It also raised funds for the renovation of the city's symbols

of democracy—Independence Hall and a new Liberty Bell Center—even as its support for local social service providers and arts organizations continued.

In 1998, Pew created the Pew Center on the States, which established a robust research portfolio examining state policy and offered states assistance in improving the efficiency of their programs. By recognizing the important role of state-level policymaking in the United States and hiring experts in how the federal and state governments interact, Pew made state policy a hallmark of its approach to making American government more responsive and effective.

The dawn of the 21st century saw Pew reinventing itself—and innovating—once more. In the biggest structural change in its history, Pew became a public charity supported in part by the seven trusts in 2002. The new model—which Duke University philanthropy scholar Joel L. Fleishman called “an almost unprecedented story in American philanthropy”—allowed Pew to not only continue making grants but to operate its own projects. This move took advantage of economies of scale, facilitated even more ambitious philanthropic partnerships, and increased the return on Pew's investment in its ongoing efforts to help communities thrive.

And it set the stage for the Pew of today—and tomorrow.



President George W. Bush signs a proclamation establishing the Papahānaumokuākea Marine National Monument at a White House ceremony in 2006. Pew helped pioneer the concept of large marine protected areas, starting with the national monument in Hawaii. The work continues today and has helped safeguard 4.8 million square miles of ocean. *Eric Draper/The White House*

Recognizing the half-century of research documenting the importance of pre-kindergarten education in boosting high school graduation rates and college attendance, Pew and its partners set out in 2001 to expand those programs, working in nearly 40 states and the District of Columbia. The decade-long campaign brought results, especially enriching education experiences for disadvantaged children: By 2011, total enrollment in pre-K exceeded 1.3 million children, up from 700,000 in the 2001-02 school year.

In 2004, Pew's grantmaking to support public opinion polling, demographic analysis, and other social science work was brought under the umbrella of the newly created Pew Research Center. The Center is an independent subsidiary of The Pew Charitable Trusts that has become an authoritative source of data for the public and policymakers across the U.S. and abroad.

With its long interest in strengthening democracy, Pew became concerned in 2008 that there was no standardized, reliable, nationwide source for information about where and when to vote, and what is on the ballot. That was the beginning of a partnership with leading technology companies, called the Voting Information Project, to provide that information to increasingly mobile voters. In the 2016 election, 123 million people accessed voting information through the project, which continues today under the direction of Democracy Works, a nonpartisan, civic tech nonprofit organization.

Continually seeking ways to help government be more responsive to the needs of citizens, Pew also turned to consumer protections in finance and food safety. Projects to improve dental care and help states select programs that provide the best possible return on investment incorporated and built on work started by the Pew Center on the States.

During this time, Pew's conservation work expanded in the U.S. and around the world.

The respect for Indigenous communities that guided Pew's efforts in Canada inspired efforts to help conserve one of the wildest and most intact environments remaining on the planet—the Australian Outback. Working with Indigenous communities,

scientists, conservation organizations, industry, regional townships, and government agencies, Pew is helping to ensure that these landscapes can support healthy



1998

Establishes Pew Center on the States through the University of Richmond

1999

Creates Pew Internet & American Life Project

2000

Launches Pew Forum on Religion and Public Life

2001

Helps to establish the ocean advocacy organization Oceana

Independence Visitor Center opens in Philadelphia

2002

Pew becomes a public charity

2004

Pew Research Center established



Pew Research Center

2003

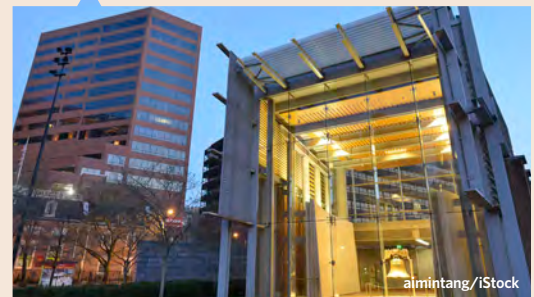
Pew Oceans Commission issues recommendations to protect the ocean

Constitution Center opens in Philadelphia

2005

The Pew Center for Arts & Heritage begins support for cultural organizations and artists in the Philadelphia region through project grants

The Liberty Bell opens to the public at a new location



2006

Begins Economic Mobility project to gather data on the ability of Americans to move up the economic ladder

Creates the Public Safety Performance Project to help states use research-based, fiscally sound policies in their corrections work and sentencing

Papahānaumokuākea marine protected area established with Pew support

Begins Global Ocean Legacy project

Launches Canadian boreal forest project



Shin Okamoto/Getty Images

ecosystems and create sustainable opportunities for local people, particularly Traditional Owners.

Building on findings from the Pew Oceans Commission, which reported in 2003 on the increasingly dire state of the ocean, Pew has spent the past two decades seeking to improve fisheries management, end illegal fishing and overfishing, and reduce plastic pollution. Last year, the World Trade Organization's 164 members voted to end many of the subsidies to fishing fleets around the globe after Pew-commissioned research found that billions of dollars of these government subsidies were accelerating overfishing.

Working with President George W. Bush, Pew pioneered the concept of large marine protected areas, starting in Hawaii with the Papahānaumokuākea Marine National Monument, established in 2006 and dramatically enlarged a decade later by President Barack Obama. That work continues today and has led to the creation of marine protected areas worldwide that safeguard 4.8 million square miles of ocean. In March, the United Nations approved a historic agreement, long sought by Pew, to help establish marine protected areas in international waters and conserve the high seas, which make up two-thirds of the ocean.

With its ongoing care for Philadelphia, Pew established a research and policy initiative for the city in 2008 that has delved into operations of the school system, polled residents on key issues, and studied a range of other services. The initiative recently has turned its focus to four key areas that affect quality of life in Philadelphia: easing the housing problem, contending with the opioid epidemic, modernizing the civil court system, and improving the city's fiscal health. And in the aftermath of the COVID-19 pandemic, Pew's staff in the city is providing research and convenings of local leaders seeking to bolster the city's economic future.



Over the past 75 years, Pew has worked in every state and the District of Columbia, as well as on conservation issues around the world. As the organization embarks on the next chapter in its history of service, Pew will continue its core focus on strengthening democracy, helping communities thrive, and conserving the natural world.

Essential to a free and democratic society is that citizens understand each other's perspectives, that the people's voices are heard by their elected representatives, and that their desires are honored with thoughtful debate and compromise.

Building on its previous efforts to bolster democracy, Pew will innovate yet again with a nonpartisan, long-term effort called the Election Trust Initiative, which will operate as a subsidiary with support from partners. By funding and distributing evidence-based research, the

initiative will strengthen election administration across the United States, guided by the principle that America's election systems must be secure, transparent, accurate, and convenient.

That work is foundational to strong, thriving communities. And so are other elements of modern civic infrastructure: affordable housing, courts that solve disputes fairly, good public health data, and broadband internet. In those areas, Pew's expertise in increasing government responsiveness, especially at the state level, will continue to help individuals and families in the years ahead.

As the world confronts biodiversity loss and climate change, it is more important than ever to protect vital landscapes and our fragile ocean for future generations. So Pew and its partners have launched an ambitious global effort called Enduring Earth to help governments, Indigenous peoples, and local communities secure large-scale, durable conservation projects and support community development.

Enduring Earth's aspirational goal of protecting 1.5 billion acres around the world by 2030 would contribute greatly to the growing global ambition to protect 30% of the Earth's land and water by 2030, an effort known as "30 by 30."

These initiatives show the necessity of partnership to bring about lasting change. Among the many lessons Pew has learned over its 75 years is that few individuals or organizations can go it alone. Meeting society's biggest challenges requires working with partners who can collaborate on the creative solutions that might not otherwise be found and pool resources to scale them up to have greater impact.

No one knows the challenges we will be facing in the coming decades as Pew turns toward its 100th anniversary. What we do know is that increasing our understanding of each other's hopes and challenges, making government more responsive, and conserving the environment will require continued vigilance. Pew will contribute to that vital undertaking, offering the research, dialogue, and innovative problem-solving that lead to thriving communities, a stronger democracy, and a healthier environment.

Lead spread credits: Charlie Shoemaker for The Pew Charitable Trusts (school of fish, man fishing); Nima Taradji for The Pew Charitable Trusts (sprouts, flag, smoke stacks); Redd/Unsplash (student); Unsplash (vial); The Pew Charitable Trusts (payday); Towfiq Photography/Getty Images (pills); Rozanne Hakala/Getty Images (Capitol); Toni Greaves for The Pew Charitable Trusts (starfish); Lexey Swall for The Pew Charitable Trusts (Philadelphia, man with child, girl writing); Oed/ullstein bild via Getty Images (fiber optic cable); Sproetniek/Getty Images (E.coli); Shin Okamoto/Getty Images (northern lights); Kerry Trapnell for The Pew Charitable Trusts (Australia); Katie Orlinsky for The Pew Charitable Trusts (oysters); Christian Grondin (colorful fish); Aidan Bartos/Unsplash (dollars)

2007

Begins Australian conservation work

2008

Creates Philadelphia Research Initiative to provide timely data on the city's social and economic issues

Launches the Voter Information Project, an online initiative that would go on to provide information 123 million times during the 2016 election

2012

Barnes Foundation opens to the public in its new location on the Benjamin Franklin Parkway after Pew provides support

2013

Benjamin Franklin Museum opens

2014

Pew-Stewart Scholars Program for Cancer Research launched



2021

Launches the Blue Nature Alliance, a partnership working to conserve 6.9 million square miles of ocean



2011

Passage of the FDA Food Safety Modernization Act, first overhaul of the nation's food safety laws since the Great Depression



2016

World's largest marine protected area, in the Ross Sea, is created with Pew support

2017

The Consumer Financial Protection Bureau begins regulating pay and auto loan titles for the first time

Pew Bertarelli Ocean Legacy partnership launched



2022

Enduring Earth, a collaborative effort by Pew and other partners, begins to help governments, Indigenous peoples, and local communities protect lands and waters essential to the future of the planet and humanity

Making a Difference

For 75 years, The Pew Charitable Trusts has studied the problems that hold people back—and helped fix them. Whether it is making government more responsive, protecting the ocean and public lands, or improving people's health and economic well-being, Pew's work is always nonpartisan, based on facts, and guided by a commitment to use data to help individuals and communities thrive. We ask challenging questions, we strive to create common ground, and we run ambitious projects designed to make a difference.



How do we make government more responsive?

Pew strives to ensure that the people's voices are heard by policymakers and that governments are responsive and effective. The organization spent a decade helping states expand prekindergarten based on research showing how essential early education is to children's development. By the time the work concluded, the states where Pew worked most intensively accounted for 81% of the national growth in 4-year-olds' enrollment in pre-K. Seeing a surge in prison construction draining state budgets with little impact on crime, Pew worked in more than 30 states to develop policies to reduce recidivism and find alternatives to incarceration, saving taxpayers' money and more effectively maintaining public safety. In 2010, Pew identified a trillion-dollar gap between the money states had set aside for pensions for their employees and what had been promised. The organization provided assistance to more than 20 state and local governments to reform their systems and ensure strong retirements for workers. Pew's analysis of credit cards offered online helped prompt Congress to pass legislation to protect consumers from unfair and deceptive practices. And today Pew is offering states assistance in extending broadband internet service to unserved people, finding ways for Americans to expand their retirement savings, working with courts and judges to modernize the civil legal system, and developing data-based recommendations on student debt aimed at helping those at greatest risk of default.

How can we help citizens' voices be heard?

In 1995, Pew began funding the polling organization Center for People & the Press. Over time that work grew, and Pew helped launch research projects on journalism, religion and public life, and other contemporary topics. In 2004, these information initiatives were brought together as the Pew Research Center, which became a subsidiary of The Pew Charitable Trusts. Today, the Center produces expansive and authoritative survey research and other analysis on a range of topics, including politics, technology, science, religion, and social attitudes in the United States and around the world. As the demographics of the U.S. grow more diverse, the Center has put a spotlight on the lives and views of Hispanic, Black, and Asian Americans.



How can we help people get healthier?

Over the decades, Pew has focused on health and science, seeking to improve the education of health professionals and advance health policy. In the 1980s, in partnership with the Robert Wood Johnson Foundation (RWJF), Pew created the Health Care for the Homeless Program, which led to some of the first federal legislation to address homelessness. Other projects have led to expanding dental care and raising awareness of antibiotic-resistant bacteria. Pew's advocacy led to passage of the FDA Food Safety Modernization Act in 2011, the first overhaul of the nation's food safety laws since the Great Depression. In another partnership with RWJF, Pew has encouraged state, local, and national organizations to include health considerations across multiple sectors, including housing, transportation, and education. Amid the current opioid crisis, Pew has sought better access to care and treatment for those with substance use disorders. And more recently, Pew has been working to address suicide risk and to encourage appropriate services for those with mental health concerns so that police, jails, and emergency rooms are not the default response for those in crisis.

How do we encourage scientists to innovate?

For nearly four decades, Pew has encouraged and supported promising young biomedical scholars and marine scientists to come up with thoughtful solutions to global problems and to create new ways of seeing the world. These programs recognize that often the best approach to meeting societal challenges is to invest in talented individuals and give them the resources to experiment and succeed in their fields. The Pew Scholars Program in the Biomedical Sciences includes more than 1,000 scholars, six of whom went on to win the Nobel Prize. The Pew Fellows Program in Marine Conservation has recognized more than 200 fellows from 42 countries whose accomplishments include helping establish some of the world's largest marine reserves. More than just offering financial support, these programs create communities of scholars who produce unexpected collaborations and lasting relationships that continue to foster new talent and discover new solutions to help make the world a better place.

How do we strengthen democracy?

After the fall of the Berlin Wall in 1989, Pew funded education programs in Eastern Europe and helped establish centers on constitutional government in the Czech Republic, Hungary, Poland, and Slovakia. More recently, in the United States, Pew has focused on voting: analyzing election performance data on all 50 states and the District of Columbia and evaluating management of elections that included wait time at polls, voter registration or absentee ballot problems, and voter turnout. Pew partnered with leading technology companies, including Google, Facebook, AT&T, and Microsoft, to provide millions of voters with information on candidates and polling place locations. And the institution promoted federal legislation that ensures that military personnel and other Americans living abroad have their votes counted. This year, Pew and its partners launched the Election Trust Initiative, a new subsidiary to increase capacity and innovation in America's election administration systems. It will strengthen nonpartisan research and the organizations that help local and state officials run secure, transparent, accurate, and convenient elections, focusing on improvements that can be sustained over the long term.



Andy Ramos/Unsplash

How can we protect the ocean?

In 1974, Pew made its first environmental grant to the renowned Woods Hole Oceanographic Institute. It was the beginning of an ongoing devotion to improving the health of the ocean that has marked Pew's mission for half a century. With its partners, Pew in 2000 established Oceana—one of the first environmental organizations to work at a global scale on ocean conservation and which has protected nearly 4 million square miles of waters. Pew helped pioneer the creation of large marine protected areas, starting in Hawaii with the Papahānaumokuākea Marine National Monument, established in 2006. That began the work of Global Ocean Legacy, a Pew project supported by nearly a dozen philanthropic partners that continues now as the Pew Bertarelli Ocean Legacy Project, a partnership with philanthropist and ocean advocate Dona Bertarelli. The two efforts have led to designations or commitments to safeguard 4.8 million square miles of ocean. With plastic now entering the ocean at the rate of a garbage truckload every minute, Pew also has developed a tool for countries to analyze and reduce the flow of these harmful plastics. Along with partners, Pew helped found the Blue Nature Alliance, which is seeking protection of nearly 7 million square miles of ocean. And last year, after Pew-sponsored research showed how government subsidies to fishers increased overfishing, the World Trade Organization voted to reduce the payments.

How can we best conserve public land?

Pew seeks to conserve public lands in the United States, recognizing their vital role for the communities and wildlife that rely on them and in maintaining biodiversity on the planet. With these areas fragmented by some 2.6 million miles of roads, and with dams and rivers disrupting other critical habitat, Pew focuses on conserving large-scale landscapes. More recently, the organization has assisted several Western states in developing wildlife corridors for large migrating herds, safeguards for the animals and the thousands of drivers involved in collisions with them each year. Pew's international land conservation efforts began two decades ago in Canada's boreal forest. Since then, the international work has expanded to Australia's Outback and Chile's Patagonia region, which are some of the world's last large, intact wildernesses. Pew supports Indigenous communities, scientists, conservation organizations, and governmental leaders to ensure that these regions support healthy ecosystems and the people who rely on them. And last year, a new partnership called Enduring Earth was launched, aspiring to protect 1.5 billion acres around the world by 2030, contributing to the global ambition among the scientific community of protecting 30% of the Earth's land and water by 2030, an effort known as "30 by 30."

Courtesy of Linde Waidhofer/Tompkins Conservation





How do we shape Philadelphia's future?

Philadelphia is Pew's hometown—and the birthplace of American democracy. In its earliest days, Pew provided funding for new hospitals, schools, and civic activities in the region. More recently, the support and activities that Pew provides are as varied as the city itself. Pew helped create what is now called Visit Philadelphia, the city's main tourism agency. Pew's Philadelphia research and policy initiative conducts original research on the city's governing challenges and urban issues. The Pew Fund for Health and Human Services in Philadelphia provides grants to local social service organizations, helping them expand their reach and impact. The Pew Center for Arts & Heritage has made more than 1,900 grants in its continuing support of arts and cultural organizations in the city and surrounding counties. Since 1992, The Pew Fellowship in the Arts has recognized nearly 400 artists in Philadelphia, including four who have won Pulitzer Prizes in music or drama. Pew has provided key funding for the rejuvenation of such city landmarks as the Benjamin Franklin Parkway and Independence Mall. And the institution played a central role in the relocation of the famed Barnes Foundation from the remote suburbs to the city center, making one of the world's leading art collections accessible to more people.

Elevated Angles for Visit Philadelphia

Pew's CEO Reflects on the Values That Produce Results



After joining The Pew Charitable Trusts in 1994 to lead its planning and evaluation division, Susan K. Urahn was named executive vice president in 2012, and then chief program officer in 2016. In 2020 she became president and CEO. As Pew marks its 75th anniversary, she sat down with Trust magazine to reflect on her early tenure, discuss her goals for the organization, and provide her perspective on its values.

What brought you to Pew?

I'd been working in policy and evaluation for the Minnesota Legislature when I got a call from Pew. They described a commitment to figuring out how foundations could evaluate their impact and asked if I'd like to come to work on that. And my answer was yes! The idea was very cutting edge at the time, and for me that was really appealing. As we dove into our evaluation process, we quickly learned that evaluating a foundation's work needed to start with articulating a strategy with measurable goals. My team was able to identify consistent themes about what works and what doesn't, regardless of what specific issue we were evaluating. Pew had a broad portfolio then and does today as well. The importance of looking across disparate projects for trends was an important experience that has guided me since.

How have you moved from one role to the next at Pew, and what is it about the organization that made you want to spend most of your professional life here?

After a few years in evaluation, I moved into program work. It was a really hard transition but also fun because I was no longer sitting on the sidelines asking questions about how work was done but doing the work myself. I began in education. Pew had mostly worked on K-12 and higher education, but I saw an opportunity to help expand preschool throughout the country. And I found that experience could reinforce what I knew about the important role the states play in making policy. That led to the idea for the Pew Center on the States, which allowed us to develop an expertise in helping state leaders make good policy rooted in strong research. State policy sometimes doesn't get the attention it deserves because there's so much focus on the federal level, but it's so much closer to where people live. And to move from one engaging topic to another—from pre-K to retirement security to affordable housing—is something I really enjoy. What I've liked is that each of my roles at Pew has required me to develop a new set of muscles, an expanded knowledge base, and a network of new colleagues. That's what keeps life interesting.

"I'd like people to find us incredibly relevant and see that what we are working on is critically important."

And then, in late 2019, you were offered the top leadership role here. Why did you take it on?

The opportunity to help move an organization that I knew really well and cared deeply about—well, how often do you get to do that? I had a strong sense that I knew the changes that needed to happen so that Pew could continue to innovate and make a measurable difference. I was thinking about questions like, How do we increase diversity? How do we engage the new generation in thoughtful ways? And what do you do when you're a nonpartisan, research-based organization in an increasingly partisan, rhetoric-driven world? A lot of people think that nonpartisanship isn't effective anymore, but I'm convinced that Pew has a model to succeed in that world and to make a difference. I'm committed to strengthening that.

Why is nonpartisanship so important for Pew?

If you have a policy reform done in a partisan way, that maybe a little more than half of the country really supports, it's just not going to last. You need support on both sides of the aisle. You need to have people believe that you're not coming at an issue from a partisan perspective but from an empirical one of wanting the

very best policy, whether it might have roots in the right or the left. You can't be unsophisticated about it—those partisan pressures exist. But you have to understand where people are coming from and what matters to them. You have to conduct fact-based, nonideological research and figure out what's feasible. You have to slowly bring constituencies together and then broaden them. You achieve incremental goals along the way. All that takes time. But then 10 years later, you look back and go, "Wow. Look at that. We made huge progress."

How has Pew changed over the past 75 years and what has remained the same?

The issues we work on change, of course. That's what's so dynamic about working in policy and helps keep us engaged. And the times in which those issues play out evolve. You can't set a 10-year goal and just keep your eye on that goal, plowing ahead without being aware of what's going on around you, because

the world changes on a pretty regular basis and you have to be ready for that. And, yes, Pew itself has changed, too, growing from a grantmaker to an actively engaged public charity directing and working on our own projects. But what has remained constant is our values—and that's the way

it should be. We strive to have equity, to work with humility, and to have impact. We want to be inclusive, innovative, and operate with integrity. And, as I said, we are completely nonpartisan. These values determine how we approach our work, how we collaborate with each other, and how we engage with policymakers, our partners, and the public.

What is your vision for what Pew might look like a decade from now?

I'd like people to find us incredibly relevant and see that what we are working on is critically important. That may mean that we're focusing on an issue that may not be the topic of the moment, but it should be one that's especially significant over an arc of time. I see that approach in our efforts to reduce antibiotic resistance, get plastics out of the ocean, and help state policymakers invest scarce public resources in projects that are proven to work. I want us to be known as being better than almost anybody in bringing people together from very different perspectives around sensible policy goals. And I'd like us to be thought of as a fabulous partner that others want to work with to accomplish durable reform. If that could be us in a decade, I'd be very happy.

With Partners, Creating Lasting Change

BY DEMETRA AOSPOROS

The boreal forest and Mackenzie Mountains of the Northwest Territories in Canada. *The Pew Charitable Trusts*

The majestic green pine trees of Canada's boreal forest stretch as far as the eye can see, covering over a billion acres from the Yukon in the west to the shores of Newfoundland and Labrador in the east. Within the aromatic needle-tipped branches, billions of birds take shelter each year after migrations that for some of them began in South America. The world's largest intact forest ecosystem also harbors many of the planet's deepest and cleanest freshwater lakes, and 25% of its wetlands and stores twice as much carbon per acre as tropical rainforests, making the boreal critical for Earth's long-term health. Which is why The Pew Charitable Trusts has worked with partners to conserve this idyllic stretch of nature since 2000.

In the ensuing decades, the boreal conservation project helped to secure pledges for protections, sustainable development standards, and sustainable development zones that will safeguard some 900 million acres of land. These efforts were supported by more than 170 Indigenous communities and a host of conservation advocates, scientists, government officials, and business and civic leaders in partnership with the Indigenous Leadership Initiative, Ducks Unlimited, the William and Flora Hewlett Foundation, and the Gordon and Betty Moore Foundation.

Philanthropic partnerships have also been critical to Pew's work to protect the world's ocean. In 2006, for example, Pew and nearly a dozen philanthropies created the Global Ocean Legacy project, an effort to create marine protected areas, or "parks in the sea."

The collaboration resulted in a range of safeguards and nine enormous parks—from Easter Island in the eastern South Pacific to Chagos in the central Indian Ocean—that cover 80% of the ocean's fully protected waters in some of the most unspoiled ocean environments.

In 2017, Dona Bertarelli, a philanthropist, investor, and sportswoman whose lifelong love of the ocean has inspired her passion for marine conservation, joined forces with Pew in the Pew Bertarelli Ocean Legacy Project. It seeks not only to establish ecologically significant and effective marine protected areas (MPAs) around the world, but also to link these protected areas, which will help conserve key migratory species as well as entire marine ecosystems. "It takes many actors and ingredients to support the creation of an MPA," says Bertarelli. "It also takes good data, science, and technology—factors that provide the foundation for our partnership."

Another example is in Philadelphia, where the William Penn Foundation is collaborating with the Pew Philadelphia research and policy initiative's efforts to improve the fiscal future of the city that's home to both organizations. The work aims to improve the quality of life for the region's residents and help map an inclusive future that includes job and career prospects for all. As essential first steps, the initiative strives to understand the city's economy as well as factors that could influence it in the future and bolster

available research that can help civic leaders and the city government in making data-informed decisions.

Synergy with such like-minded philanthropies fuels Pew's work across a wide range of areas. As the organization marks its 75th anniversary, Pew's appreciation for collaboration and the resulting collective impact has continued to grow.

"The challenges the world is facing are far too big for Pew to solve alone, and so we've embraced the power of partnerships," says Susan K. Urahn, Pew's president and chief executive officer.

She notes that in Pew's experience, partnerships provide economies of scale and expertise that complement and compound action on ambitious challenges, helping to build momentum for change. These collaborations can also increase a project's impact through the sharing of networks and approaches, bringing problem-solvers to the table who can develop complementary skill sets and evolve and learn and grow together.

This approach makes big, long-term collaborations possible, addressing sizable challenges that require significant investments of time and funding from multiple parties. One example is the Blue Nature Alliance, which is working to bolster the health of the ocean by catalyzing or accelerating protections on nearly 7 million square miles of waters through new or expanded MPAs and other area-based conservation measures, as well as supporting the improved management of conserved areas. The Alliance is a partnership between Pew and Conservation International, the Global Environment Facility, Minderoo Foundation, and the Rob Walton Foundation.

These partners feel the benefit of the synergy that comes from working together. "At the core of Minderoo Foundation is evidence-based change, bringing the best knowledge and expertise to solve major global challenges," says Tony Worby, of the Minderoo Foundation. "The Blue Nature Alliance is a perfect example of stakeholders from across sectors coming together to collaborate—and that's when meaningful change happens."

Another topic that's always been important to Pew is strengthening America's democracy and the idea that accessible and trustworthy elections are the keystones of government. So the organization recently collaborated with partners to launch an effort to promote election systems that are convenient, secure, transparent, and accurate through the Election Trust Initiative. This effort is supported by The Pew Charitable Trusts, the William and Flora Hewlett Foundation, the Klarman Family Foundation, and the Peter G. Peterson Foundation, and operates as a subsidiary of Pew. "I have a strong bias in favor of working with others. That's how you are most effective," says Larry Kramer, president of the William and Flora Hewlett Foundation. "You have to have partners, and Pew is a very strong partner."

"Pew brings substantive expertise as well as decades of experience in project design, thoughtful implementation, and collaboration to our partnerships," says Priya Bery, Pew's senior vice president for partnerships. "And given today's challenges, we're inspired to catalyze partnerships that grow the expertise and capacity needed to advance scalable solutions to some of the world's most challenging problems."

Another ambitious, large-scale approach is Enduring Earth, which works with governments, local communities, Indigenous peoples, private and public funders, and NGOs to accelerate ocean, land, and freshwater conservation worldwide to help address the climate and biodiversity crises and support community development. The collaboration uses an approach known as project finance for permanence (PFP) to not only establish the policies and institutional arrangements for long-lasting conservation protections, but to also secure their funding in perpetuity. Launched last year, Enduring Earth is a collaboration with The Nature Conservancy, World Wildlife Fund, and ZOMALAB, the family office of philanthropists Ben and Lucy Ana Walton. Enduring Earth aspires to protect 1.5 billion acres around the world by 2030, which would go a long way toward the global ambition among the scientific community of protecting 30% of the Earth's land and water by 2030, an effort known as "30 by 30," to which Pew Bertarelli Ocean Legacy and the Blue Nature Alliance are also contributing.

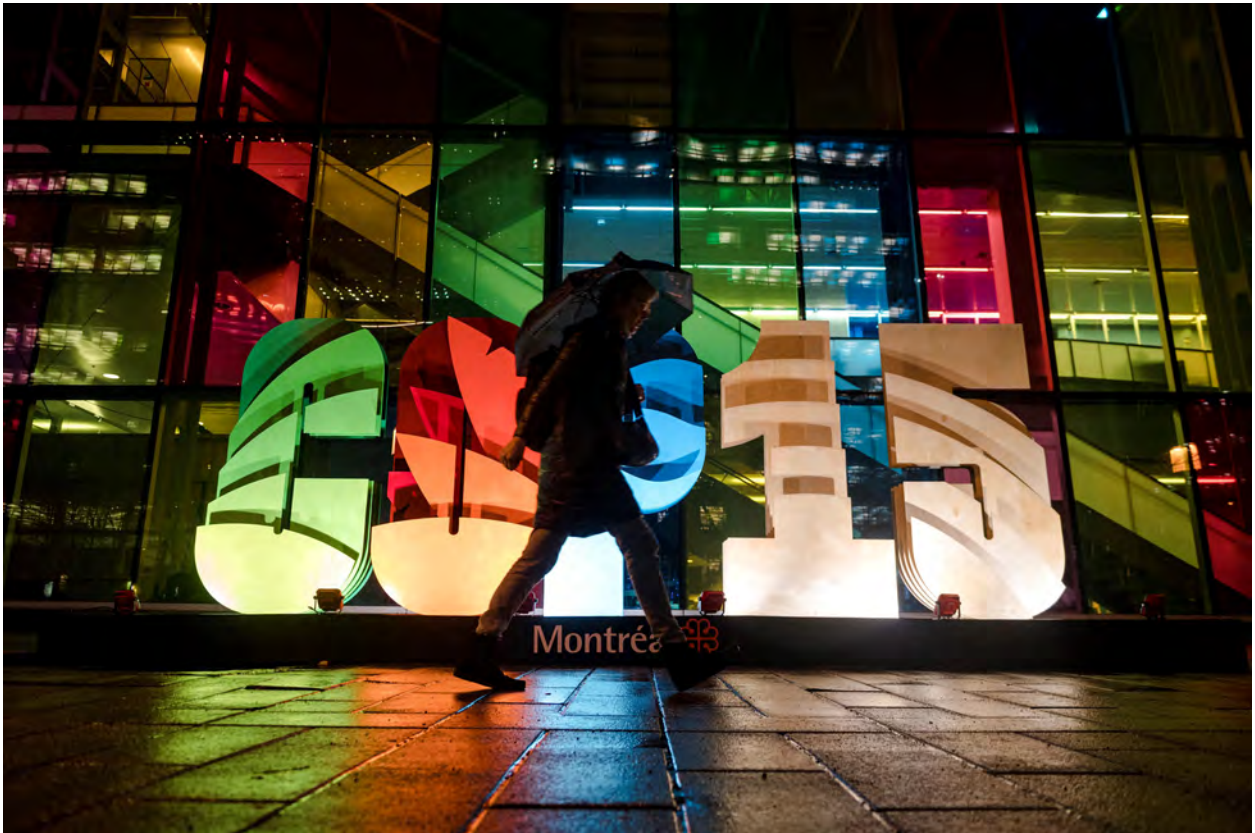
"An exciting aspect of Enduring Earth is that it holds the goals of nature protection and community benefit as interdependent," says Ben Walton, the co-founder of ZOMALAB. "And this approach includes deep engagement with communities, supporting them in defining the plans and ownership of their own futures, assisting those communities in the vision of their continued relationship with these lands that are being protected."

Pew's Bery explains why Enduring Earth is such a great example of partnerships doing work at scale. "Enduring Earth will cover 20 geographic areas over 10 years, but not all of them are in geographies where Pew is active," she says. "So we'll take the lead in northern Canada, where we've worked for decades in the boreal, and other partners, like World Wildlife Fund and The Nature Conservancy, will take the lead on projects in areas where they have expertise. We're taking the proven PFP approach and scaling it, in a way that shows that we are stronger and more impactful together."

"We're excited about building a community of philanthropists who share our drive to pursue innovative projects that make a difference."

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Demetra Aposporos is the senior editor of Trust.



The 15th meeting of the Conference of the Parties to the United Nations Convention on Biological Diversity, known as COP15, met in Montreal last December. The two-week summit produced a global agreement on a goal to protect at least 30% of Earth's land, freshwater, and ocean by 2030. *Andrej Ivanov/AFP via Getty Images*

A Global Agreement for Conservation

With Pew's help, nearly 200 countries say they will seek to protect at least 30% of the Earth's lands and waters by the end of the decade.

By John Briley

If there is one prevailing lesson from the history of conservation work across the globe, it is this: There is no substitute for persistence. That maxim was on display yet again in December in Montreal, where the 196 member countries of the United Nations Convention on Biological Diversity (CBD) agreed to the goal of protecting and conserving at least 30% of the Earth's land, freshwater, and ocean by 2030—a target known as “30 by 30.”

This historic agreement follows more than a decade of work, much of it led by Pew and its partners. And if successful, 30 by 30 could be the singular achievement

that allows the planet to continue sustaining life as we know it, today and far into the future.

“It’s a very big deal,” says Tom Dillon, who leads Pew’s conservation work. “Countries in the CBD really do try to meet targets that the convention adopts. So now we don’t have to convince them of the merits of the goal. The target is enshrined in a treaty. It’s a North Star.”

A growing body of science shows that governments must protect large, intact, and biodiverse areas to ensure the sustainability of ecosystems and the services they provide to nature and people. Research also shows that these protected areas must be well designed, well

managed, and sustainably funded to yield long-term benefits to biodiversity. The CBD target supports this vision, calling for all 30 by 30 areas to be effectively conserved. It also reinforces the importance, according to the agreement, of “recognizing and respecting the rights of Indigenous peoples and local communities, including over their traditional territories.”

“When we first started this campaign in 2016, we were at 0.9% of the global ocean protected,” says

A growing body of science shows that governments must protect large, intact, and biodiverse areas to ensure the sustainability of ecosystems and the services they provide to nature and people.

Matt Rand, who leads Pew’s large-scale marine habitat conservation efforts. “Now we’re close to 8%, according to governments’ self-reported numbers at least, and on land we’ve made even more progress,” with around 17% of terrestrial areas under some form of protection.

(Some groups have different standards for what qualifies as meaningfully protected; the Marine Protection Atlas, for example, which tracks how much of the ocean is “fully or highly protected” and is maintained by the nonprofit Marine Conservation Institute, holds that only 2.9% of the global ocean is safeguarded.)

Implicit in all of those statistics is the fact that governments around the world still have significant work ahead of them to fulfill the 30 by 30 promise.

Today’s target began to take form in 2014, when the International Union for Conservation of Nature (IUCN) World Parks Congress first recommended protecting at least 30% of the ocean—a sharp jump from the 10% protection goal, known as the Aichi Target 11, that parties to the CBD set in 2010. Seeking more scientific basis for a global marine goal, Pew commissioned a study by researchers at the University of York in the U.K. to learn if the 10% target was adequate, based on a series of environmental and socioeconomic indicators, including biodiversity, species abundance, and whether the ocean was contributing substantially to human health and well-being.

That paper, published in the journal *Conservation Letters* in 2016, reviewed 144 prior studies and found that an average of 37% protection was needed to meet those goals. In fact, the paper concluded that protecting only 30% of the ocean would meet just 44% of the objectives, which is why conservationists today are careful to specify the need for at least 30% protection.

At the time, the 30% goal was seen as a moon shot. But later in 2016, IUCN formally adopted its own recommendation as a resolution to push for at least 30% ocean protection. And in 2021, the group added the land component, adopting a resolution to protect and conserve the same percentage of the terrestrial and inland water area on Earth. These resolutions helped align countries and conservation groups around the world on the target and spurred the creation of a global communications plan among multiple advocacy partners.

Recognizing that the CBD was the best tool to help realize 30 by 30 and motivate in-country action, Pew and its partners embarked on a plan to secure a CBD resolution.

And to further focus the disparate conservation community, Pew launched the 30X30 Ocean Alliance with 14 other groups and supported the establishment of the U.K. Global Ocean Alliance and the 30x30 High Ambition Coalition for Nature and People, which is led by Costa Rica, France, and the U.K.

Masha Kalinina, who has led Pew’s outreach on 30 by 30 since 2018, attributes much of the success in Montreal to a series of workshops that Pew convened. These included in-person sessions in Jordan in 2019, Samoa in 2020, and Fiji in 2022, along with a number of virtual workshops with the Association of Southeast Asian Nations and with Central and Eastern European regional partners.

“These really helped focus people on the goal and clarify for them that this isn’t a national target, it’s an aggregate across the globe,” Kalinina says. That brought relief to many workshop participants whose governments have fewer resources to design, implement, and enforce protected areas in such a short time frame, she says.

The 30 by 30 target also includes safeguards for Indigenous peoples—for example, it offers a pathway toward recognizing Indigenous and traditional territories and calls for respect for Indigenous rights—provisions that earned the agreement the support of the International Indigenous Forum on Biodiversity. Indigenous peoples have strong track records of stewarding their ancestral lands and waters responsibly, and Pew has worked hard in recent years to ensure that these communities have a strong voice in choosing areas for safeguarding and in determining how those places should be protected.

With all its partners, Pew also strived to keep the goal front and center.

“At every CBD meeting, we organized some type of event to generate energy around 30 by 30 and keep the momentum going,” Kalinina says. She spearheaded this effort, but the workload was spread throughout all of Pew’s conservation projects and partnerships that have some stake in 30 by 30 and a strong CBD agreement

overall, including international fisheries, Pew Bertarelli Ocean Legacy, protecting U.S. lands and rivers, coastal wetlands conservation, and the organization’s work in Chile and Australia.

In the end, Pew’s work with partners could be among the best chances for moving the conservation needle. For example, Dillon says Enduring Earth—a multi-partner initiative that uses a proven financing approach to lock in long-term protections and funding to support sustainable community development—is one of the biggest and most promising mechanisms for achieving 30 by 30. Enduring Earth has already secured protection for nearly 35,000 square miles of land and water, and it aims to protect an additional 1.9 million square miles, and mobilize nearly \$4 billion in new funding, by 2030.

And the Blue Nature Alliance, of which Pew is a

partner, is working to protect and conserve an additional 5% (from current levels) of the world’s coastal and marine waters; it, too, could play a significant role in the drive to achieve 30 by 30.

Also, in another huge milestone for ocean conservation and 30 by 30, the United Nations on March 4 agreed to the text of a treaty to protect the high seas—a document that’s been in development for nearly 20 years, with significant Pew involvement. Once it enters into force, the treaty will provide the mechanism to create marine protected areas on the high seas, which in turn could lead to a rapid rise in the percentage of the ocean under protection.

“The high seas treaty agreement, as much as the CBD win in November, shows that hard, strategic work by dedicated people pays off,” says Elizabeth Wilson, who

Attendees at the Montreal conference were met with artwork that included pleas for action from advocacy groups. The conservation goal agreement could be the singular achievement that allows the planet to continue sustaining life into the future.

Lars Hagberg/AFP via Getty Images



leads Pew's environmental policy team. "Achieving the promise of 30 by 30 is far from a done deal, but this treaty, once implemented, will get us a lot closer to that goal."

If there's one thing that 30 by 30 misses, Dillon says, it's "the small but important areas, such as coastal habitat" that are vital to maintaining and increasing biodiversity on Earth. "These areas are the nurseries for all pelagic fish, and they sequester and store more carbon than any other ecosystem on Earth, except peatlands," he notes. By focusing only on the numerical achievement of 30% protection, "there's a danger that people will forget about these smaller environments."

Regardless of the path, 30 by 30 won't be easy to achieve. An ever-increasing demand for resources and space, coupled with wars, recessions, and other global events, means governments will need unflagging

political will to expand conservation. Many will also need to collaborate with each other, and all must find ways to finance the added protections.

But that doesn't mean the goal is out of reach. In fact, many see it as a last chance to pass a recognizable planet on to future generations. Brian O'Donnell, director of the Campaign for Nature, which has had a prominent role in advocating for 30 by 30, says, "The scale of this is commensurate with the challenge we're facing." Conservation efforts to date, he adds, "haven't been keeping pace with the loss" of habitat and biodiversity.

O'Donnell sees conservation of large, intact tropical forests, such as those in the Amazon and Congo basins, as one way to take big strides toward the finish line. "Those protections would benefit the climate, biodiversity, and communities, so it's hard to argue against them."

In the end, Pew's work with partners could be among the best chances for moving the conservation needle.

O'Donnell says China is a critical region, as is Asia more broadly because some governments there held off on agreeing to support 30 by 30 until late in the process. "We need to make sure they're fully on board," he says. "There's a lot of biodiversity there."

Nonetheless, O'Donnell's views echo much of the science and conservation community's, which say the Montreal outcome was decisive and worthy of celebration.

He said that the CDB agreement "shows the discipline of the conservation community. There have been a lot of pulls in different directions and various voices trying to complicate the mission. Some of that could have divided us, but 30 by 30 really galvanized the community—and countries."

Now, it's essential to build on the momentum from the agreement.

"This could help secure the future of biodiversity and humanity," Pew's Kalinina says. "It's a monumental achievement to have an agreement that the last wild places on Earth deserve our attention."

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John Briley is a staff writer for Trust.



The Fact Tank is analysis and news about data from the writers and social scientists at the Pew Research Center. More is available at pewresearch.org/fact-tank

Far more Americans see U.S. influence on the world stage getting weaker than stronger

BY AIDAN CONNAUGHTON, LAURA CLANCY, AND SNEHA GUBBALA

By more than a 2-1 margin, Americans say their country's influence in the world has been getting weaker rather than stronger in recent years (47% vs. 19%), according to a Pew Research Center survey conducted last spring. Roughly a third of U.S. adults (32%) say their nation's influence on the global stage has stayed about the same.

The United States is the lone country out of 19 surveyed where a plurality of adults say their country's influence has been getting weaker recently. In Sweden, the Netherlands, and Australia, majorities say that their country's global influence has stayed about the same. In one country, Israel, a majority of adults say their country's influence has gotten *stronger* in recent years.

In the U.S., views on this question are closely related to partisanship. A 63% majority of Republicans and Republican-leaning independents say American influence on the global stage is getting weaker. Only 37% of Democrats and Democratic leaners say the same.

In other countries, too, politics plays a role in the way people see their country's influence in the world. In almost every country surveyed, those who do not support the political party in power are more likely than supporters to believe that their country's influence in the world is getting weaker.

In 13 countries, those who do not support the ruling party are at least 10 percentage points more likely than supporters to see their country's influence weakening. This difference is largest in Greece, where close to half (47%) of those who do not support the governing party, New Democracy, say Greece's influence in the world is getting weaker. Only 6%

of New Democracy supporters say the same—a difference of 41 percentage points.

Besides Greece, there is a difference of around 20 percentage points or more between governing party supporters and nonsupporters in Hungary, Spain, South Korea, Canada, France, the U.S., and the United Kingdom.

In about half of the countries surveyed, respondents who say there are very or somewhat strong conflicts between political parties are more likely to say their country's global influence is diminishing. In the U.K., for example, 44% of those who see serious conflict between partisan groups say their country is losing influence globally. Just 30% of those who do not see serious political differences agree.

In Israel, by contrast, those who see strong party conflicts are more likely than those who do not to say their country's international influence has been getting *stronger* in recent years (59% vs. 46%).

People who are not satisfied with the current state of their democracy are also more likely to say their country's global influence is on the wane. In every country surveyed, respondents who say they are not satisfied with their democracy are more likely to think their world influence has gotten weaker in recent years.

This is especially the case in Hungary, Canada, Greece, France, and South Korea. In these five countries, those who are dissatisfied with democracy are more likely than those who are satisfied to say their country's global influence has become weaker in recent years by about 30 percentage points or more. In most places surveyed, people who are satisfied with their democracy are more likely to say their country's influence has been getting stronger.

People who rate their democracy critically on another measure—whether or not individuals are able to influence politics—are also more likely to say their country’s international influence is weakening. This is the case in nearly all places surveyed, but especially in Hungary and Canada.

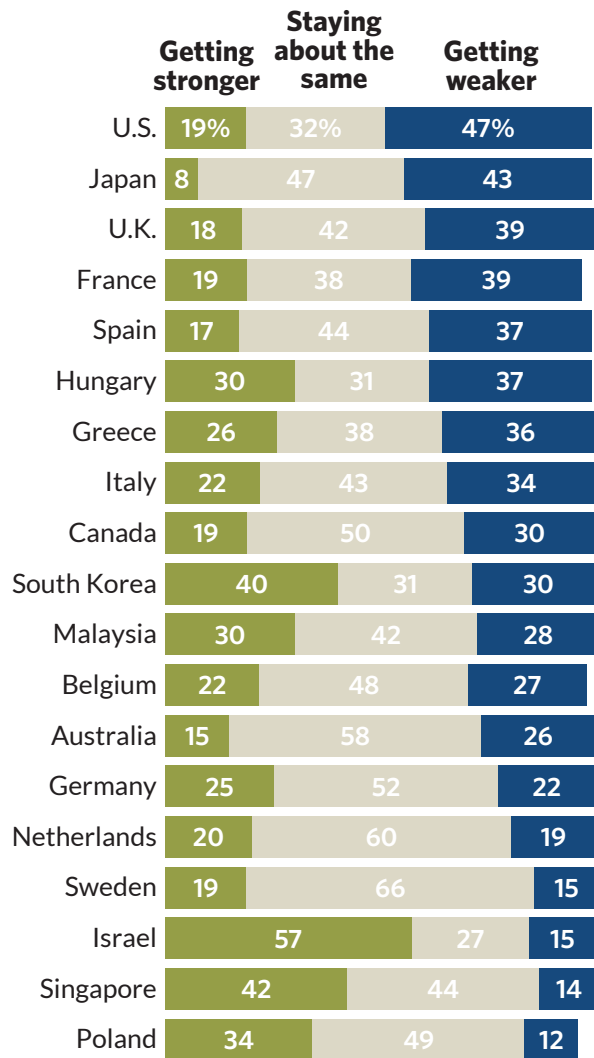
Views on this question also vary by whether respondents are optimistic or pessimistic about the long-term economic future of children in their country. In almost every place surveyed, those who feel that children in their country will be worse off financially than their parents are also more likely to say that their

country’s global influence is getting weaker. In Hungary, for example, 53% of those who say children will be worse off in the future also say that Hungary’s influence is getting weaker. By comparison, only 21% of those who believe children in Hungary will be better off financially than their parents say the same.

Aidan Connaughton is a former research analyst, and Laura Clancy and Sneha Gubbala are research assistants at the Pew Research Center.

Americans are much more likely to see their country’s global influence weakening than getting stronger

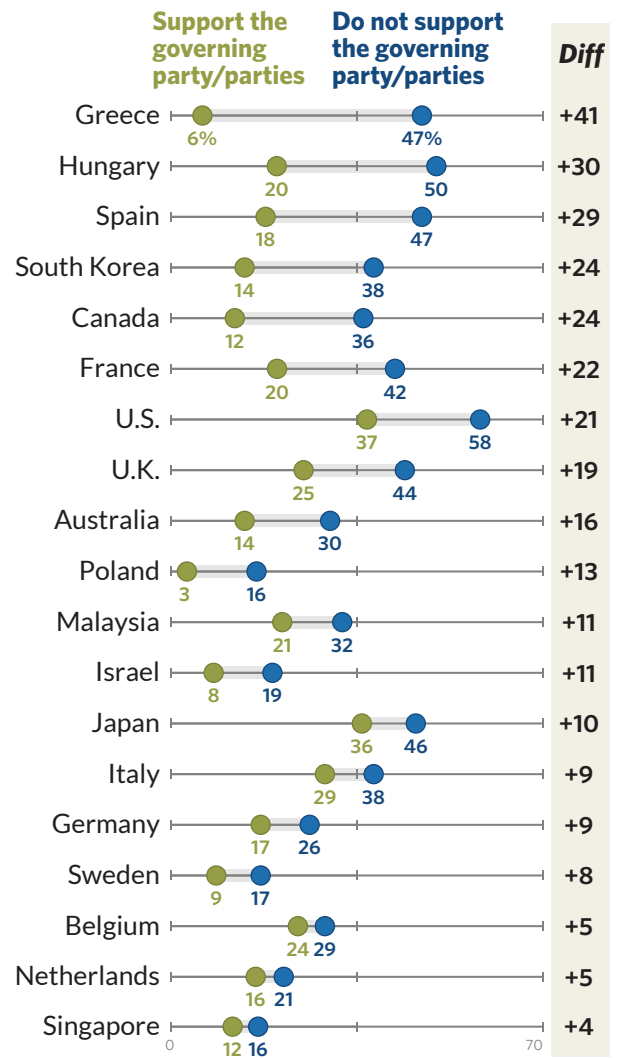
% who say their own country’s influence in the world has been ___ in recent years



Source: Pew Research Center

Those who do not support the governing party are more likely to believe their country’s influence is getting weaker

% who say their country’s influence in the world has been getting weaker in recent years, among those who ...



Source: Pew Research Center

RETURN ON INVESTMENT

*The Pew Charitable Trusts applies a rigorous, analytical approach to **improve public policy**, **inform the public**, and **invigorate civic life**, as these recent accomplishments illustrate.*

IMPROVING PUBLIC POLICY



A young brown bear searches for spawning salmon on Alaska's Chichagof Island, which lies within Tongass National Forest and has one of the densest concentrations of bears on Earth. *Danita Delimont/Getty Images*

Largest U.S. national forest regains protections

In January, the U.S. Department of Agriculture (USDA) restored long-standing protections to over 9 million acres of the Tongass National Forest in southeast Alaska. USDA's decision to reinstate the 2001 Roadless Area Conservation Rule in the Tongass reverses a policy implemented by the Trump administration that opened roadless areas to development in roughly half of the Tongass—the largest forest in the U.S. and the largest intact coastal temperate rainforest in the world. Members of Alaska Tribes, commercial fishers, outdoor recreation and tourism business owners, and other Alaskans advocated for these safeguards. Pew has worked to protect national forests since its 1998 creation of the Heritage Forest Campaign, which successfully advocated for the 2001 Roadless Rule.



A broadbill swordfish, which can weigh over 1,000 pounds, is trapped in a gillnet. *Steve Drogin/Blue Planet Archive*

U.S. fishing fleets must end use of drift gillnets

President Joe Biden signed into law the 2023 Consolidated Appropriations Act in late December. The law contained provisions to phase out, within five years, the use of large-mesh drift gillnets in all U.S. waters. Since 2013, Pew has worked to end the use of this destructive and wasteful gear in the California-based swordfish fishery. Although the fishery has fewer than 20 active participants, it catches as many as 70 other species as bycatch, including protected marine mammals and sea turtles. Passage of the measure is the culmination of years of work by Pew and its partners—including recreational fishers, fishing businesses, seafood restaurants and chefs, marine wildlife advocates, and fellow conservation groups—to improve the way swordfish are caught off the West Coast.

Bipartisan deal safeguards more than 580,000 acres in Nevada

In December, President Joe Biden signed into law the National Defense Authorization Act, which included protections for more than 580,000 acres of public land in northern Nevada. The bipartisan effort establishes several wilderness and national conservation areas that will permanently protect habitat for desert bighorn sheep, greater sage-grouse, golden eagles, and many other desert species, as well as the newly minted 217,845-acre Numu Newe Special Management Area that will protect, conserve, and enhance Indigenous communities' traditional homeland. Pew has worked closely with Tribes, counties, conservation groups, and members of Nevada's congressional delegation for several years to conserve this rugged landscape.

Pew recommendations reflected in Department of Education's proposed student loan rules

In January, the U.S. Department of Education unveiled a Notice of Proposed Rulemaking incorporating a number of Pew's recommendations to make income-driven repayment (IDR) plans work better for student loan borrowers who are most at risk of delinquency and default. The department's proposal reflects findings from research done by Pew's project on student borrower success, released early last year, and features more affordable payments for low-income borrowers, limited balance growth, simplified enrollment, automatic IDR enrollment for severely delinquent borrowers, and default prevention. In a more recently released report, Pew builds on its prior recommendations pertaining to IDR and default and proposes a framework for reform of the current default system.

New law to address addiction treatment

President Joe Biden signed a multipart end-of-year appropriations bill in December that includes the bipartisan Mainstreaming Addiction Treatment Act. The measure will make buprenorphine—a U.S. Food and Drug Administration-approved medication for opioid use disorder—more readily accessible to people seeking treatment. Buprenorphine has been proved to reduce overdose deaths and help people stay in treatment, but outdated federal regulations and pervasive stigma around addiction have kept this lifesaving medication from patients in need. Over the past several years, Pew's substance use prevention and treatment initiative has worked with health care and behavioral health providers, public health experts, and families affected by the overdose crisis to shore up support for this legislation.

New national monument is established in Colorado

President Joe Biden designated the Camp Hale-Continental Divide National Monument in October, a move that will conserve more than 50,000 acres of Colorado’s White River National Forest and honor the legacy of the U.S. Army’s famed 10th Mountain Division that trained in the rugged Rocky Mountain alpine landscape during World War II. The Biden administration also initiated a process for a 20-year mineral withdrawal on 225,000 acres in western Colorado known as the Thompson Divide that provide critical wildlife habitat and outstanding opportunities for hunting, fishing, and other recreational activities. The new protections represent the culmination of long-standing efforts by Pew and multiple partners to conserve these special places and protect ecologically valuable landscapes across the West.

Pew presents findings on human cost of global fishing to International Maritime Organization

Pew staff presented key findings from the Pew-commissioned report “Triggering Death: Quantifying the True Human Cost of Global Fishing” at an event in November during the annual meeting of the International Maritime Organization in London. According to the research, which was conducted by the New Zealand-based Fish Safety Foundation, more than 100,000 fishing-related deaths occur each year—three to four times previous estimates—with serious injuries and abuses, including child labor and decompression sickness, that are well documented throughout the sector. The study pointed to a convergence of factors that have contributed to loss of life, including insufficient and unenforced safety regulations and illegal, unreported, and unregulated fishing that operates without oversight of labor practices and is a major contributor to overfishing. The report’s findings will inform efforts by Pew’s international fisheries project to bring into force the 2012 Cape Town Agreement, an international treaty on minimum safety requirements for fishing vessels, which is five countries shy of the 22 nations needed to ratify the pact.

INVIGORATING CIVIC LIFE

Pew Center for Arts & Heritage-funded project fosters connections with local waterways

From August through October, the Academy of Natural Sciences at Drexel University offered a series of artistic installations to deepen Philadelphia residents’ understanding of and connection to the Lower Schuylkill River watershed. Supported by The Pew Center for Arts & Heritage, “Watershed Moment” included a 1.5-mile walk that led participants from the academy to the Schuylkill as they experienced poetry, sound, music, and interactive elements that considered the importance of the watershed for healthy communities. Inside the academy, visitors experienced an immersive sound installation of recordings made along 135 miles of the Schuylkill.



The large-scale sound sculpture *Attunement* takes center stage in a rendering of “Watershed Moment,” a multifaceted art and sensory exhibit at the Academy of Natural Sciences at Drexel University that aimed to help people better understand the Lower Schuylkill River watershed. *Courtesy of the Academy of Natural Sciences*

Pew report explores debt collection in Philadelphia

Pew released a report in October, “How Debt Collection Works in Philadelphia’s Municipal Court,” examining the relationships among service of process in the Philadelphia Municipal Court, low participation rates with the court among defendants, and case outcomes for individual debt collection litigants. Individuals sued in a debt collection case learn about the suit through service of process—a legal procedure that begins with attempted delivery of court-mandated forms notifying individuals that there is a lawsuit against them. Although the court has recorded many small claims cases as having been effectively served, survey results and interviews, as well as case outcomes, suggest that current service of process rules and practices are not effectively engaging all defendants in their debt collection cases. The report is informing court judges and administrators who, in partnership with Pew and the National Center for State Courts, are seeking to update the rules and regulations of the Philadelphia Municipal Court to simplify processes, increase accountability, and strengthen litigant engagement with the court.

INFORMING THE PUBLIC

How religion intersects with Americans’ views on the environment

In November, the Pew Research Center released a report examining how people with different levels of religious commitment and religious backgrounds express a sense of duty toward the environment. The research found that highly religious Americans overwhelmingly say God gave humans a duty to protect and care for the Earth—but they are far less likely than other U.S. adults to express concern about warming temperatures around the globe. The survey also finds that among religious groups, evangelical Protestants are the least likely to view global climate change as an extremely or very serious problem (34%). Meanwhile, most members of non-Christian religions (72%) and religious “nones” (70%) view global climate change as an extremely or very serious problem.



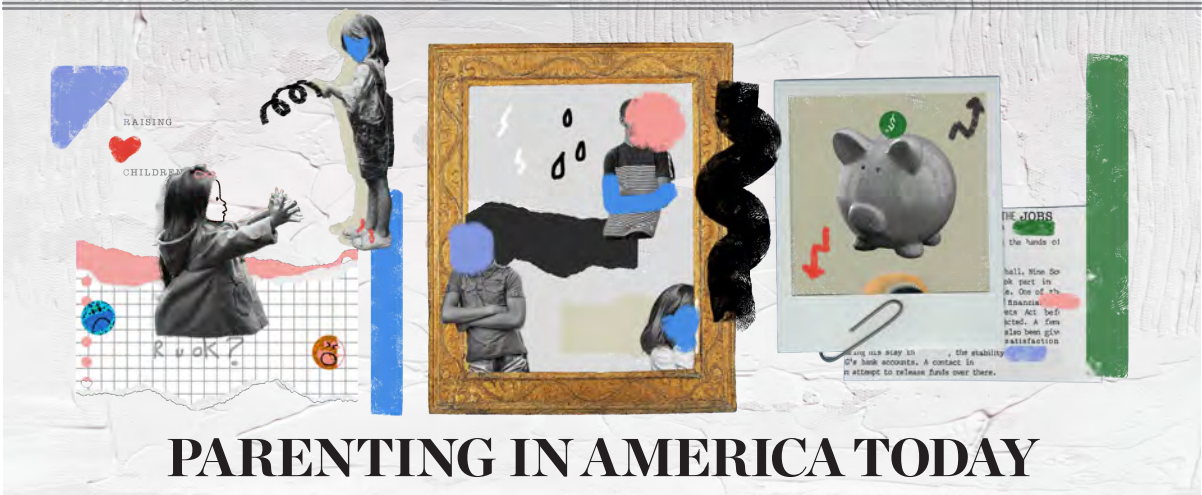
A cross-marked grave stands in the shadow of Mount Whitney, the tallest peak in the contiguous United States. *MWCPhoto/Getty Images*

Social media seen as mostly good for democracy across many nations, but U.S. is a major outlier

The Pew Research Center published a report in December examining attitudes in 19 advanced economies toward technology and civic engagement. The report found that a median of 57% of adults throughout the 19 countries say social media has been more of a good thing for their democracy, while 35% say it has been a bad thing. Americans are the most negative about the impact of social media on democracy: 64% say it has been bad. Among the publics surveyed, most say social media informs and raises awareness. However, respondents also think social media has made it easier to manipulate and divide people.

END NOTE

Gaby Bomilla/The Pew Charitable Trusts

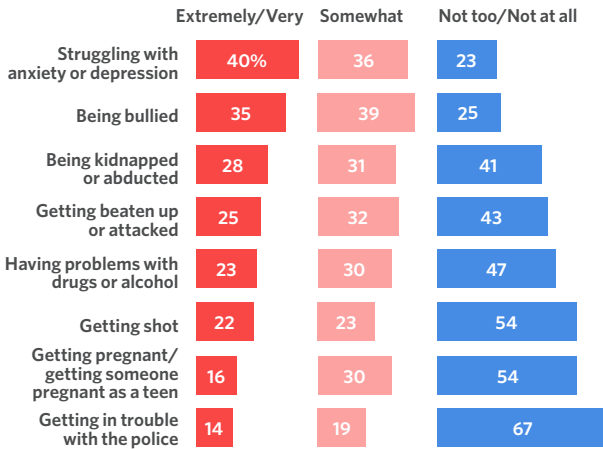


PARENTING IN AMERICA TODAY

In the wake of the COVID-19 pandemic and amid reports of a growing youth mental health crisis, 4 in 10 U.S. parents with children younger than 18 say they are extremely or very worried that their children might struggle with anxiety or depression at some point. The findings come from a Pew Research Center survey released in January that looked at a range of questions for parents, including their aspirations for their children and their parenting styles.

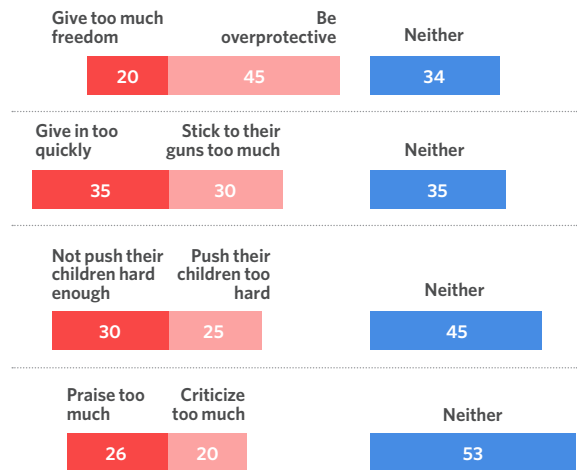
Mental health tops the list of parental concerns

% of parents saying they are __ worried about each of the following happening to any of their children at some point



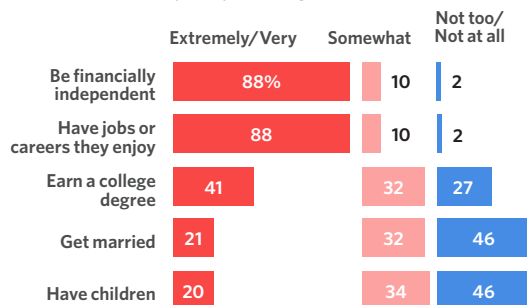
More than 4 in 10 parents describe themselves as overprotective

% of parents saying they are a parent who tends to ...



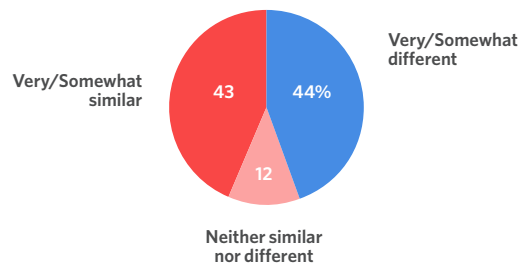
Parents prioritize financial stability, job satisfaction for their children when they reach adulthood

% of parents saying it is __ important to them that their children do each of the following as adults



Comparable shares are raising their kids similarly to vs. differently from their own upbringing

% of parents saying they are trying to raise their children in a __ way compared with how they were raised



Note: Share of respondents who didn't offer an answer not shown.



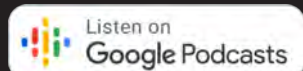
RESTORING COMMUNITY IN AMERICA

A podcast series from Pew

AFTER
THE
FACT



The Pew Research Center found that 64% of Americans say trust in one another is shrinking—but 86% say it can improve and that local communities can be laboratories for trust-building. Pew’s “After the Fact” podcast’s latest season travels the nation to find community success stories. Listen at pewtrusts.org/afterthefact.



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