Annual Report
2019
Dear Friends,

As I reflect on the progress and changes we experienced in 2019, I think about the courageous and generous spirit of our founder Marshall Saunders. Marshall’s approach to citizen empowerment and climate advocacy will always remind us that kindness and respect can change the world.

The current political tensions in our country may feel overwhelming, but the success of Citizens’ Climate Education and Citizens’ Climate Lobby can serve as reassurance to remain hopeful and steadfast. Our grassroots efforts to build relationships across the political spectrum are helping expand the conversation on effective, nonpartisan climate solutions in the United States and around the world. We’ve even witnessed several new bipartisan climate bills introduced in U.S. Congress.

The advancement of nonpartisan climate legislation isn’t happening by chance. YOU are building the momentum that keeps us moving forward. You continue to lead the way as one of the only grassroots coalitions focused on nonpartisan climate action. On behalf of our Boards of Directors, donors, staff and volunteers, I’m honored to share our collective impact in this 2019 annual report.

As more Americans are affected by climate change, the push for nonpartisan solutions grows even stronger. Our approach to climate advocacy is now more important than ever, and our commitment to respect and gratitude will persist. Onwards toward another year of progress that will create a more livable world for us, and future generations!

With Deepest Gratitude,

Mark Reynolds
Executive Director
Citizens’ Climate Education/Citizens’ Climate Lobby
Citizens’ Climate empowers ordinary people to advocate for effective and sustainable climate solutions. Our volunteers build relationships beyond partisan divides and are organized into more than 466 chapters across the United States, and 102 local chapters in 56 countries around the world.

How will we solve climate change?
By mending
How will we solve climate change? By mending our democracy.

Citizens’ Climate Education (CCE) and Citizens’ Climate Lobby (CCL) support our volunteers across the broad spectrum of their work. CCE is a registered 501(c)(3) organization that provides training, tools, and other educational resources to help our volunteers become effective climate advocates. CCL is a registered 501(c)(4) organization that supports volunteer-led and other lobbying efforts in Congress on select climate legislation. Together, these two organizations strategically build political will for impactful climate solutions.
Chapters work together as teams to build in-district support and inspire their elected officials to act on climate change.

In 2019, CCL grew to 568 chapters across the world.

Volunteers held 1,714 in-person lobby meetings with congressional offices. Through our relationship-based approach to climate advocacy, volunteers are able to present a compelling case for climate action and make progress on both sides of the aisle.
Volunteers held 4,773 local outreach events to introduce the public to our methodology and continue building widespread consensus for climate action. Just over 76,000 new supporters joined in 2019, a growth of 72% from the previous year. Additionally, volunteers collected almost 99,000 constituent letters to hand-deliver to Congress.

Volunteers secured 1,183 new endorsements for carbon fee and dividend legislation from prominent individuals and influencers, businesses, faith groups, nonprofits, media groups, local governments, and other organizations.

Volunteers demonstrate political will to their elected officials and increase public support for climate action in their local media outlets. Volunteers publish their own letters and opinion pieces, meet with editorial boards to generate editorial endorsements, and connect with local reporters to boost climate coverage in news stories. Volunteers were able to get approximately 3,400 letters to the editor, 590 op-eds, 530 articles, and 20 editorials published. Meanwhile, volunteers appeared on more than 60 television and 180 radio shows to advocate for climate solutions.

64 new chapters were launched as volunteer numbers grew. Key roles within local chapters include group leaders, congressional liaisons, grassroots outreach coordinators, grasstops outreach coordinators, and media managers. Each chapter is strengthened and supported by regional and state coordinators.
Along with our 9 regional conferences and 10 state conferences held throughout the U.S., we host two big events in Washington, D.C., each year. In 2019, attendance for our International Conference in June rose by 17%, bringing 1,578 volunteers to Washington, D.C. for in-person educational opportunities, networking, and the chance to lobby Congress. In November, 853 volunteers attended our Congressional Education Day event, representing a 48% increase from the previous year. To support diversity and inclusion, diversity scholarships were provided to people of color and people politically right-of-center.

I live in the heart of coal country in West Virginia,

and I now see climate change in a different manner. I’m encouraged to make a difference and make change happen.

Mike
West Virginia
I needed to be able to take the steps to protect the world for my kids and my students.

It is possible to live in this world and to love someone who voted differently from you.

Soniyyah
Fort Smith, Arkansas

Sarah
Atlanta, Georgia
Growing Support for the Energy Innovation and Carbon Dividend Act (H.R. 763)

Since the reintroduction of the bipartisan Energy Innovation and Carbon Dividend Act, 75 representatives in the House signed on as cosponsors, making it the most cosponsored carbon pricing bill in U.S. history. This group of cosponsors represents about 1/3 of all House Democrats - a remarkable fraction in such a short time. The cosponsors also come from 22 different states.

The Energy Innovation Act has come up for discussion in four congressional committees: Ways and Means, Energy and Commerce, Foreign Affairs, and Appropriations. This shows that not only are Citizens' Climate volunteers building support for the legislation, but they’re building support in the right offices and committees.

**Energy Innovation and Carbon Dividend Act**

**AMERICA'S CLIMATE SOLUTION**

S. 3791 / H.R. 7173

This bill will drive down America’s carbon pollution and bring climate change under control. It is:

- **EFFECTIVE**
- **GOOD FOR PEOPLE**
- **GOOD FOR THE ECONOMY**
- **REVENUE NEUTRAL**
Fostering Bipartisanship in Congress

Growing public demand and political will brought carbon pricing to the center of policy discussions for Republicans and Democrats in 2019. Up until the very end of the 115th Congress, a bipartisan carbon pricing bill hadn’t been introduced in nearly 10 years. In the 116th Congress, however, eight national carbon pricing bills were introduced. Of those, four have bipartisan cosponsors: the Energy Innovation and Carbon Dividend Act, Raise Wages Cut Carbon Act, the SWAP Act, and the MARKET CHOICE Act.

This year, Citizens’ Climate Lobby also supported and celebrated the bipartisan Climate Solutions Caucus in the U.S. Senate formed by Sen. Chris Coons, a Democrat from Delaware, and Sen. Mike Braun, a Republican from Indiana.

“Combating climate change will require all of us—Democrats and Republicans—to come together around bipartisan solutions.”

Sen. Chris Coons  
D, Delaware

“I’m open to anything because I believe in science and markets and technology. You take those three things, I think that’s what’s going to drive us to solving the issue of climate change.”

Sen. Mike Braun  
R, Indiana
In May 2019, Maryland enacted the strongest clean energy standard ever passed in a state with bipartisan control of the government. This legislation increases the state’s renewable electricity standard to 50% of the total grid by 2030 and requires that the state examine pathways to achieve 100% clean power by 2040. It is also the first clean energy standard that specifically funds clean energy businesses owned by women and people of color.

Citizens’ Climate staff and volunteers led a coalition of 663 institutions to mobilize support for the legislation’s passage. Additionally, Citizens’ Climate and the coalition led an important awareness campaign in which every candidate was educated and asked to sign a statement of support for the bill, and voters were educated about the stance of their candidates.
Citizens’ Climate volunteers in New York are part of the New York Renews Coalition, which successfully passed the Climate Leadership and Community Protection Act in June 2019. This legislation requires the state to reduce economy-wide emissions 85% by 2050 and offset the remaining 15%. The legislation will be funded through a price on carbon, which will require additional legislation and will be advanced by the New York Renews Coalition. Our volunteers organized regular lobby days, meeting with all 63 New York state senators to educate them about the bill and strengthen its chance of passage.

In May 2019, Colorado passed it’s Climate Action Plan, marking a major milestone for the state. The bill establishes standards to reduce greenhouse gas emissions 26% by 2025, 50% by 2030, and 90% by 2050. Though not the initiators of this campaign, Citizens’ Climate volunteers played a meaningful role in the legislation’s passage and gubernatorial signature by writing letters to the editor, calling their legislators, and urging the governor’s office to sign the bill.

Citizens’ Climate’s International Program consists of 8,360 supporters, representing 56 countries around the world. In 2019, 11 new chapters were launched bringing the total to 102. Citizens’ Climate volunteers played a meaningful role in the following legislation:

In April 2019, Canada enacted the Greenhouse Gas Pollution Pricing Act (GHGPPA), which is the first national carbon fee and dividend policy in the world. The GHGPPA aims to help reduce emissions 30% below 2005 levels by 2030. The fee begins at $20 a ton and increases by $10 per year until 2022.
Advisory Board

James Balog  
Founder and Director,  
Earth Vision Institute and Extreme Ice Survey

Jay Butera  
Founder and Director of the  
Climate Solutions Project

Don Cheadle  
Actor

Dr. Steven Chu  
Former Secretary of Energy

Peter De Menocal  
Dean of Science for the Faculty of  
Arts & Sciences at Columbia University

Dr. Sylvia A. Earle  
Oceanographer, Explorer, Author, Lecturer

Michael Gerrard  
Andrew Sabin Professor of Professional Practice, Director for Climate Change Law, and Chair of Earth Institute

Dr. Hahrie Han  
Director of the SNF Agora Institute at Johns Hopkins

Dr. James Hansen  
Climate Scientist

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Founder of RESULTS and  
Author of “Reclaiming our Democracy”

Katharine Hayhoe  
Atmospheric Scientist

Dr. Shi-Ling Hsu  
D'Alemberte Professor of Law and  
Associate Dean for Environmental Programs

Bob Inglis  
Executive Director of republicEn.org

Betony Jones  
Principal, Inclusive Economics

Dr. Daniel Kammen  
Professor and Director of the Renewable and Appropriate Energy Laboratory

Dr. Barbara Love  
Professor Emeritus,  
University of Massachusetts-Amherst

Reginald Mitchell  
Proud member of the Navajo Nation,  
Bitter Water born for Salt clan

Adele Morris  
Senior fellow and policy director for Climate and Energy Economics at the Brookings Institution

George Shultz  
Former Secretary of Labor, Treasury, State and Director of the Office of Management and Budget

David W. Titley  
Professor of Practice in Meteorology

Bradley Whitford  
Actor
Citizens’ Climate Lobby

Ross Astoria
Chairman

Jerry Hinkle

Valerie Bane

Piper Christian

Mary Selkirk

Citizens’ Climate Education

Natasha DeJarnett

Bob Inglis

Dr. Scott Leckman
Chairman

Claudine Schneider

Zinovia Spezakisis
Treasurer

Mark Tabbert
Secretary

Sandra Kirtland Turner
## Financials

### 2019 Revenue

<table>
<thead>
<tr>
<th>Source</th>
<th>CCE</th>
<th>CCL</th>
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<tbody>
<tr>
<td>Individuals</td>
<td>$2,660,494</td>
<td>$543,956</td>
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<tr>
<td>Foundations</td>
<td>$1,681,753</td>
<td>$600,000</td>
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<tr>
<td>Conferences</td>
<td>$328,960</td>
<td>$50,208</td>
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<tr>
<td>Investment income</td>
<td>$1,864</td>
<td>$31</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$4,673,071</strong></td>
<td><strong>$1,194,195</strong></td>
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### 2019 Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>CCE</th>
<th>CCL</th>
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<tbody>
<tr>
<td>Programs</td>
<td>$3,939,645</td>
<td>$465,551</td>
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<tr>
<td>Admin</td>
<td>$497,075</td>
<td>$87,775</td>
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<tr>
<td>Development</td>
<td>$355,594</td>
<td>$65,897</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$4,792,314</strong></td>
<td><strong>$619,222</strong></td>
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### Net Assets at Year End

<table>
<thead>
<tr>
<th></th>
<th>CCE</th>
<th>CCL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net Assets</strong></td>
<td><strong>$1,562,353</strong></td>
<td><strong>$1,117,068</strong></td>
</tr>
</tbody>
</table>

### CCE Summary of Expenses

- **82.2%** Programs
- **10.4%** Admin
- **7.4%** Development

### CCL Summary of Expenses

- **75.2%** Programs
- **14.2%** Admin
- **10.6%** Development

Since audit procedures require all multi-year foundation contributions to be reported in the year that they are first granted, the above figures indicate secured pledges rather than cash-in-hand.
We have two major fundraising campaigns each year in which we ask our supporters to contribute to our efforts by making a financial donation.

**Goal:**
- March Campaign (CCL):
  - $75,000/month
- Year End Appeal (CCE):
  - $500,000

**Results:**
- March Campaign (CCL):
  - $75,791/month
- Year End Appeal (CCE):
  - $851,323

**March Campaign (CCL)**

Our 2019 Evergreen Donor March Campaign goal was to get to $75,000/month in total recurring monthly support to help advance the Energy Innovation Act. A group of our Climate Guardian Donors who contribute at the $10,000+ level provided a dollar-for-dollar gift match for all monthly donations for an entire 12 months. Evergreen Donors, or those who donate on a monthly basis, collectively helped us surpass our goal and get to $75,791 in total monthly support.

**Year End Appeal (CCE)**

Our 2019 Year-End Appeal goal was to raise $500,000 in one-time donations to support vital climate advocacy training programs, volunteer outreach efforts, and new chapter development across the United States. Donors collectively contributed a remarkable $851,323, helping surpass our goal by 70%.
Join Us in Our Efforts

Volunteer

Become a CCL volunteer by joining your local chapter. CCL has 500+ chapters taking regular monthly actions.

Start by joining a live Informational Session

Sign up at cclusa.org/intro

Donate

Donate to tax-deductible Citizens’ Climate Education or non tax-deductible Citizens’ Climate Lobby.

Online:
citizensclimateeducation.org
or citizensclimatelobby.org

By Mail:
1330 Orange Ave, #309
Coronado, CA 92118

You may also consider making a stock donation, Qualified Charitable Distribution, or legacy gift.

For more information, reach out to
Lynate Pettengill, Senior Development Director
785.331.5556 | lynate@citizensclimate.org