Annual Report 2020



Citizens' Climate Lobby
Citizens' Climate Education

Letter from the Director



Dear Friends,

In 2020, we faced one of the greatest challenges we may ever know — the coronavirus pandemic. At the same time, America was called to reckon with racial injustice. Times were uncertain, but we stood together during formidable changes to our personal lives and the economy. And it all happened in the midst of an election year.

Transitioning to fully online advocacy was unexpected, and while it had its difficulties, the trust within our community made it possible. We trusted our volunteers to do what was best for them, even if that meant taking a break from climate advocacy. Likewise, our volunteers continued to pack virtual spaces to advocate for bipartisan climate solutions with trust that we were making the right decisions. Despite the obstacles presented, an increasing number of concerned Americans and elected officials across the political spectrum prioritized climate change. Together, we helped climate bills pass in Congress. We worked tirelessly to get out the vote on behalf of a healthier climate. **And we continue to believe in the power of democracy to heal our nation.**

2020 may have filled our lives with uncertainties, but the impact of Citizens' Climate Education and Citizens' Climate Lobby was undeniable. **The successes of last year would not have been possible without the dedication of our Boards of Directors, donors, staff and volunteers.** It is an honor to share this 2020 annual report that highlights successes of our work as we move toward a more livable world for ourselves and future generations.

With Deepest Gratitude,

Mark Reynolds
Executive Director
Citizens' Climate Education/Citizens' Climate Lobby

Citizens' Climate 2020 Annual Report

Citizens' Climate empowers ordinary people to advocate for effective and sustainable climate solutions. Our volunteers build relationships beyond partisan divides and are organized into 484 chapters across the United States, and 127 local chapters in 64 countries around the world.

Thriving for Change:
When democracy struggles, we rise to meet the challenge



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.

Citizens' Climate 2020 Annual Report

Our volunteers

2020 actions and accomplishments

Chapters work together to build in-district support and inspire their elected officials to act on climate change.

In 2020,
Citizens' Climate grew to
484 chapters
across the United States.

CCL Chapter

Chapters are made up of ordinary people in their local community.

Grassroots Outreach

9,855
new supporters

Volunteers held 1,587 local outreach events to introduce the public to our methodology and continue building widespread consensus for climate action. Almost 10,000 new supporters joined in 2020.

Grasstops Outreach

772
endorsements

Volunteers secured 772 new endorsements for carbon fee and dividend legislation from prominent individuals and influencers, businesses, faith groups, nonprofits, media groups, local governments, and built support among many more organizations.

Media Outreach

3,542
media mentions

Volunteers demonstrate public demand for climate solutions to their elected officials and local communities by getting written pieces published in local media outlets and appearing on public broadcasting networks. In 2020, volunteers were able to publish 2,285 letters to the editor, 648 op-eds, 419 articles, and 12 editorials. Meanwhile, volunteers appeared on more than 178 television and radio programs to advocate for climate solutions.

Chapter Development

18
new chapters

18 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.

Lobbying

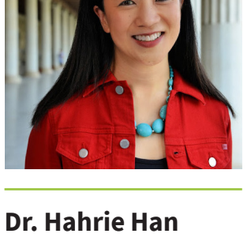
1,174
lobby meetings

Volunteers held 1,174 lobby meetings with congressional offices and sent 25,816 constituent letters. 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.

Citizens' Climate 2020 Annual Report



Citizens' Climate Conference Highlights



(“Uniting from Home” virtual conference)



(“United We Move” virtual conference)

In February, Citizens' Climate held its first-ever conference exclusively for politically right-of-center volunteers in Washington, D.C., where 90 attendees met with 78 Republican congressional offices to advocate for bipartisan climate solutions.

In April, we hosted our first virtual national Earth Day event called “Uniting from Home.” The event brought together 2,500 participants, many of whom were new to our work.

In June, we transitioned our annual conference to a successful all-virtual event. “A Community Stronger than COVID” brought together 4,625 participants, which was a 193% increase from the previous year.

In December, 5,010 participants attended our virtual conference, “United We Move.” This conference boasted a 487% increase in participation compared to the previous year.

Dr. Hahrie Han
(“United We Move” virtual conference)

The kind of work that Citizens' Climate

is doing around

the carbon tax

is a vision that can bring lots of different pockets of society together.

> **Pricing carbon trusts**
>
> **the American people**
>
> to make all the decisions and to do all the work that is required for us to get on a path of sustainability.



Carlos Curbelo
Former United States Representative
(“A Community Stronger than COVID” virtual conference)



NATIONAL HIGHLIGHTS

Legislative Accomplishments

More Support for the Energy Innovation AND Carbon Dividend Act

In 2020, Citizens' Climate helped generate the support needed for the Energy Innovation Act to have a strong reintroduction in 2021.

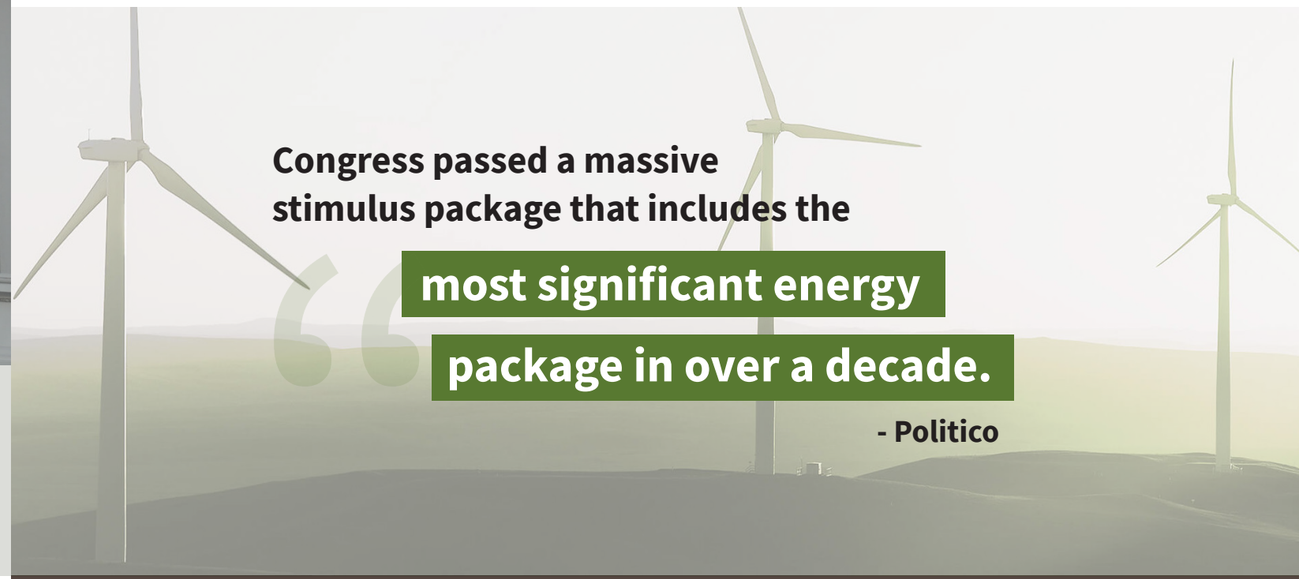
In total, 85 House Representatives spanning 22 states cosponsored the bill, including three congressional committees with decision-making power over the legislation: Ways and Means, Energy and Commerce, and Foreign Affairs. Support for the bill also came from diverse caucuses, including the Congressional Black Caucus, Asian American Pacific Islander Caucus, and Congressional Hispanic Caucus. Due largely in part to the grassroots advocacy efforts of Citizens' Climate volunteers, the Energy Innovation Act has continued to be **the most cosponsored carbon pricing bill in U.S. history.**

Citizens' Climate 2020 Annual Report

Three "Supporting Ask" Bills Pass in Congress

3

Over the last two years, Citizens' Climate volunteers have built support for the Better Energy Storage Technology (BEST) Act, Utilizing Significant Emissions with Innovative Technologies (USE IT) Act and Climate-Ready Fisheries Act as "supporting asks" in lobby meetings. These climate bills were included in the 2020 omnibus bill package that was signed by President Trump on December 27, 2020.



Congress passed a massive stimulus package that includes the

most significant energy package in over a decade.

- Politico

After lobbying in June 2020, Citizens' Climate volunteers helped gain 24 cosponsors for the BEST Act, which authorizes $300 million over five years to reduce the cost of grid-scale energy storage systems. At least 10 cosponsors were recruited for the Climate-Ready Fisheries Act that requires a report on efforts to adapt our nation's fisheries to the impacts of climate change. Cosponsors were also recruited in both the House and Senate for the USE IT Act, legislation that supports research for carbon capture and rewards successful carbon capture projects with funding.

STATE AND INTERNATIONAL HIGHLIGHTS

Legislative Accomplishments

OREGON



In March 2020, Oregon's governor issued the nation's strongest executive action on climate change. Through a suite of climate policies, it aims to achieve an 80% reduction below 1990 levels by 2050. Building political will for this executive order was driven by grassroots advocacy for the Clean Energy Jobs bill statewide. During the Clean Energy Jobs Act lobby day, 20% of all attendees were Citizens' Climate volunteers. These volunteers represented 35 of Oregon's 60 legislative districts, showing broad statewide support for the bill.

In another instance, Citizens' Climate received word from the Renew Oregon Coalition that they could not find a single constituent in OR district 48. Within 24 hours, Citizens' Climate found a volunteer ready to take action. With training and direction, this volunteer attended a town hall meeting and met with the OR district 48 Representative's spouse one-on-one about the bill.

Citizens' Climate 2020 Annual Report

VIRGINIA



In July 2020, Virginia joined the Regional Greenhouse Gas Initiative (RGGI) as part of passing the Virginia Clean Economy Act (HB 1526), which created a mandatory zero-carbon electricity standard. The RGGI is a collaborative effort among 11 states and the first market-based program in the United States to cap and reduce CO2 emissions. With over 5,100 registered supporters across every district in the state, Citizens' Climate volunteers consistently mobilized to write letters to the governor, get letters to the editor published, and make calls to the governor's office urging him to join the RGGI.

CANADA

In 2020, Citizens' Climate volunteers in Canada had 135 meetings with Parliamentarians, hosted 146 outreach events, and published 324 letters to the editor, 140 opinion editorials and columns, and 161 articles.

Citizens' Climate volunteers in Canada also continued to lobby in favor of the Greenhouse Gas Pollution Pricing Act (GHGPPA), the first national carbon fee and dividend policy in the world



that aims to help reduce emissions 30% below 2005 levels by 2030.

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University of Massachusetts-Amherst

Reginald Mitchell
Bitter Water born for Salt clan, Navajo Nation

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

Bradley Whitford
Actor

Governing Boards

Citizens' Climate Lobby


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Valerie Bane


Piper Christian


Jerry Hinkle M.A.


Natalie Orozco Ed.M


Mary Selkirk M.P.H.


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Citizens' Climate Education


Natasha DeJarnett, Ph.D.


John Delaney

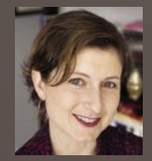

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Bob Inglis, J.D.


Sandra Kirtland Turner, Ph.D.


Scott Leckman, M.D.
Chairman


Claudine Schneider


Zinovia Spezakis
Treasurer


Mark Tabbert
Secretary

Audited Financials

	CCE	CCL
2020 Revenue		
Individuals	$5,198,223	$667,830
Foundations	$2,375,133	$0
Conferences	$169,563	$8,069
Investments	$22,829	$2,075
Paycheck Protection Program (forgiven on 5/20/21)	$570,260	
Total	**$8,336,008**	**$677,974**
2020 Expenses		
Programs	$3,391,103	$450,897
Admin	$727,931	$84,214
Development	$353,630	$61,468
Total	**$4,472,664**	**$596,579**

CCE Summary of Expenses



75.8% Program Services

16.3% Management and General

7.9% Development

CCL Summary of Expenses



75.6% Program Services

14.1% Management and General

10.3% 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.

The pandemic brought uncertainty as it pertained to continued revenue streams, and Citizens' Climate made the strategic decision to limit spending in 2020. Even during such uncertainty, however, our donors were able to provide incredibly generous support. This support allowed for vital expansion in 2021.

Citizens' Climate 2020 Annual Report

Fundraising Highlights

Citizens' Climate has two major fundraising campaigns each year, CCL's March Campaign and CCE's Year End Appeal, in which we ask our supporters to contribute to our efforts by making a financial donation. Due to COVID-19, we made the decision to suspend our March fundraising campaign. Our Year End Appeal continued as planned, however.

Year End Appeal (CCE)

Our goal for the 2020 Year End Appeal was to raise $1,000,000 in one-time donations. Donors collectively contributed a remarkable $1,117,092, helping surpass our goal by 12%. Funding from this campaign has provided us with significant resources to unify national support for carbon pricing at a time when it matters most. CCE is using donations from this campaign to recruit more conservative volunteers to meet with Republican members of Congress, expand our Diversity, Equity, and Inclusion efforts, and strengthen our state-level work.

Goal: **$1,000,000**

Results: **$1,117,092**





Join Us in Our Efforts

Volunteer

Become a Citizens' Climate volunteer by joining your local chapter. Citizens' Climate 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, please contact
our Development Team at
development@citizensclimate.org

Citizens' Climate Lobby
Citizens' Climate Education

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