

# Annual Report 2018



**Citizens' Climate Lobby**  
**Citizens' Climate Education**



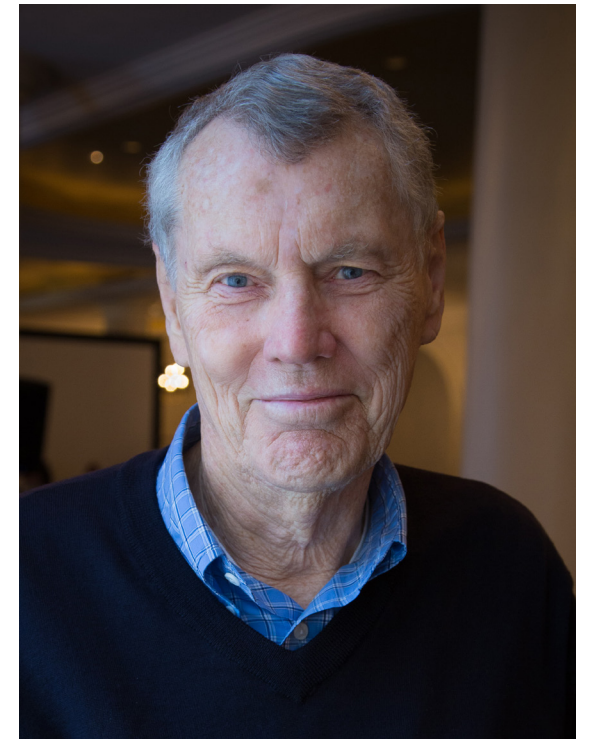
# Letter from the Founder

Dear Friends,

My heart is filled with gratitude as I look back at 2018. Together, Citizens' Climate Education (CCE) and Citizens' Climate Lobby (CCL) made groundbreaking headway to advance effective, bipartisan climate legislation in the United States.

This progress did not happen out of nowhere. It happened because committed constituents in congressional districts all across America are coming to the table to respectfully, but persistently, ask their elected representatives to address this problem. Our unwavering efforts have brought about truly incredible results, and I'm thrilled to share our 2018 annual report highlighting these achievements.

We couldn't have come this far without the dedicated commitment of our volunteers, donors, Boards of Directors, and staff. As the political climate begins to shift in favor of climate action in the year ahead, our approach is to stay the course. Here's to more progress in the coming year as we work together for a safer and more stable climate!



A handwritten signature in dark ink, reading "M. Saunders". The signature is fluid and cursive, with a long horizontal line extending to the right.

Marshall Saunders  
Founder & President  
Citizens' Climate Lobby/Citizens' Climate Education



# Our Solution To Climate Change? Democracy.

Citizens' Climate empowers everyday people to advance effective solutions to climate change. Our volunteers cover the political spectrum and work in more than 500 local chapters around the world, including 429 chapters in the U.S.



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.

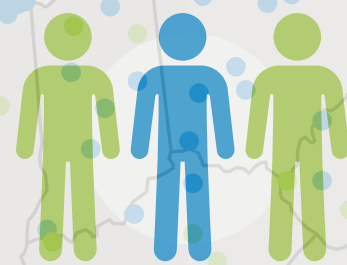
# Our volunteers

## 2018 actions and accomplishments

- Chapters work to build support for climate action with their members of Congress.

In 2018, CCL grew to  
**504 chapters**  
across the world.

### CCL Chapter



Chapters comprise of everyday people who live within the same congressional district.

### Grassroots Outreach

**26,000**  
new volunteers

Volunteers held 3,072 outreach events to get the word out about CCL and the Energy Innovation Act. Over 26,000 new volunteers joined CCL in 2018, a growth of 29 percent. Additionally, over 61,000 letters from constituents were hand-delivered to Congress.



### Grasstops Outreach

**905**  
endorsements

Volunteers secured 905 endorsements of carbon fee and dividend-style legislation from local community leaders, business leaders, faith leaders, and local media editorials.



### Media Outreach

**4,644**  
media events

Volunteers helped encourage climate action in local media by writing letters to the editor in response to relevant news stories, meeting with local editorial boards, and pitching news articles/television/radio stories. In 2018, our volunteers drove 4,644 of these media mentions.



### Chapter Development

**50**  
new chapters

Chapters grew and were strengthened by successfully recruiting and training new members, and by organizing members of the group into key roles, including group leaders, congressional liaisons, and heads of grassroots and grasstops outreach. Additionally, regional and state coordinators help establish regional priorities and share information among groups. In 2018, 50 new chapters were launched.



### Lobbying

**1,398**  
lobby meetings

Volunteers held 1,398 lobby meetings with congressional offices. All meeting participants are effectively trained by CCE in active listening and respectful communication techniques. Each person in the meeting has a designated responsibility and detailed notes are kept to ensure subsequent communications build off previous encounters.





# Citizens' Climate in D.C.



Citizens' Climate hosts two national conferences in Washington D.C. to train volunteers and provide them the opportunity to lobby Congress. Our larger conference in June brought together a total of 1,348 volunteers, representing 83% of all U.S. congressional districts. Our smaller conference in November brought together 575 volunteers.



In 2018 we awarded 20 Diversity Scholarships to people of color and people politically right of center in order to make our work more accessible and inclusive.



**Craig**  
Costa Mesa, CA

The polarization in our country bothers me, especially with climate change. As a conservative, I think

**we need a strong  
bipartisan bill**

**that would work for years to come.**

There's always negotiation and give and take, but that's what I want Congress to do for us. That's their job.

**There is this amazing  
common ground  
between all of us**

that is our concern for the climate. Young people are going to be the people who feel most of the effects of climate change. We add a lot of passion and a lot of sensibility to how we handle the issue.



**Cierra**  
Middletown, DE



**I was part of an environmental justice forum** to talk about how low-income communities experience the most devastating effects of climate change. As a survivor of Hurricane Irma, I witnessed this first-hand. It's important that we protect marginalized communities as we advance legislation.

**Solemi**  
Naples, FL





# Energy Innovation and Carbon Dividend Act

Introduced as H.R. 7173 and S. 3791 in the 115th Congress

Introduced as companion bills in both the House and Senate, the Energy Innovation and Carbon Dividend Act was the first carbon pricing legislation to attract bipartisan support in nearly a decade, and the first in still longer to attract Republican members of Congress as primary sponsors.

Closely paralleling Citizens’ Climate’s preferred carbon fee and dividend solution, this legislation represents a major landmark after 10+ years of climate advocacy efforts by our dedicated volunteer base. The bill was reintroduced in the House in the 116th Congress as H.R. 763.

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



Original sponsor Rep. Ted Deutch (D-FL-22) introduces the Energy Innovation & Carbon Dividend Act on Nov. 28, 2018



Rep. Ted Deutch celebrates with CCL staff after the announcement



A crowd of CCLers and reporters making their way to the press conference.

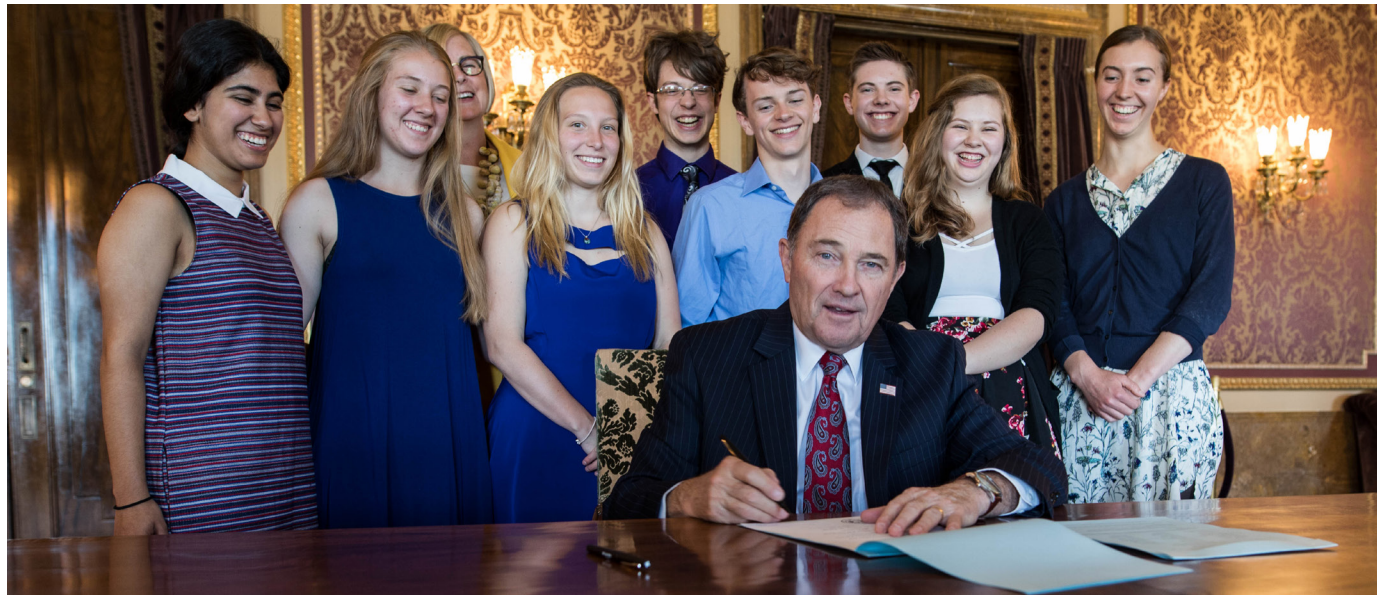


Local CCLers show their support at the introduction



# State and International Highlights

## Legislative accomplishments in the U.S. and Canada



### Utah

#### Bipartisan climate resolution & carbon pricing bill

Utah became the first conservative state to officially recognize climate change, as well as the first state to introduce a bipartisan carbon pricing bill. Students at Logan High School mobilized with six CCL Utah chapters and other organizations to build bipartisan support among lawmakers, business leaders, and the public for H.C.R. 7, which acknowledges the role of fossil fuels in climate change and commits the legislature to support positive solutions.

H.C.R. 7 passed the Utah legislature with 75% support among Republican legislators and was signed by Gov. Gary Herbert. This set the stage for the introduction of H.B. 403, the first bipartisan carbon tax bill in any state.

### Canada

#### National carbon pricing legislation

Canada passed the Greenhouse Gas Pollution Pricing Act, putting a federal price on greenhouse gas emissions starting in 2019. The legislation requires provinces to either implement their own compliant carbon pricing mechanism or accept the federal revenue-neutral carbon pricing system. The policy very closely resembles Citizens' Climate's preferred carbon fee and dividend solution. CCL chapters in Canada, alongside other organizations, diligently worked to advance this historic legislation.



More than half the global economy has a price on pollution, from China, to Europe, to California. A pollution price is no longer a radical idea. It's ambitious — as it should be, but the science and the economics behind it are settled.

**Justin Trudeau**

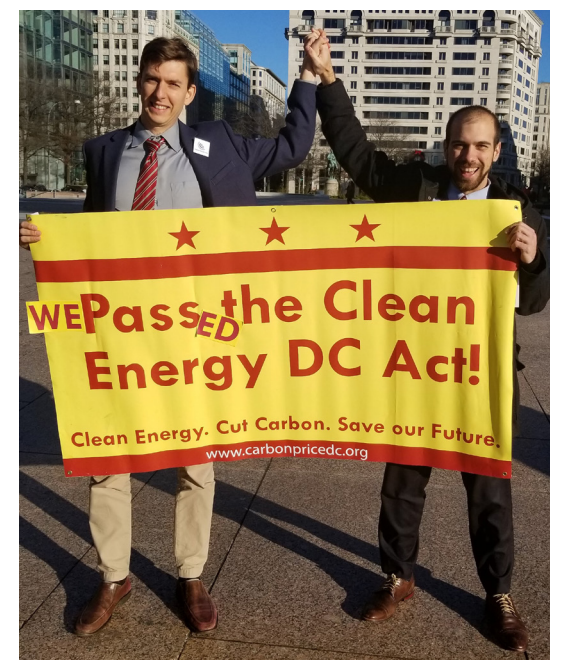
Canadian Prime Minister

### Washington, D.C.

#### Clean Energy D.C. Act

Washington, D.C., passed the Clean Energy D.C. Act, which puts a small price on carbon, and commits the city to strong clean energy and energy efficiency standards, designed to reduce the city's carbon emissions by 44% in 2032.

CCL volunteers in Washington, D.C., joined forces with other environmental groups, neighborhood associations, faith and business leaders, and advocates to engage residents over a multi-year period to bring about this success.





# Advisory Board

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

**Don Cheadle**  
Actor

**Peter De Menocal**  
Peter De Menocal, Dean of Science for  
Arts & Sciences at Columbia University

**Michael Gerrard**  
Director, Sabin Center for  
Climate Change Law at Columbia University

**Dr. James Hansen**  
Director, Program on Climate Science,  
Awareness and Solutions at Columbia  
University’s Earth Institute

**Dr. Katharine Hayhoe**  
Director, Climate Science Center  
at Texas Tech University

**Bob Inglis**  
Executive Director,  
Energy and Enterprise Initiative

**Dr. Daniel Kammen**  
Professor of Public Policy, U.C. Berkeley

**Adele Morris**  
Policy director for Climate and Energy  
Economics at the Brookings Institution

**Dr. David W. Titley**  
Professor of Practice in Meteorology,  
Pennsylvania State University

**Jay Butera**  
Founder and Director of the  
Climate Solutions Project

**Dr. Steven Chu**  
Former U.S. Secretary of Energy

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

**Dr. Hahrie Han**  
Professor of Environmental Politics,  
U.C. Santa Barbara

**Sam Daley-Harris**  
Founder of RESULTS

**Dr. Shi-Ling Hsu**  
Professor of Law, Florida State University

**Betony Jones**  
Principal, Inclusive Economics

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

**George Shultz**  
Former U.S. Secretary of State

**Bradley Whitford**  
Actor

# Governing Boards

## Citizens’ Climate Lobby



**Ross  
Astoria**  
Chairman



**George  
Hetzel**  
Secretary



**Marshall  
Saunders**  
Treasurer



**Valerie  
Bane**



**Piper  
Christian**



**Jerry  
Hinkle**



**Mary  
Selkirk**

## Citizens’ Climate Education



**Dr. Scott  
Leckman**  
Chairman



**Mark  
Tabbert**  
Secretary



**Zinovia  
Spezakis**  
Treasurer



**Natasha  
DeJarnett**



**Marshall  
Saunders**



**Claudine  
Schneider**



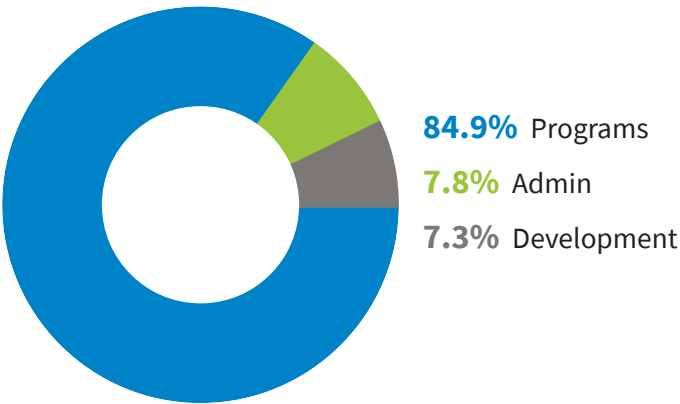
**Sandra  
Kirtland  
Turner**



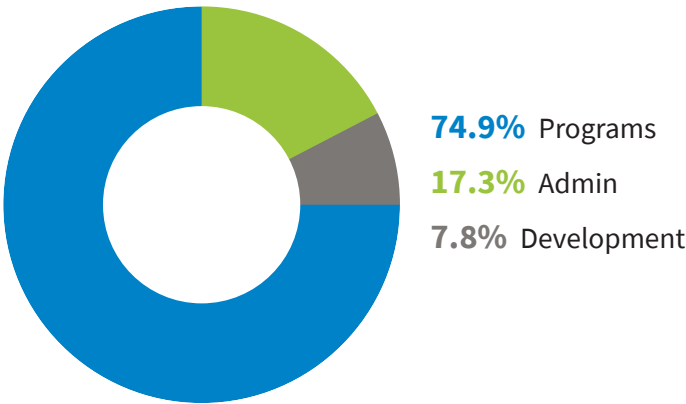
# Financials

|                               | CCE                | CCL              |
|-------------------------------|--------------------|------------------|
| <b>2018 Revenue</b>           |                    |                  |
| Individuals                   | \$2,631,678        | \$646,103        |
| Foundations*                  | \$305,000          | \$15,000         |
| Conferences                   | \$303,517          | \$21,170         |
| Investment income             | \$1,395            | \$0              |
| <b>Total</b>                  | <b>\$3,241,590</b> | <b>\$682,273</b> |
| <b>2018 Expenses</b>          |                    |                  |
| Programs                      | \$3,640,029        | \$461,858        |
| Admin**                       | \$335,925          | \$106,746        |
| Development                   | \$313,876          | \$47,805         |
| <b>Total</b>                  | <b>\$4,289,830</b> | <b>\$616,409</b> |
| <b>Net Assets at Year End</b> | <b>\$1,681,596</b> | <b>\$542,095</b> |

CCE Summary of Expenses



CCL Summary of Expenses

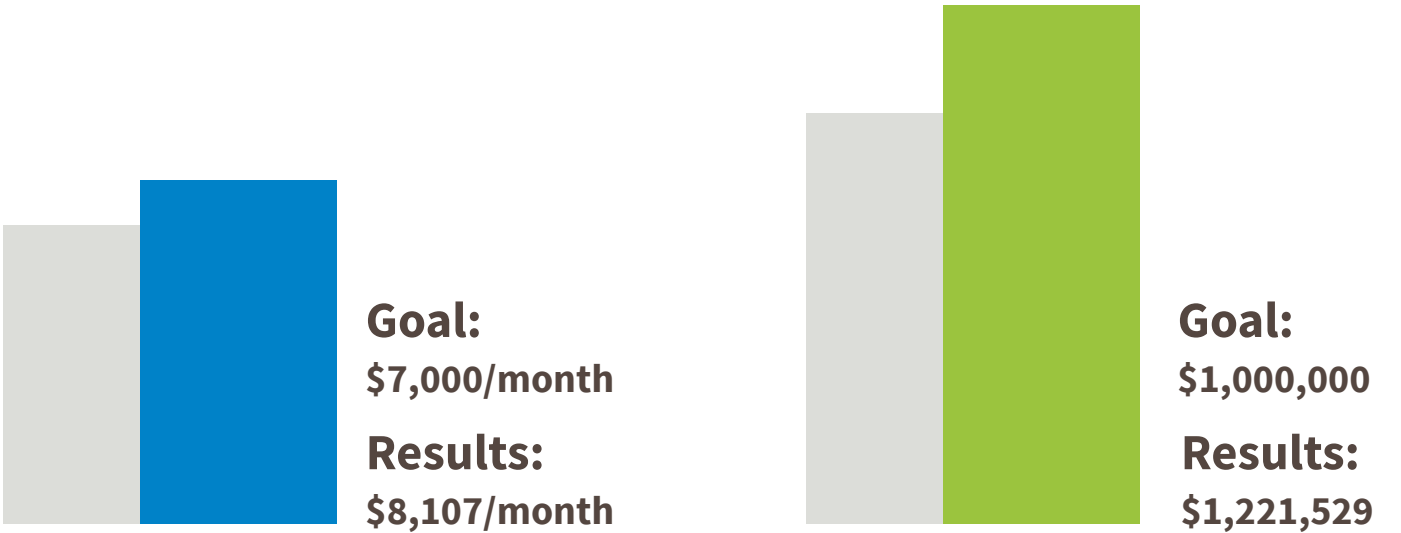


\*Since audit procedures require all multi-year foundation contributions to be reported in the year that they are first granted, the above figures indicate secured pledges rather than cash-in-hand. CCE received various two-year grants pledged in 2017, which are therefore not reflected in the 2018 revenue above.

\*\*CCL admin expenses increased in 2018 to provide professional services and compensate for recent growth. Associated costs specifically covered legal, human resources, and accounting support.

# Fundraising Highlights

We have two major fundraising campaigns each year in which we ask our supporters to contribute to our efforts by making a financial donation



**March Campaign (CCL)**

Our 2018 CCL March Campaign goal was to raise \$7,000/month in new recurring support from Evergreen Donors to cover expansion expenses and related activities in Washington, D.C. We surpassed this goal by almost 15 percent, reaching \$8,017/month in newly acquired support.

**Year End Appeal (CCE)**

Our 2018 Year End Appeal for CCE marked our biggest fundraiser ever, thanks to a \$1 million gift match opportunity that allowed donors to double the impact of their contribution. The gift match was provided by a group of our Climate Guardian Donors, who each donated \$10,000 or more to the match pool. During this campaign, a total of 2,248 donors collectively contributed \$1,221,529, helping surpass our \$1 million goal by almost 25 percent.

# Looking Ahead

## 2019 priorities include:

- Advancing the Energy Innovation Act in Congress
- Supporting select state-level climate policies in the U.S.
- Increasing conservative and grassroots support for climate action
- Improving organizational diversity and inclusion

## 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](https://cclusa.org/intro)

### Donate

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

#### **Online:**

[citizensclimateeducation.org](https://citizensclimateeducation.org)  
or [citizensclimatelobby.org](https://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](mailto:lynate@citizensclimate.org)





**Citizens' Climate** Lobby  
**Citizens' Climate** Education



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