Dear Friends,

2021 was a remarkable chapter that will go down in Citizens’ Climate’s history. We experienced a lot together, including a leadership transition, the continuation of a global pandemic, and our preferred climate policy — carbon fee and dividend — coming center stage in the national climate conversation.

After 13 years as Executive Director, Mark Reynolds handed me the reins and transitioned to serving on the Citizens’ Climate Lobby Governing Board. Mark’s tenacity, passion, and sense of humor will continue to inspire my leadership for years to come.

When parts of the nation lifted coronavirus restrictions, some of our chapters enjoyed long-awaited reunions, coming together for in-person activities for the first time in over a year. Meanwhile, the majority pushed forward from behind computers and phones — continuing to gracefully navigate the challenges and opportunities that accompany fully remote advocacy.

Citizens’ Climate staff and volunteers kept pressure on Congress and President Biden to uphold their climate promises. As a result, we witnessed historic advancements. In November, the Bipartisan Infrastructure Framework (BIF) was signed into law and included several climate provisions — including the SCALE Act (Storing CO₂ And Lowering Emissions Act), legislation which was a ‘secondary ask’ in volunteer lobby meetings throughout the summer of 2021. Carbon pricing gained more limelight and vocal support from Congress than ever before and historic climate provisions were ultimately passed through the Inflation Reduction Act (IRA) of 2022, thanks to our coordinated efforts on the Democrats’ reconciliation package.

These victories would not have been possible without the dedication of our volunteers, Boards of Directors, donors, and staff — and the work doesn’t stop here. As we push onward toward a healthy climate for all, let’s take a moment to celebrate the progress we’ve made together in 2021.

With deepest gratitude,

Madeleine Para
Executive Director
Citizens’ Climate Lobby/Citizens’ Climate Education
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) non-profit organization that provides training, tools, and other educational resources to help our volunteers become effective climate advocates. CCL is a registered 501(c)(4) non-profit organization that supports constituent-led lobbying and other efforts to build political will in Congress for select climate legislation. Together, these sister organizations strategically build political will for impactful climate solutions.
Citizens’ Climate empowers ordinary people to advocate for effective and sustainable climate solutions. Organized into 450 chapters across the United States, our volunteers build relationships beyond partisan divides.
In 2021, CCL volunteers pushed carbon pricing to new levels of public awareness and political consideration, with national media and congressional leadership seriously discussing the policy (see page 9).

Volunteers held 1,353 lobby meetings with congressional offices and sent 162,083 personal letters to members of Congress. Through our relationship-based approach to climate advocacy, volunteers impact local policymakers on both sides of the aisle.
Historically, volunteer recruitment has been largely through in-person activities. With the shift to mostly virtual outreach during the pandemic, we relied more on digital outreach, online communities, and search engine optimization. Meanwhile, volunteers held 1,735 in-person local outreach events. Combined efforts resulted in 23,552 new supporters joining in 2021.

Volunteers held 1,921 “grasstops” meetings. Among other outcomes, these meetings resulted in 969 prominent new endorsements, increasing grasstops support for carbon fee and dividend legislation. Endorsements came from community leaders, businesses, academic institutions, faith groups, media outlets, local governments, and nonprofits.

Volunteers demonstrated public demand for climate solutions by earning media placement in 2,796 letters to the editor, 826 op-eds, 277 articles, and 20 editorials. Volunteers also appeared on 193 television and radio programs to advocate for climate solutions.

Despite mostly virtual meetings for much of 2021 and the challenges of “Zoom fatigue,” 450 chapters held 2,330 meetings/chapter events. More than 16,600 participants attended live online trainings and events, and archived resources were viewed more than 182,000 times.
Citizens’ Climate
Conference highlights

APRIL 2021

Citizens’ Climate held our first conference exclusively for business leaders in April, “Business Advocates for Carbon Pricing.” Business leaders carry great influence with members of Congress. One hundred eighty business leaders participated in the virtual event, with the goal of deepening their climate advocacy.

MAY 2021

In May, we held our first-ever Catholic Climate Conference. Approximately 30% of Congress, as well as President Biden, self-identifies as Catholic, and our volunteers are utilizing the tools they’ve learned to connect with their legislators through faith. The virtual event brought together 300 participants from 46 states and 16 countries.

“To me, carbon pricing is not a ‘market-based solution,’ it is a society-based solution that addresses the dynamic between society at-large and those sectors which generate the production of goods.”

Jose Aguto
Executive Director, Catholic Climate Covenant (“The Push for a Price on Carbon” virtual conference)
The work you all are doing is so important. It is this power of the collective, this focused energy on policy change, on raising awareness toward that end, which is so critical.

**Dr. Ayana Elizabeth Johnson**
Marine Biologist, Policy Expert, and Co-Creator of The All We Can Save Project (“Grit and Gratitude” virtual conference)
The Bipartisan Infrastructure Bill (BIF) was signed into law in November 2021. Although not specifically a climate bill, the BIF included several climate provisions and, at the time of its passage, represented the most significant federal climate legislation to be made law in U.S. history. Among the climate provisions was the Storing CO₂ And Lowering Emissions (SCALE) Act. The SCALE Act was one of Citizens’ Climate’s key supporting asks in lobby meetings throughout the summer of 2021 and represents a major win for reducing carbon emissions. To build support for the BIF, volunteers called and emailed their representatives in the months leading to the House vote — this was especially important for those in Republican districts to ensure bipartisan support.
The Push for a Price on Carbon

Reached New Heights in Congress

In the spring of 2021, the Democratic reconciliation process surfaced as the best opportunity to enact carbon pricing as quickly as possible. Senate leadership told Citizens’ Climate carbon pricing was not currently part of the formal discussion, but constituent engagement could change that. We made it happen.

As part of a push to get carbon pricing included in budget reconciliation and ensure climate provisions were kept central to ongoing negotiations, Citizens’ Climate staff and volunteers:

Mobilized 180,000 constituent calls/emails to Congress and President Biden

Reached over 4.5 million constituents through text/phone banking and social media

Reached nearly 609,000 policy makers and influencers who surround them via a digital education campaign

Circulated specialized media content in key states like Montana and West Virginia

Received earned media coverage in local media outlets nationwide, plus major national outlets like The New York Times, The Washington Post, Bloomberg News, and more

As a result, carbon pricing became a centerpiece of formal negotiations in Congress, and we saw more vocal support for carbon pricing than ever before.

“The White House and at least 49 senators support a proposal to impose [a …] fee on carbon.”

-Bloomberg, Nov. 6, 2021
Citizens’ Climate volunteers helped found a legislative campaign in Massachusetts more than seven years ago and have since been consistent leaders in the state. In March of 2021, Governor Baker signed the Next-Generation Roadmap for Massachusetts Climate Policy (SB 9) into law. Through a suite of climate policies that prioritize equity and environmental justice, this legislation aims to achieve net-zero emissions by 2050, as well as interim benchmarks of 50% by 2030 and 75% by 2040. The legislation represents a major step forward on carbon sequestration, wind procurement, increased solar utilization, greater energy efficiency standards, and more. With over 4,500 registered supporters across every district in the state of Massachusetts, Citizens’ Climate has consistently mobilized to lobby and call legislators, write letters to the editor, and show up at demonstrations in support of strong climate legislation.
In April 2021, Oregon Senators passed — with an overwhelming majority (23-5) — a climate resolution urging Congress to enact bipartisan climate legislation (SJM 5). Its passage included six votes from Republican Senators. At the end of a short floor speech introducing the bill, Senator Michael Dembrow (D) urged his Senate colleagues to support SJM 5 before the official vote and thanked Citizens’ Climate volunteers for their hard work to create the political will for climate action. With over 4,700 registered supporters across Oregon, Citizens’ Climate continues to build strong support for bipartisan climate legislation in the state.

“I have been very worried about climate change for years.

I really like the Citizens’ Climate approach.

- Sen. Michael Dembrow (D-OR)
SJM 5, Public Testimony
2021-2022 Advisory Board

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

Don Cheadle
Actor

Dr. Sylvia Earle
Oceanographer, Explorer, Author, Lecturer

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

Dr. Katharine Hayhoe
Atmospheric Scientist

Dr. Henry D. Jacoby
Professor of Management, Emeritus,
in the M.I.T. Sloan School of Management

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

Dr. Gilbert E. Metcalf
Professor of Citizenship and Public Service and
Professor of Economics at Tufts University

Dr. George Shultz (1920-2021)
Former Secretary of Labor, Treasury, State and
Director of the Office of Management and Budget

Bradley Whitford
Actor

Jay Butera
Founder and Director of the
Climate Solutions Project

Dr. Steven Chu
Former Secretary of Energy

Dr. Peter de Menocal
President and Director of
Woods Hole Oceanographic Institution

Michael Gerrard, J.D.
Professor of Professional Practice, Director for
Climate Change Law, and Chair of Earth Institute

Dr. James Hansen
Climate Scientist

Dr. Shi-Ling Hsu
Professor of Law and Associate Dean for
Environmental Programs at FSU College of Law

Betony Jones, M.S.
Principal, Inclusive Economics

Barbara Love
Professor Emeritus,
University of Massachusetts-Amherst

Reginald Mitchell
Bitter Water born for Salt clan, Navajo Nation

Dr. David Titley
Professor of Practice in Meteorology
Audited Financials

2021 Revenue

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<td>Individual Contributions</td>
<td>$6,210,435</td>
<td>$1,678,709</td>
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<td>Foundations Grants</td>
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<td>Conference Revenue</td>
<td>$29,759</td>
<td>$3,988</td>
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<tr>
<td>Investment Income</td>
<td>$2,851</td>
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<td>Other</td>
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<td><strong>Total</strong></td>
<td><strong>$6,454,053</strong></td>
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2021 Expenses

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<td>Development</td>
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<td><strong>Total</strong></td>
<td><strong>$6,290,969</strong></td>
<td><strong>$1,620,684</strong></td>
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Since our audits are based on accrual accounting, all multi-year foundation grants are reported *in full* the year they are first committed. The above figures therefore indicate secured pledges, rather than cash-in-hand.
We promote two major fundraisers each year, one in March and one at year end, through which we ask our supporters to make financial contributions to power our national grassroots climate movement.

### Fundraising Highlights

#### March Fundraiser

Our goal was to raise $10,000 in new, recurring monthly donations to support Citizens’ Climate Lobby. Donors collectively contributed a remarkable $14,552, which surpassed our goal by 45.5%. Thanks to a generous group of Climate Guardian Donors, all monthly donations were triple matched (3-to-1) in March, April, and May of 2021. A steady stream of ongoing monthly support is crucial in allowing Citizens’ Climate to meet the moment in our ever-changing political climate.

#### Year-End Fundraiser

We set an ambitious goal of raising $1.5 million for Citizens’ Climate Education through one-time donations for our Year-End Fundraiser. The outpouring of contributions from our supporters collectively brought in $1,580,672, surpassing our goal by more than $80,000. Funding from this campaign provided significant resources to leverage political will for carbon pricing at a time when it mattered most.
Get Involved

Volunteer
Became a Citizens’ Climate volunteer by joining your local chapter. Citizens’ Climate has 450+ chapters in the U.S. taking regular monthly actions.

Start by joining a live Informational Session
Sign up at cclusa.org/intro

Give
Donate to Citizens’ Climate Lobby (non tax-deductible) or Citizens’ Climate Education (tax-deductible) on a one-time or monthly basis to support our grassroots climate advocacy work.

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:
Contact our Development Team at
development@citizensclimate.org or call (619) 437-7142