



# 2016 ANNUAL REPORT



The Climate  
Reality Project®

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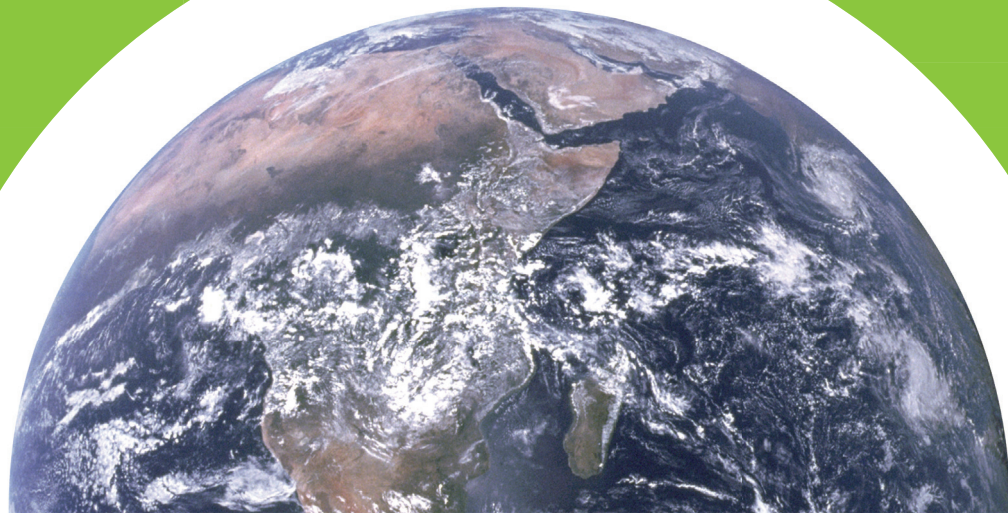
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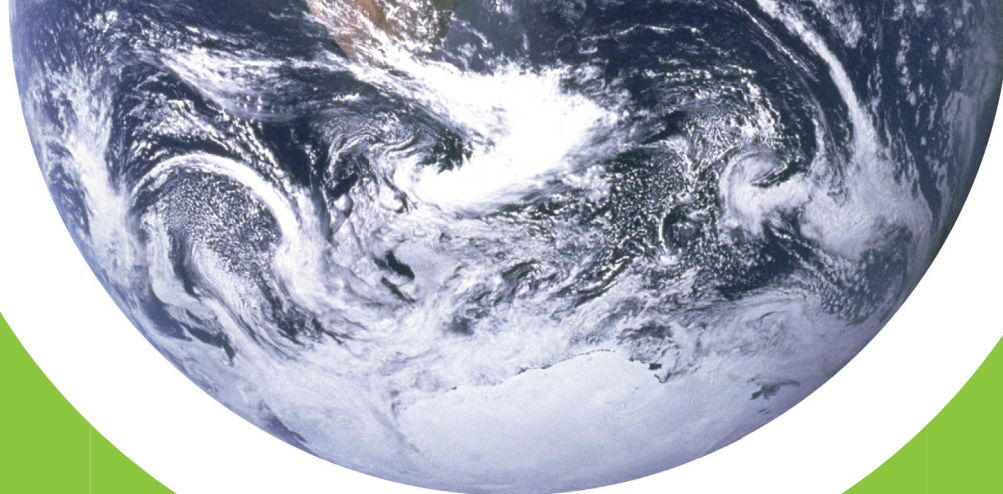


TELLING A STORY THAT INSPIRES  
**COURAGE.**

TELLING A STORY THAT INSPIRES  
**ACTION.**

TELLING A STORY THAT INSPIRES  
**A PLANET.**





**WE MUST**

SOLVE THE CLIMATE CRISIS.

**WE CAN**

SOLVE THE CLIMATE CRISIS.

**WE WILL**

SOLVE THE CLIMATE CRISIS.

**TOGETHER.**



# FROM OUR FOUNDER

Dear Friends,

The great English journalist and novelist George Orwell once wrote:

“[W]e are all capable of believing things which we know to be untrue, and then, when we are finally proved wrong, impudently twisting the facts — the only check on it is that sooner or later a false belief bumps up against solid reality.”



Orwell wrote these words surveying the world in 1946, but they easily could be about 2016.

My friends, these are critical days. Not only for the climate movement but for democracy itself. The headlines have been filled with revelations of fake news, but this story is as old as news itself. What is news, however, is that never before have the great democracies across the Earth been so vulnerable to such blatant falsehoods.

From the very first days of The Climate Reality Project, we've been committed to fighting falsehood with the truth of solid reality. It's in our name. It's in our DNA.

In 2016, I'm proud to say we took this fight forward at an important time, bringing solid reality crashing into the false beliefs spread by climate deniers and the fossil fuel industry at every turn. I'm even more proud to say that we did it working with millions of citizens from all walks of life, building a movement that's not about politicians but about regular people and the sustainable future we want. Which makes me more hopeful than ever that we will win.

I have to thank you, our friends and supporters, for making this possible. When you see towns and colleges across the US commit to clean energy through our *100% Committed* program, know you helped make it happen. When you see the Paris Agreement go into effect and countries begin cutting emissions on an unprecedented scale, know you had a hand in this.

I could go on. As I've said before, we know we must solve the climate crisis. We know we can solve the crisis. And thanks to you, I know we will. And today, when you see countless Americans take action to fulfill our Paris commitments even without the White House, know you helped build this movement.

Sincerely,

Handwritten signature of Al Gore.

Al Gore

Founder and Chairman

# KEN'S PERSPECTIVE

This was a year of profound choices. And not simply in elections.

The Paris Agreement opened a window to a new era of unprecedented cooperation. But the ink was hardly dry before deniers and naysayers were attacking the deal. Would the world seize this moment and work together or would old divisions rear up and cost this precious opportunity?

Meanwhile, the costs of wind and solar continued to fall, with renewables outnumbering oil, coal, and gas in new development across the planet. Global GDP grew even as emissions remained flat. The conclusion was clear: a clean energy economy is there for the taking, if we act. But would we?

For our activists, supporters, friends, and followers at The Climate Reality Project, the answers were never in doubt. Not if they had anything to do with it.

I've been in the movement for decades. But I've never been more inspired than in 2016 when Climate Reality Leaders in Brazil refused to let a presidential impeachment threaten climate action and led the successful charge to ensure Latin America's largest economy ratified the Paris Agreement. Or when our activists in Canada fought to give citizens a voice in climate action planning — and won. Or again when US supporters and activists decided the clean energy economy began with them and brought schools, businesses, cities, ski resorts, and mountain communities together to transition to 100 percent renewable electricity.

Trust me when I say that we are clear-eyed about the challenges of a new administration in the White House. But we also see the energy and passion for a solution to this crisis growing, not waning, and we know that millions working together are stronger than any politician.

Trust me when I say that we are clear-eyed about the challenges of the current US administration — especially after its announcement to withdraw from the Paris Agreement. To be that generation that took on the greatest challenge humanity has ever faced and won. The proof is in the pages that follow. I am honored and grateful for your friendship in making this possible. And I'm excited to have you with us for all that comes next.



Ken Berlin

President and CEO



# OUR MISSION

At The Climate Reality Project, our mission is to catalyze a global solution to the climate crisis by making urgent action a necessity across every level of society.

How do we advance this mission? By telling a simple, but powerful story that awakens the moral courage in all of us. Millions first heard that story in former Vice President Gore's Academy Award-winning film *An Inconvenient Truth*. And millions started talking about what they could do.

That story: We must solve the climate crisis. We can solve the crisis. And we will solve the crisis. Together.

With the help of our friends, partners, and supporters, we work to share this message through a combination of dynamic digital initiatives, personal outreach, and global media events that reach and inspire audiences around the world. Just as important, we give concerned citizens everywhere the tools, training, and knowhow to act on the crisis and create a sustainable future for all of us.

## OUR GOALS

Through these wide-ranging efforts, we work to achieve three practical goals:

1. Create a critical mass of climate activists.
2. Implement, monitor, and strengthen national commitments to emissions reduction and other solutions (known as NDCs) in key countries.
3. Accelerate the transition to a clean energy economy.





e Climate  
ality Proje





## — TURNING INTENTION INTO ACTION —

In 2015, the world saw the promise of a sustainable future emerge through the historic Paris Agreement. In 2016, together, we began to make it a reality.

Our approach was direct. First, share a story that inspires action through the voices that audiences know and trust. Then, provide the tools and training that empower citizens to act.

With people from all walks of life speaking up in growing numbers, talking to their friends, family members, and colleagues online and off, mainstream attitudes begin to shift. Ten years ago, the question was “Can we shift to a clean energy economy?” Today, with the Paris Agreement signaling a new era of international cooperation, the question is, “How soon will we get there?”

Of course, it’s not enough to just ask the questions. We have to act on the answers. All of us. So in 2016, we joined forces with our friends and supporters to mobilize citizens around the world to

push on the levers of power at moments of strategic opportunity. With your help, we were able to focus real activist energy on the critical battles where local victories could trigger broader shifts and accelerate the society-wide shift to clean energy.

The results are telling. Over 10,000 Climate Reality Leader activists mobilizing communities in 136 countries. Over 550,000 supporters worldwide helping spread the word about solutions, drive pro-renewable policies, and push national leaders to formally approve the first global climate agreement. Major cities committing to transition to 100 percent renewable electricity.

The shift is on. Whatever happens in Washington DC in the short term, the world is changing and we can confidently say that the future is renewable. This is how we marched toward that future together in 2016 – and why you should be proud.



48

**Climate Justice  
NOW!**



# CREATING A CRITICAL MASS

## - CLIMATE REALITY LEADERSHIP CORPS - TRAINING LEADERS TO WIN

Created and led by Vice President Gore, the Climate Reality Leadership Corps trains concerned citizens to become world changers, equipped with the tools and know-how to raise awareness, swing public opinion, influence policy, and organize their communities for action on climate.

In 2016, we held three trainings in countries critical to the success of the Paris Agreement, building an activist network that today counts over 10,000 Leaders in 136 countries.

**MANILA, PHILIPPINES**  
MARCH 14–16

661

LEADERS TRAINED

### KEY THEMES

CLIMATE SCIENCE, COST OF CLIMATE IMPACTS,  
IMPLEMENTING THE PARIS AGREEMENT

**SHENZHEN, CHINA**  
JUNE 15–16

545

LEADERS TRAINED

### KEY THEMES

CLIMATE SCIENCE, CHINA AS A CATALYST FOR  
SOLUTIONS, SUPPORTING GOVERNMENT INITIATIVES  
ON CLEAN ENERGY AND EMISSIONS REDUCTION

**HOUSTON, TEXAS**  
AUGUST 16–18

438

LEADERS TRAINED

### KEY THEMES

CLIMATE SCIENCE, ENVIRONMENTAL JUSTICE,  
CLEAN ENERGY OPPORTUNITIES IN CONSERVATIVE  
COMMUNITIES







## PROFILES IN LEADERSHIP



### **DR. BRUCE BEKKAR**

Dr. Bruce Bekkar (trained in Cedar Rapids, Iowa in 2015) played a critical role in developing the city of Del Mar's Climate Action Plan and advocating for the city council to vote to switch to 100 percent renewable energy in 2016. He's also testified on behalf of health-related climate legislation to California lawmakers on multiple occasions.

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### **CHRISTINE FLOYSAND**

Christine Floysand (trained in Miami in 2015) is assisting with a prominent lawsuit challenging the Norwegian state for licensing huge new areas for oil and gas in the Arctic, arguing this is a breach of the new environmental paragraph in the Norwegian constitution and seeking to invalidate these licenses.

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### **J. DRAKE HAMILTON**

J. Drake Hamilton (trained in Nashville in 2006) runs the Global Warming Solutions program at Minnesota-based Fresh Energy, an independent nonprofit that supports climate solutions that maximize economic development in the Midwest. J. has given presentations to an estimated 70,000-plus people, including to audiences at the EPA, Target Corporation, and 3M, and been recognized by Minneapolis-St. Paul magazine as one of 100 Minnesotans "who make things happen."



## PROFILES IN LEADERSHIP (CONT.)



### **MARIE-ÈVE LECLERC**

Marie-Ève Leclerc (trained in San Francisco in 2012) was instrumental in organizing private and public meetings on the crisis for her Conservative Party member of parliament in Canada, bringing both citizens and a prominent critic into conversation on solutions.

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### **PATRICK AND MILAN VAN DER MEULEN**

Patrick and Milan Van der Meulen (trained in Miami in 2015) are 22 and 25-year old Dutch brothers and successful solar entrepreneurs working with universities to teach future generations how to create climate-focused business concepts. The brothers present frequently to community groups, with a focus on inspiring their audiences to take action. At a recent presentation to a municipality in their area, attendees founded an energy cooperative after the presentation and are working to develop a solar park for their community.

# CLIMATE SPEAKERS NETWORK

## BUILDING A DIVERSE MOVEMENT

Building a winning movement means welcoming communities of all ethnicities, professions, and faiths beyond traditional constituencies. And so often the best voices to open the door aren't climate organizations alone, but the voices communities already know and trust.

That's why the Climate Speakers Network (CSN) unites forces from a wide range of grassroots and grassroots organizations across the US to open the door to African American, Latino, business, faith, and healthcare communities into the climate movement.

Working with partners from Sachamama to church dioceses, CSN trains influential voices to act as trusted messengers on climate to their friends, colleagues, constituents, and neighbors. CSN trains speakers to use the power of personal stories to speak to the values of their community and tell the bigger story of climate hope and solutions. Through this approach, we invite audiences to see what the climate crisis means for their own lives and take action to solve it, creating a more diverse, inclusive, and powerful climate movement growing by the day.

### TRAINING EVENTS

38 IN 25  
EVENTS CITIES

### CLIMATE SPEAKERS TRAINED

2,000

### TRAINING PARTNERS

NATIONAL ASSOCIATION FOR THE  
ADVANCEMENT OF COLORED PEOPLE, WORLD  
WILDLIFE FUND, SIERRA CLUB, MI FAMILIA VOTA,  
FRANCISCAN ACTION NETWORK, SACHAMAMA,  
CENTER FOR EARTH ETHICS, VIETNAMESE-  
AMERICAN FISHER FOLK AND FAMILIES, VOCES  
VERDE, CLIMATICO, AND CHISPA







# CAMPUS CORPS

## DEVELOPING NEXT GENERATION LEADERS

We know millennials can change the world. We see it happening every day.

In 2016, we created the Climate Reality Project Campus Corps to turn the incredible idealism and passion of millennials into energy for climate action and develop the next generation of young American leaders. With chapters at 21 colleges across the country in 2016, the Campus Corps trains students in twenty-first century outreach and organizing techniques, empowering young activists to mobilize the campus community for action on clean energy and policy initiatives.

Through the program, we're building self-sustaining networks that continue to grow and cement the climate issue as a constant presence on campus while challenging activists to gain the skills to lead the movement long after graduation.

In 2016, Campus Corps activists played a critical role in our *100% Committed* campaign pressuring businesses, communities, and academic institutions to shift to 100 percent renewable electricity (detailed below). Activists gathered thousands of signatures calling for school administrations to make the shift, successfully driving Plymouth State University to commit to 100 percent renewable electricity in only a few months (with many more schools following suit in 2017).

Just as important, Campus Corps activists also helped defeat anti-solar ballot initiatives in Florida and elevate climate as an electoral issue for young voters.

644

ACTIVISTS  
TRAINED

45,700

100% COMMITTED  
PETITIONS SIGNED

1,309

ONE-DAY  
PETITION RECORD

1,600

ACTIVIST HOURS



## CAMPUS CORPS CHAPTERS

Colorado State University

University of Denver

University of Central Florida

Florida International University

North Carolina State University

Salem College (North Carolina)

Appalachian State University  
(North Carolina)

Brevard College (North Carolina)

Warren Wilson College (North Carolina)

University of North Carolina Wilmington

Virginia Commonwealth University

University of New Hampshire

Plymouth State University (New  
Hampshire)

Pennsylvania State University

Ohio State University

Iowa State University

Michigan State University

University of California Santa Barbara

University of Pennsylvania

Drexel University (Pennsylvania)

University of Warwick (UK)

# IMPLEMENT, MONITOR, STRENGTHEN

## CLIMATE REALITY BRANCHES

In November 2016, millions saw the world's first global climate agreement go into effect after more than 55 countries responsible for more than 55 percent of global emissions formally approved the deal.

What they didn't always see was the day by day, hour by hour work of shaping public opinion, organizing communities, and pressuring policymakers that got us there. But that's exactly the work our international branches do in critical countries and regions around the world.

Effective action begins with the recognition that from China to

Canada, each country has its own needs, capabilities, and challenges on the crisis. So we enlist local activists and partners with their eyes on the street and ear to the ground on local issues to lead the campaigns on their home turf through our branch offices.

With local leaders at the helm, branches tell our story of hope and solutions through online outreach and digital media that speaks to local values. In this way, branches act as catalysts to focus public pressure on key decision makers to advance the solutions right for their country, whether it's solar in India or fighting deforestation in Brazil.



## AFRICA BRANCH

**PARTNER:** Food and Trees for Africa

**KEY ISSUES:** Carbon pricing, mitigation, peaking emissions.

**MAJOR VICTORIES:** Launched new program to train journalists in reporting on the climate crisis.

## CANADA BRANCH

**PARTNER:** David Suzuki Foundation

**KEY ISSUES:** Citizen input in national climate action planning, clean energy, science-based decision making in government.

**MAJOR VICTORIES:** Helped establish formal channel for citizen participation in Canada's climate action plan, successfully pressed Prime Minister Trudeau to support re-joining UN anti-desertification efforts.

## AUSTRALIA BRANCH

**PARTNER:** Melbourne Sustainable Society Institute

**KEY ISSUES:** Expanding government commitments, building corporate support society in government decision making.

**MAJOR VICTORIES:** Presentations have reached 1 in 50 Australians.

## CHINA BRANCH

**PARTNER:** World Wildlife Fund China

**KEY ISSUES:** Supporting government emissions reduction policies, clean energy, accelerating the shift to a low-carbon economy.

**MAJOR VICTORIES:** Held largest climate activist training in China.

## BRAZIL BRANCH

**PARTNER:** Centro Brasil no Clima

**KEY ISSUES:** Citizen input in national climate action planning, clean energy, science-based decision making in government.

**MAJOR VICTORIES:** Spearheaded successful *Ratifica Ja!* campaign to ensure ratification of Brazil's Paris Agreement commitment, engaged President Michel Temer in dialogue.

## EUROPE BRANCH

**PARTNER:** Regional Environmental Center

**KEY ISSUES:** Low-carbon development, sustainability, citizen engagement and participation, coalition building.

**MAJOR VICTORIES:** Built a coalition to support a European citizen's initiative asking the EU parliament to raise ambitions for the EU's 2030 Renewable Energy and Energy Efficiency goals.

# 24 HOURS OF REALITY

## THE ROAD FORWARD



Twenty-four hours. Twenty-four countries. Over 30 million views online and 225 million households reached on television with a message of hope and solutions. Global broadcast events don't come much bigger or bolder than 24 Hours of Reality.

Hosted by Vice President Gore, *24 Hours of Reality: The Road Forward* traveled the world on December 5-6, 2016 to seize public attention and share the reality of the climate crisis in the 24 countries critical to the success of the Paris Agreement. And with a long list of the celebrities and artists who shape culture today appearing alongside

the thought leaders, policymakers, and scientists leading the charge on solutions, *The Road Forward* also captured a world coming together to confront our greatest challenge yet.

What makes *24 Hours* special is that the program broadcast online and on television is just a starting point for action. As millions watched, millions more joined the conversation on social media, while thousands downloaded a special activist kit to keep the pressure on policymakers. The message to world leaders was simple and clear:

*We have the Paris Agreement — and now it's time for you to deliver.*



225  
MILLION  
TELEVISION  
HOUSEHOLDS REACHED

30 MILLION  
ONLINE VIEWS

OVER  
15,000  
ACTIVIST KITS  
DOWNLOADED

187  
COUNTRIES  
REPRESENTED



#### GUESTS APPEARING (PARTIAL LIST):

California Governor Jerry Brown

Former Mexican President Felipe  
Calderón

Edward Norton

Ryan Reynolds

Sam Champion

Florence and the Machine

PJ Harvey

Vanessa Hauc

Vance Joy

EPA Administrator Gina McCarthy

Hasan Minhaj

Jonathan Scott

Esperanza Spaulding

Calum Worthy



## DIGITAL OUTREACH



Movements rise and fall on the strength of the story they tell. A good story not only changes how we see our world, but points to the horizon and moves us to start marching. A good story has to be shared. A good story inspires.

At Climate Reality, we draw on the power of digital media to share Vice President Gore's story of climate hope and inspire millions to take action by sharing the message with their friends and neighbors, raising awareness and transforming perceptions of the crisis society-wide. One click at a time.

How? By telling this story in ways that speak to audiences where they're at and connects to the lives and values everyday people are living every day. By translating complex climate policy and

science into real-world implications for our audiences, their families, and their futures, making action a personal imperative.

Most important, by earning trust. With a message focusing on the truth of climate solutions and how audiences can act, we've become the fourth most-influential voice on Twitter on clean energy and one of the top 25 most influential voices on climate overall, according to Carbon Brief and data analysts Right Relevance.

The result, when we speak, audiences listen. And when we invite them to act, they respond, with over 67,000 supporters submitting comments to support the EPA's Clean Energy

Incentive Program, 42,000 opposing coal leasing on US public lands, and 12,600 calling for the US Forest Service to protect Colorado's pristine North Fork Valley from coal mining.

We can always count on fossil fuel interests to work behind the scenes to fight pro-climate policies and block progress. Our ability to quickly and

effectively mobilize thousands of citizens ensures we counter this force with the voice of citizens, swaying pivotal government decisions and keeping momentum going.

The best news: our numbers are growing as more and more citizens join the movement for solutions and help our story spread even further.

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## DIGITAL AUDIENCE

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**f 603,000**

Facebook

Reached

**104.9 MILLION**

potential users on Facebook

Combined Reach

**14.6  
MILLION**

Email Subscribers

**1.57  
MILLION**



**343,000**

Twitter

Inspired

**609,800 RETWEETS**

as supporters shared our messages with their networks.

# ACCELERATING THE SWITCH

The costs of renewables keep plummeting as more and more home and business owners turn to wind and solar to power their lives and companies. Energy storage technologies are improving in leaps and bounds. Demand for electric vehicles is growing. Solar has become the largest employer in the US electricity generation sector and a turning point on clean energy is in sight. And yet, with powerful fossil fuel interests working to block progress at every level, if we want to reach a truly clean energy economy, we're going to have to fight for it.

And at Climate Reality, we do. In 2016, our activists fought for policies to cut emissions and speed the shift to renewables across the US at local, state, and federal levels. By putting regular citizens at the center of the movement and giving them the tools and training to shape their own energy future, we're creating a new kind of movement that's not about what industry voices or policymakers want, but what everyday Americans want. Because that's a movement that can—and will—win.





# KEY FIGHTS

## PROTECTING THE SUN IN THE SUNSHINE STATE



In 2016, two ballot initiatives promised to shape the future of solar energy in the Sunshine State of Florida. And with so much on the line, our Climate Reality Leaders and supporters sprang into action.

First, Climate Reality Leaders helped educate citizens and get out the vote to ensure that Amendment 4 — a ballot measure that allows property owners to install solar panels without a property tax increase — passed by a landslide, ultimately securing 72 percent of the vote.

Then, state utilities backed by the fossil fuel industry placed Amendment 1 on the fall ballot to restrict net metering in Florida and discourage widespread adoption with prohibitive costs. Even worse, the amendment was written with intentionally vague and misleading language intended to convince voters they were voting to support solar in Florida, not oppose it. The initiative promised to be a test case and show that if the fossil fuel industry could win in Florida, it could win and block progress anywhere.

We couldn't let that happen. Our Leaders and Campus Corps activists rose to the challenge, using strong social media outreach and on-the-ground organizing to combat a misinformation campaign backed by millions of fossil fuel money and defeat the initiative, opening the door to a brighter future for clean energy in the state.

## THE ROAD FROM PARIS: SHAPING US ENERGY POLICY

For leaders to make commitments in negotiations is one thing. Implementing them at home in the face of industry opposition is another.

In 2016, we activated our supporters, Climate Reality Leaders, Climate Speakers, and partners to vocally support ambitious initiatives to cut

emissions and expand clean energy, putting the US on the path to meeting its Paris Agreement commitments. Thanks in part to these efforts, thousands and thousands of Americans joined the movement to shape the nation's energy future and take multiple programs over the finish line.

## CORE CAMPAIGNS

**POLICY:** Clean Energy Incentive Program

**GOAL:** Encourage US states to invest in clean energy and embrace efficiency, with a strong focus on low-income communities.

**RESULTS:** Submitted 67,306 comments supporting the program. As part of the Clean Power Plan, the program now faces an uncertain future under the current administration.

67,306

COMMENTS  
SUBMITTED

**POLICY:** EPA methane limits

**GOAL:** Push industry to adopt measures to radically cut leaks of a dangerous greenhouse gas 87 times more potent than carbon dioxide.

**RESULTS:** Submitted 25,000 comments and recruited 10 speakers for public hearings, helping persuade then-President Obama to announce new rules to limit methane emissions and leaks.

25,000

COMMENTS  
SUBMITTED

10

SPEAKERS  
RECRUITED

**POLICY:** US Department of Interior Coal Leasing Moratorium

**GOAL:** Make temporary moratorium on new coal mines on public lands permanent to encourage greater use of non-carbon fuels.

**RESULTS:** Recruited over 42,000 comments and recruited 17 speakers for public hearings, accounting for 17.5 percent of all comments submitted to Interior. With the change in administration, the moratorium was ultimately lifted.

42,000

COMMENTS  
GENERATED

17

SPEAKERS  
RECRUITED



## CORE CAMPAIGNS (CONT.)

**POLICY:** Colorado Roadless Rule Loophole

**GOAL:** Close legal loophole enabling the second-largest US coal producer to mine in protected US wilderness areas.

**RESULTS:** Submitted more than 12,600 comments to end this special practice. Despite strong public outcry, the US Forest Service extended the loophole for Arch Coal.

12,600

COMMENTS  
SUBMITTED

**POLICY:** Corporate Average Fuel Economy

**GOAL:** Persuade the EPA to continue its plan to raise carmakers' average fleet fuel economy to 54.5 miles per gallon by 2025, significantly cutting US transportation emissions and reducing oil consumption by 2 million barrels a day.

**RESULTS:** Submitted more than 8,800 comments calling for stronger fuel economy standards, helping lead the agency to maintain its ambitious goals for 2025.

8,800

COMMENTS  
SUBMITTED

100% COMMITTED

# 100%

## COMMITTED

100% **RENEWABLE**, 100% **DOABLE**

In the US, federal policymakers can be slow to act on clean energy. But across the nation, communities, companies, and colleges and universities aren't waiting around for DC to catch up.

In 2016, we launched a new campaign called *100% Committed* to help forward-thinking businesses, cities, towns, ski resorts, and educational institutions shift to 100 percent renewable electricity.

The campaign identifies and engages targets that are frequently the largest users of electricity in their market. When these major consumers demand their utility provide clean energy alternatives to meet their needs, their action has the power to reshape their local market and spur others in the region to follow.

The good news: our campaigns of media and public pressure are working.

Already in 2016, we won several major victories, with Park City and Salt Lake City in Utah both making the commitment along with Plymouth State University in New Hampshire. Aspen, Colorado signed on as a campaign partner, while LAAX resort in Switzerland also made the commitment, signaling a new era of ski areas taking action to protect the season they depend on. In addition, businesses like Ski Butlers and 22 Designs also signed on, proof that the shift to a clean energy economy is on — and accelerating by the day.







# THANK YOU

We're under no illusions about the gravity of the climate crisis we face. But now, even with the challenges we face in DC, we are more confident than ever that—as Vice President Gore says—we're going to win this.

The programs in these pages tell a story of how we'll win by driving a society-wide shift to clean energy, and how we marched forward in 2016.

Between the lines, though, there's another part of the story that's just as important. *Why* we'll win.

That *why*? People like you. The friends, supporters, and partners who are committed to making this world a

better place than they found it and joining with us in taking on the greatest challenge humanity has ever faced.

Because even as the industry forces aligned against us are the very definition of the rich and powerful, this is perhaps the greatest people's movement ever. We're fighting to protect the planet that all of us—white, black, brown, gay, straight, bi, middle-class, working-class, and every other identity out there—share. To create a better future for the people we love. There is no more important work. And we have the numbers to win.

This is our story together. Thank you for making it possible.





# FINANCIALS

## — STATEMENT OF FINANCIAL POSITION —

December 31, 2016

### ASSETS

#### Current Assets

Cash and Cash Equivalents	\$ 1,771,676
Pledges Receivable	5,108,251
Accounts Receivable	185,528
Prepaid Assets	<u>315,807</u>
Total Current Assets	6,473,704

Contributions Receivable, Net of Current Portion	-
Property and Equipment, Net	50,949
Security Deposits and Other Assets	<u>315,586</u>

**TOTAL ASSETS** \$ 7,747,795

### LIABILITIES AND NET ASSETS

#### Current Liabilities

Accounts Payable and Accrued Expenses	919,588
Accrued Compensation and Benefits	377,612
Accrued Rent	37,254
Total Current Liabilities	<u>1,334,454</u>

Net Assets	
Beginning Net Assets	11,861,783
Change in Net Assets	<u>(5,448,440)</u>
Total Net Assets	<u>6,413,341</u>

**TOTAL LIABILITIES AND NET ASSETS** \$ 7,747,795

# STATEMENT OF ACTIVITIES

January 1 through December 31, 2016

## REVENUE

Contributions	\$ 10,436,761
Special Events	118,000
Other Income	3,273
Investment Income	<u>(5,548)</u>

TOTAL REVENUE	10,552,486
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## EXPENSES

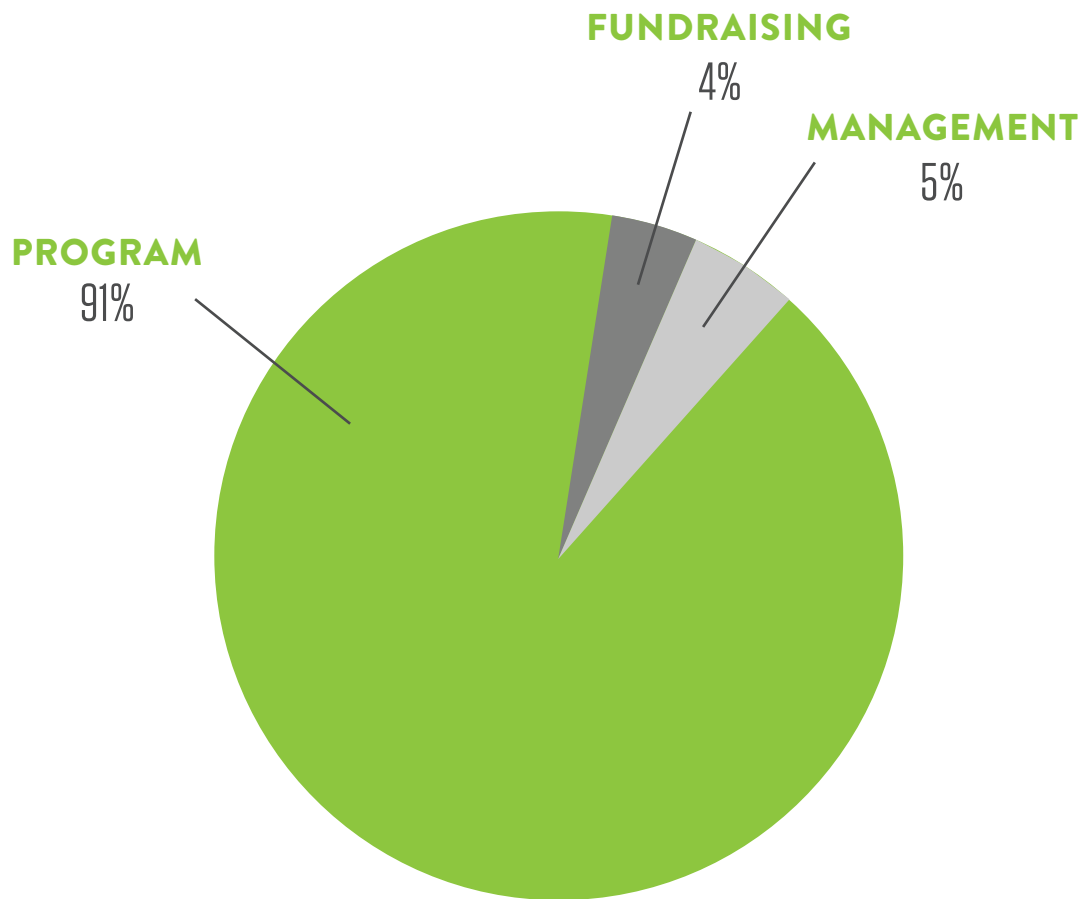
Program	\$ 14,512,254
Fundraising	711,944
Management	<u>776,728</u>

TOTAL EXPENSES	<u>16,000,926</u>
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CHANGE IN NET ASSETS	<u>\$ (5,448,440)</u>
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# ORGANIZATIONAL EFFICIENCY



**DEPARTMENT**

Program	\$ 14,512,254	91%
Fundraising	711,944	4%
Management	<u>776,730</u>	5%
	<u>\$ 16,000,929</u>	100%

# ORGANIZATIONAL SUSTAINABILITY COMMITMENT

At The Climate Reality Project, we are committed to reducing the environmental impact of our activities and leaving a positive social and environmental legacy for future generations. All of the organization's efforts are guided by our sustainability standards, including office operations, transportation, purchasing, carbon tracking and neutralization.

Climate Reality events comply with the international sustainable event management standard ISO 20121, which specifies requirements for implementing a sustainability

management system across key impact areas, including: reducing overall energy and water consumption, sustainable food and beverage sourcing, waste reduction and diversion through composting and recycling, and attendee engagement.

For all emissions that cannot be reduced, the carbon footprint of the organization is measured and the total emissions are neutralized via third-party verified carbon offset projects.