

# ecoAmerica

*building climate leadership*

## 2017 IMPACT REPORT



# Building Climate Leadership

***“We are the first generation that is experiencing climate change and the last that can do anything about it.”***

— Governor Jay Inslee



## Letter from the Chairman of the Board and the President

Greetings,

Everything about climate change is in a state of rapid shift. Energy technologies, the visible impacts of climate change we see all around us, our national political situation, and international progress are all more dynamic than we might have expected a few years ago. People and institutions all around the world are becoming more aware and engaged in climate - and it's not all good.

We need dramatic action for climate solutions, now. Unfortunately, we now may have the U.S. government - the House, the Senate, the Presidency, and the Supreme Court - all directed to work against those solutions.

It is, however, possible to build broad, strong public support and political will for climate action even amidst these challenges with new strategies. America's faith communities, higher education institutions, health and medical associations, businesses, and local communities have always led on social change in America. They are ready to lead on climate - now.

ecoAmerica's mission is to build the support we need for climate action by working with America's trusted institutions. As you will read in this impact report, we have a proven model that can be scaled up quickly. It's why the American Public Health Association is declaring 2017 to be the year of "Climate Change, the Global Health Challenge" and the AME Church, among others, is launching independent efforts to engage their members and society in climate solutions.

Now's the time for effective new ideas and action. Now's the time to build the base of people who care about climate change. We really need your ideas, your guidance, and your support. Please join us.

Frank E. Loy  
Chairman

Robert M. Perkowitz  
President

# Moving America Toward Climate Solutions

We need to create a broader, stronger base of public support if we're going to solve the climate challenge. That's where ecoAmerica comes in.

ecoAmerica's mission is to build a critical mass of institutional leadership, public support, and political will for definitive climate solutions in the United States.

We are building and supporting a broad, diverse network of trusted leaders and institutions that connect with Americans where they live, work, learn, and pray – and providing these leaders with the inspiration, programs, and resources they need to act on climate.

These leaders and institutions can effectively reach every American city, town, and county in all 50 states through local churches, colleges, and health and medical professionals with relevant, inspiring, and empowering programs so they can act on climate change, regardless of their politics.

## Our unique approach



## ECOAMERICA PROGRAMS - ENGAGING AND EMPOWERING SOCIETY TO LEAD ON CLIMATE



675 schools in all 50 states sign on to report emissions and commit to go climate neutral.



Curricular and workforce development resources for 12 million Americans attending community colleges.



Supporting America's leading health and medical associations as they make climate a mission-centric priority.



Engaging America's largest denominations to lead on climate with inspiring and empowering resources.



Building community engagement into the mitigation and adaptation efforts of America's cities, towns, and counties.



Using awards and best practices to help higher education bring climate leadership to their campuses and communities.



Resources for millions of America's small and mid-size enterprises who want to act on climate.

1 Enlist National Leadership

# Reaching All Americans Through Trusted Institutions

ecoAmerica reaches millions of Americans from all walks of life through a rapidly growing network of 200+ mainstream institutions and leaders from outside the traditional environmental movement.

*“We took climate change out of a political conversation and put it into a personal-values conversation.”*

— Tony Stieritz  
Director, Catholic Social Action, Archdiocese of Cincinnati

## EXAMPLES OF ECOAMERICA'S DIVERSE PARTNERSHIPS AND REACH

**18,000,000**

Citizens in the greater L.A. area – our flagship Path to Positive community committing to climate action.

**2,000,000**

American Sustainable Business Council members, whose businesses connect with millions of clients.

**29,500,000**

Americans who seek help from American Psychological Association members.

**1,800,000**

Students across the 470 Hispanic Association of Colleges & Universities campuses.

**2,500,000**

African Methodist Episcopal Church members answering the moral call of climate change.

**400**

Diverse businesses represented in the Silicon Valley Leadership Group.

**1,108**

American Association of Community Colleges members.

**38**

Creation Justice Ministries' national faith bodies collaborating together on creation care and environmental justice policies.

**25,000**

Health officials, providers, and organizational leaders in the American Public Health Association.

**1,407**

U.S. Conference of Mayors members who are on the front line of climate impacts facing their cities.

**109**

Leadership Circle members in 21 states who spearhead and guide ecoAmerica's initiatives.



2 Provide Robust Programs

# Turnkey Programs and Resources for Effective Action

***“The way we communicate our message is critical so that the vast majority of people not only grasp what we are trying to convey but also appreciate how the message that we are presenting connects with their lives.”***

— Dr. Antonio Flores  
President and CEO, Hispanic Association of Colleges and Universities  
Member, Solution Generation Leadership Circle  
Director, ecoAmerica

ecoAmerica works to expand climate leadership beyond traditional environmental circles. To this end, we connect with trusted leaders and major institutions in five sectors – faith, health, business, community, and higher education – that underpin mainstream America.



We apply our marketing, messaging, and climate expertise to develop practical tools and initiatives – from sermons to webinars, from talking points to patient guides – that directly help these leaders’ organizations and circles of influence understand why climate change matters and what we can do to work toward solutions. No other organization tackles climate change from this perspective.

Highlights of these five programs and their impact are provided on the following pages.



**Health: A Powerful Connection to All Americans**

Climate change represents the greatest public health threat of our time, fueling rates of illness, disease, trauma, and mental illness. Our Climate for Health program partners with national health organizations to make the issue a top national priority. We leverage the authority of highly regarded health professionals who can educate the public, spur change within their organizations, influence the national dialogue, and encourage millions of Americans to implement and advocate for solutions.

**Audience:** 270 million Americans who interact with a healthcare professional annually.

**Strategy:** Leverage accessible, trustworthy leadership to motivate a breadth of Americans to protect and enhance their health with climate solutions.

**Impact to Date:** 8 partner institutions with a total membership of 343,000+ health professionals reaching millions of patients.

**Website:** [climateforhealth.org](http://climateforhealth.org)

**Featured Partner: American Public Health Association**

Together with Climate for Health, this 50,000-member organization highlighted the links between climate and health in its 2015 national keynote conference. In 2016, the partnership produced a four-part webinar series about the health impacts of climate change that received almost 4,000 total views. The APHA's 2017 conference theme will be "Climate Change: Public Health's Global Challenge."

**Partners:**



*"The evidence has only grown stronger that climate change is responsible for an increasing number of health problems. Climate for Health provides a critical platform to elevate attention to the threats and engage public health leaders to promote health and safety."*

— Georges Benjamin, MD  
Executive Director, American Public Health Association  
Member, Climate for Health Leadership Circle





### Faith: Addressing Climate as a Moral and Justice Issue

Climate change impacts us all but disproportionately affects the most vulnerable communities. The Blessed Tomorrow program works with religious leaders across denominations to support congregations in meeting this moral challenge. We provide guidance and resources to help them present a faith mandate, reduce their impact, and engage their members in the call to care for creation.

**Audience:** 56 million Americans who regularly participate in religious services.

**Strategy:** Emphasize that climate change is a moral issue that must be addressed with a powerful voice from faith leaders and communities.

**Impact to Date:** 7 partner organizations, 18,785 congregations with combined membership of over 57 million Americans.

**Website:** [blessedtomorrow.org](http://blessedtomorrow.org)

### Featured Partner: African Methodist Episcopal Church

Blessed Tomorrow helped the African Methodist Episcopal Church leadership develop their first climate resolution, along with website content, guides, videos, and other resources - in order to build a climate-literate clergy and engage all their congregations in climate solutions.

### Partners:



*“Blessed Tomorrow has already gathered partners together who have history with this topic, who have rich stories to tell about what it means to be together and the impact that we can have when we work in partnership.”*

— Jacquelyn Dupont-Walker  
Director, Social Action Commission  
African Methodist Episcopal Church  
Member, Blessed Tomorrow Leadership Circle



### Local Communities: Creating a Path to a Positive Future

Local leaders and citizens are on the front line of climate impacts that threaten property values, infrastructure, and community health and viability. ecoAmerica's Path to Positive Communities program helps local leaders meet these challenges with activities to raise public awareness, share mitigation strategies, and support local and regional climate policies and solutions.

**Audience:** 200 million Americans who live in cities.

**Strategy:** Accelerate climate solutions by empowering and advocating for local leadership and innovation.

**Impact to Date:** Through our 8 partners, we reach 77 million Americans.

**Website:** [pathtopositive.org](http://pathtopositive.org)

### Featured Partner: Path to Positive LA

Path to Positive and Climate Resolve co-produced the first annual Climate Day LA, which drew over 600 local and regional leaders and inspired attendees to take local actions to implement the LA Declaration on Climate Action.

### Partners:



***“Path to Positive LA is a brilliant program. It takes all these people who have not spoken out on climate change and converts them into climate activists in a way that reaches entirely new constituencies.”***

— Jonathan Parfrey  
Executive Director, Climate Resolve  
Member, Path to Positive Communities Leadership Circle



### Higher Education: Campuses Leading the Way on Climate

Colleges and universities are solidifying a clear leadership role on climate and sustainability. Our Solution Generation program helps campuses plan for carbon neutrality and reduce impact and offers curricular resources and activities to promote community involvement.

**Audience:** 20+ million, including college presidents, students, faculty, staff, and communities.

**Strategy:** Celebrate existing sustainability solutions and incentivize further growth.

**Impact to Date:** 14+ million college students, faculty, and staff reached through 7 partners.

**Website:** [solutiongeneration.org](http://solutiongeneration.org)



**Partners:**



Millersville University



### Business: Innovating for Sustainability and Prosperity

American businesses are stepping up on climate change, switching to 100% renewables and advocating for solutions. It all translates into lower costs and risks, and higher employee and customer satisfaction. Many more businesses want to act but are too small to have a sustainability officer. America Knows How—our business-sector program—provides the guidance and resources they need to reduce their emissions and apply collective business savvy to bring climate solutions to scale.

**Audience:** Customers who patronize the 28 million small businesses in America.

**Strategy:** Connect business leaders across industries to innovate and lead on climate solutions.

**Impact to Date:** 700,000 businesses reached through 5 partners.

**Website:** [americaknowshow.org](http://americaknowshow.org)



**Partners:**



3 Offer Research and Guidance

# Research with Real-World Application

*“For several years the Sierra Club has used ecoAmerica’s research to inform our campaign planning and strategy... I have little doubt this has made us more successful as a result. I highly recommend their research for any organization seeking to increase its success in building public support for and engagement on climate change and environmental solutions.”*

— Jesse Simons  
Chief of Staff, Sierra Club

Climate change will impact all of us. But the way we’re currently talking about it – as an environmental issue – is not resonating with most Americans. ecoAmerica conducts research on American values and messaging on climate. We provide guidance to help leaders talk in ways that connect climate change with commonly held values and inspire people to act. ecoAmerica research includes:

### Messaging Research

Field-tested general and sector-specific messaging and communications strategies that connect to core American values.

### American Climate Values

VALS\*-based psychographic research that reveals which groups of Americans are ready to act and how to connect climate to their core values.

### Common Metrics Survey

An annual survey tracking awareness, attitudes and values on climate change among our partner organizations, selected communities and the American public.

\*Values, Attitudes, and Lifestyles



# Bringing People Together for Collective Impact

*“It was an outstanding summit, possibly the best I’ve been involved with. I’m very excited about the prospects for progress that this effort promises and look forward to remaining involved and helping the effort in any way I can.”*

— Dr. Michael Mann, Pennsylvania State University

ecoAmerica convenes CEO-level leaders in seminal national summits that build new constituencies and momentum for climate solutions. Our events accelerate climate leadership, amplify collaboration and capability, and diversify who leads on solutions, and how.

We conduct 40+ meetings, forums, and summits annually to advance climate leadership within and across sectors nationwide. Past events include:

**American Climate Leadership Summit:** The largest annual gathering of leaders and institutions on climate change, with almost 280 diverse leaders from across sectors, September 2016

**Coming Together in Faith on Climate:** 600+ faith leaders from across denominations gather at the National Cathedral, September 2015

**National Climate for Health Leadership Convening:** 70+ leaders from major health and medical associations plan work on climate action, April 2015

**Latino Climate Leadership Forum:** 75+ Latino leaders collaborate on their role in climate solutions, June 2016

**Climate Day LA:** 600+ cross-sector leaders from greater LA gather to plan local action on climate, November 2015

Read our summit reports online at [ecoamerica.org/summits](http://ecoamerica.org/summits)



# Board of Directors

ecoAmerica relies on a dynamic Board of Directors for strategic guidance. Our Directors are cultural, environmental, business, and marketing leaders who offer a diversity of viewpoints and keen insight vital to advancing ecoAmerica's mission. ecoAmerica also thanks our Emeritus Directors for their guidance and support.

<p><b>Ed Begley, Jr.</b> Actor Environmental Leader</p>	<p><b>Robert Perkowitz</b> President ecoAmerica</p>
<p><b>Aimée Christensen</b> Founder and CEO Christensen Global</p>	<p><b>Lisa Renstrom</b> Director Bonwood Social Investments</p>
<p><b>Leah Missbach Day</b> Photographer &amp; Co-founder World Bicycle Relief</p>	<p><b>Geof Rochester</b> Chief Marketing Officer The Nature Conservancy</p>
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# EMERITUS DIRECTORS

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# STAFF

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<p><b>Dirk Kincannon</b> Chief Administrative Officer</p>	<p><b>Meighen Speiser</b> Chief Engagement Officer</p>	



# Funders and Partners

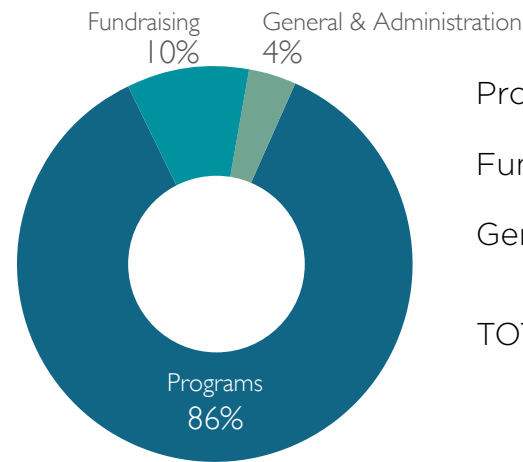
ecoAmerica is extremely grateful to the donors who make our work possible. The following individuals and institutions have provided ecoAmerica with at least \$1,000 in financial or in-kind support between January 1, 2014 and June 15, 2016.

Dr. Norman Anderson	Jesse Fink	Ted Roosevelt V.
Marcia Angle	Dr. Antonio Flores	Jonathan F.P. Rose
Anonymous	Kirsten J. Feldman and Hugh R. Frater	Rand Rosenberg
Kara and Jim Ball	Marianne Ginsburg	Adele Simmons
Loren Blackford	Marshall Herskovitz	Linda and Guy Snyder
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Leah Missbach Day and F.K. Day	Fa and Roger Liddell	Carol and John Walter
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	Carl Page	



# Financials

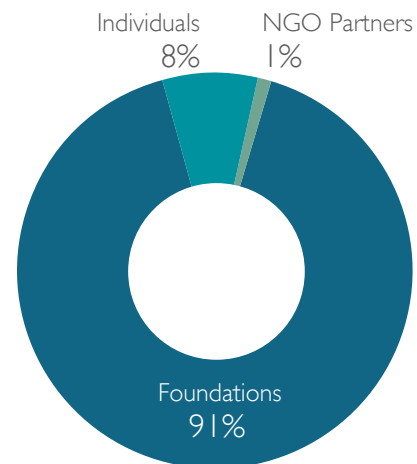
## 2015 Expenditures



Programs: \$4,028,100  
 Fundraising: \$468,384  
 General & Administration: \$187,353  
 TOTAL: \$4,683,837

TOTAL: \$4,683,837

## 2015 Source of Funds\*



Individuals: \$374,707  
 Foundations: \$4,262,292  
 NGO Partners: \$46,838  
 TOTAL: \$4,683,837

TOTAL: \$4,683,837

\*Includes some funds raised in previous years

For information on supporting our work, including gifts of securities, planned gifts, or tribute or memorial gifts, please contact:

**Peggy Knudson, Vice President, Development**

202.457.1125

[peggy@ecoamerica.org](mailto:peggy@ecoamerica.org)

Visit [ecoAmerica.org](http://ecoAmerica.org) to learn about our latest program and research offerings, news, information and thought leadership on engaging Americans for climate and sustainability solutions.

ecoAmerica is a 501(c)(3) organization. We depend on the generous support of donors and key constituents who share our philosophy that climate and sustainability progress starts with people!

# Looking Forward

America and the world made critical progress toward climate solutions in 2015 and 2016.

That progress was grounded in the increased awareness of and concern about the visible, accelerating impacts of climate change. Our faith, health, community, business and other leaders all stepped up to take and support action, along with America's environmental organizations and the Obama Administration.

But support for climate solutions has always been relatively narrow. Americans are rightfully concerned about other issues—like jobs, health, their families—and expect their government to prioritize those concerns. Long-term, global challenges cannot compete with immediate, personal issues.

Furthermore, climate change has been caught up in America's political polarization. We must move beyond politics to engage all Americans. People vote based on their identities more than on issues or values. Their identities are shaped by the communities where they work, live, learn, pray and play. When their trusted leaders and institutions make climate change a priority, people do too.

The good news is that those trusted leaders and institutions understand climate change's impacts and want to take action. But they lack the expertise they need to build their own effective climate programs.

This is where ecoAmerica comes in. We can reach virtually all Americans, and we aim to scale up our work dramatically over the next few years to help get America on a path to a positive-energy future. Please join us in this work.

# ecoAmerica

*building climate leadership*

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