



Clean Energy for America Due Diligence Document

1.5°Climate Strategy Group

Executive Summary:

Clean Energy for America (CE4A) and CE4A Action are organizations that are dedicated to the clean energy workforce. They engage and catalyze their base for advocacy and elections, hold elected and appointed officials accountable at all levels, and amplify stories from workers. They are committed to ensuring the success of the clean energy transition. In 2024, CE4A will continue to support narrative-building work in key states by telling the stories of clean energy workers, engaging decision-makers through projects in their districts, and strengthening the durability of federal investments like the IRA, BIL, CHIPS Act, and other key programs. CE4A Action, a federal hybrid PAC, will grow support for clean energy champions through targeted programs in key geographies to ensure that clean energy is a winning issue.

Fundraising:

Clean Energy for America (c4)

- Clean Energy for America is seeking at least \$100,000 in contributions to unlock an additional \$100,000 match from an anonymous donor.
- This funding would allow us to prioritize increased outreach to capture clean energy worker stories and select stories from consumers who are benefiting from the Inflation Reduction Act. It would also enable us to provide as well as providing increased communications and logistical support to 4-6 companies we plan to host on-the-ground events with clean energy companies in agenda-setter states in 2024.

CE4A Action (federal hybrid PAC)

- CE4A Action has a target of raising \$50,000 in hard dollars (\$5,000 per donor, but can accept unlimited) by Q2 of 2024. We currently have \$10,000 in commitments tied to this fundraising presentation and are working to secure additional pledges.
- Additional funding in hard dollars would enable engagement with more candidate fundraising events

Clean Energy for America Education Fund (c3)

- Contributions to CE4A Action and Clean Energy for America (c4) are a higher priority to maximize your impact.
- CE4AEF has a target raise of an additional \$200,000 for the calendar year 2024 to support our storytelling work and in-person events with companies touting the benefits of clean energy.
 - This additional funding would help to expand our Faces of Clean Energy program to include more [first-person testimonial video content](#). With \$100,000 we would be able to complete 4 video shoots and film 12 separate storytellers in 3-4 states. At \$200,000 we would be able to double this to 8 video shoots, capturing 24 stories in 6 states.

Theory of Change:

We cannot successfully address the climate crisis in the United States without a robust and rapidly expanding clean energy industry. We are united in increasing the political and cultural support for clean energy to defend against attacks and lay the groundwork for additional policy victories.

We will accomplish this change by using our network to identify and highlight clean energy messengers and stories that resonate with the general public and decision-makers, particularly non-climate change message frames.

Primary Influence Tactic:

Our primary tactic is elevating real-life examples of clean energy's benefits through individuals and personal stories. We firmly believe that to build lasting, and durable support for clean energy policies and investments, people need to hear real stories from relatable messengers. Our network uniquely allows us to access clean energy stories from a wide range of industries and technologies across the country. Particularly among voices that are underrepresented in the larger narrative around clean energy, including women, people of color, former fossil fuel workers, veterans, and right-of-center voices.

Unique Strategy/Special Sauce:

CE4A's network of over 20,000 individuals and 40 clean energy companies gives us unparalleled reach into the clean energy industry and access to the stories of workers, consumers, and communities benefiting from the clean energy economy. Through our work and our collaboration with allied organizations, CE4A has a demonstrated track record of identifying and deploying clean energy voices in ways that inform the public narrative through paid media, owned and earned media, and engagement with decision-makers. Because we are not a trade association that is responsible for individual companies' policy needs, we're able to focus on winning the narrative fight over clean energy and rapidly responding to needs and opportunities at the federal level.

Diversity, Equity, Inclusion (DEI) Statement:

Clean Energy for America is an equal opportunity employer that is committed to diversity, equity, and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws.

This policy applies to all employment practices within our organization, including hiring, recruiting, promotion, termination, layoff, recall, leave of absence, compensation, benefits, training, and apprenticeship. Clean Energy for America makes hiring decisions based solely on qualifications, merit, and business needs at the time.

We believe that for the clean energy transition to be just and sustainable, it must benefit all Americans, particularly those who have been left behind by traditional energy and structural racism.

Leadership Team Roles + Board Members:

Staff Leadership Team:

Andrew Reagan, Executive Director (White / Male)

Sarah Mason, Deputy Executive Director (White / Female)

Clean Energy for America (c4) Board

Rose McKinney James (Black / Female)

Devin Hampton (Black / Male)

Brandon Hurlbut (White / Male)

Dan Reicher (White / Male)

Donnel Baird (Black / Male)

Nathan Wyeth (White / Male)

Nidhi Thakar (Asian / Female)

Jason Scott (White / Male)

Alex McDonough (White / Male)

Tom Soto (Latino / Male / LGBTQ)

Steph Speirs (Asian / Female)

Dawn Lippert (White / Female)

Bradley Beychok (White / Male)

Genevieve Nowicki (White / Female)

Elizabeth Noll (White / Female)

Clean Energy for America Education Fund (c3) Board

Kenneth Alston (Black / Male)

Cameron Bard (White / Male)

Richard Kauffman (White / Male)

Audrey Lee (Asian / Female)

Dan Reicher (White / Male)
Jason Scott (White / Male)
Nidhi Thakar (Asian / Female)
Karen Wayland (White / Female)
Nathan Wyeth (White / Male)
Veery Maxwell (White / Female)

Organizations Structure & Overhead:

Clean Energy for America is a 501 (c)4 nonprofit organization. CE4A has a resource and cost-sharing agreement with Clean Energy for America Education Fund, a 501(c)3 nonprofit organization. CE4A also has a resource and cost-sharing agreement with CE4A Action, a federal hybrid PAC.

Clean Energy for America Education Fund (c3) Current Operating Budget: \$940,936
2023 Budget: \$1,746,613

Clean Energy for America (c4) Current Operating Budget: \$726,000
2023 Budget: \$619,594

CE4A Action 2023 Budget: N/A formed in 2023

Impact Reporting:

We can commit to submitting a narrative and financial report of our activity 1-year after funding. We are also happy to be flexible on the type of report that would be most helpful to 1.5°Climate Strategies Group members.

Barriers/Risks:

- The hesitancy of clean energy companies to lean into telling their story - CE4A has built strong relationships with clean energy companies, but there is a built-in hesitancy of many for-profit companies to engage in public storytelling for fear of potential backlash
- Higher interest rates and supply chain disruptions risk slowing down the rate of project announcements that have been a key indicator of the success of the Inflation Reduction Act. Part of our core message is centered on the positive economic impact of clean energy so any specific project cancellations or slowdowns can be weaponized by clean energy opponents.

Addendum:

Recent Videos Featuring Clean Energy Workers:

- [Real Energy Security](#)

- [Manufacturing Stories](#)
- [Veteran's Day Video](#)
- [Tim Romeyn, Faces of Clean Energy](#)
- [Drew Bolda, Faces of Clean Energy](#)
- [A Good Investment, May Albadr, Faces of Clean Energy](#)