

*Opening
doors...*

ANNUAL REPORT 2009



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Letter from the Chairman of the Board

Dear Friends,

The theme of this year's annual report, *Opening Doors to Green Horizons*, captures Rising Sun's mission and work. Our organization is committed to transforming lives and building healthy communities. Over the past year, the Board and staff have focused our energy on creating programs that effectively reduce poverty, and improve environmental quality in the communities we serve. We do this by partnering with utility companies and municipalities to provide low-income youth with green jobs during their summer breaks from school; nurturing young people to become environmental activists and leaders in their communities; working with community partners to train low-income adults with barriers to employment to obtain good green jobs in the clean energy sector; and helping households save energy, water, and money by providing them with energy audits and retrofits that reduce water and energy use in their homes. This year, Rising Sun's staff and board worked incredibly hard to strengthen existing programs and create new programs that further this work. The profiles we present in this annual report, and the outcomes we present, are evidence of our dedication and commitment to creating a robust and equitable green economy that lifts all boats.

Sincerely,

Raquel Pinderhughes
Chairman of the Board

Letter from the Executive Director

Dear Friends of Rising Sun Energy Center,

Change and hope seemed to be the mantra for the nation in 2009 and it definitely permeated Rising Sun. With national attention shifting to energy efficiency and green workforce programs, we found ourselves quickly thrust into the spot light. Rising Sun embarked on a big year with many new initiatives and programs that simultaneously deepened and broadened our services. Our flagship California Youth Energy Services (CYES) continued to expand and is now running in certain locations year round. 2009 was CYES' 10th year!

In 2008, we looked internally to see what we were doing to provide career and leadership pathways for the folks we trained. We developed and launched two new programs in 2009 to address this. The first program was our Leaders-In-Field-Training (LIFT) program that provides returning youth who demonstrate leadership capabilities with the opportunity to become an assistant to their manager gaining leadership and administrative skills. The second program was the Green Energy Training Services (GETS) program, which prepares individuals who experience barriers to employment with the skills and training to enter the workforce as entry level workers in the energy efficiency and building performance industries. Both programs were extremely successful and we have begun to expand them in 2010.

We also updated our outreach materials. In the fall of 2008 we created a new Rising Sun logo, color and style scheme, and revised our website. After MANY iterations we finally settled on a logo designed that captured the essence of Rising Sun. Our new "Rising Sun" logo expresses our commitment to energy and water efficiency, workforce development, resource conservation, and community. We invite you to check out our new website at www.risingsunenergy.org! 2009 planted the seeds for future growth; we grew our board and staff in anticipation of expanded and increased programs for 2010. We applied for American Recovery & Reinvestment Act funding that we were awarded. These program funds will be implemented in 2010.

Rising Sun is committed to high quality programs that produce tangible outcome driven results. The growth and success of Rising Sun is attributed to a dedicated staff and board that is always striving for excellence and continual improvement. We also could not do it alone and without the support of other community based organizations, advocacy groups, workforce agencies, businesses, utility companies and city partners. Thank you for an incredible 2009 .

With warm regards,

Jodi Pincus
Executive Director



...to *possibilities*

Rising Sun Energy Center's **Mission** is to create a society that uses water and energy responsibly and equitably. We do this by...

Educating the public about sustainable behaviors and technologies

Offering free residential audits and services that lower energy and water usage

Providing workforce development training that creates green career pathways for youth and adults with barriers to employment

Vision

Rising Sun Energy Center pictures a world in which all communities thrive socially, economically, and ecologically; where jobs become healthy, rewarding careers. We see young people as the key to this, and we believe that if they can enter adulthood with the same opportunities, then they can become leaders within their own communities. We believe that we all have the right to meaningful and viable employment and that disenfranchised communities have access to these jobs. We believe that we are all stewards of the planet, and we encourage others to take up the duty and privilege of this stewardship in the spirit of life-long learning and growth.

Core Values

Rising Sun Energy Center has a commitment to equality and inclusion and promotes leadership development for both participants and staff, while stressing a culture of lifelong learning. Rising Sun Energy Center is a nimble organization which promotes resourcefulness and a results oriented approach. The value of teamwork is emphasized above the individual job, and employees work together to create the best possible programs and services. Innovation and out-of-the-box thinking are encouraged through critical discourse that expands the boundaries and pushes the organizational culture.





“To be a professional is so great. Once you get the professionalism thing down pat, people look at you in a different way.”

Derrick Walker, CYES Youth Energy Specialist

Adriana Medina's Story

a CYES Veteran

My name is Adriana Medina and I've worked with the CYES program for four consecutive summers. I was introduced to the program through my high school during my sophomore year. When I applied for the position as an energy specialist my only intention was to gain some extra money to spend during the summer. The pay was above minimum wage which was excellent for someone my age. I did not expect to gain anything else besides more money. Within my first summer with CYES I quickly realized I applied for more than just a summer job; not only was I working, I was also serving my community, learning about professionalism, playing an active role towards fighting global warming, and learning the skills I needed for my future career. When I completed my first summer with CYES I noticed that I was progressively maturing into a young adult. I returned for a second summer because I knew I had so much more growing to do and I was positive CYES would be the first step towards guiding me to a successful career path. After spending four summers with CYES I've learned many professionalism skills such as how important it is to be on time, how to complete a thorough resume and cover letter, how to portray myself in the right manner, how to work with others, how to efficiently work under pressure, and much more. This past summer I got hired as a LIFT (Leader in Field Training) and acted as a role model and mentor towards the new-coming Energy Specialists. Being a part of the LIFT program has also advanced my experience and career education by learning management skills. If I hadn't worked with CYES I am confident in saying I would not be the same person I am today. I would still most likely be working just for money, but with CYES it is much more than just a pay check. I appreciate and love what I'm doing for my community as well as helping global warming. I'm currently working for Rising Sun part-time and looking forward to continuing my employment and offering my community with basic resources to improve their education on energy saving.





...to making change

California Youth Energy Services (CYES)

Since 2000, Rising Sun Energy Center has run California Youth Energy Services (CYES), a summer youth employment and community efficiency retrofit program in Northern California's Bay Area. Through the CYES program, Rising Sun hires young people (15 to 22 years of age) and trains them as Energy Specialists, serving their communities with a **FREE Green House Calls**. A **CYES Green House Call** provides renters and homeowners with an energy and water conservation assessment, education, and mini-retrofit. CYES provides services to all community members regardless of income. However, it was designed to serve hard-to-reach residents including renters, non-English speaking households, and low-moderate income households. Youth gain opportunities for training and meaningful employment; which are often not adequately available to them. CYES' innovative model meets three community needs simultaneously. It,

- Provides much-needed youth employment opportunities and job development
- Offers a free money-saving service to the community
- Cuts greenhouse gas emissions

“I think it's really hard to find a job when you're a teenager, and to be treated well, and to be shown how to be professional. CYES really trains us for work later on.”

The LIFT Program

In 2009, Rising Sun created a new youth development program to complement the CYES program. The LIFT Program (Leader In-Field Training) aims to provide interested and qualified returning Energy Specialists with the opportunity to cultivate their skills and leadership growth throughout the CYES summer program. LIFTs get hands-on experience in program management by assisting CYES Summer Managers. They not only learn technical and transferable skills in their leadership positions, but also serve as role models for their fellow Energy Specialists.

The 2009 LIFT Program included a two day team-building retreat, intensive management training, weekly professional development meetings, and in-field assistance with training, inventory, planning and logistics. LIFT Energy Specialists worked closely in assisting their Site Managers and Outreach Coordinators, therein learning useful management, marketing, and community outreach techniques.



“This job could help anybody who wanted to really do something with their life, to talk to people, and educate them about the environment. I think these small things do all add up, and it does create a bigger change”

Youth Council

The CYES Youth Council, a newly formed program, focuses on youth empowerment and leadership through environmental advocacy and service to the community, whilst building professional and business skills. Past Energy Specialists can apply to serve on the Youth Council.

The CYES Youth Council will provide an opportunity for youth to utilize their talents, skills, and interests while continuing to develop new skills. Input from the Youth Council will help to improve and strengthen the CYES Program, and give the youth more ownership of the programs they participate in. The Youth Council will also provide a year-round youth presence in the community and allow for involvement with the CYES Program and Rising Sun activities after the summer program.

The CYES Youth Council will organize community service projects, fundraise for group activities and future councils, and participate in a series of professional development and environmental issue workshops. The program aims to provide youth coaching and support, and enables the creation of a primarily youth-led council that builds strong community leaders.

A Decade of Impact

Over the past ten years, the CYES program has trained more than 550 young people and provided over 11,500 homes with energy and water saving hardware.

At current rates, the energy saved for residences through direct installs from 2000 through 2009 include:

- Over **\$7,455,899** in energy dollars over the lifetime of the measures installed
- Over **48,082,899** kilowatt hours and **1,656,925** therms over the lifetime of the measures installed
- The reduction of **42,816** metric tons of CO₂ greenhouse gas emissions

This is equivalent to one of the following CO₂ greenhouse gas emissions

- Driving a passenger vehicle to the moon and back **182** times
- Carbon sequestered annually from a fir or pine forest **8** times the size of Golden Gate Park
- Carbon emissions from **99,527** barrels of oil

In 2009, CYES continued to expand with new Site Offices in Livermore, Fremont, and Pittsburg. In 2009 CYES Site Offices were located in the following areas:

Berkeley/Emeryville

Fremont

Livermore

North Marin

Pittsburg

Richmond

San Pablo

South Marin

Oakland

The Unincorporated Areas of Eden

2009 CYES Bay Area Site Office Locations...

Berkeley/Emeryville	Homes Served	253	CFLs	515	Showerheads	45
Fremont	Homes Served	253	CFLs	515	Showerheads	45
Livermore	Homes Served	253	CFLs	515	Showerheads	45
North Marin	Homes Served	253	CFLs	515	Showerheads	45
Pittsburg	Homes Served	253	CFLs	515	Showerheads	45
Richmond	Homes Served	253	CFLs	515	Showerheads	45
San Pablo	Homes Served	253	CFLs	515	Showerheads	45



The CYES program also served surrounding cities including: Castro Valley, Dublin, San Lorenzo, Newark, Union City, Hercules, El Sobrante, Pinole, Antioch, Walnut Creek, Mill Valley, Novato, San Anselmo, Larkspur, Corte Madera, Fairfax, Tiburon, and Sausalito.

In 2009 the CYES program demonstrated high success by:

- Providing employment and training to **87** youth, ages 15 to 22
- Providing **2,414** households with energy saving hardware and information
- Installing **26,502** energy and water saving measures
- Providing annual savings of approximately **1,208,966** kilowatt hours (kWh) and **26,158** therms



Sam Gubblin's Story

a GETS CoHort Veteran

I wanted to earn money the correct way and I wanted to be apart of something that I was proud of. Before, my life was cloudy and filled with anxiety. Currently, I feel like an Yve Saint Laurent designer suit. An unexpected blessing was presented to me in the form of energy efficiency training in the Fall of 2009. I was accepted into the RichmondBUILD pre-apprenticeship program that Summer with the intent of gaining solar knowledge. A month into the apprenticeship program, Rising Sun's Green Energy Training Services (GETS) set up shop and broadened my horizons to a concept that I had never really heard of before: Energy Efficiency. A month's worth of GETS training gave me a foundation of knowledge in which I applied to several job interviews. The training I received gave me the confidence to explain the laws of thermodynamics and the relationship of different components that make up a building. Currently, I am employed by Energy Conservation Options (ECO) where I am receiving extensive training to perform energy audits on residential and commercial buildings. I am proud of my recent career path and the training that directed me. Geographically speaking, I feel that I am at the epicenter of what currently seems to be the biggest movement on earth. I am also aware of the social duties that my career entails. With the help of green jobs training programs, like GETS, the path to sustainability will create the eco-equity that is essential in the communities effect most by greenhouse gas emissions.





...to *servicing community*

In the early throws of spring 2008 Rising Sun made a strategic decision that led to the creation of its adult programs. That spring the staff and board of Rising Sun came together to evaluate Rising Sun's programs and decide the direction of growth for the organization. From that Rising Sun concluded that the CYES Program was a successful youth employment program that gave youth the opportunity for meaningful employment and professional skills development. What Rising Sun did not have was the next step in the career pathway for those youth who were transitioning into adulthood and were looking to continue on in this field. While many of CYES' youth went on to universities and community colleges, for some of our youth those options were not the best fit. Rising Sun wanted to provide in-depth professional training that would prepare adults (18 years old and older) for employment in entry-level jobs leading to careers in the Energy Efficiency and Building Performance industries.

Green Energy Training Services (GETS)

The GETS Program was originally designed to prepare adults who lack Building Performance knowledge or who experience barriers to employment for entry-level jobs. Throughout the creation and design of the GETS curriculum it was important for Rising Sun to maintain the scientific integrity behind Building Performance. After the pilot cohort, the curriculum was bulked up and built out even further. By the second cohort the GETS curriculum was a robust learning tool that could also be used by displaced professional construction workers or those looking to augment their skills by adding Building Performance knowledge, testing, and experience.

GETS is filling the need for the trained and experienced workforce necessary to help Building Performance contractors meet the growing demand for their services, while helping communities reach their energy use reduction goals. For many unemployed, under-employed and displaced workers, GETS provides the crucial first step in a pathway towards a green career. The Green Energy Training Services (GETS) program has two distinct program elements: the GETS Training Program and GETS Energy Services.

“The knowledge I gained from GETS changed me as a person and made me live a more green lifestyle.”



GETS Training Program

The GETS program uses classroom, lab and field settings to produce graduates who have the theoretical understanding, technical skills and industry-specific vocabulary required to assess, evaluate, record, and fix energy related problems in residential and small commercial buildings. Participants also work on improving their applied math and employability skills. By the end of the 100-hour course participants:

- Understand the four goals of Whole Home Performance: comfort, efficiency, durability, and safety
- Have a firm understanding of how energy moves into, out of, and through a building
- Understand and have hands-on experience with common Building Performance assessment tools and practices, including the home depressurization and duct pressurization tests
- Have been introduced to the basic components of heating, ventilation, air conditioning, and refrigeration systems
- Be familiar with the basics of natural gas appliance testing
- Have had experience collecting, compiling, and organizing data from an actual in-field Building Performance assessment of a real home
- Have hands-on experience with the most common retrofitting and remediation techniques

Graduates of the GETS Program are prepared to enter the following green jobs:

Entry-level Air Sealer and
Insulation Installer
Entry-level Energy Auditor
Weatherization Specialist
Entry-level HVAC Repair and
Installation Specialist

“The most valuable thing about the program was the hands-on part. I feel like I gained some very valuable skills through this training.”

“The most valuable thing about GETS was the relationships I built during the class, the contacts with contractors and superintendents, and the way they rubbed off on me.”

2009 GETS Results

In 2009 Rising Sun ran two GETS cohorts through its partnership with RichmondBUILD, the City of Richmond’s construction training program. RichmondBUILD brought in Rising Sun Energy Center to run the GETS program as one of the learning modules that RichmondBUILD participants could elect to take upon completing their construction training.

GETS INFORMATION

Homes Served

253

CFLs

515

Showerheads

45

GETS Employer Council

We recognize the vital role that employers will play in the success of GETS, which is why we have created the GETS Employer Council. This advisory body is comprised of representatives from home performance and general contractors, trade associations, partner organizations, government representatives (city, county, state and federal), and others. The GETS Employer Council meets quarterly to give employers an opportunity to shape the GETS technical and soft skills curriculum, network with other professionals and learn about energy efficiency industry trends. The following Employer Council companies hired 2009 GETS graduates.

Recurve
Energy Conservation Options
West Corps
PG&E Pacific Energy Center
Spectrum
Advanced Home Energy

Attic Subsidy Program

Since 2006 Rising Sun has run an Attic Subsidy Program. The Attic Subsidy Program has historically augmented the CYES program by providing opportunities for deeper savings and energy reduction. Interested and qualified CYES and Bay Area homes have received up to 60% off attic insulation. Rising Sun sub-contracted out the attic insulation work to local Bay Area companies. In 2009 Rising Sun subsidized blown-in cellulose insulation for 116,572 square feet of attic space in 101 Bay Area homes. The program saved Bay Area residents:

- 13,306 annual kWh savings – 266,126 kWh savings over the lifetime of the insulation
- 9,498 annual therm savings - 189,965 therm savings over the lifetime of the insulation

In 2010 we will contribute the Attic Subsidy Program with Rising Sun's GETS Energy Services Program.



GETS Energy Services

In 2009, Rising Sun began developing the next phase of energy efficiency services for the residential community. GETS Energy Services is transitional work designed to provide graduates of Rising Sun's GETS Program with the opportunity to put their classroom learning into real life practice. Beginning in August 2010, qualified GETS graduates will gain paid in-field experience, making them more attractive to potential employers. GETS Energy Services crews will perform and assist in the Building Performance testing and retrofit work under the supervision of a licensed general contractor. The GETS Energy Services goals are to:

- Provide participants with the opportunity to conduct home performance work to hone the technical and professional skills they learned and
- Build their resume
- Provide a "bridge employment" opportunity between permanent placement
- Provide community members with the opportunity to receive deep energy and water efficiency improvements at significantly reduced costs
- Improve the efficiency, durability, health, safety, and comfort of homes
- Stimulate demand for energy efficiency work to encourage job creation



...to green horizons

Community Youth Energy Services (ComYES) *CYES Affiliate Program*

Over the past several years, Rising Sun has received national and international attention for its innovative and results-oriented California Youth Energy Services (CYES) program. Rising Sun developed the Community Youth Energy Services (CYES) Affiliate Program to address numerous requests to expand the CYES program nationally. The CYES Affiliate Program will provide organizations in other states and countries the opportunity to bring CYES to their communities. CYES' innovative model simultaneously meets three community needs by:

- Providing much-needed youth employment opportunities and job development
- Offering a free money-saving service to the community
- Cutting greenhouse gas emissions

The CYES Affiliate is a turn-key program for any organization outside of California interested in operating a full CYES Program. It will provide an organization with all the tools necessary for successfully running a CYES Program.

A training workshop will walk affiliate staff through all aspects of program development and implementation: client outreach, hiring best practices, site set-up, training, program implementation, logistics, data collection, budgeting, reporting and more. Affiliate programs will have the ability to generate reports outlining their tangible results with the help of Rising Sun's on-line data and scheduling management system. These reports demonstrate the Social Return on Investment (SROI) in implementing a CYES Program.

GETS Curriculum Expansion

Rising Sun developed the Green Energy Training Services (GETS) curriculum, an entry-level curriculum in energy efficiency and building performance to fill a gap in the entry level energy efficiency curriculum. In 2008, we performed an industry survey of existing curriculum and training programs and found that they all started at the Building Analyst level, which was too high for the participants we were targeting. We built the curriculum by engaging employers who formed a council and advisory group, an industry expert, and a curriculum designer. We piloted the curriculum in 2009 with RichmondBUILD, learned a lot and made the necessary adjustments. In 2009 we ran 3 GETS cohorts and each time corrected the curriculum to ensure that it was accessible to our participants, while still meeting industry standards. Feedback from both our GETS graduates and employers has been overwhelmingly positive.

We then began receiving phone calls from other organizations who wished to learn more about our curriculum. In 2010 we plan on taking our curriculum national by licensing it to other workforce organizations who perform similar work to ours. Stay tuned to learn more in 2010.

Financials

Statement of Financial Position

Assets

Total Current Assets \$ 1,002,213

Total Assets \$ 1,002,213

Liabilities

Total Current Liabilities \$ 14,777

Net Assets-Unrestricted \$ 787,436

Reserves \$ 200,000

Total Liabilities and Net \$ 1,002,213

Statement of Activities

Revenue

Utility Contracts \$ 803,090

Government \$ 394,526

Collaborative \$ 31,357

Interest \$ 5,077

Foundation \$ 22,550

Corporate & Business Donations \$ 1,325

Individual Contributions \$ 1,240

Other \$3,105

Total Revenue \$ 1,262,270

Expenses

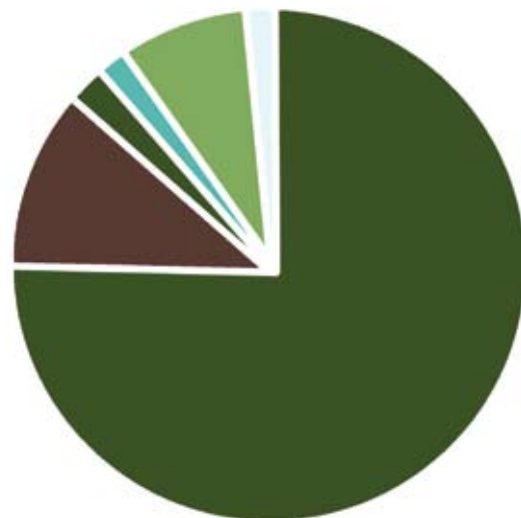
Personnel Expenses \$ 697,058

Net Assets-Unrestricted \$ 146,826

Reserves \$ 95,279

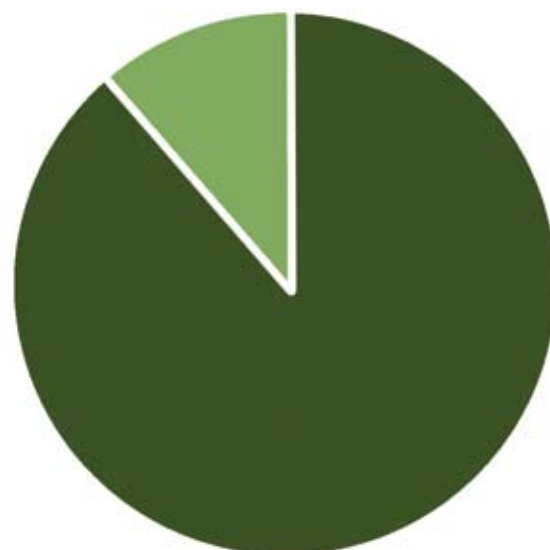
Total Expenses \$ 939,163

Programs



- 78%** California Youth Energy Services
- 10%** Green Energy Training Services
- 7%** Leaders In-Field Training
- 2%** Smart Solar
- 2%** Small Projects
- 1%** SEE Green Career

Allocation of Funds



- 89%** Program Expenses
- 11%** Administrative Expenses

“I’m excited about green jobs because it’s starting to become a national thing. These jobs cannot be outsourced, they have to be done here, and they have to be done... period.

Because we are running out of resources, a greener life is going to be a more united life, because the whole community has to be involved - it can’t just be a few people.

It has to be the whole community, and I think that’s something that this nation needs.”

Myrella Morales
CYES Energy Specialist