

2010

BRANCHING OUT



Rising Sun Energy Center

ANNUAL REPORT

Community Partners

RichmondBuild • RichmondWorks • Ella Baker Center
The Workforce Collaborative • Peralta Community College
The English Center • Newfoundry Ventures
The Canal Welcome Center • The Marin Youth Center
Global Exchange • Greenlining Institute • Green for All
Marin Energy Management Team (MarinEMT) • Solar Richmond
Alliance for Climate Education • First Place for Youth
Rubicon/North Cities One-Stop • Richmond Youthbuild
Options Recovery Services • Inter-City Services
Berkeley Youth Alternatives • Berkeley Youthworks
BOSS/Harrison House • Americorps • ACCRC • MCCRC
The Spanish Speaking Citizen's Foundation

City & Country Partners

Oakland • San Pablo • Emeryville • Berkeley • Pittsburg
Fremont • Livermore • El Cerrito • Albany • San Pablo
Hayward • Marin • Union City
The City of Richmond City Manager's Office

Water District & Utility Partners

East Bay Municipal Utility District • Consta Costa Water District
Marin Municipal Water District • North Marin Water District
Alameda County Water District • Pacific Gas and Electric Company
The City of Hayward Department of Public Works
The City of Pittsburg Department of Public Works
East Bay Energy Watch Partnership • Pittsburg Power Company
Marin Energy Watch Partnership • Alameda Municipal Power
East Bay Municipal Water District
The City of Livermore Department of Public Works

Industry Partners

Sun's Free Solar • Advanced Home Energy • American Synergy
Quantum Energy Services and Technologies (QuEST) • Service Partners
Recurve • The CBPCA • Retrotec • Grainger Industrial Supply
IBEW Local 595 • The Energuy • BPI • Efficiency First
Final Cut Construction • RichmondBUILD • Advanced Home EnergyStock-
ton Training Center • Energy Conservation Options
Spectrum Energy Services • Quality Conservation Services
Community Energy Services Corporation (CESC) • West Corps

Education Partners

Berkeley Technical Academy • Berkeley City College
Bay Area School of Enterprise (BASE) • Mills College
PG&E's Pacific Energy Center (PEC) • San Rafael High School
Oakland Unified School District (OUSD) Adult School
Tamalpais High School • Terra Linda High School
Marin Oaks High School • Mission Valley ROP • Ohlone College
Kennedy High School • Livermore High School • Roots of Success
Las Positas College • Oakland Tech High School • Eden ROP
Emery Secondary School • Holy Names High School
Mount Eden High School • Tennyson High School • Chabot College

Past Partners & Pilot Programs

Rebuilding Together Oakland • Urban Services YMCA
Sun Energy • Solar Living Institute • SunPower
The Alameda County Hispanic Chamber of Commerce
City College of San Francisco


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From The Board President

Dear Rising Sun Community,

Branching Out is the theme of this year's annual report, symbolizing the strategic growth that occurred at Rising Sun Energy Center this year. We offered new programs and services, broadening our mission and increasing our ability to improve environmental quality and help youth and adults with barriers to employment prepare for good green jobs. As we branched out in 2010, the Board and staff worked together closely to manage Rising Sun's growth. Strengthening our programs enabled us to more effectively provide youth and adults with the skills, tools and support structures they need to successfully pursue a green career or educational path. Launching our first social enterprise enabled us to not only serve these participants and our residential clients more effectively; it also allowed us to create a sustainable revenue stream for the organization. Branching Out focuses on Rising Sun's strategic growth and accomplishments and the participants and clients we serve. Thank you for supporting our work; together we can create a better world for all.

Respectfully,



Raquel Pinderhughes

Board President, Rising Sun Energy Center

Branching Out to the **RISING SUN COMMUNITY**

Mission

Rising Sun's mission is to create a society that uses water and energy responsibility and equitably.

We do this by:

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

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

Educating the public about sustainable behaviors and technologies

Vision

Rising Sun Energy Center envisions 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 sufficient resources, support and training, 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 must have equal access to green 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 is committed to equality and inclusion and promotes leadership development for participants, staff, and board members while stressing a culture of lifelong learning. Rising Sun is a nimble organization which promotes resourcefulness and a results oriented approach. The value of teamwork is emphasized above the individual job, and staff and board members work together to develop the best possible programs and services. Innovation and out-of-the-box thinking are encouraged through critical discourse that expands boundaries and pushes the organizational culture.

From
Executive
Director



Dear Friends of Rising Sun Energy Center,

In 2009 we planted the seeds for future growth allowing us to Branch Out. Our programs and services expanded both in depth and scale, offering our participants and clients new branches of opportunities. We launched a social enterprise providing our participants with gainful employment while assisting moderate-income families to lower their carbon footprint and energy bills. Our office space increased ten-fold as we Branched Out across the Bay Area and we hired many new talented staff to help us maintain careful quality growth.

We were able to achieve this growth with an increase in our fee-for-service utility contracts, American Recovery & Reinvestment Act funding, and new foundation grants. Knowing that the American Recovery & Reinvestment Act funds would only last for two years, we structured our programs with sustainable growth in mind and used the funds to help jump-start new programs or enhance existing ones.

Rising Sun's organizational culture fosters collaboration and innovation. We could have not successfully Branched Out if it were not for a team of dedicated, talented, flexible and mission-driven staff who put in the time and effort to run effective, high-quality programs that transform lives and rebuild the environment. It is their work that makes our mission come alive and produces positive outcomes. The guidance and support of the Board also enabled us to look beyond our current services and strategically grow in areas that would enhance our current competencies and strengths. Strong partnerships with cities, community based organizations, advocacy groups, utilities and businesses allowed our programs to thrive while we focused on what we do best and found sister organizations to fill in the gaps.

In 2010, the ingredients for growth synergistically came together as we created a hearty compost full of nutrients that helped our tree grow stronger and Branch Out into the sunlight.

With warm regards,

Jodi Pincus
Executive Director, Rising Sun Energy Center



Youth Programs

CYES
employment

LIFT
leadership

Youth Council
service

EBGJC
knowledge

Adult Programs

GETS
training

GETS ES
career

Creating Pathways Through Our Programs

Rising Sun believes in the sustainability of the environment, the health of our communities, and the transformative growth of individuals. Due to this, a large part of Rising Sun's mission is to provide individuals with multiple pathways to success. Within Rising Sun we have created programs and opportunities for people to constantly increase their skills and develop into not only sound employees, but individuals that are committed to giving back to their communities and the environment. With the addition of new programs and new positions, we have promoted youth from our California Youth Energy Services (CYES) program to become Leaders-In-Field-Training (LIFT) and eventually CYES Summer Managers. Youth have progressed from both our CYES and East Bay Green Jobs Corps (EBGJC) programs to the more intensive Green Energy Training Services (GETS) program, furthering skills in the green career field. GETS graduates have moved on to be GETS Energy Services crew members and begin a new career in the Building Performance Industry. GETS graduates have also become CYES Summer Managers. A team of interns supports our organization each semester, and many have even become full time staff. Hiring, training, and creating pathways for advancement within the organization is key to Rising Sun's culture and success.

PROGRAM PERFORMANCE

CYES *California Youth Energy Services*

Since 2000, Rising Sun Energy Center has run California Youth Energy Services (CYES), a youth employment and community efficiency retrofit program in Northern California's Bay Area. CYES hires young people (ages 15-22) and trains them to become Energy Specialists who serve their communities with FREE Green House Calls. The CYES program is funded by PG&E, water districts, and city government. A CYES Green House Call provides renters and homeowners with a free energy and water conservation assessment, education, and mini-retrofit. The program was originally designed to serve hard-to-reach residents including renters, non-English speaking households, and low-to-moderate income households, but has expanded to provide services to all community members regardless of income level. CYES provides much needed opportunities for youth to gain transferable job skills in a productive setting where they receive coaching and mentoring. CYES' innovative green services model meets three community needs simultaneously:

Provides much-needed youth employment opportunities and skills development

Offers free energy and water efficiency services to the community

Reduces greenhouse gas emissions

"My experience as an energy specialist was very uplifting. It felt really good to go out and do hands-on work in the community."

- Rene Alton
EBGJC Energy Specialist

CYES *Marin County*

In 2010 CYES launched its first year-round program in Marin County. Twelve youth were hired to work as Energy Specialists for the summer and fall program. This year-round presence in Marin County enabled CYES to provide continual, meaningful employment to a larger number of youth as well as build lasting relationships with local organizations and the community. This new program structure also called for an innovative marketing campaign. While still applying the grassroots techniques of canvassing local neighborhoods and organizations, CYES expanded its campaign to include media outreach, presentations to local Parent Teacher Associations and community centers, and tabling at local events and grocery stores. Through a fruitful partnership with the Novato Fire District, CYES also hosted a successful halogen lamp swap event in Marin County.



Location	Youth Hired	Homes Served	CFLs Installed	Showerheads & Aerators Installed	Retractable Clotheslines Installed	Floor Lamps Exchanged	Powerstrips Installed
East Bay	150	1,813	14,793	2,009	466	309	673
Marin	12	259	1,846	271	38	76	137
Total	162	2,072	16,639	2,280	504	137	810

CYES Program Accomplishments 2010

LIFT *Leaders In Field Training*

In 2009, Rising Sun created a new youth development program to complement our CYES program. The LIFT program provides interested and qualified returning Energy Specialists with the opportunity to cultivate their skills and leadership growth throughout the CYES summer program. LIFT Energy Specialists gain hands-on experience in program management by assisting Site and Outreach Managers in the day-to-day running of their site office. Working closely with management staff, LIFT Energy Specialists learn management, marketing, community outreach techniques, and serve as role models for other youth in our organization.

In 2010 the LIFT program grew exponentially in its training and participant performance. LIFT Energy Specialists participated in a two-day leadership and technical skills training, as well as a six-day intensive management training alongside the summer management staff. LIFT training included workshops to build knowledge and skills in CYES program operations, teambuilding, peer mentorship, fundraising, program-specific software, and how to teach professional development to peers. Throughout the summer, LIFT Energy Specialists attended weekly development and project planning meetings that culminated in the successful design and implementation of a program-wide end-of-summer graduation to celebrate the CYES programs accomplishments.

11 YEARS OF IMPACT

Over the past eleven years, the CYES program has hired and trained over 694 young people and has provided over 13,185 homes with energy and water saving hardware. Through the CYES program, youth receive employable skills training and the foundation for a green career, all while helping communities save money on their utility bills and reduce their carbon footprint.

At current rates, the energy saved through direct installs from 2000-2010 will save residences:

- Over **\$9,650,841** in energy dollars over the lifetime of the measures installed
- Over **64,253,782** kilowatt hours and **1,937,461** therms over the lifetime of the measures installed
- The reduction of **55,832** metric tons of CO₂ Greenhouse gas emissions

CYES *Youth Council*

The CYES Youth Council, was formed in 2009. It focuses on youth empowerment and leadership through environmental advocacy and service to the community. The CYES Youth Council provides an opportunity for youth to utilize their talents, skills, and interests while continuing to develop new professional and business skills. Through coaching and project support, the program enables strong youth leaders within the community to implement service projects.

The council is composed of a small group of committed young adults who learn the basics of teamwork, project development, and implementation. In their first service project, Youth Council members taught 4th grade students about energy efficiency. Youth Council members also created preliminary by-laws and attended the ceremony awarding the Goldman Environmental Prize, the world's largest prize honoring grassroots environmentalists in San Francisco, California. Youth Council members were inspired to continue their efforts of environmental stewardship and to encourage other Energy Specialists to become involved with the Youth Council.

Currently, the 2010-2011 Youth Council members are managing the final planning and implementation phases of a range of local community service projects, including: coordinating a beach cleanup and invasive plant removal in Alameda; promoting consciousness of green jobs, nutrition, and violence prevention among Oakland teens; and composting school lunches in elementary schools in Marin. 2010-2011 Youth Council members are also scheduled to participate in a service-

This is equivalent to:

- CO₂ emissions from **129,842** barrels of oil consumed
- Annual greenhouse gas emissions from **10,675** passenger vehicles
- Carbon sequestered annually from **11,904** acres of pine or fir forests

CYES Cities:

Berkeley	127	Hayward	212
Richmond	228	San Pablo	48
Oakland	285	Emeryville	32
Pittsburg	351	Marin	259
Livermore	225		
Fremont	223		

We have employed **694** youth..
serving **13,185** homes!

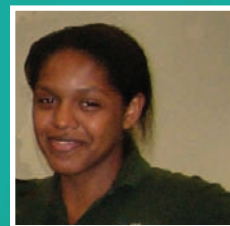
learning trip to Guatemala. Youth Council members will work alongside a local mason to construct energy efficient and environmentally healthy stoves for families currently using unsafe and unhealthy indoor open fires in their homes for heating and cooking.



CLOSE UP

My name is Marcella Miles and I first came to Rising Sun Energy Center as an Energy Specialist (ES) in the fall of 2010. I wasn't originally looking for a job, but after hearing about the position at a community presentation I was hooked. What I loved most about being an ES was that I could directly help people save energy, meet new people, and get paid at the end of the day. When I applied, what I was most interested in was learning more about the environmental issues that CYES addresses in its work. I learned countless facts about these issues and gained even more than I expected. I met great friends, benefited the community, and became more handy.

Marcella Miles' Story
CYES Energy Specialist



Working with the CYES staff was incredible. It was really easy and comfortable to talk to my Outreach and Site Managers. I also got a deeper level of insight into the organization working with the CYES Program Manager.

Working with such great staff made it easy for me to continue with the organization after the summer program was over. I joined the Youth Council where past Energy Specialists work to benefit their community with no pay. Working without pay was refreshing because it made me feel like I was really contributing to something in a selfless way. At a meeting in Berkeley at the Rising Sun headquarters I learned about a Program Coordinator Internship, later applied and was accepted. Through this internship, I learned more professional skills and was able to attend interviews, promote the ES job, and help set up for the summer program. Doing this work has allowed me to see all the ins and outs of the organization and I can't wait to come back in 2012 to apply as a LIFT. If I ever move on from Rising Sun, I will still remember to attribute my skills to the organization. This has been the first time I have consistently volunteered and I'm glad to have done it with CYES. CYES We Can!

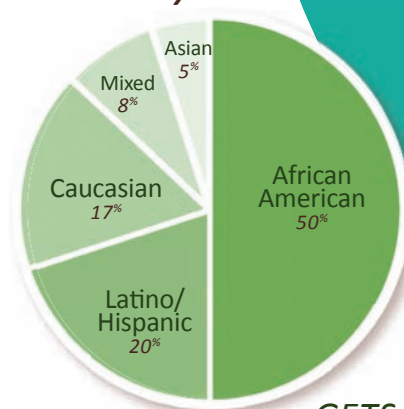
EBGJC *East Bay Green Job Corps*

In 2010, Rising Sun Energy Center partnered with Solar Richmond, RichmondBUILD, the Workforce Collaborative, and Berkeley City College to create the East Bay Green Job Corps (EBGJC). EBGJC was created as a training program designed to reach and mentor disconnected and underserved young adults (aged 18-24) with multiple barriers to employment. EBGJC is an 8 week bridge program intended to connect youth to more in-depth training programs, college vocational certificates, and entry level employment opportunities. This goal is achieved through providing training in soft skills, technical skills, ecoliteracy, and basic math and English classes. EBGJC also offered participants 100 hours of paid internship experience, through either Rising Sun's California Youth Energy Services program or Solar Richmond's Solar Marketing program.

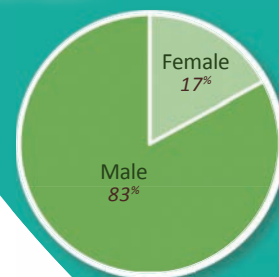
EBGJC recruited youth from and operated out of Oakland, Richmond, and Berkeley. Each city hosted two 8 week cohorts from January 2010 through March 2011; in total, the program trained and graduated 98 youth. Upon completion of the program, each participant receives follow-up case management services, resulting in over 70% of all youth moving on to additional training programs, higher education, or employment. Through the CYES internship, 56 youth have so far been trained to perform basic energy assessments and served 341 homes over the course of the program. 42 youth were trained in photovoltaic (PV) marketing and outreach. A majority of the participants are motivated to continue their green energy education and training, and many express a desire to remain in the growing green job sector.



Ethnicity:



Gender:



*GETS has achieved a **90%** graduation rate!*

GETS *Green Energy Training Services*

Rising Sun's Green Energy Training Services (GETS) program prepares adults for careers in energy efficiency and the Building Performance industry. The GETS curriculum was developed by a BPI-Certified Building Analyst, in collaboration with employers, industry experts, and curriculum design professionals. GETS fills the need for a trained and experienced workforce 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 GETS Curriculum

The GETS curriculum is comprised of flexible modules that include classroom, lab, and fieldwork components. GETS provides students with the theoretical understanding, technical skills and industry-specific vocabulary to assess, evaluate, record, and fix energy related problems in residential buildings. The curriculum also includes modules that focus on improving applied math and employability skills such as effective communication, customer service, resume writing, preparing for job interviews, and financial literacy.

By the end of the GETS course, participants:

- Understand the importance of a career in reducing carbon emissions
- 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

GETS IMPACT

Through The Years

elect to take upon completing their construction training. In less than 18 months, GETS has grown to become a robust workforce development program. From its beginning in 2009 to the end of 2010, GETS had graduated a total of seven cohorts for a grand total of 137 participants. Of those, 43 GETS graduates (almost 30%) are now working in either Building Performance or another green job, including four who are currently gaining on-the-job training and work experience through GETS Energy Services. A total of 118 GETS graduates (more than 85%) either found employment or continued their training after completing the program. While it is clear GETS is meeting its goal of producing a qualified and prepared workforce, we continue to incorporate employer and participant feedback to improve the program.

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

- Robert Morena
GETS Graduate

- 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
- Are familiar with the basics of natural gas appliance testing
- Understand how to read and interpret utility bill information
- Have had experience collecting, compiling and organizing data from an in-field Building Performance assessment of a real home
- Understand basic job-site safety, and have hands-on experience with the most common retrofitting and remediation techniques

GETS Program Accomplishments 2010

Statistic	Number	Percent
GETS Graduates Employed in energy efficiency or other Green Job	24	26 %
GETS Graduates Employed in Other Type of Job	34	37 %
Total GETS Graduates Placed Into Employment	58	62 %
GETS Graduates Participating in Further Education/Training	46	50 %
GETS Graduates Participating in Education/Training in energy efficiency or Related	39	42 %
Total GETS Graduates Placed Into Employment or Training	81	87 %

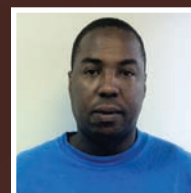
Rahsaan Whitney

A GETS Graduate

In July 2010, Rahsaan graduated from the Green Energy Training Services (GETS) program – an introductory course in residential energy efficiency developed by Rising Sun Energy Center, a Berkeley based 501(c)(3) non-profit, in partnership with RichmondBUILD, the City of Richmond's construction training program. After graduating, Rahsaan was selected to participate in Rising Sun Energy Center's GETS Energy Services, a social enterprise designed to give GETS graduates additional residential energy efficiency training and experience. After 6 months on the GETS Energy Services crew, Rahsaan was offered a full-time position as a Junior Auditor with Advanced Home Energy, one of the largest San Francisco Bay area residential energy efficiency contractors. The City of Richmond and Rising Sun Energy Center partnership is proving that individuals with barriers to employment can meet the demand for a trained residential energy efficiency workforce.

At 37 years old, Rahsaan was looking for an opportunity to gain valuable skills and experiences to help him find a career to support himself and his 10 year old daughter.

CLOSE UP



GETS 2010

Energy Services

GETS Energy Services goals are:

**New
Program**

- *To provide GETS graduates the opportunity to conduct home performance testing and remediation work to hone the technical and professional skills gained in their GETS training*
- *Assist GETS graduates by giving them “bridge employment” until they find permanent job placement*
- *Provide moderate-income homeowners 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 interest and demand for energy efficiency work to encourage the creation of more jobs*

GETS Energy Services is a Building Performance social enterprise that provides energy efficiency upgrade services to Bay Area residents. Through a partnership between the City of Berkeley, the City of Richmond, and PG&E, GETS Energy Services provides moderate-income residents in Berkeley and Richmond with high-quality free and subsidized retrofit services. The goal of GETS Energy Services is to lower utility bills and make homes more comfortable, healthy, durable, and energy efficient while at the same time providing graduates from our GETS workforce training program with transitional employment.

GETS Energy Services provides GETS graduates with the opportunity to put their classroom training into real life practice while becoming paid employees. GETS Energy Services hires three to six graduates of the GETS training program to gain six months of paid on-the-job training and real-world experience in the field. The experience GETS graduates gain in GETS Energy Services stands to make them much more attractive to potential employers. Through this transitional work experience, GETS graduates perform and assist in the Building Performance testing and retrofit work under the supervision of a Class B licensed general contractor. For many individuals, GETS Energy Services is the first ‘green’ employer on the path to a long and fruitful career in the green sector.

The GETS Energy Services components:

Outreach Participant application Initial home assessment qualification & testing Retrofit & remediation work performed Post-retrofit testing Customer follow ups at 6 & 12 months post-retrofit

GETS *Employer Council*

The GETS Employer Council gives employers a vital forum to provide input on how GETS can better respond to their needs. This advisory body is comprised of representatives from the Building Performance industry, as well as general contractors, trade associations, partner organizations, government representatives (city, county, state, and federal), and others. In 2010, the GETS team engaged more than 75 different employers through GETS Employer Council meetings and other outreach efforts. The GETS team also grew its employer network by hosting meetings of other industry organizations, such as Efficiency First. All of these efforts have resulted in Rising Sun Energy Center’s increased presence in the employer community, which has resulted in more opportunities for referrals and job placements. The following Employer Council members have hired GETS graduates:

- Recurve
- Quality Conservation Services
- Energy Conservation Options
- Community Energy Services Corporation (CESC)
- Final Cut Construction
- RichmondBUILD
- West Corps
- PG&E
- Spectrum Community Services
- Advanced Home Energy



GETS ES *A Brief History*

In 2010, Rising Sun partnered with New Foundry Ventures (formerly Rubicon National Social Innovations) to create the business plan and model for this venture. Rising Sun then hired a general contractor to run the program and a BPI certified Building Analyst to perform the energy auditing and oversee the field work. In order to run the enterprise, GETS Energy Services became a licensed, bonded, and insured construction enterprise with the California State Licensing Board. The new venture also acquired an office and warehouse space in West Berkeley near Rising Sun's main office. Equipment, vehicles, and inventory were purchased, and GETS Energy Services was ready to run.

GETS Energy Services hired four GETS graduates as crew members in August 2010. Two were from Richmond and two from Berkeley. The crew was integral in establishing a strong foundation for this new social enterprise. They set up the shop, were trained and tested in tool and worksite safety, and began conducting home energy audits. In the field, their GETS training was expanded as they tested homes and became familiar with outreach and customer service techniques.

By the end of November 2010, GETS Energy Services performed its first two entire-home retrofits; the first residence was in Richmond and the second was in Berkeley. Both needed full retrofits, which included: blown in attic and wall insulation, air sealing, duct sealing, pipe wrap, hot water heater blanket, and a vapor barrier in the crawl space. All the work was done to Building Performance standards by trained specialists and with signed permits. Four displaced workers received paid bridge employment while helping to increase the comfort, safety, efficiency, and durability of two homes in their own communities. The dream of GETS Energy Services had come to fruition.

GETS Overall Accomplishments

Cumulative Outcomes	Number	Percent
GETS Graduates Employed BP/EE or Other Green Job	43	31 %
GETS Graduates Employed in Other Type of Job	50	37 %
Total GETS Graduates Placed Into Employment	93	68 %
GETS Graduates Participating in Further Education/Training	54	39 %
GETS Graduates Participating in Education/Training in EE or Related	44	32 %
Total GETS Graduates Placed into Employment or Training	118	86 %

Measures

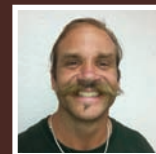
GETS Energy Services specialists scout out hidden drafts, inefficient appliances, inadequate or ineffective insulation, and moisture and drainage problems. GETS Energy Services offers deep energy upgrade services that can reduce energy consumption up to 40%.

GETS Energy Services uses building performance principles and techniques to provide its energy upgrades, including but not limited to:

- Test-In/Test-Out
- C-10 Certification for attic insulation
- R30 - R38 attic insulation
- Crawlspace vapor barrier
- Air sealing: Attic
- Air sealing: Weather-stripping Door
- Air sealing: Caulking
- Air sealing: Cover Plates replace
- Air sealing: Gaskets for Cover Plates
- Air sealing: Fireplace damper & doors (both) or permanent sealing
- Air sealing: Expanding foam patch
- Air sealing: Threshold repair/replace
- Air sealing: Wall repair (interior & exterior)
- Furnace filter cleaning/replacement
- Showerhead 2.5 GPM or less
- Duct sealing and insulating, with performance test
- Faucet Aerators 2.0 GPM or less
- CFL floor lamp swap for Halogen floor lamp
- CFL (15 watt, 20 watt, 23 watt)
- LED nightlight
- Pipe Wrap
- Powerstrip
- Programmable thermostat
- Retractable clothesline
- Water Heater Blanket
- Water Heater Replacement
- Service: Energy Education, baseload analysis, bill analysis & explanation
- Service: Combustion Appliance Safety Check (NGAT) + CVA
- Service: Lead poisoning prevention check

CLOSE UP

GETS ES



My experience with Rising Sun has been remarkable. From the start, I felt welcome and encouraged. Too many times in my previous occupations I felt that I was there only to do a specific task or job, but with GETS I got the opportunity to learn the purpose of what I was doing, the big ideas behind it, and how I can benefit myself, the customer, and the environment. I had the opportunity to explore so many aspects of green energy practices through GETS that I really feel empowered to make good decisions about my career. While working with GETS Energy Services, I was placed in a constructive working environment. I am surrounded by friendly co-workers and supportive, knowledgeable supervisors who care about my safety as well as getting the job done. Since starting with GETS my life has improved dramatically, and I am eternally grateful to the advantages granted to me through this training. In fact, the day I signed my papers to begin my training I felt a sense of hope, and I am so glad I trusted it.



Graduates of the GETS program are prepared to enter the following Green Jobs:

- *Entry Level Air Sealer & Insulation Installer*
- *Weatherization Specialist*
- *Entry-level Energy Auditor*
- *Entry-level HVAC Repair & Install Specialist*

Establishing Careers

Licensing

To expand our reach and make our high-quality training model available to a broader audience, Rising Sun began offering the GETS curriculum for license by other training organizations. With support from Full Circle Fund, Rising Sun staff have developed a marketing plan and begun to reach out to potential licensing clients. We anticipate that with BPI approval, demand for licensing the GETS curriculum will grow in the coming year.

RIISING SUN'S OPERATIONS

The safety of our participants, clients and employees is our top priority. Thus we maintain clear policies and procedures, which are updated yearly to comply with OSHA standards. All employees receive a comprehensive week of orientation and training to ensure compliance. Any breach of policy is addressed immediately with a strategy for improvement so as to foster professional growth. Growth is also fostered by encouraging employees to attend classes that foster professional development. Career training on-the-job is also highly valued as we have had several interns and temporary staff become full-time employees. In addition, at our annual retreat, staff provide input into the direction of their programs as well as the organization. Rising Sun believes that an individual who is passionate about the mission and direction of the organization will be more dedicated to making it come to fruition.

This year we grew out of our current office space and procured three new offices to adapt to the organization's increased needs. We moved into a new main office four times the size of our previous Center Street office. We did not move far; our new office is located at 1900 Addison Street, Suite 100 in Downtown Berkeley. The Center Street office was retained as a training site. We also obtained a warehouse space in West Berkeley and a CYES office in Marin County. In addition to the increased space, we made large capital investments. We purchased a twenty-four foot truck, a van, an insulation hopper, and equipment for GETS Energy Services.

The addition of new programs, employees, and offices was made possible by an increase in grants and contracts. In 2009 and 2010, Rising Sun's executive team diligently branched out and diversified funding sources for the organization. The team succeeded in increasing local, state, and federal government funding by 118% and increasing Foundation and Corporate funding by 200%. Furthermore, 2010 brought about another three year cycle of PG&E local government partnerships funding with the East Bay Energy Watch and the Marin Energy Watch Partnership. We also secured city funds for both our California Youth Energy Services and GETS Energy Services programs. By funding our programs, cities were able to provide valuable energy efficiency upgrade services to their residents as well as reach their climate action plan goals.

Much of the funding for 2010 originated with the Federal Government, either in the form of the American Recovery and Reinvestment Act or Community Development Block Grants. As our funding from the Federal Government topped \$500,000 this year, Rising Sun participated in its first government financial audit. The OMB A-133 Single Audit was conducted by Bedinger & Company. The audit consisted of a review of all financial balance and control systems, including but not limited to cash disbursement, expenses, assets, liabilities, investments, equipment, inventory, and purchasing. The audit also included an in-depth look at General Ledger accounts, program income and expenses, and human resources systems. Bedinger & Co. found that Rising Sun was in full compliance in all of its financial and human resources systems and that an adequate balance and separation of duties were in place.

ACCOUNTABILITY

Statement of Financial Position

Assets:

Current Assets	\$ 1,335,829.40
Fixed Assets	\$ 29,513.87
Other Assets	\$ 44,145.86
Total Assets	\$ 1,409,489.13

Liabilities & Equity:

Liabilities	\$ 39,133.92
Unrestricted Equity	\$ 858,463.66
Temporary Restricted Equity	\$ 118,575.81
Net Income	\$ 393,315.74
Total Liabilities & Equity	\$ 1,409,489.13

Statement of Activities

Revenue:

Government Contracts	\$ 893,451.90
Corporate Contrats	\$ 858,836.93
Donations	\$ 10,566.99
Grants	\$ 73,875.00
In-Kind Contribution	\$ 98,584.48

Total Revenue \$ 1,935,315.30

Expenses:

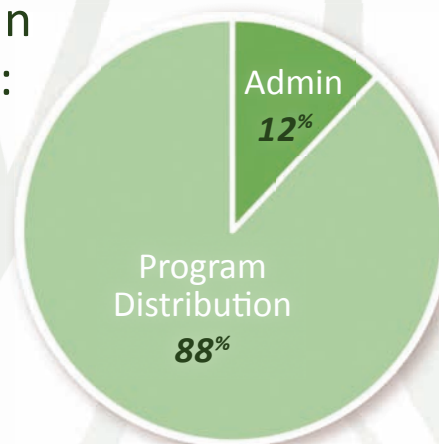
Personnel	\$ 1,175,151.94
Materials & Equipment	\$ 83,980.21
Occupancy	\$ 59,409.66
Non-Personnel	\$ 214,311.92

Total Expenses \$ 1,532,853.73

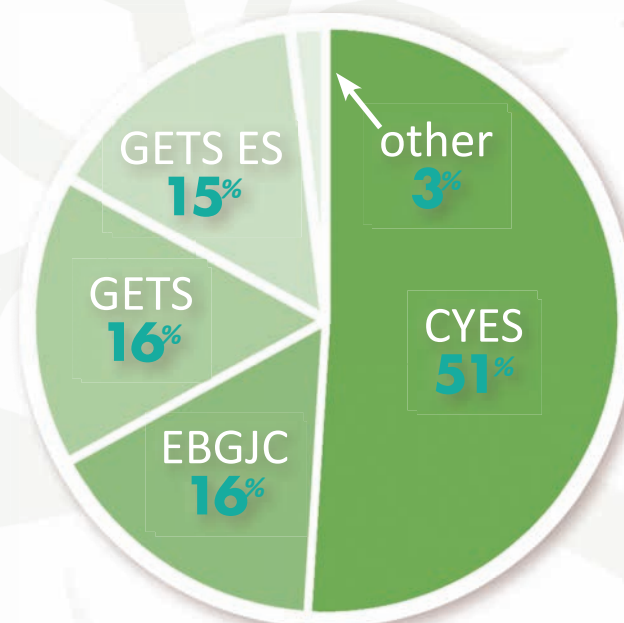
Funding Management

In 2010, Rising Sun reached many milestones. Notable growth occurred with the addition of two new programs, East Bay Green Job Corps and GETS Energy Services. Due to these new programs, Rising Sun significantly increased its staff by adding 10 new full-time employees to our management team, totaling 16 full-time staff.

Allocation of Funds:



Program Distribution:



Invest in the **RISING SUN TEAM**

Rising Sun believes performance, common purpose, and personal development means achieving sustainable growth by investing in our team and providing opportunities for everyone to reach their highest potential. We have invested in our team and fostered development from within in order to respect and promote each individual's right to work in an empowering environment. In helping the team to succeed and acquire the skills that enable growth, Rising Sun is able to sustain its own long-term growth and development. Working with the best people means empowering them to be innovative, take on new responsibilities, and pursue exciting opportunities for themselves and the organization. We are driven to find ways to deliver high quality training programs and facilitate local job creation by a common purpose and our commitment to support each other, our clients, and local communities. Our shared vision of creating a society that uses energy and water responsibly and equitably enables us to offer low to no cost residential retrofits and services that lower energy and water usage and to educate our communities about sustainable behaviors and technologies.

Board Members

Raquel Pinderhughes - President

Professor of Urban Studies San Francisco State University

Raquel is Professor of Urban Studies and Environmental Studies at San Francisco State University. Her areas of expertise include: urban environmental planning & policy; sustainable urban development; developing and managing urban infrastructures; green collar jobs; environmental justice; urban agriculture; local food systems; appropriate technologies; and qualitative research methods. Her recent publications include: Good Farming; Healthy Communities: Strengthening Regional Sustainable Agriculture Sectors and Local Food Systems (2001); Going to Town with Agriculture: Urban Agriculture in Havana, Cuba (2001); and From the Ground Up: The Role of Urban Gardening. Raquel is also the founder and Executive Director of the Roots of Success Environmental Literacy Curriculum.

Stephanie Chen - Secretary

Senior Legal Counsel The Greenlining Institute

Stephanie directs Greenlining's advocacy in energy and telecommunications policy. She serves as Greenlining's lead counsel at the California Public Utilities Commission and the Federal Communications Commission, advocating on a wide range of issues impacting underserved consumers and small businesses. Stephanie has litigated several high profile cases impacting billions of dollars in utility rates. She has also won broad statewide protections for low income ratepayers facing shutoffs and small business owners who have been wrongly billed by utility companies. She is regularly quoted on these issues in major media outlets such as ABC 7, San Jose Mercury News, Contra Costa Times, and the San Francisco Chronicle. Stephanie received a Bachelor of Arts in Government from Dartmouth College, where her studies focused on Political Theory and American Government. She received a juris doctor from the University of San Francisco School of Law, where her focus was on civil rights and constitutional law. She was highly active in the law school's student-run Moot Court Program, serving as a Case Counsel and later as Advocacy Director. Stephanie is also an alumna of the Greenlining Leadership Academy's Summer Associate and Fellowship programs.

Caleb S. Everett - Treasurer

President at the Career College of California

Caleb Everett joined the Rising Sun Board in 2009. He is currently Chief Executive Officer of Career College of California, a postsecondary educational institution in Santa Ana, California with a mission of empowering its students to begin promising careers by providing high-quality job- and life-skill training complemented by intensive placement assistance. Prior to assuming leadership of CCC, Caleb worked in the private equity industry, where over a twelve year period he successfully invested \$146 million, generating an aggregate return of 5.9x. Caleb founded CSE Capital in 2007 to invest in private companies with less than \$10 million in revenues. Prior to CSE Capital he was a Managing Director of Friedman Fleischer & Lowe, a San Francisco based middle-market private equity investment firm with over \$2.5 billion under management. Caleb began his career in the Mergers, Acquisitions and Restructuring department with Morgan Stanley in New York and was a member of the Corporate Principal group with The Blackstone Group prior to joining Friedman Fleischer & Lowe in 1999. Caleb has served as a director of Chief | Sanus Audio Visual, Inc., a leading provider of audio-visual mounting solutions, Steelpoint Technologies, a software and solutions company focused on the litigation support market, and Volume Services America, a contract food service provider to stadiums, arenas and convention centers. Caleb graduated magna cum laude from the Wharton School of the University of Pennsylvania with a Bachelor of Science in Economics.

Bruce Chamberlain

C.E.M. Project Manager kW Engineering

Bruce Chamberlain is a Project Manager at kW Engineering and is a Certified Energy Manager. Since entering the energy efficiency field in 1989, Bruce has gained experience in strategic planning, program design, technical analysis, project management, marketing, and team building from within a broad range of stakeholders including the consulting, municipal, utility, private construction, and non-profit sectors. His work includes the design and implementation of multiple utility and local government partnership energy efficiency programs. As part of the senior management team, he provides leadership in the growth of the company including staffing, program development, and marketing efforts.

To remain innovative in an evolving world, we continuously evaluate how we work, strive to implement efficient new ways to collaborate with our local partners, and share operational best practices. In 2010, our efforts focused on expanding from within and developing talent within our organization. We made training and development a priority as we introduced new programs and expanded those already in existence.

Staff



Jodi Pincus Executive Director

Jodi is a dedicated administrator with over 12 years of experience. She specializes in managing staff and programs using consensus building and conflict resolution, developing curricula, evaluating and analyzing outcomes, change management and researching program methodology and effectiveness. Born in South Africa and a former resident of Australia, Israel and Mexico, Jodi considers herself a global citizen. She has committed much of her life to social justice and sustainability. She is a UC Berkeley Graduate and holds an MBA from the Presidio Graduate School in Sustainable Management.



Alison Freeman Deputy Director

Alison brings a diverse skill set developed over 17 years in administration and program development in both the UK and US. Alison has developed vocational training programs with an aim to transition youth into full time employment and specializes in program monitoring and evaluation. Using systemic thinking and strategic planning to build programs that encourage innovation and personal/professional development.



Christina Chan Operations Manager

Christina Chan helps to manage the administration, finance and human resources at Rising Sun. She graduated from UC, Berkeley in 2006 with a major in Mass Communications and a minor in Education with an emphasis on sustainability. She joined Rising Sun after traveling and living abroad in Europe where she gained valuable experience in marketing, education, youth and leadership development and sustainability.



Elena Foshay GETS Program Manager

Elena Foshay joined Rising Sun in July 2010. She has spent the past five years actively engaged in research, policy development, and advocacy for the green jobs movement. Elena's roots are in community-based work, with over a decade of experience in organizing and youth development. She holds a Master's of Social Welfare and a MA in International and Area Studies, both from the University of California, Berkeley.



George Kopf GETS Training & Employment Manager

George joined the Rising Sun team in 2008 and brings a wealth of experience in program design, instruction, and curriculum development. As the Training & Employment Manager, George enjoys wearing many different hats: instructor, curriculum writer, administrator, technical expert and employer liaison.



Khaia McGill GETS Energy Services Director

Khaia is a licensed General Contractor with over fifteen years experience in residential construction. While running her own construction company she had the opportunity to design, implement, and teach training classes in the trades, which immediately made her decide to shift her focus to job training. She brings wealth of knowledge and enthusiasm to the crews she trains and the communities they serve.



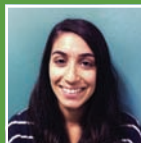
Heather Hochrein CYES Program Director

Heather joined Rising Sun in 2007 as a summer CYES Site Manager and worked her way up to the CYES Program Director position in 2009. Heather holds a Bachelors of Science in Molecular Environmental Biology from UC Berkeley. Serving as the CYES Program Director allows Heather to integrate her science knowledge and passion for education in a meaningful and impactful way.



Natesha Tabor CYES Program Manager

Natesha Tabor joined the Rising Sun staff in February 2009 as an operations intern, then quickly moved up the ranks, serving as a Site Manager, then Program Manager, for the California Youth Energy Services Program. As Program Manager, Natesha's responsibilities include recruitment, hiring, training and logistics, allowing her to draw on her professional background in youth counseling and development. She is currently pursuing an M.A. degree in Organizational Management from the SIT Graduate Institute and received a Bachelor of Science in Psychology from Florida A & M University.



Taraneh Arhamsadr Outreach & Marketing Manager

Taraneh joined the team in the fall of 2010 after completing a Master's Degree in Public Administration with an emphasis in Environmental Policy from San Francisco State University. In addition to an academic background in environmental policy and studies, Taraneh brings over 6 years of diverse professional experience in the areas of public outreach, traditional and new media, and marketing and communications in both the private and nonprofit sectors.



Tamera Currington EBGJC Program Manager

Tamera Currington takes great joy in being a vital link in the chain of each participant's success. Growing up in the foster care system Tamera faced a lot of barriers and challenges and as a result has dedicated her time to the betterment of those less fortunate. Tamera comes to Rising Sun with over 10 years Case Management experience.



Adrian Sacharski EBGJC Program Manager

Adrian worked with Rising Sun Energy Center for several summers through college and graduated in May 2010. After graduating, Adrian came on full time as the marketing manager for the East Bay Green Job Core program and has continued assisting with marketing and outreach for nearly every program that Rising Sun offers. Adrian's dedication and youth empowerment and building a more sustainable society are at the core of his beliefs and drive his further involvement with Rising Sun as an effective youth instructor and outreach coordinator.



Robbie Sims Graphic Design Contractor

Robbie has been a part of the Rising Sun team since 2009, and has contributed to the rebranding through company collateral design and development of training and educational curriculum. Additionally, her creative vision has allowed Rising Sun to produce coupons, flyers, annual reports, greeting cards and even public transportation marketing signage.

