

# RISING SUN ANNUAL REPORT

# 2011

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**GAINING  
GROUND**



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GROUND

# 2011

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Dear Friends of Rising Sun Energy Center,

2011 was the year of movements nationally and around the globe. It was the year of the 99%, whose voice brought light onto issues of justice and inequality. While people around the world gained ground on pertinent issues, we at Rising Sun Energy Center gained ground on advancing, deepening and enriching our programs and services. We did this by ensuring that all of our programs employed a Triple Win Strategy that encompasses equity, ecology and economy.

We grew our social enterprise from an idea to a vibrant business that gave people meaningful employment while serving moderate income homeowners with a comprehensive energy audit and retrofit. Our CYES program served an unprecedented number of homes, well over 3,000, while employing over 100 youth; helping to reduce emissions, lower utility bills and overcome youth unemployment. Our adult training program started an advanced course that leads to Building Performance Institute Building Analyst Certification, assisting GETS graduates in advancing on a strong green career pathway. We also created a Vocational English as a Second Language curriculum for non-native English speakers to ensure that even those with language barriers were not left out of the green economy. Lastly, our Youth Council members went on their first international service trip, where they learned how climate change and environmental justice transcends borders by building healthy and efficient stoves for several poor rural Guatemalan families.

These initiatives would not have been possible without a committed and passionate staff, a thoughtful and strategic board, and partners who collaborate with us to strengthen our programs. These elements along with new and innovative ideas gained us ground in 2011 and laid the way for 2012.

With warm regards,



Raquel Pinderhughes  
Board Chair



Jodi Pincus  
Executive Director

## 18 YEARS of ENERGY EFFICIENCY & WATER CONSERVATION

# Organization Overview

## MISSION

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

Providing workforce development, training and employment that creates green career pathways for youth and adults;

Offering low-to-no cost retrofits and services that lower energy and water usage;

Educating our communities about sustainable behaviors and technologies.

## VISION

Rising Sun Energy Center pictures a world in which all communities to thrive socially, economically, and ecologically, and 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 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 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 creative thinking are encouraged through critical discourse that expands the boundaries and pushes the organizational culture.



# TRAINING, EMPLOYMENT & DIRECT SERVICES.



# Youth Program Performance

## CYES | CALIFORNIA YOUTH ENERGY SERVICES



Since 2000, Rising Sun has operated California Youth Energy Services (CYES), a youth employment and energy efficiency retrofit program. Through its summer and after-school programs, CYES hires Bay Area young people (ages 15-22) and trains them to become Energy Specialists, serving their communities with free Green House Calls. At each Green House Call, Energy Specialists install free energy and water saving devices such as compact fluorescent bulbs and faucet aerators, and provide personalized recommendations and education for further savings in homes. While the CYES service is available to all community members, it targets hard-to-reach residents including renters, non-English speaking households, and low-to-moderate income residents.

CYES's twelve-year success as a community-based service program is built on a long history of partnerships with local government bodies, schools, community organizations, and water and power utilities. Coordination with multiple local agencies allows CYES to increase wraparound services, program referrals, and community engagement. While CYES youth receive professional skills training, paid summer and after-school employment, and the foundation for a green career, residents learn sustainable practices that reduce both their utility bills and greenhouse gas emissions.

### CYES MARIN COUNTY

In 2011, CYES continued to operate a year-round program in Marin County, providing training and employment for twelve youth throughout the spring and summer. Offering year-round services in Marin not only provides continual employment for youth beyond the summer months, but also increases the availability of services for residents. This year-round presence in Marin County also allows CYES staff to maintain lasting relationships with local organizations that assist with recruitment and community outreach. At the end of the year, CYES hosted several holiday light swap events where residents exchanged incandescent holiday light strings for energy efficient LED versions. The events were a huge success and not only produced direct energy savings, but also increased CYES visibility throughout Marin County.

## 12 Years of Impact

CYES has trained **800 YOUNG PEOPLE** and provided over **16,800 HOMES** with energy and water saving hardware. At current rates, the energy saved over the lifetime of the installed measures from 2000-2011 will save residences:

- Over **\$11.7 MILLION** in energy dollars<sup>1</sup>
- Over **79 MILLION** kilowatt hours of electricity and **2.2 MILLION** natural gas therms
- The reduction of over **66,000 metric tons** of CO<sub>2</sub> greenhouse gas emissions<sup>2</sup>

This is equivalent to one of the following CO<sub>2</sub> emissions<sup>2</sup>

- CO<sub>2</sub> emissions from **7,402,354 GALLONS** of gasoline consumed
- Annual greenhouse gas emissions from **12,947** passenger vehicles
- Carbon sequestered annually from **14,079 ACRES** of pine or fir forests

<sup>1</sup>Assuming an average of \$.12/kWh and \$1.00/therm

<sup>2</sup>Calculated using the U.S. Environmental Protection Agency- Greenhouse Gas Equivalencies Calculator



## 2011 Cities/Homes Serviced

<i>Fremont</i>	498	<i>Richmond</i>	358
<i>Hayward</i>	199	<i>Berkeley</i>	233
<i>San Leandro</i>	265	<i>Emeryville</i>	98
<i>Union City</i>	240	<i>Albany</i>	111
<i>Pleasanton</i>	272	<i>Marin</i>	271
<i>Livermore</i>	209	<i>San Mateo</i>	385
<i>Oakland</i>	245		

**119** YOUTH HIRED  
**3,384** HOMES SERVED

Saved **3,780** GALS of H<sub>2</sub>O per MINUTE of usage

At this rate the CYES Program would save a household **1.5 MILLION ENERGY DOLLARS** in a lifetime<sup>1</sup>

Saved **1,180,000 Kwh** and **20,500 THERMS**

	<i>CFLs</i>	<i>Showerheads / Aerators</i>	<i>Clotheslines</i>	<i>Floor Lamps</i>	<i>Powerstrips</i>	<i>Pipe Insulation</i>
<i>East Bay</i>	23,251	3,042	604	638	1,456	185
<i>San Mateo</i>	3,201	381	83	59	166	0
<i>Marin</i>	1,856	236	44	62	77	47
<b>Total</b>	<b>28,308</b>	<b>3,659</b>	<b>731</b>	<b>759</b>	<b>1,699</b>	<b>232</b>



*Clothes Line Installation*

## LIFT | LEADERS-IN-FIELD-TRAINING



In its third year of operation, the LIFT program has grown exponentially. Throughout the program, LIFT participants increased their leadership and program management skills, as well as enhancing their knowledge of energy efficiency and water conservation. In the summer of 2011, LIFT participants were a high-functioning group that made an impactful contribution to the CYES program.

*“I think the program offers a meaningful way for young people to practice their skills and I was glad that my young children could see them as an example.”*

*Client Testimonial*

LIFT participants played an active role in teaching and training, skill building, and project management. LIFT participated in Energy Specialist training by facilitating modules on energy efficiency, building performance, and water conservation, taught from the CYES Manager Manual. LIFT then built on their existing knowledge throughout the summer by developing and delivering professional development and environmental awareness workshops to the youth Energy Specialists.

<sup>1</sup>Assuming an average of \$.12/kWh and \$1.00/therm





The LIFT group also successfully planned and managed CYES' annual end-of-summer celebration, which catered to 140 attendees. The group designed and planned the event's program of activities, determined the event schedule, coordinated logistics, and effectively raised approximately \$1,000 in in-kind corporate donations, covering all costs. LIFT served as a positive representative of the CYES program on several occasions, including a presentation to a Russian delegation of environmental youth leaders and teachers, and the filming of Rising Sun's first public service announcement. Additionally, LIFT assisted their Site Managers with office administration and operations, contributing to success at each of their sites. All of these activities contributed to each LIFT's professional and leadership development, and allowed them to experience multiple aspects of a management position.

## CYES | YOUTH COUNCIL



The CYES Youth Council focuses on youth empowerment through environmental advocacy and service to the community. The CYES Youth Council provides an opportunity for youth to utilize their talents and interests while continuing to develop new professional and business skills. Through coaching and project support, the program brings together a ten-member council of former CYES Energy Specialists (ages 15-24) to implement domestic and international community service projects.



## First Annual CYES Guatemala Service Learning Project



*I began to understand what makes Rising Sun so special after serving as an Energy Specialist two years ago. Following a great experience benefiting hundreds in my community, I knew Rising Sun had even more to offer. I applied for the LIFT position, interested to grow professionally while continuing efforts to promote a sustainable future. The LIFT program certainly helped me in those regards. However, I also learned effective marketing, strong leadership, community outreach, event planning, and peer-mentorship.*

*I matured immensely during the LIFT program. My managers not only afforded me the opportunity to co-manage and grow professionally, but also bestowed upon me clear responsibilities in our daily operations. I managed inventory for our site, called clients, and co-planned an hour-long presentation to seven Russian delegates.*

*These examples portray the general description of my work as a LIFT, but fail to mention my role as a peer-mentor to the nine Energy Specialists among my San Leandro team. Mentoring was one of the more rewarding aspects of the LIFT job and allowed me to guide the Energy Specialists' along their career goals and produce tangible impacts in their lives. Helping others is my ultimate goal in life, and the LIFT program serves as an excellent opportunity for anyone with the same desire.*

*I will be forever grateful to all the people who make this organization possible. The LIFT job helps me gain ground on my personal goals beyond my career. With a LIFT summer (and Guatemalan winter), this organization has made an everlasting impact in my life and the person I aspire to be.*



**WILL RICH**  
LIFT

Youth Council members meet monthly during the school year, and, similar to the LIFT program, participate in ongoing training to enable them to undertake their own projects. Workshop topics include meeting facilitation, communication, project planning, fundraising, and resource development. In June 2011, Youth Council members partnered with the East Bay Regional Park District at Crab Cove in Alameda to implement a highly successful beach clean-up and invasive plant removal event. In addition to participating in the event, Youth Council members recruited and coordinated volunteers and solicited food donations.

*“This program is such a great opportunity. It pays well, you get training and experience in a green job, you learn more sustainable practices, and you get to interact and learn from a myriad of people.”*

*Youth Energy Services Testimonial*

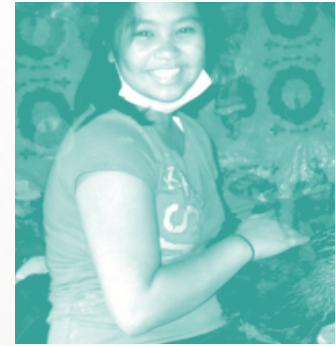


In December 2011, Rising Sun's Youth Council embarked on the organization's first ever international service-learning expedition to Guatemala. Youth Council members constructed fuel-efficient, ventilated stoves for seven Guatemalan families in need. The families served through this project traditionally used a three-stone open fire to cook with and heat their homes, causing acute respiratory illness, blindness and severe burn incidents among women and children. The stoves the Youth Council built improved the safety and health among the families inside their homes. Through this project, Youth Council participants gained a deep awareness of the environmental, educational, gender, and economic disparities rural Guatemalans face on a daily basis. Having the opportunity to experience Guatemalan life and culture first hand, they were also able to appreciate a different way of living. As a cohesive team, the Youth Council performed the stove building project with extraordinary commitment, enthusiasm and purpose.





*I started working for California Youth Energy Services during the summer of 2010 for the city of Fremont. Working for CYES was like taking on a new adventure every day. I loved the capriciousness of walking into a client's home not knowing what to expect. So it would make sense why I was more than eager to join Youth Council when I was offered an opportunity to fly to a foreign country. Little did I know how much of an impact that one decision would make on my life.*



**ERICA ANDRADA**  
Youth Council

*After many weeks of preparation, Youth Council left for Guatemala to construct wood-burning, cement stoves for under-privileged families on December 17, 2011. It was a completely new experience for the majority of us, some had never even left the state. Regardless, we worked as a team from the very beginning and never allowed anyone to feel unsupported. Building the stoves was hard work. There were always bricks to carry, cement to be mixed, and helping hands needed. However, everyone had their own strengths and utilized them to the team's advantage. From an optimistic attitude to incredible construction skills, everyone had something to contribute.*

*Working with Youth Council has been a tremendous honor. I don't think I could have worked with a better set of people. I am already anticipating our future projects together. To believe this all came to me as a CYES presentation at school, is quite unimaginable. In the words of Ms. Natesha Tabor, as we over-looked a glorious view of the city of Xela after hiking up a mountain, "Do you remember when you first saw my CYES presentation two years ago? I bet you never imagined we'd be here now, did you?" The truth was, I had no idea that my first job would take me as far as Guatemala, and by any means, I don't think I would have wanted it to happen any other way. In the end, we made a difference in the lives of seven different families. In my own little way, I was able to make a difference in their lives without expecting anything in return. Going back home, I was able to put into perspective how petty my issues were compared to what they had to battle with everyday. With that, I got more out of the experience than I could have ever expected.*



*"I learned many things that helped me grow as a leader and I am looking forward to come back next summer as a Leader- In-Field-Training!"*

*Youth Energy Service Testimonial*

## San Mateo

*"The youth that participated in the CYES program this summer were extremely well trained and provided excellent service to our residents. They were so motivated that they greatly exceeded the original goals for number of house calls. Their enthusiasm about energy and water conservation was contagious!"*

*Sandy Council,  
City of San Mateo*



# Adult Program Performance

## EBGJC | EAST BAY GREEN JOBS CORPS



In early 2011, the East Bay Green Job Corps (EBGJC) program grew and expanded into its second iteration. The first iteration began in 2010 as a partnership between Rising Sun, The Workforce Collaborative, Peralta Colleges, and Solar Richmond. It was an 8-week program that combined academics, life skills education, and a green internship experience. A total of six cohorts took place in 2010 and 2011, training just over 100 Berkeley, Oakland, and Richmond residents.

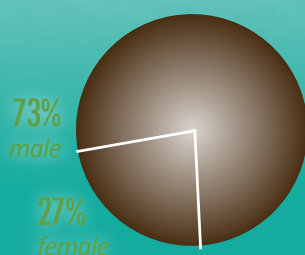


Launched with the sponsorship of Senator Dianne Feinstein, a new iteration of EBGJC began in the fall of 2011. This 16-week program is implemented as a partnership between Rising Sun Energy Center, Solar Richmond, and Berkeley City College, and provides training and education designed to help low-income young adults (ages 18-24) with multiple barriers to employment and education get the skills they need to enter green careers and continue on in school. Participants from Oakland, Berkeley, and Richmond spend each morning taking academic classes at Berkeley City College, and then work in energy efficiency and solar marketing internships in the afternoons. Throughout the program, participants learn life and job readiness skills, and participate in team-building and personal reflection. EBGJC staff also work with each participant to develop an individual plan to help them reach their educational and career goals, and a full time Case Manager provides individual support and ongoing follow-up after program completion.

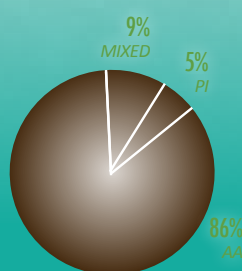
## Demographics

### East Bay Green Job Corps

14 Graduates



86% African American  
9% Mixed  
5% Pacific Islander



*My name is Kalon, I'm 22 years old and from East Oakland, California. I graduated from San Lorenzo High School as an honor roll student, clueless to where I wanted to go in life. I continued school at Laney Community College but ended up dropping out for financial reasons. It was three years of my life I used to find out who I was as a person and what I wanted and expected from myself as a young adult. Being responsible, true to myself, and self-reliable were characteristics I learned to harness while in transitional homes and counseling.*



**KALON KIRVEN**  
EBGJC

*It was the beginning of a whole new journey when a representative of the East Bay Green Job Corps program acknowledged my potential as a student. I realized that yes, I dropped out of college due to financial reasons, but I also had taken a risk going to school not knowing who I was. I joined EBGJC because I wanted to be a part of something bigger than myself. I'm a team player, I have self-motivation, and a passion for working and building with my hands.*

*I gained new meaning for life. From the home I live in to the food I eat, I'm aware of the decisions myself and others make as a community and the world. When I was in Guatemala as part of Rising Sun's Youth Council service trip, I learned the real meaning of poor and struggle. I became a leader with knowledge to share.*

## GETS | GREEN ENERGY TRAINING SERVICES

### 2009 to 2011 GETS Impact

Placed **78%** into **EMPLOYMENT** or further training

**14 COHORTS** at Richmond Build

Placed **66%** directly into **EMPLOYMENT**

Trained **250 PARTICIPANTS**

**51%** who found jobs were placed into **GREEN JOBS**

Maintained a **92% GRADUATION RATE**

### 2011 GETS Outcomes

Placed **70%** into **EMPLOYMENT** or further training

Trained **105 PARTICIPANTS**

Placed **50%** directly into **EMPLOYMENT**

**22%** who found jobs were placed into **GREEN JOBS**

Maintained a **95% GRADUATION RATE**



Created in 2009 to target those hardest hit by the recession, GETS continues to respond to the growing demand for a skilled energy efficiency workforce while providing access to green career pathways for displaced workers and adults who face significant barriers to obtaining quality, permanent employment. In 2011, GETS served primarily low-income residents from Berkeley, Oakland and Richmond. Some had been out of the workforce for six months or more, and previously depended on jobs in construction that are no longer available. Others have criminal backgrounds, or are struggling to move beyond homelessness or chemical dependency. All have high school diplomas or GEDs, but few have completed any level of college education. GETS addresses these challenges by offering comprehensive services beyond the core training program, which include case management, job placement, transitional employment, and advanced training leading to industry-recognized certifications. GETS provides these individuals with a pathway into career-track jobs paying livable wages, a critical step toward equity and economic recovery. GETS also helps build a green workforce prepared to tackle the challenges of climate change.

Rising Sun received training affiliate status from the Building Performance Institute (BPI) last year, and in 2011 we began offering an Advanced GETS training course, leading to a BPI Building Analyst certification.

Earning this certification facilitates career advancement for GETS graduates who are employed in the building performance industry.

Seven GETS graduates have so far completed the course, including three Rising Sun Energy Services crew members. All seven passed their written exams, and five have so far passed their field exams and earned their Building Analyst certification. Three are currently applying their skills as auditors, and one as a crew-chief-in-training.

Rising Sun also partnered with Richmond Build and the English Center to develop a specialized English language curriculum and offer its first Vocational ESL (VESL) class in conjunction with GETS in 2011. Thirteen individuals, primarily Spanish speakers, completed 45 hours of contextualized English over three weeks before joining a regular GETS class that was supplemented with daily tutoring support provided by their English instructor. Ten continued on to GETS, and all but one graduated.

*"I was very happy that the city supported this program, not just the energy efficiency but the job training. I think it's a great program and wish you great success."*

*GETS Participant Testimonial*



## Rising Sun Energy Services

**ATTIC INSULATION**  
(R-30 -- R38)

**WALL INSULATION**  
(R-13)

**HOT WATER PIPE INSULATION**

**HEATING DUCT TESTING AND SEALING**

**AIR SEALING**

- Attics
- Weather-stripping
- Caulking
- Electrical Outlet Gaskets
- Cover Plates Replace
- Expanding Foam Patch
- Wall Repairs

**WHOLE HOUSE AUDITS**  
("test-in"/"test-out")

**COMBUSTION APPLIANCE SAFETY CHECK**

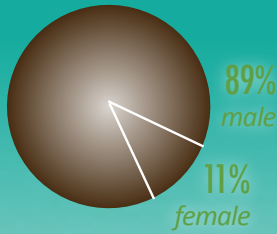


# Demographics

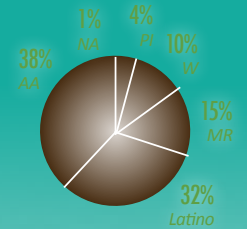
## Green Energy Training Services

Graduates:

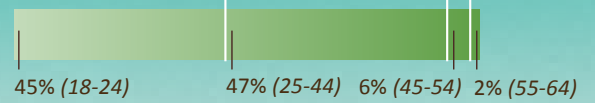
- 13 from Berkeley
- 18 from Oakland
- 69 from Richmond



- 38% African American
- 32% Latino
- 15% Mixed Race
- 10% White
- 4% Asian/Pacific Islander
- 1% Native American



Age Range



## RISING SUN ENERGY SERVICES



Rising Sun Energy Services is a social enterprise that offers green collar job training and transitional employment to GETS graduates, and functions as a home energy performance contractor. Founded in 2010, Rising Sun Energy Services conducts energy audits and retrofits on homes served throughout the Bay Area while putting people with barriers to employment to work. The Energy Services crew conducts sophisticated energy audits and generates reports to determine the scope of work each home needs. Under the supervision of a licensed general contractor, the Energy Services crew performs deep energy retrofits by installing attic and wall insulation, sealing air leaks, testing ducts for leaks and sealing them, and installing crawlspace vapor barriers. Meanwhile, crew members receive case management, employment counseling, and job placement assistance within the context of a structured work environment. Initially called GETS Energy Services, the program was re-branded as Rising Sun Energy Services bringing the program more in line with the organizational brand of Rising Sun Energy Center.

While 2010 was the year in which Rising Sun Energy Services established an infrastructure for running an energy performance social enterprise and green jobs in-field training program for GETS graduates, 2011 was the year that Rising Sun Energy Services hit its stride and serviced multiple homes in several East Bay cities.

Working primarily in Richmond and Berkeley, Rising Sun Energy Services performed 49 whole house energy audits, which provided data to help home owners decide on which energy efficiency measures would best improve the overall comfort, efficiency and durability of their home. As a result of the data provided by the audits, 55 homes were retrofitted in 2011. The close rate of clients enrolled into the program that completed an energy upgrade was over 70%.

In 2011 Rising Sun Energy Services provided employment to an additional 8 GETS graduates. Three crew members became Building Performance Institute (BPI) certified Building Analysts. Three crew members were permanently hired by local energy performance contractors – two were hired as energy auditors and one as an installer. The rest continue to work as Energy Services crew members.

### 2011 RSES Outcomes **1<sup>st</sup>**

**8 GRADUATES** serviced **55 HOMES**

**YEAR of SERVICE**

- Saved:
- 10,000 kWh electricity
  - 14,000 THERMS natural gas
  - 81 Metric tons CO<sup>2</sup> GH GAS EMISSIONS<sup>1/2</sup>
  - CO<sup>2</sup> EMISSIONS from 9,130 GAL gasoline
  - Annual GH GAS EMISSIONS from 16 passenger Vehicles
  - Carbon from 17 ACRES of PINE or FIR FORESTS



## Energy Services Measures

### C10 ELECTRICAL CERTIFICATION

For homes with knob-and-tube wiring

### CRAWLSPACE VAPOR BARRIER

### FURNACE FILTER REPLACEMENT

### PROGRAMMABLE THERMOSTAT

### WATER HEATER BLANKET

<sup>1</sup>Assuming an average of \$.12/kWh and \$1.00/therm

<sup>2</sup>Calculated using the U.S. Environmental Protection Agency- Greenhouse Gas Equivalencies Calculator

In 2011, Rising Sun Energy Services refocused its culture from a job training program into a business that balances the needs of job training with those of a financially sustainable enterprise. Three GETS graduates took on positions of leadership by becoming Crew Chief” and Crew Chief-in-Training. Crew members increased their skill base, enabling job completion times to be reduced by 50% over the course of the year. As they became stronger employees, refined their skills in the field, and learned how to work together as a team, Rising Sun Energy Services strengthened its core mission and evolved into a fully functional social enterprise that trains people with barriers to employment while servicing moderate-income homes.

The increase in work required more operational support, so in 2011 Rising Sun Energy Services hired a former GETS graduate as our Office Manager. We also restructured the work flow to allow for deeper case management and soft skills training, and provided the crew with a more in-depth understanding of the tools needed to be successful in the work place.

*“The season has only begun to change, however my house has NEVER been so airtight and comfortable. I am very impressed and only wish I could have had this done years ago.”*

*Rising Sun Energy Services Client Testimonial*



**GAGE HART**  
Rising Sun ES

*I entered Rising Sun Energy Center by attending GETS training in spring of 2011 and then participated in the CYES summer program. After the CYES program was over I was hired by Rising Sun Energy Services in August.*

*Working with Energy Services has been a really good experience. I was motivated to take the GETS training and then I participated in the*

*summer CYES program, so by the time I joined Energy Services I was ready to take my professional skills to another level. I’ve always had a good work ethic, but now I get to apply it like a skilled professional. I’ve developed new skills and am more reliable. It feels really good to know that I’m an asset to a work environment. I know how to install all of the measures and am getting better at doing them every day.*

*I feel more confident. When I talk to prospective employers I tell them what I can do as opposed to what I’d like to do. That feels really good. The work I do at Rising Sun Energy Services is work I hope to continue doing, but with all of the basic work skills I’ve developed I feel that I can branch into any number of construction-related jobs. I want to keep working!*



## Thank You Employers

Community Energy Services Corporation  
 Contra Costa County Weatherization Program  
 Contractors Labor Pool  
 Eco Performance Builders  
 Elecix  
 Energy Conservation Options  
 Geoconserve  
 George Nesbitt  
 Lawrence Berkeley National Lab  
 Quality Conservation Services  
 Mason Construction  
 Rising Sun Energy Services  
 Solar City  
 Spectrum Community Services

*Employers play a critical role in keeping the GETS team informed about industry trends, providing feedback to guide curriculum updates, and offering employment opportunities to GETS graduates. The list to the left shows employers who hired GETS graduates in 2011.*

## EMPLOYERS DOING THEIR PART

*The GETS Employer Council is our key network of employer partners, and met in November of this year. Attended by 23 employers, city government representatives, and training providers, the Employer Council discussed the impact of Energy Upgrade California on the home performance market, and heard guest speakers talk about opportunities available through the East Bay Green Corridor and the California Employment Training Panel.*



# Management and Accountability

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In 2011, Rising Sun Energy Center expanded the reach of its services and synchronized systems across the board for its programs and operations.

In order to sustain our growing programs we added six new regular employees, added a Development Coordinator to aid in the application of grants and garnering of donations to assist our growing organization.

After passing our first ever OMB A-133 Single Audit, we foresaw the need to add a half-time Accountant to the team in order to continue our compliance with GAAP standard accounting and maintain the organization's well-established financial controls and balances. Bedinger & Company performed the audit on behalf of the federal government. 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.

The existing Rising Sun staff continued to train and grow in their areas of expertise. In 2011, staff attended workshops in areas such as software, finance, management, energy efficiency, and youth development. Employees were also retrained in emergency evacuation procedures for all office locations. Additionally, emergency provisions and instructions were updated for all offices. Key staff also attended CPR and First Aid training certification on behalf of the organization. Rising Sun does and will continue to strive to put safety first for all of its clients, employees and participants.



# Financials

## Statement of Financial Position

### ASSETS

Current Assets .....	\$ 1,593,370
Fixed Assets .....	\$ 45,628
Other Assets .....	\$ 34,878
<b>TOTAL ASSETS .....</b>	<b>\$ 1,673,874</b>

### LIABILITIES

Total Current Liabilities .....	\$ 41,523
Unrestricted Equity .....	\$ 1,370,325
Net Income .....	\$ 262,025
<b>LIABILITIES &amp; EQUITY .....</b>	<b>\$ 1,673,874</b>

## Statement of Activities

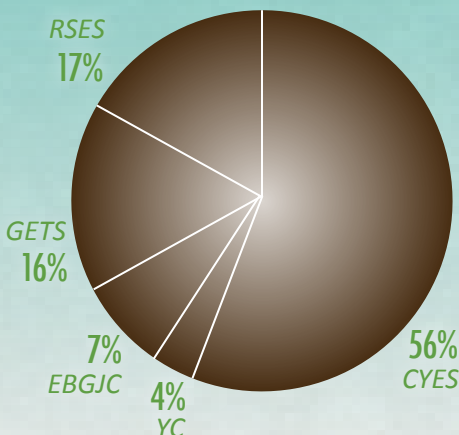
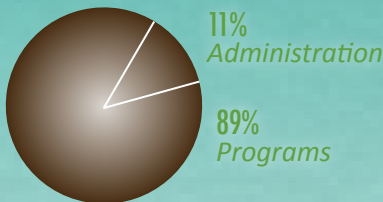
### REVENUE

Temp Restricted Income .....	\$ 152,493
Individual Client Contracts .....	\$ 64,629
Partner Contracts .....	\$ 9,731
Government Contracts .....	\$ 832,553
Corporate Contracts .....	\$ 1,014,090
Donations .....	\$ 10,892
Grants .....	\$ 149,382
In-Kind Contributions .....	\$ 110,191
Interest .....	\$ 11,065
<b>TOTAL REVENUE .....</b>	<b>\$ 2,355,025</b>

### EXPENSES

Personnel .....	\$ 1,538,845
Materials and Equipment .....	\$ 181,596
Occupancy .....	\$ 85,250
Non-Personnel .....	\$ 267,445
Amortization/Depreciation .....	\$ 19,864
<b>TOTAL EXPENSES .....</b>	<b>\$ 2,093,000</b>

## Allocation of Funds





# Development

Rising Sun's major source of revenue was provided through our involvement in collaborations (East Bay Energy Watch and Marin Energy Watch Partnership) funded by California utility customers and administered by the Pacific Gas and Electric Company (PG&E) under the auspices of the California Public Utilities Commission (CPUC).

Rising Sun also received significant funding from municipalities and water districts to implement our services. Additionally, Rising Sun received generous support from foundations, government agencies, corporations and local businesses whose grants, contributions, and in-kind donations of services and goods positively impacted each of our programs. Whether it was compostable utensils for our CYES graduation, a grant to run an Advanced GETS cohort, or funds to hire and train local youth to deliver a Green House Call, their support was critical to sustain, expand, and deepen Rising Sun's services.

This year many individual donors contributed to support Rising Sun's work. Many participated in our fund-raising for a Guatemala, which sent 10 Youth Council members on an unforgettable international service project where they learned how climate change and environmental justice transcends borders.

## Individual Donors:

Jailan Adly	Cynthia Marian
Erica Andrada	Esa Morrison
Lisa Auxier	Maya Novak
Sukhjinder & Amandeep Bajwa	Prisna Nuengsigkapijan
Linda Batson & Guy McNett	Eleanor Piez
Linda & Richard Botton	Davida Flattery
Mikhal Bouganim	Sharon Pincus
Janny Castillo	Raquel & Howard Pinderhughes
Bruce Chamberlain	Ian Pocock
Debbie Chan	Susan Reed-Allen
Ann Cleaveland	Dave Rich
Alexander Cotton	Jerry Rich
Paulette Crossley	Garth & Marlene Saloner
Caleb S. Everett	Michele E. Saloner
Barry Finestone	Greg Schluntz
Davida Flattery	Sean Schluntz
Krista Fregoso	Andria Schurman
Ruel Garret	Larrisa M. Seto
Alois Gerlach	Jim & Jan Smith
Errol Graham	Kim Williams
J. Hardwood	Beverly Smothers
Melissa Jean Havea	Brian & Melissa Suarez
Eliazar Herrera	Rachel Tevlin
Michelle Hochrein	Theresa & Timothy Thomas
Peter Hochrein	Mary Tomerlin
Jody Johnson & Eliot Smart	Prisna Von Stade
Mary Y. Jung	Timothy Watters
Ei Khin	Priscilla Watts
William Kopf	Rachel & Jeffrey Weitzman
Arvind Kumar	Cedric Wong
Richard G. Landers	April Yang
Angie Lee	Thupten Yarphel
Rai Lee	Robin Yount
Loren & Rose Lunde	

**THANK YOU** for helping Rising Sun to fulfill our mission.

## Municipalities & Water Districts

- Alameda County Water District
- City of Albany
- City of Berkeley
- City of Emeryville
- City of Fremont
- City of Hayward
- City of Livermore
- City of Pleasanton
- City of Richmond
- City of San Mateo
- City of San Leandro
- City of Union City
- East Bay Municipal Utility District
- Marin Municipal Water District
- North Marin Water District

## Foundations & Government Agencies

- Full Circle Fund
- Lawrence Berkeley National Laboratory
- Marin Community Foundation
- Miranda Lux Foundation
- S.D. Bechtel, Jr. Foundation
- San Francisco Foundation
- The Greater Tacoma Community Foundation
- Thomson Family Foundation
- Wells Fargo Foundation
- Y & H Soda Foundation

## Corporations & Businesses

- Alameda County Computer Resource Center (ACCRC)
- Arizmendi Bakery
- Berkeley/El Cerrito Natural Grocery
- Community Health Charities of CA
- Costco
- CVS
- Davis Painting & Decorating
- Give Something Back
- Golden State Warriors
- Grainger
- Grocery Outlet
- Larm's Building
- Lucky Supermarkets
- Metropolis Baking Company
- Mi Tierra Foods
- Noah's Bagels
- Nob Hill Foods
- Nordic House
- Pak'n Save Foods
- Retrotec Inc
- Safeway
- Smart Builders
- Teacake Bake Shop
- Trader Joe's
- Tullys
- Walmart
- Whole Foods Market
- World Centric
- Yahoo

We would especially like to acknowledge the significant contribution of legal services provided through the firms of Morrison & Foerster LLP Latham & Watkins LLP

# Meet The Team

This past year, we have accomplished much that speaks to our vision of helping to create sustainable neighborhoods where we live and work. We recognized that we must continuously blaze new pathways within the green community, help educate a workforce that is ready to meet California's climate action goals and empower our participants to continue striving towards their personal, professional and community-based ambitions.

Rising Sun understands that gaining ground in a down economy presents challenges and to meet those challenges we would need to honor our core value to create an environment that fosters innovation, empowerment and opportunity. It is our belief that when preparation meets opportunity change can happen, and this belief means that nothing is left to chance. As you meet our board and staff you will see a team of committed and innovative professionals that strive to enhance green workforce development, provide education to our communities about sustainable behaviors and offer low to no cost residential retrofits.

## Board Profiles

### RAQUEL PINDERHUGHES, BOARD PRESIDENT

*Professor of Urban Studies, San Francisco State University*

Raquel is a Professor of Urban Studies and Planning at San Francisco State University. A nationally recognized expert on green jobs and green job training, Raquel created Roots of Success, an empowering environmental education curriculum that supports education and workforce development programs to increase environmental literacy, build core academic skills, and prepare youth and adults for jobs in the green economy. Other recent publications include: *The Greening of Corrections: Creating a Sustainable System through Facilities, Programs, and Partnerships* (co-author); *Green Collar Jobs: An Analysis of the Capacity of Green Business to Provide High Quality Jobs for Men and Women with Barriers to Employment*; *Equitable Green Development and Green Jobs in Richmond, CA* (co-author); and *Alternative Urban Futures: Planning for Sustainable Development in Cities throughout the World*. In addition to serving on the Board of Rising Sun Energy Center, Raquel also serves on the boards of the Ecology Center and Clean City.

### 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, Career College of California*

Caleb 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, MEMBER

*C.E.M. - Project Manager, kW Engineering*

Bruce 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.

### MIKHAL BOUGANIM, MEMBER

*Founder and Principal, Compass Financial Communications*

Mikhal is the Founder and Principal of Compass Financial Communications, a strategic communications and investor relations consultancy working with public and pre-IPO companies, as well as nonprofit organizations, to develop targeted communications and enhance stakeholder support. She is an award-winning business writer and a member of the National Investor Relations Institute (NIRI).

Mikhal graduated from Brandeis University and studied at the Rothberg International School of the Hebrew University of Jerusalem. She is an active member of the Full Circle Fund, an engaged philanthropy organization, and lives with her husband and two young children in San Francisco.



# Rising Sun

**JODI PINCUS**

*Executive Director, Rising Sun Energy Center*

Jodi joined Rising Sun in 2006 as the CYES Director and became the Executive Director in April 2007. She first learned about CYES as a client, when two very professional Youth Energy Specialists visited her home. She fell in love with the program, given her background in workforce development and her commitment to sustainability. Jodi resonated with Rising Sun's mission of simultaneously addressing issues of poverty and environmental degradation while creating economic development solutions.

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 in Peace and Conflict Studies and holds an MBA from the Presidio Graduate School in Sustainable Management. She is committed to lowering greenhouse gas emissions globally while educating the public locally. Jodi lives with her Husband (Lalo) and son (Alejandro) and feisty dog (Bella) in Oakland.

**ALISON FREEMAN**

*Deputy Director, Rising Sun Energy Center*

Alison joined Rising Sun in 2010. Alison brings a diverse skill set developed over 17 years in administration and program development both in England and America. Over the course of her career she has distinguished herself as a driving force behind improving operations, team development and financial controls. Alison has developed vocational training programs with an aim to transition youth into full time employment. She specializes in program monitoring and evaluation, using systemic thinking and strategic planning to build programs that encourage innovation and personal/professional development.

Throughout her career and volunteer work, Alison has been committed to working towards providing education and training specific to the individual. She believes that our mission to create green career pathways for youth and for adults with barriers to employment can help provide the skills they need to be competitive in the green job market place. Alison holds a BA in History and Social Economics from Manchester University, UK.



## The Team

**Eric Brizee | OPERATIONS MANAGER**  
Rising Sun Energy Center

**Thupten Yarphel | ACCOUNTANT**  
Rising Sun Energy Center

**Elena Foshay | DIRECTOR OF ADULT PROGRAMS**  
Rising Sun Energy Center

**George Kopf | TRAINING AND EMPLOYMENT MANAGER**  
Green Energy Training Services (GETS)

**Melvin Parham | CASE MANAGER**  
Green Energy Training Services (GETS)

**Dan Antonioli | PROGRAM DIRECTOR**  
Rising Sun Energy Services | General Licensed Contractor

**Christine Hernandez | OFFICE MANAGER**  
Rising Sun Energy Services

**Janet Flint | OPERATIONS AND ADMINISTRATIVE ASSISTANT**  
Rising Sun Energy Services

**Heather Hochrein | DIRECTOR OF YOUTH PROGRAMS**  
Rising Sun Energy Center

**Natesha Tabor | PROGRAM MANAGER**  
California Youth Energy Services (CYES)

**Christina Chan | MARKETING & OUTREACH MANAGER**  
CYES & Rising Sun Energy Center

**Tamera Currington | PROGRAM MANAGER**  
East Bay Green Job Corps

**Adrian Sacharski | COMMUNITY OUTREACH MANAGER**  
California Youth Energy Services (CYES)

**Travers McNeice | MARIN PROGRAM MANAGER**  
California Youth Energy Services (CYES)

**Rebecca Milliken | GRANT WRITER & DEVELOPMENT COORDINATOR**  
Rising Sun Energy Center

**RISING SUN ENERGY SERVICES CREW**  
Doron Rot (crew chief and auditor), Danny Sims, Keane Ahern, Jesse Cabrera, Gage Hart, Greg Sanchez, and Eddie Jones.

# Notes

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*“For the first time I’m in school  
and paying attention, and I have  
goals and can see myself being  
successful.”*

*East Bay Green Job Core Testimonial*

