



PAVING THE WAY

Rising Sun Energy Center - Annual Report 2014



Table of Contents

- 1. Letter from Executive Director & Board Chair**
- 2. California Youth Energy Services**
- 3. Green Energy Training Services**
- 4. Groundbreaking Impacts To Date**
- 5. Financials**
- 6. Our Supporters**

"I would encourage GETS for anyone interested in the sustainability of themselves, their family, resources, and the planet." – Chris Burger, GETS Graduate



Dear Friends of Rising Sun:

We celebrated Rising Sun's 20th anniversary in 2014, a remarkable milestone for our organization! In the past two decades we have grown from a modest renewable energy education center into an innovative and award-winning training organization working at the nexus of environmental and economic sustainability.

There is much to be proud of, from the many hundreds of individuals trained and employed, to 90,000 metric tons of carbon dioxide emissions avoided due to our efforts. But the need for our work remains, and we continued to advance our strategic, programmatic and governance efforts over the course of 2014.

California Youth Energy Services (CYES) expanded to serve 16 cities in 5 counties, allowing us to hire 35 more youth and service 1,372 more homes than in the previous year. Notably, we entered the Central Valley for the first time with a fall program in Stockton, which has few youth programs and is hard-hit by the economic downturn and extended drought.

Green Energy Training Services (GETS) became an official pre-apprenticeship program, enhancing the employment prospects for our graduates and strengthening our relationship with local unions and building trades. We also offered our first GETS solar class.

Looking ahead, 2015 promises to be no less exciting. We are expanding our geographic reach into San Joaquin and Sonoma counties, enhancing our services to residents with additional water-saving measures, solar assessments and e-waste collection, increasing our training offerings, and adding more internship opportunities.

These efforts will drive forward our goals to reduce energy and water consumption, reduce greenhouse gas emissions, train more adults with barriers to employment and local youth, and put them to work in the green economy. It's a tall order, but we are confident that with your support we'll get there.

The work we do is not in isolation. Our numerous supporters, partners and advocates—from public sector and government officials, educational institutions and allied nonprofits, to corporate sponsors, private foundations and individual donors—underscore the diversity of our stakeholders and the profound impact we all make together.

Sincerely,

Mikhal Bouganim



Jodi Pincus



Jodi Pincus
Executive Director,
Board President



Mikhal Bouganim
Board Chair





California Youth Energy Services

California Youth Energy Services (CYES) is a youth employment and empowerment program, focused on residential energy and resource conservation, and run primarily in the summer. CYES operates satellite offices in partner cities and hires local youth, ages 15 to 22, to become trained as Energy Specialists. Energy Specialists perform no-cost Green House Calls for homeowners and renters consisting of an assessment of the home, the replacement of existing hardware and fixtures with new, energy-efficient and water conserving measures, and the provision of behavior-based tips for further conservation.

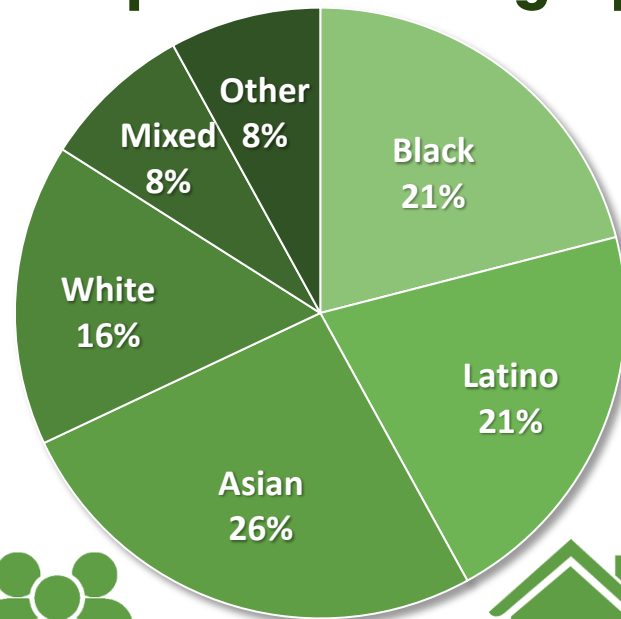
CYES places significant focus on professional development, customer service, and team building. CYES's Leaders-In-Field-Training (LIFT) program provides select youth with peer leadership roles, allowing them to expand their leadership skills and develop the ability to self-manage and supervise others.





2014 CYES

Social Impacts & Demographics



143

Youth Employed



4,729

Households Served



71%

Youth now planning on entering Green Industry



97%

Client Feedback Rating of Good or Excellent

*"If I'm having a bad day, going to Rising Sun is a whole different energy. With this job I think we can make a huge difference in our cities and help everyone [to] become more energy efficient."
– Kiara, Energy Specialist*



2014 CYES

Environmental Impacts

CYES installed **41,224** energy and water-saving measures. The resulting impacts are equivalent to achieving the following in greenhouse gas reductions and energy and water savings:



2,085

Cars Taken off the Road
for One Year



2,149

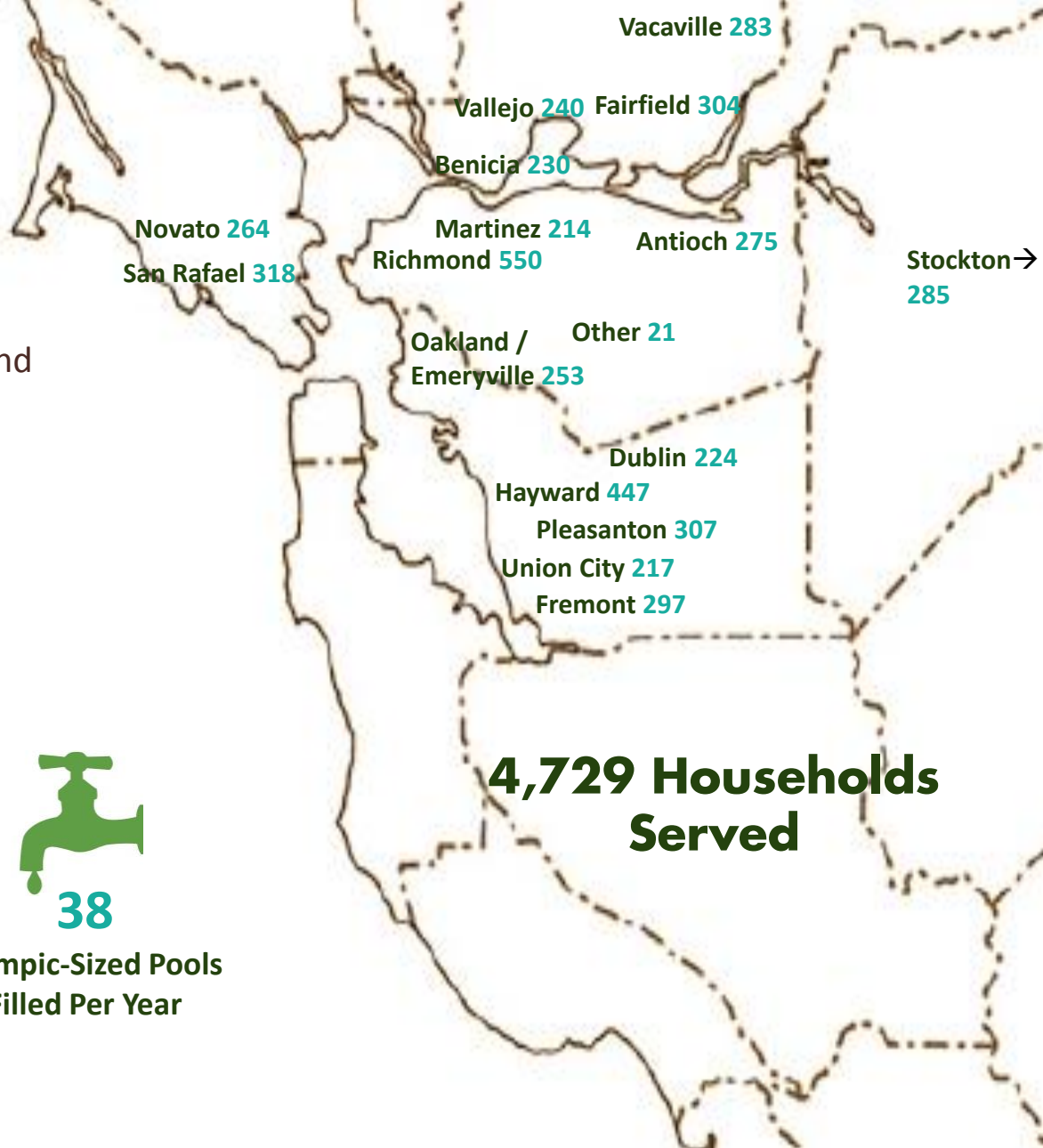
California Homes'
Electricity Use for One Year



38

Olympic-Sized Pools
Filled Per Year

4,729 Households
Served



"I am very happy that all the bulbs were replaced with the energy efficient CFLs. As a senior, it will definitely be a cost savings on my electricity bill." – GHC Client



Delrisha White

Her Path

Delrisha White joined Rising Sun Energy Center in the summer of 2006 at the age of 14. She was the youngest person ever employed by the organization. As an Energy Specialist at the Richmond – San Pablo site, her vivacious spirit and tenacity helped her team to achieve the honor of serving the most homes of all CYES sites that summer. At Rising Sun, Delrisha developed a commitment to energy conservation, along with leadership skills that served her throughout her educational career.

In 2012, Delrisha became the Student Government President at Bennett College in Greensboro, North Carolina and organized a student conference in partnership with the U.S. Department of Energy and neighboring universities, discussing the role of Historically Black Colleges and Universities in climate change and the green movement.

Delrisha worked for California Youth Energy Services for two years. She was then followed by her younger sister, Waleena Griffin, a proud CYES alum. Delrisha is committed to giving back to her community, and continues to share with youth all of the amazing opportunities offered by Rising Sun whenever she returns home. Today, she works as a 5th grade literacy teacher in Miami, Florida, and strives to instill in her students the importance of both giving back and energy conservation within their communities.





Green Energy Training Services

Green Energy Training Services (GETS) is a pre-apprenticeship job training program for adults who are interested in starting a career in Construction, Energy Efficiency, or Solar. GETS is a 12 month program that begins with nine weeks of training at Rising Sun headquarters. After completing training, participants benefit from ongoing case management and job placement assistance, as well as alumni events and resources.

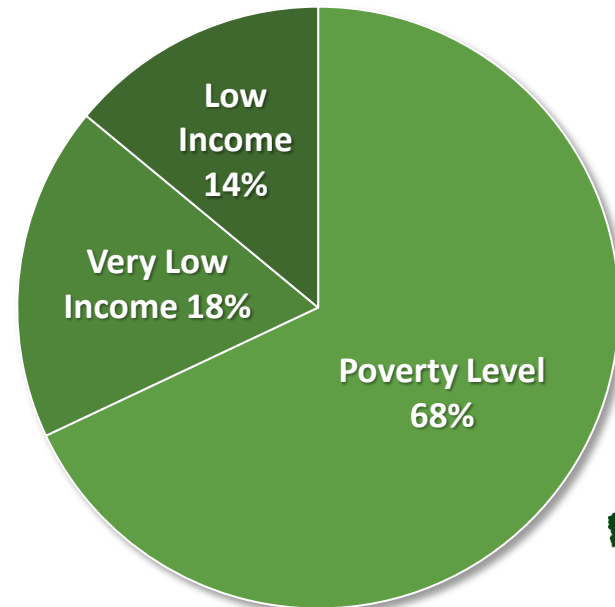
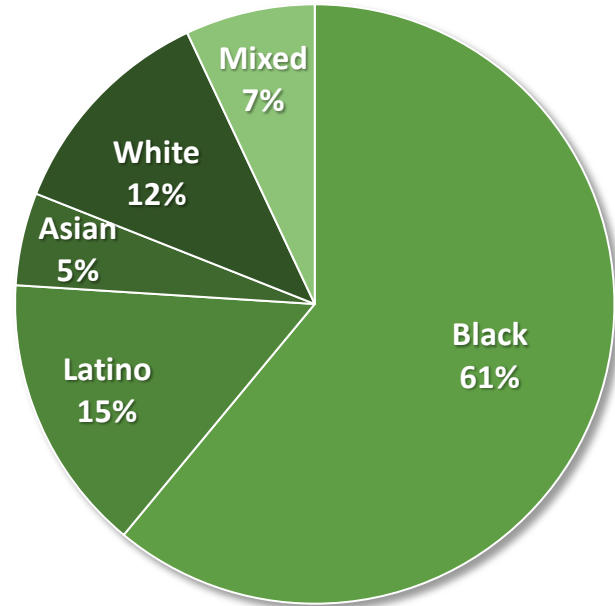
The GETS program's impact on its participants continues to be meaningful and long-lasting. In 2014, we offered GETS Core/MC3 classes in the spring and fall. Over the course of nine weeks, participants learned basic construction skills, building science basics and energy efficiency retrofit installation, applied math, and they earned their OSHA 10 Certification. Those who wished to pursue careers in the building trades completed their MC3 pre-apprenticeship certification. In response to rapid growth in the solar industry, we also piloted a two-week Solar PV Installation elective in partnership with GRID Alternatives. Participants learned the basics of solar systems and installation, and then gained hands-on experience installing panels on low-income homes.





2014 GETS

Demographics



“Rising Sun will meet you more than halfway, but you have to do your part. My cohort was very supportive and really kept me going. My classmates told me I could do it and I did.”

– Tyi Johnson, GETS Graduate



2014 GETS

Social Impacts



52

Participants Trained



\$14.18

Average Hourly Starting Wage



82%

Graduates Placed into Employment



47%

Graduates Placed into a Green Job



93%

Participant Satisfaction with Program



40%

Union Placement of those achieving MC3 Certification



"I love working with Rising Sun Energy Center. They're a remarkable resource to employers, and their program provides talented people with great attitudes and contagious enthusiasm." – Laurina Phillip Muglia, HR Generalist/HR Manager at Sun Light & Power.





Cornell Martin

His Path

Every now and then a stellar participant joins the GETS cohort with a determination to succeed, and an ability to leave a lasting impact on the program and staff. Cornell Martin was that participant for the spring 2014 GETS cohort.

Sidetracked in life, but eager to return to school, Cornell learned about the GETS program from his social worker, who encouraged him to give Rising Sun a try. Cornell says that transitioning into the program wasn't difficult. "I realized I wanted to follow my dreams, and Rising sun was a stepping stone for me to get into a trade that was sometimes demeaning, heartless and brutal to people without skills and support."

The program was a new experience for Cornell. "Everything was different. We focused on math, construction and thermodynamics, renewable energy, and energy efficiency. Mostly the whole program was new to me."

Today, Cornell works in construction and roofing, and is also attending Chabot College in Hayward. Aside from building lasting relationships with the entire GETS team, Cornell feels a strong bond to Rising Sun and feels that his time with GETS has lead him to a greater path. "I'm still a part of Rising Sun because they call on me to help, and in helping them I help myself. I don't know my future, but I know it's bright. Every time I tell my story it reaches people. I want my story to reach around the whole world and Rising Sun is helping me do that."





Groundbreaking Impacts To Date



1,558

Adult and Youth Participants Trained



28,346

Households Served



107,565,854

Kilowatt Hours Saved



\$16,464,109

Saved in Utility Bills



**RISING SUN
ENERGY CENTER**

"Wow! What a great program! They were outstanding! I am so glad our neighbor told us about the program! I learned a lot!" – GHC Client

Financials

Statement of Financial Position

ASSETS

Liquid Assets	\$1,482,215
Accounts Receivable	\$333,101
Fixed Assets	\$32,188
Other Assets	\$82,990
TOTAL ASSETS	\$1,930,494

LIABILITIES

Current Liabilities	\$61,695
Net Assets	\$1,868,799
TOTAL LIABILITIES	\$1,930,494

Statement of Activities

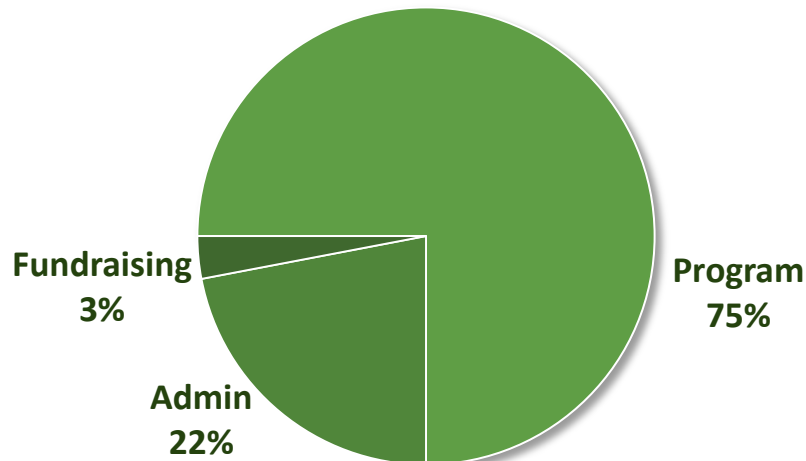
REVENUE

Government Contracts	\$536,857
Corporate Contracts	\$1,748,700
Corporate and Foundation Grants	\$194,000
Contributors	\$134,263
Partner Contracts	\$1,000
Tuition	\$21,550
In-Kind Donations	\$22,444
Other Income	\$25,071
TOTAL REVENUE	\$2,683,885

EXPENSE

Program	\$1,819,027
General and Administration	\$535,205
Fundraising	\$77,594
TOTAL EXPENSE	\$2,431,826

Allocation of Funds



Our Supporters

We greatly appreciate our generous supporters. Through their contributions, we continue paving new paths towards environmental and economic freedom and sustainability.

Government Agencies

Alameda County Water District
Bay Area Green Business Program -Alameda County
California Employment Training Panel
City of Antioch
City of Berkeley
City of Dublin
City of Emeryville
City of Fremont
City of Hayward
City of Martinez
City of Oakland
City of Pleasanton
City of Richmond
City of Union City
Dublin San Ramon Services District
East Bay Municipal Water District
Environmental Protection Agency
Lawrence Berkeley National Laboratory
Marin County
Marin Municipal Water District
North Marin Water District
PG&E East Bay Energy Watch
PG&E Marin County Energy Watch
PG&E San Joaquin County Energy Watch
PG&E Solano County Energy Watch

Foundation Support

S.D. Bechtel, Jr. Foundation
Lowell Berry Foundation
Cathay Bank Foundation
Cavallo Point Through Participation in The Good Night Foundation
Clif Bar Family Foundation
Comerica Charitable Foundation
Crescent Porter Hale Foundation

East Bay Community Foundation
The GE Foundation
The Thomas J. Long Foundation
Miranda Lux Foundation
One PacificCoast Foundation
Salesforce.com Foundation
The San Francisco Foundation
Silicon Valley Community Foundation
Y & H Soda Foundation
SunPower Foundation
Thomson Family Foundation
Union Bank Foundation
Wells Fargo Foundation
The Dean Witter Foundation

Corporate Support

Advanced Home Energy
Ally Electric and Solar
AM Conservation Group
Bright Plain Renewable Energy
Career College of California
Collabriv
Community Energy Services
Compass Financial Communications
Dropbox
Energy Conservation Options
Flowtoys
Gordon Commercial Real Estate Services
Greenlining Institute
McHale's Environmental Insulation
Nijssen Electric
Pacific Gas and Electric Company
SDI Insulation, Inc.
SunPower Corporation
SunRun
Trillium Asset Management, LLC.
The Urban Farmer Store

Individuals

Anonymous
Marc Adelman
Alejandro Alzugaray
Frederic & Lindsay Andrews
Gerson and Barbara Bakar Philanthropic Fund of the Jewish Community Federation
Sushma Balakrishna
Dennis and Beverly Balster Charitable Fund
Michael Balster
James and Eliana Beckett
Dawn Benson
Paul Bentzen
Lorraine Bonner
Michelle Boss
Mikhal Bouganim
William and Kathleen Bremer
Thomas Bressan
Allen Brown
Patrick Brown
Samuel Buttrick
Norman F. Carlin
Bruce Chamberlain
Melissa Cheatham
Lance and Janice Dalzell-Piper
Jeanne David
Richard and Susan Decker
Neal DeSnoo
J. Amelia Ellis
Daisy Epstein
Abby and Robin Esformes
Paul Esformes
James and Liana Fewell
Sue Getreuer
Rhonda Lee Giannini and Michael Hart

Ryan and Nicole Gilbert
Lyn Gomes
Jose M Gomez
Michael and Darlene Hancox
Brendan Havenar-Daughton
William Healey
Adrienne S. Herman
Jessica Herman
Meredith and Jason Hillman
Asiff S. Hirji & Sarah Wigglesworth Family Foundation
Heather Hochrein
Hochrein Charitable Account of the Fidelity Charitable Gift Fund
Hume Jacobs Charitable Gift Fund
Nate and Ali Hundt
Mary Hurd
Lynn and Steve Jeffers
Jonathan Kauffman and Christian Rummell
Kent and Catherine Kavasch
Kristopher Kazaks
William Kelly
Stacey Kertsman
Jane Kim and James Lee
Alan and Lauren Koenigsberg
Melissa Koenigsberg and William Lee
Christine and Matthew Koidin
George Kopf
Francesca Koumarios
Nicole Kowalski and Steve Dunphy
Sarah Lana
Steve Lautze
Danneil Law, P.C.
Ann Lindsay Lawrence
Chul Lee
Abigail and Anthony Leonard
Stephanie and Tim Leonard



Jane Luong
Marilou Manuel
Rachel Masters and Dan Mosedale
Zach and Valerie Miller
Rebecca Milliken and Isaac Mankita
Albert Nahman
John Neustrom
Kristen Nordlie
Peter Nordlie
Maya Novak
James and Imelda O'Leary
John G. O'Neill
Ina Park and Matthew Dixon
Marci Piccus
Jodi Pincus
Kerryn Pincus
Michael Pincus
Sharon Ziona Pincus
Jaswinder Randhawa
Martin Lance Reynolds
Brad and Nancy Rosenberg
Michele Saloner
Gretchen Schubeck
Garth Schultz
Louis and Chikako Schuman
Michael Shipp
Charles and Mary Sink
Marisa Smith
Sue Ann Stephenson
Susan Strouse
Mari Rose Taruc
Mike Tayek and Ingrid Hochrein
Theresa Thomas
Debbie Upland
Elva Vanbuskirk
Jessica Waggoner
Donald and Susan Wilson Fund of the
Princeton Area Community Foundation
Dwight Wilson
John Woodruff
Ryan Young and Stephanie Chen

In-Kind Support
21st Amendment Brewery
A. Herman Dog Therapist
Acme Bread
Advanced Home Energy
Alegio Chocolate
Andronico's
Ashby Lumber
Ashby Marketplace
Balloon Works
Barefoot Wine & Bubbly
Basil Seasonal Dining
Berkeley Bowl
Berkeley Repertory Theatre
BJ's Restaurant and Brewhouse
Buffalo Wild Wings
Jose Cabrera
Cahill Construction Services, Inc.
California Pizza Kitchen
Tine E. Campbell
Carmel Belle
Century Richmond Hilltop 16
Chamberlain Family
The Cheese Board Collective
The Cheesecake Factory
Chez Panisse
Chili's Bar and Grill
Chipotle Mexican Grill
Costco
Dashe Cellars
DLA Piper
Double Rainbow
Edgemere Cottages
Eureka!
Exploratorium
Danielle Finger
Food 4 Less
Food Maxx
Alison Freeman
Freight & Salvage
Got Plate Lunch
Grocery Outlet

Gundlach Bundschu Winery
Adrienne S. Herman
High Tech Burrito
Jamba Juice
JC Cellars
Jewel Boutique
Kinder's Custom Meat & Deli
La Balena
La Farine
Lanesplitter Pizza
Learning for Action
Livermore Valley Winegrowers
Local Butcher Shop
Susan Lockwood
Magnani's Natural and Organic Meats
Travers McNeice
Medlock Ames
Microsoft
Native Here Nursery
The Natural Grocery Company
Noah's Bagels
Nob Hill Foods
Nothing Bundt Cakes
Oakland Ice Center Operated by Sharks Ice
Oliveto
Orchard Supply Hardware
Pacific Pizza
Panda Express
Panera Bread
Paramount Theatre
Party City
Pasta Pomodoro
Peet's Coffee and Tea
Pharmaca
Pier 39
The Plant Café
Pyramid Alehouse
Quivira Vineyards & Winery
Raley's
Regal Entertainment Group
Renaissance Rialto/Allen Michaan
Republic of V

Ripley's Believe It or Not
Round Table Pizza
Safeway
San Francisco 49ers
San Francisco Ballet
Scandia Family Center
William Sink
Sky High Sports
Sliver
Smuin Ballet
Sonoma Taco Shop
Southwest Airlines Co.
Sprogs
Sprouts
Starbucks Coffee
Tacubaya
Target
Teacake Bake Shop
Tesla Motors
TGI Fridays
Trader Joe's
Trumer Brauerei Berkeley
TumericALIVE
Debbie Upland
Venus Restaurant
VF Outdoor
Katrina Walker
Whole Foods Market Berkeley
Stephanie Wong
Thupten Yarpheh
Zing Anything





Thank you to all of our partners and supporters who have helped us pave the way for so many.