PAVING THE WAY

Rising Sun Energy Center - Annual Report 2014
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“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
Board Chair

Jodi Pincus
Executive Director,
Board President
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.
“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

143 Youth Employed
71% Youth now planning on entering Green Industry
4,729 Households Served
97% Client Feedback Rating of Good or Excellent
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 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 (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.
“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

<table>
<thead>
<tr>
<th>Icon</th>
<th>Statistic</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>🧑‍💻</td>
<td>Participants Trained</td>
<td>52</td>
</tr>
<tr>
<td>💰</td>
<td>Average Hourly Starting Wage</td>
<td>$14.18</td>
</tr>
<tr>
<td>👨‍⚕️</td>
<td>Graduates Placed into Employment</td>
<td>82%</td>
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<tr>
<td>🧰</td>
<td>Graduates Placed into a Green Job</td>
<td>47%</td>
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<tr>
<td>⬆️</td>
<td>Participant Satisfaction with Program</td>
<td>93%</td>
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<tr>
<td>⬆️</td>
<td>Union Placement of those achieving MC3 Certification</td>
<td>40%</td>
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"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.
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

“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

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<tr>
<th>ASSETS</th>
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<td>Liquid Assets</td>
<td>$1,482,215</td>
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<td>Accounts Receivable</td>
<td>$333,101</td>
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<td>Fixed Assets</td>
<td>$32,188</td>
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<td>Other Assets</td>
<td>$82,990</td>
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<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$1,930,494</strong></td>
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<tr>
<th>LIABILITIES</th>
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<td>Current Liabilities</td>
<td>$61,695</td>
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<td>Net Assets</td>
<td>$1,868,799</td>
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<td><strong>TOTAL LIABILITIES</strong></td>
<td><strong>$1,930,494</strong></td>
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### Statement of Activities

<table>
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<tr>
<th>REVENUE</th>
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<tbody>
<tr>
<td>Government Contracts</td>
<td>$536,857</td>
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<tr>
<td>Corporate Contracts</td>
<td>$1,748,700</td>
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<td>Corporate and Foundation Grants</td>
<td>$194,000</td>
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<td>Contributors</td>
<td>$134,263</td>
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<td>Partner Contracts</td>
<td>$1,000</td>
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<td>Tuition</td>
<td>$21,550</td>
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<td>In-Kind Donations</td>
<td>$22,444</td>
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<td>Other Income</td>
<td>$25,071</td>
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<td><strong>TOTAL REVENUE</strong></td>
<td><strong>$2,683,885</strong></td>
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<table>
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<th>EXPENSE</th>
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<td>Program</td>
<td>$1,819,027</td>
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<td>General and Administration</td>
<td>$535,205</td>
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<td>Fundraising</td>
<td>$77,594</td>
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<td><strong>TOTAL EXPENSE</strong></td>
<td><strong>$2,431,826</strong></td>
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### Allocation of Funds

- **Program**: 75%
- **Admin**: 22%
- **Fundraising**: 3%
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

**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  
Mikhail 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 Hancock  
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 Kertsmans  
Jane Kim and James Lee  
Alan and Lauren Koenigsberg  
Melissa Koenigsberg and William Lee  
Christine and Matthew Koidin  
George Kopf  
Francesca Koumarianos  
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

**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
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
Pharmacal
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
Silver
Smuin Ballet
Sonoma Taco Shop
Southwest Airlines Co.
Sprouts
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 Yarphel
Zing Anything
Thank you to all of our partners and supporters who have helped us pave the way for so many.