

THE POWER of Opportunity

2018 Annual Report



Offering job training and employment programs for youth and adults to address climate change and economic inequity.



RISING SUN
CENTER FOR OPPORTUNITY

THE POWER

of Opportunity





Table of Contents



Letter from our President and Board Chair	1
Climate Careers	2
Youth impacts	3
Environmental impacts	4
Youth alum story	5
Opportunity Build	6
Equity impacts	7
Core career pathways	8
Participant demographics	9
Adult alum story.....	10
Systems-change work	11
Impact to-date	12
Financials	13
Supporters	14 - 16



Opportunity



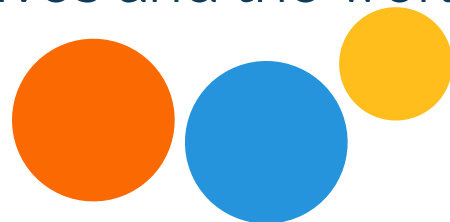
RISING SUN
CENTER FOR OPPORTUNITY

Equity

Resilience



“The words that drive us at Rising Sun are **RESILIENCE** and **OPPORTUNITY**. We open doors and allow people to tap into their innate strength, to seize the opportunity that will transform their lives and the world.”



People

Planet

Pathways

Dear Friends of Rising Sun,

In 2018, the nation was in tremendous crisis. Income inequality continued to grow, homelessness was on the rise, racism and discrimination ratcheted up, and climate change wreaked havoc with hurricanes, fires, and unprecedented heat days. At the same time, Rising Sun faced significant challenges and had to dig deep to strengthen and maintain our core programs. Although difficult, we remained hopeful both about our nation and organizational challenges. We were laser-focused on our mission and values that ultimately led us to overcome these challenges, as well as to continue strengthening our work around income inequality and climate change.

We made critical decisions in 2018 that deeply aligned our organizational mission, values, and programs. This started with our rebrand, where we changed our name from Rising Sun Energy Center to Rising Sun Center for Opportunity. We believe firmly that our work is centered around creating access and opportunities in the clean energy economy for people who have historically been left out. We strive to level the playing field through our work and put people front and center to our mission. Our new name better reflects our commitment to creating opportunities for the people we serve. We also changed our program names to reflect this alignment. California Youth Energy Services is now Climate Careers and Green Energy Training Services is now Opportunity Build. Historically, only 50% of the youth we served were low-income; Climate Careers is shifting in 2019 to serve 100% youth who are low-income or have adverse childhood experiences. Both of our programs are now aligned to serve the people we believe need the most opportunity.

In 2018, we found a permanent home at 1116 36th Street in Oakland and Emeryville, realizing our vision of purchasing a building that would enable a sustainable future for ourselves. Our new home is located in the heart of a service corridor on San Pablo Avenue stretching between downtown Oakland and Emeryville. This service corridor is one of the most economically and environmentally disadvantaged in Oakland, where 34% of residents live at or below the poverty line and life expectancy is up to 20 years lower than just a few miles away in the Oakland Hills. It is also one of the most polluted areas in the Bay Area, due to pollution from the port and freeway, and has a high susceptibility to climate-related events like flooding, sea level rise, and heat islands, which all bear significant implications on a person's and community's wellbeing.

There is a strong need for economic development and environmental services in our community. We are excited to be a part of the community, contributing to the community's health through our workforce development programs and the greening of our physical building, which will lower carbon emissions and absorb pollutants, creating a healthier environment for everyone.

This year's annual report theme is "The Power of Opportunity," now captured squarely in our organization's name. We believe that when we create opportunities for people to build their skills, access resources and career pathways, as well as feel deep care and support, they will thrive! The power in this approach really goes back to an age-old parable: "Give a person a fish, and you'll feed them for a day. Teach a person to fish, and you've fed them for a lifetime." The words that drive us at Rising Sun are RESILIENCE and OPPORTUNITY. We open doors and allow people to tap into their innate strength, to seize the opportunity that will transform their lives and the world. 2018 provided "The Power of Opportunity" to hundreds of people and we look forward to moving our mission forward!

In hope and possibility,



Jodi Pincus
President & Executive Director



Patrick Brown
Board Chair





Climate Careers

Climate Careers, formerly known as California Youth Energy Services, is a unique program that addresses youth unemployment, reduces local greenhouse gas emissions, and prepares the next generation of climate leaders.

Climate Careers employs youth as Energy Specialists, building them up through professional skills development and real-world work experiences to provide local residents with our Green House Call service.

The program's Green House Call service is provided at no cost to residents. The service includes an energy efficiency and water conservation assessment of the home, the installation of efficient devices

such as LED light bulbs, shower heads, and smart power strips, and provides clients with an education on ways to save even more. The program helps communities save energy and water and reduce emissions, while contributing to better economic outcomes for local youth.

Throughout the program, youth receive professional development, feedback, and support to help them succeed.

Youth leave the program with a summer's worth of pay and professional development experiences, ready to tackle environmental challenges in their communities and to succeed in the world of work.



"CYES helped me gain an appreciation for the diverse community we live in. It is a great way to better develop yourself as a worker and an individual."

- Climate Careers '18 Alum

Youth Impacts



93%
reported an
increase in their
overall skill
development
through Climate
Careers

71%
reported an
increase in their
environmental
sustainability
knowledge



68%
said Climate
Careers positively
impacted their
future plans





“The leadership experience that I have gained will help me apply to my dream job.”

- Climate Careers '18 Alum



Room where
you are planted

Environmental Impacts

In 2018, Rising Sun partnered with six Bay Area Counties: Alameda, Contra Costa, Marin, San Joaquin, Solano, and Sonoma, to run our Climate Careers program. We hired **140 local youth** (ages 15-24), who provided **3,976 Bay Area households** with no-cost Green House Calls and installed **51,358 energy- and water- saving measures** in hard-to-reach communities. The installations performed by the youth resulted in impacts that are equivalent to achieving the following:

GREENHOUSE GAS REDUCTION

66,626

gallons of gasoline consumed

WATER SAVED

26

Olympic-sized pools
filled per year



The Power of Opportunity

Because of Rising Sun, I've learned to overcome my fear of public speaking. My name is Dennis Xue and **the experience and mentorship I received at Rising Sun is invaluable.** My manager gave me the tools and resources to overcome my fear of public speaking. When I was hired as a Leader in Field Training (LIFT), **I was very worried about being judged because of my accent.** English is my second language and as a LIFT, I knew I would be giving many presentations to a medium-sized group, which terrified me. I reached out to my managers, who explained to me that confidence is key to public speaking. My managers told me that in order to build up my confidence, I must prepare any lesson or presentation ahead of time both mentally and physically. From then on, I spent more time reviewing the lesson plans. The more I prepared, the more confident I felt.

I was not sure about my future until I found this job. Working with my managers this summer, I realized that I could be a mentor to the Energy Specialists. I realized that there is not just one type of leader. Everyone can have their own leadership style. I aimed to work on developing a unique leadership style that fit my personality. **Becoming a LIFT was a stepping stone for me. It helped me become the leader I wanted to be.** I used to be a follower. **I often felt like I wasn't leadership material, but this job proved me wrong.** I am not just a follower doing the tasks I am assigned. I am a leader and a role model for youth. The impact I made with the Energy Specialists as a leader inspired the youth to become leaders themselves. Most importantly, I guided the youth and I contributed to their passion, motivation, and skills.

Now, I realize I can have a job that helps conserve the environment. More organizations should aim to fight against climate change like Rising Sun Center for Opportunity. **Rising Sun has helped me gain leadership experience that can support me in the future.** I hope to meet people who share the same passion to fight climate change and build a sustainable environment together.

Dennis Xue,
Climate Careers '18 Alum

Opportunity Build

Opportunity Build provides low-income Bay Area residents who experience barriers to employment with a pathway out of poverty.

Program participants can choose a career path that best suits them in the building trades or solar industry. Opportunity Build uses an employer-aligned curriculum that offers hands-on training, industry awareness, nationally recognized certifications, and professional skills development.

Our program takes a holistic approach to job readiness, and provides 12 months of case management and career services support to each participant. **We are focused on providing family-sustaining career opportunities for those who need it the most, including a special emphasis on training women and individuals impacted by the justice system for careers in the building trades.**



“For a person that lived in a limited environment for the greater majority of her young adult life, I refuse to limit myself from this moment forward. My goal is to help build the same communities that at a young age I helped shatter.”

- Dannie Guzman,
Women Building the Bay graduate





Equity Impacts



74

low-income adults
trained

\$18.46

average starting
wage




69%

of graduates
placed into unions







Core Career Pathways



Rising Sun is committed to increasing gender equity in the trades. About half of the individuals we train are women and 40% are re-entering the workforce after having been affected by the criminal justice system. Rising Sun works in partnership with the Building and Construction Trades Council of Alameda County to support our participants to gain entry into the following apprenticeship programs:



Boilermakers
National Joint
Apprenticeship Program
Bricklayers Masonry Institute
Carpenters
Cement Masons

Operating
Engineers
Painters and Allied Trades
Finishing Trades Institute
Plasterers and Cement Masons
Plumbers and Pipe Fitters
Sprinklerfitters



Electrical Workers/
National Electrical
Contractors Association
National Joint Apprenticeship
Council

Elevator
Constructors
National Elevator Industry
Educational Program
Heat and Frost Insulators
Ironworkers
Laborers

Participant Demographics

Income Level

68%

Poverty level

21%

Very low income

21%

Low income

Equity

40%

of participants were in reentry

45%

of participants were women

48%

of those women were in reentry

Race

**49% African
American**
19% Caucasian

16% Latinx

7% Mixed

**5% Asian and
Pacific
Islander**

4% Other





The Power of Opportunity

Today I write to you as an apprentice of the Laborer's Union Local 261. **I am a proud graduate of Rising Sun's Opportunity Build program.** I am a traffic controller and I currently work for Eco Bay Services. **Although my success wasn't achieved overnight, it's been a journey worth sharing.**

When I was 19, I was incarcerated and I spent 31 years growing up in prison. I spent a lot of time trying to understand who I was and how the world would view me after being released. **I was released in 2018 and I joined Rising Sun's Opportunity Build program.** After immediately joining the program, I knew this was a program that really cared about the human aspect of their participants and that they genuinely wanted to help people build a career. **Rising Sun creates a family atmosphere of acceptance without judgement.** While incarcerated, I experienced aggression and people looking down on me. I was able to overcome that by accepting my past but not letting it define me.

I remember when the Director of Programs told me, "What you did in the past, is in the past. You are here now." This is the moment when I realized that Rising Sun cared about people and not numbers. I am now much more positive and I don't fear judgment.

One of my most memorable moments at Rising Sun was the Thanksgiving meal that all the participants shared together. **It was my first family Thanksgiving dinner since being released from prison.** We shared food, stories, and gratitude. That day I was overfilled with so much joy that I cried genuine happy tears.

Rising Sun provides an opportunity for everyone who wants change. It's a fresh start for many, and a new start for those who have never been incarcerated. Rising Sun is a place that understands social struggles and cares about people.

If you want an opportunity to change, grow, support, and a second family, come join Rising Sun's Opportunity Build program. If you want your money to grow, invest in the community and allow good things to happen with your money, provide opportunities for people and help them gain a second family, donate to Rising Sun.

Do not hesitate.

Lejon (Fahim) Reese,
Opportunity Build graduate

Systems-Change Work

One of Rising Sun's 2017-2020 Strategic Plan goals is to **"be a catalyst for social and environmental systems change by engaging in a transformative policy platform."** In 2018, we created a new, director-level position to drive us towards this goal. As an implementer of workforce programs, Rising Sun can offer a unique perspective in policy conversations, with a focus on the **intersection of equity, climate, and jobs**. In 2018, much of our advocacy centered around regulatory proceedings at the California Public Utilities Commission. There, we amplified the importance of **equitable, inclusive, and accessible energy efficiency programs for underserved and hard-to-reach residents** and how to appropriately value the many benefits of those programs.


Also in 2018, our Executive Director, Jodi Pincus, was selected as a member of the statewide **Disadvantaged Communities Advisory Group**, which advises the California Public Utilities Commission and the California Energy Commission on clean energy programs, including renewable energy, energy efficiency, and transportation electrification. This group is committed to increasing access to clean energy technologies for disadvantaged communities, maintaining or enhancing the affordability of energy service in disadvantaged communities, and increasing the benefits of clean energy programs in disadvantaged communities.

We also brought our Climate Careers Leaders in Field Training (LIFT) to Sacramento for a policy day, giving them the chance to **speak to their elected leaders**.



"My time at Rising Sun inspired a new passion for sustainability and community development – something I plan on pursuing in my college education and as a career – and turned me from a shy, nervous girl into an outspoken leader."

- Samantha Taketa, Climate Careers '18 Alum

A woman with long dark hair, wearing a dark blue blazer and a necklace, is smiling and holding a large white sign. The sign contains text about climate leadership in Fremont/Union City/Newark, CA, and a commitment to improving environmental health and social equity. The background shows green trees and a building with a sign that says "SCHENK Company".

I am a climate leader
in Fremont/Union City/Newark, CA
and I care about improving
the ENVIRONMENTAL HEALTH and
SOCIAL EQUITY in my community
to promote a brighter future.



Which type of light bulb is the most efficient?

In what city was Rising Sun founded?

Which saves drying your clothes or using the dryer?

Leakage is responsible for great...

How many years do LED's last?

Impact to Date

\$22M
saved in utility bills

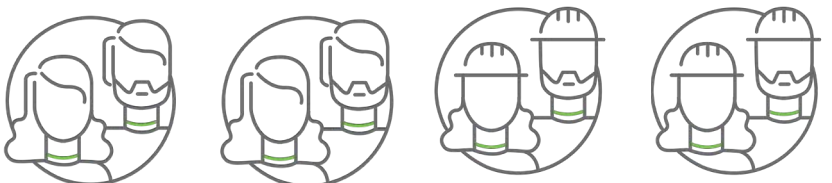


138,299,590
kilowatt hours saved

111,373
metric tons of CO₂ saved



46,691
households served



2,462
youth and adults trained

Statement of Financial Position

Assets

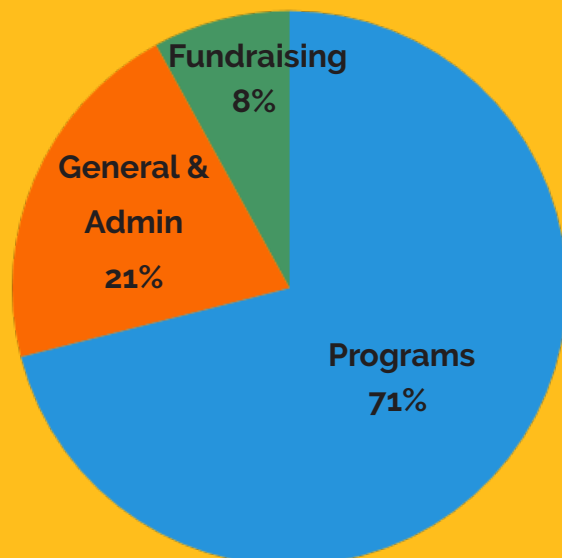
Liquid Assets	\$1,451,747
Accounts Receivable	\$444,767
Fixed Assets	\$2,672,146
Other Assets	\$22,364
Total Assets	\$4,591,024

Statement of Activities

Expense

Program	\$2,757,452
General and Administration	\$834,322
Fundraising	\$320,035
Total Expense	\$3,911,809

Funding Allocation



Liabilities

Current Liabilities	\$2,115,259
Long-Term Liabilities	\$1,855,069
Total Liabilities	\$2,115,259
Net Assets	\$2,475,765
Total Liabilities & Net Assets	\$4,591,024

Revenue

Government Contracts	\$1,163,341
Corporate and Utility Contracts	\$2,339,529
Contributors and Foundation Grants	\$669,627
In-Kind Donations	\$129,091
Other Income	\$20,383
Total Revenue	\$4,321,971






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Rising Sun's work and impact is made possible by the generosity and support of the following donors, along with countless other individuals, partners, and organizations. Thank you!

PLATINUM LEVEL

California Employment Development Department

California Workforce Development Board

Oakland Housing Authority

Pacific Gas and Electric Company

Satterberg Foundation

GOLD LEVEL

Accenture LLP

California Environmental Protection Agency

City of Berkeley

City of Hercules

Google

San Francisco Bay Area Rapid Transit District

Walter & Elise Haas Fund

SILVER LEVEL

Greenberg Traurig, LLP

City of Hayward

City of Martinez

East Bay Municipal Utility District

Joseph and Vera Long Foundation

Miller Starr Regalia

MUFG Union Bank Foundation

REDF

Y & H Soda Foundation



Supporters

Rising Sun's work and impact is made possible by the generosity and support of the following donors, along with countless other individuals, partners, and organizations. Thank you!

BRONZE LEVEL

AC Transit

Alameda County Water District

AutoCell Electronics, Inc.

BBI Construction

Brooklyn Basin

Cathay Bank Foundation

City of Antioch

City of Fremont

City of Oakland

City of Richmond

City of San Leandro

Clif Bar Foundation

Comerica Bank

East Bay Community Foundation

Engie

Fox Family Fund

Franklin Weinberg Fund





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BRONZE LEVEL

Gerson and Barbara Bakar Philanthropic Fund

Kaiser Permanente

Lawrence Berkeley National Laboratory

Lowell Berry Foundation

Marin Municipal Water District

Melissa Koenigsberg

North Marin Water District

Passion and Furnari Household

Rad Power Bikes

The San Francisco Foundation

Sheet Metal Workers' International Association Local Union No 104

State Building and Construction Trades Council of California

Strive for Change Foundation

StopWaste

SunPower Corporation

SunRun, Inc

The Upjohn Fund

Wells Fargo

Wilcox Family Foundation



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