

# PEOPLE

# PLANET

# PATHWAYS

2019 Annual Report



**RISING SUN**  
CENTER FOR OPPORTUNITY

Our mission is to empower individuals to achieve environmental and economic sustainability for themselves and their communities.



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"We have to

**DEMAND SOMETHING BETTER**

than what we had before: a system that puts people  
and planet first, a system that centers equity.

We have to use our resilience to

**BUILD A JUST AND LIVABLE FUTURE."**

## Dear Rising Sun Community,

It feels strange to look back to 2019, given the dramatic changes that 2020 has brought with it. Right now, the present feels all-consuming: COVID-19 is part of every conversation, a global shift at a scale we've never experienced before. The future—never something we can truly predict—is less transparent than ever.

But looking back can provide perspective and hope. It reminds us of our resilience.

Rising Sun kicked off 2019 with the Grand Opening of our new home in the City Line building at the border of Oakland and Emeryville, along with the launch of our new name and brand: Rising Sun Center for Opportunity. 2019 was the year we thought we'd have to shut down our 19-year-old Climate Careers program; instead, we expanded to provide free energy efficiency services to underserved communities in four new counties and doubled down on our commitment to giving youth with low incomes their first green job. 2019 was the year we made the hard decision to run our last solar training cohort; instead, we integrated hands-on solar installation into all our Apprenticeship Readiness trainings and graduated our largest Opportunity Build cohorts yet, providing real pathways out of poverty. 2019 was the year we said goodbye to our groundbreaking Executive Director of 12 years, Jodi Pincus, as she paved the way for new leadership. 2019 was a year of change; we thrived amidst that change because we're resilient.

As I write this, the pandemic is testing our resilience like never before at an individual, community, and global scale. Like any crisis, it exposes our vulnerabilities. Like the climate crisis, it underscores and amplifies the systemic racial and economic injustice that pervades society; that, in many ways, our society was built on.

So, in 2020 and for the foreseeable future, we have a lot of work to do. We have to take care of each other and ourselves. We have to demand something better than what we had before: a system that puts people and planet first, a system that centers equity. We have to use our resilience to build a just and livable future. This is what Rising Sun has been practicing and working toward for over 20 years. We're not going to stop now.

### With love,

Julia and Tyi  
April 2020

*Tyi and Julia both started their journeys with Rising Sun in 2012: Tyi as a graduate of what is now our Opportunity Build program, and Julia as Director of Youth Programs.*



Julia Hatton

A handwritten signature of Julia Hatton in black ink.

**CEO &  
Board President**



Tyi Johnson

A handwritten signature of Tyi Johnson in black ink.

**Board Chair**



# CLIMATE CAREERS

Since 2000, Climate Careers has addressed climate change by employing youth to provide energy- and water-saving Green House Calls at no cost to Northern California residents. Through meaningful, early employment grounded in sustainability and equity, Climate Careers helps youth develop career skills and build economic resilience while delivering efficiency services to underserved communities in their own backyards. Climate Careers mitigates climate risk and facilitates learning and community engagement.

*"Youth who apply to Rising Sun are predisposed to care more about climate change, but not necessarily to know more about it or how they can act to address it. This is why our eco-literacy implementation focuses not only on classroom style lessons, but also on practical training."*

-Alejandro Castelan,  
Senior Program Manager,  
Youth Programs



# YOUTH IMPACTS

Using a social enterprise employment model, Climate Careers develops professional skills in youth who face barriers to employment. 2019 was the first year that nearly 100% of Climate Careers youth came from low-income households. As part of an increasingly holistic approach to youth growth, in 2019 we introduced Youth Development Specialists (YDS) to the program. A YDS worked one-on-one with each young person to broaden their eco-literacy, enhance professional skills, and form personal career development plans. **We measured the following impacts:**



**86%** of youth reported an increase in their overall skill development

**81%** said Climate Careers was their first green job

**75%** demonstrated an increase in their eco-literacy knowledge

**70%** said Climate Careers positively impacted their future plans



# ENVIRONMENTAL IMPACTS

In 2019, our Climate Careers youth provided free energy- and water-efficiency services in **10 Bay Area and Central Valley counties**. We employed **128 youth** aged 15-24 as Energy Specialists to conduct no-cost Green House Calls in **3,490 homes**, installing 48,304 energy- and water-saving devices and saving on average 5.25% of a household's annual energy use as measured at the meter. **Our Green House Calls:**



Prevented **520.5 metric tons of CO<sub>2</sub>** from entering the atmosphere, equivalent to greenhouse gas emissions from 1,291,563 miles driven by an average passenger vehicle



Avoided **687,830 kWh of electricity use**, equivalent to 56.6 homes' annual electricity consumption



Avoided **1,641 therms of natural gas use**, equivalent to CO<sub>2</sub> emissions from 9,567 pounds of coal burned



Saved **11,399,400 gallons of water**, equivalent to over 17 Olympic-size swimming pools



7

**Catherine Lyons**  
2019 Climate Careers  
Leader in Field Training,  
Antioch

# BUILDING BRIGHTER FUTURES

"I am a third-year student at the University of California, Merced, studying to get my bachelor's degree in biological science with an emphasis on microbiology and immunology. I plan to work in the biopharmaceutical industry to create affordable medicine. After my first summer as an Energy Specialist, I returned to Climate Careers as a LIFT (Leader in Field Training) because **I knew that there was something special in how wonderful it had made me feel to give back to my community through Rising Sun.**

Having been an Energy Specialist, I knew the ins and the outs of a Green House Call (GHC) and was able to share that insider knowledge. I expected my Energy Specialists to encounter some difficulties, in particular some self-confidence issues. I made it my goal to ensure that each individual, if not self-confident, was at least fully confident in their skills and knowledge. The leadership skills I learned as a LIFT are transferable to my professional career, and I've found that many of them will also transfer over to everyday life. I built several friendships and strengthened prior relationships during my summer as LIFT: I can honestly say that I found friendship in my managers, with whom I communicate to this day.

I 1000% believe that having a job that makes a tangible impact is incredibly important. Giving back really sparks something within you to help not only your own community, but also others. Giving back can change a person's world view. **At the end of the summer, when my team and I had accomplished nearly all of our installations, I stood in awe of the quantifiable amount of good we had put out into the world.** It's one thing to have Energy Specialists return from GHCs having installed 100-200 lights a day. It's a whole different sense of pride to see a summer's worth of change and know that the combined effort of your team made that change happen.

Rising Sun really drives home the feeling of community enrichment. Similar organizations may do the same amount of "good" by giving people light bulbs and power strips; it's Rising Sun's mission of not only helping the community through energy efficiency, but also giving youth a chance to build themselves that really sets it apart. **Rising Sun gives so much more than a paycheck. They give us a sense of belonging to something bigger than ourselves, a sense of pride in the work that we've done, and the self-confidence to continue to fight the hard fight."**

# OPPORTUNITY BUILD

Opportunity Build is an MC3-certified Apprenticeship Readiness program that prepares low-income adults with barriers to employment for union construction careers, paving pathways to the middle class. Training is comprehensive, teaching not only technical skills, but also soft skills that will lead to successful employment. All Opportunity Build graduates receive 12 months of job placement and retention support as they pursue meaningful, high road careers. Rising Sun partners with 28 local unions to place our graduates, as well as with construction employers and building developers.

Serving a population with barriers to employment means that our participants frequently experience unforeseen challenges. Holistic supportive services are crucial to our success in providing an on-ramp to self-sufficiency. In 2019, we increased our offerings to include substance abuse workshops and counseling. Each Opportunity Build participant meets regularly with our Workforce Development Manager to focus their career interests and identify appropriate opportunities. Opportunity Build is not just about second chances, but about giving everyone a decent first chance regardless of their history, gender, or background.

*"Life skills and a devout work ethic are hard to teach, but Rising Sun manages to graduate candidates who stay employed, are committed to their craft, and look out for their well-being and the well-being of others."*

-Vince Sugrue, SMART (Sheet Metal Workers' Union) Local 104





# EQUITY IMPACTS

In 2019, Opportunity Build trained 80 adults for union construction careers.

**90%** of participants graduated

**64%** of graduates placed into high-road careers

**\$22.43** average wage at initial placement

**55%** poverty level

**30%** very low income

**15%** low income



**51%** of participants were women

**45%** of participants were justice system impacted

# OPPORTUNITY BUILD CAREER PATHWAYS

Rising Sun is committed to increasing the representation of women and people of color in the union construction trades, and to working with individuals facing the greatest barriers to employment. In California, construction jobs are green jobs that pay benefited, family-sustaining wages.

We partner with the Building and Construction Trades Council of Alameda County to ensure that our graduates can access the following apprenticeship programs:

- Boilermakers National Joint Apprenticeship Program
- Bricklayers Masonry Institute
- Carpenters
- Cement Masons
- Electrical Workers/National Electrical Contractors Association National Joint Apprenticeship Council
- Elevator Constructors National Elevator Industry Educational Program
- Heat and Frost Insulators
- Ironworkers
- Laborers
- Operating Engineers
- Painters and Allied Trades Finishing Trades Institute
- Plasterers and Cement Masons
- Plumbers and Pipefitters
- Sheet Metal Workers
- Sprinklerfitters





**Juju Ruiz**

Member of SMART (Sheet Metal Workers' Union) Local 104 and Women Building the Bay 2019 Graduate



# PEOPLE. PLANET. PATHWAYS.

**Juju Ruiz vividly remembers the moment when the use of tools clicked for her, and the sense of strength and empowerment she derived from her newfound ability.** Juju joined the Sheet Metal Workers' Local Union No. 104 (SMART 104) in 2019 after graduating from Opportunity Build's all-female Women Building the Bay (WBB) cohort. **Today, she works in the detailing department at Southland Industries, where as a first year apprentice she creates blueprints typically done by workers with five to ten years of field experience.** "All the doors Rising Sun and WBB opened are crazy!" she recalls laughingly as she chats, children in the background. Juju joined WBB for her family: "I felt stuck being a stay-at-home mom for five years and knew I could do something more. I loved the thought of being in construction."

Her husband quit his job to help her complete the program. Today, he cares for their three kids full-time while she breaks barriers in the trades with poise, pride, and a rare sense of humility. "I face a variety of challenges, but not as many as the women even 10 years ago endured," Juju notes, citing sexual harassment, insufficient cultivation of female empowerment, and—on top of this—the fact that construction tools, equipment, and clothes are almost exclusively built to fit men.

None of this has stopped Juju from succeeding. During WBB, she reflects, **"Each day I kept coming back to Rising Sun for so many reasons: the lessons, the teachers, the staff, the students, the hope of a better future."** This sentiment has carried over to the sheet metal work for which she is obviously and vocally passionate. "I was the most indecisive student, but sheet metal chose me," she explains. When Brian Nesbitt and Mike Werner of SMART 104 presented to her cohort at Rising Sun, it was the first trade that seemed both fun and like "something I could really do." Juju immersed herself in her chosen world, attending union meetings, passing aptitude tests, and finding direct inspiration in Kathy de Jong of the Sheet Metal and Air Conditioning Contractors' National Association. Kathy's confidence and empowerment impressed Juju, and have led to an overarching goal: "I would love to be the president of SMART 104 one day, but at this moment I just keep working to finish my apprenticeship by 2024." She is already a published contributor to her union's quarterly newsletter, inspiring other women to join the trades.

# SYSTEMS CHANGE

As part of our 2017-2020 Strategic Plan, Rising Sun committed to becoming “a catalyst for social and environmental systems change by engaging in a transformative policy platform.” In 2019, we advocated for climate policies that prioritize workforce development and economic justice.

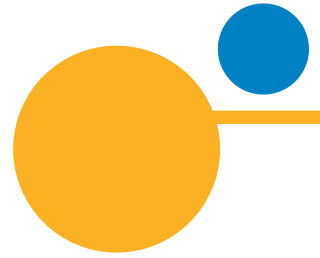
Addressing climate change is not optional. To secure a brighter future, we need leaders able to build relationships, take action, and enact sustainable solutions. No one understands this better than our youth. We connected participants in our youth program, Climate Careers, with the Sunrise Movement, a national youth-led movement working “to stop climate change and create millions of good jobs in the process.” We also introduced our youth Leaders in Field Training (LIFT) to several of their representatives in Sacramento, facilitating engagement between policymakers and future climate leaders.

Our advocacy agenda included AB 398 (Extension of Cap and Trade to 2030: Workforce Implications and Funding), AB 1111 (Removing Barriers to Employment Act), and AB 961 (Cost-Effectiveness). We supported the successful SB 144 (Ending Criminal Fines and Fees) by enabling Opportunity Build participants to tell our legislature their stories. Above all, we engage in advocacy that serves needs identified by our participants and program alumni.





# IMPACT TO DATE



**1,970**

youth trained and employed

**7,399**

efficient faucet aerators installed

**995**

adults trained

**117,091**

metric tons of CO<sub>2</sub> avoided, equivalent to greenhouse gas emissions from 290,548,387 miles driven by an average passenger vehicle

**50,667**

households served

**937,700,996**

gallons of water saved, equivalent to 1,875 Olympic swimming pools

**396,054**

energy-efficient light bulbs installed



# FINANCIALS

## STATEMENT OF FINANCIAL POSITION

### ASSETS

Current assets:

Cash and cash equivalents	\$1,784,666
Accounts receivable	\$340,526
Inventory	\$4,299
Prepaid expenses	\$28,991
<b>TOTAL CURRENT ASSETS</b>	<b>\$2,158,482</b>
Fixed assets, net	\$2,688,556
Deposits	\$1,573
<b>TOTAL ASSETS</b>	<b>\$4,848,611</b>

### LIABILITIES

Current liabilities:

Accounts payable/accrued exp.	\$189,556
Note payable, current portion	\$44,756
<b>TOTAL CURRENT LIABILITIES</b>	<b>\$234,312</b>
Note payable, long-term portion	\$1,796,055
<b>TOTAL LIABILITIES</b>	<b>\$2,030,367</b>
<b>TOTAL NET ASSETS</b>	<b>\$2,818,244</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$4,848,611</b>

## STATEMENT OF ACTIVITIES

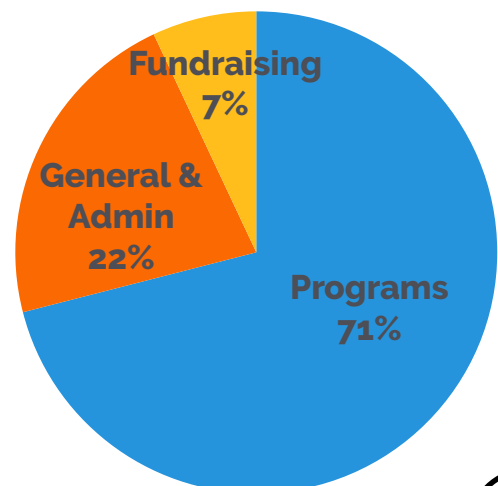
### REVENUE

Government contracts	\$795,014
Corporate and utility contracts	\$3,000,000
Contributions and foundation grants	\$600,440
Partner contracts	\$34,753
In-kind donations	\$95,099
Other income	\$35,580
<b>TOTAL REVENUE</b>	<b>\$4,560,886</b>

<b>CHANGE IN NET ASSETS</b>	<b>\$342,479</b>
<b>NET ASSETS, BEGINNING OF YEAR</b>	<b>\$2,475,765</b>
<b>NET ASSETS, END OF YEAR</b>	<b>\$2,818,244</b>

### EXPENSES

Programs	\$3,008,894
General and administration	\$929,088
Fundraising	\$280,045
<b>TOTAL EXPENSES</b>	<b>\$4,218,407</b>





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# SUPPORTERS

Funding from the following supporters allowed us to empower participants to build economic stability for themselves and their communities:

## PLATINUM LEVEL

- Accenture
- Alameda County Probation Department
- Bay Area Regional Energy Network
- California Workforce Development Board
- California Workforce Development Board and California Employment Development Department
- GRID Alternatives
- Oakland Housing Authority
- Pacific Gas and Electric Company
- Satterberg Foundation
- Walter & Elise Haas Fund
- City of Berkeley
- Lawrence Berkeley National Laboratory
- Oakland Workforce Development Board
- Port of Oakland
- BBVA Foundation
- Cathay Bank Foundation
- Clif Bar Family Foundation
- Comerica Charitable Foundation
- East Bay Municipal Utility District
- ENGIE
- James Olson
- Lowell Berry Foundation
- Mary Gaddis Scholarship Fund
- Miller Starr Regalia
- MM Enterprises USA, LLC
- Share the Spirit
- Sheet Metal Workers' International Association Local Union No. 104
- Strive for Change Foundation
- The Upjohn Fund of San Francisco
- Wells Fargo Bank
- Wilcox Family Foundation
- Zarsion-OHP I, LLC

## GOLD LEVEL

- All Points North Foundation
- California Air Resources Board
- California Environmental Protection Agency
- A2Q2 Corporation
- AC Transit
- Alameda County Social Services Agency
- Anonymous (2)
- Arup
- BBI Construction

## SILVER LEVEL

- East Bay Community Energy
- Federal Home Loan Bank of San Francisco
- Governor's Office of Business and Economic Development
- Greenberg Traurig
- MUFG Union Bank Foundation
- San Francisco Foundation
- Y & H Soda Foundation

## BRONZE LEVEL

- A2Q2 Corporation
- AC Transit
- Alameda County Social Services Agency
- Anonymous (2)
- Arup
- BBI Construction



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