

Rising Sun Energy Center

2017 Annual Report

Sustainable Roots



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**“Discrimination, gender
stereotyping, and harassment must
be challenged at all levels”**



Dear Friends of Rising Sun:

In 2017, equity issues were front and center with a new administration that put many of the key issues affecting our communities in turmoil. We experienced destructive climate change-related natural disasters, where wildfires and hurricanes caused unprecedented casualties and damage. The importance of our work is more critical than ever in a time where income inequality continues to grow and the need for climate resilience and adaptation is no longer a question, but a reality. While climate change effects everybody, low-income communities of color are hurt the worst, and yet they are the last to benefit from clean energy technologies.

In 2017, we unveiled Rising Sun's Strategic Plan, which deepens our roots and doubles down on our mission. Our 2020 vision is to be the premier organization working at the intersection of economic equity and climate resilience. We are proud of the direct impact we make in people's lives through our direct service programs. We also know that many of the barriers our clients face are systemic, and, therefore, as part of our Strategic Plan, we committed to making change at a systems level. In 2017, we launched our policy program with six mission-aligned policy principles. We began working on these issues with a specific emphasis on workforce development and quality job standards in the clean energy sector, as well as ensuring that low-income communities benefit from clean technologies. We look forward to expanding this work in 2018 as we identify areas where we can make a big difference and give voice to issues affecting our communities.

2017 was also the year where women's voices rose up and could no longer be silenced. We remain steadfast in ensuring that non-traditional occupations that lead to middle class jobs, such as the building trades, are careers where women are encouraged and welcomed to participate. We know these careers provide a pathway out of poverty for women and that discrimination, gender stereotyping, and harassment must be challenged at all levels. We continue to serve more than 50% women in our construction Apprenticeship Readiness Program and are committed to serving even more women in this capacity.

We also know that in an uptick economy, those who still struggle to find high-road work are people reentering society from incarceration. Rising Sun received a large state grant in 2017 to provide more career services and training for people returning home from incarceration. We understand the systemic barriers that those with a record are up against, and Rising Sun is deepening its roots in this area by offering access to high-road careers in the building trades. We continue working to provide additional support services and are excited to announce a pilot trauma-informed mental health program element in 2018.

We continue to nurture our roots by providing meaningful summer employment opportunities to more than 150 youth from across the region. Our next-generation youth program grows environmental stewards and leaders who will ensure a brighter future and healthier planet for all!

Rising Sun's strength is grounded in the roots of all those who came before us. We embody continual improvement and always look for ways to deepen and strengthen our work in the community. We grow sustainable roots! We thank all those who have supported us along our way and look forward to the coming years, when we know our work will be more critical than ever.

Warmly,



Jodi Pincus
President & Executive Director



Patrick Brown
Board Chair





100% Clean Energy For All

**“So it will be the norm to see women in power;
we are strong and capable.”**

- Jodi Pincus, Rising Sun's Executive Director

In late November, our Executive Director, Jodi, was recognized as a clean energy leader with a very special surprise. Mark Ruffalo's 100% Campaign named Jodi one of the three **“Oakland Power Women”** with a surprise billboard unveiling in Oakland.

The billboard surprise is part of the 100% campaign's ONE100 Awards program. The ONE100 Awards program celebrates

people working as leaders in the green industry.

Jodi was recognized for providing 100% clean energy for all through Rising Sun's sustainability and equity programs such as Green Energy Training Services Core and Solar, and California Youth Energy Services.



California Youth Energy Services

Preparing the next generation of climate leaders

California Youth Energy Services (CYES)

is a unique program that addresses youth unemployment, reduces local greenhouse gas emissions, and prepares the next generation of climate leaders. CYES employs youth as Energy Specialists, training them to be environmental leaders in their own communities by providing local residents with our Green House Call service.

Youth also receive structured professional development throughout the program as well as feedback and support to help them succeed. Youth leave the program with a summer's worth

of pay, well-prepared for the world of work, and ready to tackle environmental challenges in their communities.

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 and shower heads, and 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.

California Youth Energy Services

Youth and Client Impacts



83%
of youth said CYES
helped increase
their professional
skills




99%
of clients rated the
service as good or
excellent



73%
of youth said CYES
positively impacted
their future plans





“I have become more professional, I have increased my amount of environmental knowledge, and I feel like I have made a difference in the world”

- CYES Alumnus, '17



California Youth Energy Services Environmental Impacts

In 2017, Rising Sun partnered with cities in Alameda, Contra Costa, Marin, San Joaquin, Solano, and Sonoma counties to run its California Youth Energy Services program. CYES hired **157 local youth** (ages 15-24), who provided **4,471 local households** with no-cost Green House Calls and installed **52,861 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**

7,298,443

pounds of coal burned



Water saved

29

Olympic-sized pools filled
per year





Sustainable Roots: CYES Alumna

During the summer of 2015, I was an Energy Specialist for Rising Sun Energy Center in Fremont, CA. I heard about the Energy Specialist position while volunteering with Ohlone College's Sustainability Club. When I applied, I was a high school dropout working through my second year at community college. I knew that I wanted to study and pursue a career in the environmental field, but up until that point, my experience was limited to the classroom. I remember being super excited and grateful to have been able to get hands-on experience and make a difference in my community through Rising Sun Energy Center.

After working for Rising Sun, I transferred to the University of California, Berkeley and got a Bachelor of Science in Conservation and Resource Studies with an emphasis in Integrative Ecology. While at Berkeley, I was able to develop a stronger commitment to community service and environmental justice through various research, volunteer, and internship opportunities.

Now, I am an Environmental Inspector for the City of San Jose. Every day, I inspect industrial and commercial businesses in the city of San Jose and assess their potential for polluting stormwater. I educate facilities on best management practices, and issue enforcement geared towards encouraging thorough and consistent future compliance. I enjoy being able to talk with different people every day and being able to explain and share my passion for protecting the watershed. I enjoy working in local government because I feel like I'm able to make very real, measurable change in the health of our watershed.

When I interviewed for the position in August 2017, my experience with CYES played a key role in demonstrating my experience in providing customer service, as well as my interest in and commitment to environmental issues. The customer service and environmental education experience I gained through CYES has been instrumental to my success so far in my current position. I highly recommend Rising Sun's CYES program to anyone who wants to gain high-quality work experience.

As far as the rest of my career goes, I'm unsure but excited. I'm 21 years old, and right now my priority is to a) pay off my student loans and b) find out how my skills can best serve the community and the environment. I am very interested in going back to school and pursuing a graduate degree in law or public administration.

Best,
Alexandra Ulrich

More than just training: Rising Sun takes a holistic approach to job readiness

Green Energy Training Services (GETS)

Green Energy Training Services provides low-income Bay Area residents who experience barriers to employment with a pathway out of poverty. Rising Sun offers two training options: GETS Core, a building trades Apprenticeship Readiness Program, and GETS Solar, which prepares participants for careers in solar installation. Both programs use an employer-aligned curriculum that offers hands-on training, industry awareness, in-demand certifications, and professional skills development. And both are about more than just training:

Rising Sun takes a holistic approach to job readiness, and provides 12 months of case management and career services support to each participant to help them succeed in finding and sustaining employment. The GETS program is focused on providing family-sustaining career opportunities to those with the least access to high-quality employment. That includes a special emphasis on training women and the formerly incarcerated for careers in the building trades.





Green Energy Training Services

Equity Impacts



74

..... low-income adults
trained

\$18.79

average starting
wage



89%

graduation rate



Green Energy Training Services

Core Career Pathways

Rising Sun is committed to increasing gender equity in the trades. 50% of the individuals we train are women and 40% of participants 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 GETS participants gain entry into 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 Pipe Fitters

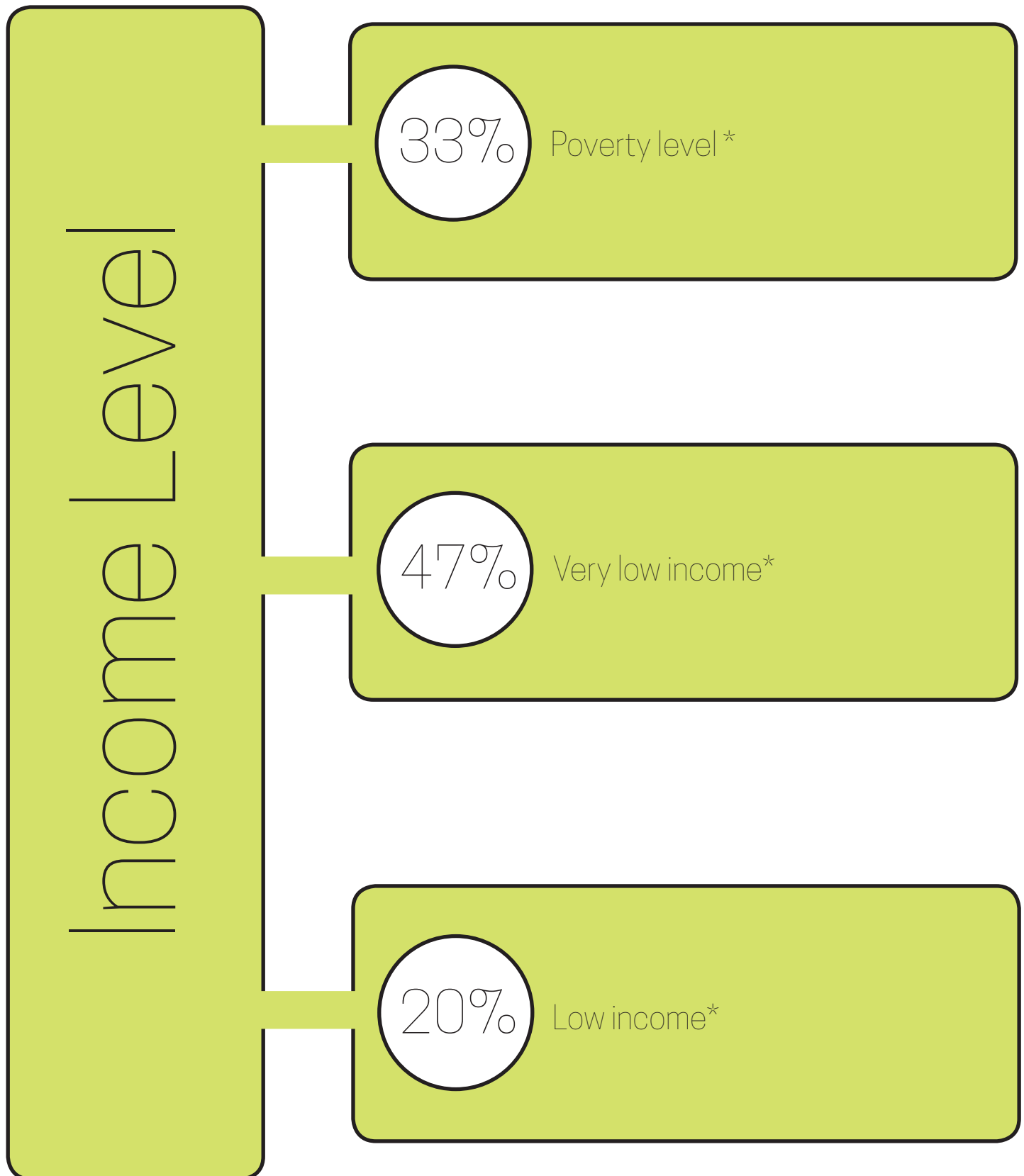
Sprinklerfitters

The Sheet Metal Workers International Training Institute

United Union of Roofers and Waterproofers

Green Energy Training Services

Income and Demographics



*based on Area Median Income

Ethnicity

58%

African American



18%

Hispanic/Latino



12%

Caucasian



8%

Asian/Pacific Islander



4%

Other





Sustainable Roots: GETS Alumna

My name is LeaEthel, and I am a graduate of Rising Sun's second Women Building the Bay cohort! Today I am a proud apprentice of the Millwrights Union, Local 102, and one of only 11 women out of 298 apprentices.

When I was 12, my family and I moved from Riverside to the Bay Area. Along with my two siblings we packed up our car and started our journey. Unfortunately, before we made it to our destination our car broke down, and with little money and no help, my father was forced to push the car to safety. In the process, he injured his back. This moment left my father wheelchair-bound. Two months and two surgeries later, we arrived to the Bay Area. It didn't take long until the fast pace of the Bay Area took its toll on us and once again we found ourselves homeless.

For as long as I can remember, I have always played an active role with the care of my family. My mother needed an extra hand because she worked two jobs and took care of a husband who required a lot of assistance. My older sister was born with a mental disability and I became my sister's primary caretaker. Growing up in the inner city, I was constantly exposed to drugs, extreme poverty, and violence. I lived a life where I was in and out of shelters nonstop. This threw me into a deep depression. A month after my 15th birthday, the day I was preparing for high school, my mother suddenly fell ill and passed away from a brain aneurysm.

I didn't make enough to support a family of four. From here, I continued to push myself. I searched for better paying jobs, but I never started a real career. Eventually, I was introduced to Ms. Hattie, a youth community development coordinator, at San Francisco's low-income housing. She informed me of an Apprenticeship Readiness Program in the East Bay that was recruiting women around the Bay Area who were interested in a career in the construction trades.

I have always been interested in working with my hands and mechanical tools. I have a slight obsession with turbines, their power, their mechanics and structure. So, the idea of a career in construction wasn't that far of a stretch for me. I was accepted into the program. I gained the knowledge of onsite safety and became OSHA and CPR certified. I learned about clean energy, which fueled my passion to work with turbines. Nine weeks later, I found myself graduating from the program.

Since graduating, I have worked with conveyors, welding, and I'm gaining a certification to work with turbines, which is the field I will one day specialize in. I now make over \$32 an hour, with great benefits and a pension with a career that allows me to provide for myself and my family.

Thank you,
LeaEthel Green

Rising Sun's Policy Principles

In 2017, we launched our policy program with six mission-aligned policy principles. Rising Sun's policy agenda advocates to improve employment opportunities in the green economy for low-income and disadvantaged Californians. We believe that these efforts will result in inclusive pathways to high-paying jobs in green and clean industries as a way to combat both poverty and climate change. We've identified six policy principles that will guide us in our policy and advocacy work.

1. Quality Jobs

Expand access to quality, and increase the quantity of, green jobs for low-income and disadvantaged

2. Equal Access to Investments

Ensure that when government invests in clean energy technologies, energy efficiency, and other environmental investments, low-income and disadvantaged communities directly benefit.

3. Workforce Development

Invest in green and construction workforce development for low-income and disadvantaged residents.

4. Youth Employment

Support early employment opportunities and career training for low-income and disadvantaged youth to prepare them for green careers.

5. Residential Energy Efficiency

Eliminate barriers to participation in residential energy efficiency programs.

6. Clean Technology Investment

Further the adoption of clean technology through thoughtful public and private investment.

These efforts will result in inclusive pathways to high-paying jobs in green and clean industries as a way to combat both poverty and climate change





Rising Sun's Impact To-Date



\$20,892,482
saved in utility bills



12,957,922
kilowatt hours saved



42,970
households served



2,462
adults and youth
participants trained



104,630
metric tons of
CO₂ reduced

Rising Sun’s Financials

Statement of Financial Position

Assets	
Liquid Assets	\$1,526,664
Accounts Receivable	\$302,695
Fixed Assets	\$6,446
Other Assets	\$400,803
Total Assets	\$2,236,608

Statement of Activities

Expense	
Program	\$2,798,413
General and Administration	\$663,901
Fundraising	\$404,881
Total Expense	\$3,867,195

Funding Allocation



Liabilities

Current Liabilities	\$171,005
Net Assets	\$2,065,603
Total Liabilities & Net Assets	\$2,236,608

Revenue

Government Contracts	\$773,393
Corporate and Utility Contracts	\$2,436,210
Corporate and Foundation Grants	\$110,000
Contributors	\$275,510
In-Kind Donations	\$136,600
Other Income	\$29,846
Total Revenue	\$3,761,559



Rising Sun's Supporters

PLATINUM LEVEL

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California Workforce Development Board
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**Thank you to our partners and supporters for helping
us create sustainable roots!**

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San Francisco Bay Area Rapid Transit
Sheet Metal Workers Local 104
StopWaste
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