

LIGHTING THE WAY



2016 ANNUAL REPORT

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RISING SUN'S STORY

Founded in 1994 as a renewable energy education center, Rising Sun Energy Center has since evolved into the leading green training, employment, and residential efficiency organization that it is today. Headquartered in Berkeley, Rising Sun has served communities in Northern California since 2000. Working at the intersection of economic equity and climate resilience, our mission is to *empower individuals to achieve environmental and economic sustainability for themselves and their communities.*

With an amazing team of approximately 30 year-round staff, Rising Sun operates two high-impact programs: Green Energy Training Services (GETS), a workforce development program providing training, support, and job placement to low-income adults, focusing on the building trades and solar; and California Youth Energy Services (CYES), a youth employment program that provides a fantastic early job opportunity to local youth, while employing and training them to provide no-cost home energy and water conservation services to community members.

Through thoughtful program design, a commitment to constant improvement, valuable partnerships, and support from a diverse array of stakeholders, Rising Sun is **Lighting The Way** for those who want better opportunities for themselves and the community.

FROM OUR PRESIDENT & BOARD CHAIR

Dear Friends of Rising Sun,

This year's annual report theme is **Lighting The Way**. One of our core philosophies at Rising Sun is that people, communities, and nature are resilient and if we tap into our innate resilience, transformation can occur. Resilience can be enhanced by creating an environment that builds upon existing strengths and provides opportunities for people to realize their full potential. At Rising Sun our programs foster resiliency. We provide people with the opportunity to grow, develop their skills, and transform their lives. Rising Sun is a conduit that **Lights The Way** for people to achieve a prosperous, thriving life.

We **Light The Way** by providing teens their first jobs: changing their future employment trajectory for the rest of their lives, earning them higher wages and increased career advancement opportunities given the experience, confidence, and skills gained through our California Youth Energy Services (CYES) Program.

We **Light The Way** by providing adults who experience barriers to employment (whether it be a criminal record, substance abuse issues, single parenthood, poverty, and more) with the opportunity to gain the skills and tools to have successful careers in construction or solar, leading to family sustaining careers with benefits and career advancement through our Green Energy Training Services (GETS) Program.

We **Light The Way** by recognizing that our resilience as a species depends on the health of our planet. It requires all of us to become environmental stewards making the changes necessary for future generations. We provide our participants with eco-literacy training so they can be environmental champions in their communities. We provide community members with no-cost Green House Calls, making changes to their home environment that reduce their carbon footprint, and energy and water use.

Rising Sun's work is part of a bigger movement to foster climate resilience and economic equity. We **Light The Way** by ensuring that disadvantaged communities are part of the solution and that people have the agency to make a difference in their own lives and in their communities.

Please join us in **Lighting The Way**!

Sincerely,



Jodi Pincus
President/Executive Director



Patrick Brown
Board Chair





CALIFORNIA YOUTH ENERGY SERVICES

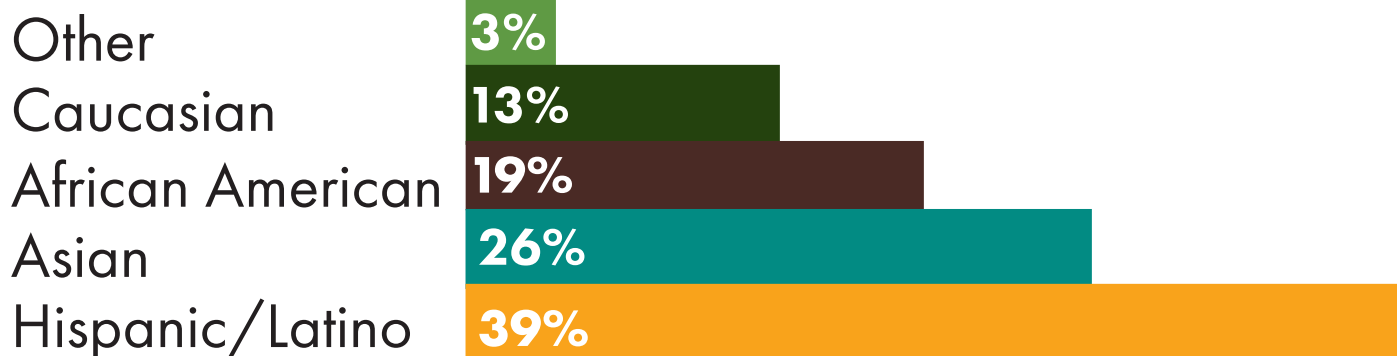
California Youth Energy Services (CYES) is a youth employment program that prepares local young adults for the world of work by giving them their first green job. CYES hires between 160 and 180 young people (ages 15-24) each year, and trains them to become Energy Specialists, serving thousands of residents of their communities with energy efficiency and water conservation assessments, installations, and education. These Green House Calls are offered to all residents at no cost, with a focus on hard-to-reach communities.

In addition to a week of paid job training and direct work experience, Energy Specialists participate in weekly professional development workshops to help them build workplace skills. CYES Energy Specialists can also return to the program via a leadership pathway, Leaders-in-Field Training (LIFT).

CYES provides local young adults with a meaningful, positive work experience where they can make a difference in their community, help the environment, and shape their future success.

CYES DEMOGRAPHICS

ETHNICITY



CYES IMPACTS



90%
of youth said CYES
was their first green
job

98%
of client feedback
rated the service as
good or excellent



90%
of youth reported an
increase in overall
skill development



CYES SERVICE AREA MAP



CYES ENVIROMENTAL IMPACTS

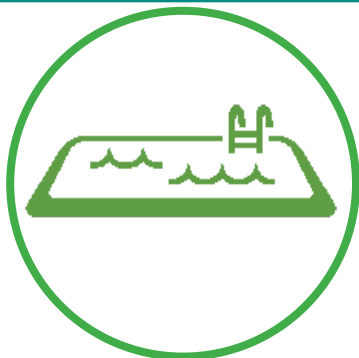
In 2016, CYES served 4,449 households throughout six counties and installed 52,797 energy- and water-saving measures. The resulting impacts are equivalent to achieving the following:



Greenhouse Gas Reduction

21,806,104

Pounds of coal burned



Water Saved

38

Olympic-sized pools filled per year

Lighting The Way: CYES Participant Story

My name is Jess, and I worked for Rising Sun's youth program, California Youth Energy Services (CYES), this summer.

This program was incredibly important for me because I could see the instant environmental impact I was making. It was more than changing light bulbs and shower heads for community residents. It was the impact I made with people. It was the sincere conversations I had while educating people on how a small habit change could go a long way in preserving the environment. It's those discussions I had that stick with me the most. I truly enjoyed bringing awareness to so many different homes and teaching people about the influence these small changes could have on the world.



Had I not been trained on how to save energy, I would have spent my summer doing a mindless job. However, the environmental education part of my training made this more than a job. I was providing a meaningful service. I now encourage everyone to sign up for a Green House Call and provide them with tips on how to save energy.

My experience with Rising Sun is invaluable. Within a few short weeks my team not only helped educate people, and make many homes more energy efficient, but we helped break down the stereotype of young people being lazy and incompetent.

I look forward to the day when all young people are empowered to be so much more than just a stereotype.

Sincerely,
Jesslin Wooliver
CYES Alum, Summer 2016





GREEN ENERGY TRAINING SERVICES

GETS provides low-income adults experiencing barriers to successful employment with the training and support needed to succeed in the construction and solar industries. The GETS Core pre-apprenticeship class prepares participants for careers in the building trades through intensive hands-on workshop experience, classroom training, industry exposure, case management, and job placement support. Graduates earn pre-apprenticeship certification and receive support in entering union apprenticeship programs. GETS Solar provides those interested in careers in the solar industry with the knowledge and experience they need to become residential installers. The GETS program is focused on providing family-sustaining career opportunities for those with the least access to high-quality employment. That includes a special emphasis on training women for careers in the building trades, where they are poorly represented.

GETS EQUITY IMPACTS

55

low-income adults trained



\$19.26

average starting hourly wage



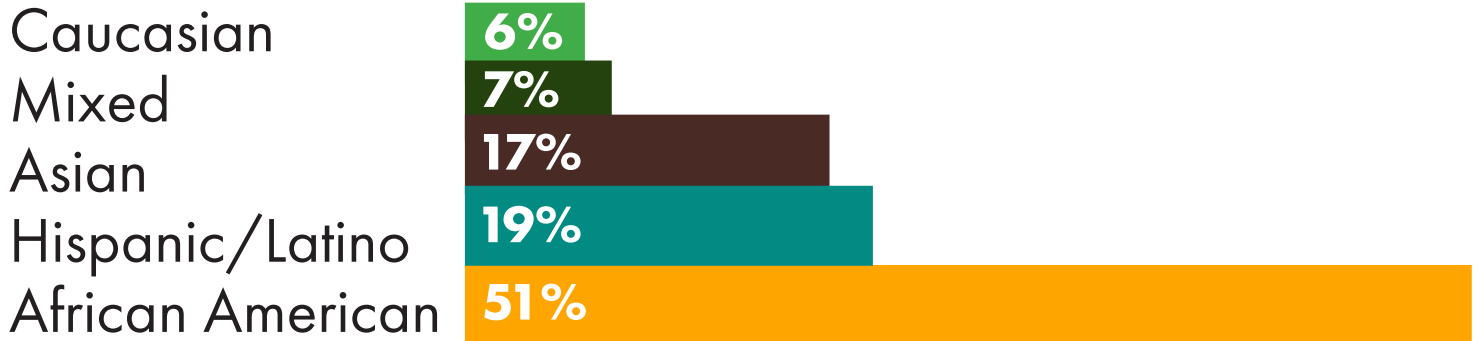
93%

graduation rate

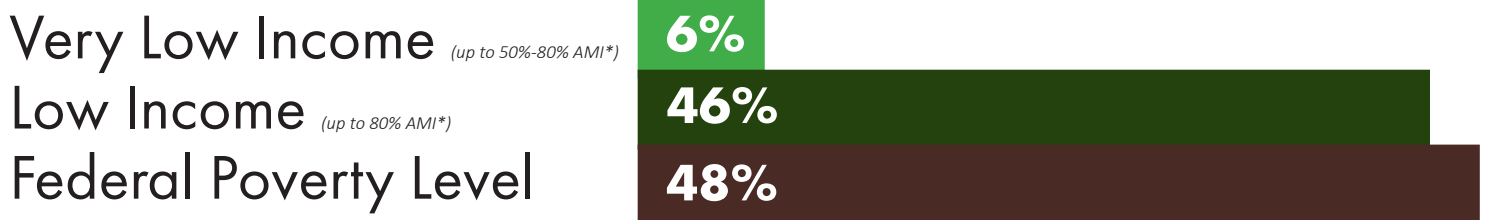


GETS Participant Demographics

ETHNICITY



INCOME LEVEL



**Area Median Income*



Lighting The Way: GETS Participant Story

My name is Rokeeda Fernandes, and I graduated from Rising Sun's first Women Building the Bay Green Energy Training Services pre-apprenticeship program.

Since my first day at Rising Sun, my experience has been nothing short of amazing. I was hesitant to join an all-women cohort, but I am glad I joined and stayed until the end. I am a reserved person and don't easily open up to people, but I have made connections with some really cool and intelligent women.

Women Building the Bay has been quite a journey and I have loved every bit of it. This was the first time I ever enjoyed a school-like setting. It was the first time I was enthusiastic about coming, even on days I didn't feel good. I have gained strong clarity about where I want to go in my career and I am proud of myself for staying focused throughout the entirety of the program.

Since graduating, I have joined the Carpenters Union Local #713. It's hard-core but also fun. We women have to have a tough skin, get fit, and know that we can do it, even if we are the only woman on the job.

As a single parent, I am happy to be starting a stable career, receiving a living wage with benefits, and working 40 hours a week. I will now be able to provide for my daughter. I look forward to my future in the trades.

It's important for me to share my story. I want to inspire other women. I want to empower others. I know that this is only possible with the support of Rising Sun and people like you.

Thank you for supporting people like me and the tremendous work of Rising Sun.

Sincerely,

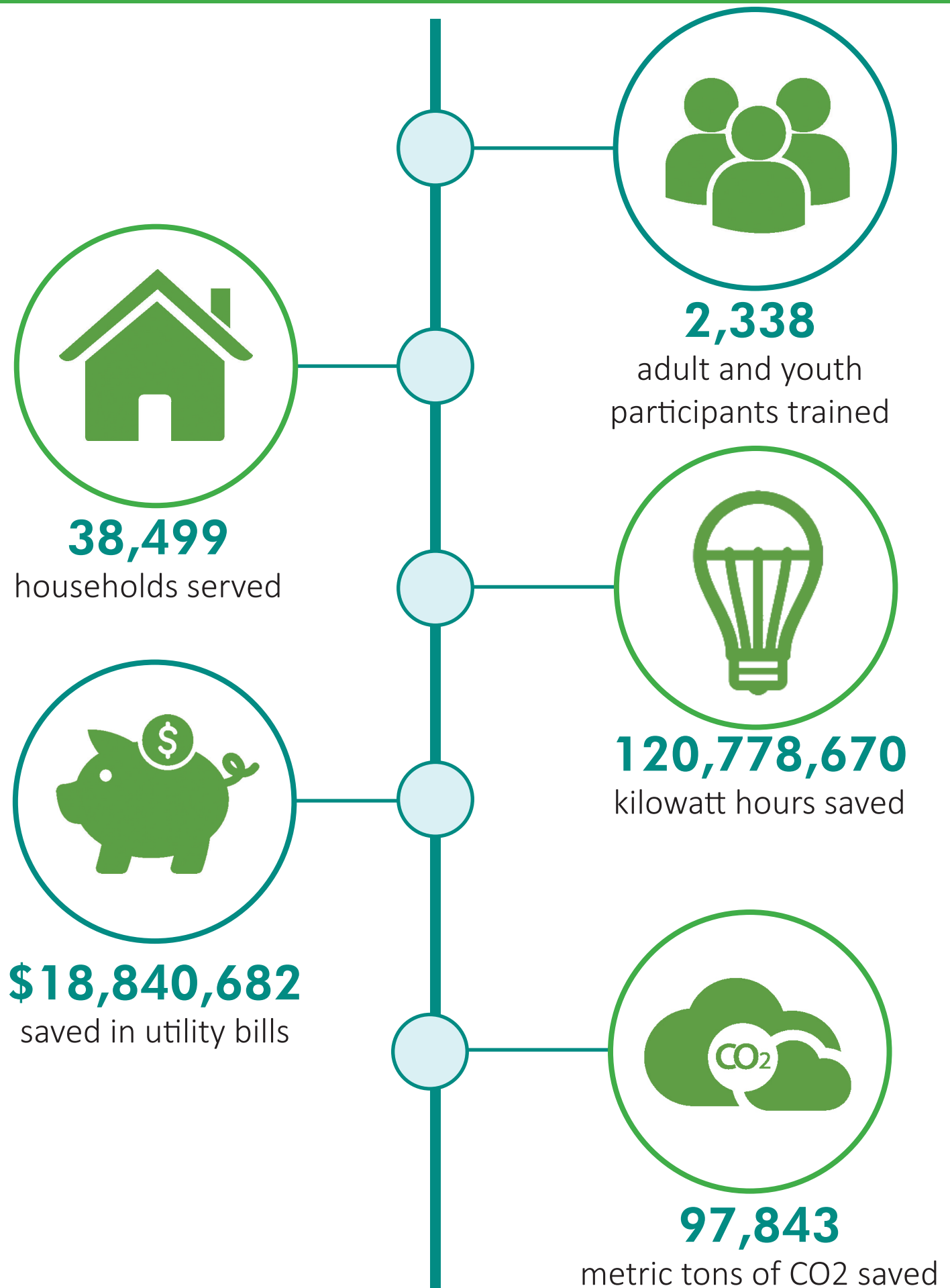
Rokeeda Fernandes

Women Building The Bay Graduate, Spring 2016



In 2016, Rising Sun lit the way for women in the Bay Area and developed its first-ever all-women construction pre-apprenticeship program, Women Building the Bay, a program specifically developed to meet the needs of women wanting to enter the building trades.

Rising Sun's Impact To-Date



Rising Sun's Financials

STATEMENT OF FINANCIAL POSITION

ASSETS

Liquid Assets	\$1,343,510
Accounts Receivable	\$621,437
Fixed Assets	\$12,275
Other Assets	\$313,366
TOTAL ASSETS	\$2,290,588

LIABILITIES

Current Liabilities	\$119,349
Net Assets	\$2,171,239
TOTAL LIABILITIES & NET ASSETS	\$2,290,588



Rising Sun's Financials

STATEMENT OF ACTIVITIES

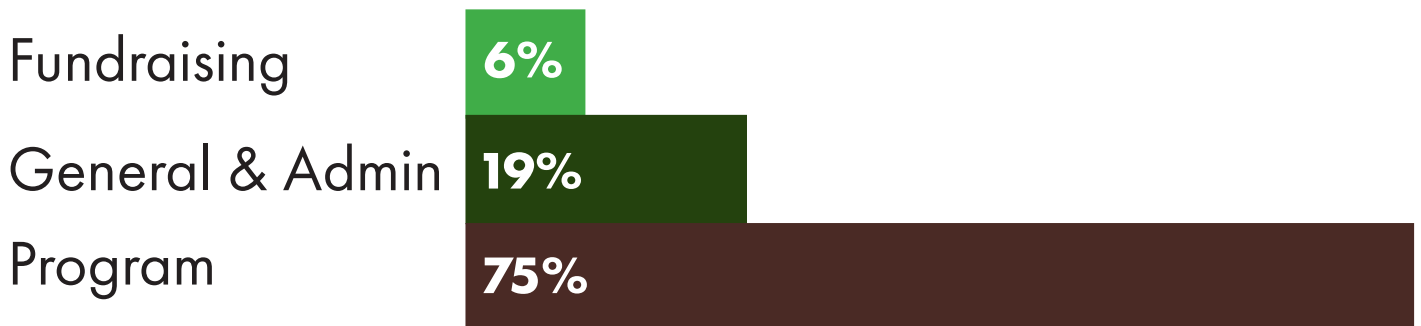
REVENUE

Government & Utility Contracts	\$743,969
Corporate Contracts	\$2,565,624
Corporate and Foundation Grants	\$117,500
Contributors	\$268,522
Partner Contracts	\$500
In-Kind Donations	\$91,079
Other Income	\$16,667
TOTAL REVENUE	\$3,803,861

EXPENSE

Program	\$2,674,611
General and Administration	\$571,094
Fundraising	\$276,943
TOTAL EXPENSE	\$3,522,648

INCOME LEVEL



Rising Sun's Supporters

Rising Sun's work is made possible by the generosity and support provided by the following institutions:

PLATNIUM LEVEL

Accenture LLP
Alameda County Water District
California Environmental Protection Agency
California Workforce Development Board
City of Berkeley
City of Fremont
Dean Witter Foundation
East Bay Energy Watch
East Bay Municipal Utility District
Energy Upgrade California
The Greenlining Institute
GRID Alternatives
Kimball Foundation
Marin County Community Development Agency
Marin County Energy Watch
MCE Clean Energy
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San Francisco Foundation
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SunPower Corporation
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Rising Sun's Supporters

Rising Sun's work is made possible by the generosity and support provided by the following institutions:

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City of Antioch
City of Martinez
City of Union City
City of Walnut Creek
Comerica Charitable Foundation
East Bay Community Foundation
Marin Municipal Water District
Mary A. Crocker Trust
MUFG Union Bank Foundation
Pacific Gas and Electric Company
StopWaste
Strive for Change Foundation
Wells Fargo Foundation

SILVER LEVEL

Cathay Bank Foundation
City of Oakland
Clif Bar Family Foundation
Comcast
Despeaux Good Works Fund
Lowell Berry Foundation
North Marin Water District
Port of Oakland
Richmond YouthWORKS
Sheet Metal Workers' Local 104
Sunrun



Thank you to our partners and supporters for helping Light The Way for so many!



RISING SUN ENERGY CENTER

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