



ACE Impact Brief

A Case for Sponsorship of ACE's 10 Year Anniversary Celebration

January 2019

ACE's 10 Year Anniversary Celebration: ACE 10 Years Young

On May 2, 2019 at Covo in San Francisco, CA, ACE is celebrating our 10 Year Anniversary Celebration. Sponsorship will support ACE's work and the impact of your sponsorship is outlined below. For sponsor opportunity and benefits, please visit the sponsor page on [our website](#).

About ACE

ACE's mission is to educate young people on the science of climate change and empower them to take action. Since 2008 we have educated 2.7 million students, built an action network of nearly 300,000 youth, and tracked over 1 million actions. These actions range from sharing science content on social media, to having climate conversations with parents, to registering and turning out to vote for climate action. We have developed, tested and refined an engagement ladder that grows a young person's influence over time, moving them toward taking the most important and timely civic actions. We have demonstrated our impact through peer-reviewed research with collaborators at Stanford, Yale and George Mason University.¹ We understand the pivotal role that young people must play in creating just climate solutions, and focus our work in strategic geographies where youth can have the greatest impact.

The Challenge

Climate change is the most urgent issue of our time, yet as a society, we are not responding. It is estimated that nearly \$1 billion is spent annually to misinform the public and delay action on climate change,² with classrooms increasingly becoming a target. For years, special interest groups have funded curricula designed to diminish the perceived risks of climate change.³ Now, public funding for climate education is being cut, more states are pushing coordinated anti-science bills, and misinformation campaigns are spreading as mass mailings of fake climate science to K-12 schools.⁴ Further, we are stuck in a partisan battle, with support for climate policy remaining split along political lines.

ACE's Approach

We must respond to the challenges of partisan paralysis, well-funded misinformation campaigns, and a public that is largely overwhelmed and turned off by this issue. We must support young people from across the political spectrum to understand how climate change will personally impact them, and build up their sense of self-efficacy and hope to a level that enables meaningful action. Our approach is shaped by two key principles:

¹ Flora, J.A., Saphir, M., Lappé M., Roser-Renouf, C., Maibach, E.W. & Leiserowitz, A.A. "Evaluation of a national high school entertainment-education program: The Alliance for Climate Education." *Climatic Change*. 127. Issue 3-4 (2014): pp 419-434.

² Brulle, R. J. "Institutionalizing delay: foundation funding and the creation of US climate change counter-movement organizations." *Climatic Change* 122.4 (2014): 681-694.

³ Zou, J. J. (2017, June 15). Pipeline to the classroom: how big oil promotes fossil fuels to America's children. <https://goo.gl/GdrMTf>

⁴ Worth, K. (2017, March 03). Climate Change Skeptic Group Seeks to Influence 200,000 Teachers. <https://goo.gl/Rac22W>



The vital role of young people. Polling data confirms that young people care more about climate change than any other group in the U.S.⁵ Indeed, 70% of people ages 13-25 agree that climate change is real and the result of human activity.⁶ If effectively engaged, this group has the potential to elevate climate change as a national priority. Given that young people are digital natives, we know our approach must include a robust digital component or it will not be relevant. We also take to heart the longstanding lesson of movement-building: that there is no substitute for in-person organizing. Achieving the right balance between digital and in-person outreach is vital for this demographic.

Focusing efforts in pivotal places. We recognize there are significant segments of the country that have not engaged on climate change in a meaningful way. In response, ACE created a new geographic strategy, realizing that focusing on regions that are already committed to climate action is not the best use of our resources. We conducted a systematic GIS analysis to identify the places where youth can have the most influence, overlaying factors such as: climate change impacts (e.g. flooding, drought), fossil fuel frontline communities, local organizing capacity, etc. We have identified locations across the country where such factors combine to produce elevated levels of awareness and concern, and greater potential for mobilization.⁷ Currently, our top tier states include Florida, Michigan, Nevada, North Carolina, Pennsylvania and Wisconsin.

Within the context of these overarching principles, ACE pursues three major program areas:

1. **Education.** ACE reaches thousands of high school students with [Our Climate Our Future](#), an interactive, modular science curriculum that covers both climate change impacts and solutions. We have reached over 650,000 youth in all 50 states since the program launched in 2016. ACE recognizes that teachers are the gatekeepers of knowledge. We support them to be a positive influence on youth, providing resources and training that helps inoculate them from anti-science efforts and climate denial propaganda.
2. **Advocacy.** ACE's Youth Action Network is the largest climate-specific advocacy list targeting young people, with nearly 300,000 members, ages 13-25. Students who view [Our Climate Our Future](#) are invited to join, and many other members are converted via youth-relevant social media outreach. ACE partners with organizations in each of our priority states, following their ground-level lead, and amplifying their campaigns by sharing calls-to-action with our Youth Action Network. In the lead up to the 2018 midterm elections, calls-to-action build a path toward electoral and civic engagement by focusing on registering network members and their peers to vote.
3. **Leadership.** ACE's National Action Fellowship provides a platform for young leaders to learn, connect, and collaborate. We share powerful stories of their work with their peers in the Youth Action Network, inspiring them to take action locally. Fellows recently spearheaded the [Donate:60](#)

⁵ Pew Research Center, November 2015. "Global Concern about Climate Change, Broad Support for Limiting Emissions" <https://goo.gl/F3uXg9>

⁶ Jeff Bladt, March 2017. "Science, Emotion and Identify: Where Party Affiliation Matters to Young Americans." <https://goo.gl/cnUrkp>

⁷ See ACE's 2020 Strategic Plan for more details: [All In: Young People and the Future of Our Climate](#)



campaign, which inspired young people across the country to mobilize peers to call for effective climate policy, safety from gun violence, and equality for all. Youth organized students in more than a hundred schools across the country to donate 60 seconds of their commencement speeches to advocate for action on these issues and will continue the mobilization into the Fall with calls to register and vote for climate leadership as Fellows pilot cutting-edge Relational Voter Turnout programs in the lead up to the 2018 midterm elections and beyond.

Multimedia and Resources

Resources

- ACE's Strategic Plan 2017-2020: [All In: Young People and the Future of Our Climate](#)
- [The Secret to Talking About Climate Change](#)
- [Our Climate Our Future](#)

Youth and Climate Stories

- [Tonyisha: Climate Justice and Air Pollution in Illinois](#)
- [Amira: Hurricane Maria in Puerto Rico](#)
- [Brandon: Drought and Flooding in Georgia](#)
- [Maxine: Heat and Air Pollution in Los Angeles](#)
- [ACE Fellow Victoria Barrett addresses the United Nations](#)

The Impact of your Sponsorship

Listed below are examples of how your company's sponsorship will have an impact.

\$2,500 funds social media outreach to 7,500 youth for one civic action campaign

\$5,000 provides climate education to 15,000 high school students

\$10,000 allows us to create one video story showcasing a young person taking action in their community and to share it with other youth to inspire them to join the movement

\$15,000 funds specific campaign actions and leadership development for our National Action Fellowship

\$25,000 adds 10,000 young people to our Youth Action Network

\$50,000 registers 2,500 new climate voters in target geographies in advance of the 2020 election

Contact

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