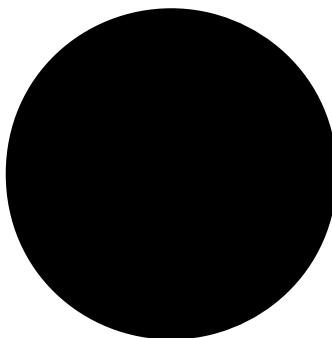
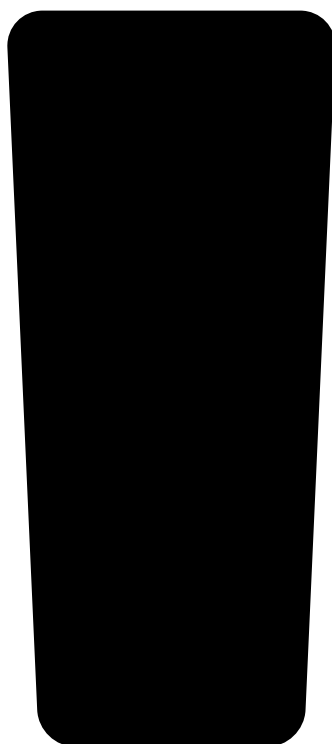
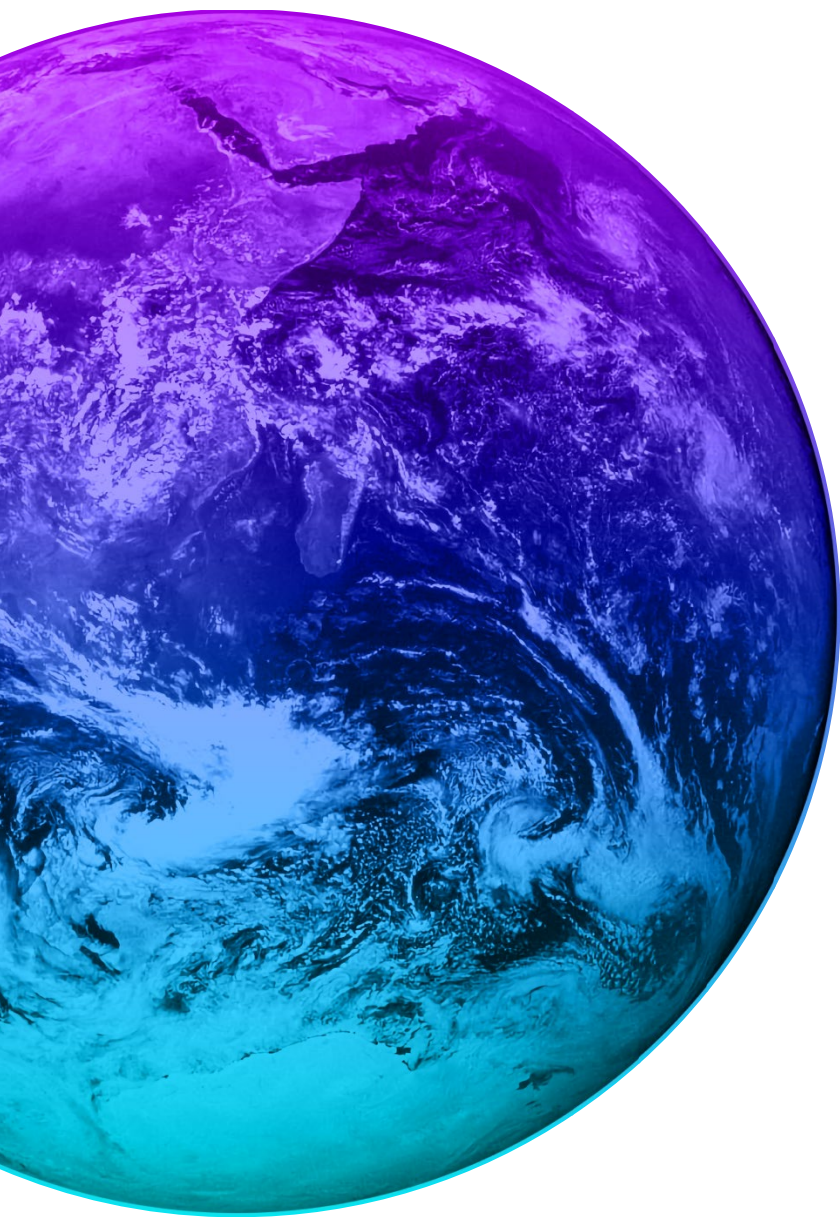




## 2022 ANNUAL REPORT



# LETTER FROM OUR EXECUTIVE DIRECTOR

Dear friends,

History reminds us again and again about the power of young people. Young people set culture—they always have. The Greensboro lunch counter sit-ins for civil rights, the student-led protests to end the war in Vietnam, the Arab Spring, March for our Lives to end gun violence—these are just a few of the many youth-led movements that have changed the narrative—and ultimately the world. As we continue to celebrate another year of near-record-breaking youth voter turnout, it’s hard to imagine what the world would look like without the voices and votes of young people. As 2022 comes to a close and I reflect on all that we’ve achieved together over the last year, I am left with a good feeling—the feeling that we left absolutely nothing on the table.

Last year, we launched **ACE’s ambitious 2021-2024 strategic plan** and I am thrilled to share the significant progress that we’ve made to date. Thanks to your support, we are now one of the leading climate, youth and democracy organizations in the nation.

Together in 2022, we:

- Fought disinformation and advanced our climate policy goals by serving more than **256 million paid and organic social media impressions to 47 million unique people** on TikTok, Instagram, and YouTube;
- Reached more than **36 million youth voters** online and in-person ahead of the 2022 midterms with tools and reminders to cast their ballots, concentrated in: Arizona, Georgia, Florida, Nevada, North Carolina, Michigan, Minnesota, Ohio, Pennsylvania, Texas and Wisconsin;
- Grew our Youth Action Network to over **1 million young advocates** who logged hundreds of thousands of actions to advance key policies like the Inflation Reduction Act (IRA) and to expand the electorate with a new wave of diverse youth climate voters.

On behalf of the whole ACE team, thank you. We are overwhelmed with gratitude at the generosity of our community that has contributed wisdom, partnership, and generous support—allowing us to grow fivefold in size and impact since 2019. Together, we are changing the climate policy landscape, countering rampant disinformation, and enfranchising diverse youth voters to participate more fully in our democracy—and we’re just getting started.

I hope you enjoy the report that follows and that you’ll join us as we rise to the next level of scale and impact in 2023 and beyond.



Looking forward,

*Leah*  
Leah

# 1<sup>ST</sup> YEAR IMPACT

In the first year of ACE's 2021-2024 strategic plan, we have made huge strides toward our ambitious goals to power youth voices and leadership within the climate movement with a laser-focus on three areas: **Education**, **Action**, and **Influence**.



## EDUCATION

- ✓ Served more than **256M** digital ad impressions
- ✓ Reached **47M people** with ACE campaigns
- ✓ Educated **4.5M students** in thousands of schools
- ✓ Ranked third-largest Meta political advertiser in the U.S. for climate



## ACTION

- ✓ Grew ACE membership to **1M+** youth advocates
- ✓ Trained **5k youth leaders** via ACE Action Teams
- ✓ Reached **36M youth voters** in the 2022 cycle
- ✓ Registered **100,000** new diverse youth voters



## INFLUENCE

- ✓ Grew the **largest youth climate influencer program in the world**
- ✓ Flooded Congress with calls to **pass the IRA**
- ✓ Advanced state-level **100% clean energy legislation**
- ✓ Tracked and debunked **disinformation** at COP27



# EDUCATION



Miguel, (he/him) a youth activist with Earthworks who lives on the frontlines of the Permian Basin, exposes oil and gas companies for toxic methane emissions. “The air that we breathe here is unsafe, the water that we drink here is very dangerous and that is because corporations have decided that their profits are more important than this region’s health.”





The climate disinformation machine is in overdrive, powered by the fossil fuel industry’s desperation to maintain the fossil fuel economy. Now they’ve set their sights on influencing K-12 curricula and are targeting teens.

Against this backdrop, ACE remains the most effective organization in the United States working at scale to educate a generation about the climate emergency, stop the steady spread of disinformation, and empower youth to take strategic climate action as early as their teen years.

After two years of exclusively virtual programming within schools as a result of pandemic safety precautions, in 2022, ACE relaunched our field operations, including Our Climate Our Future Live in-school assemblies where our organizers recruit youth for our advocacy campaigns and register first-time voters.

4.5M

U.S. YOUNG PEOPLE EDUCATED  
in person and online via [Our Climate](#)  
[Our Future](#)

35k

TEACHERS ENGAGED  
via the ACE Teacher Network

\$0.03

PER STUDENT REACHED  
via Our Climate Our Future online





# ACTION



Alana, (they/them) a young climate activist in Cleveland, Ohio is taking charge of their future and organizing climate marches in their community. "It feels good to know that we are putting in the work."

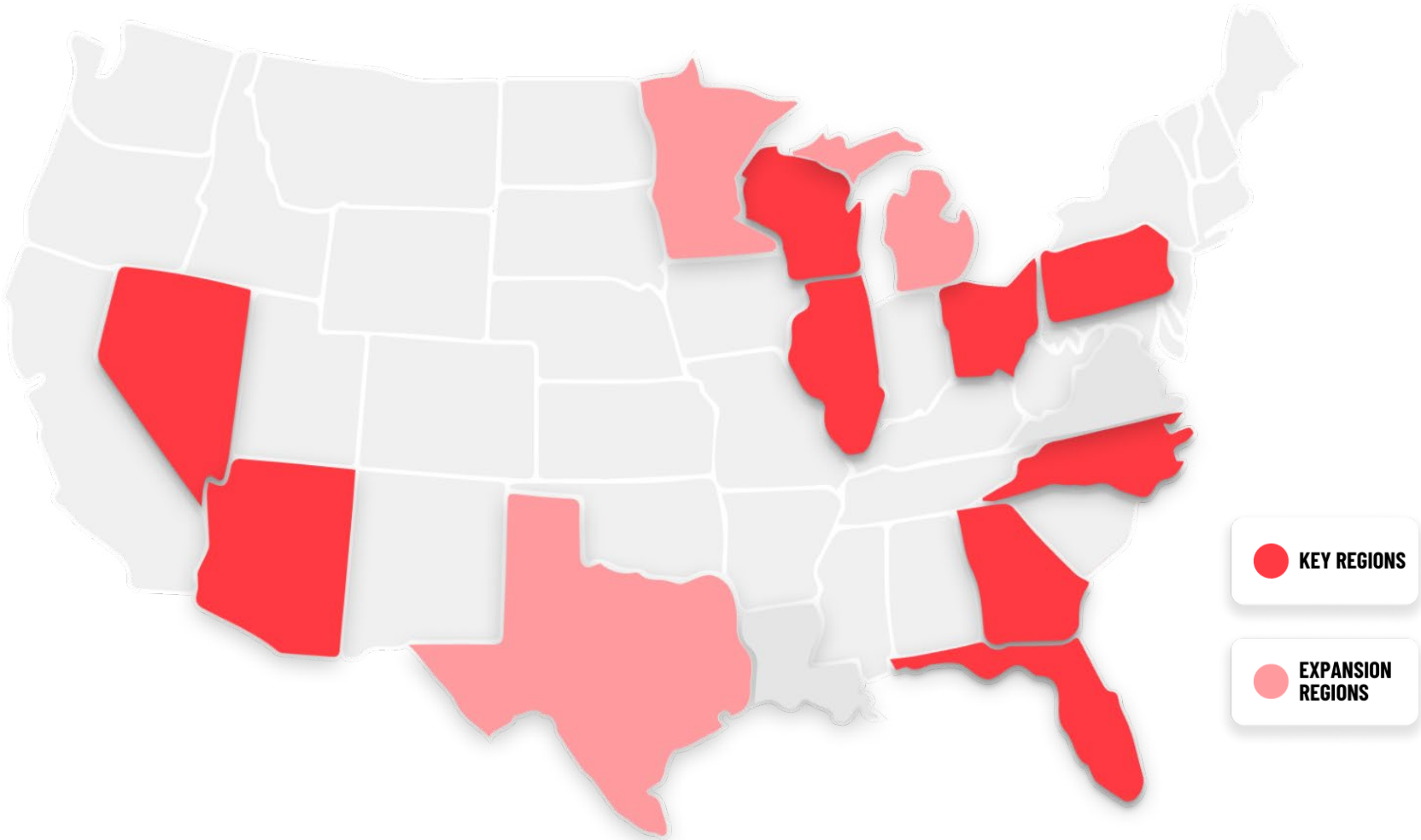




Climate solutions at the scale of the problem simply aren’t possible without the right leadership in place to win them. That’s why since 2016, ACE has invested deeply in building diverse youth participation in democracy. Young voters are increasingly playing a pivotal role in elections with 27% of 18-29 year olds turning out to vote in the 2022 midterms and casting the deciding ballots in key races.

We concentrate our civic engagement work in the places where analysts have determined that young people can have disproportionate power with their votes. During the 2022 cycle, we ran a large-scale, sophisticated field and digital hybrid program focused in our key states.

We reached more than **36 million youth voters** in 2022 to ensure our nation’s youngest voters had everything they needed to cast their ballots.



**REGISTERED MORE THAN  
100,000  
NEW YOUTH VOTERS** with the majority concentrated in ACE’s key states of: Arizona, Georgia, Florida, Michigan, Minnesota, Nevada, North Carolina, Ohio, Pennsylvania, Texas and Wisconsin

**REACHED MORE THAN  
36M  
YOUTH VOTERS** in person and online with tools and reminders to register, research their ballots, and turn out to vote

**SERVED MORE THAN  
177M  
AD IMPRESSIONS** through voter engagement digital campaigns that sought to inoculate young voters from unprecedented, toxic election disinformation designed to undermine democracy





Our climate advocacy program rooted in the communities we serve has grown to more than 5,000 diverse young people and dozens of ACE Action Teams in our key states across the United States.

We provide Action Team members with the knowledge, tools, organizing resources, digital infrastructure, community, and fresh, impactful, locally replicable campaigns to fight for a climate-safe and just world.

Over the last year, ACE's Action Teams organized more than **115 actions and rallies** to call for climate emergency declarations, advance state- and federal-level climate policies, stop new fossil fuel infrastructure from being built in our communities, and enfranchise youth voters to more fully participate in our democracy.



ACE's Action Teams in Wisconsin took over the State Capitol calling on Governor Tony Evers to use executive power to **declare a climate emergency**. This action was part of ACE's **#NowOrNever** campaign with activities including a march and multiple sit-ins in the Capitol Rotunda.



ACE's Action Teams in North Carolina held a coordinated action focused on **Duke Energy's** Carbon Plan Hearing for North Carolina with an Action Team leader delivering testimony before the North Carolina Utility Commission.



Pennsylvania youth mobilized peers to use their powerful voices and votes to register and turnout in the lead up to the 2022 midterm elections, including registering peers at a Juneteenth event. ACE registered **14,000 youth voters** in Pennsylvania in 2022 alone.



# INFLUENCE



Leslee, (they/she) is an activist in Minneapolis, Minnesota working to combat the pollution caused by fossil fuel infrastructure in her community. "We see environmental racism in our community every day. We start seeing all of these different facilities that are intentionally here to pollute us and that's not fair."





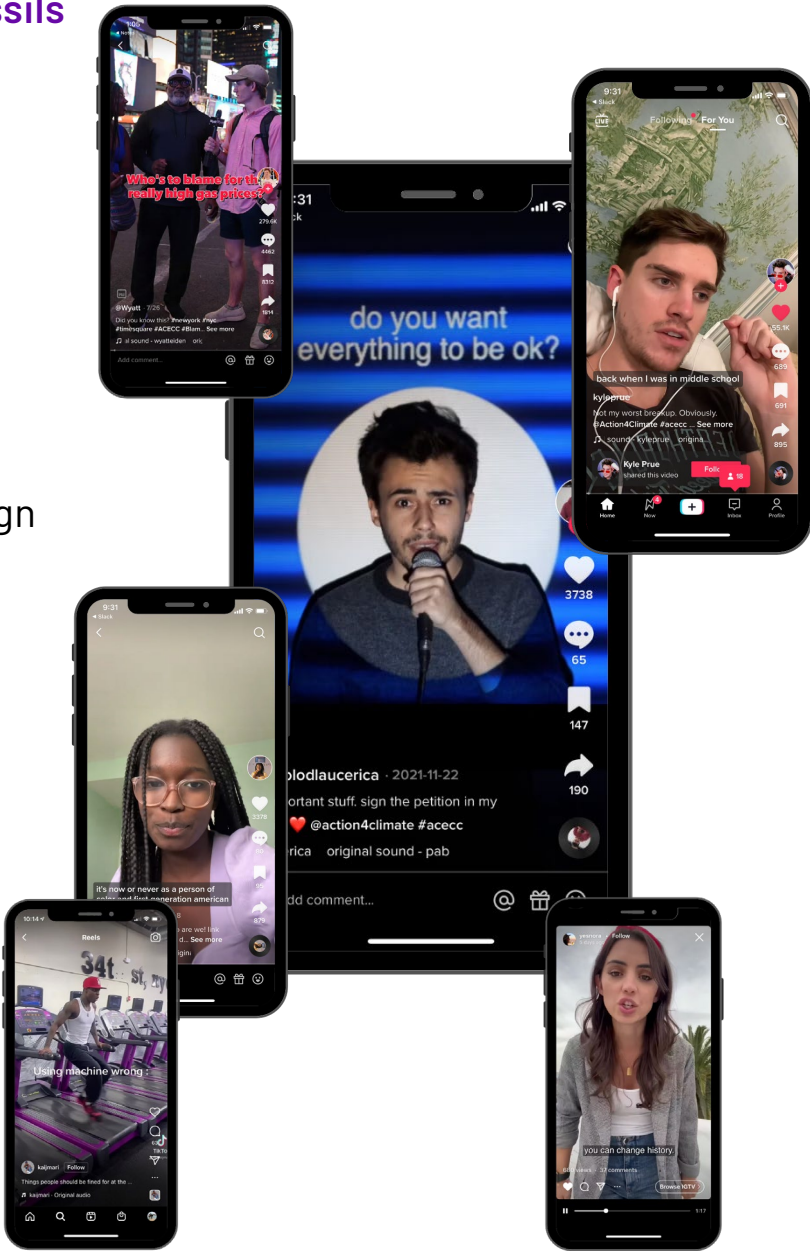
Nearly \$1 billion is spent annually by dark money groups on climate disinformation campaigns to sow confusion and delay action. In response, ACE deploys dozens of media campaigns that reach tens of millions of people annually—with a goal to reach outside of the climate movement echo chamber.

Over the past year, ACE has become a global leader in the new media space with the launch and expansion of the Creator Collective, an owned influencer network of 7,900 young social creators on TikTok, Instagram, YouTube and other well-known social platforms with a combined reach of 165 million people.

During 2022, we redirected over \$1.5 million in media dollars away from social media corporations complicit in climate disinformation and toward hundreds of ACE’s social influencers.

We are deploying the Creator Collective’s nimble persuasion power to catalyze IRA implementation, stop new oil and gas expansion in the Gulf South, toxify the gas industry, work to curb global methane emissions, support the advancement of state-based 100% renewable energy legislation, and more.

- **#BlameBigOil** in the U.S. and **#NotEnergizedByFossils** in the UK and Europe helped to combat rampant disinformation about who is to blame for rising gas prices. **TOTAL REACH: 9.4 MILLION**
- **#BreakUpWithGas** fought common disinformation themes related to the failure of the gas-powered grid in Texas during Winter Storm Uri. The campaign was recognized by the Climate Advocacy Lab as a critical model to drive climate action. **TOTAL REACH: 8.9 MILLION**
- **#ChaseAwayFossilFuels** exposed the finance industry’s role in fossil fuel investments. **TOTAL REACH: 6.3 MILLION**







ACE's new 501(c)(4), **Climate Emergency Advocates**, launched a series of campaigns to advance climate and clean energy legislation, hold elected leaders and corporations accountable for their role in climate destruction, and elect climate champions.

Looking ahead, CEA is working to stop oil and gas expansion in the Gulf Coast and Ohio River Valley by building youth participation in local elections and holding elected officials and utilities accountable to their constituents.

Finally, our 2023 IRA Implementation Accelerator program will work to ensure swift adoption of the IRA, especially for frontline communities disproportionately impacted by fossil fuel expansion and the climate emergency.



- Mobilized hundreds of thousands of young people to advance the biggest climate legislation in history—the **INFLATION REDUCTION ACT**.
- Advocated for a ruling from the Public Service Commission of Wisconsin to clarify third party **SOLAR LAWS**.
- Engaged thousands of young voters in Portsmouth, Ohio in support of **COMMUNITY CHOICE AGGREGATION** on the ballot.
- Reached over five million California voters in support of **PROPOSITION 30**, one of the boldest climate initiatives on the ballot.





A youth delegation represented ACE at COP27 in Sharm el-Sheikh, working with global partners to identify and shutdown disinformation, amplify youth voices from the Global South, and report back to peers in the US.

Earlier in 2022, ACE deployed the Creator Collective network to build on our successful #BreakUpWithGas campaign to target the Royal Bank of Canada for their investments in the Coastal Gas Link pipeline transporting liquified natural gas (LNG) to coastal British Columbia.

We similarly launched the #NotEnergizedByFossils campaign as a global initiative focused on the US and UK redirecting blame for rising energy and food prices on the fossil fuel companies who are raking in record profits while families who were already economically oppressed are being hit the hardest.





# ORGANIZATIONAL GROWTH



Remi, (she/her) and Gavi, (she/her) are sisters and cofounders of Zumwalt Acres, a regenerative agriculture community working to develop a model of land stewardship in Illinois that is ecologically sustainable, social responsible, and rooted in Jewish values. Together, they are fostering community with other young people to address the climate crisis from their own backyard. “We’re really working to create a future that we want to see as young people — a future that is communal, and resilient, and one that is actively combatting the climate crisis.”



## ORGANIZATIONAL GROWTH

Thanks to the generous support of ACE's funders and partners, ACE has grown fivefold in size and impact since 2019. Driven by the reality that we are in the final decade to avert climate disaster, ACE is acting boldly to meet this moment. We are seeking investment partners to grow the organization's annual revenue from \$10M to \$15M by June 2023, and to \$21M by June 2024. There is no better investment than the nexus of young people, climate and democracy—and there is no better time to invest than now.

Thank you for your tremendous support to make the impact throughout this report possible. We couldn't do this work without you.







## GET INVOLVED

### Donate to ACE

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♥ [acespace.org/donate](https://acespace.org/donate)

### Learn More

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