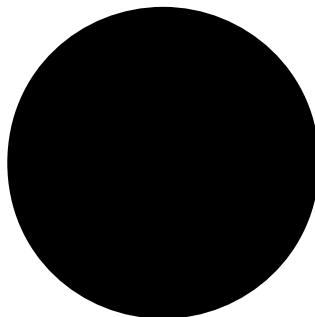
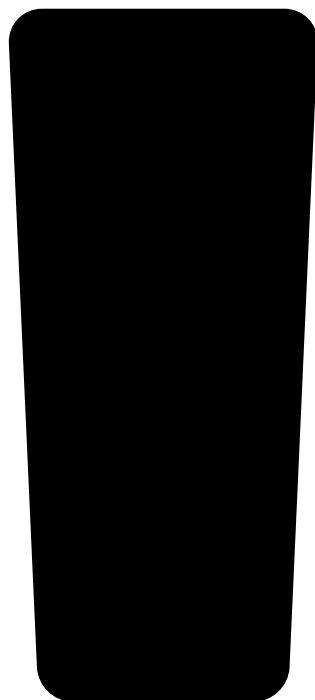
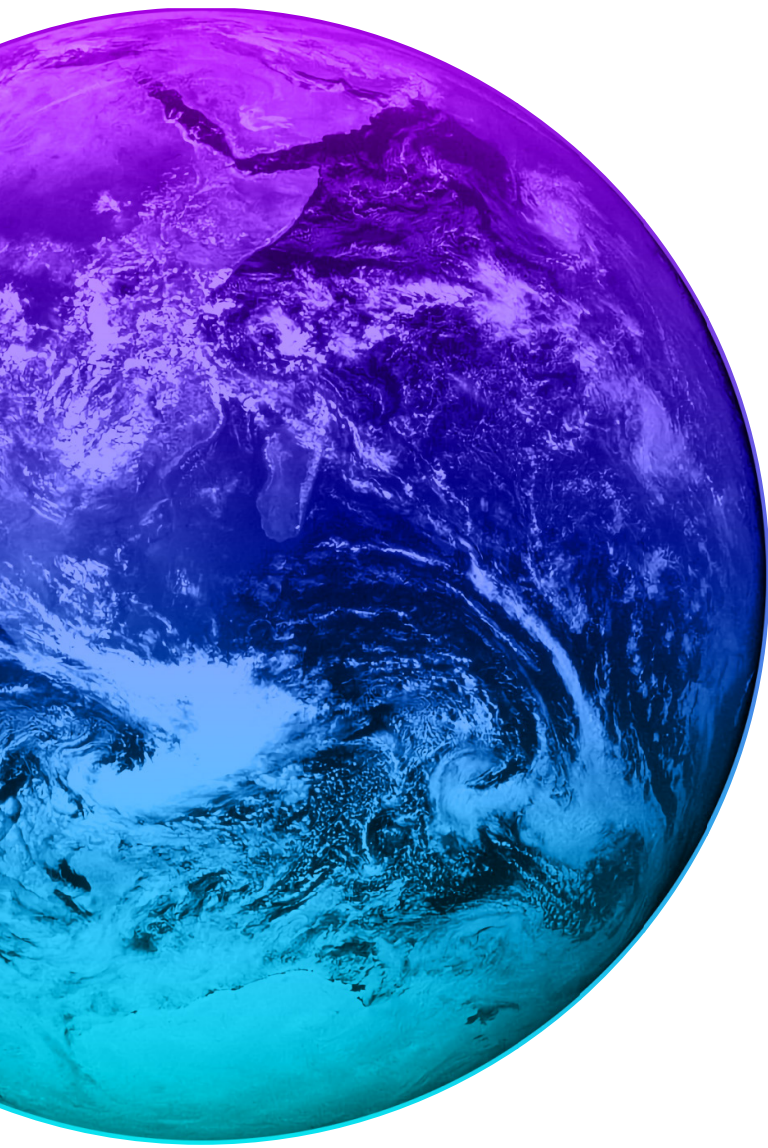




**2023 ANNUAL REPORT**



## LETTER FROM OUR EXECUTIVE DIRECTOR

Dear Friends,

As 2023 comes to a close and I reflect on all that we achieved together over the last year, one thing comes to mind—2023 was nothing short of monumental. The stakes couldn't be higher. The climate disinformation machine is in overdrive, fueled by billions of dollars annually by the fossil fuel industry. The Inflation Reduction Act—the boldest piece of climate policy in US history—is at risk of road-blocking and repeal. And we know that 2024 will be a defining year for this country. As we look to the year ahead, we're leaving nothing on the table.

To meet this moment and guided by our **ambitious 2021-2024 strategic plan**, ACE has leveled up every aspect of our work at the nexus of young people, strategic digital communications, policy advocacy, and civic engagement. With your support over the course of 2023, we have:

- Scaled the ACE Inflation Reduction Act (IRA) Accelerator to engage and **persuade 25 million** of the hardest to reach communities (e.g. rural, conservative and moderate) to see decarbonization as a benefit to them.
- Inoculated **99 million Americans** from Big Oil's \$1 billion disinformation machine through our award-winning climate education and strategic digital media initiatives.
- Grew our Youth Action Network to over **1.1 million young advocates** who took hundreds of thousands of actions to advance key climate policies and to expand the electorate with a new wave of diverse youth voters.
- Mobilized **hundreds of thousands of voters** to turn out in down ballot races.

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. I hope you enjoy the report that follows and that you'll join us as we set a laser-focus on running our biggest and most effective voter engagement program yet in 2024 and double down on scaling our IRA Accelerator in the year ahead.

Looking forward,



Leah

# 2<sup>ND</sup> YEAR IMPACT

In the second 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 **220 million** digital ad impressions
- ✓ Reached **99M people** with ACE campaigns
- ✓ Educated **3.1M students** about the climate emergency
- ✓ Completed **19 message testing and research studies**



## ACTION

- ✓ Grew ACE membership to **1.1M+ youth advocates**
- ✓ Empowered youth to take **over 700,000 actions**
- ✓ Trained **55 ACE Action Teams** with hundreds of youth members
- ✓ Mobilized **over 1.1M voters** in the lead up to local elections



## INFLUENCE

- ✓ Scaled the IRA Accelerator to engage **25M** of our nation's hardest to reach communities
- ✓ Helped pass the **100% Clean Energy Bill** in Minnesota
- ✓ Mobilized youth voters to make their voices heard in the Wisconsin Supreme Court race
- ✓ Educated Ohio youth about a ballot initiative on democracy



# EDUCATION



Natalie (she/her), is a young activist fighting against fossil fuel development in Pennsylvania's Ohio River Valley. A Shell ethane cracker plant in rural Beaver County has already blown through several air pollution limits, locking the local air quality on red level every day. "We all deserve to live in a community where every person can drink clean water and breathe clean air".





The disinformation machine is in overdrive—deliberately misinforming the public and delaying climate action by attacking historic clean energy investments and selling fossil fuel projects. And they are increasingly targeting teens. Groups like PragerU are injecting their anti-climate agenda into school curricula and reaching 1 billion viewers annually.

ACE works at scale to stand between the fossil fuel industry’s disinformation machine and our nation’s young people. We are acting quickly to confront disinformation, inoculate teens, educate a generation, and empower youth to convert knowledge into action.

We educate teens on the science, impacts, and solutions of the climate emergency through ACE’s flagship digital and in-person climate education program and our suite of unparalleled, award-winning climate education resources—including a micro-video series proven to have a messaging persuasion lift of up to 25 percent.



3.1M

**U.S. YOUNG PEOPLE EDUCATED**  
in person and online via our flagship climate education program, [Our Climate Our Future](#)

40k

**TEACHERS ENGAGED**  
via the ACE Teacher Network

\$0.02

**PER STUDENT REACHED**  
via Our Climate Our Future online



# ACTION



Kami (she/her), is a young person using their voice to fight against fossil fuel and liquified natural gas (LNG) development in Louisiana and along the Gulf Coast. LNG facilities continue their unfettered expansion, disproportionately and deliberately plaguing low-income and communities of color and outright ignoring the resistance of local residents.





At ACE, we see building diverse youth voter engagement as foundational to democracy

We are mobilizing youth to make their voices heard in elections up and down the ballot from national races to state Supreme Courts, City Councils, County Commissioners, Port Commissioners, and Public Utility Commission elections. In 2023, we registered and turned out young voters in the lead up to local races in North Carolina, Pennsylvania, the Wisconsin Supreme Court race, and educated our network in Ohio on the Issue 1 special election, a ballot initiative on democracy.

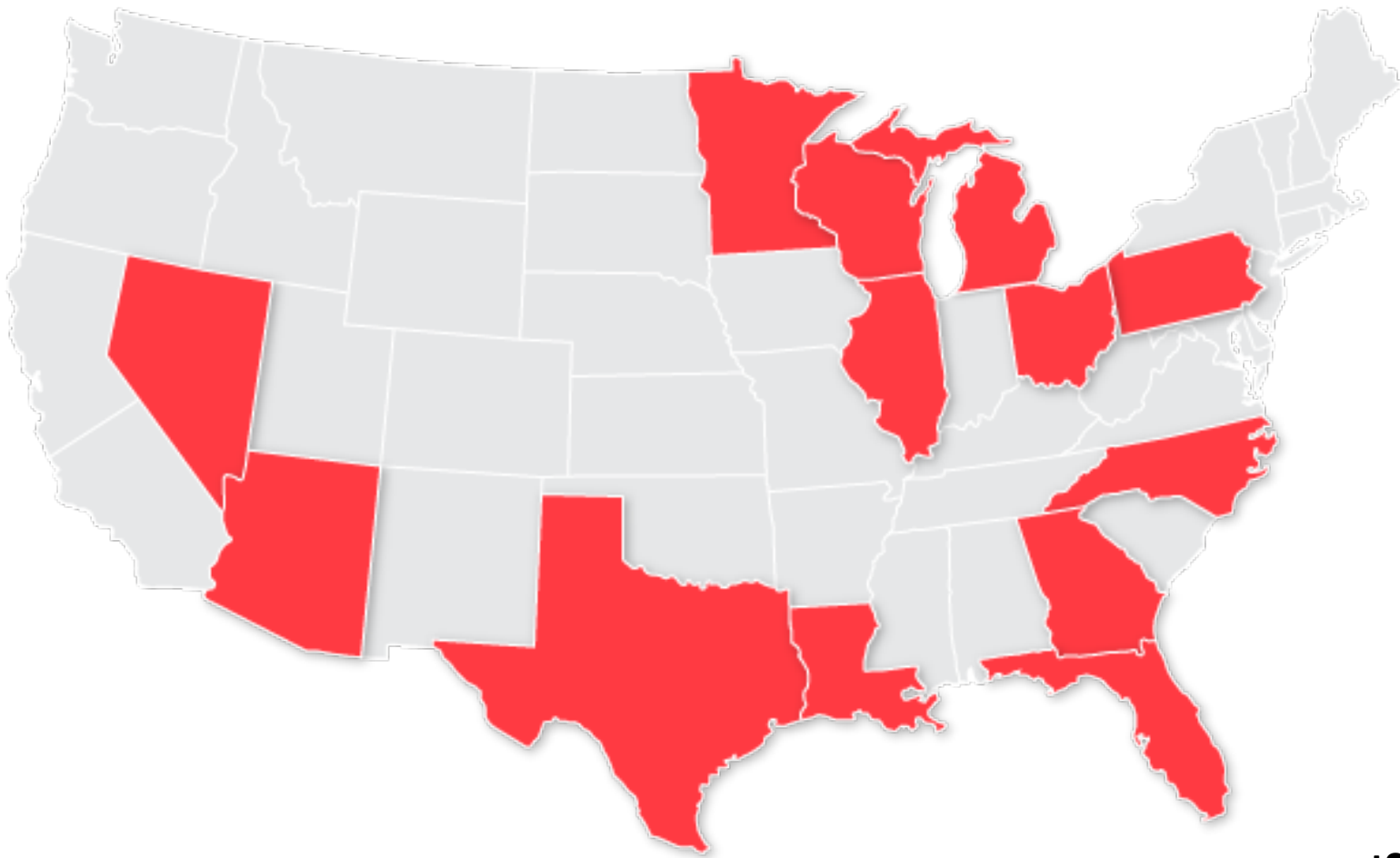
We now have our sights set on 2024. With young people expected to comprise a historic 40% of the electorate, we are building the power and momentum of the youth vote with plans to run our biggest voter engagement and turnout campaign to date.

In Ohio for example, we turned out youth to vote on Issue 1, a ballot initiative on democracy. We successfully:

- Reached nearly **150K** Ohio voters via **450K** ad impressions;
- Mobilized our **35K** Ohio Youth Action Network members;
- Held **youth-led events** across the Cleveland area; and
- **Amplified youth voices** to educate peers about Issue 1.



We are making critical investments today nationally and in our field states below to run our biggest voter engagement program yet in 2024.







ACE has trained hundreds of young leaders rooted in deep organizing in our key states across the U.S. Over the last year, ACE's members have taken hundreds of thousands of live and digital actions toward our core campaign strategies to:

#### **Accelerate the Clean Energy Transition by:**

- Protecting and accelerating the historic climate investments of the IRA, and ensuring its swift and equitable implementation, especially for frontline communities and under-reached populations in rural communities.
- Advancing other pro-climate policies, legislation and permitting at the state- and regional-levels.

#### **Stop New Fossil Fuel Industry Expansion by:**

- Targeting facility buildout in the Midwest, Gulf South and Ohio River Valley through actions that educate local communities about the health dangers of these facilities, the greed of the industry, and its impacts on our collective prosperity.



Youth activists in **Wisconsin** spearheaded an event to oppose the toxic Line 5 pipeline. After a community event gathering over 170 signatures, ACE youth marched to the State Capitol and Department of Natural Resources offices where they held a press conference to urge leaders to say no to the oil pipeline permits.



Youth leaders in **Texas** joined with local partners to organize an action with hundreds of attendees calling on the EPA to hold the Texas Railroad Commission accountable to its oversight responsibilities of LNG facilities in Gulf Coast communities.



ACE's **Minnesota** Youth Action Network of 13,200+ youth climate activists celebrated the passage of the historic 100 percent Clean Energy Bill. The bill passed by just one vote, 34 yays to 33 nays—an illustration of how powerful young people's voices are in calling on elected leaders to advance meaningful climate solutions.



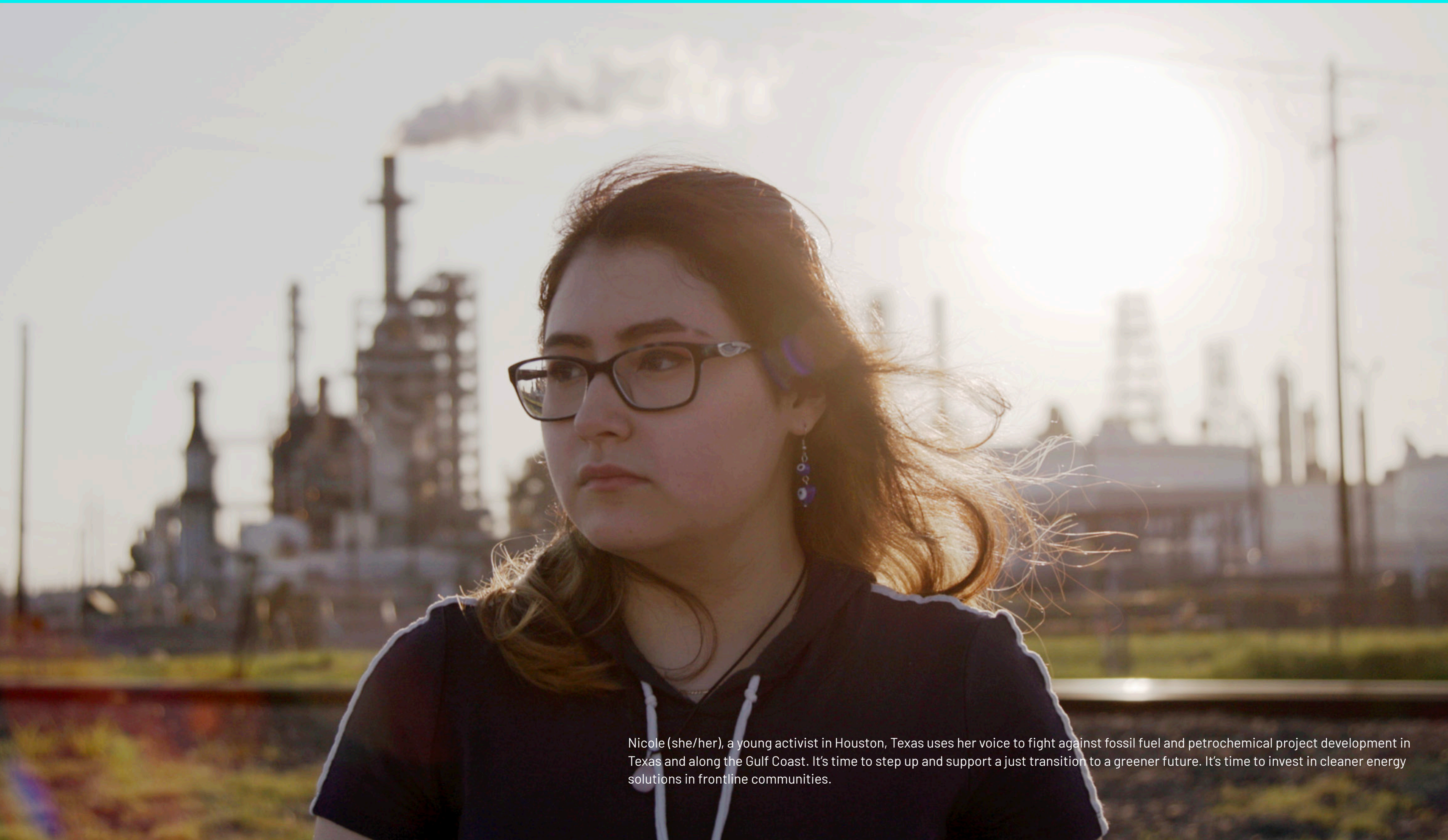
# INFLUENCE



ACE youth join over 75,000 people in New York City in the March to End Fossil Fuels.



# INFLUENCE



Nicole (she/her), a young activist in Houston, Texas uses her voice to fight against fossil fuel and petrochemical project development in Texas and along the Gulf Coast. It's time to step up and support a just transition to a greener future. It's time to invest in cleaner energy solutions in frontline communities.





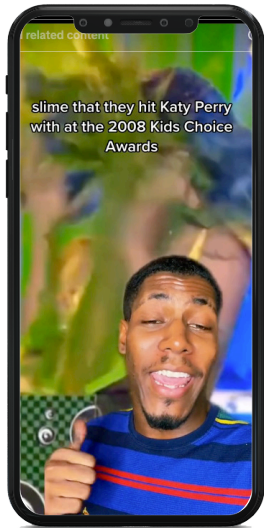
In order to secure climate wins at the scale and urgency required, we have to build our base beyond the traditional climate movement silos perpetuated by social media algorithms. ACE deploys a two-pronged approach to reach both inside and outside the climate movement echo chamber to socialize, soften the ground, and accelerate climate solutions.

Over the past year, ACE has deployed dozens of new media campaigns that reach tens of millions of people annually to catalyze IRA implementation, stop new oil and gas expansion from the Gulf South to the Ohio River Valley, toxify the gas industry, support the advancement of state-based 100% renewable energy legislation, and expose greedy utility companies and big bank fossil fuel financiers.

We have proven and refined winning and trusted messages with target audiences—including youth, rural and agricultural communities, and moderates. Through over a dozen randomized controlled trials of our campaigns we have proven up to a 46 percent persuasion lift of our clean energy messaging.

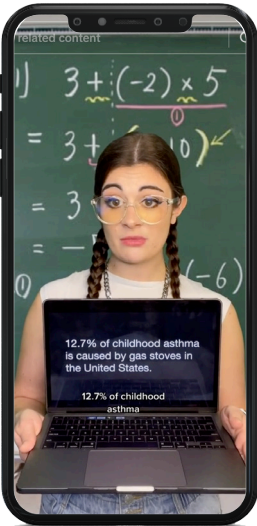
Our winning persuasion campaigns include for example:

**#GettingCleanFromGas** reached 8.3+ million people—exposing Southwest Gas’s lobbying efforts to stop bans or restrictions on fossil gas in Arizona and Nevada. Newly, we are expanding this persuasive campaign to educate Oregonians about NW Natural’s use of ratepayer funding to oppose climate solutions in the state.

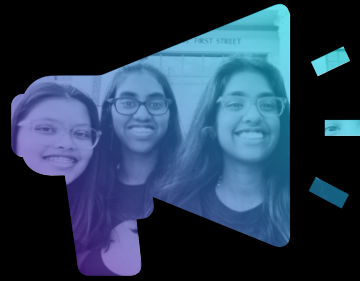


**#NoMoreLNGExportExpansion** measurably educated and persuaded **nearly 24 million people**, including Texas residents of the harmful consequences of LNG production—particularly linking LNG terminals to local power-grid instability and high energy prices.

**#TakingADeepDive** continues to produce new viral content, reaching **17+ million people** to date to educate, popularize and socialize the historic Inflation Reduction Act (IRA) among hard-to-reach audiences—including in rural and agricultural communities and from moderate/conservative backgrounds—to protect and accelerate its transformative climate investments.







ACE's 501(c)(4) affiliate, Climate Emergency Advocates, advanced and protected historic climate and clean energy policy, mobilized youth voters in the lead up to local races, and defended democracy from attacks.

As we look to 2024, we know that this year will go down in history as a defining year for U.S. democracy. Right now, reports are sounding the alarm on a disengaged youth electorate—this powerful voting bloc that decided major elections in the 2022 midterms and 2020 general are at risk of low voter turnout in 2024.

At the same time, Millennial and Gen Z voters are poised to make up 40 percent of the electorate in 2024 and have the potential to cast the deciding ballots in 2024 elections up and down the ballot. We will deploy the full force of all of our tools and resources—including 501(c)(4) advocacy to activate young climate voters this election cycle.

- Socialized and popularized the benefits of the boldest climate legislation in U.S. history—the **Inflation Reduction Act**—reaching 25 million people to date.
- As 2022 came to close, we mobilized youth voters to participate in **Louisiana's run-off election for the District 3 Public Service Commissioner**.
- Empowered thousands of young voters to make their voices heard in the **Wisconsin Supreme Court race**.
- Educated voters on **Ohio's Special Election** on Issue 1 a ballot initiative on democracy—with a historic 2.8 million people turning out this August.







ACE scaled our work to global audiences, expanding our education resources to new audiences and running effective campaigns to accelerate decarbonized energy and stop new fossil fuel development. ACE adapted our award-winning Our Climate Our Future education resources to be able to reach tens of millions of students in India as a new global education market.

In response to fossil fuel lobbying efforts to use the G7 Ministerial Meetings as a platform to expand LNG efforts, ACE rapidly mobilized our network to demand that President Biden say no to LNG exports. We reached 20 million people through earned media, 9 million people via creator content and digital ads, launched a press conference at the White House, and generated 5,300 calls to President Biden.

In September, ACE youth descended on New York City for a mass mobilization to End the Era of Fossil Fuels to pressure international leaders in the lead up to the UN Climate Week meetings. In December, a youth delegation is traveling to the United Arab Emirates to represent ACE at the COP 28 convenings to connect with and elevate global youth voices of the climate movement.





# ORGANIZATIONAL GROWTH



Annabel (she/her), a youth activist outside of Tucson, Arizona advocates for climate legislation including the Inflation Reduction Act so she and her community can benefit from the renewable revolution.



## ORGANIZATIONAL GROWTH



Thanks to the generous support of ACE's committed community of funders and partners, ACE has had transformative growth—expanding **our size and impact by 6x** since 2019. In 2024 we are leaving nothing on the table. 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 \$12M to \$17M by June 2024. There is no better investment than the nexus of young people, strategic digital communications, policy advocacy, and civic engagement—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

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