

**ACE**

Action for the  
Climate Emergency



**2024 ANNUAL REPORT**

# IT'S BEEN A YEAR OF PROFOUND PROGRESS AND SOBERING SETBACKS.



This moment is undeniably sobering—but it's far from the end. And, if there's one thing I've learned over my more than 15 years in this work, it's that climate progress is not an all-or-nothing outcome. **Every incremental step toward a zero-carbon economy literally saves lives.**

So, as we prepare to enter a new year, our eyes at ACE are wide open. We will launch a new 5-year strategic plan in early 2025 with the full understanding that its implementation will happen almost entirely within a second Trump term—as we won't inaugurate another president until nearly the end of the decade. **The question is: how will we step up to accelerate the energy transition to save time?**

At ACE, we're simply not interested in words like impossibility or futility. Instead, we choose to focus on possibility and how we might have the most utility—right now. We choose to focus on what unique

and critical role we might play as an organization over the next five years to save time.

**This year was our biggest year yet.** We more than doubled our revenue year-over-year and generated more measurable impact in 2024 than we have since our inception. How? **We reached beyond what we could grasp. And that's what we all must do now.**

This time is different. We aren't surprised. We've been planning and plotting for years for this moment. As we begin to look at 2024 in the rearview, we take pride in all that we achieved to help advance the deployment of utility-scale renewables in rural America, accelerate the phase-out of fossil fuels and the flow of public money that supports them, and increase diverse participation in our democracy by reaching millions of our nation's youngest voters.

Thank you for being a part of our shared mission and stay tuned for our 2030 Strategic Plan. **Together, we will realize a vision for a climate-safe future for all.**

**The next chapter begins now.**

Leah Qusba  
Chief Executive Officer





*Tom,  
Landowner,  
Kansas*

# WE MASSIVELY INCREASED LOCAL SUPPORT IN RURAL AMERICA TO BUILD UTILITY-SCALE RENEWABLES.

During times of federal gridlock, we go local. We go to the ground. Two months after the Inflation Reduction Act was signed into law, we launched the Clean Economy Accelerator to advance a clean economic agenda with audiences across the political spectrum, not just climate activists. Here's why:

- ➔ **Most renewable energy projects will be built in rural counties and approved by county or state commissions that aren't motivated by climate.** So, we recruit local landowners and leaders to share the economic benefits they've personally experienced as a result of utility-scale renewable development and we organize citizens to overturn restrictive ordinances, harmful bans and moratoria.
- ➔ **Most clean jobs will be filled by people who want to build a better life, not fight climate change.** That's why we connect Americans to real job opportunities in the clean economy and reach millions of future clean workers to share stories about how and why they transition careers.
- ➔ **We need millions of consumers to electrify, regardless of politics—and conservatives and moderates lag behind.** So we use sophisticated advertising and influencer marketing to make the benefits of electrifying clear and compelling.

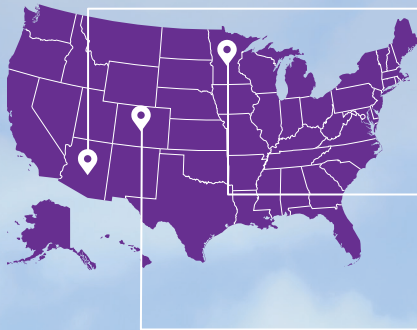
To realize the full vision of the Inflation Reduction Act, we must (1) play smart defense by protecting these wins and (2) mount a ferocious offense by supercharging our efforts to accelerate real carbon reductions.





# 2024 CLEAN ECONOMY ACCELERATOR HIGHLIGHTS

SUPPORTING AND EXPANDING THE IMPACTS OF THE INFLATION REDUCTION ACT.



KEY WIN

1

Mobilizing communities in Pinal County, Arizona, resulting in 4 new solar and storage projects

KEY WIN

2

Advancing permitting reform to realize clean energy goals in Minnesota

KEY WIN

3

Overtuning a solar moratorium in Mesa County, Colorado



**35M**

Americans engaged in the most critical clean energy communities across rural America



**4.5GW**

of clean power added to the grid with our support



**\$11M**

deployed to accelerate the clean economy



**18%**

average persuasion effect across all media interventions



*Bruce,  
Landowner,  
Wisconsin*

## WHILE CONTINUING TO ERODE THE SOCIAL LICENSE OF FOSSIL FUELS.

The global phase-out of fossil fuels is underway. The question for us all is: **How quickly will it happen?** There are major unknowns in the years ahead as we onshore manufacturing and build an unprecedented number of data centers to advance generative AI.

**We simply cannot backslide.** We celebrated a huge victory as ACE and our partners, led by frontline communities in the Gulf South, convinced the Biden Administration to pause LNG export terminal development this year, and we are actively working to make it harder for the Trump Administration to roll these protections back.

One promising strategy is our collective work to assign climate damages to the fossil fuel industry

through strategic litigation and “Make Polluters Pay” legislation—like Vermont’s new law and the bill waiting to be signed by Governor Hochul in New York. We joined coalition efforts to call on Vermont Governor Scott to unlock the nation’s first Climate Superfund Act. At this year’s climate week, ACE activists and partners hand-delivered thousands of petitions demanding NY Governor Hochul to do the same.

**We will double down on strategies to halt new projects,** stop the flow of public money to fossil fuel corporations on the backs of taxpayers, hold utilities accountable for prices and reliability and continue our work to further erode the social license of the industry to pollute.







## WE SERVED HUNDREDS OF MILLIONS OF ADS THIS YEAR AND ARE SHIFTING THE NARRATIVE AT SCALE.

If we have a secret weapon, it's this: **we understand marketing science**. Whether you want to reach young people to register to vote or convince a rural resident that wind can revitalize their community, broadcast is no longer in the lead. **You need TikTok, YouTube, Instagram and Facebook** (or whatever the new thing is by the time you're reading this) and you need to understand how to be authentic, targeted and viral. **You need sophisticated 360-degree marketing programs** that create surround sound for their

audience, whether driving to work, streaming their favorite podcast or waiting for the bus to campus.

**We were the first climate organization to build a creator community at scale** in which we partner with influencers to reach audiences that already trust them with our advocacy messages. Our network of 8,500 influencers has achieved over 100 million organic views, while our community's best individual videos regularly reach audiences in the millions.



## **WE INCREASED DIVERSE PARTICIPATION IN OUR DEMOCRACY WITH OUR NATION'S YOUNGEST VOTERS.**

We left it all on the table in 2024 to increase participation in our democracy and ran the biggest voter engagement program in our organization's history.

**In total, more than 75 million voters were touched by our programs in 2024 and we registered a record 132,000 voters across the country.** Our staff, canvassers and volunteers reached our nation's youngest and most marginalized voters. We organized on college campuses, knocked on hundreds of thousands of doors and canvassed in high-traffic areas.

Civic engagement isn't something we do every two years. It's a year-round set of programs to expand our democracy and increase participation up and down the ballot. Looking ahead to 2025 and 2026, we are laser-focused on nonpartisan work to increase participation in down-ballot elections in counties, townships and state public utility commissions where the fate of the energy transition will be decided.



# 2024 DEMOCRACY PROGRAM HIGHLIGHTS

## BUILDING DIVERSE YOUTH PARTICIPATION IN DEMOCRACY.



**132K**

Voters registered



**162M**

Ads served to touch 75 million voters



**420K**

Pieces of mail sent to voters in AZ, MI, MT, PA WI

**64**

Campus fellows trained and deployed on 40 campuses



**160K**

Doors knocked



**3.7M**

Messages sent to young voters



**6**

Field offices across 5 states: GA, MN, NC, PA, WI



## AND, WE CONTINUED TO EXPAND OUR WORK ON THE GLOBAL STAGE.

Record-breaking climate disasters, rampant climate disinformation, a disengaged electorate, the clean energy deployment gap, soaring home energy costs-- these are not just US problems. **We expanded our work into key global markets last year and built our first in-country teams in 2024.**

**In India**, where climate concern is high but climate literacy is low, our small pilot program reached 10M people on the subcontinent with critical media interventions that connect climate to its main driver: fossil fuels.

**In Brazil**, we've launched campaigns to fill the critical gap in the clean energy workforce, position wind and green hydrogen as points of national pride and accelerate demand for electric transportation.

**In South Africa**, we're popularizing the government's Just Energy Transition Plan (JETP) to decarbonize the power sector, increase reliability for consumers and prepare a new generation for the clean energy workforce.

**In the UK**, we're eroding the social license of the gas industry, elevating stories of rising energy costs and running campaigns to popularize the economic opportunities of the energy transition for communities often left behind.

We are partnering deeply with a growing ecosystem of practitioners, strategic communicators, clean energy companies, pro-renewable industry groups and unlikely collaborators aligning to reach audiences that the mainstream climate movement has often forgotten.





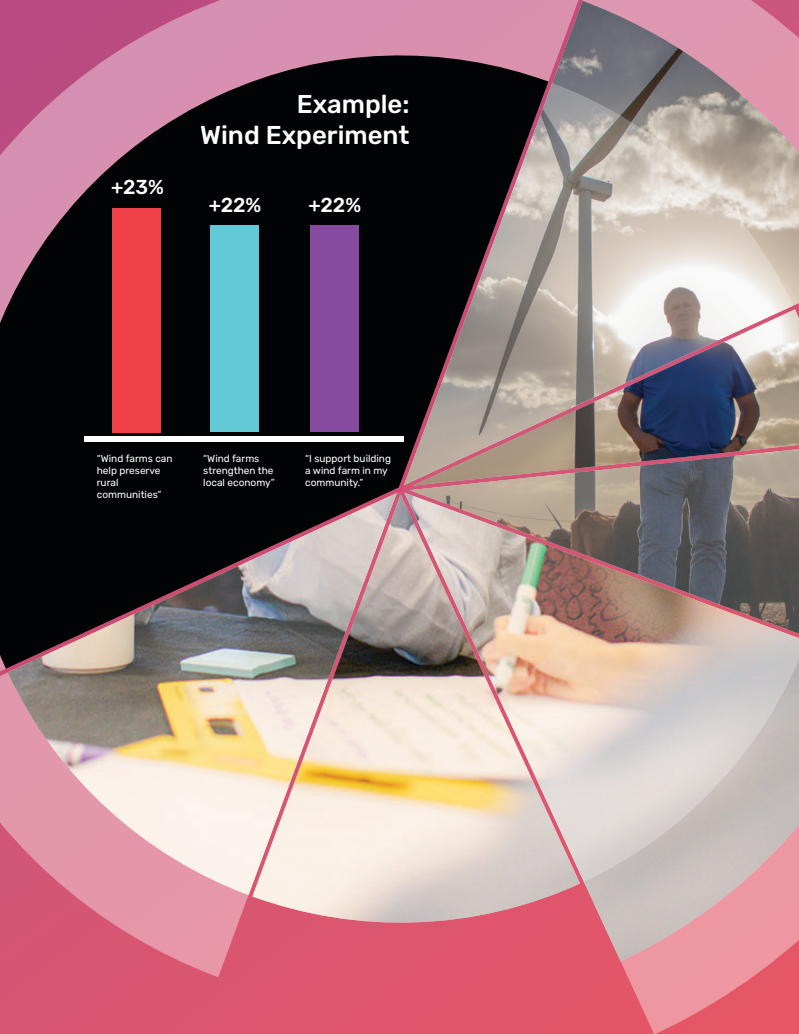
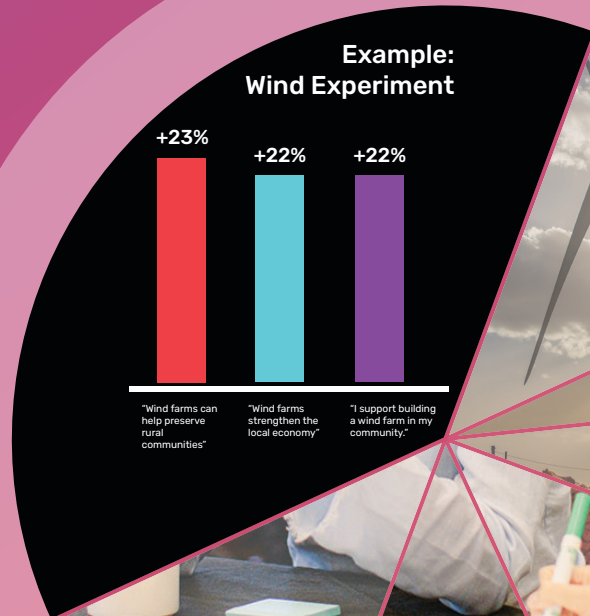
# WE KNOW WHAT WORKS. BECAUSE EVERYTHING WE DO IS EMPIRICALLY TESTED.



**Our work works because we're fanatical about testing everything—early and often.**

The ACE Research Lab, led by Head of Research and Experimentation LeeAnn Sangalang, PhD, has completed 75 studies since 2022. LeeAnn and her team have conducted dozens of randomized controlled trials, the gold standard of research, with 307,000 participants across nearly 200 interventions.

Our Lab allows us to remain nimble, learn quickly, pour our investments into the most effective interventions and let go of things that aren't serving us.





## **WE HOPE YOU'LL STAY ON THIS JOURNEY WITH US— OR JOIN US IF YOU'RE JUST ARRIVING.**

In the last 5 years, we've grown tenfold because our supporters believe in what we're doing. We're deeply grateful, but the next chapter is just starting and we have a long road ahead to 2030.

**In 2025, we expect to dramatically expand our impact.**

If you care about:

- ✓ Accelerating the build-out of utility-scale renewables in rural America
- ✓ Increasing participation in down-ballot elections
- ✓ Halting new fossil fuel projects and stopping subsidies
- ✓ Accelerating the uptake of consumer electrification globally
- ✓ Removing the social license of fossil fuels around the world

Let's change the world together by building a climate-safe economy that will meet the needs of the generations that follow us.





**PROTECT OUR  
CLEAN ENERGY  
FUTURE**



*Leilina Patel,  
ACE Board Member*

# ACE'S HISTORY

**2008** | ACE is founded as the Alliance for Climate Education

**2011** | We reach our millionth student via innovative in-person climate education assemblies that blend custom animation, storytelling and live presenters

**2012** | We begin building a Youth Action Network of engaged young people

| We begin building our digital and communications muscle

| We win the George Mason Climate Communicator of the Year Award

**2014** | We create a youth leadership program and train thousands of young climate leaders to advocate in their communities

| We further hone our digital media skills

**2015** | We launch a digital version of our education program Our Climate Our Future to reach millions more young people

| We launch our first storytelling and digital advertising campaigns in-house

| We win the White House Champions of Change Award for Climate Literacy

**2018** | We expand our mission to build diverse youth participation in democracy

| We build a best-in-class communications and digital team



**2020**

We reach 3.8 million young voters and register more than 100,000 young people

We launch the Creator Collective, partnering with influencers to amplify our campaign messages on social media

We win the Analyst Institute Expy Award for a relational voter turnout experiment

**2021**

We become Action for the Climate Emergency as education becomes just one initiative among other flagship programs

We found Climate Emergency Advocates (CEA), our sister 501c(4) organization, which works to influence climate and clean energy policy

The Creator Collective quickly grows to 3,500 participants

**2022**

We run the largest nonpartisan voter registration program of any youth or climate group in the US

We launch the Clean Economy Accelerator, now an \$11M program to rapidly accelerate the implementation of landmark climate legislation in rural America and with audiences the mainstream climate movement has left behind

We serve our billionth ad

**2023**

The Creator Collective doubles in size

We take our programs global—expanding campaigns into Brazil, UK, Africa and India

We serve 300 million ads to 99 million people in one year

ACE officially grows 10x in size since 2019

We win a Silver Anthem Award for Best Use of Technology for our machine learning tech that helps fight disinformation online

**2024**

We surpass a \$20M budget for the first time, allowing us to vastly scale our impact

We register more than 132,000 incremental voters and knock over 160,000 doors to get out the vote

We support dozens of campaigns that help build more than 4.5GW of renewables across rural America

We win a Gold Anthem Award for Best Strategy for our Superbowl EV commercials

We engage more than 35 million people in the most critical clean energy communities in the US with our innovative media interventions



*Vicki & Drew,  
Landowners,  
Oklahoma*

## **VOICES WE AMPLIFIED & STORIES WE TOLD**



*Melanie,  
Landowner,  
Ohio*



*Kalālapa,  
Climate Litigation Plaintiff,  
Hawaii*



*Lee,  
Landowner,  
Oklahoma*



*Shelly,  
Landowner,  
Wisconsin*



*Amiyah,  
Campus Field Fellow,  
Pennsylvania*



*TeJah,  
Campus Field Fellow,  
North Carolina*



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