



ANNUAL REPORT

2017-2018



ALLIANCE FOR
CLIMATE EDUCATION



LETTER FROM OUR EXECUTIVE DIRECTOR

MATT LAPPÉ

The 2017-18 school year saw the culmination of an intense period of organizational change and restructuring for ACE. We launched a new strategic plan in the first half of 2017, the product of extensive stakeholder consultations with youth, movement partners, funders, and supporters. This process challenged us to carefully consider where we were investing time and resources, and ask hard questions about whether we needed to change course. Our goal was to get clear about the tactics that will maximize ACE's impact as we face up to the dire realities of the climate crisis.

In this light, a core component of our planning included a systematic geographic analysis that identified the places across the country where ACE believes it can have the most impact. These are the key states and communities that are facing the greatest risks from climate change, that have relatively low levels of engagement on the issue, and where young people are best positioned to influence climate and energy policy. The map on page 4 shows our new geographic priorities.

In the pages that follow, we share our strategy in more detail, describing how we will approach the work of building the youth climate movement in these key regions. We also share the progress we have already made in implementing this agenda over the past year,

which includes innovations in climate education, youth-driven advocacy campaigns, and lifting up stories about young leaders in order to inspire others to take action.

Our top accomplishments over the past year include refreshing ACE's climate education program, Our Climate Our Future, and scaling delivery to reach almost 500,000 youth. We also stepped up our campaign work, engaging members of our Youth Action Network in 50+ national and local calls-to-action. Notably, many of these actions supported young people to make connections between climate change and other social justice issues, such as global migration patterns and the challenges that frontline communities face like disproportionate health impacts. Indeed, fostering solidarity across movements will continue to be vital in the coming years.

I am proud of what we achieved in this year of transition and change, and feel confident that we are poised to support young people in the most effective way possible. We are grateful to all the donors and allies who have joined us on this journey. Thank you for standing with ACE and with young people as we take on the most pressing challenge of our time.

Executive Director

ACE'S NEW

STRATEGIC PLAN

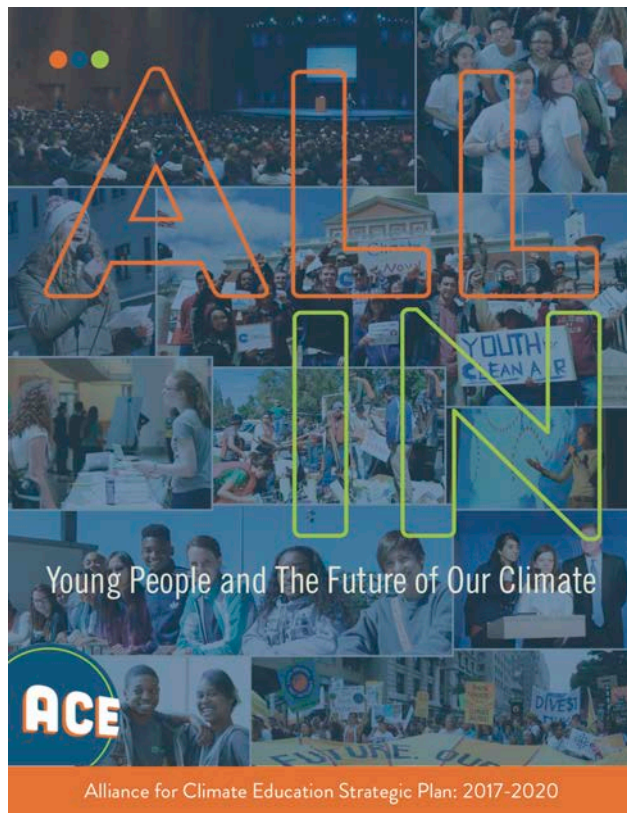
In early 2017, ACE launched its first-ever Strategic Plan, “All In: Young People and the Future of Our Climate.” To create this plan, we engaged over 50 stakeholders in consultations, including high school students, educators, scientists, funders, and partners. The plan will guide ACE’s work through 2020 in three major program areas:

EDUCATE A GENERATION

ACE will scale and build on [Our Climate Our Future](#), our online, multimedia climate education experience modeled after the award-winning ACE Assembly. We will create innovative supporting classroom resources like integrated lesson plans and dynamic live stream events, and provide professional development opportunities for teachers, including how to counter climate misinformation in the classroom.

ELEVATE YOUTH INFLUENCE

ACE will train youth with the knowledge and skills to be capable climate leaders. We will expand the ACE Action Fellowship to the national level, at the same time as we continue to operate local chapters in key cities. ACE will also increase the size and strength of its Youth Action Network, creating the largest youth-focused climate network in the country. Building on past success in running virtual climate action campaigns, we will broadcast calls-to-action in response to emerging opportunities at the regional and national level.



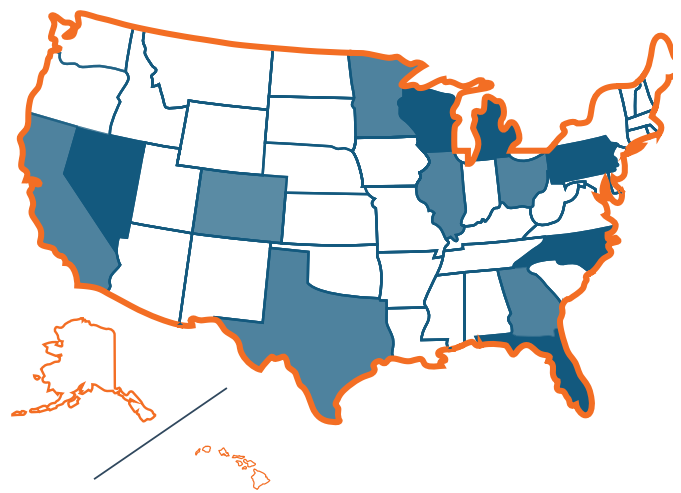
**CLIMATE CHANGE MATTERS TO ME
BECAUSE I STRONGLY BELIEVE THAT IT IS
OUR MORAL DUTY KEEP OUR PLANET CLEAN
FOR FUTURE GENERATIONS TO LIVE SAFE
AND HEALTHY LIVES.**

*- Ananya Seelam, ACE Fellow
Enloe High School, NC*



CREATE A NEW NARRATIVE

Core to ACE’s education and engagement work is telling authentic stories of young people. The fresh perspective youth bring is critical in shifting the public narrative around climate change from doom and despair, to hope and grounded action. Climate change is too often framed in terms that are either hyper-politicized or overly technical. Both tend to shut people down. Storytelling is the most effective strategy to shift the narrative in a way that helps youth relate, care, and respond. ACE will use visual storytelling to inspire and activate thousands of young people across the country.



ACE’s new priority geographies

2017-18 SCHOOL YEAR IMPACT

475k

Students educated with
Our Climate Our Future

16k

Teachers supported to
teach climate science

195k

Actions taken by Members of the
ACE Youth Action Network

ALL-TIME IMPACT

2.6M

Students educated about
climate change, sparking
student action nationwide

280k

Members of
Youth Action Network
in all 50 states

1M

Actions taken
by ACE youth

“ SO HAPPY TO HAVE FOUND YOU ALL AS A RESOURCE. WHAT AN IMPORTANT TIME TO BE TEACHING CLIMATE CHANGE AND HELPING OUR FUTURE GENERATION UNDERSTAND THE SCIENCE BEHIND SO MUCH OF WHAT IS HAPPENING IN OUR WORLD TODAY. LOOK FORWARD TO USING OUR CLIMATE OUR FUTURE. ”

- Britnee Reid, Teacher,
York Chester Middle school, NC



FEATURED PROJECTS & CAMPAIGNS



OUR CLIMATE OUR FUTURE 2.0

ACE launched an all-new version of Our Climate Our Future, including videos, lesson plans, and an interactive map of youth climate stories. The original version was essentially a recording of the in-person ACE Assembly, while the new version was adapted and designed specifically for classroom streaming. ACE improved the user experience by creating different experiences based on the unique needs of the user including a teacher category with access to additional classroom resources. A series of 23 short videos called “Climate Clips” are now available on the main landing page. Anyone can view these without needing to create a login account, reducing barriers to accessing content. Content includes climate justice impacts, with stories from youth in frontline communities who are disproportionately impacted by fossil fuel development and extreme weather events. ACE also partnered with researchers at Stanford University to assess Our Climate Our Future’s effectiveness.

The research confirmed that the digital program delivers statistically equivalent results to the live ACE Assembly, namely: it increases student knowledge, changes their attitudes, and enhances self-efficacy. Students who experience Our Climate Our Future are better informed, more concerned about climate change, and believe their actions can make a difference.



Our Climate Our Future



Students work together on a climate lesson



SOUTHEAST EDUCATION OUTREACH & RESOURCES

ACE pursued outreach to classrooms in Georgia and North Carolina, emphasizing rural counties. As part of our Southeast strategy, ACE expanded its library of lesson plans, focusing on regional themes. “Agriculture and Climate Change” guides students through an exploration of the National Climate Assessment chapter on agriculture to learn about the myriad ways that crops and livestock

are affected by climate change. “Coal Ash Dumping: A Problem-Based Learning Exercise” features a student-centered approach where youth work in groups to solve the problem of coal ash pollution in North Carolina. We believe we can motivate youth in rural areas to take action on climate change if we speak to local concerns and issues that impact them directly.



NORTH CAROLINA PETITION

Two ACE Action Fellows in North Carolina, [Arya Pontula](#) and [Emily Liu](#), joined with [Hallie Turner](#), Our Children's Trust, and Duke University's Environmental Law and Policy Clinic to petition the state of North Carolina to reduce CO2 emissions to zero by 2050. Additional Fellows joined the effort by voicing support to the North Carolina Environmental

Management Commission (EMC) and speaking at press events. Members of ACE's Youth Action Network signed an online petition in support of the action, emailed EMC, and sent messages of solidarity to the youth petitioners. While EMC ultimately denied the petition, the youth petitioners are pushing ahead on an appeal of the decision.



Words of support sent from Youth Action Network



The Earth Week Teach-in featured Our Climate Our Future



TEACH-IN

On April 19, ACE hosted our 3rd annual [Earth Week Climate Education Teach-In](#), featuring clips from Our Climate Our Future and remarks and Q&A with renowned climate scientist Dr. Scott Denning. Youth climate leader Afsana Akter shared her story and encouraged students to get involved in the climate movement. The live online event featured real-time contests, quizzes, and prizes, with over 70 classrooms participating. We reached over 150,000 viewers online and in classrooms across the country and wrapped up

the live stream with an impromptu musical performance by ACE Board member Jesse Carmichael of Maroon 5.





DONATE:60

During graduation season, young people donated 60 seconds of their graduation speeches to pledge civic action on the top issues important to youth - climate change, gun violence, and racial and gender equity. ACE youth co-wrote the donate:60 pledge. Over 250 high school speakers participated in 136 cities across 24 states, dedicating their

commencement speech to this cause. Through earned, donated and social media, the campaign reached nearly 25 million people and 1 million youth voters through live text, broadcast, digital and social media platforms. Partners included The Brady Campaign, Powershift Network, Potential Energy, and Women's March Youth Empower.



Jason from Truckee, CA delivers [the donate:60 speech](#)



Amira Odeh (second from left) and peers plant trees



HOPE AFTER HURRICANES

In response to the devastating 2017 hurricane season, ACE created a lesson plan designed for classrooms in impacted communities. Hope After Hurricanes was translated into Spanish and has been used by the Puerto Rico Department of Health in more than 50 schools across the island, to support youth coping with the effects of Hurricane Maria.

ACE staff traveled to Puerto Rico to produce companion video stories, including a profile of [Amira Odeh](#), a young woman who responded to the crisis by organizing grassroots fruit tree planting efforts in her village. Amira's hope is that this project will not only help restore the tree canopy, but also contribute to long term local food security.

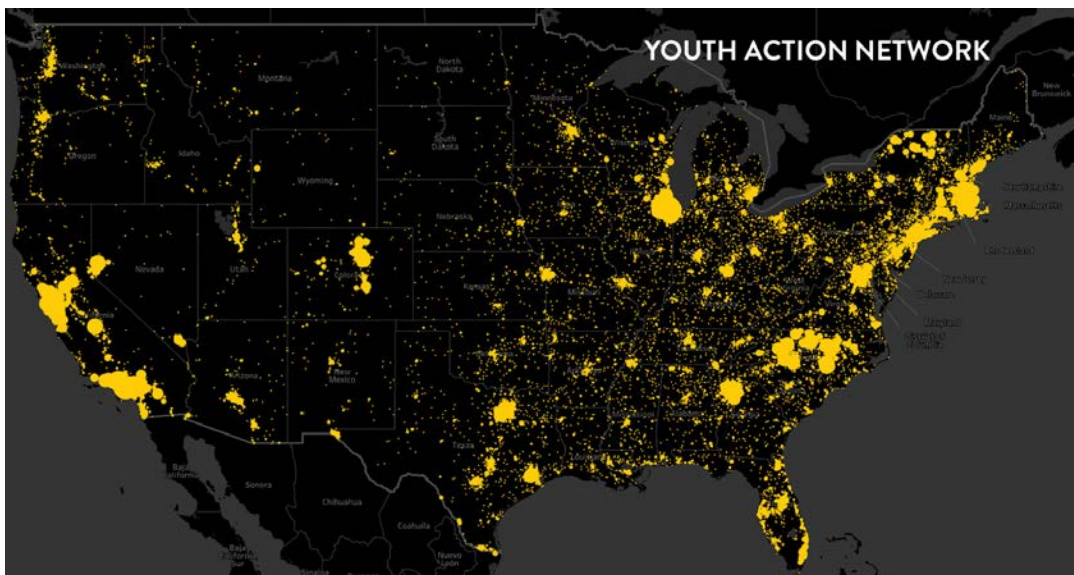


YOUTH-POWERED ADVOCACY CAMPAIGNS

ACE led members of its Youth Action Network in a series of successful climate advocacy campaigns. ACE sent out more than 50 national, regional and local calls to action to its nearly 280,000 members across the country during the 2017-2018 school year, generating more than 195,000 actions. Examples include the campaign to #BootPruitt, which highlighted the EPA Administrator’s nefarious pro-fossil fuel industry activities and ethical misconduct. Youth responded to a Trump tweet suggesting that cold weather means climate change is not real, with a #PresidentialClimateLesson, to school the President in basic climate science and the urgent need for leadership. Our members also responded to the threats of offshore drilling and the Clean Power Plan rollback. ACE also supported young people to make connections between different social and environmental justice movements, including standing with Dreamers in calling for a clean DREAM Act.



Call-to-action to protect the Paris Agreement



Reach of the ACE Youth Action Network

YOUTH & CLIMATE

BRANDON, GEORGIA



Brandon Kirk, a 6th generation farmer from Kennesaw, GA



CREATING A HOPEFUL NARRATIVE

ACE is using youth-centered storytelling to shift the public narrative around climate change. We share hopeful profiles of young leaders taking action in their communities, such as [Brandon Kirk](#), a young Georgia farmer who teaches other youth about the impacts of climate change on agriculture. We combine these longer stories with short videos designed to be shared

on social media, like our profile of the [Youth Climate Intervenor](#)s fighting the Enbridge pipeline in Minnesota, and [Ashley's story](#) about how fracking affects her community in western Pennsylvania. By showcasing young people leading the way, ACE is countering narratives of doom and despair with positive stories of hope and solutions.



“ BEFORE ACE, I WAS OVERWHELMED BY THE THE SHEER SIZE OF THE ISSUE OF CLIMATE CHANGE: I FELT SMALL AND UNABLE TO FACE IT, AND AS A RESULT, I SHIED AWAY FROM TAKING A LEADING ROLE AT THE FOREFRONT OF THE CLIMATE MOVEMENT. ACE GAVE ME THE CONFIDENCE I NEEDED TO INSPIRE MY PEERS TO TAKE ACTION AGAINST CLIMATE CHANGE AND SHARE MY PASSION FOR A GREEN WORLD WITH OTHERS. ”

- Catherine Trusky,
Chapel Hill High School, NC

WHO WE ARE

BOARD OF DIRECTORS

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Maroon 5

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Orion Renewable Energy Group

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Climate Parents

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ACE

MARGO OGE

Environmentalist and Author

JONAH SACHS

Author and Impact Entrepreneur

PIC WALKER

Spirit Bear Ventures

KALEO YAMABAYASHI

RSM US LLP

ACE OPERATING EXPENSES & REVENUE 7/1/17 to 6/30/18

74% of expenses go directly to our education and advocacy work

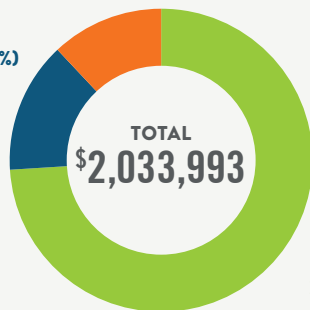
EXPENSES

GENERAL MANAGEMENT (12%)

\$247,160

FUNDRAISING (14%)

\$290,144



PROGRAM (74%)

\$1,496,689

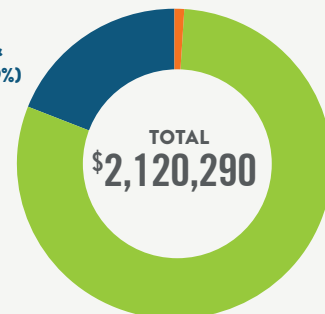
REVENUE

EARNED INCOME (1%)

\$17,500

CORPORATIONS & FOUNDATIONS (19%)

\$407,167



INDIVIDUALS (80%)

\$1,695,623

STAFF

TERESA ALBERT

HR and Operations Manager

REBECCA ANDERSON

Director of Education

ELINOR ASAY

Senior Development Manager

RUTH BARRETO

Associate Director of Development

MAAYAN COHEN

Director of Partnerships and Campaigns

JENNIFER GONZALEZ

Digital Media Producer

AMY HARRIS

Director of Philanthropy

KATHRYN KEVIN

Youth Organizing Manager

MATT LAPPÉ

Executive Director

WEN LEE

Digital Media Strategist

MELINDA LILLY

Senior Communications Manager

LEAH QUSBA

Deputy Director

BRIANA STEELE

Associate Program Director

SUNNI TANG

Senior Education Manager

LILY TRIENENS

Development Manager

JOSH WALKER

Senior Marketing Manager





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