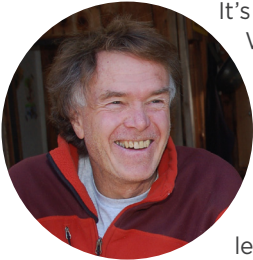




**CLIMATE
GENERATION**
A WILL STEGER LEGACY

Annual Report 2017–2018

LETTERS FROM OUR FOUNDER & EXECUTIVE DIRECTOR



It's an exciting time to be alive. We are the generation to solve climate change and I believe everyone has a role to play.

Here's why I'm hopeful: we're on the cusp of leaving the dark age of fossil fuels and thriving in a new clean energy economy. In Minnesota, we already have tens of thousands of clean energy jobs and are producing 25% of our electricity from renewable energy. We are decarbonizing our grid. Just like on an expedition, we need to be focused through the chaotic storm of overwhelming news and deep polarization and center ourselves on our ultimate goal to eliminate all fossil fuels.

Businesses and cities, alongside our state's largest utility, Xcel Energy, are providing the vision and commitment to a decarbonized future, showcased at the Leading the Clean Energy Transition convening we held together last year. Xcel Energy has a goal to reduce carbon pollution by 80% by 2030. Minnesota businesses including Best Buy, Target, General Mills, Aveda, Andersen Corporation, and others are making science-based, time-constrained carbon reduction commitments that we elevated at our MN Is Still In event this past June. Our Summer Institute was attended by educators across the country, showing a nationwide commitment to climate change education. Many cities, including Minneapolis, Rochester, and St. Louis Park have committed to 100% renewable energy, inspired by youth who are demanding leadership in their communities.

Our expedition toward a clean energy future is underway and our goal is in sight. Let's keep moving forward for the sake of our generation and those to come.

Onward,

Will Steger



Climate Generation shines a light on the potential of youth, educators, and communities to catalyze a stronger, inclusive, more vibrant climate movement.

We believe that the climate movement needs a new narrative: moving us from why we haven't or can't to why we must and will; from what we expect to happen to making the unexpected happen; from how we will survive to ways that we can thrive.

We are beginning to see the obstacles we face today not as an endgame, but as the threshold we must cross to move into a future that supports resilient, equitable, and thriving communities. This is the future we all envision.

To meet the challenge, individuals need to understand how climate change impacts them and translate this knowledge into constructive action. This is why we are building climate literacy, developing powerful advocates, and elevating their leadership for climate action.

Climate Generation is unique and innovative in its approach, which we further refined through our organization restructure this past year. This resulted in programming that works across multiple audiences such as:

- Youth Convening Minnesota, engaging youth, educators, policymakers, and communities in climate change solutions;
- Talk Climate Institute, which empowers individuals to better communicate about climate change and use their personal climate story as a tool for action;
- MN Is Still In, which elevates public and private sector climate leadership.

We've built a powerful and adept team, an energized and engaged Board of Directors, and a knowledgeable and professional Advisory Board. We're in a strong financial position thanks to your continued support. Thank you for making all that we do possible.

Sincerely,

Nicole Rom, Executive Director

CLIMATE GENERATION: A WILL STEGER LEGACY MISSION & VISION

Building on the experience of our founder Will Steger, polar explorer and science educator, Climate Generation: A Will Steger Legacy’s mission is to **empower individuals and their communities to engage in solutions to climate change**. Our vision is **a world of resilient communities with equitable solutions to climate change**.

We provide educators, youth, policymakers, communities, and business leaders with the resources and opportunities to engage in solutions to climate change. Across these audiences, our programs work through three core pieces of engagement:

- Build climate literacy
- Develop powerful climate advocates
- Elevate leadership

ACKNOWLEDGEMENTS

This year we welcomed Sarah Goodspeed, our Youth and Policy Manager, to support the integration of youth engagement and policy strategy across our programming, with a commitment to climate justice across all we do.

Board Chair Jon Dettmann finished his nine year term with us, having served through the organization’s early development to a sustainable organization today. Leigh Currie served eight years, and as Board Chair for a number of years, advising the organization on a host of legal matters including our restated bylaws. We also said goodbye to Roopali Phadke and Natalie Cook who served a three year term, helping us deepen our commitment to equity.

We thank Bridget Levin for her time on our Advisory Board and helping to launch the Teach Climate Teachers Scholarship Fund. We welcome several new Advisory members: Dominique Nils Conseil, Catherine Gunsbury, Cheryl Olseth, Rick DeMarchis, and Timothy Nixon.



Climate Generation staff with MN is Still In keynote speaker and filmmaker, James Redford.

PROGRAM HIGHLIGHTS

DEVELOPMENT

MN is Still In Celebrates Local Climate Leadership



In June, our one-day series of events titled MN Is Still In: Leadership on Climate Action galvanized climate momentum in partnership with Governor Mark Dayton, the private sector, and community leadership. The day included a benefit luncheon, the Leadership on Climate Action Business Workshop, and a screening of James Redford's film *Happening: A Clean Energy Revolution*.

With over 400 participants, including 70 business leaders, the day garnered media attention on *MPR News*, *The Economist*, and *Public News Service*. Minnesota became the first Midwestern state to join the We Are Still In climate declaration alongside nine others in the promise to uphold the U.S. Paris Agreement commitments, alongside businesses, universities, cities, tribes, and faith-based organizations.

Featuring keynote speaker James Redford, Governor Dayton, Minneapolis Mayor Jacob Frey, Will Steger, staff, and youth climate leaders, our benefit luncheon raised over \$120,000 to support our programming at a time when climate action at all levels is an urgent necessity. We are incredibly grateful to our speakers, host committee, corporate sponsors, volunteers, and participating businesses for their contributions to this event's success! See the back of this report for a full list of supporters.

Advisory Board Launches Teach Climate Teachers Scholarship Fund

In 2017, the Heartland Institute distributed a booklet titled *Why Scientists Disagree About Global Warming* to more than 200,000 educators across the U.S. In response, teachers spoke out against the organized misinformation campaign.

Additionally, members of our Advisory Board joined together to reach deeper to address the pressing need for climate change education in Minnesota and beyond by forming the Teach Climate Teachers Scholarship Fund, which supports teachers in attending our professional development programming.

Teachers often pay out of pocket for trainings like these, and in 2018, we were ecstatic to raise over \$30,000 from 45 generous donors to support 39 teachers from across the U.S. in attending our Summer Institute for Climate Change Education. You can support this initiative at go.climategen.org/fundateacher.

We've seen an increased demand in educators wanting to attend our trainings from other states, and in 2019, we're excited to expand this opportunity. We will be taking our Summer Institute to Washington, D.C. in August in partnership with Lowell School.





The class of educators at the 2018 Summer Institute at St. John's University in Collegeville, MN.

BUILD CLIMATE LITERACY

New Documentary Brings Green STEM Careers to Classrooms Nationwide

There is a growing demand for people with STEM skills and innovative solutions as the workforce expands. Despite the critical need for students to pursue STEM careers, there continues to be an achievement gap for students of color, and STEM college graduates are in decline.

In September of 2018, we released a ten-minute documentary, *Green Careers for a Changing Climate*, with a companion discussion guide that gives students an introduction to Green STEM Careers and how they are a solution to climate change. Since its release, the documentary has had 4,300 total viewers in classrooms across the country. Our documentary is targeted to middle school students because research shows that students of all economic and racial backgrounds have similar interests for STEM in elementary school, but by high school the gap in STEM achievement of students of color and girls is significant.

Teachers can find the documentary at go.climategen.org/greenSTEMcareers. Thank you to General Mills, Target, Xcel Energy Foundation, Best Buy, and District Energy for making this resource possible.

Summer Institute for Climate Change Education Reaches New Heights

Our 13th annual Summer Institute for Climate Change Education was hosted at St. John's University in Collegeville, MN for three impactful days this past June. Over 50 educators from 21 states utilized our tools and resources to increase their climate literacy, self-efficacy, and intent to implement climate change education into their classrooms.

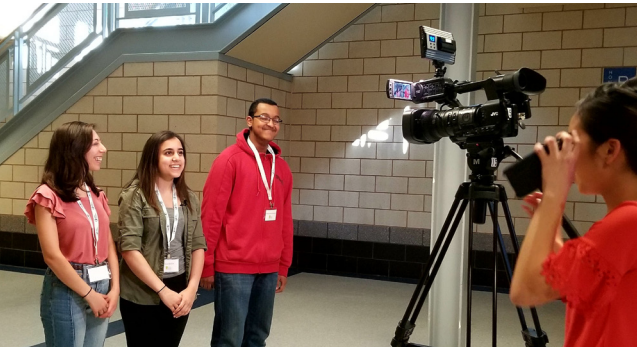
After attending the Institute, educators' confidence increased in every category; from teaching about climate change concepts to feelings of hope for the future, to understanding the Next Generation Science Standards.

“The Summer Institute is inspiring on many levels both professionally and personally. It encourages me that others are making a difference and taking time to learn and craft how they can help and inspire others. Knowledge is the power that will make the change we need for our future.”

- 2018 Summer Institute attendee

DEVELOP POWERFUL ADVOCATES

MN Youth Energize Community-Level Solutions



Youth are critical messengers in their communities and are in a powerful position to lead climate change solutions and local action. We expanded our youth network in Greater Minnesota this year through Youth Convening Minnesota (YCM), a 7-month leadership opportunity with funding from The McKnight Foundation.

Forty youth across the state collaborated with each other and their communities to plan and lead public conversations on climate change solutions in their hometowns of Carlton, Moorhead, Rochester, New London-Spicer, and Warba. In partnership with Youth Eco Solutions, YCM engaged 200 community members across five community conversations.

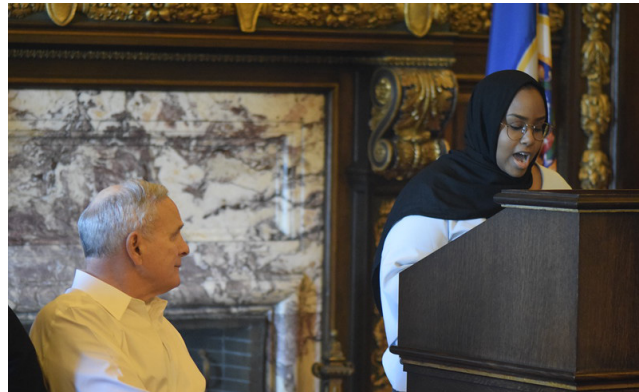
Program evaluations found:

- increased connections between youth, schools, and communities
- increased community awareness of local solutions and resources to mitigate and adapt to climate change
- increased youth leadership in their communities.

We are excited to bring this program to three new communities in Greater Minnesota in 2019. Follow our program at go.climategen.org/ycm.

Personal Connection = Broader Action

The power of using a personal connection to climate change as a tool for action is embedded in our programming. Throughout the year, we were honored to share and amplify the climate stories of youth, educators, and community leaders to inspire action.



At our annual Youth Climate Justice Summit, over 100 youth from 32 high schools across Minnesota gathered at the State Capitol to meet with legislators, share why climate action is critical during an audience with Governor Dayton, and advocate for policy that protects their future.

Through an exciting relationship with Minnesota Public Radio's Climate Cast, a weekly program featuring climate experts and climate stories from community members, 15 participants from our Talk Climate Institute and Youth Convening Minnesota programs had the opportunity to share their climate stories with the broadcast's statewide listeners.

Read and listen to the climate stories of your Minnesota community in our online Storytelling Collection. Discover, craft, and submit your own story:

www.climatestories.org

ELEVATE LEADERSHIP

Multi-sector Leaders Represent Minnesota in Germany Climate Conference

In November of 2017, we sent a multi-sector delegation of Minnesota leaders to Bonn, Germany for COP23, the 23rd annual climate change conference hosted by the United Nations Framework Convention on Climate Change (UNFCCC).

“ This experience has 100% energized me to mobilize on the ground and to create the connection between grassroots work and the high-up policy work that isn’t always seen by the public. ”
- Climate Generation COP23 delegate

Our eight-member delegation featured representation from education, law, philanthropy, youth, government, and indigenous communities, demonstrating that all voices must be represented at the decision-making table.

Our Window into COP23 program included a daily email digest, delegates’ blogs, webinars, and a post-conference panel, reaching over 200 subscribers as we summarized the negotiations and progress on international climate action in Germany happening in real time. Read more about the success of COP23 at www.climategen.org/cop23.

We’d like to thank our funding partners, The McKnight Foundation and Olseth Family Foundation, who made our program and delegate stipends possible.



Talk Climate Institute Connects Storytelling and Climate Change

It turns out that talking about climate change is not really about what you say, but how you listen. With this ethos as our inspiration, we piloted the Talk Climate Institute in March of 2018, empowering over 65 people to connect their personal climate story to action opportunities.

Understanding that rich conversations on climate change can’t occur without a diverse representation of communities taking part, we were intentional with our outreach efforts and offered 10 scholarships specifically for People of Color and those for whom cost would be a barrier to attending, with thanks to BWBR Architects. 90% of attendees left the Institute feeling confident in explaining the basics of climate change and how racism, capitalism, and social justice intersect with the issue.

Through the program’s success, we were invited to host a Talk Climate Institute in Pittsburgh in July of 2018 in partnership with Carnegie Museum of National History and the Climate and Urban Systems Partnership. We will be taking our Talk Climate Institute to Duluth in March of 2019 to build on this program’s success. Learn more at www.climategen.org/talk-climate-institute. This program was made possible by The McKnight Foundation and Avangrid Foundation.



SUMMER INSTITUTE 2018

50+ educators participated

21 states represented

39 teacher scholarships awarded

website views

160,228

FOLLOWERS>>>

Facebook
4,274
Twitter
2,815
Instagram
1,100

1,900+

educators engaged in our trainings, presentations, and #TeachClimate Network meetings

2,000+

students engaged with our YEA! MN program through action projects, network meetings, and campaign initiatives



representing MN schools attended our 2018 Youth Climate Justice Summit

MN IS
STILL
IN leadership on climate action

MN becomes 9th state to join We're Still In campaign

70+ business leaders shared their science-based climate change commitments

400 community members engaged in celebrating local climate action

by the numbers

40
UNDER
40 **CLEAN
ENERGY
LEADER**

SARAH GOODSPEED
YOUTH AND POLICY MANAGER

3

**AWARDS &
ACCOLADES**

**KRISTEN
POPPLETON**
DIRECTOR OF
PROGRAMS

SELECTED TO
PARTICIPATE IN

**MN
STATE**

SCIENCE
STANDARDS
REVIEW
COMMITTEE

NICOLE ROM EXECUTIVE DIRECTOR

→ **CERTS WOMEN LEADERS IN ENERGY**

50

**MEDIA
STORIES
FEATURING
OUR WORK**

INCLUDING

15

**STORIES
FEATURED ON
MPR'S CLIMATE
CAST**

*You may have heard
from us on:*

REWIRE

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**YALE
Climate
Connections**

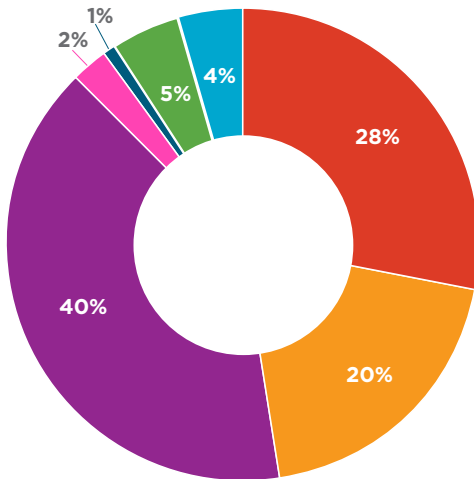
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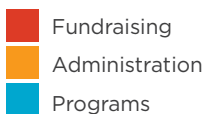
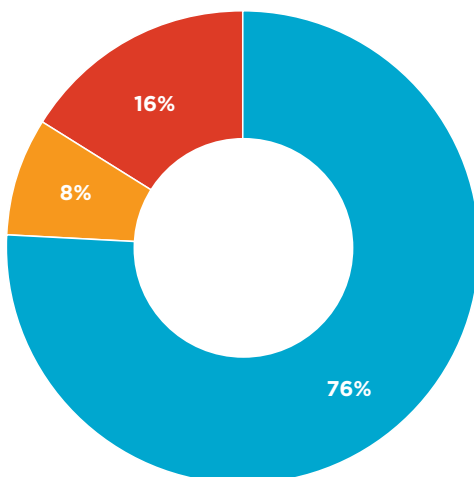
FINANCIAL INFORMATION

Climate Generation strives to build financial stability through multi-year and diverse funding sources.

REVENUE



EXPENSES



BALANCE SHEET

August 31, 2018

Assets

Cash and Cash Equivalents	\$350,280
Restricted Cash	154,463
Grants & Contract Receivables	46,039
Prepaid Expenses	7,528
Equipment - Net of Depreciation	7,698

Total Assets

\$566,008

Liabilities

Accounts Payable	14,377
Accrued Expenses	32,795

Total Liabilities

\$47,172

Net Assets

Unrestricted	324,385
Temporarily Restricted	194,451

Total Net Assets

\$518,836

Liabilities and Net Assets

\$566,008

STATEMENT OF REVENUE & EXPENSES

September 1, 2017–August 31, 2018

	Unrestricted	Temporarily Restricted	Total
Ind. Contributions	201,697	33,713	235,410
Corporate	55,004	110,004	165,008
Foundations	88,100	247,487	335,587
Government Grants	6,526	14,000	20,526
Special Events	6,761	0	6,761
In-Kind	40,342	0	40,342
Program & Speaker fees, Misc. income	38,257	0	38,257
Release from Restriction	448,723	[448,723]	0
Total Support	<u>\$885,410</u>	<u>-\$43,519</u>	<u>\$841,891</u>
Expenses			
Administration	71,651	0	71,651
Fundraising	139,710	0	139,710
Programs	669,237	0	669,237
Total Expenses	<u>880,598</u>	<u>0</u>	<u>880,598</u>
Beginning Net Assets	<u>319,573</u>	<u>237,970</u>	<u>557,543</u>
Change in Net Assets	4,812	[43,519]	[38,707]
Ending Net Assets	<u>\$324,385</u>	<u>\$194,451</u>	<u>\$518,836</u>

CONTRIBUTORS

Thank you to our supporters for contributions made during fiscal year 2018: September 1, 2017 - August 31, 2018. We have made every effort to prepare this list accurately. Please accept our apologies for any mistakes or omissions. If you note an error, please contact Janet Brown, Associate Director, at janet@climategen.org.

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(\$25,000 and above)

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"Thanks for all your leadership—your organization never ceases to impress."

- Will Seuffert, Executive Director,
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