

# Annual Report 2021



**Citizens' Climate Lobby**  
**Citizens' Climate Education**



# Letter from the Executive Director

Dear Friends,

2021 was a remarkable chapter that will go down in Citizens' Climate's history. We experienced a lot together, including a leadership transition, the continuation of a global pandemic, and our preferred climate policy — carbon fee and dividend — coming center stage in the national climate conversation.

After 13 years as Executive Director, Mark Reynolds handed me the reins and transitioned to serving on the Citizens' Climate Lobby Governing Board. Mark's tenacity, passion, and sense of humor will continue to inspire my leadership for years to come.

When parts of the nation lifted coronavirus restrictions, some of our chapters enjoyed long-awaited reunions, coming together for in-person activities for the first time in over a year. Meanwhile, the majority pushed forward from behind computers and phones — continuing to gracefully navigate the challenges and opportunities that accompany fully remote advocacy.



**Citizens' Climate staff and volunteers kept pressure on Congress and President Biden to uphold their climate promises.** As a result, we witnessed historic advancements. In November, the Bipartisan Infrastructure Framework (BIF) was signed into law and included several climate provisions — including the SCALE Act (Storing CO<sub>2</sub> And Lowering Emissions Act), legislation which was a 'secondary ask' in volunteer lobby meetings throughout the summer of 2021. Carbon pricing gained more limelight and vocal support from Congress than ever before and historic climate provisions were ultimately passed through the Inflation Reduction Act (IRA) of 2022, thanks to our coordinated efforts on the Democrats' reconciliation package.

These victories would not have been possible without the dedication of our volunteers, Boards of Directors, donors, and staff — *and the work doesn't stop here*. As we push onward toward a healthy climate for all, let's take a moment to celebrate the progress we've made together in 2021.

With deepest gratitude,

A handwritten signature in black ink that reads "Madeleine Para".

Madeleine Para  
Executive Director  
Citizens' Climate Lobby/Citizens' Climate Education



# Creating political will for a liveable world

## We are Citizens' Climate

Citizens' Climate Education (CCE) and Citizens' Climate Lobby (CCL) support our volunteers across the broad spectrum of their work. CCE is a registered 501(c)(3) non-profit organization that provides training, tools, and other educational resources to help our volunteers become effective climate advocates. CCL is a registered 501(c)(4) non-profit organization that supports constituent-led lobbying and other efforts to build political will in Congress for select climate legislation. Together, these sister organizations strategically build political will for impactful climate solutions.



Citizens' Climate empowers ordinary people to advocate for effective and sustainable climate solutions. Organized into 450 chapters across the United States, our volunteers build relationships beyond partisan divides.

# Our Volunteers

## 2021 at a glance

In 2021, CCL volunteers pushed carbon pricing to new levels of public awareness and political consideration, with national media and congressional leadership seriously discussing the policy (see page 9).



Grassroots Outreach

23,552  
new supporters

Historically, volunteer recruitment has been largely through in-person activities. With the shift to mostly virtual outreach during the pandemic, we relied more on digital outreach, online communities, and search engine optimization. Meanwhile, volunteers held 1,735 in-person local outreach events. Combined efforts resulted in 23,552 new supporters joining in 2021.



Grasstops Engagement

969  
new endorsements

Volunteers held 1,921 “grasstops” meetings. Among other outcomes, these meetings resulted in 969 prominent new endorsements, increasing grasstops support for carbon fee and dividend legislation. Endorsements came from community leaders, businesses, academic institutions, faith groups, media outlets, local governments, and nonprofits.



Media Outreach

4,112  
media hits

Volunteers demonstrated public demand for climate solutions by earning media placement in 2,796 letters to the editor, 826 op-eds, 277 articles, and 20 editorials. Volunteers also appeared on 193 television and radio programs to advocate for climate solutions.



Chapter & Volunteer Development

450  
chapters

Despite mostly virtual meetings for much of 2021 and the challenges of “Zoom fatigue,” 450 chapters held 2,330 meetings/chapter events. More than 16,600 participants attended live online trainings and events, and archived resources were viewed more than 182,000 times.



Lobbying

1,353  
lobby meetings

Volunteers held 1,353 lobby meetings with congressional offices and sent 162,083 personal letters to members of Congress. Through our relationship-based approach to climate advocacy, volunteers impact local policymakers on both sides of the aisle.





# Citizens' Climate Conference highlights

## APRIL 2021

Citizens' Climate held our first conference exclusively for business leaders in April, "Business Advocates for Carbon Pricing." Business leaders carry great influence with members of Congress. One hundred eighty business leaders participated in the virtual event, with the goal of deepening their climate advocacy.

## MAY 2021

In May, we held our first-ever Catholic Climate Conference. Approximately 30% of Congress, as well as President Biden, self-identifies as Catholic, and our volunteers are utilizing the tools they've learned to connect with their legislators through faith. The virtual event brought together 300 participants from 46 states and 16 countries.



**Jose Aguto**  
Executive Director,  
Catholic Climate  
Covenant ("The Push for  
a Price on Carbon" virtual  
conference)

"To me, carbon pricing is not a  
'market-based solution,' it is

**a society-based solution**

that addresses the dynamic  
between society at-large and  
those sectors which generate the  
production of goods."



## JUNE 2021

In June, more than 2,900 climate-concerned constituents participated in our virtual conference, "The Push for a Price on Carbon." This event centered around pushing carbon pricing over the finish line during the budget reconciliation process. Following the conference, volunteers conducted hundreds of virtual lobby meetings with Congress.

## NOVEMBER 2021

In November, our "Grit and Gratitude" virtual conference brought together over 2,390 participants and kicked off a week of action across the United States. Attendees enjoyed remarks by prominent voices in the national climate space and attended their choice of breakout sessions, including an update from the United Nations' climate conference, COP26.



**Dr. Katharine Hayhoe**

Chief Scientist for the  
Nature Conservancy  
& author of *Saving Us*  
("Grit and Gratitude"  
virtual conference)



"The work you all are doing  
is so important. It is this

**power of the collective,**

**this focused energy on  
policy change,**

on raising awareness toward that end,

**which is so critical.**

**Dr. Ayana Elizabeth Johnson**

Marine Biologist, Policy Expert, and  
Co-Creator of The All We Can Save Project  
("Grit and Gratitude" virtual conference)





## NATIONAL HIGHLIGHTS

## Legislative Accomplishments

## The Bipartisan Infrastructure Bill

2021 was a big year for climate, and Citizens' Climate played an important role.

The Bipartisan Infrastructure Bill (BIF) was signed into law in November 2021. Although not specifically a climate bill, the BIF included several climate provisions and, at the time of its passage, represented the most significant federal climate legislation to be made law in U.S. history. Among the climate provisions was the Storing CO<sub>2</sub> And Lowering Emissions (SCALE) Act. The SCALE Act was one of Citizens'

Climate's key supporting asks in lobby meetings throughout the summer of 2021 and represents a major win for reducing carbon emissions. To build support for the BIF, volunteers called and emailed their representatives in the months leading to the House vote — this was especially important for those in Republican districts to ensure bipartisan support.

## The Push for a Price on Carbon

## Reached New Heights in Congress

In the spring of 2021, the Democratic reconciliation process surfaced as the best opportunity to enact carbon pricing as quickly as possible. Senate leadership told Citizens' Climate carbon pricing was not currently part of the formal discussion, but constituent engagement could change that. We made it happen.

As part of a push to get carbon pricing included in budget reconciliation and ensure climate provisions were kept central to ongoing negotiations, Citizens' Climate staff and volunteers:



Mobilized **180,000 constituent calls/emails** to Congress and President Biden



Reached **over 4.5 million constituents** through text/phone banking and social media



Reached **nearly 609,000 policy makers** and influencers who surround them via a digital education campaign



Circulated **specialized media content** in key states like Montana and West Virginia



Received **earned media coverage** in local media outlets nationwide, plus major national outlets like The New York Times, The Washington Post, Bloomberg News, and more

As a result, carbon pricing became a centerpiece of formal negotiations in Congress, and we saw **more vocal support for carbon pricing than ever before.**

“

**The White House  
and at least 49 senators**

**support a proposal**

**to impose**

**[a ...] fee on carbon.**

- Bloomberg, Nov. 6, 2021



STATE HIGHLIGHTS

Legislative Accomplishments

MASSACHUSETTS



Citizens' Climate volunteers helped found a legislative campaign in Massachusetts more than seven years ago and have since been consistent leaders in the state. In March of 2021, Governor Baker signed the Next-Generation Roadmap for Massachusetts Climate Policy (SB 9) into law. Through a suite of climate policies that prioritize equity and environmental justice, this legislation aims to achieve net-zero emissions by 2050, as well as interim

benchmarks of 50% by 2030 and 75% by 2040. The legislation represents a major step forward on carbon sequestration, wind procurement, increased solar utilization, greater energy efficiency standards, and more. With over 4,500 registered supporters across every district in the state of Massachusetts, Citizens' Climate has consistently mobilized to lobby and call legislators, write letters to the editor, and show up at demonstrations in support of strong climate legislation.

OREGON

In April 2021, Oregon Senators passed — with an overwhelming majority (23-5) — a climate resolution urging Congress to enact bipartisan climate legislation (SJM 5). Its passage included six votes from Republican Senators. At the end of a short floor speech introducing the bill, Senator Michael Dembrow (D) urged his Senate colleagues to support SJM 5 before the official vote and thanked Citizens' Climate volunteers for their hard work to create the political will for climate action. With over 4,700 registered supporters across Oregon, Citizens' Climate continues to build strong support for bipartisan climate legislation in the state.



**I have been very worried about climate change for years.**

**I really like the  
Citizens' Climate approach.**

**- Sen. Michael Dembrow (D-OR)**  
SJM 5, Public Testimony

# 2021-2022 Advisory Board

**James Balog, M.S.**

Founder and Director,  
Earth Vision Institute and Extreme Ice Survey

**Don Cheadle**

Actor

**Sam Daley-Harris**

Founder of RESULTS and Author

**Dr. Sylvia Earle**

Oceanographer, Explorer, Author, Lecturer

**Dr. Hahrie Han**

Director of the SNF Agora Institute  
at Johns Hopkins University

**Dr. Katharine Hayhoe**

Atmospheric Scientist

**Dr. Henry D. Jacoby**

Professor of Management, Emeritus,  
in the M.I.T. Sloan School of Management

**Dr. Daniel Kammen**

Director of the Renewable and  
Appropriate Energy Laboratory

**Dr. Gilbert E. Metcalf**

Professor of Citizenship and Public Service and  
Professor of Economics at Tufts University

**Dr. George Shultz (1920-2021)**

Former Secretary of Labor, Treasury, State and  
Director of the Office of Management and Budget

**Bradley Whitford**

Actor

**Jay Butera**

Founder and Director of the  
Climate Solutions Project

**Dr. Steven Chu**

Former Secretary of Energy

**Dr. Peter de Menocal**

President and Director of  
Woods Hole Oceanographic Institution

**Michael Gerrard, J.D.**

Professor of Professional Practice, Director for  
Climate Change Law, and Chair of Earth Institute

**Dr. James Hansen**

Climate Scientist

**Dr. Shi-Ling Hsu**

Professor of Law and Associate Dean for  
Environmental Programs at FSU College of Law

**Betony Jones, M.S.**

Principal, Inclusive Economics

**Barbara Love**

Professor Emeritus,  
University of Massachusetts-Amherst

**Reginald Mitchell**

Bitter Water born for Salt clan, Navajo Nation

**Dr. David Titley**

Professor of Practice in Meteorology

# 2021-2022 Governing Board

## Citizens' Climate Lobby



**Ross  
Astoria,  
J.D./Ph.D**



**Piper  
Christian**  
Secretary



**Efaon  
Cobb,  
J.D.**



**Jerry  
Hinkle  
M.A.**



**Natalie  
Orozco  
Ed.M**



**Mark  
Reynolds**



**Mary  
Selkirk  
M.P.H.**  
Treasurer



**Zaurie  
Zimmerman  
M.Arch**  
Board Chair

## Citizens' Climate Education



**Dr. Ernest  
Chow**



**Dr. Natasha  
DeJarnett**  
Board Chair



**John  
Delaney**



**Bob  
Inglis,  
J.D.**



**Scott  
Leckman,  
M.D.**



**Zinovia  
Spezak**  
Treasurer



**Claudine  
Schneider**



**Mark  
Tabbert**  
Secretary



**Princella  
Talley**



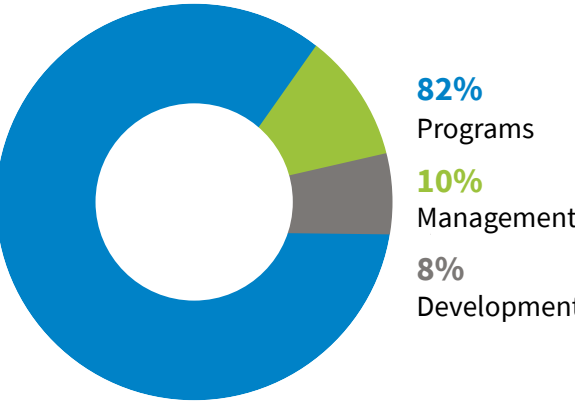
**Dr. Sandra  
Kirtland  
Turner**



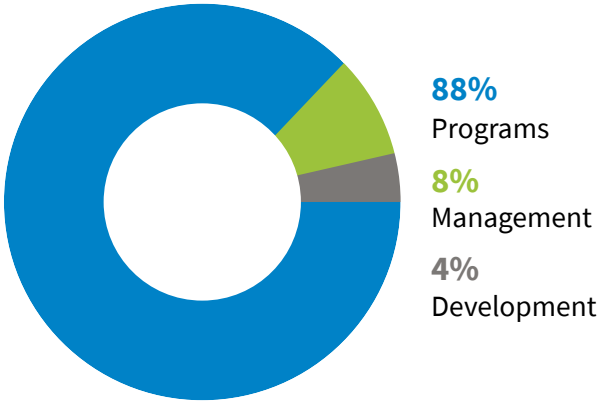
# Audited Financials

	CCE	CCL
<b>2021 Revenue</b>		
Individual Contributions	\$6,210,435	\$1,678,709
Foundations Grants	\$100,000	\$750,000
Conference Revenue	\$29,759	\$3,988
Investment Income	\$2,851	\$5,123
Other	\$111,008	\$593
<b>Total</b>	<b>\$6,454,053</b>	<b>\$2,438,413</b>
<b>2021 Expenses</b>		
Programs	\$5,155,325	\$1,426,618
Management	\$655,201	\$123,044
Development	\$480,443	\$71,022
<b>Total</b>	<b>\$6,290,969</b>	<b>\$1,620,684</b>

## CCE Summary of Expenses



## CCL Summary of Expenses



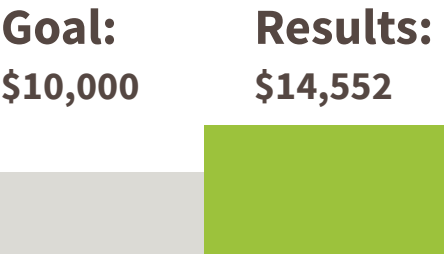
Since our audits are based on accrual accounting, all multi-year foundation grants are reported *in full* the year they are first committed. The above figures therefore indicate secured pledges, rather than cash-in-hand.

# Fundraising Highlights

We promote two major fundraisers each year, one in March and one at year end, through which we ask our supporters to make financial contributions to power our national grassroots climate movement.

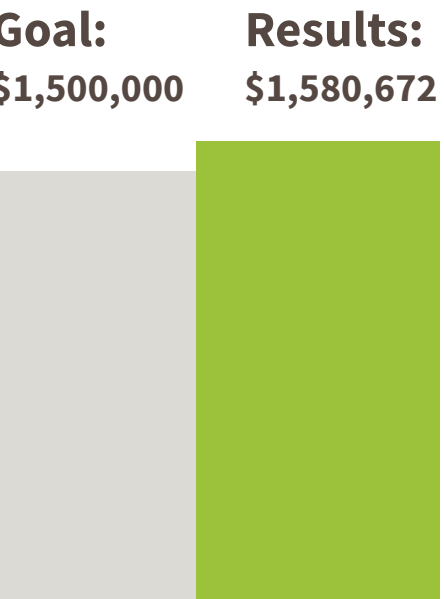
## March Fundraiser

Our goal was to raise \$10,000 in new, recurring monthly donations to support Citizens' Climate Lobby. Donors collectively contributed a remarkable \$14,552, which surpassed our goal by 45.5%. Thanks to a generous group of Climate Guardian Donors, all monthly donations were triple matched (3-to-1) in March, April, and May of 2021. A steady stream of ongoing monthly support is crucial in allowing Citizens' Climate to meet the moment in our ever-changing political climate.



## Year-End Fundraiser

We set an ambitious goal of raising \$1.5 million for Citizens' Climate Education through one-time donations for our Year-End Fundraiser. The outpouring of contributions from our supporters collectively brought in \$1,580,672, surpassing our goal by more than \$80,000. Funding from this campaign provided significant resources to leverage political will for carbon pricing at a time when it mattered most.





# Get Involved

## Volunteer

Become a Citizens' Climate volunteer by joining your local chapter. Citizens' Climate has 450+ chapters in the U.S. taking regular monthly actions.

### Start by joining a live Informational Session

Sign up at [cclusa.org/intro](https://cclusa.org/intro)

## Give

Donate to Citizens' Climate Lobby (non tax-deductible) or Citizens' Climate Education (tax-deductible) on a one-time or monthly basis to support our grassroots climate advocacy work.

<b>Online:</b>	<b>By Mail:</b>
<a href="https://citizensclimateeducation.org">citizensclimateeducation.org</a>	1330 Orange Ave, #309
or <a href="https://citizensclimatelobby.org">citizensclimatelobby.org</a>	Coronado, CA 92118

You may also consider making a stock donation, Qualified Charitable Distribution, or legacy gift.

**For more information:**  
Contact our Development Team at [development@citizensclimate.org](mailto:development@citizensclimate.org) or call (619) 437-7142





**Citizens' Climate Lobby**  
**Citizens' Climate Education**



Citizens' Climate Lobby/Citizens' Climate Education  
1330 Orange Ave, #309, Coronado, CA 92118

[citizensclimate.org](https://citizensclimate.org) | [info@citizensclimate.org](mailto:info@citizensclimate.org)  
619.437.7142

