



The Climate Initiative



2021

Annual Report

Reflections on 2021

My reflection on 2021 starts with gratitude and ends in determination. Despite the world's challenges surrounding the ongoing pandemic, we continued to raise the young voices taking action against climate change. On an organizational level, we experienced tremendous support and belief in our mission, enabling us to scale the empowerment of youth for climate action from coast to coast in 2021.

As our impact on youth moved quickly and strategically from Maine to other areas of the country, it was clear our brand needed a refresh. To better represent our national reach,

Kennebunkport Climate Initiative became The Climate Initiative(TCI).

Our mission and work remain a bold commitment to engage 10 million youth in solutions-oriented, equitable climate action by 2025 in order to meaningfully reduce the impacts of the global climate crisis.

The passion and commitment at the heart of our organization is immeasurable, though the impact numbers in the following report help illustrate the exciting progress made in the past year. A few highlights:

In our first year as a 501(c)(3) organization, our climate education program "Learning Labs" scaled to 27 states, and is on track to reach over 10,000 high school students in 2022 with semester-long learning across six different climate change topical areas. Our policy partnership with Environment California educated nearly 50,000 college students on renewable energy options and a greener future for the most densely populated state in our country. And we were proud to send one of eight U.S. youth delegates to COY/COP in Scotland to represent The Climate Initiative, and give voice to our country.

TCI's programmatic reach is now nationwide; empowering youth for climate action from coast-to-coast.

Our climate action messaging through brand owned channels led to reaching an audience of over seven million youth on social media, driving over 100,000 unique visitors to our website.

2021 also continued to manifest the steadfast commitment to keep equity at the core of our ethos. Team growth centered around recruiting members from diverse backgrounds, with diverse experiences, with continued success ensuring no less than 60% of community funding opportunities focused on those historically marginalized.

We were able to expand our national team to 16 passionate climate champions. And due to the incredible generosity of funding founders, Bob and Dottie King, we will break ground on a state-of-the-art climate resilient HQ here in Maine by mid-2022.

While the pandemic, and other challenges, continue to shape our world, I am confident that our collective spirit and passion will continue to forge ahead. Your unwavering support continues to enable our mission of empowering youth voices for climate action. For that, we can never thank you enough.



A handwritten signature in black ink, reading "Jono Anzalone".

Jono Anzalone,
Executive Director

2021 Snapshot

Mission Empower youth voices for climate action.

Milestones

750

High school youth

deeply engaged with semester long climate learning through TCI Learning Lab Modules

1,100%

increase in direct student impact from last year.



57,000

high school & college aged youth engaged directly with TCI educational and partnership programming pushing climate action forward in communities across the country.

over 100K youth aged 13-24

actively engaged with TCI climate action content on social media.

7.3M youth have been reached with our messaging.



Direct to Teachers

Learning Lab grew exponentially in our first full year of programming!

It is now being implemented in

27 out of fifty states.

761 high school youth were educated via the Learning Lab.

Coming soon

Climate Justice & Equity Learning Lab launching in April 2022 to correspond with Climate Justice Month.

Over 8,000 high school students are estimated to be reached by Learning Lab programming in 2022.

Did you know?

Three of our six Learning Labs are available in Spanish!



Sea Level Rise



Renewable Energy



Invasive Species



Floods & Droughts



Climate Justice & Equity



Wildfires

SIX
MODULES

are now live, covering climate change issues from coast to coast.

Teacher Testimonial



Learning Lab allowed me to target next generation science standards while teaching in a way that was very place-based. Almost every lesson, students were active and they were learning through research, discussion, role playing and simulation, by creating action proposals and policy proposals, and through engaging in the community. They had so much fun learning about climate change.



Andrew Deaett

Kents Hill School, Maine



Andrew Deaett and his 2021 Fall Semester Environmental Studies/Learning Lab students.

Partnerships

Our Beautiful Planet Series

In partnership with the National Science Teaching Association and Kikim Media, this series of 5-7 minute science films highlights the cutting-edge research used to solve some of the world's most pressing issues. The videos launched with a collection of classroom-ready lesson plans for teachers and TCI-created community conversation guides. View the films and lesson plans [here](#).



Learning Lab Collaboration

Our first Learning Lab collaboration centered around bringing climate solutions to life utilizing the En-ROADS climate simulator which is used around the world by students and experts alike. The lessons combine working with real-world data, interactive simulations, and real-world projects.

Direct to Youth

Ambassador Program

TCI's Ambassador program grew to over 200 strong in 2021, with 24 out of 50 states represented. With an easy to engage with custom mobile app, ambassadors connected with TCI to lead webinars, serve as climate action plan judges in sponsored events and contribute blog content on the TCI website.



"I can say with certainty that being a TCI ambassador has been one of the most impactful experiences of my life. The youth I have met inspire me to get more involved with this issue, and fight for equality that everyone deserves."



Amelie Panaccione

High School Ambassador, Boulder, CO

Competitions

2ND Annual #SpeakClimate Campaign

This competition crowd sourced how youth #SpeakClimate to bring awareness and action to pressing climate issues during World Ocean's Month. TCI partnered with four international sustainability influencers, who together reach over 75,000 followers.

Tidal Shift Award

Across New England, we partnered with the Portland Museum of Art to launch the Tidal Shift Award, which aims to leverage the power of socially-aware artwork, awarding and platforming teenagers and young adults who are focused on solutions for climate change.



Learn more at:

<https://www.tidalshiftaward.com/>



Photo Credit: @sharonashnayder

Toolkits

TCI LAUNCHED
14
direct-to-youth toolkits in 2021
all designed to educate, empower and activate youth towards climate action, through personal, community action or policy routes.

Spotlight Community Conversations Toolkit

Designed to bring communities together from all generations and walks of life, TCI Community Conversations create common ground in the face of climate change affecting the places we all hold dear. Our team and ambassadors have witnessed Community Conversations moving communities from fear to hope, and from talking to action.



"What gives me hope is the fact that so many people around me, so many other students and adults in my life, all care so much about this and want to be part of this change."



Ainsley Morrison

High School Ambassador, Kennebunk, ME

Policy Team Highlights

Javan Santos, TCI's Policy Manager, helped to successfully get the Climate Education bill selected as a priority for the Maine Environmental Priorities Coalition. Based on weighted vote the bill received the most votes in the climate category, and provides funding and support for teacher professional development focused on climate change.

TCI provided critical input on Habitat for Humanity International's Climate Recommendations announced at COP 26. This not only recognized the intersection of housing, vulnerable communities and climate change, but was an opportunity for our policy voice to be part of an international stage.



Catch up with TCI youth voices on our blog!

<https://www.theclimateinitiative.org/resources/#blog>

More Highlights

Partnerships



Youth Climate Collaborative

Founded by our 2020 Climate Career winner, Pooja Tilvawala, the TCI-funded and sponsored Youth Climate Collaborative (YCC) is a youth-led, for-impact organization that makes it easier for youth, aged 13 to 30, to get involved and remain involved in the climate and sustainable development spaces, while fostering meaningful collaboration. Through key programs such as Climate Courage Workshops and the Eco-Action Map, Pooja engaged over 4,000 youth in her work with YCC and was selected as one of two U.S. Country Coordinators and one of eight U.S. youth delegates to attend the 16th Conference of Youth (COY16). She was also selected by the UNFCCC Youth Constituency (YOUNGO) to attend COP26 due to her leadership within the climate movement. Pooja is joining the TCI full-time staff in 2022.

Environment California

September 2021 saw the official launch of TCI's partnership with Environment California and the GoEV Cities campaign, a campaign with college students to improve electric vehicle infrastructure across the state of California. To date, the partnership has educated more than 27,000 students on the need for clean energy and a clean transportation system within college classrooms, and via on-campus events led to over 21,000 1:1 conversations and 14,000 petition signatures to local and state officials urging them to act towards building a future powered by 100% renewable energy and a zero-carbon transportation system.



DEI & Organizational Grants

TCI commits to 60% of our funding opportunities to be distributed to underserved populations. In 2021, we partnered with the Maine Justice Foundation to proudly match two inaugural grants from the Maine Justice Foundation's Racial Justice Fund. The goal of the Fund is to support Black, Indigenous, and People of Color statewide to forge social, systemic, and economic solutions that will address racism and inequities in our culture, organizations and systems. The two grantees that TCI supported were The Greater Portland Immigrant Welcome Center and The Sunlight Media Collective, an organization of indigenous and non-indigenous media makers and activists, including Wabanaki tribal members, working to document and present stories affecting Wabanaki people and highlighting Wabanaki perspectives, with a particular emphasis on the intersection between environmental issues and tribal rights.

Inaugural TCI Teacher's Retreat

TCI hosted its first ever four day Climate Educator's Retreat in Summer 2021 in partnership with The Ecology School in Saco, ME. High school educators from across the country left with plans to put climate change education into action at their schools.



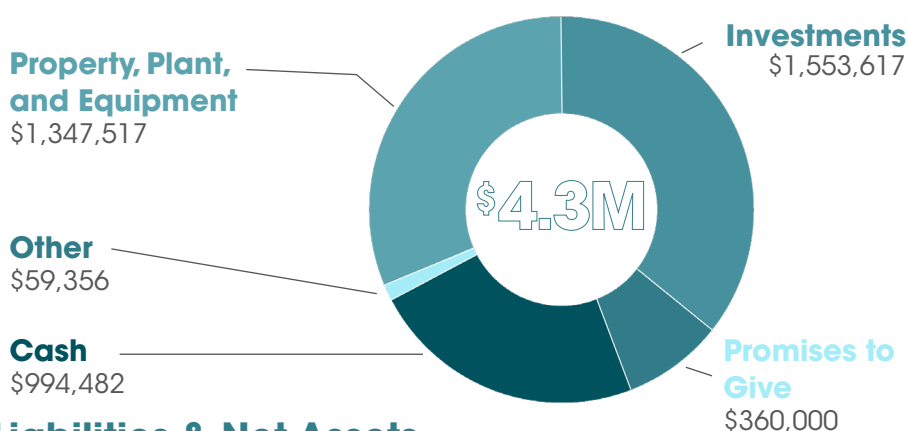
Admin
7%Fundraising
11%Programs
82%

2021 Financial Breakdown

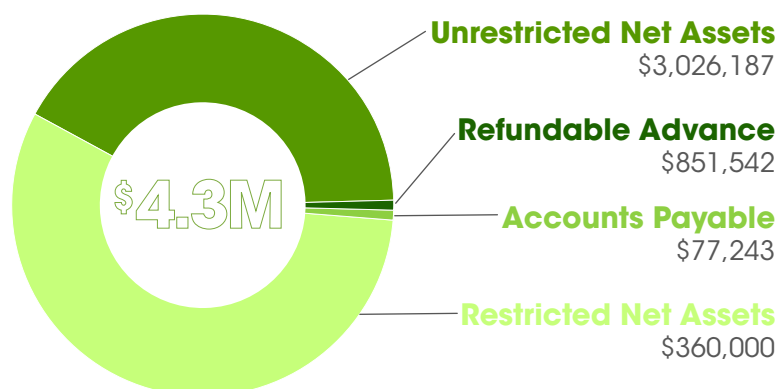
Highlight

TCI experienced 581% growth in our donor base in 2021; with a total of \$5,902,032 raised towards our mission.

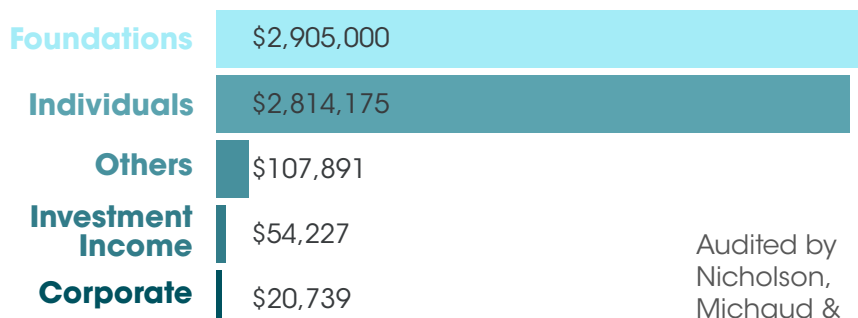
Assets



Liabilities & Net Assets



2021 Revenues by Source - \$5.9M Total



Audited by
Nicholson,
Michaud &
Nadeau, CPAs

Leadership

Board of Directors

Jim Bean, Treasurer

Entrepreneur,
Former VP of retail
at Apple Inc.

Harold Brooks

Chief Resilience Officer
at the Global Community
Resilience Institute

Andreata Muforo

Partner,
TLcom Capital

Kathryn Wendell, Vice Chair

Executive Director, Center for Ethics
& Social Responsibility at University
of Colorado Boulder - Leeds
School of Business

Tom Bradbury, Chair

Executive Director
for the Kennebunkport
Conservation Trust

Kimberly Henderson

Partner, McKinsey
& Company DC

Amy Tchao, Secretary

Drummond Woodsum's
Practice Group Leader for
Municipal Law

Dr. Jennifer Brandon

Senior Scientist at Applied
Ocean Sciences

Dr. Pamela Morgan

Professor, Department of
Environmental Sciences
at the University of New England

Billy Shore

Founder and Executive Chair
of Share Our Strength, parent
organization for No Kid Hungry

Advisory Council

Dr. Anne Giblin

Sr. Scientist & Interim
Director of Ecosystems
Center at the Marine
Biological Laboratory at
Woods Hole

Robert King

Co-Founder and Chair of
King Philanthropies

Dr. Veerabhadran Ramanathan

Edward A. Frieman Endowed
Presidential Chair in Climate
Sustainability

Dr. Katharine Hayhoe

Political Science Endowed
Professor in Public Policy
& Public Law, Co-Director
of the Climate Center at
Texas Tech University

Houston Kraft

Author and speaker,
Co-founder of
CharacterStrong

Francis Rooney

Former U.S. Representative
for Florida's 19 Congressional
District

Mike Judge

Environmental Science
Teacher

James Manyika

Senior Vice President,
Google, Technology
and Society

Dr. John D. Sterman

Jay W. Forrester
Professor of Management,
Director, MIT System
Dynamics Group

Leadership Highlights

Katharine Hayhoe
promoting her new book,
"Saving Us," on Jimmy Kimmel

at <https://bit.ly/3GoxTCW>

Veerabhadran Ramanathan
featured in David Attenborough's
Netflix documentary, **Breaking Boundaries**

at <https://bit.ly/3omcyng>

Staff



Executive Staff

Jono Anzalone
Executive Director

Louise Stephens
Director of Strategy

Leia Lowery
Director of Programs
& Outreach

Meagan Cooper
Director of
Communications

Kristina Madarang Stahl
Director of Development

Our Team

Julia Anders
Development
Associate

Luis Borrero
Content Marketing
Specialist

Emily Ferrick
Digital Communications
Coordinator

Ariel Maldonado
Volunteer Coordinator

Caitlin Neal-Jones
Regional Coordinator

Janki Patel
Programs Associate

Stephanie Rivas
Regional Coordinator

Javan Santos
Policy Manager

**Maria Claudia
Schubert-Fontes**
Regional Coordinator

Pooja Tilvawala
Youth Engagement
Manager

Join the Movement at theclimateinitiative.org or on social!



Interested in supporting The Climate Initiative?

Contact kristina@theclimateinitiative.org