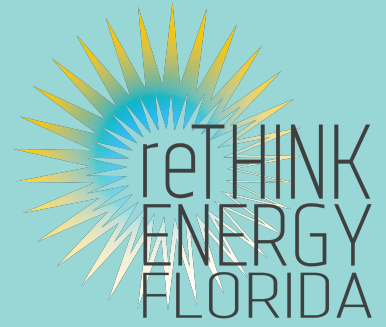


RETHINK ENERGY FLORIDA

ANNUAL REPORT 2022



Engage



Educate

Empower

About ReThink

MISSION

ReThink Energy Florida's Mission is to educate, engage, and empower Floridians to take action and achieve a just transition to clean energy for a healthier, more sustainable environment through youth education, adult engagement, and community organizing.

HISTORY

ReThink Energy Florida began with a small group of dedicated people, a couple clipboards, and some ideas on how to educate and engage Floridians on renewable energy. Now we have grown into an organization that is accomplished and well respected across Florida and beyond.

OUR VALUES

Empowerment Through Deliberative Democracy

Evidence-Based Information

Solutions-Based Problem Solving

Education-Driven, Particularly Youth Focused

Engagement with Local, State, National, and World Communities

Grassroots Organizing, Education, and Action

Earth Restoration

Inclusion and Diversity

Equity and Environmental Justice

Message from the Director

2022 brought many positive changes for ReThink. In the beginning of the year, we were selected as one of eight teams to participate in Round 3 of the National Renewable Energy Laboratory's Solar Energy Innovation Network. Our selected SEED (Solar Energy Equitable Deployment) project is a partnership with several neighborhood groups, the City of Tallahassee, the Solar Energy Loan Fund, the Tallahassee Food Network and more, and looks ways to overcome barriers to solar in 3 low-to-moderate income (LMI) Tallahassee neighborhoods. One of our strategies was to hire neighborhood members from within the community to bring their voices to the conversations we have been having about financial strategies, and to be out in the communities networking and educating. It's been exciting, hopeful work, and we look forward to continuing it.

Another big change in 2022 was to transition our successful intern program from primarily unpaid to primarily paid. (We say primarily to account for students who need unpaid internships.) While we've put over 250 interns through the program with a 98% success rate, and while they've gone on to successful careers in Congress, at NASA, in many nonprofits and businesses, we were thrilled to be able to take it to the next level and address the equity issues that unpaid internships present.

We ended 2022 as successfully as we began, with our Upper Limit project being the centerpiece of the Keynote Address by Rafe Pomerance at the Southeast Florida Climate Compact Summit. This project uses the concept of a need to set an upper limit to Sea Level Rise and 'Keep Florida Above Water' to shift the conversations in Florida and beyond toward the need to reduce our Carbon pollution. We're looking forward to kicking this project into high gear in 2023!

KIM ROSS

Executive Director



2022 NEWS AND SUCCESSES

YOUTH EDUCATION AND OUTREACH

In the summer, our STEM Education program focuses on Energy Camp: This program seeks to highlight students' scientific educational endeavors with a focus on sustainability and environmentalism. Through a series of interactive lessons, lectures, experiments, and special guests, students receive an in-depth and well-rounded perspective of the changing climate.

In 2022 ReThink provided Sabal Palm Elementary Camp biweekly STEM ed visits. Over this time, we provided engaging lessons and hands-on activities to foster conversations about sustainability, climate change, pollution, invasive species, renewable energy, and plants. Partners for this effort specifically included Sabal Palm Community Partnership School and Tallahassee Food Network. We also worked with Sewing Seeds Caring Ministry, Farming the Future, and Young Engineers Tallahassee to provide additional services.



ADULT EDUCATION AND OUTREACH

The Upper Limit Project:

ReThink has joined a team of environmental strategists, non-profit leaders, climate scientists, and civic professionals who have galvanized around the unique idea that just like the UN Conference of the Parties set an upper limit to the amount of warming our planet can withstand with the Paris Climate Accord – 1.5 to 2 degrees Celsius – Florida needs to set an upper limit on the amount of sea-level rise that it can withstand and still have a viable economy.

Our strategy is to identify key influencers with both public-facing and behind the scenes outreach campaigns to advance policies that will keep Florida at or below the upper limit.

Power Hour:



In April, ReThink launched a new adult outreach program called Power Hour. The bi-monthly events are designed to give community members a chance to talk about environmental issues that are important to them. Staff members are on hand and available to answer questions and encourage the sharing of ideas and solutions.

Solar Energy Equity Deployment (SEED)

In March 2022, ReThink Energy Florida was selected by the U.S. Department of Energy's National Renewable Energy Laboratory to lead a team to participate in the Solar Energy Innovation Network (SEIN) to discover transformative ways of equitable adoption of solar in vulnerable communities



This team plans to unlock the market potential for solar PV in low-to-moderate income (LMI) neighborhoods by building from LMI community-based initiatives to find opportunities to lower solar installation costs.

The project aims to provide a pathway to install solar installations at a neighborhood scale that can be replicable in other LMI neighborhoods through awareness of solar benefits in underserved communities and business awareness of LMI-funding opportunities.

Tallahassee SEIN team's innovative approach includes neighborhood members in the project from the beginning to investigate how to best reach their communities. The current Tallahassee Neighborhood Revitalization Area Plan designates the pilot neighborhoods as bearing disproportionately high burdens of energy costs. The project will explore different financial mechanisms to expand solar access and address present and immediate needs within the community including reducing residents' energy bills.

Internship Program



ReThink operates with the help of our internship program. Interns are encouraged to learn about every aspect of the organization regardless of their position and gain knowledge about a wide range of environmental issues. As most of our interns are either in college or just recently graduated, interns are able to acquaint themselves with nonprofits and local environmental organizations.

Not only are they exploring future career paths, our interns are constantly making connections and networking with professionals, which provides for future opportunity and growth.

In 2022, we were able to offer paid internships for the first time.



Policy and Advocacy

A wide coalition of organizations representing a diverse group of constituents across the state came to the Florida Capitol and went online for Zoom meetings to ask their legislators to oppose Senate Bill 1024 and House Bill 741 that would kill tens of thousands of rooftop solar jobs by ending solar net metering. These jobs are with small, local businesses that are good paying but don't require advanced degrees.

At the *Reclaiming Florida's Future for All* press conference, organizers, including Kim Ross, Executive Director of ReThink Energy Florida; Mark Chambers, General Manager of Meraki Solar Tallahassee; and Dave Cullen, Lobbyist, Sierra Club spoke in opposition to Senate Bill 1024 and House Bill 741.

Executive Director of ReThink Energy Florida, Kim Ross said "The whole idea that these bills are intended to help people of low income is ludicrous. These bills instead are the case of a monopoly getting a little too greedy. If they pass, that money isn't going back to help lower income people. It will contribute to increasing their profits and line their pockets. But more importantly, it will cut the 'Mom and Pop' rooftop solar industry off at its knees."

Reclaiming Florida's Future For All provided citizens a chance to tell their legislators why they support a just transition to clean energy. This year due to Covid precautions, attendees gathered online to meet with legislators and discussed the need to keep solar net metering and other issues that impact Florida's future as we strive to achieve energy independence for a healthier, more sustainable environment.

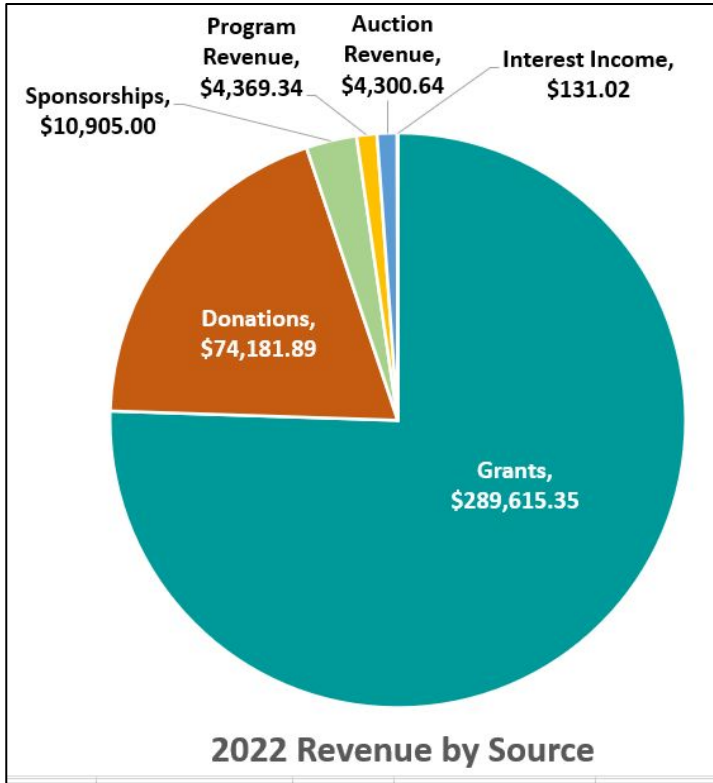


HB 741, the anti-solar bill was defeated in May by veto. after passing both the House and Senate. Many of our partners helped in this effort — their emails, phone calls, and lobby meetings made a big difference in raising the political will for this action to protect solar in the sunshine state. A records request done by our coalition partners showed that Governor DeSantis received 16,822 messages about the bill – of those, **16,809** urged him to veto the bill, and **only 13** supported it!

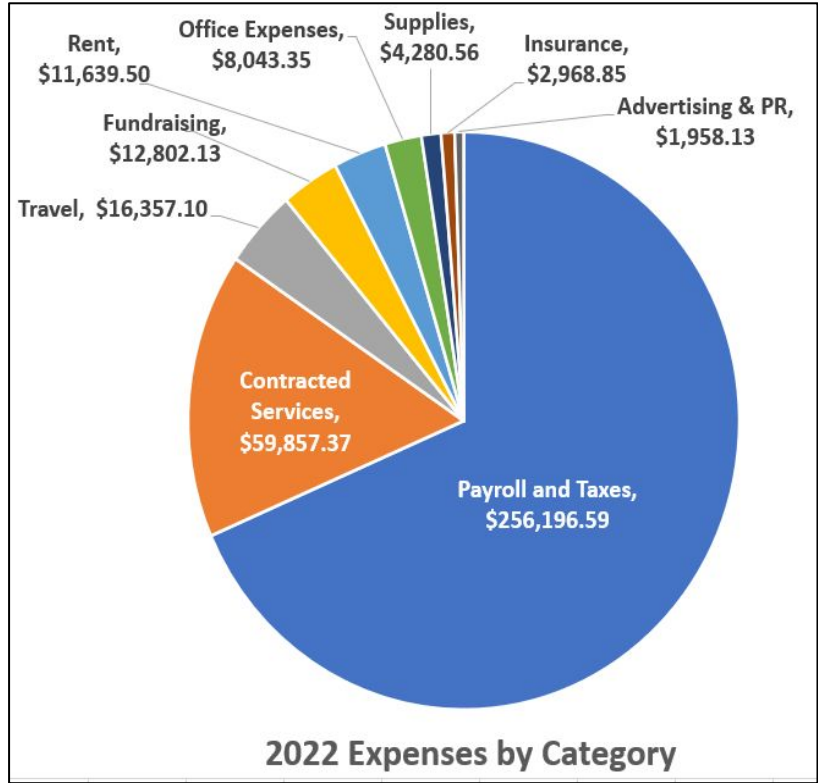


FINANCIAL OVERVIEW

Income Report



Expense Report



Five Year Revenue



Board of Directors

C3



Kim Ross
Executive Director &
Ex Officio



Eva Armstrong
President



Cynthia Schwartz Ebben
Secretary



Jim Davis
Treasurer



Bruce Strouble
Board Member



Ronald J. Ebben
Board Member



Rachel Christensen
Board Member

C4



Leighanne Boone
Action Fund
President



Brian Lee
Action Fund
Secretary



Kenneth Hays
Action Fund
Treasurer

2023 Strategic Priorities

- Uplifting and inspiring the grassroots climate movement
- Extensive Youth outreach
- Supporting grassroots volunteers
- Prioritizing adult outreach and education
- Telling Florida's climate impact story (changing the narrative)
- Engage in communities and support their movement to justice-focused transition to clean energy
- Use civic engagement to energize the climate movement into greater action
- Achieve fiscal sustainability through the successful inspiration of grassroots and civic efforts by connecting ReThink Energy Florida's work and story with complementary financial resources
- Improve overall organizational efficiency through the use of best practices within our internal communications systems, databases, and drive

