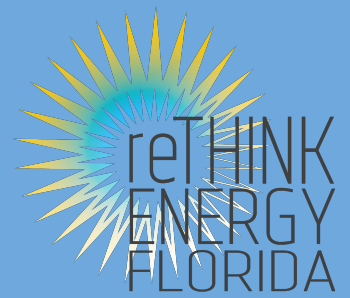


RETHINK ENERGY FLORIDA



ANNUAL REPORT 2020



DIRECTOR'S STATEMENT

Dear Friends and ReThinkers,

Well, 2020 was a weird year! From the pandemic, to Black Lives Matter finally taking a more center stage, to many of our supporters being swept away in local, state, and national campaigns, I think it's safe to say that the year was unlike any other.

For ReThink, the year was a time of expansion. Like many organizations, we had to transition to online communications entirely, but that effort helped us ReThink who we are and what we have to offer. We've been able to grow into a truly statewide organization, with interns across Florida, and with chapters holding their own events. Thanks to your support, we were able to have a successful virtual Energy Camp, which led to a virtual ReThink Science STEM Engagement Program. We held a fun and charming Energy Ball online, and we were able to hold several informative town halls across the state.

We're looking forward to continuing this expansion, and to making 2021 the best it can be!

KIM ROSS

Executive Director



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 of 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.

The ReThink Energy Florida family is comprised of two distinct but connected organizations – ReThink Energy Florida, our 501(c)(3) educational charity founded in 2010, and ReThink Energy Action Fund, our 501(c)(4) social welfare advocacy organization founded in 2016.

Our staff is actually a dedicated group of directors, unpaid interns, and regular volunteers that come in every day to build ReThink Energy Florida into the premier organization in Florida that people look to on energy issues. In 2020, we had over 5000 volunteer hours put in by this professional and dedicated team.



VALUES

1

Empowerment Through Deliberative Democracy

2

Evidence-Based Information

3

Solutions-Based Problem Solving

4

Education-Driven, Particularly Youth Focused

5

Engagement with Local, State, National, and
World Communities

6

Grassroots Organizing, Education, and Action

7

Earth Restoration

8

Inclusion and Diversity



9


Equity and Environmental Justice

2020 RECAPS AND SUCCESSES

Our programs consist of a Youth Education and Outreach Program, an Adult Education and Outreach Program, an Advocacy Engagement Program, and our excellent Intern Program.


Outreach is a crucial aspect of non-profit development and is an important part of ReThink's availability to connect with our community. As part of our outreach plan we strive to educate, engage, and empower a versatile range of groups and organizations. We also speak on a wide range of topics that align with our mission. The entire ReThink staff is involved with outreach on a daily basis and in addition, we schedule many presentations based on the needs of our fellow partners and contacts.






11.12.2020
LISTEN TO THE PODCAST:

This week's podcast is joined by TIME Magazine's energy and environment reporter, Justin Worland. We will learn more on why climate is a controversial topic in politics and they discuss how political instability is directly correlated to planetary instability.



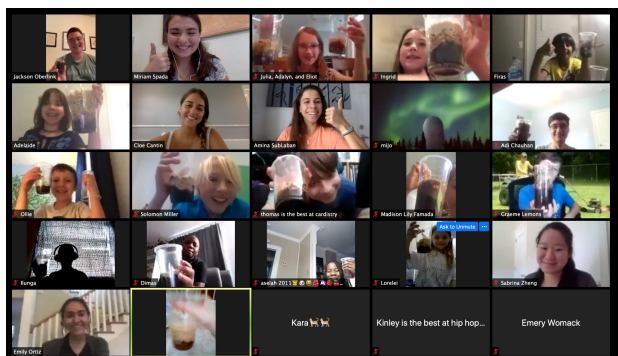
LINK IN THE CAPTION



YOUTH EDUCATION AND OUTREACH

ENERGY CAMP

This year ReThink Energy hosted a virtual Energy Camp for one week. Our sold-out Energy Camp of 24 students provided a unique learning opportunity for young students this summer who are interested in learning more about the environment. Campers participated in hands-on crafts, heard from guest speakers and learned about sustainable energy. Thank you to everyone who made our virtual camp this year a success!



YOUNG ENVIRONMENTAL LEADERS

Our Young Environmental Leaders Program (YEL) was the most impacted by COVID-19. Going into 2020, our YEL students had ideas and plans for projects such as reducing paper waste in schools, getting a school and eventually the school district to transition to compostable trays from polystyrene, and, getting a local temple to begin composting their waste. All of these examples require in-person activities to be occurring at school and in places of worship. Thus, as COVID forced closures and reduced in-person contact, these projects came to an abrupt halt. In addition, as with all young people, these students were soon coping with on-line lessons, zoom fatigue, and a changing world. In the Spring of 2020, we found the best way we could support the YEL students was to provide a safe (virtual) space for them to be with their peers, and to allow them to express whatever concerns they had.

In Fall 2020, we continued YEL virtually, this time with a focus on teaching the skills that we know the students will need to make an impact with their projects. So, we covered topics such as Root Causes and Effects of Environmental Issues, Creating a Strategy/ Power Mapping, Developing Your Message, Art and Activism, Setting Smart Goals/ Demands and How to Be an Activist From Home.

Our Young Environmental Leaders Program is more than just the sum of its students and their projects but is a training ground for environmental activists that will inspire the world. Success looks like engaged and educated students who are ready ready to make a difference. Qualitatively, we conducted a focus group of parents who reported that their children especially appreciated the chance to feel heard and connected.

STEM-BASED SCIENCE CLUB

Upon moving our annual summer Energy Camp to a virtual platform in 2020, the ReThink Science Club was founded as a virtual way for students to socialize, actively learn about Earth science, and develop their critical thinking skills. The ReThink Science Club has grown to a group of about 12 students who meet on a biweekly basis to learn and engage with activities ranging from building terrariums in a jar or using bromothymol blue pH indicator to model ocean acidification. Our upper level students will occasionally volunteer to run the elementary group lessons or participate in other ways like speaking on NPR's 411-Teen podcast.

INTERNSHIP PROGRAM

INTERNS

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. They learn what goes into running a nonprofit while developing their outreach, advocacy, and administrative skills which give them an edge in the job market to help them stand out to employers.

We had 29 interns in 2020.

“I joined ReThink Energy Florida during the summer before my senior year at the University of North Florida. I started as a Social Media Coordinator and worked with the Communications team to learn how to promote our annual Energy Camp that went virtual due to COVID. Although working completely remote, I formed close bonds with my team as we navigated how to get people involved in virtual events. ReThink’s team feels like family from the beginning, creating a welcoming environment for all that fosters learning. I also had the amazing opportunity

to help with our Energy Ball and see what a delightful time it is, even though we could not be in person. Working at ReThink has not only helped me grow professionally, but it has also shown me what a group of passionate individuals looks like. ReThink’s team knows how to band together for the environment and I feel fortunate to have been a part of it.”



-Hannah Curry

POLICY AND ADVOCACY

FLORIDIANS AGAINST FRACKING

Throughout 2020, ReThink Energy Florida continued its leadership role in the Floridians Against Fracking coalition, mobilizing Floridians to take action to ban fracking in Florida. Prior to the pandemic, our organization hosted multiple in-person phone banking events, rallies, and tabling events that successfully helped connect constituents with their legislators to advocate for a statewide fracking ban. Along with other coalition members across the state, we amplified the diverse voices in the climate movement and provided them with opportunities to make an impact in this important movement.

As the pandemic began, we pivoted to remote work, but continued to strategize digitally to educate, engage, and empower Floridians across the state. In June 2020, our organization participated in its first ever virtual lobby day with Our Climate, which effectively connected 27 youth activists with 15 legislators. That same month, we also hosted a virtual webinar and letter writing event, which successfully empowered 58 people to voice their opposition to ongoing environmental rollbacks under the Trump Administration and the bailout of the fossil fuel industry.

RECLAIMING FLORIDA'S FUTURE

Our annual statewide advocacy day, Reclaiming Florida's Future for All, brought together Floridians to meet with their legislators and advocate for clean water, clean air, and clean energy. At this event, we organized and hosted around 200 people from 10 different areas around the state to come to the Florida State Capitol in February 2020. These Floridians were educated on energy and environmental issues, including fracking in Florida. They then visited with their elected leaders to educate them on the issues of fracking in Florida and show their support for bi-partisan fracking bans. Additionally, the attendees brought 'promissory notes' of their own and their fellow activists from around the state to Governor DeSantis, who promised to ban fracking during his term, but has not publicly loaned his support to the fracking bans in the legislature. We delivered nearly 1000 promissory notes to Governor Desantis to remind him that he was Past Due on his promise to ban fracking.

One of our largest successes of the day was that we gave educational literature to all 160 legislators in the Capitol. Additionally, we hosted our first Youth Caucus to give youth a place to voice their opinions and concerns.



CHAPTER DEVELOPMENT

ReThink Energy Florida's chapters continue to be a great asset to the organization. In 2020, our chapter leaders in Brevard County, Broward County, Miami-Dade County, and Southwest Florida organized various activities in their respective areas and helped amplify our statewide events throughout their own communities.

For example, ReThink's Miami-Dade Chapter was invited to participate in Florida International University's Urban Forestry webinar. Through this, our organization was able to reach a diverse audience of 26 South Florida attendees, while also educating them about the dangers of fracking and the importance of adopting clean alternatives.

Beyond this, our chapters also got involved with c(3) compliant Get Out the Vote (GOTV) efforts. For example, we hosted a letter writing event, in partnership with youth-led climate organization Our Climate, urging young people to show up to the polls.

Ultimately, our chapters participate in, and amplify, all of the events that ReThink Energy Florida spearheads. They have proven to be very successful, and we look forward to seeing how our chapters continue to grow throughout the coming years.

POLICY AND ADVOCACY

THE TALLY 100% TOGETHER COALITION

Instigated by and in partnership with a local grassroots movement, including a coalition spearheaded by ReThink Energy Florida, The City of Tallahassee committed to achieve a goal of 100% clean renewable energy no later than 2050. This Resolution, adopted by the Tallahassee City on February 20th 2019, was the culmination of months of effort by dozens of organizations and individuals. But it was not the end of the movement, it was the beginning.

Over this past year, the Tally 100% Together Coalition has expanded our membership and worked hard to keep the citizens of Tallahassee informed, involved, and excited about the transition to clean renewable energy. One of the most important parts of our mission is recruiting new businesses and organizations to join our coalition. Coalition recruitment allows us to have important conversations with local stakeholders about renewable energy and how it will impact them. Most importantly, coalition recruitment shows the city of Tallahassee that our community is committed to transitioning to renewable energy and creates a line of communication for when the city eventually needs to reach out to businesses and organizations about the transition. In 2020, 41 organizations, 25 businesses, and 66 individual leaders signed on to the Tally 100% Together Coalition.

GET TO HEAR FROM COALITION MEMBERS



I was really touched by the recognition from Tally100 that there needs to be a connection between working for the planet and working for people.

And there can be no environmental justice without first recognizing there needs to be racial justice... I feel like I've added a new tool to my toolbox of knowledge.

TALETHIA EDWARDS
Tallahassee, Florida



FACEBOOK.COM/TALLY100TOGETHER



@TALLYTOGETHER



@TALLY100COALITION



ADULT EDUCATION AND OUTREACH



RETHINK YOUR DIET WEBINAR SERIES

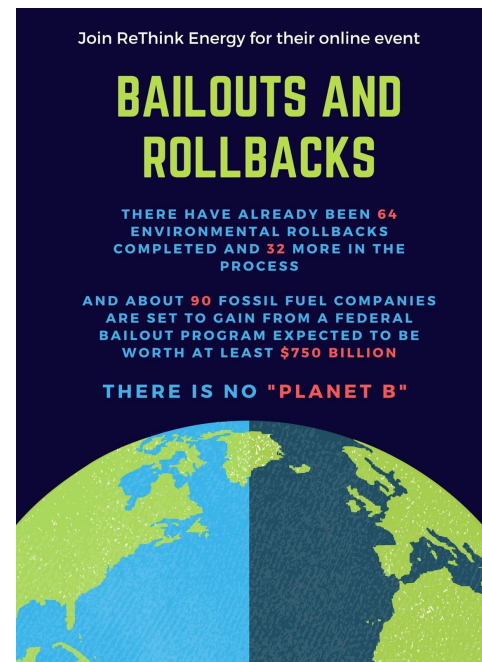
In June and July 2020, we hosted a webinar series focused on the connection between Energy and Food, and how to switch toward a plant-based diet. This event was led by guest speakers, Ed and Linda Oaksford!

CANDIDATES' ENVIRONMENTAL FORUM

In August and October, we virtually co-hosted the 13th Biennial General Candidates' Environmental Forum as a chance to learn about General Election candidates' platforms on important environmental issues. The Big Bend Environmental Forum hosted a candidates' forum for local candidates, including the Leon County Commission and Tallahassee City Commission. Citizens were able to submit questions covering environmental, energy, sustainability, and growth management issues.

BAILOUTS AND ROLLBACKS

In June, we hosted an online webinar discussing Fossil Fuel Bailouts and Environmental Regulation Rollbacks to encourage Floridians to get involved to help stop them.



ENVIRONMENTAL TOWN HALLS

The Tallahassee Environmental Justice Town Hall was a virtual event with local experts to discuss the history of the environmental justice movement, modern environmental racism issues the country is facing, and a conversation on past and current environmental injustices in Tallahassee. We thank everyone who participated in the important conversation

Fundraisers

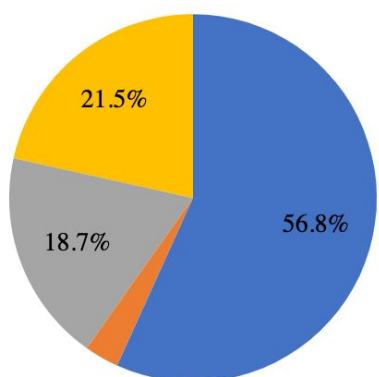
ENERGY BALL

We overcame the hurdle of the pandemic by hosting our Annual Energy Ball virtually on Zoom! We enjoyed fun music by Two Clever, dancing, great food and drinks, a silent auction, and Energy Innovator Award recognition! This fundraising effort was aimed to support our new virtual STEM based extracurricular education. Our net earnings for Energy Ball were a total of \$11,673.94

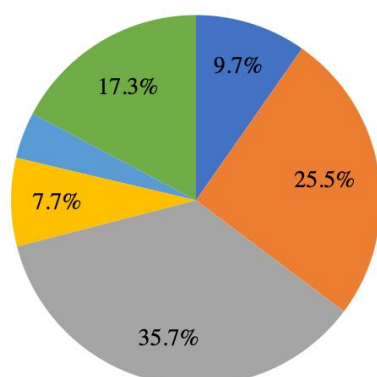
Energy Innovator Award Winners:
 Organization - League of United Latin American Citizens
 Individual - Rev. Dr. Neddy Astudillo
 Youth - Lorena Sosa
 Local Winner: Carly Sinnadurai

Thank You to Our Sponsors

Origis Energy
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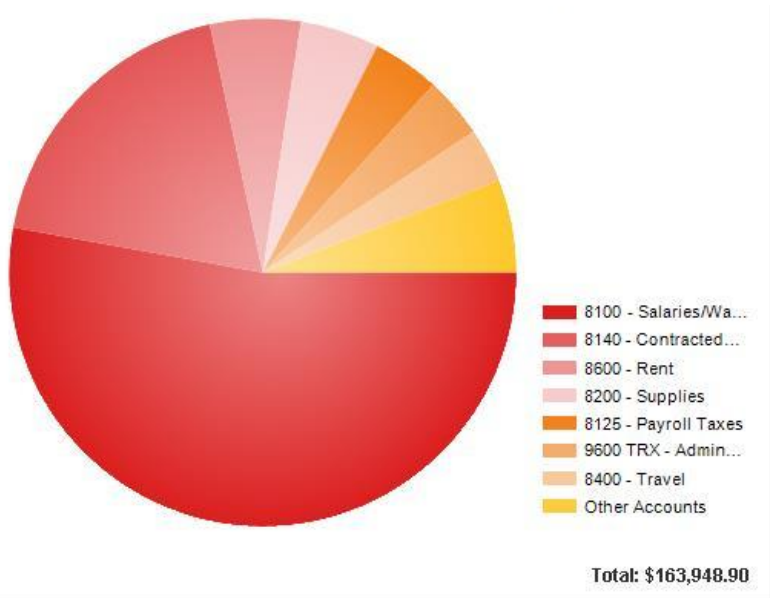
6102 - Sponsors 6110 - Misc Contributions 6120 - Misc Fund Raising/Tix
 6954 - Auction Revenue



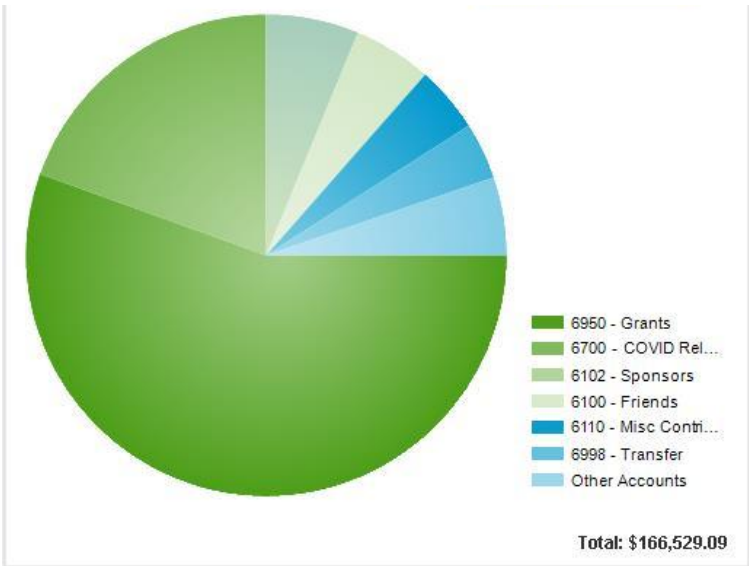
8140 - Contracted Services 8145 - Advertising Expense 8200 - Supplies
 8220 - Postage, Mailing Service 8400 - Travel 8500 - Bank Fees

FINANCIAL OVERVIEW

Expense Report



Income Report



Income and Expense Trend (\$ In Thousands)



2021 GOALS

- Uplifting and inspiring the grassroots climate movement
- Creating a PR plan for ReThink Energy Florida to increase visibility and awareness
- Expanding youth outreach
- Supporting grassroots volunteers
- Telling Florida's climate impact story
- Starting a social media campaign to involve the public in telling their personal stories
- Using civic engagement to energize the climate movement into greater action
- Achieving fiscal sustainability through the successful inspiration of grassroots and civic efforts
- Improving overall organizational efficiency through the use of best practices within our internal communications systems, databases, and drive.



DONORS

We appreciate all of our donors and their contributions
to ReThink Energy Florida!

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Ronald Saff
Rosa Castro Feinberg
Roselyn Kilcollins
Sally Ogburn
Sam Adams
Savana Roach
Sharon J. Fairbanks
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Slade and Cheryl Geiger
Southeast Climate & Energy
Network
Southern Home Consultants
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Steven Been
Steven Lize
Susan Fleming and Hans
Gregersen
Susan Robinson
Susan Sagues
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