This is the 2017-18 Fiscal Year Annual Report for 350 Bay Area, the 501c3 arm of the 350 Bay Area community.
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2017-18, A Year of Resistance, Persistence, and Building for a Fossil Free Future

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Our Mission: We are building a grassroots climate movement in the Bay Area & beyond that achieves deep reductions in carbon pollution and presses for socially equitable solutions and a just transition to clean energy.

350BayArea.org
350 Bay Area began in 2012 with the conviction that we can push decision makers to take deeper action to halt and reverse global warming. Since then, 350 Bay Area has become a powerful force in the region and in the state:

- We have mobilized thousands of activists and supporters
- We have forged relationships with lawmakers and other policy makers, both working collaboratively and continuing to insist on swift and effective action.

Sometimes the path to change includes mass mobilizations, and sometimes the fastest path to real emissions reduction is by getting ten people to an agency meeting, armed with the right knowledge, the right supporting arguments.

Progress this Year

We have had an exciting year of action. 350 Bay Area’s Legislative team, working in coalition with many allies continues its push for SB100, California’s bill to achieve 100% Clean Energy by 2045, setting an ambitious target that will drive innovation. We helped organize a big lobby day with state-wide attendance, and successfully moved the bill out of a key committee.

At the CPUC, we have legal standing to provide our input on several key issues. Our work there has successfully pushed back on efforts to diminish rooftop solar net
metering incentives, and on efforts to undermine the formation and operations of Community Choice Energy entities.

At the Bay Area’s Air District, after successfully pressuring the Board to set a firm commitment of 80% reduction of carbon pollution emissions under their jurisdiction by 2050 and setting up a regional climate action plan, we are working with the staff to implement that plan.

Recognizing the need to build our capacity to address the intensifying climate emergency, our Steering Committee adopted and implemented an organizational strategy, including hiring an Executive Director, strengthening our local groups and programs, and improving our communications and volunteer engagement process. We are thrilled to report that we hired Laura Neish to be our first Executive Director in October, 2017. Laura serves in a part time capacity, based on our current funding level. Working closely with the Steering Committee members and Fundraising Team, she has helped assemble a staff and action plan that can move 350 Bay Area to a new level of climate action. She has also helped us make significant progress on the other elements of the organizational strategy, improving support for our programs and local groups and communications.

Focus

Our intention is clear: we are working to achieve deep reductions in carbon pollution and press for socially equitable solutions and a just transition to clean energy. By operating in the Bay Area, we have tremendous leverage: California looks to the Bay Area for innovative solutions, and the world looks to California for leadership on climate. The work of 350 Bay Area is framed by these main goals:

- 100% clean energy
- No fossil fuel expansion
- Clean and just transportation
- A just and equitable transition
Thank you. Thank you for your support as we build the climate movement in the Bay Area and in California. Real climate action that is both swift and just does not happen without you and your support.

350 Bay Area plays a leading role in building the crowd swell demanding action. We are frequently a catalyst: identifying and clarifying key issues. We are frequently a collaborator: working with allied organizations in a targeted way to accomplish a focused mission. And we are always a supporter of those seeking to address injustice, both environmental and social.

Our approach is unique in the region—we play a leading role in collaborations to mobilize mass action, like the RISE for Climate, Jobs and Justice march in September, 2018. We also bring expertise to the table—our volunteers and staff have an impressive depth and breadth of knowledge about the policies that are needed to reduce emissions and the entities that have the authority to implement them. From the California legislature, to our regional Air District, to the Public Utilities Commission, 350 Bay Area has the commitment, expertise, and savvy to make change happen.

Looking Forward

Our new fiscal year has ambitious goals. Our focus for the first part of the year is on RISE for Climate, Jobs and Justice, a mass mobilization focusing pressure on Global Climate Action Summit participants, and insisting that they step up for firm
commitments to swiftly reduce emissions, backed up by action. 350 Bay Area is playing a leadership role in organizing the march and in mobilizing the state and beyond to show up.

As noted, SB 100 is an important signal to innovators and the world that a 100% clean electric grid is possible, affordable, reliable, and inevitable.

350 Bay Area is working in coalition to stop the Phillips 66 expansion project and to develop strategies to stop fossil fuel expansion projects in general, including focusing on regulations to reduce particulate pollution.

We will also be rolling out a new city-level initiative to organize local action for effective city ordinances to reduce local emissions. According to a study by UC Davis, almost 40% of emissions fall under the control of city and county decisions. 350 Bay Area is assembling a knowledge base of model ordinances, policy papers, and best practices to organize city by city, to build a powerful team of local climate advocates.

Electrify Everything is a new educational and advocacy campaign that will reach out to let everyone know about the technologies that are available right now to take fossil fuels out of transportation and buildings in a cost-effective way, and push for policies to make that happen.

The time for action is now. Join us as we move policy makers from resolutions, targets, and plans to real and immediate action. Thank you for joining us in the movement of our time! We are going to march on and we will not be stopped . . . with your help.

— Laura Neish
Refinery Healing Walks – Frontline communities protesting pollution and calling for a just transition from the fossil fuel era to a sustainable future.
Speaking Out about the Climate Crisis

Clockwise from top left: Jan Kirsch, Judy Pope, Kathy Dervin, Bill Pinkham, Karen Harringon, Rev. Ken Chambers
Rallies for Climate Action

Top Left: No Coal in Oakland protest at SF Federal Court • Top Right: Rand Wrobel at science rally in SF • Center: Jack Fleck at anti-war rally in Oakland • Bottom: Calling for an end to fossil fuel vehicles in Santa Rosa
Panel Presentations, Tabling, Letter Writing
Youth vs. Apocalypse

The goal of this campaign is to empower and educate youth to push locally for climate justice in response to a local developer’s proposal to bring Coal to the Port of Oakland, endangering our community with fugitive coal dust. This tangible issue — where climate, local autonomy, economic and racial justice intersect — has provided young people with a crucial and accessible way to become powerful advocates for climate and environmental justice where they live.

—Carolyn Norr, 350 Bay Area Youth Organizer

350 Bay Area’s youth group named themselves Youth vs. Apocalypse.

Carolyn Norr has reached hundreds of youth by providing engaging classroom presentations. Through presenting with an environmental justice lens and by offering hands on, empowering ways for students to get involved, young people have gotten fired up about climate justice at more than a dozen schools.

Carolyn with students Samantha and Mariah
Thinking Globally—Acting Locally

Divestment Rallies:
San Francisco Pension Fund and Wells Fargo

“Wherever they can make an impact in driving solutions, standing up to the fossil fuel industry, supporting sensible legislation and raising climate consciousness, 350 Bay Area shows up.”
—Steve Kinsey, Former Chair, California Coastal Commission
Thinking Globally—Acting Locally
Bay Area Air Quality Management Hearings

Bay Area refineries are expanding their operations to refine extreme fuels such as Canadian tar sands.

Left: Air District hearings overflow • Right Above: Richard Gray and Ken Jones & others • Right Below: Jed Holtzman
Advocating for Legislative Action

Two years of volunteer efforts paid off in early July, 2018 as the State Assembly moved towards approval of SB100, which sets a goal of 100% renewable energy for California by 2045.
Reminders about the Urgency of the Climate Crisis

122° in Pakistan in April

3000 homes burn in Santa Rosa -- Oct. 2017

A coral dead zone Bonaire

Coral reefs dying in the Caribbean

Mudslide in Santa Barbara, January

And More to Come . . .

Heat records being set -- 2018

NASA Global Temperature Trend: 1977 - 2018; Projected to 2032

U.N. goal for limit on global temperature increase

Red dots show temperature above the 1950 - 1981 Average
On June 12 the City of Berkeley declared a climate emergency and called on all Bay Area cities to begin a “Regional Just Transition and Climate Emergency Mobilization Collaborative Effort.” The resolution was passed in part to urge the Global Climate Action Summit (see next page) to provide real climate leadership.
RISE for Climate, Jobs, and Justice

September 8, 2018

The Global Climate Action Summit (GCAS) will bring 20,000 government representatives, businesses, NGOs, and concerned citizens to San Francisco September 12-14, 2018 to declare “We are still in!” the Paris Climate Agreement. On September 8 we will help mobilize the largest climate action ever on the West Coast to demand real climate leadership from GCAS—"to keep fossil fuels in the ground and move towards a just, equitable and resilient 100% renewable energy economy..."
2017-18 Financials

- 350 Bay Area Climate Education Fund had its most successful year financially in 2017-18.
- Our revenue of $85,278 was above our budget goal of $81,200.
- We are looking forward to increased growth in 2018-19 with a budget goal of $175,039.

Income

With your continued support, we are looking forward to increased growth in 2018-19 with a budget goal of $175,039.
In 2018-19, in addition to the RISE for Climate, Jobs, & Justice march and related events, we will seek to propel the Bay Area and California into serious climate action to reduce greenhouse gases, keep fossil fuels in the ground, and plan a just transition to clean energy in the near future.

2017-18 Financials

Expenses

Key Program Expenses:

- Policy Support (Analyst) .............................. 36%
- Program Leadership (Youth Coordinator, Volunteer Coord, Exec Director) ............... 51%
- Program Communications ............................. 13%

105%
Budget increase 2017 to 2018FY

$175,039
Budget goal for 2019FY

48%
of our proposed budget comes from hundreds of individual donors
Thank You

Thanks to all of our supporters for making our achievements possible this year.

Remembering why we do Climate Action work.
More Climate Action—Less Hot Air