

2014 ANNUAL REPORT



EESI

Environmental and
Energy Study Institute

Celebrating 30 Years



EESI Board Chair Jared Blum charging his Chevy Volt

Thirty years ago, some very visionary members of Congress—John Heinz, Gilbert Gude, Richard Ottinger—created something called the Energy and Environment Study Conference (later to become EESI), a non-partisan group dedicated to developing and promoting creative and workable ideas to solve the nation’s environmental and energy problems. Thanks to so many people, foundations, and businesses who have given to make this work a reality—we’ve been able to do a lot.

EESI is not funded by Congress. Donors have made it possible for EESI to average around 33 briefings a year for the past 10 years, and to publish 97 white papers over that same period. We’ve sent out more than 400 weekly newsletters. And we’ve published countless online articles.

We’ve been recognized as an exceptional nonprofit for our work. In late 2013, Charity Navigator named us a Four-Star Charity for the seventh time in a row. GreatNonprofits has designated us a Top-Rated Nonprofit for four years in a row, thanks to so many who have written glowing reviews of EESI's work and the difference it makes.

This recognition is well deserved. EESI has had a tremendous impact, making the public and government officials more aware of the solutions that exist to our pressing energy and environmental issues, especially climate change. This isn’t just about threats, it’s about opportunities. Increasing our energy efficiency and ramping up renewable energy will make us more secure as a nation, and less dependent on foreign oil. Biofuels are a great economic opportunity for rural areas that are often struggling. Renewables in general create many more jobs than fossil fuels. So join us and let us embark together on another 30-year run with confidence and optimism!

Jared Blum, Chairman of the Board



In its 30 years of existence, EESI has often served as a catalyst in drawing attention to emerging issues, which were then picked up by other organizations. That was true when I came to EESI in late 1987 to start our Energy & Climate Program. In 1988, EESI's Board distributed a policy statement to Congress which emphasized the threat posed by climate change and concluded that it was imperative to act. Subsequently, EESI has worked with countless organizations and constituencies in our quest to provide solid, timely information and perspectives to policymakers and to develop 'win-win' solutions. Our work has always been concerned with understanding how interconnected our world is and how that needs to be reflected in policy. It is with great gratitude that we think of all those with whom we’ve worked—and how important all of you are to the exciting and critical work that lies before us. Thank you for being part of our history ... and our future!

Carol Werner, Executive Director

About EESI

The Environmental and Energy Study Institute is an independent, non-profit organization advancing innovative policy solutions to set us on a cleaner, more secure and sustainable energy path. Founded by a bipartisan Congressional caucus, EESI’s strong relationship with Congress helps us serve as a trusted source of credible, non-partisan information on energy and environmental issues. EESI receives no Congressional funding and is supported by generous donors and grants.



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EESI’s annual report is available to the public on our website, at www.eesi.org/annual_reports. EESI is a non-profit 501(c)(3) organization. Contributions are tax deductible to the fullest extent of the law. EIN: 52-1268030

Accomplishments: Top 10 in 2014



1

Celebrated 30 successful, impactful years of educating national policymakers and furthering win-win sustainable solutions.

EESI was launched in 1984 as an independent nonprofit providing information and policy resources to Congress on energy and environmental issues. Since then, the policy community in the nation's capital has come to depend on EESI's highly regarded public briefings, email news, and technical assistance. EESI grew out of a bipartisan and bicameral Congressional caucus formed in 1975 by then-Congressmen Dick Ottinger (now our board chair emeritus), John Heinz, and Gilbert Gude.

2

Expanded our on-bill financing program—which helps rural households save energy and money, while reducing overall emissions—into a national effort.

On-bill financing allows households to pay for energy efficiency retrofits with loans that are repaid through their utility bills. In most cases, the energy savings outweigh the loan's cost, leading to lower bills! Thanks in part to EESI's work, the U.S. Department of Agriculture is making low-cost funds available to rural utilities for energy efficiency projects, including on-bill financing. EESI is helping rural electric cooperatives and municipal utilities design and implement such programs, providing benefits to them and their customers. On-bill financing programs can also be a compliance strategy under the proposed Clean Power Plan.

3

Showcased the National Climate Assessment, a milestone report, through a year-long series of six briefings.



Lance Cpl. Scott Whiting

Breezy Point, NY, after Hurricane Sandy (2012)

EESI examined the various impacts climate change is already having on different U.S. regions, and the devastating impacts it will likely have if allowed to proceed unchecked. EESI's briefings provided an overview of the National Climate Assessment as a whole, and then examined climate impacts in four regions: the Midwest, Northeast, Southeast, and Southwest. A sixth briefing focused on the climate threats facing sites of national significance (e.g., the Statue of Liberty). Many of these are particularly vulnerable to climate threats such as sea level rise or wildfires.

4

Defended the Renewable Fuel Standard, which has helped level the playing field for biofuels as they compete with petroleum products.

The Renewable Fuel Standard requires a certain amount of renewable biofuels to be blended into the U.S. transportation fuel supply, in order to spur economic growth in rural areas, lessen U.S. dependence on foreign oil, and reduce carbon emissions. EESI brought in distinguished speakers who highlighted the latest research on biofuels, which finds them to be significantly more environmentally friendly than fossil fuels. In a second briefing, our policy audience learned about cellulosic ethanol, a biofuel made with organic wastes that is just beginning to reach commercial scale. Weakening or repealing the Renewable Fuel Standard now would hamper an emerging, advanced renewable energy industry just as it is beginning to take off.

5

Highlighted the fast-growing clean energy sector for policymakers and the media.

EESI highlighted the critical importance of renewable energy and energy efficiency in our nation's economy. An EESI briefing showcased the 2013 solar industry job census, and one of our most popular factsheets was *Jobs in Renewable Energy and Energy Efficiency*. There are now more U.S. jobs in the renewable energy sector than there are in the fossil fuel sector.



6

Shed light on the Environmental Protection Agency's efforts to reduce U.S. greenhouse gas emissions.

With a briefing, *The Supreme Court and EPA Carbon Rules*, and a fact sheet, *Timeline of EPA Actions on Greenhouse Gases*, EESI tackled the controversial topic of EPA's rules on greenhouse gas emissions. EESI sought to help policymakers understand EPA's basis for action and why the Supreme Court has so far upheld the Agency's rules.

7

Played a lead role in organizing the 17th Congressional Renewable Energy and Efficiency Expo.



EESI was a lead organizer of the 2014 Expo. A roaring success, it featured 41 exhibitors and 34 speakers, including two Members of Congress (Rep. Chris Van Hollen of Maryland—pictured left—and Rep. Paul Tonko of New York). Over 500 members of the policymaking community attended the day-long event.

8

Showcased how buildings can be made more resilient while also making them more affordable and sustainable.

Two EESI briefings, *Can Housing Be Affordable, Resilient, and Sustainable?* and *Building Resilience: Saving Money, Saving Communities, Saving Lives*, showed that it is absolutely possible to have strong and green buildings that withstand hurricane-force winds, conserve energy and water, and remain operational during a power outage. Increasing energy efficiency in buildings is one of the best ways to address climate change.

9

Designed and launched a more visually appealing and user-friendly website that attracts more than 16,000 unique visitors every month.

EESI completely revamped its website to better serve the policymaking community. A powerful search interface is one of the new website's key features, giving visitors the ability to easily hone in on one of EESI's 100 issue briefs and fact sheets, 700 web articles, 275 newsletters, or one of 250 recent briefings. The new site makes it easier than ever to watch briefing livecasts, and to view the full recording long after the event.

10

Received resounding positive feedback from our stakeholders, becoming one of only three environmental nonprofits in D.C. to be named a Top-Rated Nonprofit.



For the fourth time in a row, EESI earned the Top-Rated Nonprofit designation and EESI continues to maintain a perfect score in Charity Navigator's Accountability and Transparency ratings. Charity Navigator, America's leading charity evaluator, only awards full marks to the most accountable and transparent organizations.

Briefings, Publications & Outreach

WE BRING EXPERTS from government, industry, and civil society to Capitol Hill for Congressional briefings. EESI briefings spur bipartisan discussions on cutting-edge research, success stories, and lessons learned. More information is available at www.eesi.org/briefings.

January

- Public Attitudes About Climate Change and Clean Energy

February

- 2013 Solar Industry Job Census Results
- Building Resilience: Saving Money, Saving Communities, Saving Lives

March

- The Supreme Court and EPA Carbon Rules
- Electric Transmission 201 – The High-Voltage Grid: Its Operations, Challenges, and Benefits
- The 2015 Budget: Impacts on Energy Efficiency & Renewable Energy

April

- Converting Vehicle Fleets to Alternative Fuels: Federal Policies Key for Reducing U.S. Dependence on Foreign Oil
- Drier and Hotter: Managing Climate Risks in the Southwest
- How Better Recycling Can Minimize Waste and Boost the Economy



May

- The National Climate Assessment: Measuring Domestic Climate Impacts
- The Economic Impact of Public Transportation Investment: Stories from Around the Country
- National Landmarks at Risk: How Rising Seas, Floods, and Wildfires Are Threatening the United States' Most Cherished Historic Sites

BY THE NUMBERS (2014)

- **22** Congressional briefings
- **43** issues of *Sustainable Bioenergy, Farms, and Forests*
- **51** issues of *Climate Change News*
- **55** new briefing videos on YouTube
- **178** Hill Offices attended EESI briefings
- **3,444** people attended EESI briefings
- **13,346** email subscribers
- **47,849** cumulative YouTube views
- **136,452** unique website visitors in 2014

June

- Electric Transmission 301
- Innovative Technologies to Strengthen the Grid

July

- Climate Impacts in the Midwest: Becoming More Resilient
- Evolving Resiliency: Managing Climate Risks in the Northeast
- 17th Annual Congressional Renewable Energy and Energy Efficiency EXPO + Forum

September

- Carbon Accounting and Vehicle Fuels: A Research Update

October

- Cellulosic Ethanol: A Technology Update
- The Economic and Climate Implications of Methane Emissions from the Oil & Gas Sector

November

- Advancing Resiliency: Competing for Innovative Investments

December

- Can Housing Be Affordable, Resilient, and Sustainable?

You Make it Possible

Thank you to all our generous donors and grantors!

GRANTORS

DEPARTMENT OF ENERGY (DOE)
ENERGY FOUNDATION
THE GEORGE GUND FOUNDATION
GOOGLE.ORG (IN KIND)
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NEW YORK COMMUNITY TRUST (NYCT)

THE OTTINGER FOUNDATION
SALESFORCE FOUNDATION (IN KIND)
SURDNA FOUNDATION
WALLACE GENETIC FOUNDATION

Grants active in 2014 or awarded through May 2015.

DIRECTOR'S CIRCLE (\$5,000+)

Members of the Director's Circle have made a substantial commitment to EESI by providing \$5,000 or more in general support. EESI is deeply grateful for their generous support. [You can join the Director's Circle today.](#)

ANONYMOUS
HAROLD APPLETON
SAM BALDWIN

COCA COLA
SEAN LEVINE
GORDON AND BETTY MOORE FOUNDATION

ROGER & VICKI SANT
SUJA JUICE
RICHARD & KAREN WHITNEY

Donations received in 2014 and through May 2015.

EESI ASSOCIATES (\$1,000 - \$4,999)

EESI Associates have made a significant commitment to advancing clean energy policy by providing \$1,000 to \$4,999 in general support. EESI is very grateful to all of our Associates. We also thank the many donors who give other amounts, whether by mail, online, or through workplace giving. [Become an EESI Associate today!](#)

Adhikari, Emily
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Donations received in 2014 and through May 2015.

PROGRAM PARTNERS

25x'25
American Public Transportation Association (APTA)
Clean Fuels Development Coalition
Environmental Defense Fund (EDF)

Electric Drive Transportation Association (EDTA)
Illinois Corn Growers Association
National Electrical Manufacturers Association (NEMA)
Solar City

The Solar Foundation
Transportation Energy Partners
Union of Concerned Scientists (UCS)
WIRES

Partnerships active in 2014 through May 2015.

Donor Spotlight: American Public Transportation Association



ONE OF EESI'S most long-standing supporters and partners is the American Public Transportation Association (APTA). Founded in 1882, APTA is one of the oldest associations in the United States. It initially discussed, among other things, horse shoeing and horse stables. Today, APTA is the leading voice of the public transit community. Its more than 1,500 members carry over 90 percent of U.S. and Canadian transit passengers.

APTA members are engaged in bus transit, light rail, commuter rail, subways, waterborne passenger services, and high-speed rail. They include companies that plan, design, construct, finance, supply, and operate bus and rail services worldwide, as well as government agencies, academic institutions, and trade publications. All share a desire to make our transportation system safe, reliable, and sustainable. Public transit saves fuel, reduces congestion, and drives economic growth. It reduces our nation's carbon emissions by the equivalent of 7.8 million cars annually.

Financial Overview

EESI CONTINUES TO MEET THE HIGHEST STANDARDS of accountability in the fulfillment of our mission. To maintain our credibility and effectiveness, our financial statements are reviewed by independent auditors. In December 2013, we were honored to receive a four-star charity rating—the highest possible—for the seventh time in a row from Charity Navigator, with a perfect score for accountability and transparency.

We efficiently put donor funds to work. In 2014, **85 percent of our support went directly to program activities:** energy and climate, high-performance green buildings, on-bill financing, sustainable biomass and energy, and sustainable transportation and communities. The remainder supports our essential fundraising and administrative tasks, without which none of our work would be possible.

Summary Statement of Activities

for the year ended December 31, 2014, with comparative totals for 2013

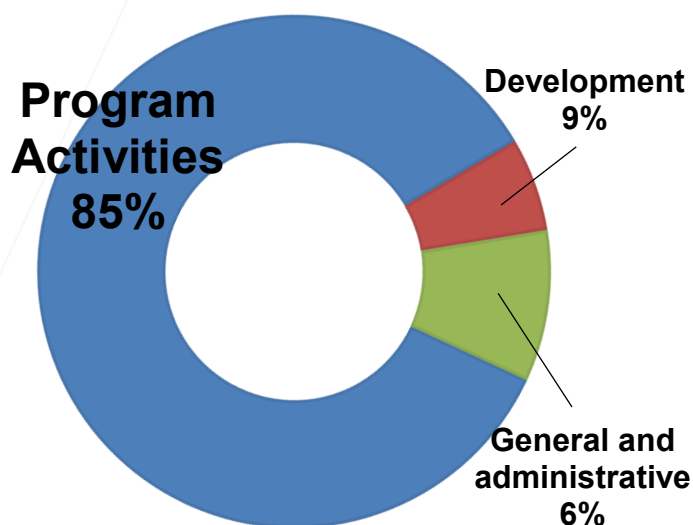
	2014	2013
TOTAL REVENUE	\$1,856,244	\$964,721
EXPENSES		
Program Activities	866,382	829,071
General and Administrative	60,454	56,362
Development	97,636	93,174
TOTAL EXPENSES	1,024,472	978,607
CHANGE IN NET ASSETS	831,772	(13,886)
NET ASSETS, BEGINNING OF YEAR	\$3,202,373	\$3,216,259
NET ASSETS, END OF YEAR	\$4,034,145	\$3,202,373

You Are Essential!

YOU MAKE A BIG DIFFERENCE in advancing climate and clean energy policy and all its benefits when you donate. With your gift, you are helping us continue to bring forth briefings on key issues that arise quickly and need attention.

You help us continue to produce *Climate Change News* and *Sustainable Bioenergy, Farms, and Forests* and so much more. Thank you! Please give online at www.eesi.org/donate or by mail today.

Uses of Funds, 2014



The condensed financial information shown is a summary derived from EESI's 2014 audited financial statements. Our complete audited financial statements are available at www.eesi.org/funders or by calling us at (202) 628-1400.

2014 Board of Directors



Jared Blum, EESI Board Chair, President, Polyisocyanurate Insulation Manufacturers Association (PIMA)

former Acting Director, White House Office of Science and Technology Policy (OSTP)

Larry Jaworski, Interim Executive Director, Water Environment Research Foundation (WERF); former Deputy Program Manager for the Municipal Separate Storm Sewer System, Montgomery County, MD



Shelley Fidler, EESI Board Treasurer, Principal, Government Affairs, Energy and Environmental Policy, VanNess Feldman Attorneys at Law

Quincalee Brown, former Executive Director, Water Environment Federation

Laura Kalick, National Director, Nonprofit Tax Consulting, BDO



Richard L. Ottinger, EESI Board Chair Emeritus, Pace Energy Project Dean Emeritus, Pace University School of Law; former Member of Congress (D-NY)

Frances S. Buchholzer, former Director, Ohio Department of Natural Resources

Elliott Laws, Senior Counsel, Crowell and Moring LLP; former President of Safety, Health and Environment for Texaco Inc.; former EPA Assistant Administrator for Solid Waste and Emergency Response

* **John J. Sheehan, EESI Board Vice Chair,** retired Legislative Director, United Steelworkers of America

Joseph Cavaretta, Private Consultant, Drohan Management Group

Frank Murray, former President & CEO, New York State Energy Research and Development Authority (NYSERDA)

Ambassador (ret.) Richard E. Benedick, Senior Advisor, Joint Global Change Research Institute, Battelle Pacific Northwest National Laboratory (PNL); former Deputy Assistant Secretary of State for Environment, Health, and Natural Resources

Linda Church-Ciocci, Executive Director, National Hydropower Association

Chris Schepis, Senior Professional Staff, House Homeland Security Committee; former Legislative Assistant, Sen. Roland Burris (D-IL); former Legislative Representative, National Farmers Union

Rosina M. Bierbaum, Ph.D., Professor, School of Natural Resources and Environment, Former Dean and Professor, School of Public Health, University of Michigan; Member of PCAST;

Harmon (Monty) Cooper, Associate, Sedgwick LLP

Claudine Schneider Cmarada, Independent Consultant; former Member of Congress (R-RI)

Roger Duncan, Research Assistant, University of Texas Austin; former General Manager, Austin Energy Services

David Terry, Executive Director, National Association of State Energy Officials

John (Jack) Gibbons, Ph.D., Consultant, former Director of the White House Office of Science and Technology Policy; former Director of the Congressional Office of Technology Assessment

* Left the Board in 2015

EESI is broad. You reach across aisles, you reach across disciplines, you reach across time. But you're also deep. You do amazing analytics to support legislation that is pending. You've worked on the Clean Air Act, the Farm Bill, climate change, air pollution... on an amazing breadth of stuff.

— Dr. Rosina Bierbaum

EESI is also fortunate to have a 48-member Advisory Board, which includes government officials, professors, scientists, business executives, and nonprofit administrators. Please see www.eesi.org/board-advisors.



In 2014, EESI was one of only three environmental nonprofits in Washington, D.C., to have won a coveted 2014 **Top-Rated Award from GreatNonprofits**. Only 1 percent of eligible nonprofits won this accolade, and 2014 was the fourth year EESI made the cut.

EESI has received **75 five-star reviews on GreatNonprofits.org**, including:

EESI gives the most balanced, useful, complete and relevant information on topics concerning the environment and energy. I use their fact sheets and white papers all the time for my work within these fields. EESI is the Go To organization.

— Mary Paul J

EESI occupies a unique position, contributing to Congress's work but also talking to general public and other interests. Working in a somewhat similar organization, I judge their work to be excellent, and sometimes unmatched, which is why I have contributed to supporting them for years.

— Richard A. F.

Key Staff

Carol Werner
Executive Director

Alison Alford
Programs & Administration Assistant

John-Michael Cross
Policy Associate

Paul Haven
Policy Fellow

Amaury Laporte
Communications Director

David Robison
Director of Finance and Administration

Laura Small
Policy Associate

Jessie Stolark
Policy Associate

Ellen Vaughan
Policy Director

Susan Williams
Director of Development

Miguel Yanez
Program Associate

Thank you to our invaluable interns!