

ELDERS CLIMATE ACTION



ANNUAL REPORT 2019

This report is the result of the incredible work of the elders from Elders Climate Action who commit their time to act on climate change for their grandchildren and future generations.



Photo from Elders
Climate Action Day,
Washington, D.C.,
July 2019

Thank You!

Thank you to all of the generous donors who have supported Elders Climate Action. We hope you will continue to support ECA into 2020 and beyond. Our action now is critical to current and future generations.

CO-CHAIRS' STATEMENT

Wow, what a year! 2019 was full of challenges for those of us who want to preserve a habitable world. We watched critical EPA regulations get rolled back and we read reports showing our emissions increasing faster than ever. Meanwhile, many in our country and around the world felt the direct effects of climate change, from wildfires, hurricanes, floods, loss of sea life, agricultural impacts and more.

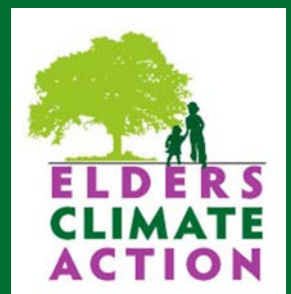
But 2019 also had moments of pure hope and inspiration. We watched Greta Thunberg cross the ocean with her urgent message and we witnessed the youth mobilize in ways we didn't imagine. We stood side by side with the youth during the Climate Strikes and Fire Drill Fridays. We are now seeing the climate crisis mentioned daily in the media. We can embrace the small victories for climate action in 2019 and push for strong action through the election cycle in 2020 and beyond. In many ways, this year was a positive tipping point for addressing climate change: people are talking about it, people are concerned, and they are mobilizing. We move into 2020 determined to press forward and amplify the call to action.

Elders Climate Action will remain steadfast in the effort to turn back climate change before it is too late. We will build bridges rather than wedges, foster elder engagement in the climate movement, support our youth, and help unify the global call to action. We know that climate change isn't a partisan issue, it's a human reality and the context that will define all the issues our children, grandchildren, and all life will face in the future.



GERI FREEDMAN & LESLIE WHARTON

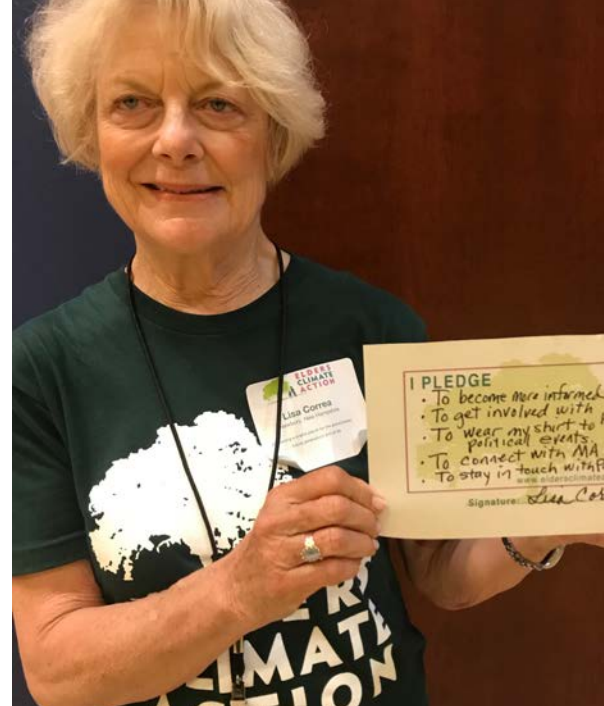
ECA CO-CHAIRS'



OUR HISTORY

Elders Climate Action (ECA) was conceived in 2014 by a small group of committed people as a project of the Elders Action Network (EAN), a 501(c)(3) not for profit organization whose mission is to encourage elders to take action on the social and environmental challenges of our time. ECA's focus is on mobilizing elders throughout the United States to address the climate crisis while there is still time to protect the wellbeing of our grandchildren, future generations and all life. ECA's mission statement is clear: *"we are dedicated to using the power of our caring, our wisdom and our numbers to push for strong energy policies and practices that will reduce greenhouse gases in our atmosphere to a level consistent with life thriving on our planet."*

The Elders Climate Action Leadership Team consists of elder volunteers and ECA's part-time Director of Operations. These elders have built ECA from the ground up with limited resources, relying on their dedication, caring, and commitment to ECA's mission. Over the past five years, the leadership team has planned and implemented nationwide campaigns and partnerships, organized three national events in Washington D.C., hosted monthly calls, webinars, trainings, created a website of resources to serve its members, and more to educate, motivate and activate elders in taking action on climate change. As we know, 2019 has seen an upsurge of climate action and ECA worked arm-in-arm with other groups to amplify the urgency with an intergenerational unified message. In the years ahead, the energy, work and passion of ECA members cannot -- will not -- stop!



FINANCIAL OVERVIEW

In 2019 ECA accomplished a tremendous amount despite its limited resources. ECA relies heavily on gifts from members, grants to assist special projects, and support from Elders Action Network. ECA was able to produce additional income in 2019 through t-shirt sales and crowd sourced fundraising.

More than 600 gifts were made to Elders Climate Action in 2019, nearly 30% growth from the previous year. In addition, ECA saw an increase of contributions from donor advised funds.

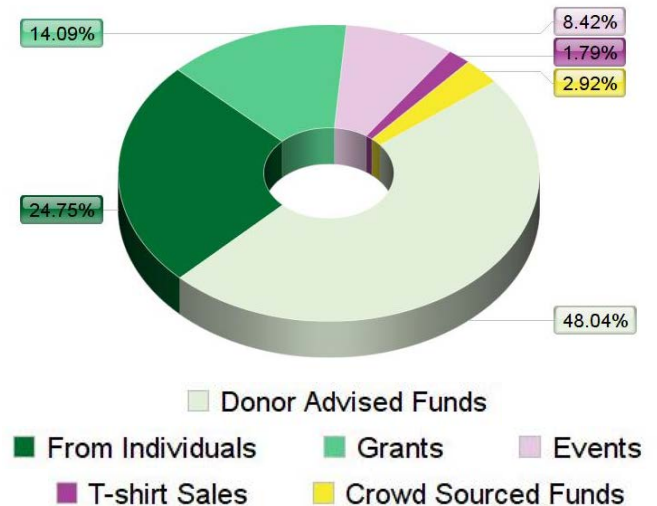
ECA has hopes to expand its staff in 2020 to meet the growing needs of the organization. We can only accomplish this through increased fundraising.



ECA Giving (Year Period)



Revenue Sources 2019



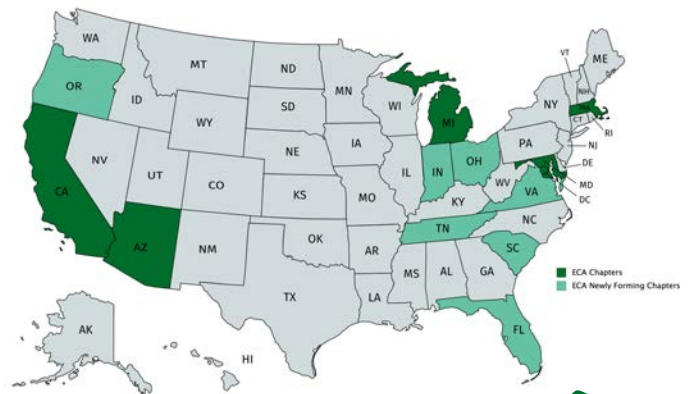
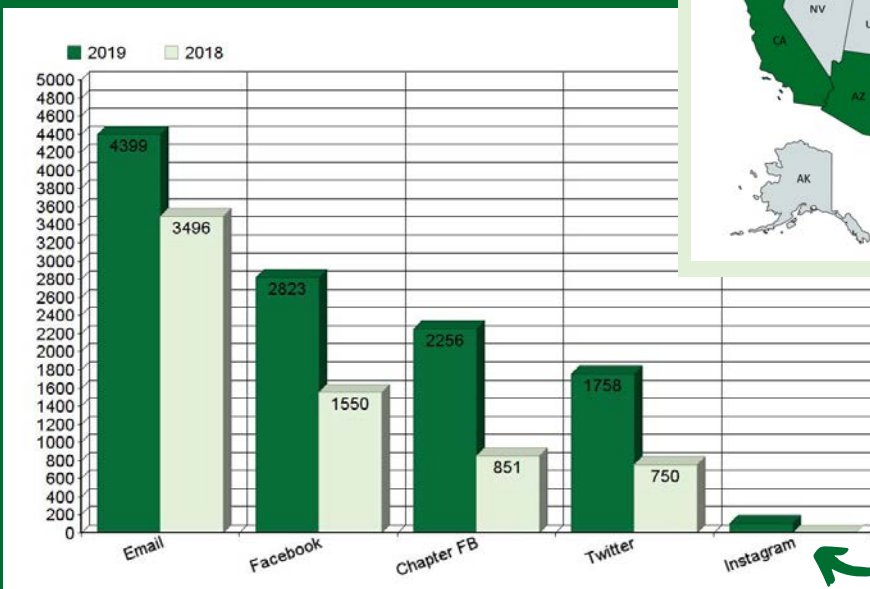
OUR GROWTH & REACH

In less than 6 years, ECA has grown from an idea to more than 11,400 members, with tens of thousands more visiting ECA's website. ECA has members in all fifty states and in a number of other countries. Given ECA's national base, much of our growth has come from elders finding us online, through social media and through the increased media coverage of ECA in 2019. In 2019, ECA added Instagram to its social media outreach and established a volunteer social media team to enhance the national and chapter presence.

At the end of 2019, ECA had twelve chapters, more than double the number of chapters at the end of 2018. We are receiving interest to form new chapters regularly.



ECAs's Growth in 2019



ECA Chapters

Dark Green: ECA Chapters

Light Green: ECA Newly Forming Chapters

Instagram added in November

ECA BY THE NUMBERS

11,400 Members Reached

Through email and social media, ECA now reaches over 11,400 members. We need you to help us grow this number!

2018 data: 6512 members reached

54,643 Website Visits

The ECA website is the lifeblood of our organization, providing tools and resources for our members to get inspired, informed and engaged in climate action.

2018 data: 22,648 website visits

248,388 Text Messages Sent in 2019

Our Members sent a nearly a quarter million text messages in 2019! We are on our way to our goal of 1 million texts to voters in 2020.

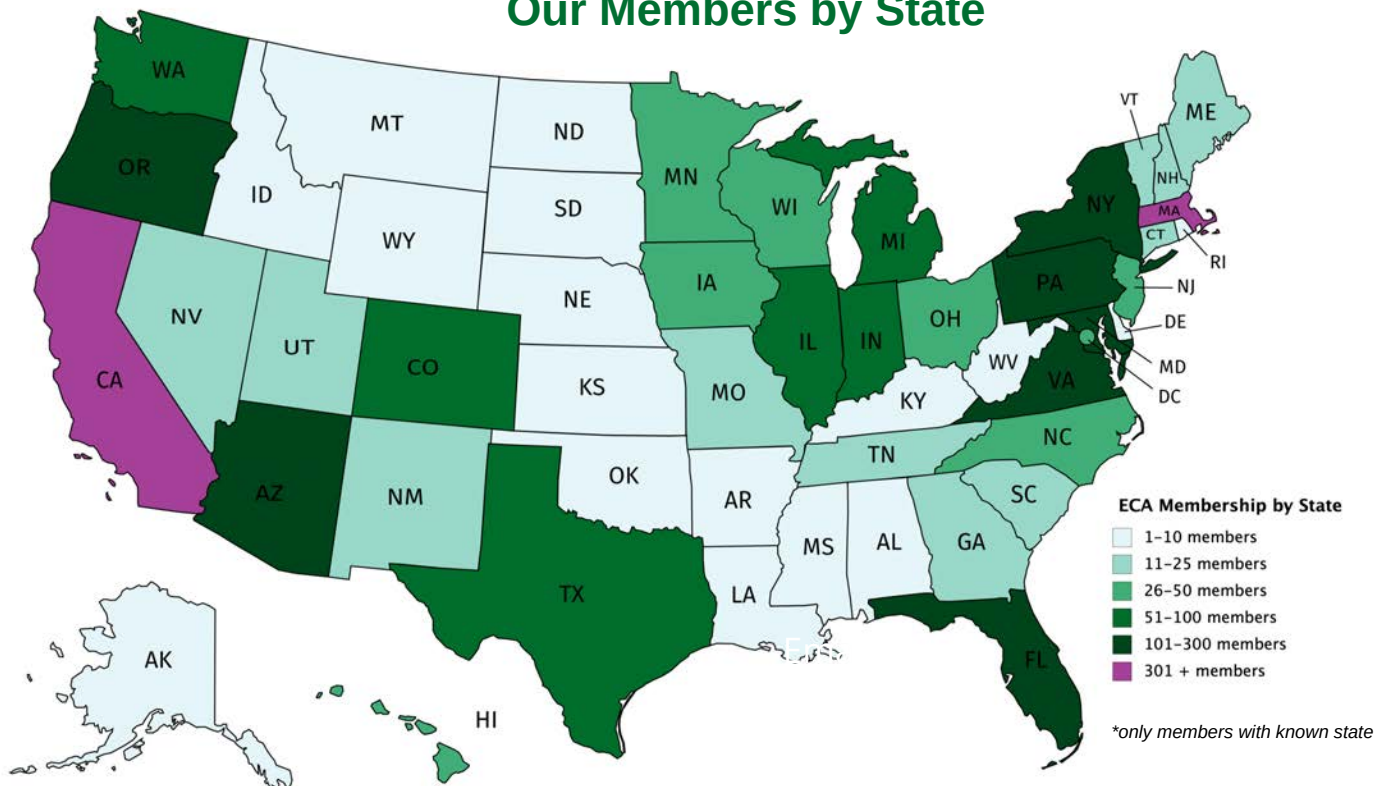
2018 & 2019 Combined total: 645,147

12 ECA Local & Regional Chapters

In 2019 we more than doubled our chapters! With interest for additional chapters coming in daily.

2018: 5 chapters

Our Members by State



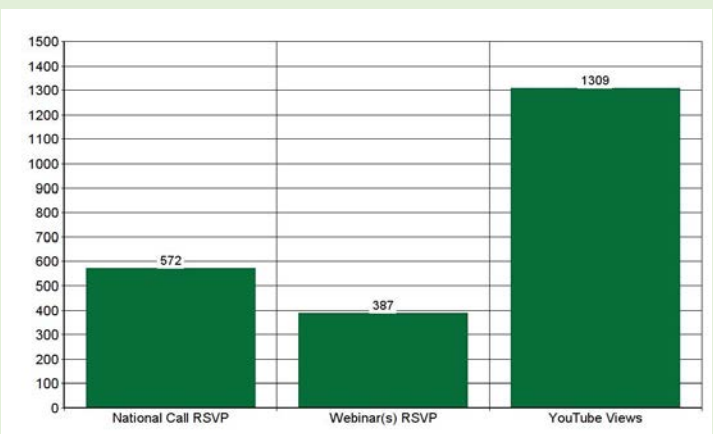
ACTIONS & ACCOMPLISHMENTS

- We now reach over 11,400 people through email and social media, with 12 local chapters!
- Our members wrote *Letters to Loved Ones in 2050* in partnership with DearTomorrow (ongoing from 2018)
- Our members have participated in the *Elders Vote for Climate*, a project to get elders to promise to vote in local, state and federal elections, (done in partnership with the Environmental Voter Project since 2018)
- We are active in *Elders Promote the Vote*, a project to reach out to environmentally conscious registered voters who do not have a history of voting (kicked off in Spring 2019 in partnership with the Environmental Voter Project). In 8 months during 2019, this project produced:
 - 248,388 texts sent
 - More than 120 people signed up to participate
 - We hosted 10 EPTV training sessions
 - Elders canvassed, knocking on more than 250 doors in Arizona
- Our members participated in Elders Climate Action Day, Play In and Congressional Meetings in partnership with Moms Clean Air Force (July)
- We are moving ahead with our Elders Declare a Climate Emergency Project in partnership with Climate Mobilization Project (begun in October 2019)
- ECA is a Movement Partner for the Global Climate Strike
- Our members participated in the Week of Climate Action in September with great participation and feedback

National Webinars & Calls

- Produced a Spring Webinar Series (May) - 3 part series
- Produced a Fall Webinar Series (Oct) - 2 part series
- Hosted 9 national calls
- Hosted 12 tea & talk conversations
- Hosted 6 ECA 101 for New Members
- ECA members Presented 24 Hours of Reality Webinar in conjunction with the Climate Reality Project (Nov)

2019 National Call, Webinars & YouTube data



ACTIONS & ACCOMPLISHMENTS CONTINUED

- US Climate Action Network (USCAN) is a network of more than 175 climate and environmental justice organizations. ECA is a voting member of USCAN, and ECA members participate in a number of USCAN committees, helping to develop USCAN's policy recommendations. For instance:
 - ECA members co-chaired two subcommittees working on the USCAN Vision for Equitable Climate Action and made substantial contributions to the work of 4 other USCAN committees. The final USCAN Vision is being submitted to the House Energy and Commerce (E&C) Committee and the House Select Committee on the Climate Crises and is being incorporated into a number of Green New Deal Initiatives.
- ECA members, collaborating with others, prepared a petition to AARP asking that it break its silence on climate change and the impacts of climate change on elders
- ECA leadership prepared a variety of letters to legislators, call scripts, and Letter to Editor templates for their members
- Chapter Projects (see Chapter Highlights)

ECA Chapters:

- Ann Arbor Area
- Arizona
- NorCal
- Maryland/DMV
- Massachusetts

Chapters added in 2019

- South Carolina
- Tennessee
- Florida
- Heartland
- NE Ohio
- Virginia (forming)
- Oregon (forming)



CHAPTER HIGHLIGHTS

Ann Arbor Area

The Ann Arbor Area Chapter participated in planning for and tabled at Earth Day 2019 Celebration; served on the Advisory Committee for the Ann Arbor Solid Waste Resource Management Plan; served on the Washtenaw County Solid Waste Plan Implementation Action Committee; attended regular meetings of the Ann Arbor Climate Partnership; participated in the Ann Arbor Sustainability Forum and Ann Arbor Mayor's Green Fair Festival; and supported the Youth Climate Strike on the UM Campus. The chapter completed and submitted its Final Report on its composting project to the City of Ann Arbor, and ended the year co-hosting the Ann Arbor Carbon Neutrality Town Hall and the Paris to Pittsburgh viewing at the Michigan Theatre.

Arizona

Arizona (AZ) has been busy! The chapter hosted five Faces of Climate Action Town Hall Meetings across the state, co-hosted AZ Environmental Day at the State Capitol, was a partner of Climate Strike AZ, has been texting & door-to-door canvassing for Elders Promote the Vote, co-hosted a Katharine Hayhoe event and one of the chapter leaders was asked to join the AZ House Climate Caucus. In addition chapter members tabled at a number of events, presented at numerous meetings and are currently working with local partners to plan events in 2020.

Florida

One of the newest chapters, Florida hosted its first meeting in September. They supported the Youth Climate Strike in September, and co-leader, Sue Blythe hosted a youth plaintiff from Our Children's Trust / Florida on the Welcome to WE! Show with We, the World. Sue also hosted ECA's Co-chair Geri Freedman on the Welcome to WE! Show.



CHAPTER HIGHLIGHTS CONTINUED



Heartland

This is ECA's newest chapter! The Heartland chapter held its first chapter meeting in November and the second in December. Heartland initiated efforts to increase awareness of climate change and its impacts, attended and voiced concern at a statehouse meeting of the 21st Century Energy Policy Development Task Force, attended Hoosier Environmental Council's "Greening the Statehouse" Conference, and participated in a Statehouse demonstration on a redistricting initiative which is critical to climate friendly representation.

Maryland/DMV

Reinvigorated after the Elders Climate Action Day, Play-In and Congressional meetings in July, the DMV chapter proudly participated in the DC Climate Strikes, organized and participated in an MSNBC interview during preparations for the Climate Strike, and participated in Jane Fonda's Fire Drill Fridays from October through the end of the year. In addition, DMV members joined with ECA member Bob Yuhnke to meet with Congressional staff to discuss the need for a transition to all-electric vehicles by 2030.

Massachusetts

ECA's first chapter established in 2015, ECA Mass participated in the Boston Climate Strike, hosted an Elders Promote the Vote training for chapter members, and hosted a presentation by Gilbert Metcalf, a national expert on carbon pricing. In addition Massachusetts is conducting ongoing education of legislative staff and members on sound policy principles for climate action.

NorCal

NorCal hosted a full day *Elders Taking Action on the Climate Crisis* event in September in Berkeley, CA, and participated in the San Francisco Climate Strike, among others. The chapter hosts monthly meetings, produces a weekly newsletter and has been working to support the formation of other chapters in CA. Also, their Facebook and Instagram presence is growing quickly!

Forming Chapters

In the last few months of 2019 ECA had a number of chapters forming including the NE Ohio and Oregon chapters! As we enter 2020, several more members have expressed interest in forming new chapters

ECA NATIONAL COMMITTEES

COORDINATING COUNCIL

This committee develops, reviews, updates and implements the ECA strategic plan, addresses processes to increase membership, develops the funding requirements to support the objectives of the strategic plan, pursues raising this funding, and coordinates ECA activity with its parent, EAN, and EAN's other projects.

COMMUNICATIONS

This committee is responsible for communication with members and the public with the goal of expanding the number of elders engaged with ECA. The focus is primarily on informing, inspiring and engaging elders. This is accomplished through the use of social media postings, a monthly e-newsletter, bi-monthly or more frequent bulletins, monthly National Calls with guest speakers, monthly Tea and Talk conversations that create a sense of community and letters to elected officials. This committee, working with the Director of Operations, develops, composes and edits all written material for the website, newsletter and marketing materials including for national events and collaborations. The committee is also responsible for responding to media inquiries and presenting the public face of ECA.

COLLABORATIONS & PARTNERSHIPS

In 2019, this committee worked to expand and deepen collaborative partnerships with select organizations including the Environmental Voter Project, Climate Mobilization Project, US Climate Action Network (USCAN), as well as a number of national youth organizations. Collaborations allow ECA to develop a unified message of climate action and amplify that message among the elder population.



National Committees Continued

POLICY

The purpose of the Policy Committee is to review, revise and submit for ECA approval policy statements which reflect the latest climate science and interests and initiatives taken on by ECA's chapters and members. ECA's current emphasis is on collaborations and subcommittee participation with the USCAN of which ECA is an active and voting member. Committee members actively participate in various USCAN Action Teams.

COUNCIL OF CHAPTERS

The Council of Chapters is comprised of ECA's chapter leaders and members interested in forming new chapters. In this forum, chapter members/leaders meet to share ideas, discuss challenges, and work to build a wider community of elder climate activists. Meetings include robust discussions of opportunities, strategies, resources and specific climate-focused initiatives in members' communities, counties, states and regions. In 2020 we plan to further develop shared, common platform for chapter development and support.



ECA in 2020

ECA has bold plans for 2020 and beyond. Elders will not be silent and will not sit back and watch the planet deteriorate further without taking action. In the year ahead, ECA is committed to mobilizing more elders, creating more chapters and teams, and providing more resources, opportunities and actions to help turn back the impending climate crisis. ECA will work to deepen its partnerships and collaborations with others to amplify the voice of elders alongside the youth and parents in this critical effort. From local and state actions to federal legislation, elders are stepping up to protect the planet for current and future generations, and all life. In 2020 we will expand the Elders Declare a Climate Emergency partnership with the Climate Mobilization Project, training elders to help declare a climate emergency and assist in making climate action plans in their own states, counties and communities. ECA will continue to be active in voter outreach, education and mobilization through our Elders Promote the Vote partnership with the Environmental Voter Project. We are committed to helping build intergenerational climate action by supporting the youth fighting for their future. Our grandchildren, future generations and all life are depending on the choices we make now. Together, we can do this!

MEDIA COVERAGE

The Not Old Better Show, Inside Science Series (Interview with Hazel Chandler, Nov 20)
<https://soundcloud.com/notoldbetter/408-elders-climate-action>

E&E News. (Nov 8, 2019) by Bev Banks. Boomer grandmas take up protesting for the planet
<https://www.eenews.net/stories/1061496517>

Sierra Sun (Nov 4, 2019) Mark Reynolds and Deirdre Henderson: Bipartisan hope emerging on climate change <https://www.sierrasun.com/opinion/columns/mark-reynolds-and-deirdre-henderson-bipartisan-hope-emerging-on-climate-change/>

The New York Times (Nov 3, 2019) Jane Fonda at 81, Proudly Protesting and Going to Jail
https://www.nytimes.com/2019/11/03/arts/television/04jane-fonda-arrest-protest.html?fallback=false&recId=407273363&locked=0&geoContinent=NA&geoRegion=MD&recAlloc=top_conversion&geoCountry=US&blockId=published-assets-bq&imp_id=613847236&action=click&module=trending&pgtype=Article®ion=Footer

Yale Climate Connections (Nov 1, 2019) - Six groups that will help you get active on climate
<https://www.yaleclimateconnections.org/2019/11/six-groups-that-will-help-you-get-active-on-climate/>

October 2019 (AP interview - Jane Fonda returns to civil disobedience for climate change)

- **Minneapolis Star Tribune Jane Fonda returns to civil disobedience for climate change**
<http://www.startribune.com/climate-has-fonda-picking-up-where-she-left-off-in-the-1970s/563388612/>
- **The Morning Call** -<https://www.mcall.com/entertainment/sns-bc-us--climate-protests-fonda-20191018-story.html>
- **PBS NEWSHOUR** Jane Fonda returns to civil disobedience for climate change
<https://www.pbs.org/newshour/nation/jane-fonda-gets-arrested-again-for-climate-change>
The Herald Journal https://www.hjnews.com/features/arts_entertainment/jane-fonda-returns-to-civil-disobedience-for-climate-change/article_1a3ad43e-8a89-5b8e-a352-8c0ca1178aab.html

MSNBC (Sept. 20, 2019) More older Americans becoming climate activists.
<http://www.msnbc.com/velshi-ruhle/watch/more-older-americans-becoming-climate-activists-69497925634>



Earned Media Continued

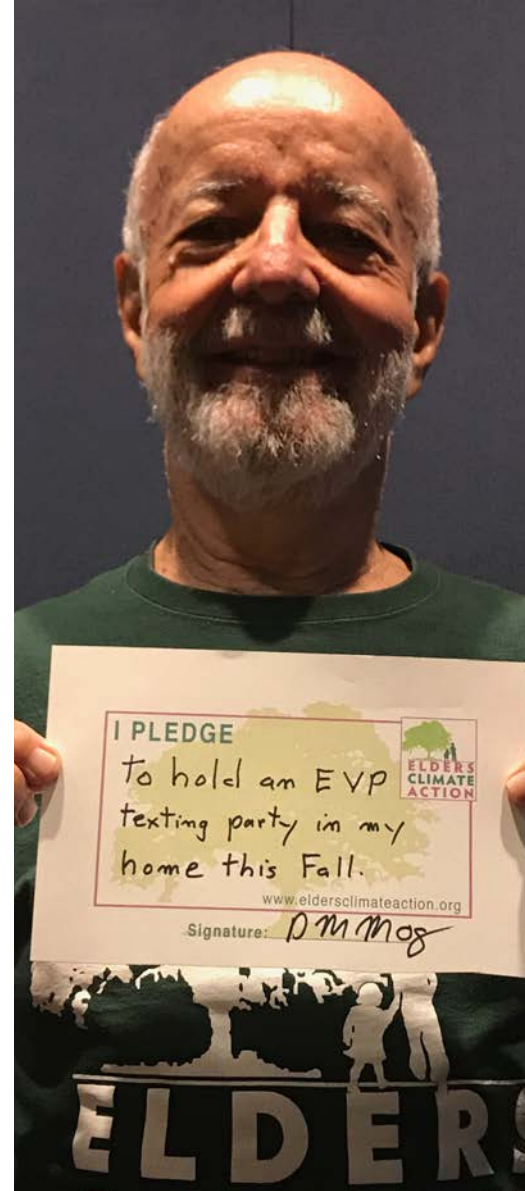
Grand Magazine (August 2, 2019) Fun Things To Do With The Grandkids <https://www.grandmagazine.com/2019/08/fun-things-to-do-with-the-grandkids/>

Yes! Magazine (July 16, 2019) A Climate Action for Every Type of Activist [https://www.yesmagazine.org/issues/travel/climate-change-take-action-activist-20190716?](https://www.yesmagazine.org/issues/travel/climate-change-take-action-activist-20190716?utm_medium=email&utm_campaign=YTW_20190719&utm_content=YTW_20190719+CID_bdb10cdeb3d5b1d15518625113c51392&utm_source=CM&utm_term=A%20Climate%20Action%20for%20Every%20Type%20of%20Activist)

[utm_medium=email&utm_campaign=YTW_20190719&utm_content=YTW_20190719+CID_bdb10cdeb3d5b1d15518625113c51392&utm_source=CM&utm_term=A%20Climate%20Action%20for%20Every%20Type%20of%20Activist](https://www.yesmagazine.org/issues/travel/climate-change-take-action-activist-20190716?utm_medium=email&utm_campaign=YTW_20190719&utm_content=YTW_20190719+CID_bdb10cdeb3d5b1d15518625113c51392&utm_source=CM&utm_term=A%20Climate%20Action%20for%20Every%20Type%20of%20Activist)

USA Today (April 26, 2019) These grandparents are dropping everything to fight climate change <https://www.usatoday.com/story/news/nation/2019/04/23/climate-change-global-warming-grandparents-trying-save-earth/2589375002/>

Grand Magazine (March 5, 2019) A Letter To Your Great-Great Grandchildren <https://www.grandmagazine.com/2019/03/a-letter-to-your-great-great-grandchildren/>



Did you see ECA listed in Yale Climate Connections?

Six groups that will help you get active on climate. Wondering what you can do? Here are some places to start by Sue Ellen Campbell, November 1, 2019

We are pleased that Yale Climate Connections listed ECA as one of six groups to join to get active in climate action! We are proud to be known as the leaders of the Elder Climate Movement and to be working side by side with the youth who have been leading the movement.

*Preserving our planet for the grandchildren,
future generations and all life.*



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