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ANNUAL REPORT



A Year Like No Other – From Our Homes to Yours



Presented by
the ECA
Coordinating
Council



Our Deepest Gratitude

Thank you to all the generous donors who have supported Elders Climate Action. Your support has never been more important to us, and our power within the greater climate movement. We hope you will stick with us as a member, donor and supporter for the long haul so we can ensure a brighter future for our grandchildren, future generations and all life.

Thank you!

Co-Chairs' Statement

There is no doubt 2020 has been the most challenging year in modern history, not just in the United States but around the world. The COVID-19 pandemic raging across the globe has pushed us all into our homes for nearly a year and changed the very way we live our lives. Growing inequalities have been illuminated by the increased pressures of the COVID virus and have forced us to confront the racial, economic, and environmental injustices inherent in our society. Meanwhile, a record breaking number of wildfires and hurricanes, extreme heat and other climate driven events have ravaged our country and beyond.

In many ways, things came to a head in 2020, which has amplified the urgency to act. People have mobilized in ways we haven't witnessed before – to protect one another, to build community despite physical barriers, to defend the value of all lives, and to protect our planet. Activists, both long-time and new, have persevered despite all obstacles.

ECA responded to the COVID-19 pandemic by offering more frequent online Community Conversations to support our members through difficult times. We responded to the deaths of George Floyd, Breonna Taylor, Ahmaud Arbery, and so many before them with calls for justice, and a deepened commitment to do better to address the inequity in our society and within the larger climate movement. We established an ECA Equity Advisory Committee to assure that all ECA communications and actions are fully grounded in equity. We've found new ways to continue our activism, working in collaboration with Fridays for Future to bring ShoeStrikes for Climate to the United States. We've mourned with the country as we lost great leaders and advocates like Rep. John Lewis and Justice Ruth Bader Ginsburg. And we've watched the election of the Biden Administration and the establishment of a Climate Team with renewed inspiration and hope for real change. Our true work lies in the months ahead as our country recovers from the events of 2020.

Elders Climate Action will remain steadfast in the effort to reduce greenhouse gas emissions before it is too late, while ensuring a just transition for all. We will continue to build bridges rather than wedges, foster elder engagement in the climate movement, support our youth, and help unify the global call to action. We will center equity, climate and environmental justice, and anti-racism in our efforts and actions to solve the climate crisis.

We know that climate change isn't a partisan issue, it's human reality and the context that will define all the issues our children, grandchildren, and all life will face in the future.

Thank you for supporting this important movement.

For the Grandchildren, Future Generations and All Life,

Gerri Freedman *Leslie Wharton*

Gerri Freedman & Leslie Wharton, ECA Co-Chairs



ECA Co-Chairs Gerri Freedman & Leslie Wharton 2019

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 a 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 six years, the leadership team has planned and implemented nationwide action campaigns, built collaborative partnerships and organized three national events in Washington D.C. ECA has hosted monthly calls, webinars, trainings, and weekly opportunities for community conversations in response to the COVID pandemic. In addition we continue to build resources and enhance our website to better serve our members. In the past few years we have seen a surge of climate action – and ECA is proud to have worked arm-in-arm within the growing intergenerational climate movement to amplify the urgency of action. In the years ahead, we will ensure elders continue to join the movement to transform our society for a net-zero future.

Top: Jeff Haverly, Chair of the ECA Council of Chapters
Middle: Jen Chandler, ECA Director of Operations & Hazel Chandler, Chair of ECA Collaborations Committee
Bottom: Mark Cook, Co-Chair of ECA Education Committee



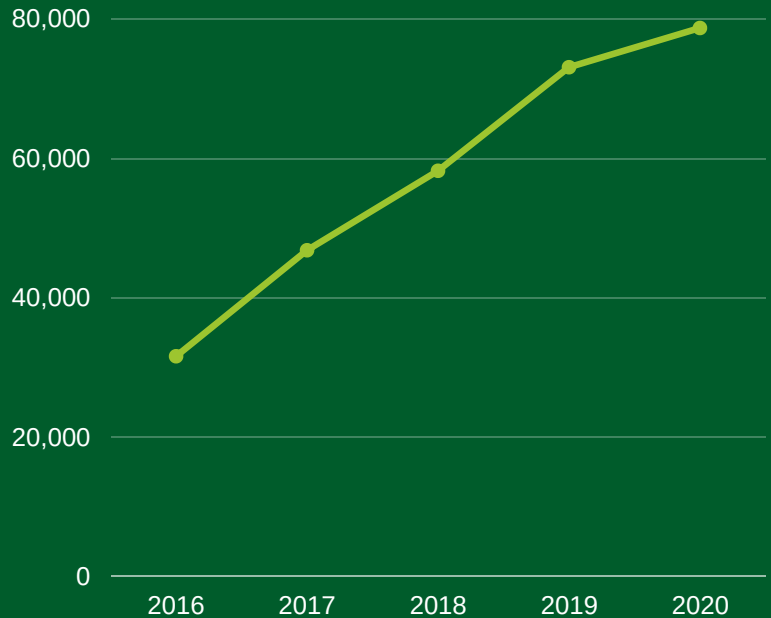
Financial Overview

Despite the many challenges of 2020, ECA accomplished a tremendous amount with limited resources, relying on our dedicated donors to provide the support necessary to carry our mission forward.

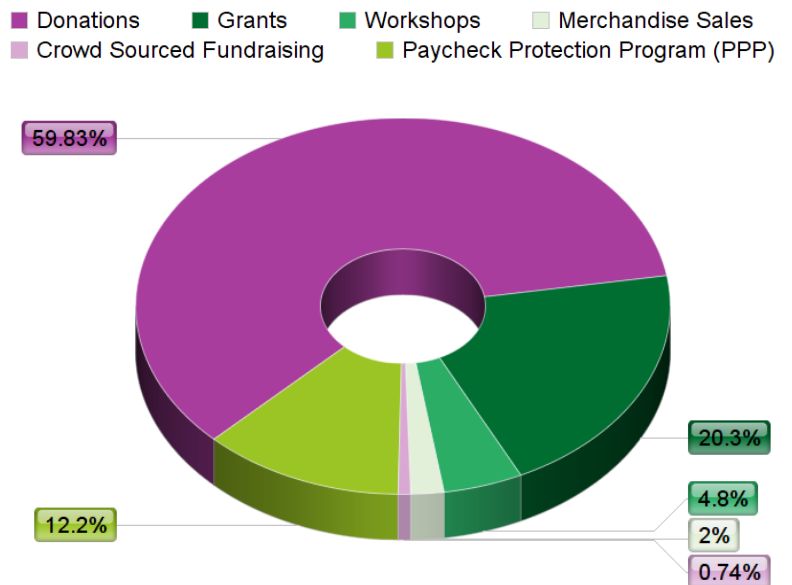
Although we didn't see the overall growth in donations that we had hoped for in 2020, we are pleased to see how our members have continued to support ECA even in these challenging times. While the dollar amount of donations was lower, more than 700 gifts were made this year, a 15% increase over last year. ECA generated additional revenue through FaceBook crowdsourced fundraising, workshop donations, Amazon Smile contributions, and merchandise sales from our Bonfire store to help support our programming. Additionally, we received funds from the Paycheck Protection Program.

In late 2020 ECA was awarded a grant from the MOSAIC/Tides Foundation to support outreach and training for members and chapters in 2021. The additional funding has allowed us to increase our Director of Operations to a full-time position, with plans to hire a part-time (5 hr per wk) Member & Chapter coordinator for 2021.

ECA Revenue 2016-2020



REVENUE SOURCES 2020



For ECA Earned Media visit

www.eldersclimateaction.org/category/news/

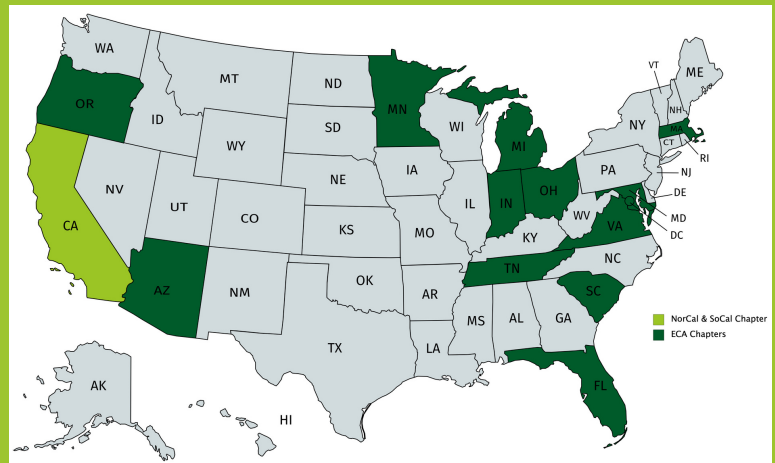
Our Growth & Reach

Entering our seventh year ECA now engages nearly 15,000 elder activists across all 50 states and with members in Canada, Mexico, Europe, Africa, Australia and beyond. In 2020 Elders Climate Action welcomed three new chapters in Oregon, Twin Cities, MN and Southern California (SoCal) and added a new action team in Nevada County to the NorCal Chapter. ECA's website is visited by tens of thousands of people per year; our growth comes from elders finding us online, through social media, prompted by media stories, from coalition partners, as well as through local chapter development. In 2020 we continued to utilize social media through our volunteer social media team to increase our national and chapter presence, adding a number of chapter FB pages.

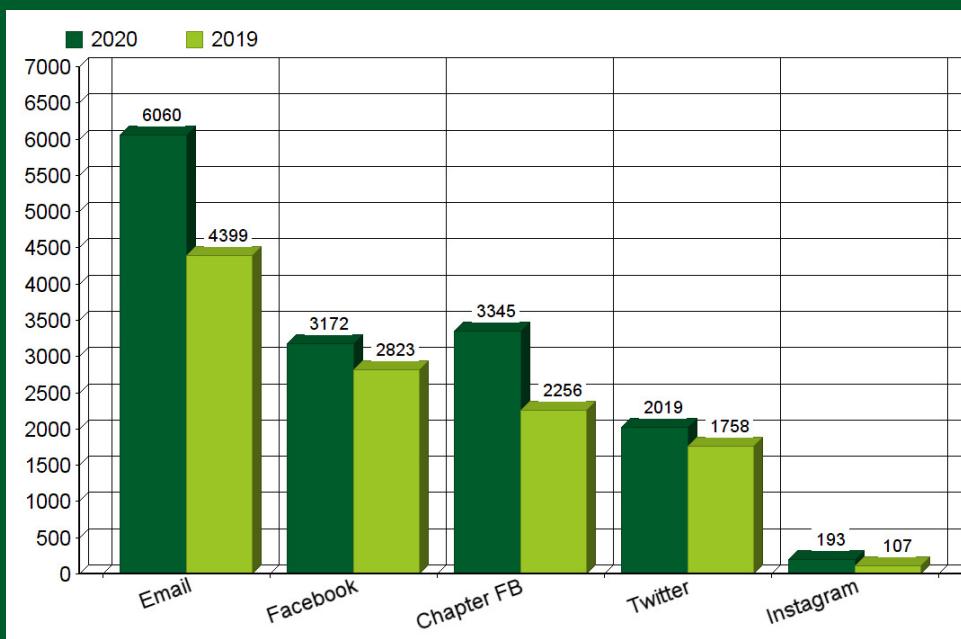
ECA Chapters in the US

Dark green indicates a chapter

Lime green indicates multiple chapters



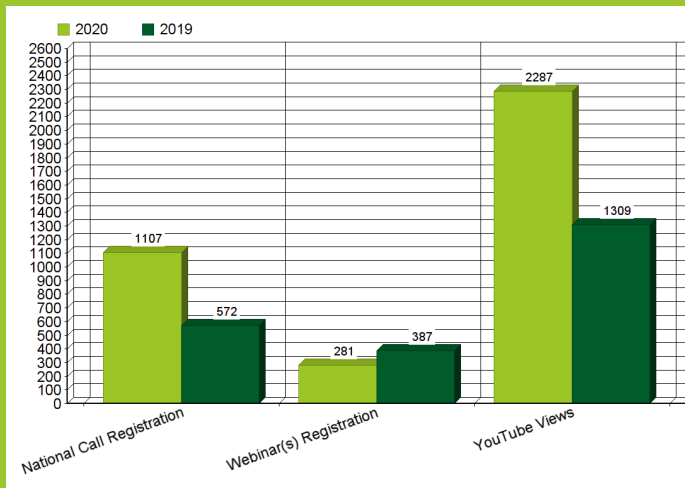
ECA'S Reach in 2020



ECA added Instagram in late 2019. We rely on Volunteers to manage ECA national social media platforms.

In 2020 ECA Hosted:

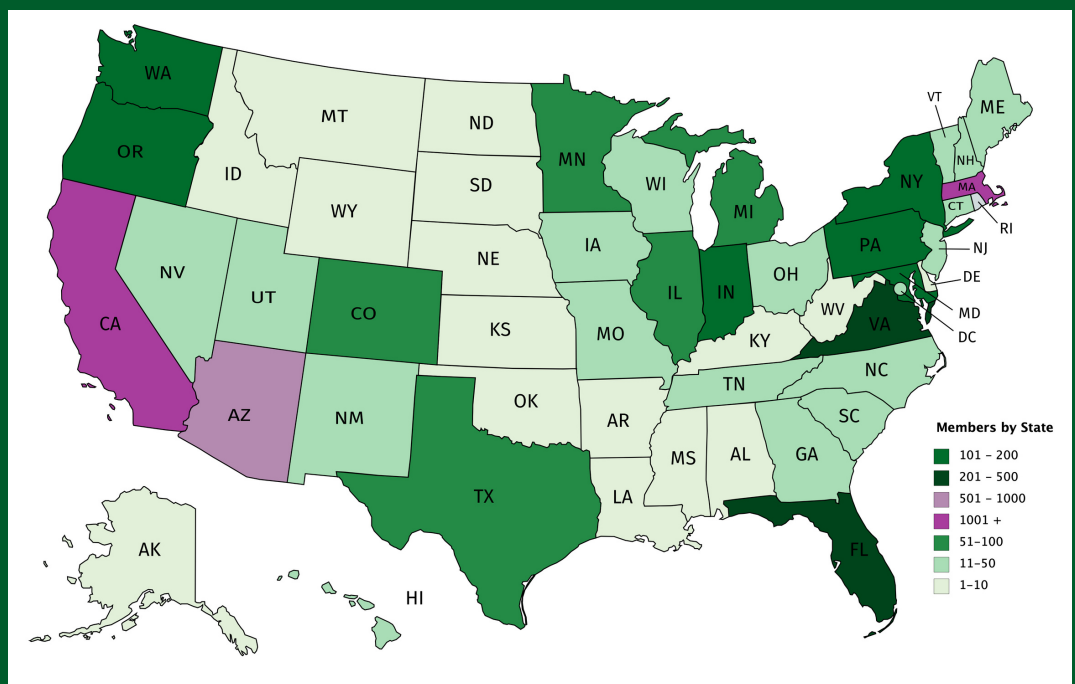
- 10 monthly National Calls - with 1107 Registrations and 2287 additional YouTube Views
- 12 Climate Tea & Talks, average of 24 people on each call
- 2 Workshops for the Winter Workshop Series (with the third in January), nearly 300 participants have registered.
- 24 Community Conversations in response to the COVID virus
- 11 ECA 101 for New Members monthly sessions
- ECA participated in "24 Hours of Reality," with more than 80 members on the call



Member Participation in National Calls & Webinars

Lime green 2020
Dark green 2019

Our Members by State



This map indicates only members with a known state

Partnership Projects

Elders Promote the Vote

In 2018, Elders Climate Action began its partnership with the Environmental Voter Project to significantly increase voter engagement by identifying environmentalists who did not consistently vote and then turning them into consistent voters. This year ECA ramped up the

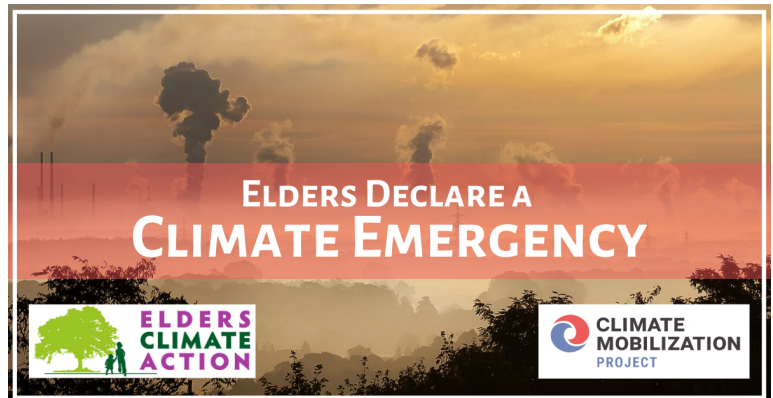
Elders Promote the Vote efforts with a team of 260 ECA members who helped contact inconsistent voters via text messaging and phone banking. Our volunteers sent more than 600,000 text messages and made nearly 14,000 phone calls this year alone! Bringing our combined reach of the past 3 years to well over a million voters!

ELDERS PROMOTE THE VOTE



Elders Declare a Climate Emergency

We are proud to partner with the Climate Mobilization Project in 2020 demanding that governments at the federal, state and local levels declare a Climate Emergency, which empowers them to adopt an emergency response to climate change and the broader ecological crisis.



25 ECA members have formed the **Elders Declare A Climate Emergency (EDCE)** Action Team, working collaboratively to push for their communities' to declare a Climate Emergency. The EDCE team has worked with many campaigns several of which have already been enacted by their local municipality. The approval of the declaration, enables the creation of a local Climate Action Plan (CAP) addressing the challenge. Several other campaigns are still in progress and their work continues.

In 2021, ECA will expand this project beyond the partnership with Climate Mobilization to more broadly collaborate with local coalitions, faith communities and beyond forming additional partnerships to significantly increase its impact. The "Elders Climate Action Emergency Team" will additionally expand its work with communities to establish climate action plans with or without a declaration of a climate emergency.

ShoeStrike for Climate

The **ShoeStrike for Climate**, or SkoStrejk began in Sweden earlier this year, and has now spread across the globe. ShoeStrikes provide a safe way to protest during the pandemic. In 2020 ECA played a leading role in collaboration with **Fridays for Future** to bring ShoeStrikes to the United States. The ECA Arizona chapter hosted ShoeStrikes in five communities across the state, on the last Saturday of the month many occurring monthly since July 2020.

Collaboration with Cornell University

In 2020 ECA began the following **Collaborations with Cornell University Students**

- **Plant-based diet** – Cornell University undergraduates are working with ECA members to document elders' plant-rich diet recipes and related stories, which will be posted on the ECA website to encourage ECA members to explore more plant rich meals, an important action to drawdown greenhouse gases.
- **Climate Policy Survey** – Cornell undergraduate is developing a survey of ECA members' policy interests, to be implemented in December 2020 or January 2021
- **Urban Agriculture Policy** – Cornell undergraduate researchers prepared a report on urban agriculture policy that will help Vision for Equitable Climate Action flesh out land use policies that support a healthy climate.

Elders Vote For Climate Pledge

Since 2018, ECA has partnered with our friends at the Environmental Voter Project (EVP) to make climate change a priority voting issue, through the **Elders Vote for Climate Pledge**, allowing members to confirm their commitment to being consistent voters. By signing the pledge they receive non-partisan voting reminders from EVP.

Letters to Loved Ones in 2050

Since 2018, ECA and DearTomorrow have partnered together to collect personal climate stories for the **Letters to Loved Ones in 2050** project. We invite members to write a letter to loved ones, grandchildren or great grandchildren and let them know what they did when they realized the significance of climate change.



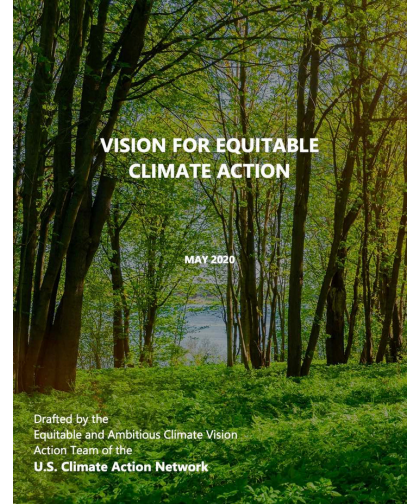
TAKE ACTION WITH ECA

www.eldersclimateaction.org/takeaction/

Coalition Efforts

US Climate Action Network (USCAN)

ECA is a member of the **US Climate Action Network (USCAN)**, a network of over 185 organizations. We are proud to have participated in drafting the Vision for Equitable Climate Action (VECA), a comprehensive set of policy proposals for ending the Climate Crisis. VECA is a platform of targets and financing strategies for each sector of the U.S. economy that contributes to carbon emissions – such as transportation, agriculture, health, buildings and energy efficiency, manufacturing, and power generation. The VECA goal: acting equitably and ambitiously to achieve the GHG reduction targets described by the IPCC for keeping global temperature below 1.5 C: zero emissions by 2050 with half that reduction by 2030. Meeting these targets will



exceed the U.S. commitments in the Paris Climate Agreement. You can find VECA at www.equitableclimateaction.org. ECA began its work in support of VECA with a focus on the transportation sector, which is now the largest source of U.S. CO2 emissions, contributing 35% of the total, and rising nearly 3% annually for the last 5 years. To have a hope of achieving zero CO2 emissions by 2050, the U.S. must begin immediately to convert all vehicle fleets and, by 2030, every new vehicle must be a zero emission vehicle.

ECA's Communications Committee, working with its USCAN representatives, has prepared a selection of form letters for members to use in urging Congressional and State lawmakers to take action on emissions in the transportation sector according to the VECA roadmap. The letters are available on the ECA website.

US Climate Strike Coalition Movement Partners

We formally joined the **US Climate Strike Coalition** in 2019 as a Movement Partner to support and amplify the message of the youth and efforts for the US Climate Strike and week of Climate Action. In 2020 the coalition began the year working on a large-scale country wide strike, however the COVID pandemic forced the coalition to pivot to create Earth Day Live, a 3 day live streamed event. ECA actively promoted the 3 day effort and provided daily action alerts for our members during the 72 hour event, with additional action items on the ECA website. We are proud to work in solidarity with the youth and plan to continue to support youth-driven action to solve the climate crisis.



ECA Chapters:



ECA chapters are the grassroots action of ECA. Now with 14 chapters/action teams, our chapters are taking action on specific climate issues facing their own community, state, or region as well as the national level. Whether alone or in collaboration with ECA partners and other like-minded organizations, chapters participate in local events, rallies, town halls, candidate forums, meetings with elected officials, and more.

ECA Chapters in the US

(*added in 2020)

Ann Arbor, MI

Arizona

Florida

Heartland

Maryland/Virginia/DMV Area

Massachusetts

NorCal (Northern California)

Nevada County (NorCal Sub Chapter)*

NE Ohio

Oregon*

SoCal (Southern California)*

South Carolina

Tennessee

Twin Cities, MN*

Chapter Highlights:

The **Ann Arbor Chapter** began 2020 actively involved in planning the 50th Anniversary of Earth Day originally expected to take place at the University of Michigan, however due to COVID it was turned into a one day online event, featuring ECA's co-chair Geri Freedman. Early in the year Chapter Leader Joe Ohren was interviewed by the University of Michigan's "It's Hot In Here" podcast to discuss the chapter's efforts with local composting. The chapter's recently concluded organic waste composting program has begun to morph into a zero-waste initiative, linking several local government entities and two nonprofit organizations into a program designed to assist faith-based congregations working toward zero waste events in their facilities. In addition, a number of Ann Arbor Area Chapter members participated in the ECA Elders Promote the Vote efforts.

The **Arizona Chapter** had an active year despite the pandemic – The chapter started the year as a co-sponsor of Environmental Day at the Arizona State Legislature in February, unaware that this would be the last time its members would physically meet in 2020. In a COVID change of plans for Earth Day, the Arizona Chapter joined the Arizona Youth Climate Coalition in co-sponsoring an online workshop Beyond COVID, a Discussion Between the Youth and Scientists. During the summer the chapter co-hosted another online event, Threat Multiplier - COVID, Climate & the Northern Arizona Fire Season in collaboration with Union of Concerned Scientists and Northern Arizona Climate Change Alliance. The Arizona Chapter was instrumental in bringing the first Shoe Strikes, which began in Sweden, to the United States and helping to grow a US Shoe Strike Movement. Beginning in July and continuing through the remainder of the year the Arizona Chapter participated in ShoeStrikes for Climate, with

(Arizona Chapter Continued) ShoeStrikes in Flagstaff, Sedona, Prescott, Phoenix, and Tucson on the last Saturday of the month. In addition, Arizona chapter members participated in the Elders Promote the Vote effort and were active in building a local coalition of partners working to get out the vote.



The **DMV Chapter** has been hosting monthly virtual meetings throughout 2020 and has grown to over 40 members. In 2020 the chapter was active in shoe strikes and two members of the chapter leadership, David Mog and Jan Greenberg, were interviewed for the “Aging Matters” radio show on ECA and elder climate activism. Leslie Wharton participating in Osher Life Long Learning program at George Mason University discussing ECA and how elders can engage in climate activism. See back cover for the DMV Chapter 2020 Zoom photo.

The **Florida Chapter** was active in the Elders Promote the Vote project in 2020 to help mobilize environmentalists who are inconsistent voters. Chapter Co-leader, Sue Blythe has been working in collaboration with other local organizations to Declare a Climate Emergency in Gainesville, FL. The chapter will reformat for 2021 by creating two teams to address the different interests and needs of members across the state. The Florida Changemakers Team will be action oriented and take on climate from local to global issues.

The **Heartland Chapter** is growing and gaining strength, now with over 40 members. The chapter has partnered and developed solid relationships with Hoosier Environmental Council, Sierra Club Indiana and Citizens Climate Lobby Indianapolis. Heartland chapter members participated in statehouse rallies and tabled at Indy Earth Day Festival, and had three letters to the Editor published in the IndyStar. While stuck at home, chapter members participated in training opportunities with the Climate Reality Leadership Corps, Indiana Recycling Coalition and the Slow Living Summit. In addition, the chapter supported the efforts of the Elders Promote the Vote project. See back cover for the DMV Chapter 2020 Zoom photo.

The **Massachusetts Chapter** has grown to over 330 activist members and over 1000 subscribers, with consistent growth on social media, and an average of 30 people at the monthly chapter meetings. The chapter hosts monthly “Deep Dialogue” educational sessions, members developed a three-part training presentation about the climate crisis and a four-part training for activists. The chapter hosted two in-person “Forest Field Trips” to explore logging and conservation issues. The chapter continues to work closely with legislators in the Statehouse, hosting two lobby days in person at the Statehouse and a statewide virtual rally for successful state climate legislation with close to 300 people. The Massachusetts chapter has worked to build stronger alliances with a number of local (and national) organizations and is learning to be an ally to frontline communities for environmental justice. Chapter members supported the efforts of the Elders Promote the Vote project, contributing leadership and volunteer hours to the effort.

The **NorCal Chapter** has been busy supporting the development of the new NorCal Action team in Nevada County and the newly formed SoCal (Southern California Chapter) among the many chapter activities. Members of this widespread chapter have been working on a variety of projects including electrification, Climate Emergency declarations, Elders Promote the Vote efforts, policy tracking and more. In September, NorCal chapter hosted a Meaningful Life for Your Money workshop in conjunction with ECA’s parent organization, Elders Action Network.



The **Oregon Chapter** is one of our newest additions for 2020, just formed in September. Chapter Co-leader Mike Allen and other ECA members have been hosting weekly climate strikes (for more than 60 weeks) to call for a Climate Emergency Declaration in Florence, OR, and they plan to continue in 2021. Since forming as a chapter they have created a FaceBook page and are working on larger chapter plans for 2021.

The **SoCal Chapter** is now our second chapter in California, also joining us in September 2020. Since formally becoming a chapter the SoCal chapter has been working closely with its counterparts to the north (NorCal Chapter). The chapter has established a Facebook page, initiated a pilot program to outreach to city government, prepared a concept paper for ECA to support people adversely affected by wildfires, reached out to senior centers to attract interested members, established links with partner organizations in the region and prepared press releases and letters to editors announcing the formation of the chapter.

The **South Carolina Chapter** has been focusing on outreach efforts to grow the chapter including enhancing the chapter FaceBook page. In 2020, the chapter was instrumental in the planning and preparations for the EARTH DAY SC events as part of a nonpartisan, multigenerational, multiracial, and interfaith consortium and plans to continue to collaborate in preparation for 2021 Earth Day. This Chapter is a member of the Green Faith Circle of Columbia, and hopes to expand its collaborations in 2021 and grow its membership.

NATIONAL COMMITTEES

COORDINATING COUNCIL

This committee assures ECA's ongoing support of its mission. The committee is comprised of leaders from each of ECA's other committees and significant projects. They develop, review, update and implement the annual operating plans plan, address processes to increase membership, develop the funding requirements to support the objectives of the plan, pursue raising this funding, and coordinate ECA activity with its parent, EAN, and their other projects.

COMMUNICATIONS

This committee is responsible for ECA's communications with members and the public. Its goal is to inspire more members and followers to get engaged in climate action by informing them of the projected impacts of Climate Change, the work to be done, and the available solutions. This is accomplished through the use of social media postings, a monthly e- newsletter, frequent bulletins and action alerts, and form letters that can be sent to elected officials. The committee also hosts monthly Tea and Talk conversations that create a sense of community. This committee develops all written material for the website, newsletters 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.

EDUCATION

The Education Committee (EC) focuses on planning, developing, and implementing educational opportunities for ECA members, elders, and the general public. Their role includes planning monthly national online events, including contacting, vetting, and arranging for speakers for those programs with follow up thank you's. In addition, the committee may develop fact sheets and other educational materials for print, website and presentations. EC collaborates with other ECA committees regarding presentations' content.

EQUITY ADVISORY

The ECA Equity Advisory Committee will ensure ECA's commitment to climate and environmental justice through the lens of anti-racism in all our organizational efforts. The committee is developing a set of questions and resources to guide all chapters and committees in their work. This committee's role is to guide, encourage and support all ECA endeavors so that they reflect the justice, equity, diversity and inclusion (JEDI) principles.

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 composed of ECA's leaders from current and forming chapters. In this forum, committee members share ideas, discuss challenges, and work to build a wider community of elder climate activists. Meetings include robust discussions of evolving and new climate initiatives, opportunities, strategies, resources, and specific climate-focused initiatives that are working or proposed in members' communities, counties, states and regions. The key goal is to share successful practices and approaches as well as address climate and operational issues across all chapters. In 2021, we plan to further develop a shared, common platform for chapter development and support.

WE'RE READY TO ROLL ON CLIMATE ACTION



ECA's leaders could not be more energized. We have big plans for building our membership in 2021, adding new chapters and volunteers, and fostering more activism by our members. Our workshop series "Climate Policy, You Can Change It" will conclude with its 3rd session in January, having equipped participants to engage in policy work at the federal, state and local levels. We now have a roadmap for action: ECA members participated in developing the Vision of Equitable Climate Action (VECA), a detailed platform of targets and financing strategies for achieving zero emissions by 2050, with half that reduction by 2030. ECA will join over 100 other organizations committed to being guided by VECA: in January we begin with demands for legislative and executive action in the transportation sector; that will be followed by a focus on energy generation and then agriculture.

ECA will continue in 2021 to deepen its partnerships and collaborations, with a greater emphasis on amplifying the voices of our youth and BIPOC partners and assuring equity and justice in everything we do. Within ECA, we will be strengthening cooperation among our committees and chapters. We plan to achieve a higher profile for demanding Declarations of a Climate Emergency and will continue to be active in voter outreach, education and mobilization through our Elders Promote the Vote partnership with the Environmental Voter Project. 2021 will be a big year. Watch for our Newsletters and Action Bulletins.

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

Collaborations Committee



Communications Committee



Maryland/Virginia/DMV Chapter



Heartland Chapter



www.eldersclimateaction.org
info@eldersclimateaction.org