

Building an Environmentally Sustainable Community

Impact Report Fiscal Year 2019-2020

ENVIRONMENTAL EDUCATION FOR LOCAL STUDENTS




Every Drop Counts taught to **1,100+** students in 15 schools and 50 classrooms



Energy Explorers taught to **2,000+** students from 15 schools and 80 classrooms



NEW!
Virtual environmental education programs developed for at-home learning

100% of teachers recommend PEA's in-classroom programming 

100% of students learn about vital environmental issues 



Should NC require an all renewable electric grid?

ENVIRONMENTAL DEBATE

100 students from **16** high schools in **6** counties trained in public speaking, research, critical thinking, and other leadership skills

EVENTS THAT EDUCATE AND BUILD COMMUNITY



25,000+ people

engaged with virtual content including webinars, video programs, blog posts, kids activities, and more!

100+ attendees participated in monthly lunch & learns and webinars on topics like Gardening to Combat Climate Change, Environmental Policy and Practice, and Food Waste



50+ partners joined our inaugural Sustainability

Roundtable session to build relationships and collaborations, and elevate sustainability programs in the region


ACTION AND ADVOCACY FOR A MORE RESILIENT AND SUSTAINABLE COMMUNITY

GREEN BUSINESS NETWORK

Mobilizing local businesses to adapt more sustainable practices, with **9 businesses** participating in the first year

GIVING GARDENS

Connecting extra produce from home and community gardens with families facing food insecurity in Winston-Salem, with **2,400lbs** donated and **90** volunteers

Partnered with **25+ Community Networks** to achieve advocacy wins including removing styrofoam lunch trays from local schools, passing two climate action resolutions in Forsyth County and the City of Winston-Salem 

Mobilized and educated voters with a Primary and General Local Candidate Survey for 2020 elections, downloaded by **500+** people

Text message and digital media campaigns reached **81,940** people



GROWING MEMBERSHIP AND ENGAGEMENT ACROSS THE COMMUNITY



Membership doubled this year in size and funding, with representation across zip codes growing by 1/3

More people than ever know about PEA:

81%
56,000+ website visits

168%
11K impressions per month on Twitter

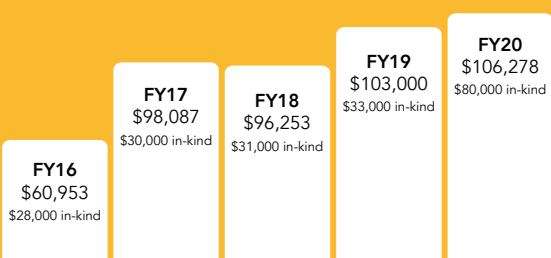


15%
4,059 newsletter subscriptions

16%
3,100+ Facebook followers

104%
850+ Instagram followers

GROWING FINANCIAL SUSTAINABILITY



FY20 Annual Budget of \$106,278