



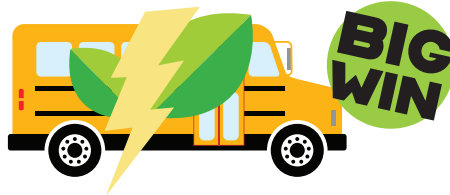
# Building an Environmentally Sustainable Community

## Impact Report Fiscal Year 2023–2024

### Action + Advocacy for a More Sustainable Community



Launched **Solarize the Triad**, a group purchasing campaign to promote affordable solar energy, with **\$1M** in new clean energy investment to date from over **200+** residents



Helped the Arts Based School in Winston-Salem win a **\$395K grant** from the EPA to **purchase an electric school bus**



Environmental Action Coalition advocated for local change with **30 groups** participating monthly



Worked with Second Harvest Food Bank of NC to install a **1 MW solar panel** array on their rooftop. Thanks to this partnership, Second Harvest will create enough power to run **160 homes** annually!



Welcomed **11** local businesses to our **Green Business Network**



Hosted **10** listening sessions to identify top community needs as part of PEA's membership with **Forsyth IAF**

### Environmental Education for Local Students



In-classroom programs taught to **3,000+** students in **120+** local classrooms



**100%** of teachers recommend PEA's programs



**100%** of students learn about vital environmental issues

**95+** students from **14** high schools trained in **Environmental Debate**, practicing public speaking, research, critical thinking, & leadership skills



*Triad cities should ban cars in downtown areas!*

## Events that Educate + Build Community



**150+ people** representing **55** local organizations joined a **Sustainability Roundtable** to build relationships and deepen collaborations on environmental issues

**90+** participants in the inaugural **Green Home Tour** explored local sustainable homes to learn about native gardens, rooftop solar panels, rain barrels, and more



**8,000+** people engaged with the local environmental movement



## Membership + Engagement Across the Community

*More people than ever are engaged with PEA!*



**323** members & donors



**9%**

**5,481** newsletter subscriptions



**61%**

**74,740** reach

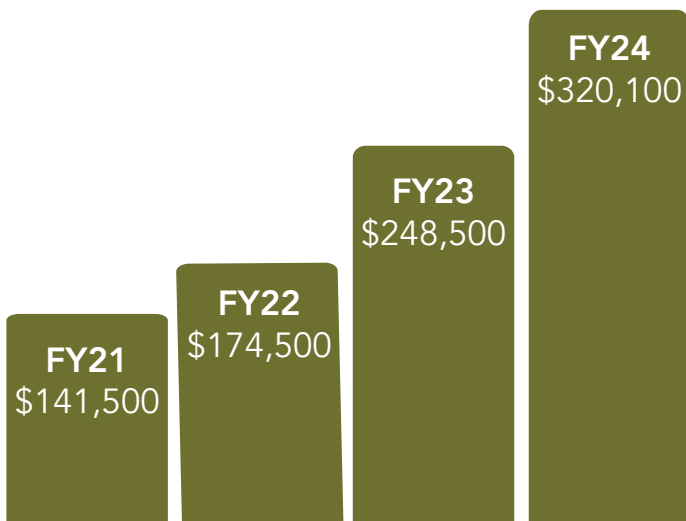


**16%**

**1,774** follows



## Growing Financial Sustainability



Annual Revenue by Year

**FY24 Revenue: \$320,000**

