

Building an Environmentally Sustainable Community

Impact Report Fiscal Year 2020-2021

Environmental Education For Local Students



Every Drop Counts videos shared with 40+ teachers in 16+ schools, viewed 200+ times in local classrooms



Energy Explorers taught to 1,500+ students from 14 schools and 85 classrooms



Virtual environmental education programs developed for at-home learning



Weeklong Environmental Action Camp for 25+ local students to design a more sustainable future



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



100% of participating students learned about vital environmental issues



What the best way to address climate change? Environmental Debate program trained 40 students from 8 high schools in 2 counties in public speaking, research, critical thinking, and other leadership skills

Events that Educate + Build Community



Earth Day Fair 2021 20,000+ people engaged with virtual content including webinars, video programs, blog posts, kids activities, and more!



Monthly Lunch & Learns Webinars 100+ attendees on topics like Gardening to Combat Climate Change, Environmental Policy and Practice, and Food Waste

Action + Advocacy for a Sustainable Community

Voter Education & Mobilization Developed a Primary and General Local Candidate Survey for 2020 elections, downloaded by 500+ people. Text message and digital media campaigns reached 81,940 people





Giving Gardens
Connected extra produce
from home and community
gardens with families facing
food insecurity in
Winston-Salem, with 669
lbs donated



Community Networks Partnered with 25+ Community Networks to achieve advocacy wins, including: passing a climate action resolution in the City of Winston-Salem & Forsyth County!

Growing Staff Capacity + Organizational Impact



Launched a **NEW Strategic Plan** with emphasis on building local partnerships, training youth to engage in collective action, and advocating for local environmental policy



New staff positions to build our capacity and impact with a team of 4 working on programs, marketing, volunteer management, and more!

Membership + Engagement Across the Community



4,400 newsletter subscriptions 3,750 followers





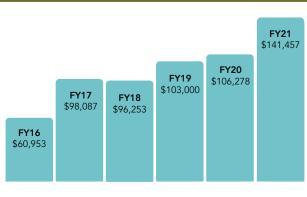
45%



20%



Growing Financial Sustainability





FY21 Annual Budget of \$141,457