



### Action & Advocacy for a More Sustainable Community

**BIG WIN**



photo credit: Triad Business Journal

Organized community **opposition to methane gas pipelines and hyperscale data centers**, securing resolutions in Forsyth, Guilford, and Davidson counties

“

*[PEA is] a key force behind an array of initiatives in Winston-Salem and the surrounding region.*

—Elizabeth Ouzts, Canary Media

”



Named the City of Winston-Salem's Green Initiative of the Year, Solarize helped **80+ families** install new solar arrays and battery systems



Launched new campaign with community-led coalition to help families upgrade to **more efficient, healthy, and affordable** electric home appliances

**Environmental Action Coalition** turned **3 years** old, sparking civic engagement and advocacy around clean energy, environmental health, and sustainability

### Partnerships & Projects that Grow the Green Economy

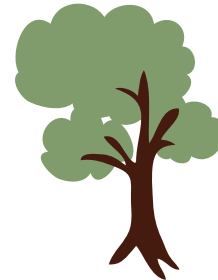


Green Business Network  
Piedmont Environmental Alliance

**35 active Green Business Network** members taking bold climate action together



Hosted 2nd annual Green Job Fair at Goodwill for **150+ attendees and 20+ employers**



Collectively avoiding **1,555 tons of CO2 annually**, equal to the carbon-storing impact of more than 1,600 acres of forest



Launched region's first clean energy **workforce training program**



Responsible for **\$6.5M** in new local clean energy investment

“

*PEA's Green Business Network has been a tremendous resource, especially the collaborative connections with other GBN members!*

—GBN Member Salem Academy and College

”

### Events that Inspire & Build Community



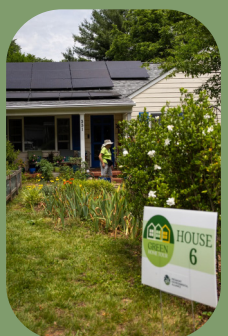
**Piedmont Earth Day Fair:**  
6,500+ people attended the state's largest Earth Day event

**Local Environmental Justice Panel:**  
110+ community members participated in partnership with Bookmarks



**3rd Annual Green Home Tour:**

120 participants explored 9 new properties with sustainable features



**Sustainability Roundtables:**  
125 participants from 95 organizations engaged in the first all-Triad Roundtable in Kernersville

# Environmental Education for Local Students

 **Taught 3,500+ students across 50+ local classrooms** in Forsyth, Guilford, & Randolph counties

“  
We learned we can help make the world a safer and healthier place.  
—7th grade student at Clemmons Middle School  
”

**130+ students from 13 schools across 5 counties** participated in the 11th Environmental Debate Tournament, earning vital leadership, public speaking, and critical thinking skills



Filled gaps in schools' hands-on **STEM instruction** caused by district budget cuts

**NEW!** **285 students** received environmental education through on-site field trips & summer camps



## Growing Membership & Engagement



Donor retention: **74% of last year's donors gave to PEA again this year**, compared to a national donor retention rate of 45%



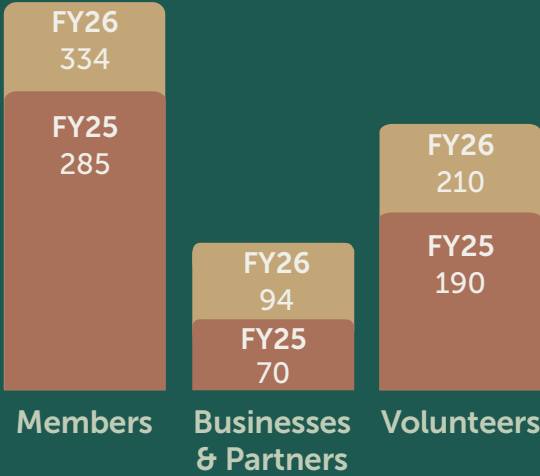
**6,200**  
newsletter subscribers



**1M+**  
Facebook and Instagram views

### Sources of Community Support

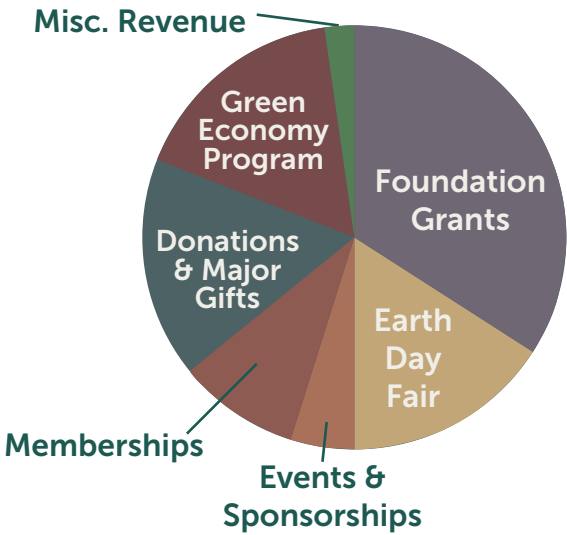
PEA's membership, partners, and volunteers grew from FY25 to FY26



## Financial Stability & Growth

### FY26 PEA Revenue Sources

PEA's diversified income provides a solid foundation for our programs and work.



### PEA Revenues FY 23-26

PEA revenues increased 86% in four years, growing with our programs, staff, and impact.

