AMPLIFYING the GREEN ECONOMY
When we launched Green For All four years ago, we began with a drumbeat. We wanted people to understand that by investing in clean energy and protecting our air and water, we could also fight poverty and illness and make life better for all Americans. You joined us.

What started as a beat has swelled into a rhythm that can’t be ignored. Just ask one of the 10,000 people who circled the White House in November to block a dangerous oil pipeline. Young people, leaders of color, and workers joined together to reject the idea that we should have to choose between good jobs and clean air. So did the EPA, when it issued long overdue protections from toxic coal plant pollution.

In response, polluters and groups like the Heritage Foundation are attacking with new fervor. They’ve declared a war on green jobs because they know that our message is reverberating farther and wider with each passing day. They rail against basic environmental protections—all the while saddling working families, low-income communities and people of color with disproportionately high rates of poverty, asthma, heart disease, and early death.

But this battle has just begun and our anthem is powerful. A world with good jobs. Clean air. Clean water. Health and opportunity for all. Millions of voices are calling for it. And at Green For All, we’re turning up the volume.

We’re doing it in Oregon, where we launched a model program that put 500 people to work—mostly women and people of color—upgrading homes to make them energy efficient. Now that model is rolling out across the country and we’re expanding it to affordable multifamily housing, where it will cut energy bills and create jobs for the people who need them most.

We’re doing it in Washington, D.C., where we’ve built momentum with partners like the Congressional Black Caucus to make protecting our air and water a top priority. The Black Caucus boasts one of the best environmental voting records on the Hill. And it’s just one of the new voices we’re bringing into the fold. In September, we brought together allies from the NAACP, the American Lung Association, the Black Caucus, and Reverend Jesse Jackson to sit down on a panel with EPA Administrator Lisa Jackson—amplifying our message even more.

Phaedra Ellis-Lamkins, CEO, Green For All

Turning it up

What started as a beat has swelled into a rhythm that can’t be ignored.
We’re doing it through our work with musicians themselves. By partnering with hip-hop icons like Wiz Khalifa, Common, and Ludacris, we’ve met young people where they already are, enlisting thousands of new activists who chant for opportunity, clean air and water for all, not just a select few.

Polluters will argue that solar power has no future. Meanwhile, America’s solar industry keeps expanding—it grew by 100 percent last year alone. Polluters will argue that green jobs aren’t real. But more than 3.1 million Americans already have them—and through our efforts and those of our local partners, we’re making that pool bigger every day.

This is the moment we’ve been building towards, and it’s time to turn up the volume. In 2012, we’ll be pulling more voices into the movement. We’ll be helping put more people to work in the green economy. And we’ll be amplifying the power of our solutions more than ever before.

Phaedra Ellis-Lamkins, CEO

The Year In Review

Green For All’s goal is to create good, green jobs that drastically reduce pollution and provide opportunity in diverse communities throughout the U.S. Over the past year, and against mounting opposition to our agenda, Green For All achieved remarkable success in pursuit of its mission. Samples of our total advocacy efforts, job creation strategies, and public education initiatives follow.
Advocacy Efforts

Green For All advances public policies that create high-quality jobs, improve the reach and effectiveness of job training, and expand entrepreneurial opportunities in the emerging green economy.

In 2011, we’ve amplified our efforts by working in partnership with policymakers nationwide.

Congressional In-District Event

In the winter of 2011, we hosted our third Congressional in-district event demonstrating the importance of investments in water infrastructure to create jobs and safeguard the environment. The press conference featured U.S. Congresswoman Donna Edwards, EPA Acting Assistant Administrator for Water Nancy Stoner, Gary Belan from American Rivers and Edmonston, Maryland Mayor Robert Kearns. This occasion marked the one-year anniversary of Edmonston’s innovative Green Street program.

The Green Street project upgraded Decatur Street in Edmonston with low energy street lamps, bike lanes, permeable pavement, and rain gardens that help prevent stormwater runoff from entering waterways.

It also created more than 70 jobs within the local community and helped reduce the amount of pollutants flowing into the Anacostia River and the neighboring Chesapeake Bay. Now, Congresswoman Edwards is looking to take this program on the road.

Green Strategies to Re-Entry Event

We linked up with our local Indianapolis partner, RecycleForce, to host a Green Strategies to Re-Entry event. The program drew a large audience, including U.S. Congressman André Carson, Deputy Mayor of Indianapolis Michael Hubert, two city council members, Ginny Cain, Indianapolis Regional Director from U.S. Senator Dan Coats’ office, and Maxine Bryant from the Mayor’s office of re-entry.
We used the event to release our 2011 Best Practices in Green Re-Entry Strategies report. The report outlined opportunities for jobs in the green sector, best practices to follow for re-entry programs, and public policies that promote fair opportunities for people with criminal histories.

In-district events are just one of the ways Green For All advocates its agenda. As part of our efforts to both educate policymakers and engage new audiences, Green For All partnered with the Congressional Black, Hispanic, and Progressive Caucuses at their annual legislative conferences. We also joined the Congressional Black Caucus in its “For the People Jobs Initiative,” which included jobs fairs and town halls in Cleveland, Detroit, Atlanta, Miami, and Los Angeles to address the unprecedented high rates of unemployment and green business opportunities in the African American community.

We are also proud of our partnerships with the Center for Community Change, NAACP, the Building Trades, and others to defend the Environmental Protection Agency and its basic public health mandate from unprecedented attack.

Re-Entry and Recycling: A Personal Journey

Andrew King is the manager at an Eastside Indianapolis plant that recycles electronic waste. He is a shining example of the importance of green jobs in our changing economy.

King is an ex-offender. In fact, he’s one of thousands of ex-offenders living in Indianapolis. He’s a man who doesn’t shield others from his past.

King stood in a room full of politicians and journalists at our Re-Entry event and shared his story so people could see what life right out of prison was like for him. A reality where, at times, his roof was the dark grime beneath a train bridge, and hopes of a ‘legal’ job appeared laughable at best.

“I couldn’t get a job as a dishwasher,” King said.

Thanks to the approach laid out in our Best Practices in Green Re-Entry Strategies report, and the efforts of our local partner RecycleForce, which put those strategies into practice, ex-offenders like King now can earn an honest living.

“I think it’s pretty poetic that re-entry and recycling go so well together,” King said. “Both ex-offenders and e-waste are thought of as trash.”

But Green For All knows differently! The Indianapolis launch brought to light green job opportunities for an often over-looked segment of the population. And that was music to the audience’s ears.
Green For All drives large-scale public investments into targeted sectors of the economy. Leveraging those funds, we seed policy models that set strong environmental, hiring, and growth standards through a peer-to-peer learning program called the Community of Practice. Finally, we lift up those local success stories to catalyze replication and build momentum for scale across the country, ultimately creating tens of thousands of good, green jobs for a diverse workforce.

Supporting Small Businesses
In 2011, Green For All launched a partnership with Accenture, adding executive mentorship to the portfolio of resources available to the 3,000 green businesses in our network. Further, we connected 500 entrepreneurs with the knowledge, network, and coaching they need to take advantage of local opportunities to grow their green businesses, through the Business Academies (with the University of Phoenix) as well as Coaching and Mentoring Programs.

Green For All also brought real opportunities for growth to women and minority-owned green businesses. Recognizing that the Federal Government is the world’s largest buyer of products and services and that the White House set a new goal for small business vendors, Green For All released a user-friendly guide for businesses to navigate the procurement process across agencies. The guide, entitled *Doing Business with the Federal Government*, was disseminated online and provided to over 100 small businesses in Los Angeles at an event hosted by The Department of Transportation with Congresswoman Karen Bass. The manual was also presented at the annual conference of the National Association of Minority Contractors in Washington, D.C. We ensured that hundreds of women- and minority-owned businesses had access to new government contracts while also learning the benefits of a high road and green approach to doing business.

Green For All continued its significant support of the White House’s interagency procurement events across the country, including the Fall 2011 “Small Business Day” that was hosted by the Department of Energy and was attended by Energy Secretary Steven Chu and U.S. Congressman James Clyburn.
Energy Efficiency Programs

After three years driving model energy efficiency programs that result in good, green jobs accessible to a diverse workforce, Green For All created and led the High Road Affinity Group for the Department of Energy’s 41 Better Buildings grantees. A practical thought leader in emerging sectors of the green economy, Green For All has become a hub for practitioners, experts, businesses, financial institutions, policymakers, and others who can add their expertise and influence in pursuit of our mission. In 2011, we catalogued and shared key tools for energy efficiency programs committed to strong standards.

Introducing MPower

Two of the biggest challenges facing the field are access to efficiency upgrades and effective financing in a period of economic uncertainty. To overcome these barriers, Green For All spent much of 2011 designing an innovative financing model for water and energy efficiency upgrades to affordable multi-family housing, called MPower. This new program will lower utility costs for lower-income households and provide an affordable way for multi-tenant affordable housing owners to upgrade their properties. Working with a core group of partners and leveraging Green For All’s past success in the sector, the MPower model is based on a public-private partnership between community development financial institutions, government, and utility companies. Once the demonstration project is up and running, Green For All will document lessons learned, create practical tools, and identify sites in order to move quickly towards replication and scale.

Scaling Jobs Programs

Green For All is also working to replicate its success in incorporating workforce and business development strategies into utility regulations governing the disbursement of efficiency upgrade funds. In 2011, we focused on California. The California Public Utility Commission (CPUC) directs hundreds of millions of dollars per year to low-income energy efficiency. Green For All facilitated a workshop for the CPUC on strengthening job quality, improving career pathways and offering better training to the California Utility contractors’ workforce. Green For All also helped incorporate workforce standards into PG&E’s Smart Grid Plan emphasizing career pathways and opportunities for low income communities and communities of color.

Green For All believes that the lessons we have learned from the energy efficiency sector are worth singing about—they provide helpful cues for growing green jobs in other sectors. To that end, we released two major reports in 2011, *Green Jobs in a Sustainable Food System* and *Water Works: Rebuilding Infrastructure, Creating Jobs, Greening the Environment*. 
Public Education

Green For All was founded on the premise that communications and leadership development are key strategic priorities when building a movement for positive change.

In 2011, we worked to make our mission accessible to an ever-growing audience, including workers, young people, small business owners, policymakers and community leaders across the country. Through leadership development programs we cultivated local networks of allies. Green For All boasts a growing network of over 150 grassroots leaders from low-income communities and communities of color in more than 50 cities across 25 states.

Through partnerships with entertainers like the Black Eyed Peas, Drake and Wiz Khalifa we introduced a new values-based frame for sustainability to millions. Our events helped activate more than 20,000 people in support of an inclusive green economy.

To amplify our message, Green For All held events across the country, like the Water Action Day and Keep It Fresh campaign. These events connected several thousand newly-inspired youth to Green For All’s mission and also led to one of the top ten greatest moments in hip-hop philanthropy!

Water Action Day
Designed for neighbors to act together, Water Action Day focused on water access and quality issues in our communities and empowered community members to address the issues head on.

Through interactive online engagement and on-location activities, we achieved three major objectives:

- Educate youth about crisis-level water shortages;
- Inspire personal action around water usage, and
- Advocate for improving local water systems with green strategies.

To have real impact, we knew our efforts had to result in a sustained commitment to action. We produced educational videos, outreach materials, workshop curricula, T-shirts, and reusable water bottles to help spread the message. We then put these materials into the hands of local organizers to integrate into their ongoing work at the neighborhood level.
With nearly 60 events in 23 states, the Water Action Day was a coast-to-coast success story. We brought together thousands of people to emphasize growing concerns and put forward solutions that will expand access to clean water in America.

**Keep It Fresh**

Our movement is one for economic and environmental security for all. Hip-hop is a musical movement. We joined these movements in 2011 by partnering with hip-hop icon Wiz Khalifa. The resulting tour partnership, playfully named the Keep It Fresh campaign, encouraged fans to foster a lifestyle of environmental sustainability.

Our call was heard. The campaign’s Recipes for Change contest drew in countless creative ideas about increasing access to fresh food in underserved communities. Green For All awarded Dana Frasz the grand prize for her project Food Shift. Dana’s new program will collect unwanted quality food from local food establishments and deliver it to assistance centers that feed low-income populations.

The Keep It Fresh campaign was a smash hit; it was named one of the top 10 greatest moments in hip-hop philanthropy. Not only did Green For All educate and inspire thousands, but we also proved that the green jobs and hip-hop movements create a beautiful harmony.

**Water Works**

We advance the growth of green jobs through practical research. *Water Works: Rebuilding Infrastructure, Creating Jobs, Greening the Environment*, a report by Green For All, in partnership with American Rivers, Pacific Institute, and the Economic Policy Institute was released in fall 2011. The report reveals how an investment of $188.4 billion in water infrastructure—the amount the EPA indicates would be required to manage stormwater and preserve water quality—would create 1.9 million American jobs and add $265 billion to the economy.

Our report also proposes that as cities and municipalities make investments in water infrastructure, they apply the following criteria:

1. Create accessible and high road jobs
2. Maximize environmental gain through green infrastructure techniques
3. Use financing that is stable, fair, and scalable

Download the full report ➔ greenforall.org/resources/water-works
All over the country, our supporters and friends inspired hope by working for a healthier, greener, more inclusive world.

Looking ahead to 2012

Green For All grew up in 2011—we delivered an amazing number of concrete victories across our programs and solidified our leadership position in the growing field of organizations and audiences that have joined the call for a green economy. We strengthened relationships with a core group of partners and furthered our work in support of the networks of students, local leaders and practitioners, as well as national allies built over the last four years. We tested our strategic approach to transformative change through a range of tactics. As we enter our fifth year and prepare for the upheaval of major elections, Green For All is focused on refining our long-term strategy, integrating our work, and leveraging all of the assets we’ve built to ensure victory for those who seek to create an economy in which both people and the earth thrive. Thank you for adding your voice to the chorus.
$500,000+
- The Kendeda Fund
- The Rockefeller Foundation
- 11th Hour Project
- The Kresge Foundation

$250,000 - $499,999
- W.K. Kellogg Foundation
- Surdna Foundation
- The Ford Foundation
- The California Endowment
- Love 4 One Another Charities
- University of Phoenix

$50,000 - $249,999
- Living Cities
- Citi Foundation
- Open Society Institute
- The William and Flora Hewlett Foundation
- Wallace Global Fund
- The Overbrook Foundation
- 39th Street Giving Fund
- HSBC Bank USA, N.A.
- The Energy Foundation
- The Libra Foundation
- The Nathan Cummings Foundation

$10,000 - $49,999
- Mitchell Kapor Foundation
- Hunt Alternatives Fund
- Ms. Foundation for Women
- Roy A. Hunt Foundation
- The Bromley Charitable Trust

$1,000 - $9,999
- Bohemian Foundation
- The Betsy and Jesse Fink Foundation
- Turner Farm Restoration LLC
- Working Assets/CREDO
- The Bunting Family Foundation - Fund B
- The Flow Fund Circle
- Working Assets/CREDO Grantmaking Fund of Tides Foundation
- Aveda
- Tides Foundation
- Michael Kieschnick
- Ms. Nancy G. Schaub
- Christiana Wyly Fund of RSF Social Finance
- Arntz Family Foundation
- Community Development Institute Head Start
- Hull Family Foundation
- The William H. Donner Foundation Fund of Fidelity Charitable Gift Fund

$250 - $999
- Clif Bar Family Foundation
- Sony Pictures Entertainment
- Harold and Kyong Lischner
- Mary Ellen Cunningham and Matthew Dressler
- James and Jennifer Wood
- The Write Choice Network
- Adelaide Gomer
- Urban Habitat
- Rob Stein
- Carol Pencke, Mary Bennett and Charles Bennett

$50,000 - $249,999
- Family Unity Fund at Schwab Charitable Fund
- Noble/Udow Charitable Trust
- James Bergstrom
- Camilla Beale
- Gulf Coast Fund
- Keitha Kinne
- Peter Copen (In Honor of Brent and Iara Copen)
- Paul Salinger
- Alan Farago and Lisa Versaci
- Cheryl Patrice Derricotte
- Tina Larson
- The Grace Jones Richardson Trust
- Duane Stranahan Trust for Charities
- Tyler L. Rigg Memorial Foundation
- Where It Belongs Fund of Tides Foundation
- Whole Foods Market

$250 - $999
- Marc Rumminger
- Cody Taylor
- James Bridge
- Karen Leu
- Frances Stewart
- Michael Burkley
- Joshua Guild
- Mary Pat Bonner
- Jordan and Elizabeth Jones (In Honor of the Staff of Green For All)
- Stephanie Van Dyke
- Renaissance Charitable Foundation Inc.
- Patricia Griffin
- Ricardo Baratto

$1 - $249
- Santa Clara County
- State Auto Insurance Companies
- The Community Foundation of Santa Cruz County
- VMware Foundation Matching Gift Program
- Entrepreneurs Foundation
- Christopher Newton
- Anne Smith
- Katie Oates
- Brett Foreman
- Casandra Chapman
- Juanita Perry
- Paul DeMarco
- PG&E Corporation Foundation
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- Jennifer Wylegal
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- Jon Spar
- Marie-Elizabeth Mali
- Shannon Mcgrady Bane
- Mia Macdonald and Martin Rowe
- Jeff Hamilton
- Google Matching Gifts Program

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Phaedra Ellis-Lamkins, CEO, Actress Keisha Knight Pulliam and Atlanta Media Personality Rashan Ali at an Earth Day event.

The following allocation charts represent 2011 draft operating expense summaries of Green For All. Thanks to our foundation, corporate and individual donors for their generous support.

**FY11 OPERATING EXPENSES***

- **Programs**: 74%
- **Administration**: 15%
- **Development**: 11%

**FY11 PROGRAM EXPENSE ALLOCATION***

- **Education & Outreach**: 37%
- **State & Local Initiatives**: 37%
- **Policy**: 26%

*unaudited numbers*