

**Annual  
Report  
2016-2017**





**OUR MISSION**

Care About Climate works to minimize human contributions to climate change and connect communities by uniting people across the world with the Climate Sign to inspire proactive climate policies, fostering programs that build stronger communities that are better equipped to withstand and recover from climate stressors, and providing education and outreach programs about climate change

**OUR VISION**

A world in which everyone is educated, empowered, engaged and united to address climate change



**INTRODUCTION**

2016-2017 was a defining year for Care About Climate. The organization merged with another initiative taking on similar issues around climate communication, [ClimateSign.org](http://ClimateSign.org), we met in person for the first time as a group to determine organizational priorities and programming objectives, and we managed our first significant communications campaign. The organization used this year as a year to really identify who we are, our values, and how we want to impact and change the world.



**MERGING CARE ABOUT CLIMATE AND CLIMATESIGN.ORG**

In 2015 during the United Nations Climate Talks in Paris, France, Care About Climate was promoting an image to unite the climate movement while another group, [ClimateSign.org](http://ClimateSign.org), was promoting a hand sign to do the same thing (image and hand sign shown on the left). Both groups created the imagery to unite people for climate action, similar to the peace hand sign and image. However, they came up with the idea separately. It was clear to both groups that there would be more success at achieving the objectives the organizations had if they

worked together. Additionally, [ClimateSign.org](http://ClimateSign.org) needed a host organization because it was not a legal entity itself at the time. It was just a great idea with a website and a great team of people.

At the beginning of Care About Climate's 2016-2017 fiscal year a Memorandum of Understanding (MOU) was signed by the two groups to merge the hand sign and image as a branded communication initiative, [ClimateSign.org](http://ClimateSign.org). Under this MOU, Care About Climate was designated the organizational sponsor of this initiative. Shortly after signing the MOU we had an in person meeting in Los Angeles, CA to come together as a larger group to discuss how we would move the organization and initiative forward.

## STRATEGIC DIRECTION AND PROGRAMS

During the meeting in Los Angeles with the Care About Climate Board of Directors and the [ClimateSign.org](http://ClimateSign.org) leadership team our, strategic direction and program opportunities were determined.

### *[ClimateSign.org](http://ClimateSign.org)*



*[ClimateSign.org](http://ClimateSign.org)* would be a stand alone initiative that would promote both the hand sign and image to mimic other communication initiatives similar

to it such as the peace sign. #ClimateSign would continue to have its own website and social media so that the image and hand sign remain open source for the movement to use. Other organizations can become collaborating organizations on [ClimateSign.org](http://ClimateSign.org). The website and social media platforms will only be used to promote climate solutions and show the climate sign being used as a tool to unite the movement. Specific organizational programs, including Care About Climate's, will not be promoted in order to keep the focus on promoting the Climate Sign from that platform.

### *Care About Climate Branding*



As a result of this change, Care About Climate developed a new logo for the organization to keep the organization separated from the Climate Sign. Although, it is fine for Care About Climate to promote the Climate Sign in its communication platforms.

### **Programs**

In addition to promoting [ClimateSign.org](http://ClimateSign.org) as a major priority of the organization, Care About Climate has a lot of interest from around the world to get involved in a more tangible way with the organization other than using the Climate Sign. Therefore, we have an online information sharing program and an on the ground program to provide people with resources to take climate action in their own community. The Climate Sign is then used to unite all the people that are participating in Care About Climate's programs.



### *Online Youth Exchange*

The Online Youth Exchange is an international peer to peer support and training program. People are paired with one another based on their interests, and they talk about climate impacts and solutions with one another. They also provide trainings to all of the participants throughout the program.

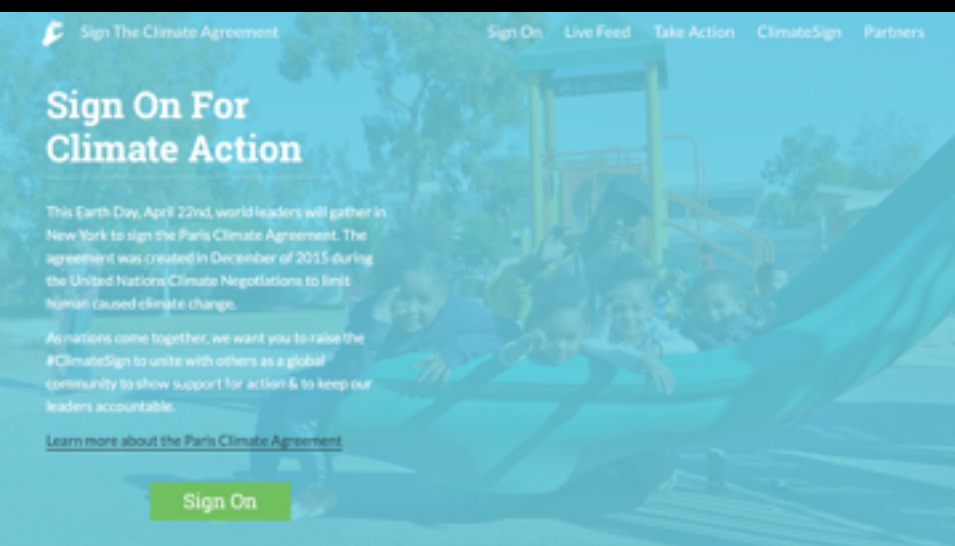
This program was started in 2015 as a partnership with the Sierra Student Coalition (SSC). SSC no longer had capacity to support the program and so Care About Climate took the program into the organization since it already had the connections to SSC and CYCAN. This is an incredibly effective networking program and supports youth around the world working on Climate Action programs.



### *Climate Ambassadors*

The Climate Ambassador program is Care About Climate's on the ground program. Volunteers can choose to launch a climate action campaign anywhere in the world, and they can use the Care About Climate brand, marketing, and name for support. Ambassadors are paired with a mentor to think through their projects and to make sure they have the resources they need to succeed.

The Online Youth Exchange and the Climate Ambassador program help channel volunteers and change agents through the organization, and the Climate Sign connects all of the work that these people are doing around the world.



## **ELABORATED PROGRAM SUCCESSES**

### ***Climate Sign***

#### *Sign the Agreement*

Once we were able to meet and create a joint understanding of our strategic direction and programs we launched our first communication campaign as a united organization called “Sign the Agreement.”

In April of 2016, countries were coming together to officially sign on to the Paris Agreement. [ClimateSign.org](http://ClimateSign.org) launched a communications campaign to get members of the public to “sign on” with the hand sign to show that they supported the signing of the Paris Agreement, which took place on Earth Day of 2016. We were able to get a wide array of organizations to partner with the #SignTheAgreement campaign.



The organizations that were involved were:

- MoveOn.org
- EcoAmerica
- Climate Reality Project
- Sierra Student Coalition
- Climate.gov
- Citizens' Climate Lobby
- Climate Generation
- Climate Central
- Care About Climate
- 3AmericanQuestions
- Climate Changers
- The Alliance for Climate Education
- The Schwarznegger Institute
- Sierra Club
- Frances Beinecke from NRDC
- Earth Day Network
- The Wild Center
- National Oceanic and Atmospheric Administration (NOAA)
- US Department of Energy



With this campaign we were able to engage 30,000 people in the signing of the Paris Agreement while spreading awareness of the #ClimateSign.

 This is a screenshot of the "Sign The Climate Agreement" website. The top navigation bar includes "Sign On", "Live Feed", "Take Action", "ClimateSign", and "Partners". The main content area has a green background and contains the following text: "By raising the climate sign in unison, we're advocating for people and the planet. Follow the steps below to take action and sign on with your #ClimateSign." Below this are three instructional panels:
 

- Raise The Climate Sign:** "Raise either hand and form a 'C' shape! The sign shows unity for taking on climate action." (Accompanied by an image of two children forming a 'C' shape with their hands.)
- Snap A Photo:** "Smile! You are joining with the global community to support climate action." (Accompanied by an image of a camera's viewfinder showing a person smiling.)
- Post With #ClimateSign:** "Post your photo to Instagram, Facebook, Twitter, or Tumblr with the #climatesign." (Accompanied by an image of a group of people holding a banner that says "Go To Paris #ClimateSign".)

 At the bottom, there is a light green bar with the text "It's easy to post. Simply click the social media outlet of your choice and login." and three buttons for "Facebook", "Twitter", and "Tumblr".

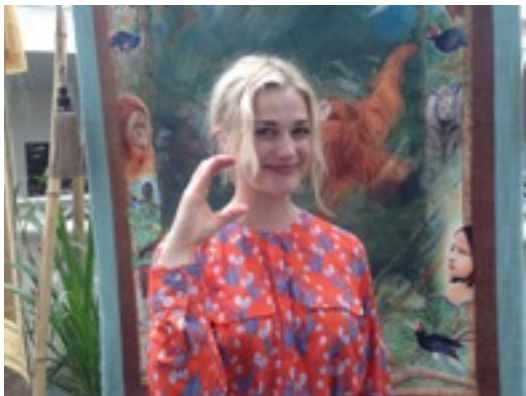
*Weather and Climate Day- National Aquarium*

Care About Climate partnered with Climate Central and the National Aquarium in Baltimore, MD to put on a Weather and Climate Day. Climate Central had young people throughout the Baltimore area write essays about weather and climate. These essays were judged and then the winners of the competition were recognized at the Weather and Climate Day hosted by the aquarium. The event used the climate sign to engage young people and unite them in taking climate action.



*International Union for the Conservation of Nature World Conservation Congress*

The International Union for the Conservation of Nature holds their World Conservation Congress every four years. Care About Climate brought the Climate Sign to this conference, and engaged celebrities and world renowned scientist to show their support for acting on climate. These individuals included E.O. Wilson, the world's leading expert on the study of ants, and Alison Sudol, a UN Goodwill Ambassador and actress in Fantastic Beasts and Where to Find Them.







### *Vote for Climate*

As the 2016 elections approached in the United States the [ClimateSign.org](http://ClimateSign.org) partners launched a #Vote4Climate initiative. This was a social media initiative where people could raise the climate sign to show that they would support candidates that would act on climate. It was paired with a website, and individuals could sign a commitment that they would vote for climate in 2016.



### **UNITED NATIONS ACCREDITATION AND COP22**

Care About Climate sent its first delegation to the United Nations Climate Talks as an observer organization. A group of five individuals from the United States attended the COP22 in Morocco after the organization received accreditation from the United Nations Framework Convention on Climate Change, as well as the Conference of the Youth. During the conference delegates worked on media and communications, tracking climate finance policy, and asking for more ambition from the United States and China with our Chinese partners the China Youth Climate Action Network. Care About Climate hosted two press conferences during the conference, which included a reaction to the US Election and our commitment to acting on climate change and a joint statement from US and Chinese youth on the issue. CAC also hosted a One-day Oasis tabling event to promote the Online Youth Exchange and helped create the Capacity Building Working Group within the Youth Constituency.





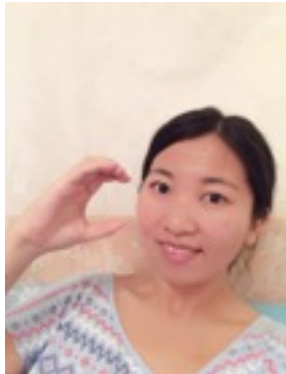
CAC Delegation in Morocco



Chair of Board of Directors and Akon

**Online Youth Exchange**

OYE was founded by Sierra Student Coalition and China Youth Climate Action Network in 2015 during the lead up to COP21 in Paris. In June/July of 2016, the program changed hands and was relaunched under Care About Climate in September of that year. In its second year, it expanded to an international audience and had 60 participants from 25 countries. The program featured peer mentorship in one-on-one pairings, and monthly webinars held by the OYE management team (Xiaowen “Echo” Zheng, Xueying “Shirley” Lu, Sarah Voska) as well as the participants themselves. Participants surveyed indicated that they felt more comfortable speaking in public and better equipped to address environmental issues in their own communities after going through the program. In February, one of our OYE participants invited us to speak at a youth conference he was hosting about climate change and religion. We engaged 60 teens and adolescents with the Climate Sign and a discussion of the importance of leveraging climate action to protect the world’s poorest citizens. ONE webinars emphasize relevance to the audience and replicability. We strive to answer questions like “How does an environmental problem spread?”, “How can a solution from one region be replicated in a different part of the world?” “What strategies can we use to engage people more effectively?”





The 2016-2017 fiscal year ended with two invitations to visit some of our program participants-bringing the program from Online to Offline. We visited one of our participants in Chile to speak about Environmental ethics, and received an invitation to attend the International Youth Summit on Energy & Climate Change conference in Beijing, China.

**Climate Ambassadors**

2016 was the flagship year for the Climate Ambassadors program. Individuals from around the world wanted to do work on the ground with Care About Climate and so we created this program to give young people that opportunity. A Climate Ambassador must send in a project plan to first be approved by Care About Climate management. Once it is approved, the ambassador is assigned a mentor to work with to execute their project. For this first year projects could range based on whatever interest the ambassador had as long as it was related to addressing climate change in some way or the other. All the ambassadors are connected with the Climate Sign to unite their projects. For example, University of California Los Angeles posted climate tips around campus and used the Climate Sign on those tips to connect the campaign.



# Care About Climate, Inc

## STATEMENT OF ACTIVITY

March 2016 - February 2017

|  | TOTAL              |
|--|--------------------|
| <b>REVENUE</b>                             |                    |
| Temporarily Restricted Donations           | 20,000.00          |
| Unrestricted Donations                     | 16,914.69          |
| <b>Total Revenue</b>                       | <b>\$36,914.69</b> |
| <b>GROSS PROFIT</b>                        | <b>\$36,914.69</b> |
| <b>EXPENDITURES</b>                        |                    |
| Advertising                                | 1,246.97           |
| Bank Charges                               | 20.00              |
| Marketing Materials                        | 1,069.33           |
| Office/General Administrative Expenditures | 1,049.98           |
| PayPal Fees                                | 85.80              |
| Program Expenditures                       | 500.16             |
| Shipping and delivery expense              | 403.91             |
| Stationery & Printing                      | 516.39             |
| Subcontractors                             | 9,600.00           |
| Travel                                     | 2,915.43           |
| <b>Total Expenditures</b>                  | <b>\$17,407.97</b> |
| <b>NET OPERATING REVENUE</b>               | <b>\$19,506.72</b> |
| <b>NET REVENUE</b>                         | <b>\$19,506.72</b> |



## Board of Directors



**NICK JONES**

Chair, Director on the Board of Directors



**DAVID EBERTZ**

Vice Chair, Director on the Board of Directors



**MOLLY BARTH**

Treasurer, Director on the Board of Directors



**JERAD HUGHES**

Director on the Board of Directors



**LEAH EDWARDS**

Director on the Board of Directors