

MAKING THE DREAM REAL

2009 Annual Report



A NOTE FROM THE CEO

Manifesting the Dream

In our work, we build bridges. Not literal bridges, of course — though if one supported a clean-energy infrastructure, we'd be all for it. Instead, we build bridges between communities, between economies, between generations. We build bridges from problems to solutions. From vision to reality.

For me, this is a continuation of the Civil Rights Movement. It is the modern representation of the Dream. While the challenges may have been more pronounced in the 1960s, the chasm between where the nation was and where it needed to go was not much wider. As we did then, we need urgently to engage Americans, young and old, in bridging that gap.

The movement for an inclusive green economy made great progress in 2009. Within that movement, Green For All had an especially successful year, thanks to our ability to engage people in action and bridge divides.

Green For All worked with the Congressional Black Caucus, whose boldness on climate legislation set it apart as the greenest group of legislators in America. Their advocacy ensured that the legislation included clear benefits for Americans of every background.

We engaged the hip-hop community, working with the Hip Hop Caucus and building a grassroots campaign that will tour with hip-hop star Drake to raise awareness about green job opportunities with youth across the country. The Black Eyed Peas allowed us to share the stage with them (both literally and figuratively) to reach massive new audiences.



Phaedra Ellis-Lamkins with will.i.am of the Black Eyed Peas, announcing the partnership between Green For All and the multi-platinum recording artists.

Photo by Greg Fiume.

With leaders in city halls and labor halls, at for-profits and non-profits, Green For All created unprecedented policy breakthroughs like Clean Energy Works Portland.

This work is translating into real opportunity for those who live with unemployment and poor environmental quality as a daily reality, not numbers or abstractions. People like Tahlia Williams.

Tahlia is a single mother from Brooklyn struggling to raise her child in today's shattered economy. Thanks to a green jobs training program that has worked to prepare her not just for a job, but for a career, Tahlia now works full-time on residential weatherization projects.

Such projects were just one aspect of our 2009 focus: creating jobs in energy efficiency. In 2009, energy efficiency was the area most ready to quickly create quality green jobs. In 2010, that opportunity expands; the entire economy is poised for transformation. We'll focus on waste and recycling, on urban manufacturing, on water, food, and agriculture. We're going to work to bring green jobs to scale, and put thousands more people like Tahlia to work in a new, green economy.

Success like Tahlia's, after all, is why we do this work. For a young woman of color trying to raise a child in urban America, a career doing work that changes the world can seem like a pipe dream. Our job at Green For All is to make that dream attainable. The Black Eyed Peas and members of Congress work with us not because we *try* to make change, but because we *do* make change — change in the lives of real people.

This is our work and our passion, our just struggle for a better world. In 2009, Green For All built many bridges. In 2010, we stand astride those bridges to build a larger one: the span that connects the country we are today with the country that we can be.

Phaedra Ellis-Lamkins
CEO, Green For All

GREEN FOR ALL'S MISSION

Green For All is dedicated to improving the lives of all Americans through a clean-energy economy. The national organization works in collaboration with the business, government, labor, and grassroots communities to create and implement programs that increase quality jobs and opportunities in green industry — all while holding the most vulnerable people at the center of its agenda.

2009

From Inspiration to Implementation

As 2008 came to an end, Green For All was completing its first year as one of the country's most exciting advocacy start-ups. For 2009 to be a success, the organization would need to go from inspiring people with its vision to implementing that vision at the national, state and local levels. It was time to make the dream real. By the end of the year, the organization wanted to be able to point to real programs in real cities, creating real jobs for real people.

One year later, Green For All can officially proclaim 2009 a success. In twelve months, it has transitioned from an exciting start-up to a major player in national politics.

CHANGE at the TOP

Early in the year, President Barack Obama chose Green For All founder Van Jones to serve as Special Advisor for Green Jobs at the White House Council on Environmental Quality. It was a tremendous recognition of Van's accomplishments — and of the strength of Green For All and the clean-energy jobs movement.

With Van's appointment, the organization needed a new leader who could help it make the transition from inspiration to implementation. Green For All found just that person in Phaedra Ellis-Lamkins. Phaedra brings a

wealth of experience working with business, labor, government and community groups to build innovative jobs and service programs from the ground up in California's Silicon Valley. Her incredible success in 2009 shows that Phaedra was the perfect successor to Van.

A YEAR FULL of POLICY VICTORIES

In 2009, Green For All won unprecedented policy victories at the federal and state levels.

At the federal level, it began with President Obama's Recovery Act. The \$787 billion stimulus package included many initiatives that Green For All had been pushing for, including investments in weatherization, green job training and renewable energy. Green For All's success continued with its effort to include



Renewable energy is a major growth area for green jobs.
Image by Ryan Dexter.

opportunity and access for disadvantaged communities in the House's American Clean Energy and Security Act (ACES, passed in June) and in early drafts of the Senate's still-developing version of climate and energy legislation. And 2009 ended with Phaedra participating in the President's Jobs Summit.

At the state level, Green For All helped Washington, Texas and New Mexico pass green jobs legislation. Washington's program in particular is fast becoming a model for other states looking to invest in clean-energy jobs. It will weatherize 100,000 buildings, creating thousands of quality new jobs for disadvantaged workers while reducing energy costs.

BUILDING CAPACITY

In 2009, Green For All launched several new programs to increase the capacity of clean-energy jobs advocates, activists and businesses throughout the country.

The Green For All Cities Initiative helps develop the capacity of local governments, business, labor and community groups to build strong local clean-energy economies. In 2009, the Cities Initiative won short-term campaigns in several cities nationwide.

Green For All launched the Capital Access Program (CAP) to mobilize capital for clean-



The Let's Raise A Million project (co-founded by Green For All Academy Fellow Tony Anderson) installs energy-efficient compact fluorescent lightbulbs (CFLs) in low-income apartments in Atlanta. Image by Ryan Dexter.

See page 18 for more information about CAP's Energy Efficiency Opportunity Fund.

energy jobs. CAP began by helping entrepreneurs understand the Recovery Act, releasing a pamphlet for small businesses and nonprofits and hosting a webinar that drew more than 1,500 participants. CAP also started a coaching program for green entrepreneurs, going beyond traditional mentoring to augment participants' interpersonal skills and leadership development potential. Finally, CAP launched the Energy Efficiency Opportunity Fund, an exciting new green investment fund.

Green For All also formally launched its Communities of Practice program, which allows on-the-ground practitioners to connect with

each other, innovate together, and share their learning with the entire field. These communities have already yielded incredible results in fostering new and productive collaborations. In New York, for example, the Laborers' International Union of North America and the Consortium for Worker Education worked together to sign the first union contract with a weatherization provider.

BUILDING a MOVEMENT

Creating a clean-energy economy will take more than quality policies and capable practitioners. It will take a broad, popular move-



Insulation is a key part of making homes more energy-efficient, helping residents get the most out of their heaters and air conditioners. Image by Ryan Dexter.



Tahlia Williams is greening buildings with New York's Community Environmental Center. Photo courtesy of GOOD Magazine. (For more on Tahlia, see page 13.)

ment for change. Green For All is extremely proud of its efforts to help create and support that movement in 2009.

The Green For All Academy continued its success in training world-class clean-energy advocates for vulnerable communities. In 2009, 48 Green For All Fellows completed the Academy training.

Along with the Hip Hop Caucus, Green For All launched Green The Block, an exciting new effort to engage communities of color in the clean-energy jobs movement. A national call to action led to more than 100 Green The Block Day of Service events throughout the country on September 11.

Green For All's online operation continued to find new and effective ways to engage people in the fight for a clean-energy economy. One online campaign mobilized sup-

porters to send more than 10,000 e-mails and make more than 1,000 phone calls in support of Green For All's two equity provisions in the climate bill, making the difference in getting access and opportunity into the legislation. Campaigns like that one led to an incredible expansion of Green For All's online base. Green For All's e-mail list grew by 50%, from 60,000 to 90,000. Its Facebook fans more than tripled, nearing 10,000. And its Twitter feed drew more than 10,000 followers after launching in January 2009.

LOOKING AHEAD

A year ago, Green For All was well known for its inspiring vision and energy. Now the organization's reputation rests on the innovative policies it has moved through Congress and state legislatures, and the incredible on-the-ground programs it has helped develop throughout the country.

As successful as 2009 was, Green For All expects 2010 to be even better. President Obama is looking to renew the federal commitment to generate jobs, which means more opportunity for green job creation. On the heels of 2009's UN Climate Change Conference in Copenhagen, the United States is closer than ever to passing federal climate and energy legislation. And Green For All is ready to turn these opportunities into real change for everyday Americans, as programs like the Cities Initiative and the Communities of Practice expand and deepen their efforts in America's cities.

Bringing Opportunity and Access to the Climate Bill

When they came into office in January 2009, President Obama and the new Congress made crafting federal climate policy one of their top priorities. By the end of the year, the House would pass a version of climate and energy legislation and the Senate would start crafting its own. Thanks to Green For All and its allies, the first federal climate bill is on course to include opportunity

and access for America's most vulnerable communities.

THE HOUSE: THE AMERICAN CLEAN ENERGY and SECURITY ACT

In the spring of 2009, the House Committee on Energy and Commerce introduced the American Clean Energy and Security Act (ACES).



CEO Phaedra Ellis-Lamkins (center) made many trips to Washington, D.C. in 2009 to advocate for Green For All's agenda.
Photo by Stephen Loewinsohn.

Legislators and advocates debated the bill hotly, as it certainly had a lot of room for improvement. Still, Green For All decided that it could be a good place to start — provided it created opportunity for low-income communities and communities of color. Unfortunately, the early drafts did not.

Green For All assembled a new and unique coalition of local and national groups to push the House to make two key changes to the bill. The first was to include funding for the Green Jobs Act, which trains workers, particularly those from disadvantaged communities, for jobs in the clean energy economy. The second was to add the Green Construction Careers Demonstration Project, which mandates that well-trained, local, low-income workers perform a certain amount of the work on ACES-funded construction projects. This guarantees that these projects do not just improve local environments, but also invest in local economies.

It was an ambitious effort, but Green For All's new alliance — including organizations from the labor movement, the environmental movement, the civil rights establishment, and faith-based communities — was up to the task. Along with stalwart champions from the Tri-Caucus leadership like Representatives Bobby Rush (D-IL), Ben Ray Lujan (D-NM) and Emanuel Cleaver II (D-MO), this coalition made an incredible, historic push to win the inclusion of these provisions in ACES.



A strong climate bill will create jobs for workers who provide energy-efficiency improvements to American homes.
Image by Ryan Dexter.

The House passed ACES — with Green For All's two provisions — on June 26, 2009. Now it was the Senate's turn.

THE SENATE: KEY PROGRESS

With its focus on the nation's economic recovery and universal healthcare, the Senate did not pass climate and energy legislation in 2009. It did, however, begin preparing this legislation for a vote. The early results show that Green For All is building on its success in the House to have the same impact in the Senate.

The first version of climate and energy legislation in the Senate came from the Environment and Public Works Committee, which approved the Clean Energy Jobs and American Power Act in November. Green For All

was once again able to win inclusion of both Green Jobs Act funding and the Green Construction Careers Demonstration Project.

Senator John Kerry (D-MA) is also working with Senators Joe Lieberman (I-CT) and Lindsey Graham (R-SC) to craft another version of climate and energy legislation. While the senators continue to craft that bill, Green For All is confident that it will contain key elements of both ACES and the Clean Energy Jobs and American Power Act — including the two provisions Green For All has been championing.

MOVING FORWARD in 2010

While Congress did not pass comprehensive climate and energy legislation in 2009, it laid the groundwork to do so in 2010. In his first State of the Union address, President Obama reiterated that such legislation is a national priority in 2010. While nothing is certain, Green For All is hopeful that the U.S. will pass a comprehensive climate bill in 2010 that will begin in earnest the long-overdue process of transitioning to a green, prosperous and equitable economy for the 21st century.



In Atlanta, green houses are saving low-income homeowners money while helping fight climate change. Image by Ryan Dexter.

The Climate Bill: A Note from Congressman Bobby Rush

Even before our economy went into a tailspin in late 2008, many in the African-American community were already seeing their economic fortunes spiral downward in the sinkhole of unemployment, low hiring, low wages, and scarce entrepreneurial opportunities. So when the American Clean Energy and Security Act (ACES) came up in the House of Representatives, I saw it not only as a chance to develop the clean energy sector for the U.S. economy as a whole, but also to create new jobs in a new field for low-income people and people of color who desperately need such opportunities.

As a member of the House Energy and Commerce Committee, I worked closely with Chairman Waxman to include several provisions ensuring that ACES would be as inclusive as possible, creating opportunity for those communities that most need it. One of these provisions stands out as a landmark achievement: the Green Construction Careers Demonstration Project, a nearly \$1 billion investment to ensure that a significant amount of the work on ACES-funded construction projects will be performed by low-income workers, non-traditional employees, or other workers who have historically been underrepresented in the construction trades.

ACES takes steps to make sure these opportunities in the cutting-edge field of green construction will be available to communities that for too long have been unable to break into construction. Unlike the internet boom, the emergence of the clean-energy sector must create opportunities in African-American communities and other struggling communities throughout America. That's why we fought so hard for the Green Construction Careers Demonstration Project.

And it was a very hard fight, one we didn't know we'd won until the last minute. We went from yelling and cussing, to apologizing, back to yelling and cussing, until we knew our provisions would be in the final version of the bill. And none of it would have been possible without Green For All.

Green For All was with us every step of the way in the fight for a better climate bill in the House. Green For All is a tireless champion for the environment, for poor and working people, and for communities of color. They proved themselves in the debate about ACES, and I am proud to count them as a friend.



Photo courtesy of Bobby Rush.

A Green Recovery For All

In many ways, 2009 was the year of the American Recovery and Reinvestment Act. Enacted less than a month after he took office, President Obama's historic \$787 billion stimulus package defined the first year of his administration. It was a massive investment in the U.S. economy, and Green For All was there to ensure it laid the groundwork for a clean and green 21st century economy instead of simply feeding the failing parts of last century's economy.

It began with legislative advocacy that helped secure investments in weatherization, green job training and renewable energy. Then, when the Recovery Act became law, Green For All quickly produced a series of pamphlets that provided key information about Recovery Act programs to advocates, businesses, elected officials and more. Green For All also provided technical assistance to some state and local governments in crafting both their applications for Recovery Act funds and the programs those funds would support.

But the most exciting part of Green For All's Recovery Act advocacy was helping unleash the creativity of everyday people in the Green Recovery For All campaign. From broad-based support like organizing guides and conference calls to targeted, one-on-one guidance for local advocates, Green For All gave everyday

Americans throughout the country the tools to engage with state and local policymakers on how to best spend Recovery Act dollars.

From city after city, the organization heard reports of amazing local efforts to use Recovery Act investments to kick-start local clean-energy economies. In Philadelphia, Rashida Ali-Campbell obtained a letter of support from Governor Edward Rendell and the Philadelphia City Council for her efforts to employ homeless youth in building affordable homes out of completely recycled or reused materials. In Albuquerque, Suzanne Prescott turned 150 signatures in support of green jobs into meetings with State Senator Tom Udall (D), U.S. Senator Jeff Bingaman (D, Chairman of the Senate Energy Committee) and U.S. Representative Martin Heinrich (D) to discuss green job opportunities in low-income communities and communities of color. In rural North Carolina, Colin Sugioka launched collaborations with local nonprofits and city officials to turn Yancey County into a model of sustainable, equitable rural economic development.

These are just a few examples of the amazing work Green For All supported and learned about during the Green Recovery For All campaign. It is this ingenuity and engagement from everyday people that will build the economy we need in the 21st century.

Mapping Out the Green Recovery

Because the clean-energy economy is new, successful innovations at the local level can have as much impact on other communities as they do on their own — if the stories are shared and the innovations spread. That's why Green For All created the Green Economy Roadmap on its website. Visitors can see videos and read articles about dozens of examples of green economic development helping pull America out of recession and into recovery. Here are just a few.

WASHINGTON STATE

In Washington, Green For All helped to craft, and then get passed, a state program that uses Recovery Act funds to weatherize and retrofit moderate-income homes and businesses. This program will create new, quality green jobs, hire newly trained, local workers for those jobs, and retrofit 100,000 homes and businesses within five years. It will also create business opportunities for small contractors and reduce annual carbon emissions by 20,000 tons within two years.

NEW YORK — Tahlia Williams is a single mother in Brooklyn. She had always wanted to work in construction, but didn't know how to gain entry into a field dominated by men. Now, thanks to the Community Environmental Center (CEC), Tahlia has a job weatherizing homes in New York. Thanks to Recovery Act investments, CEC is providing more employment opportunities than ever before to people like Tahlia.



BOULDER — In Boulder, Colorado, Veterans Green Jobs is helping veterans transition back into civilian life with high-quality training in home weatherization and efficiency. Fifteen trainees participated in the organization's first nine-week Green Jobs Training Program in April 2009. They learned how to identify the ways a building is wasting energy, as well as how to stop such waste by sealing leaks, installing energy-efficient appliances, and insulating attics.

To see more stories from the Green Economy Roadmap, visit <http://www.greenforall.org/roadmap>.

The Green For All Cities Initiative

Green For All has always taken pride in its ability to inspire people throughout the country to take action. It began in 2008 with The Dream Reborn, a national conference on the green economy's potential to create justice and opportunity that drew more than 1,100 people — most of whom were people of color. Later that year, Green For All

organized Green Jobs Now, a national day of action where 50,000 people came together to say "I'm Ready" for green jobs.

In 2009, the organization converted this national grassroots appeal into sustained programmatic work by launching the Green For All Cities Initiative.



The Cities Initiative works with local partners in specific cities to develop stronger clean-energy jobs programs and build more diverse and unified clean-energy alliances. By promoting best practices, models, and tools as they emerge in these different cities, Green For All is able to define the growing field of green job creation and training at the national level.

Green For All offers its partners resources, expertise and technical assistance. Green For All also engages in policy advocacy at

the state level, which local governments and community leaders often don't have the capacity to do.

The Cities Initiative has already had an impressive impact. In New Orleans, it helped the city set up a revolving loan fund and dedicate \$600,000 to energy efficiency. In Oakland, California, the Cities Initiative has provided valuable technical assistance to government, community and business leaders in designing and implementing the city's Weatherization Revolving Loan Fund,

The Cities Initiative supports local programs like the Oakland Green Jobs Corps (opposite) and the Pre-Apprenticeship Training Program at the Seattle Vocational Institute. Photo at left courtesy of The Ella Baker Center for Human Rights and Oakland Green Jobs Corps. Image at right by Steve Loewinsohn.



making that project much more effective and efficient. To the south, the Cities Initiative has helped California's Santa Clara County develop a revolving loan fund for energy-efficiency retrofits that will make improvements to 500 homes in its pilot phase and as many as 200,000 homes when the program goes to scale. And in Portland, Oregon, Green For All was instrumental in crafting one of the nation's leading models for city-scale energy-efficiency retrofit programs (see next page).

In 2010, the Cities Initiative plans to not only deepen its work and its partnerships in those four cities, but also to extend its efforts into other cities throughout the country. All told, Green For All plans to work with more than a dozen cities this year to create working examples of large-scale green jobs programs that provide pathways out of poverty. By 2011, these cities will be showing America not just what the green economy can do, but how to make it happen.



Clean fuels like biodiesel will be key in reducing our dependence on oil, coal, and other dirty sources of energy. Image by Judith Helfand.

The Cities Initiative: Clean Energy Works Portland

Portland is ahead of the curve. As much of the country struggles to find its economic footing right now, Portland is already setting itself up for success for the next 10, 20, even 30 years. The story of how Portland is doing this is a shining example of the Cities Initiative's work.

Green For All is a key partner in a robust alliance of government, business, labor and community groups that has enabled Portland to create one of the nation's leading models for putting Americans to work replacing the failing, pollution-based economy with a clean and green one built for long-term prosperity.

Clean Energy Works Portland uses a revolving loan fund to finance energy-efficiency improvements to local homes and allows residents to repay the low-interest loans through a small fee on their utility bills.

Built on authentic collaboration among stakeholders, Clean Energy Works Portland will cut energy bills, create green jobs, reduce pollution, and expand business opportunities. And with a groundbreaking Community Workforce Agreement, all of Portland — including those hit hardest by the recession — will share in the benefits.

Clean Energy Works Portland and the Community Workforce Agreement are good for the city's residents, for businesses, good for

workers, and for the greater Portland community. They are, of course, also good for the planet: reducing the amount of energy we use and thus reducing pollution and contributors to global warming.

But, more broadly, these initiatives are good for the entire country. Portland is showing America how to move forward with a new model for economic growth in the 21st century.



Clean Energy Works Portland will create 10,000 jobs and weatherize 100,000 homes while creating opportunities for low-income workers and workers of color. Images by Ryan Dexter.

The Energy Efficiency Opportunity Fund

By now, many people know that making our buildings more energy efficient is one of the easiest and most effective ways to cut our energy consumption, reduce global warming pollution, and help the U.S. become energy independent. What is not as well known is that energy efficiency is

also a tremendous business opportunity. In 2009, Green For All's Capital Access Program partnered with Living Cities to change that, launching the Energy Efficiency Opportunity Fund. This new investment fund will help entrepreneurs take advantage of the opportunities in energy efficiency.



Green For All and Living Cities launched the Energy Efficiency Opportunity Fund at the Clinton Global Initiative in September, 2009.
Photo courtesy of the Clinton Global Initiative.

THE TRIPLE OPPORTUNITY

Energy efficiency is a win-win-win proposition — a triple opportunity.

One, retrofits are good for the environment. Buildings are the country's biggest energy consumers, responsible for more greenhouse gas emissions than any other sector, including transportation and industry. Retrofits can reduce that consumption by up to 40%.

Two, retrofits are good for investors. Basic energy-efficiency upgrades pay for themselves in just five to seven years. Even more substantial capital outlays pay for themselves within ten years.

And three, retrofits create jobs. Many of these jobs – from performing energy audits, to installing insulation, to highly skilled trades – create career opportunities for low-income workers.

CASHING IN on the OPPORTUNITY

Win-win-win. So why have so few buildings been retrofitted? One big reason is that these improvements require up-front capital investment, which is harder than ever to secure with today's tight credit markets. Enter the Energy Efficiency Opportunity Fund, a new social investment fund that will

finance innovative efforts to retrofit homes, businesses and community facilities to achieve greater energy efficiency and other environmental benefits, while creating jobs and cutting costs for low-income families.

Financially, the Fund will deliver a return of 2-3% annually. Socially, it will save money and create jobs for low-income people. Environmentally, it will reduce energy consumption and greenhouse gas emissions. That's a "triple bottom line" return.

When fully deployed, a \$20 million fund should leverage about \$200 million in financing for building energy retrofits. That means a reduction in CO₂ emissions equivalent to taking 4,700 cars off the road, an average of 25% energy savings in 15,000 homes and 2,000 commercial/community buildings, and 2,500 clean-energy jobs.

The Fund will create these benefits by investing in highly innovative programs that help catalyze and leverage additional funding from local governments, financial institutions and foundations, creating new models for financing retrofits.

Green For All and Living Cities are excited to help the private sector lead the way to a clean-energy future.

Green The Block

In August 2009, Green For All teamed up with the Hip Hop Caucus to launch Green The Block, a national effort to help low-income communities of color become driving forces of the clean-energy economy. It began with a White House press conference with key administration officials. A few weeks later, Wyclef hosted a launch party in Washington, D.C. — quite a welcome for this new campaign!

Using an interactive online campaign to spread the word, Green The Block called on communities of color to organize Green The Block Service Events as part of the first National Day of Service and Remembrance on September 11, 2009. More than 100 Green The Block events nationwide helped make the Day of Service a success, and laid the groundwork for the campaign's agenda for 2010.

From March to August, Green The Block will organize a monthly series of national community engagement events. Nationwide, communities will pull together to learn and lift each other up around themes ranging from Women's History Month, to celebrating first-generation college graduates, to "staying cool" in summer, to cook-outs emphasizing the importance of eating locally grown food. These events will give young people of color

easy, exciting ways to engage with the movement for a clean-energy economy.

Green The Block will also be participating in the Campus Consciousness Tour with R&B/hip-hop star Drake in April. The campaign will provide information and engagement opportunities for young people attending Drake concerts. With dates in 16 states throughout the East, Southeast and Midwest, this tour is a tremendous opportunity to provide young people of color with hip and accessible ways to participate in the clean-energy jobs movement.

Green For All is excited to be working with the Hip Hop Caucus on what promises to be a big year for Green The Block.



Wyclef hosted a launch party for the Green The Block campaign.

The Green For All Academy

The Green For All Academy trains community leaders from across the country to be world-class advocates for green-collar jobs. These Green For All Fellows receive media and messaging skills, economic and climate-science training, and high-level political tools and analysis. Their leadership helps ensure that vulnerable communities remain at the center of the debate on the clean-energy economy. Since launching in 2008, the Academy has trained nearly 100 Green For All Fellows, including 48 in the 2009 class.

Here is a sampling of the amazing things that Green For All Fellows accomplished in 2009...

JANAE SHIELDS (Bronx, New York)

Janae Shields is spearheading the development of a training program that will prepare low-income workers in the South Bronx to start their own worker-owned green roofing businesses, making a particular effort to serve workers on public assistance. Green Roofing Worker Cooperatives will create green job and business opportunities for low-income people while improving air quality and decreasing energy consumption and pollution. (Photo courtesy of Janae Shields.)



WYKING GARRETT (Seattle, Washington)

Wyking Garrett really took the bull by the horns in 2009, running for Mayor of Seattle. He made green jobs a central part of his platform. While he didn't make it all the way through the primary season to the general election, Wyking earned enough respect to play an important role in the mayoral transition, serving as a community ambassador and addressing issues like youth violence and the need for green jobs. (Photo courtesy of Wyking Garret.)

JAILAN ADLY (Berkeley, California)

Jailan Adly is the Director of Rising Sun Energy Center in Berkeley. Rising Sun trains and hires young people to assess homes and install energy- and water-saving measures — for free. Student-workers get valuable training and work experience. Low- and moderate-income customers get free home improvements that help the environment and save them money. Rising Sun has been successful and is looking to expand nationwide. (Photo courtesy of Jailan Adly.)



SPOTLIGHT ON Markese Bryant

Markese Bryant, 24, grew up in the poor, polluted neighborhood of East Oakland, California. A major freeway poured exhaust fumes onto his elementary school grounds, and the creek in his backyard ran thick with waste. When he was just six, he lost his mother to violence. Soon after, he lost his father to prison. Like many young people facing such a striking lack of opportunity, Markese grabbed at one of the few chances he saw to scratch out a living. In January 2005, he was arrested for drug possession with intent to sell.

Markese's life could have gone downhill from there. But he got another chance, enrolling at a local community college. There, he learned about the legacy of the Civil Rights Movement and was inspired to build something lasting for his community. He soon moved on to Morehouse College, Dr. Martin Luther King, Jr.'s alma mater. When he discovered Green For All and the movement for green-collar jobs, Markese saw his chance to make a difference. He became a young leader in the movement for an inclusive green economy.

Markese quickly found that the story of young people from vulnerable communities — and what a green economy could mean for them

— was all but missing from the debates on climate, energy and jobs. He decided to tell that story in song, and recorded "The Dream Reborn (My President Is Green)."

Green For All helped Markese produce a video for the song that highlights his own community — and calls on communities like Markese's to stand up and lead the way to a green and prosperous future.

Markese released the video on January 18, 2010, in honor of Dr. King's birthday. It quickly became a viral hit on YouTube and in the blogosphere. We are incredibly proud to have been a part of Markese's story.



Photo by Ryan Dexter.

Markese Bryant shoots his music video with Green For All videographer Ryan Dexter.
Photo by Shana Rappaport.



*we can harness the sun
we can harness the wind
we can create jobs
for my family and friends
when i say, "i'm going green,"
to the hood it sounds funny
but i'm talking about saving the earth
and getting money
i'm talking 'bout hundreds, and thousands, and Ms
Doo Dat gonna pull up in the hybrid on rims
so when i hit the block, y'all
this song is gonna knock, y'all
the car on "E", but the car won't stop, y'all
it's electric, so it's guaranteed to shock, y'all
i'm going green, and i'm straight from the block, y'all*

markese "doo dat" bryant
from "my president is green"

Check out the video: <http://www.greenforall.org/myprezisgreen>

OVERVIEW

POLICY INNOVATION

DEVELOPING CAPACITY

BUILDING A MOVEMENT

ACKNOWLEDGEMENTS

Staff, Board and Interns

Green For All Staff

Current as of March 1, 2010. Many thanks to the other incredible people who served as Green For All staff during parts of 2009.

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SPOTLIGHT ON Josh Guild, Individual Donor

Josh Guild is an Assistant Professor at Princeton University, where he teaches 20th century African-American history. Josh's work focuses on urban communities and the making of the modern African Diaspora. His interest in reinvigorating America's commitment to its cities and to civil rights has led him to become a strong supporter of Green For All.

Josh began as a supporter of Green For All's parent organization, the Ella Baker Center for Human Rights. He was drawn to Ella Baker Center's work to create opportunity as a way to reduce violence and incarceration rates in cities. When he learned that Green For All was spinning off from Ella Baker Center and taking this work national with the Dream Reborn conference, he said, "I have to go."

The 2008 conference was unlike any Josh had been to. He loved its multiracial and intergenerational character. It wasn't a conference of people who just thought or wrote about issues; people at The Dream Reborn were actively engaged in their communities. Josh said that the feeling of the conference overall was "different and refreshing. It had a special energy. When the Hot 8 Brass Band led a spontaneous procession through the



Photo courtesy of Josh Guild.

convention center and out into the Memphis streets, it was just incredible."

At The Dream Reborn, Josh began to see a way not just to care about environmental issues in communities of color, but to do something about them. As a Green For All supporter, he sees "a dynamic and creative pulling together of all the most important social and human rights issues of our time."

What impresses Josh most about Green For All's current work? "Green For All works at the local and national levels. It can do this because of its strong partnerships. Green For All isn't just about Green For All. Channeling the best spirit of the civil rights movement, Green For All works to develop the capacity of an entire movement, so that people locally can come up with solutions that work for their own communities."

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SPOTLIGHT ON Ben Hecht, Living Cities

Living Cities is a unique and innovative combination of national foundations and financial institutions leveraging capital and a network of leaders to improve the lives of low-income people living in urban areas. Living Cities has been incredibly supportive of Green For All, both financially and programmatically. Recently, Living Cities CEO and President Ben Hecht offered his thoughts on why Green For All is such an important partner.

“The #1 most important success factor is leadership, and Phaedra is an incredible leader. She has the experience, vision, passion, and commitment necessary to lead in this moment.

“Green For All also brings a singular focus on making sure low-income people benefit from this economy. I have lived through other economic revolutions, like the technology and housing booms, where very few national organizations had their eyes on low-income communities. Of course, those communities were left out. Green For All keeps all of our feet to the fire to make sure that doesn’t happen this time.

“Finally, Green For All is savvy. It is one thing to care, but quite another to care and be effective. Green For All offers a unique combination of local, state and federal policy work with



Photo courtesy of Living Cities.

a network approach that brings the right people to the table to implement change on the ground. This combination of bold vision and practical implementation allows Green For All to harness a mainstream economic and social force, like the growth of the green economy, to make sure large numbers of low-income people benefit.”

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