



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



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



Virtual environmental education programs developed for at-home learning



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



WWW
80,737 visits

NEWS
4,400 newsletter subscriptions

f
3,750 followers

i
1,150+ followers

t
1,725+ followers

↑ 45%

↑ 8%

↑ 20%

↑ 37%

↑ 5%

Growing Financial Sustainability

