



2023

IMPACT REPORT

The ripple effect: individual choices matter

Ecology Action believes a holistic approach is essential for addressing the complex and interconnected challenges of climate change. This is why our climate solutions are designed to support not only people, but businesses and local governments as well.

Our future depends on the ripple effects of the actions we take today. Every action counts and every person matters.

2023: Our Strongest Impact to Date

Powered by the generosity of our donors and the hard work of our partners and staff, we provided over 866,508 community members with resources, opportunities, and tools to live more sustainably.



866,508
people engaged



53,052
metric tons of CO₂ avoided

With your help, we made some big waves in 2023!

RESILIENT
CENTRAL
COAST

Resilient Central Coast

www.resilientcentralcoast.org

Resilient Central Coast empowers residents to take action for climate. Together, we aim to activate 500,000 households to cut emissions in half by 2030. In 2023, our inaugural year, over 1,500 residents committed to over 1,000 climate actions, saving nearly 200 tons of CO₂ through our campaign.

"Most people don't realize how beautiful San Benito County is, but I always have... now I'm also saving on other things like my waste and water and energy... I'm wondering what else I can do now for my community." —Manuela,
Resilient Central Coast participant



Modo

www.letsmodo.org

In 2023, Ecology Action united existing active transportation efforts under Modo, a scalable initiative designed to make active, low-carbon transportation accessible for everyone.

This year the Modo team:

- **Taught 8,972 elementary students** lifelong bike and pedestrian safety skills.
- **Led 70 community bike events**, engaging 3,916 people
- **Reached 36,520 people** with opportunities to develop safer biking and walking plans for their communities.



Ratio Institute partners with supermarkets nation-wide to improve operational efficiency and implement sustainable practices. This team is galvanizing food retailers to drastically reduce their GHG emissions and raise the bar through reporting and governance.



Taper

www.tapersolutions.com

Ecology Action's B-Corp subsidiary is leading the way in providing comprehensive energy efficiency for commercial buildings and helping to build a decarbonized future.



GOOD ENERGY

Above: Taper staff perform efficiency audits. Below: U.S. Department of Energy Announces grant award to Ecology Action.

This year, Taper initiated 1,300 projects with estimated annual savings of 43.8 million kwh of electricity* and 1 million therms of natural gas, equating to 36,807 Metric Tons of CO₂ emissions.

This is equivalent to 6,044 homes energy use for one year.*

In 2024, we are excited to grow our impact through energy-saving projects that will benefit 50 food banks in vulnerable communities in across the west with a recent award from the U.S. Department of Energy.

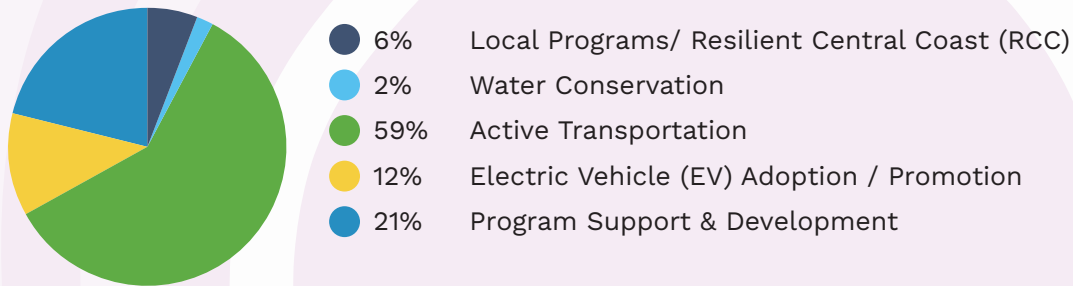


**Calculations generated with United States Environmental Protection Agency Greenhouse Gas Equivalencies Calculator*

Your Support Makes Our Work Possible

Our impact is made possible by the generosity and commitment of our donors and partners. We truly could not do this critical work without you. Thank you for taking action with us.

How we use funds



Organizational Expenses

Energy Efficiency	\$34,250,952
Community Programs	\$3,312,566
Management / General	\$3,792,233
Development	\$26,155

Total	\$41,381,906
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Community Programs Expenses

Local Programs/RCC	\$209,496
Water Conservation	\$70,164
Active Transportation	\$1,946,455
EV Adoption/Promotion	\$393,736
Program Support & Development	\$692,715

Total	\$3,312,566
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2022 Revenue

	Energy Efficiency	Community Programs	Management / General	Total
Contracts and Government Grants	\$38,444,572	\$3,034,326		\$41,478,898
Contributions		\$153,129	\$5,339	\$158,468
Total	\$38,444,572	\$3,187,455	\$5,339	\$41,637,366

2024: On Track for Exponential Impact

We're deeply committed to utilizing the momentum we built in 2023 to expand our community climate solutions in 2024.

With your continued support, we can increase equitable electric vehicle ownership, provide access and training to promote active transportation choices, partner with businesses to lower emissions, and activate households across the region to make sustainable lifestyle choices.

A Few of Our 2024 Goals:

Thank you

*for joining us in
this critical moment
for climate.*



Ensure **every 5th grader in Santa Cruz County** receives bike & pedestrian safety education.



Engage 75,000 Central Coast residents to switch to an EV.



Engage 5,400 households in decarbonizing their lifestyles.

Your actions matter.

The global challenge of climate change requires a collaborative response, and every action, no matter how small, contributes to the effort. By making sustainable choices, advocating for change, and inspiring others to do the same, we're building resilience for a future that is still largely unknown. When combined with the shared efforts of businesses and government climate policies, these actions create a powerful defense against the effects of climate change.



Take Action

Ecology Action provides many paths to meaningfully benefit our climate today. Donate, collaborate or learn more at ecoact.org/impact

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