From the Chairman

Every sector of our economy experiences ups and downs. Banking, real estate, energy, automotive, manufacturing – all have hit highs and lows as we’ve watched on over the past few decades. Good times come, good times go, and we hope for their return. In 2014, solar continued its decade-long run of very good times in America, smashing records and becoming an increasingly important part of our nation’s energy portfolio.

The Solar Foundation has risen to the challenge of contributing to solar’s dramatic growth through essential research and education. At the same time, the Foundation has become the national chronicler of this success story.

As solar’s mighty run continued in 2014, the Foundation notched its own wins. Once again, the signature product was the National Solar Jobs Census, which defined for the nation the growing force that is the solar energy economy. The report’s findings appeared in bold print – as in prior years – in the largest media outlets from New York to Los Angeles and in the small towns in-between. The good word about solar jobs appeared in all those places where the jobs actually exist.

In 2014, the Foundation stepped forward with what is quickly becoming its second program pillar in solar schools. Early fall brought the release of the most comprehensive database known of K-12 solar powered schools by the Foundation and its partners, including the Brian D. Robertson Foundation. A research and education body itself, the Foundation is echoing and encouraging the growth of clean, renewable solar energy in those very centers of research and education that make America great: our schools.

Impressive work also continued with partners such as the U.S. Department of Energy in the areas of solar installer training, educational programs for state governments, state level solar labor reporting, and other efforts to increase understanding of solar energy through strategic research that educates the public and transforms markets.

The Foundation, thanks to its many strong supporters, expanded its resources in the past year as well, adding key program staff to enhance its capabilities and meet its challenges. Internal strategic planning efforts from the past year are bearing fruit, new supporters are joining forces every day, and my confidence in this organization is stronger than ever.

Solar is immune from neither cycles nor challenges. But the story of solar in America in 2014 is a good one, with The Solar Foundation playing a starring role. All signs point to more of the same in 2015: more jobs, education, economic benefits, and clean solar power for America. That’s one cycle I’m glad we’re stuck in.

Thomas P. Kimbis
Chairman
From the President and Executive Director

I am so proud of everything The Solar Foundation was able to accomplish this year. 2014 was a tremendous year for growth. We expanded our staff and our programs thanks to the commitment and generosity of our supporters and friends and the hard work of my staff.

2014 will be remembered as the year that data from our National Solar Jobs Census report were included as part of the State of the Union broadcast, we released first-ever baseline demographics numbers and district level Census reports for three states, and we released a joint report with the Truman National Security Project on veterans working in the solar industry. It is also the year we launched the National Solar Schools Consortium, aligned with the Clinton Global Initiative on a commitment, released a landmark study on solar schools, and helped hundreds of local governments across the country inch closer to creating the right conditions for a growing solar market. It was an amazing year and one in which we found 174,000 solar workers in America!

I couldn’t be more thankful for the commitment of our supporters and friends who made this work possible.

I look forward to 2015 and another year of growth for TSF and solar energy.

Andrea Luecke
President and Executive Director

TSF MISSION

The Solar Foundation® (TSF) is an independent 501(c)(3) nonprofit whose mission is to increase understanding of solar energy through strategic research that educates the public and transforms markets.
PROGRAMS

**Pioneering research around solar jobs and economic impacts**
TSF is the industry leader in solar workforce and economic development research. TSF publishes the *National Solar Jobs Census*, the first and most authoritative national benchmark for solar jobs research, along with a growing collection of state/district-level economic impact studies.

**Educating and training local governments to spur solar adoption.**
A major partner in the U.S. Department of Energy’s SunShot Solar Outreach Partnership and Solar Market Pathways programs, TSF is the leading nonprofit provider of information and technical assistance to local governments and school districts interested in encouraging greater solar deployment and reducing regulatory and financial barriers facing solar consumers and businesses.

**Leading the solar schools movement.**
TSF hosts, administers, and chairs the *National Solar Schools Consortium* and conducts groundbreaking, comprehensive national and state research on the progress schools have made in adopting solar.
Impact

In early 2014, TSF published its National Solar Jobs Census 2013 report. Data from the report was used in the State of the Union Address and featured in national media.

Shortly thereafter, TSF published its online Solar Jobs Map, which provides stakeholders with important jobs and policy data on all fifty states. The map can be found at www.solarstates.org

In early fall, TSF and its partners released the most comprehensive database known of K-12 schools that have gone solar throughout the United States. TSF’s report Brighter Future: A Study on Solar in U.S. Schools serves as a starting point for sharing ideas and best practices between schools experienced with solar energy and those seeking to join their ranks.

As in years past, TSF has remained an active member of the U.S. Department of Energy funded SunShot Solar Outreach Partnership. During 2014, TSF produced numerous publications, delivered numerous workshops on topics ranging from solar planning considerations to municipal investment strategies, and provided technical assistance to local governments across the country. More information on these efforts can be found at www.solaroutreach.org

In fall 2014, TSF secured funding and worked with its research partners to conduct extensive data collection for its National Solar Jobs Census 2014, as well as in-depth, legislative district analyses in Arizona, California, Georgia, New York, Texas, and Maryland. This extensive data collection effort resulted in six separate district level jobs reports and an updated State Solar Jobs Map released in early 2015. The reports can be found at www.tsfcensus.org

TSF’s research has received thousands of media citations and been the subject of dozens of in-depth articles form leading media outlets including the Associated Press, NPR, Bloomberg, Business Insider, CNBC, CNN, Forbes, the Washington Post, the LA Times, and the New York Times.
OUTREACH

TSF helps keep the dialogue between solar stakeholders fresh and vibrant by fostering and preserving positive connections with other non-profit organizations, the private-sector, government thought-leaders, and distinguished individuals; helping to continually grow and expand the reach of TSF.
**Summer Solstice Event**

Every June, in honor of the longest day of the year, TSF hosts its *Summer Solstice*, a celebration of solar energy and the beneficial role it plays across many aspects of our society. This year’s fourth annual *Solstice* was held on the rooftop of the international law firm Jones Day, overlooking the U.S. Capitol in downtown Washington, DC. Thanks to the contributions of our Solstice sponsors and the more than 225 attendees, the night was a resounding success, with good food and great company helping TSF raise thousands of dollars in support of its research and education efforts.

The evening’s ceremonies culminated in the presentation of the second annual *Solar Foundation Awards*. Nominated by the public for their significant contributions to solar energy’s continuously growing role in our society and selected by a committee of distinguished experts in the field, awardees were recognized in five categories:

- **Individual Achievement** – Georgia Public Services Commissioner Lauren “Bubba” McDonald
- **International Programs** – Solar Sister, of Bristol, RI
- **Technology Innovation** – Quick Solar, of San Diego, CA
- **K-12 Schools** – Dublin City School District (GA) Superintendent Chuck Ledbetter
- **Industry Advancement** – Clean Energy Collective, of Carbondale, CO
Education & Public Engagements

TSF staff are nationally recognized experts on solar energy. Over the past year, TSF staff members have been invited as keynote speakers, presenters, panelists, and moderators at numerous conferences, webinars, and special events.

- EPA Climate Showcase (Baltimore, MD)
- Earth Day Showcase (Lorton, VA)
- PV America (Boston, MA)
- Zoning and Permitting Workshop (Mooresville, NC)
- National Governor’s Association 2014 Governors’ Advisors Energy Policy Institute (Washington, DC)
- SolarOPs Policy Assistance Workshop (Detroit, MI)
- South Bay Cities Council of Governance (Torrance, CA)
- North Carolina Department of Environment and Natural Resources (North Carolina)
- Tybee Island town hall meeting (Tybee Island, GA)
- Solar Powering Your Community Workshop: City of Detroit (Detroit, MI)
- Solar Powering Your Community Workshop: Roanoke, VA
- City of Mooresville (Mooresville, NC)
- City of Foster City (Foster City, CA)
- EESI briefing (Washington, DC)
- Solar Power International (Las Vegas, NV)
- Good Jobs Green Jobs (Washington, DC)
- Operation Free/TSF event for vets in solar report (Washington, DC)
- SolarTech East Coast conference (New York City, NY)
- Clinton Global Initiative – Americas conference (Denver, CO)
- Clean Energy States Alliance annual conference (Baltimore, MD)
- Eastern Shore Green Energy workshop (Easton, MD)
THE TEAM

BOARD OF DIRECTORS

• Peter Fox-Penner  
  Principal and Chairman Emeritus, The Brattle Group, Inc.
• Danny Kennedy  
  Founder and Senior Vice-President, Sungevity, Inc.
• Thomas P. Kimbis, Chair  
  Vice President of Executive Affairs, Solar Energy Industries Association
• Scott Sklar  
  President, The Stella Group, Ltd.

OFFICERS

• President: Andrea Luecke  
• Secretary: Scott Sklar  
• Treasurer: Lisa Berwin (Acting)

STAFF

• Executive Director: Andrea Luecke  
• Program Director: Philip Haddix  
• Program Director: Alexander Winn  
• Program Director (BDR Fund): Yolanda Seabrooks  
• Program Associate: Mary Liang  
• Fellows: Isshu Kikuma, Malcom Surer, Andy Barnes, Jason Cooper, Joseph Giaramito, Fan Zhang, Gaphil Julien, Hiroshi Kawamura

Volunteers in 2014 include: Gabrielle Jette, Sydney Pothier, Adam Carlesco  
Former staff in 2014 include: Bill Oberkehr, Jill Holcomb
Financials

TSF expanded its network in 2014 and attracted programmatic contributions from new sources. Leveraging its growth in revenue, TSF held administrative and management costs below 19% to direct the lion’s share of its budget toward research and education programs. Overhead in 2014 represented a consistent share of TSF’s budget compared with previous years. Given its operating budget, the number of high quality and effective products, technical assistance, and public engagements produced throughout the year is indicative of TSF’s efficiency.

### 2014 Expenses

- Payroll and Benefits: 41%
- Professional Fees: 51%
- Operating: 3%
- Conferences: 2%
- Travel: 3%

### 2014 Revenues

- Contributions/Donations: 23%
- Grants and Contracts: 71%
- Sponsorships: 6%
# The Solar Foundation’s Statement of Activities
## Estimated End of Year 2014

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unrestricted Support and Revenue</strong></td>
<td></td>
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<tr>
<td>Contributions</td>
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<tr>
<td>Grants and Contract Income</td>
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<td>Sponsorships</td>
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<td>Other</td>
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<td><strong>TOTAL UNRESTRICTED SUPPORT AND REVENUE</strong></td>
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<td><strong>Expenses</strong></td>
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<td>Program Services</td>
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<td>Supporting Services (overhead)</td>
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<tr>
<td>Fundraising</td>
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<td>General and Administrative</td>
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<td><strong>TOTAL EXPENSES</strong></td>
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<td><strong>Change in Unrestricted Net Assets</strong></td>
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<td><strong>Net Assets, Beginning of Year</strong></td>
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<tr>
<td><strong>TOTAL NET ASSETS, END OF YEAR</strong></td>
<td>$642,876</td>
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</table>
Gratitude and appreciation to our 2014 organizational and corporate sponsors:

- All Earth Renewables
- E&E Frontier
- Denmos.com
- E.M. Gitt Charitable Foundation
- Earth Spark International
- Energy Foundation
- GW Solar Institute
- ICLEI
- Interstate Renewable Energy Council
- Jones Day
- Midwest Renewable Energy Association
- New Build Strategies
- National Renewable Energy Laboratory
- OnGrid Solar
- Poinciana Hope Foundation
- Recurrent Energy
- Sierra Club
- Solar Energy Industries Association
- SolarCity
- SunEdison
- Sungevity
- SunPower
- The Solar Professional
- The Stella Group
- The Tilia Fund
- Town Creek Foundation
- U.S. Department of Energy
- William and Flora Hewlett Foundation
- A Saple
- Aaron Holm
- Amandis Hnarkass
- Amit Ronen
- Anthony Morley
- Asaf Nagler
- Ben Glener
- Bettina Bergoo
- Brian Gallagher
- Brian Hallahan
- Bruce Plenk
- Carl Pechman
- Chemone Eaton
- Chris Cook
- Chris Walker
- Christian Cunningham
- Christina Nichols
- Corbin Hiar
- Corey Ramsden
- Courtney Hinkle
- Danny Kennedy
- Darrell Smith
- DeSaintPhalle
- Diane Wolfe
- Donna Attansio
- Douglas Hoch
- Edwin Hatten
- Elaine Ulrich
- Emily Billhimer
- Emily Duncan
- Eric Scheier
- Fred and Alice Stanback
- Gabriel Elsner
- Geoffrey Stokes
- Hannah Panek
- Heather Whitpan
- Hendith Smith
- Howard Salk
- Israel McCarroll
- Jamie Nolan
- Jane Pulaski
- Jenny Frank
- Jessica Robbins
- Joe Jordan
- Joel Meister
- Joseph Seymour
- Joseph Edge
- Julia Hamm
- Justin Schafer
- Kary Staklin
- Katherine Gensler
- Katherine Scott
- Katie Rever
- Kendra Hubbard
- Kenneth Gayles
- Kevin Ornter
- Kimberly Brown
- Laura Jones
- Leslie Barkemeyer
- Linus Chen
- Mark Bernstein
- Martha Cowan
- Michell Frank
- Monique Hanis
- Nadine Gabai-Botero
- Neil Numark
- Niyousa Karbasian
- Obagi Gaba
- Pete Langlos
- Peter Fox-Penner
- Pritidhara Mohanty
- Rhone Resch
- Rick and Lisa Umoff
- Robin Dutta
- Ruth Hupart
- Zadie Oleksiw
- Samantha Page
- Scott Hennessey
- Scott Sklar
- Sean Stine
- Shannon Jackson
- Sinan Cao
- Stephanie Walton
- Steven Healy
- Sudha Gollapudi
- Thomas Cheynz
- Thomas Kiggen
- Thomas P. Kimbis & Jill Prater
- Thomas Scmitt
- Tor Valenza
- Will Fischer
- William Wrench
- Yuri Horwitz

SPECIAL THANKS TO MAURY MECHANICK AND JANE RUEGER WHO SERVE AS OUR PRO-BONO LEGAL COUNSEL ON BEHALF OF WHITE & CASE LLP

Gratitude and appreciation to our 2014 individual contributors:
WHAT TO EXPECT IN 2015

In 2015, TSF will expand on its many successes from previous years. TSF also expects to pursue a number of new and innovative research and education projects that could become marquee products for future years.

- While TSF spent the first few months of 2015 finalizing and issuing its highly anticipated fifth annual National Solar Jobs Census 2014 report along with detailed Census reports for California, Arizona, Georgia, Maryland, New York and Texas, it is now working with the National Renewable Energy Laboratory (NREL) on digging deeper into its workforce data to better understand workforce development gaps. TSF also has a contract with the Maryland Energy Administration (MEA) to develop a report highlighting opportunities and pathways for underserved populations to find meaningful employment in the solar industry. Both the NREL and MEA reports will be issued in early April 2015.

- Because TSF’s jobs and workforce development research has been so successful, chief among TSF’s plans for later in the year is a sixth annual National Solar Jobs Census report with an expanded set of state reports with jobs and demographics broken out at the state and federal congressional district levels. This report series has earned TSF the distinction of being considered by the Congressional Research Service as the nation’s authority on solar jobs and employer trends. www.TSFCensus.org

- Through the U.S. Department of Energy funded Solar Outreach Partnership and other programs, TSF will continue to educate and train local governments on the full range of preferred policies and programs in growing local and sustainable solar markets. TSF publications can be found here: http://www.thesolarfoundation.org/category/local-policy/

- TSF will work with its partners on a new, three-year U.S. Department of Energy funded grant to open up solar energy markets to non-profit and civic organizations through a financing mechanism known as property assessed clean energy, or PACE. www.CivicPACE.org. As a complement to this work, TSF will officially launch its Clinton Global Initiatives Commitment to create a financing model that works for the faith community. http://www.thesolarfoundation.org/cgi-commitment-solar-faith-empowerment-initiative/

- Building off the success of its schools tracking work and its position as host and chair of the National Solar Schools Consortium and fiscal sponsor of the Brian D. Robertson Memorial Solar Schools Fund, TSF will update its Brighter Future report and database, which found there are more than 3,700 K-12 solar schools nationwide. It will also produce a special Maryland Solar Schools report, assessing the state’s current K-12 solar schools, and researching opportunities for installing solar on many more schools throughout the state. schools.tsfcensus.org

- TSF aims to roll out research and tools for a handful of states around the EPA’s proposed 111(d) rule, which will require states to develop energy portfolios that meet reduced carbon emission levels. This is a critical window of opportunity for solar energy. TSF is working with partners to deploy a transparent, least-cost optimization model which will show the benefits of solar and renewables to state energy portfolios.

- Finally, TSF aims to conduct research on rate design and evaluate the economic benefits of the Federal Investment Tax Credit – a policy that 75% of solar companies in Census 2014 report to have significantly helped their business.
YOU CAN HELP

The Solar Foundation is an independent national 501(c)(3) nonprofit organization that relies exclusively on foundation and government grants, contracts with partner organizations, and corporate and individual donations. If you or your organization have benefited from TSF’s efforts, please contribute to future TSF projects. All donations are tax-deductible.
To learn more about giving to The Solar Foundation, visit:


Or contact Andrea Luecke, President & Executive Director
(202) 469-3732 | aluecke@solarfound.org