FROM THE CHAIR

While 2017 was in many ways a challenging year for solar, the industry continued its extraordinary growth and reached more homes and businesses than ever before. There’s never been a greater need for sustained, dedicated work to ensure solar becomes even more prevalent in the years ahead. And that’s exactly what we’re committed to doing at The Solar Foundation: Accelerating the adoption of the world’s most abundant energy source.

In 2017, we continued to produce objective, high-caliber research and worked with governments, businesses, and nonprofits to further solar energy growth. Our annual Solar Jobs Census demonstrated the impact of solar energy as a leading job creator. We helped nearly 200 cities, counties, and small towns cut red tape and encourage solar market growth through our SolSmart program. And through our Solar Training Network, we are strengthening the workforce by connecting thousands of job seekers to training and employment opportunities.

These are just a few of the areas where The Solar Foundation is making an impact and helping advance solar energy growth. This coming year and beyond, we will continue our work to bring about the energy transformation that is so essential to our nation’s economy and our planet’s future. Thanks so much to everyone who has supported us along the way, and we look forward to showing you what the future holds.

Mary Powell
President & CEO of Green Mountain Power
and Chair of The Solar Foundation
Last year, when devastating hurricanes swept across Puerto Rico as well as the U.S. mainland, we faced an urgent reminder on the importance of secure, reliable energy. More than ever, it’s clear that solar, along with solar-compatible technologies like battery storage, will play a vital and necessary role in building a resilient, low-cost, carbon-free electricity grid.

Throughout 2017, The Solar Foundation produced extensive new research, provided expert guidance to decision makers, and brought together diverse groups to advance solar energy growth. Our Solar Jobs Census is one of the most frequently cited and most powerful data points on the growing impact and importance of solar energy, widely referenced by state governors, business groups, nonprofit organizations, and solar companies looking to expand into new markets.

We added to the value of our Census research by releasing the first-ever study on diversity in the solar workforce, setting a benchmark on where the solar industry stands and how far it needs to go to be representative of the general population. Our Solar Training Hiring and Insights report provided detailed, geographically targeted information on how solar employers can acquire high-quality employees. This report found that increased investment in post-hire training could significantly decrease labor costs and reduce callbacks. This, in turn, can lower prices for consumers and drive more industry growth.

We also expanded our work with local governments, providing expert guidance to communities everywhere from Cedar Rapids, Iowa to Miami Beach, Florida. And we released the most comprehensive report ever published on solar schools, including a detailed how-to guide to help K-12 school districts go solar.

In the fall of 2017, we responded to the devastating hurricanes in the Caribbean by launching Solar Saves Lives, a collaborative effort with major relief organizations to install solar + storage technologies at critical locations in Puerto Rico. Thanks to generous donations from industry and the general public, we are now installing solar panels and batteries at 12 medical clinics on the island. This year, we plan to do much more to help communities across the country plan for resilience and adaptation in the face of natural disasters.

I invite you to look through this report and learn more details about our work. I welcome your support and partnership as we proceed with even more ambitious plans for 2018.

For a bright future,

Andrea Luecke
President and Executive Director
Our mission is to accelerate adoption of the world’s most abundant energy source. Through our leadership, research, and capacity building, we create transformative solutions to achieve a prosperous future in which solar and solar-compatible technologies are integrated into all aspects of our lives.
The Solar Foundation is a nonprofit, nonpartisan organization dedicated to advancing the use of solar and solar-compatible technologies worldwide. We believe that increasing access to this clean, abundant, reliable, and affordable energy source will lift up people’s lives and bring about a prosperous future for all.
Published annually since 2010, the National Solar Jobs Census is the most authoritative research on solar employment at the national, state, and local levels. It is an indispensable resource on the economic impact of solar energy development in the United States.

In early 2017, The Solar Foundation released its seventh annual National Solar Jobs Census. The results were dramatic: Solar jobs increased by 25 percent from 2015 to 2016, with 51,000 new solar workers. In 2016, solar jobs grew 17 times faster than the overall economy, and one in 50 new U.S. jobs were in solar.

The National Solar Jobs Census is an essential reference point for policymakers, the media, nonprofits, universities, and the business community. In 2017, it was referenced on an almost daily basis in print, radio, and television media. Prominent media outlets that featured the Census included the New York Times, Washington Post, NPR’s Marketplace, USA Today, Associated Press, CNN International, Bloomberg, Chicago Tribune, and many other national and state publications. It was featured on radio programs throughout the United States, as well as on local news segments in at least 18 states.

UPDATE: CENSUS 2017

Early 2018 saw the release of the National Solar Jobs Census 2017, which provided up-to-date information on the U.S. solar workforce. The eighth annual Census found a slight decline in solar employment nationwide, with a 4 percent drop in solar jobs from 2016 to 2017. At the same time, solar employment increased in 29 states and the District of Columbia. Read the details on U.S. solar employment at SolarJobsCensus.org.
The Solar Jobs Map, updated in 2017, is an interactive online tool that provides hyper-local solar jobs data for all 50 states. The Solar Jobs Map allows users to find jobs data for states, counties, metropolitan areas, and federal and state congressional districts. Data on the map is now available for 2015, 2016, and 2017.

The map allows users to toggle through detailed information on the solar workforce, state by state. This includes solar jobs per capita; jobs by employment sector; percentage of jobs held by women and veterans; and more. To supplement the map, The Solar Foundation also created 50 unique state fact sheets, providing employment data for each state in an accessible format.

The Solar Jobs Map is an essential tool for policymakers, businesses, and others that rely on hyper-local data on the impact of solar development in their states, communities, and regions. Visit the map at SolarStates.org.
Since 2016, The Solar Foundation has worked with hundreds of local governments to cut red tape, reduce costs, and encourage solar energy growth. This is accomplished through SolSmart, a national designation program funded by the U.S. Department of Energy Solar Energy Technologies Office. SolSmart recognizes cities, counties, and small towns that foster the development of mature local solar markets.

The Solar Foundation leads a team of national experts to help municipalities and counties streamline local programs and practices to make solar more affordable and accessible to homes and businesses. Communities that meet SolSmart criteria receive a nationally recognized designation as Gold, Silver, or Bronze.

2017 saw SolSmart move out of the early growth stage to expand dramatically across the nation. That year alone, 134 communities achieved SolSmart designation. As of early 2018, there are more than 200 SolSmart designees in 35 states, representing 59 million Americans.

Communities also have the opportunity to host SolSmart Advisors. These are fully funded, experienced staff who live and work in a community or region and provide intensive technical assistance. In 2017, SolSmart deployed 14 Advisors who worked with nearly 100 communities nationwide.
Solar energy is a key tool to achieving our clean energy future. Philadelphia is proud to have been designated a SolSmart Gold City by the U.S. Department of Energy for our efforts to remove barriers to solar energy growth, and we are committed to supporting the growth of additional clean, renewable solar energy as a way to reduce costs and pollution.”

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Jim Kenney, Mayor, Philadelphia

The SolSmart program created a national benchmark for communities to reach and provided the guidance and resources to support adoption of best practices in solar policy. The actions that we took to be the first in the State of Virginia to achieve the SolSmart designation will help the city meet important climate protection and job creation goals.”

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Maurice Jones, City Manager of the City of Charlottesville and President-Elect of the Virginia Local Government Management Association
Led by The Solar Foundation, the Solar Training Network helps meet the workforce needs of the U.S. solar industry through solar training and strategic employment partnerships. Funded by the U.S. Department of Energy Solar Energy Technologies Office, the program builds connections between job seekers, employers, and training providers, helping bridge the gap between supply and demand in the solar jobs market.

In April 2017, the Solar Training Network officially launched an online solar career platform designed to match job candidates with training and career opportunities. This free online service, accessible at SolarTrainingUSA.org, gives job seekers access to employers and training providers in their area. The career platform now includes nearly 1,700 online members, including over 230 solar employer partners.

The Solar Training Network hosted or attended six job fairs across the country in 2017, which included nearly 100 solar employers and reached over 800 job seekers. The Solar Training Network also supported nearly 1,000 new GRID Alternatives trainees across eight states, including a high proportion of low- and middle-income job seekers and people of color.

In addition to this outreach, the Solar Training Network conducts research to help meet solar training needs and create a more skilled workforce. In 2017, the program released Solar Training and Hiring Insights 2017, an in-depth report that aims to increase understanding of U.S. solar training, hiring practices, and market trends. This report showed that solar employers that invest in training can have significantly lower installed costs and callback rates. The report includes a state-by-state index to help decision makers identify states most likely to need additional resources for solar workforce development.
CivicPACE is a program led by The Solar Foundation and funded by the U.S. Department of Energy Solar Energy Technologies Office. Through this program, The Solar Foundation helps tax-exempt organizations such as nonprofits, affordable housing developments, faith-based institutions, and schools overcome barriers to financing solar installations.

Working with our partners, the CivicPACE program conducted research on how nonprofit organizations can find innovative ways to finance solar projects by using a combination of solar Power Purchase Agreements and property assessed clean energy (PACE) financing. This culminated in the release of an in-depth report, *Civic Power: A Primer on PACE-Secured Solar Power Purchase Agreements*, in early 2018.
SOLAR INDUSTRY DIVERSITY STUDY

In 2017, The Solar Foundation released the first annual Solar Industry Diversity Study. This was the first comprehensive report on diversity in the solar workforce, including the representation of women, people of color, veterans, and the LGBTQ community. The study, released with the Solar Energy Industries Association Women’s Empowerment Committee, is the result of surveys and interviews with both solar employers and employees. It is the product of The Solar Foundation’s long-standing commitment to building a diverse solar workforce.

The 2017 Solar Industry Diversity Study found that women and people of color face significant hurdles to achieving equal pay and positions, with women of color struggling the most. The report underscores the importance of diversity for employee well-being, the strength of the workforce, and a company’s bottom line.

Alongside its detailed findings, the study included a series of action items that solar companies can implement over the next year. Pending availability of funding, The Solar Foundation intends to reissue this study on an annual basis to track change and improvement in the industry over time.

“Diversity and inclusion are driving factors of a great place to work. The efforts The Solar Foundation leads such as the U.S. Solar Industry Diversity Study allow us to benchmark our efforts to create a diverse workforce and improvement year over year. This type of information wouldn’t be available otherwise and is a valuable resource.”

– Robert Ed, Senior Marketing Manager, Solar & Emerging Renewables Operating Group at Mortenson
In November 2017, The Solar Foundation released a new report charting the dramatic growth in solar-powered schools. This report, released with the Solar Energy Industries Association and Generation 180, is a followup to a study first released in 2014, and is the most comprehensive study to date on solar at K-12 schools in the United States.

The report found that with installation costs plummeting, American schools are switching to solar at a rapid pace. A total of 5,489 K-12 schools in the United States now use solar, and the capacity of installations at schools has nearly doubled since 2014. Solar energy brings major financial benefits to schools, allowing them to save millions of dollars on electricity bills and free up resources to invest in education. Solar also creates new educational opportunities for students and helps make schools more resilient to storms and power outages.

The report includes statistics on solar schools nationwide and by state, and several in-depth case studies on schools across the country. It includes a detailed “how-to guide” that provides advice on how schools can muster support, assess economic feasibility, identify financing options, generate proposals, and select installers for solar energy systems.
Millions of American citizens saw their lives upended when Hurricanes Maria and Irma slammed into Puerto Rico and the U.S. Virgin Islands. The devastation from these hurricanes (along with other storms in the mainland United States affecting Texas and Florida) has underscored the fragility of the electricity grid, and the urgent need to develop resilient energy systems using solar and storage technologies.

To respond to these disasters, The Solar Foundation partnered with the Clinton Foundation and major relief organizations on a coordinated humanitarian initiative, Solar Saves Lives. This initiative, launched in a conference call with President Bill Clinton, also includes Operation Blessing International, Direct Relief, and the Hispanic Federation, along with the Puerto Rico-based solar company New Energy PR.

This effort is organizing deliveries of solar + storage technologies to power critical infrastructure in Puerto Rico, meeting immediate needs while building resilience for the next storm. One immediate priority is to install solar and solar + storage systems at medical clinics throughout the island, which is underway thanks to our partnership with the Puerto Rico Primary Care Association Network. We are beginning solar installations on 12 priority clinics in early 2018, as well as on a major public market in San Juan.

With the rebuilding efforts only beginning, The Solar Foundation is continuing to seek donations from both the solar industry and the general public. Solar Saves Lives will be followed by other initiatives that build on our networks of allies, harnessing the power of solar energy to build resilient electricity networks in other locations worldwide.
The Summer Solstice is The Solar Foundation’s annual celebration of solar energy, bringing together our allies and supporters in government, business, and nonprofits. Held on a rooftop in Washington, D.C., the Solstice is an opportunity to make connections and enjoy a beautiful summer evening in support of solar energy.

The seventh annual Solstice was our biggest celebration yet, sponsored by over 20 companies and organizations and featuring a diverse group of attendees, all of whom shared a commitment to fostering solar energy growth. We’ll see you at the next Solstice in 2018!
2017 was a challenging and successful year for The Solar Foundation, as we continued to expand our network and launch new cutting-edge programs. In response to one of the most devastating hurricane seasons in recent memory, we launched Solar Saves Lives to assist with the recovery work in Puerto Rico, and we developed a new research agenda on solar + storage and resiliency. 2017 was also a huge year for the Solar Jobs Census report series, with breakthrough media exposure all year. The SolSmart program expanded to include nearly 200 designated communities by the end of 2017, and the Solar Training Network expanded its reach to include over 230 employer partners.
# The Solar Foundation’s Statement of Activities
## End of Year 2017 (Unaudited)

### 2017 Revenue and Support

- **Contributions**: $624,059
- **Grants and Contract Income**: $4,448,237
- **Sponsorships**: $124,800
- **In-kind Support**: $169,511
- **Events and Other Income**: $23,930

**Total Revenue and Support**: $5,390,537

### Expenses

- **Program Services**: $4,221,327
- **Supporting Services (overhead)**: $1,073,401
- **Fundraising**: $76,446

**Total Expenses**: $5,371,174

### Change in Net Assets

- **Net Assets, Beginning of Year**: $864,889
- **Change in Net Assets**: $19,363

**Total Net Assets, End of Year**: $884,252
THE 2017 TEAM

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Our gratitude and appreciation to our 2017 organizational and corporate sponsors. We also send thanks to our anonymous donors.

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THANK YOU

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To learn more about supporting The Solar Foundation, visit:

TheSolarFoundation.org/Donate

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