



**THE SOLAR FOUNDATION<sup>®</sup>**  
*Research and Education to Advance Solar Energy*

**2013 ANNUAL REPORT**

# LEADERSHIP

Solar is almost too good to be true. A clean, reliable, and domestic energy source that works across all fifty states. From cell phones to tablets, to military bases and schools, solar is a cutting-edge technology to power our 21<sup>st</sup> century lives, and it's the fastest growing power source in America.

But that's only half the story. The other half is the people empowered by solar. Solar employs electricians, plumbers, accountants, developers, engineers, salespersons, roofers, and designers – over 142,000 Americans and growing. It's a true American success story, and one that is being chronicled by The Solar Foundation.

In 2013, the Foundation further focused its work on the solar workforce, training, and economic development through research and education products recognized by top thought leaders, policymakers, and news outlets. The accomplishments are many for a growing institution: the *State Solar Jobs Map*; a dozen workshops on solar with municipal leaders; a new analysis on

how homeowner associations can spur or hinder solar development and jobs; and the Foundation's signature *2013 National Solar Jobs Census*.

The Foundation's work quantifies and clarifies the increasingly significant contributions that solar workers make to our nation's security, environment and economy. No other institution captures, analyzes, and delivers this critical information in such a comprehensive manner.

I am pleased to report that this important work will only expand in the years ahead, thanks to the support of the Foundation's many stakeholders—and to the remarkable, growing and diverse roles of American solar workers.



Thomas P. Kimbis  
Chairman

# TSF MISSION

The Solar Foundation<sup>®</sup> (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

## **Researching solar assets with emphasis on workforce and economic development**

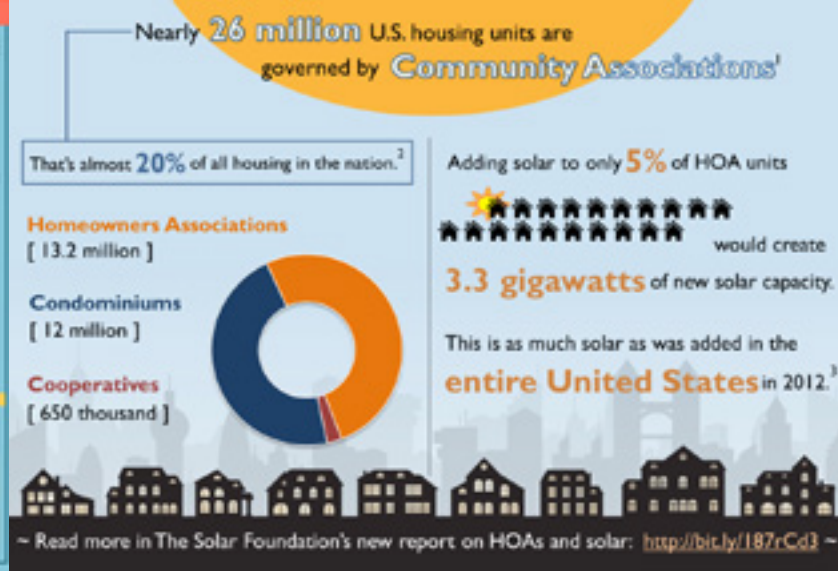
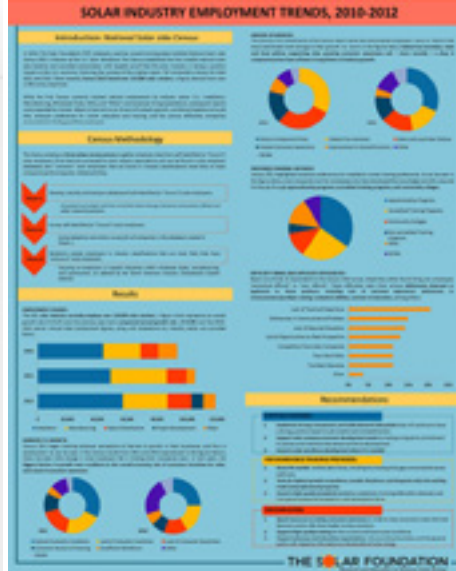
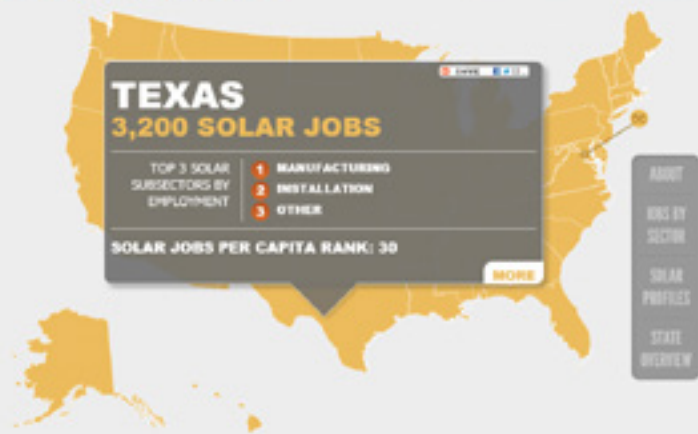
TSF publishes an annual *National Solar Jobs Census*, which established the first and only solar jobs accounting for the U.S. and positioned TSF as the nation's leading authority on the topic.

## **Educating local government decision-makers about solar**

TSF is a leading provider of educational materials on the economic impacts of solar for local governments through its work with the U.S. Department of Energy.

## **Supporting K-12 schools as they explore going solar**

TSF chairs the *National Solar Schools Consortium*, a group of stakeholders seeking to make solar a larger part of the national K-12 system



## IMPACT

In early 2013, TSF used the data it collected for its National *Solar Jobs Census 2012* report to produce its first interactive, online *State Solar Jobs Map*. The map provides solar stakeholders with important jobs and policy data on all fifty states. The map can be found at: [www.solarstates.org](http://www.solarstates.org)

Over the summer, TSF took its analysis of the economic impact of solar further when it released a report on Colorado entitled, *An Assessment of the Economic, Revenue, and Societal Impacts of Colorado's Solar Industry*. The report, prepared for the U.S. Department of Energy's Solar Friendly Communities program, quantified the various tax revenues, labor income, and other environmental benefits that accrued in the state of Colorado due to solar energy deployment over a period of five years. The report can be found at: [colorado.solarfound.org](http://colorado.solarfound.org)

As in years past, TSF has remained an active member of the U.S. Department of Energy's SunShot Solar Outreach Partnership. During 2013, TSF staff created a guidebook on homeowner association policies and solar and delivered workshops and technical assistance to local governments across the country. More information on these efforts can be found at: [www.solaroutreach.org](http://www.solaroutreach.org)

In fall 2013, TSF and its research partners conducted extensive data collection for its *National Solar Jobs Census 2013*, as well as in-depth, legislative district analyses in Arizona, California, and Minnesota. This extensive data collection effort resulted in five separate jobs reports and an updated *State Solar Jobs Map* released in early 2014. The reports can be found at: [www.tsfcensus.org](http://www.tsfcensus.org)

TSF's research has been the subject of hundreds of media citations and dozens of in-depth articles from leading media outlets, including the Associated Press, Bloomberg, Business Insider, CNBC, CNN, Forbes, the LA Times, and the New York Times.

# BROAD 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.



## ANNUAL SUMMER SOLSTICE EVENT

Every June, as the Northern Hemisphere approaches its maximum inclination toward the Sun, TSF celebrates with a jubilant fundraising event, the Summer Solstice. Hosted on a rooftop in downtown Washington, D.C., members of the solar industry, policymakers, and the broader public enjoy the company of other solar stakeholders and reflect upon their accomplishments in the solar arena over the previous year. On June 21st 2013, TSF's third annual *Summer Solstice* was held on the rooftop of international law firm White & Case. Thanks to the contributions of Solstice sponsors and the more than 130 attendees, TSF successfully raised funding for its programs and the celebration lasted long after the sun had set.

The event featured a ceremony to present the first annual Solar Foundation Awards. Nominated by the public for their great work and selected by a committee of distinguished solar experts, awardees were recognized in four categories:

- International Programs Award - EarthSpark International
- K-12 Schools Award - Trina Solar & PsomasFMG for Antelope Valley Union High School District
- Industry Achievement Award - The Appalachian Institute for Renewable Energy
- Technology Innovation Award - SAGE Electrochromics



## PUBLIC SPEAKING

TSF staff are nationally recognized experts on solar energy. Over the past several years TSF staff have been invited as keynote speakers, presenters, panelists, and moderators at numerous conferences, webinars, and special events. Live speaking engagements in 2013 include:

- American Solar Energy Society National Solar Conference (Baltimore, MD)
- Cabell Brand Center Sustainable Energy Workshop (Roanoke, VA)
- Good Jobs, Green Jobs 2013 (Washington, DC)
- International Economic Development Council Conference 2013 (Philadelphia, PA)
- Mexico: Solar Power Development Reverse Trade Mission (Washington, DC)
- Minnesota Department of Commerce Solar Manufacturing Roundtable (Minneapolis/St. Paul, MN)
- National Brownfields 2013 Conference (Atlanta, GA)
- Rainbow Push Coalition Saturday Morning Forum (Chicago, IL)
- Rainbow Push Coalition Television Program “Upfront” (Chicago, IL)
- SoCal Energy Summit (Palm Springs, CA)
- Solar Power International 2013 (Chicago, IL)
- Solar Powering Your Community Workshop: Association of Central Oklahoma Governments (Oklahoma City, OK)
- Solar Powering Your Community Workshop: City of Omaha (Omaha, NE)
- Solar Powering Your Community Workshop: Houston-Galveston Area Council (Houston, TX)
- Solar Powering Your Community Workshop: League of Minnesota Cities (Minneapolis, MN)
- Solar Powering Your Community Workshop: Memphis Bioworks Foundation (Memphis, TN)
- Solar Powering Your Community Workshop: New River Valley (Blacksburg, VA)
- Solar Powering Your Community Workshop: North Central Texas Council of Governments (Dallas, TX)
- Young Elected Officials National Convening 2013 (Washington, DC)



# THE TEAM

## BOARD OF DIRECTORS

- **Peter Fox-Penner**  
*Principal and Chairman Emeritus, The Brattle Group, Inc.*
- **Brian Keane**  
*President, SmartPower*
- **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: Brian Keane

## STAFF

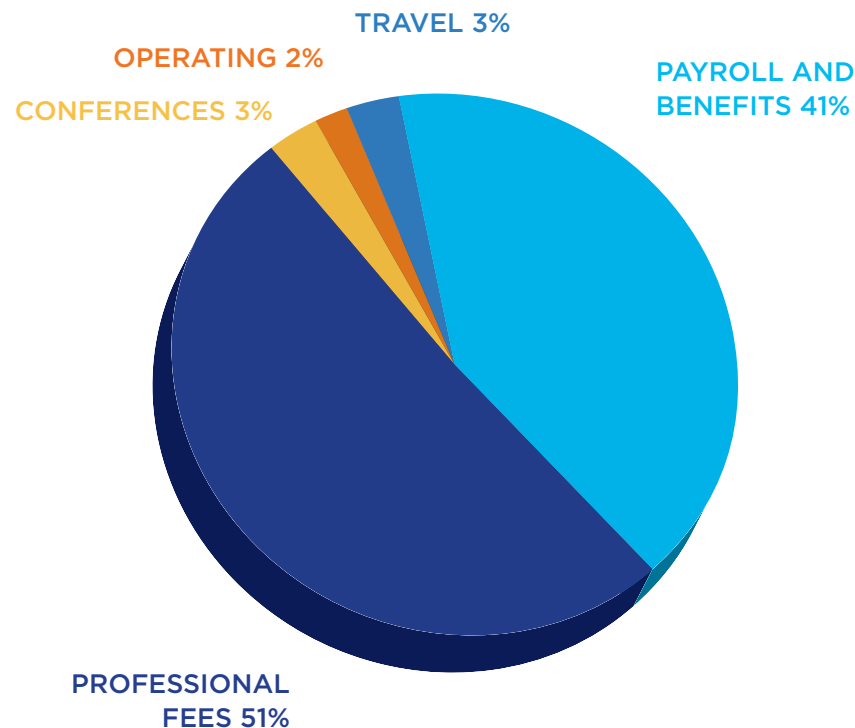
- Executive Director: Andrea Luecke
- Manager, Outreach & Policy: Philip Haddix
- Manager, Outreach & Development: Alexander Winn

Volunteers in 2013 include: Jason Cooper, Sam Cramer, Stephanie DaCosta, Michael Jarrett, Mary Liang, and Mariya Nadeina,

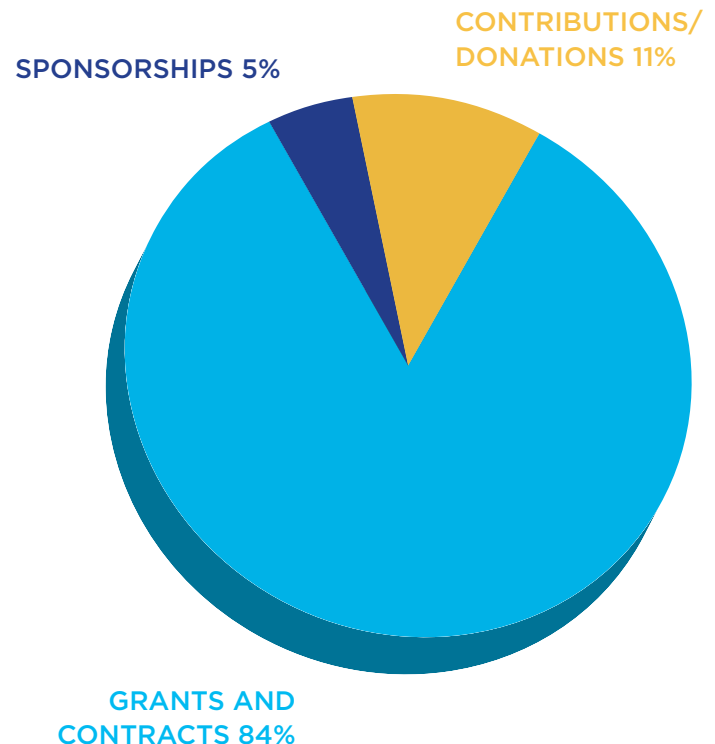
# FINANCIALS

TSF expanded its fundraising network in 2013 and attracted programmatic contributions from new sources. Leveraging its growth in revenue, TSF held administrative and management costs below 17% to direct the lion's share of its budget toward research and education programs. Overhead in 2013 represented a reduced 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.

## 2013 EXPENSES



## 2013 REVENUES



# THE SOLAR FOUNDATION'S STATEMENT OF ACTIVITIES

## ESTIMATED END OF YEAR 2013

Unrestricted Support and Revenue	
Contributions	\$ 74,553
Grants and Contract Income	\$ 575,163
Sponsorships	\$ 31,750
Other	\$ 54
<b>TOTAL UNRESTRICTED SUPPORT AND REVENUE</b>	<b>\$ 681,520</b>
Expenses	
Program Services	\$ 449,754
Supporting Services (overhead)	
Fundraising	\$ 17,834
General and Administrative	\$ 71,665
<b>TOTAL EXPENSES</b>	<b>\$ 539,252</b>
Change in Unrestricted Net Assets	\$ 142,268
Net Assets, Beginning of Year	\$ 229,904
<b>TOTAL NET ASSETS, END OF YEAR</b>	<b>\$ 372,172</b>

# THANK YOU

## Gratitude and appreciation to our 2013 organizational and corporate sponsors:

- » Abakus Solar
- » American Planning Association
- » BlueGreen Alliance Foundation
- » BW Research Partnership
- » Elizabeth M Gitt Foundation
- » Energy Foundation
- » ICLEI – Local Governments for Sustainability USA
- » Interstate Renewable Energy Council
- » Keyes, Fox & Wiedman
- » Network for Good
- » Optony Inc
- » Recurrent Energy
- » Sierra Club
- » Solar Energy Industries Association
- » Solar Reserve
- » SolarCity
- » Standard Solar
- » SunEdison Inc
- » SunPower Corp
- » SunRun Inc
- » The El Serno Adventure Club
- » The GE Foundation
- » The George Washington University
- » Tilia Fund
- » William and Flora Hewlett Foundation

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

## Gratitude and appreciation to our 2013 individual contributors:

- » Adam Cohen
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- » Andrew Wills
- » Anna Brockway
- » Ashley Shrader
- » Austen Sybert
- » Brian Gallagher
- » Chris Cook
- » Christina Droggitis
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- » Danny Kennedy
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- » R Holbrook Hayes
- » Ryan Cunningham
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- » Scheherazade Oleksiw
- » Scott Brechmacher
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- » Steven Koerner
- » Sudha Gollapudi
- » Susan Devico
- » Thomas Goodman
- » Thomas P. Kimbis and Jill Prater
- » Tim Greef
- » Tor Valenza
- » Vahan Garboushian
- » Vanessa Deutschmann
- » Vanessa Pierce
- » Wanda Prater
- » William Graves
- » Wilson Rickerson
- » Zach Axelrod

# WHAT TO EXPECT IN 2014

In 2014, TSF will capitalize and expand on its many successes from the previous year. TSF also expects to pursue a number of new and innovative research and education projects in 2014 that will likely be marquee products in future years.

- Chief among TSF's plans is an updated *National Solar Jobs Census* report. There is strong interest in not only digging deeper into state and district level assets, but also applying TSF's award winning methodology across other clean energy sectors.
- Other planned activities for 2014 include state-level solar jobs and economic analyses, research that explores the connections between labor and the cost of solar, as well as plans to further explore innovative workforce funding models. Most notably, TSF will be working to raise awareness of the many military veterans who work in the solar industry and will subsequently produce a military skills translation tool to help other veterans find work in solar energy more easily.
- Finally, TSF plans to continue to work directly with local governments on permitting issues and solar bulk purchasing programs, as well as continue to help K-12 schools maximize their budgets and expand science learning. Building off of TSF's *National Solar Schools Census* data collection effort, TSF plans to release its first report on solar schools in early summer.

# 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 benefitted from the efforts of The Solar Foundation, please contribute to future TSF projects. All donations are tax-deductible.

To learn more about giving  
to The Solar Foundation, visit:

[www.TheSolarFoundation.Org/Donate](http://www.TheSolarFoundation.Org/Donate)



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**[www.TheSolarFoundation.org](http://www.TheSolarFoundation.org)**