

# ANNUAL REPORT



## FRESH ENERGY THEN, NOW, AND NEXT

Fresh Energy is marking a major milestone with the celebration of the 25th anniversary of our incorporation in 1992. It's a terrific time to reflect on the progress we've made, the important role so many partners have played in helping us get here, and the urgent work still ahead of us.

**Then:** Fresh Energy was founded more than a decade after President Jimmy Carter's famous speech encouraging people to conserve, but there was almost no momentum for energy efficiency investments and almost no renewable electricity on the electric grid. Coal plants dominated Minnesota's energy system and there was little recognition of the need to move toward a cleaner future. Fresh Energy was formed to launch Minnesota as a global leader on clean energy and efficiency. Using data, market-based strategy, policy levers, and a commitment to partnership, we have achieved much since then.

**Now:** Minnesota's energy picture has changed remarkably. In the spring of 2017, wind and solar accounted for 10 percent of all U.S. electricity generation.

The first three mass-market electric vehicles capable of traveling 200 miles per charge will soon be on sale nationwide. Minnesota now generates 23 percent of its electricity from renewables, a tenfold increase from 15 years ago. Wind competes with other energy sources based on cost alone while providing tens of millions of dollars in local revenue to rural communities. Clean energy jobs are growing, including a 44 percent jump in local solar jobs last year. Despite great progress, however, challenges remain.

**Next:** Multiple lines of evidence all point to the urgency of climate change—but just as solutions become so economic, we face partisanship that is limiting progress. Fresh Energy is doubling down on four win-win goals: make the electricity system cleaner, electrify more of the economy, make everything more energy efficient, and shape and drive the energy conversation.

As Fresh Energy looks back on a quarter century, we are grateful to everyone who has helped power the clean energy transition—and we look forward to continued progress together.



## ENERGY PERFORMANCE

Your utility bill is a lot more complicated than just the amount you owe at the end of the month, and Fresh Energy is digging into the details to make sure customers can save money and cut waste. We provided detailed analysis, filed comments, and provided testimony in four major utility rate cases at the Public Utilities Commission this year, working to limit the fixed fees on your bill, and promote systems that spur and reward efficiency. Fresh Energy also worked at the state level to protect and improve Minnesota's Conservation Improvement Program. Finally, because the cheapest energy is the energy you don't use, we worked in multiple utility planning processes to promote efficiency in our energy system as the least-cost strategy for meeting Minnesota's energy needs.

## GLOBAL WARMING SOLUTIONS

Thanks to the tireless work of Fresh Energy and our partners, coal plants continue to be phased out of Minnesota's energy system. Across the state, coal plants—one of our biggest sources of carbon pollution—are being retired in favor of more cost-effective resources like wind, solar, and energy efficiency. This past year, some of the state's oldest and dirtiest plants—in Fergus Falls, Becker, and Cohasset as well as a plant in North Dakota that serves Minnesota utility customers—were confirmed for retirement. These milestones, and many others, have meant continued recognition for Fresh Energy staff as national leaders in climate action. J. Drake Hamilton was recognized as both a Top 10 Climate Leader by Climate Reality Project and a Top 100 Influencer by Climate Action.



## ELECTRIC CARS AND BUSES

Electric transportation is a fast-moving industry. New models with more than 200 miles of electric range have made electric cars a great choice for fleets, and Fresh Energy worked this year to help local governments, colleges, and others prepare to go electric. We also set the stage for new electric public transit and school buses that could dramatically reduce air and noise pollution in our neighborhoods. Fresh Energy is providing new resources on electric cars to help auto dealers succeed in selling both new and used electric car models. We also partnered with utilities to launch a new online tool, [MNCharging.org](http://MNCharging.org), to connect new and prospective electric car drivers directly to utility programs and opportunities to charge on 100 percent renewable electricity.



## RENEWABLE ELECTRICITY

Wind and solar are now the most cost-effective new energy resources on the market. To ensure everyone has access to affordable clean energy, Fresh Energy works at the local, state, and regional level to shape policies that spur progress. We want everything from the way you connect an energy project to the grid to the way you sign up for a solar garden to be efficient and fair. Through public events like our “Always Ready” Power Pairing, we explored how solar and microgrids can help communities increase resilience. We filed a motion to begin the process of securing new interconnection standards for Minnesota, and put our expertise to work by making the case for expanded investments in renewables in utility resource plans. Large wind and solar projects developed as a result of Fresh Energy policy work are providing jobs and tax revenue across the state. Thanks to Fresh Energy leadership with Audubon Minnesota, there is now a new pollinator-friendly solar standard for land under solar arrays, ensuring new renewable energy developments also support local agriculture, habitat, and water quality.



## BETTER BUILDINGS

Buildings consume roughly 40 percent of the energy in our economy. Fresh Energy is working to dramatically reduce that energy consumption by shaping utility programs and basic standards that help consumers cut waste and save money. Fresh Energy showcased this issue in a dynamic Power Pairing event, “Built for the Future,” and we continue to coordinate the Minnesota Codes Compliance Collaborative to harness the expertise of builders, building code officials, utilities, and energy advocates. We succeeded in stopping efforts to weaken Minnesota’s building energy code in the legislature and have expanded our focus on programs and policies that work for tenants and low income families through our leadership of the Minnesota Multifamily Affordable Housing Energy Network. We’re also making sure energy costs are more transparent to families and businesses before they lease or purchase a building—leading to more market competition for energy-efficient properties.



## ENERGY NEWS NETWORK

Fresh Energy publishes an independent network of news sites covering the transition to a clean energy economy. Staffed by a multistate team of journalists, Energy News Network daily digests provide news and in-depth reporting that increase public understanding of energy issues. Over the past year, *Southeast Energy News* and *U.S. Energy News* have established themselves as key drivers of energy news, with thousands of subscribers and readers across the country. This progress follows the long-standing and continued success of *Midwest Energy News*, one of the most well-respected outlets for energy journalism in the region. Our news coverage—editorially independent from our policy work—continues to inform not only readers and subscribers, but also other journalists who use our stories in national news and beyond.



## STATEMENT OF ACTIVITIES

### SUPPORT & REVENUE

Grant Revenue Released from Restrictions	\$2,399,140
Other Unrestricted Contributions	\$422,308
Interest & Dividend Income	\$7,202
In-Kind Contributions	\$750
Unrealized Gain (Losses) on Securities	\$9,819
Other Revenue	\$417
<b>TOTAL SUPPORT &amp; REVENUE</b>	<b>\$2,839,636</b>

### EXPENSES

Media & Innovation Lab	\$692,567
Renewable Electricity & Clean Transportation	\$645,832
Energy Performance & Better Buildings	\$592,936
Global Warming Solutions	\$326,531
RE-AMP -- MN State Table Fiscal Sponsorship	\$115,000
Administration	\$224,348
Fundraising	\$190,363

**TOTAL EXPENSES** **\$2,787,577**

Increase (Decrease) in Net Assets **\$52,059**

### FUNCTIONAL EXPENSES

- 25% Media & Innovation Lab
- 23% Renewable Electricity & Clean Transportation
- 21% Energy Performance & Better Buildings
- 12% Global Warming Solutions
- 4% RE-AMP -- MN State Table Fiscal Sponsorship
- 8% Administration
- 7% Fundraising

## STATEMENT OF FINANCIAL POSITION

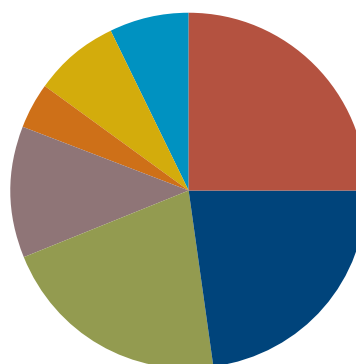
### ASSETS

Cash & Cash Equivalents	\$1,836,642
Investments	\$109,624
Awarded Grants to be Received	\$749,900
Accounts Receivable	\$33,150
Prepaid Expenses	\$17,237
Equipment	\$20,332
<b>TOTAL ASSETS</b>	<b>\$2,766,885</b>

### LIABILITIES & NET ASSETS

Total Liabilities	\$240,119
Total Temporarily Restricted Assets	\$1,642,330
Total Unrestricted Net Assets	\$884,436
(Operating Reserve & Strategic Framework Fund)	

**TOTAL LIABILITIES & NET ASSETS** **\$2,766,885**



Financial statements for fiscal year (February 1, 2016 - January 31, 2017). Audited financial statements available upon request.

## GIFTS MADE FEBRUARY 1, 2016 – JANUARY 31, 2017

### GRANTS AND CONTRACTS

Argosy Foundation  
Audubon Minnesota  
Blanchette Hooker  
Rockefeller Fund  
Carolyn Foundation  
Center for Energy and Environment

Center for Rural Affairs  
C.S. Mott Foundation  
Ecology Center  
Energy Foundation  
George Gund Foundation  
Great Plains Institute  
Great River Energy

Illinois Science and Energy  
Innovation Foundation  
Joyce Foundation  
MacArthur Foundation  
The McKnight Foundation  
Minnesota Department of Commerce  
Minnesota Pollution Control

Agency  
National Audubon Society, Inc.  
Park Foundation  
RE-AMP  
Rockefeller Family Foundation  
State of Minnesota  
Wind on the Wires  
Z. Smith Reynolds Foundation

## POWER CIRCLES

Fresh Energy's Power Circles recognize the leading individual, business, and organizational members who make generous unrestricted contributions of \$1,000 and above each fiscal year.

### NEWTON CIRCLE

\$10,000 or more

Accredited Investors, Inc.  
Alida R. Messinger  
An Anonymous Fund of The Minneapolis Foundation  
Andersen Corporation  
Anonymous  
Aveda  
Community Energy, Inc.  
Lang Family Foundation  
Ross and Bridget Levin  
M.A. Mortenson Construction  
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Family Fund of The Minneapolis Foundation  
Prairie Restorations, Inc.  
Federico and Nassim Rossi  
SoCore Energy  
SolarCity  
The David Winton Bell Foundation  
The John Larsen Foundation

Kate Wolford and Ed Reilly

### CURIE CIRCLE

\$5,000 – \$9,999

An Anonymous Fund of The Minneapolis Foundation  
Anonymous  
Mike and Sharon Conley  
Design Forty Five  
Mark and Kate Hanson  
Minnesota Environmental Fund  
Rahr Corporation  
Cheryl Appeldorn and Thomas Schnettler  
John and Dana Wood  
Xcel Energy

### EDISON CIRCLE

\$2,000 – \$4,999

Donna W. Allan and Bill Mahlum  
Randy and Bird Anderson  
John Berns

Paul and Shannon Burke  
Kim and Carol Culp  
Christine and Loren Danielson  
Davies-Sommer Family Fund of the Minneapolis Foundation  
Alan and Lollie Eidsness  
Elmer L. & Eleanor J. Andersen Foundation  
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Great Plains Institute  
Great River Energy  
John and Karen Larsen  
John Larsen and Mike Stewart  
Lanfesty Family Foundation  
Leuthold Family Foundation  
David and Sarah Lilja  
Minnesota Power  
Mark and Mary Jo Nissen  
Piper Jaffray Matching Gifts  
Peter and Anne Reich  
Stoel Rives, LLP  
Sunrise Energy Ventures, LLC  
Medora Woods

### TESLA CIRCLE

\$1,000 – \$1,999

Philip and Kathy Adam  
Frank Altman  
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Atomic Data  
Nina Axelson  
Dick and Cathy Bernard  
James Bertrand  
David Chizek, MD  
Dick Clarke and Jean Illsley Clarke  
Steve and Christine Clemens  
Angie Craig  
David and Kitty Crosby  
Charles Dayton and Sara Evans  
Joe DeVito and Holly Kuznia  
John and Susan Dunlop  
EDP Renewables  
Christopher Ennis  
Matthew Fitzmaurice  
Laura and Cody Fleischfresser  
Nicholas and Sarah Garbis



Ross and Monique Hammond  
H.B. Hayden Jr.  
iDEAL Energies  
Innovative Power Systems  
Institute on the Environment  
Nancy Johnson and Paul Anton  
Kathleen Jones  
Tracy Van Steenburgh and  
Jim Ladner  
Cotty Lowry and Laurie Jacobi  
Marbrook Foundation  
Kathy Iverson and  
Michael Menzel  
Minnesota Center for  
Environmental Advocacy  
Minnesota Solar Connection  
Lucy and Bob Mitchell  
Charles and Candice Nadler  
Family Foundation  
Richard and Janet Neville  
Jane Newman and Amy Lange  
Michael and Patsy Noble  
Chris O'Brien  
Helen Paul  
William and Markell Rahr  
Kavitha Sitaram and Raj Rajan  
Melissa Rappaport Schiffman  
and James Schiffman  
David Robinson and Jan Ekern  
Thomas A. and  
Georgina T. Russo  
Gary and Mary Ann Schokmiller  
Tim Seck  
Shayna Berkowitz and  
Phyllis Wiener and  
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With Attitude  
Kenneth and Julie Smith  
Bruce D. Snyder  
Third Level Design  
John and Nina Tuttle  
James Uttley  
Peter and Kimberly Walsh  
Steve Wilson and Mary Shedd

#### **\$500 – \$999**

Barbara Allan, Peter H. Bachman  
and Janet Rice Fund of The  
Minneapolis Foundation, Amy  
and Paul Biewen, Brad and Julie  
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Brueck, Richard Carlbom,  
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Gifts, Laura and Benjamin  
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and Sara Holmdahl, John and  
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Kevin Lawless and April Egan,  
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and Susan Rappaport, Todd  
Reubold and Veronika Torarp,  
Amber Rudell, RxArtisans, Ed and  
Sarah Shaw, Doug Shoemaker  
and Pat Schoenecker, Jim  
and Mary Stahlmann, Sullivan  
Renovation Inc., The Brunsberg  
Group LLC, Mary T'Kach, Mike

and Jessica Tobin, UnitedHealth  
Group Matching Gifts, Sam and  
Megan Villella, Anne Weyandt,  
WSB & Associates, Harry and  
Belle Yaffe

#### **\$250 – \$499**

Brian Adams, Stacy Allan, Nancy  
Andrews, Anonymous (3), Lynn  
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Linda Bruemmer, Philip Bush  
and Kathryn Bishop, Adrienne  
Christiansen, Richard Condon,  
Snehal Desai, Dennis and Nickie  
Dillon, Daniel Enderton, Ethan  
Fawley and Lesley Schack,  
David Hartwell and Elizabeth De  
Baut, Tim Hebrink, John F. Hick,  
Judy and Alan Hoffman, Kathy  
Hollander and Rodney Johnson,  
Joanne Kendall, Gary Konkol,  
Rich and Lori Lehman, Bridget  
Manahan and Joe Alexander,  
Robert McKlveen and Ellen  
Jones, Tom Mueller and Art  
Punyko, Evan A. Nelson, Scott  
Alsleben and Ellen Palmer, Karyn  
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Patrick and Kaia Pelstring,  
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Scott Privratsky, Jeff Riegler,  
Lucy Rogers, Gregory T. Rotter,  
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Ann and Karl Vohs, Irv and Marge  
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Winston Cavert

#### **\$100 – \$249**

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Campbell, Colleen Carey, David  
Carroll, Mark V. Chapin, Bill  
Cimperman, Merritt Clapp-Smith,  
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Eblen-Zayas, Robert Ed, Mark  
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Lauder Companies Matching  
Gifts, Heather Favre, Don Ferber,  
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McCloskey, Mary McLeod,  
Minnesota Farmers Union, Tom

and Aggie Meium, Douglas  
Mensing, Meyer Borgman  
Johnson, Susan Meyers, Stacy  
Miller, Jason Moeckel, Andrea  
Moffatt, Bob and Mary Moncur,  
Andrew Moratzka, Marilyn  
Morem, Teresa Morrow and Dale  
Pippin, Susan and Michael Mullin,  
Phil and Lynda Murray, Gwen  
and Mason Myers, Susan Myran,  
Craig and Patricia Neal on behalf  
of Heartland Inc., Bruce Nelson  
and Barbara Watts, Caryl Nelson,  
Jack and Sara Nelson-Pallmeyer,  
Laura Nereng, Duane Ninneman  
and Maureen Laughlin, Will  
Nissen and Julia Jackson, Susan  
Nixon and Walter Lentz, Jean  
M. Noble, Rich and Raymonde  
Noer, Jed Norgaarden, Kim  
Norton, Mark Odegard, Cindy  
Ojczyk, Jesse Okie and Mary  
Harrington, Connor O'Meara,  
Leigh and Al Onkka, Corey  
Orehek, Gabe Ormsby, Dick  
and Judy Ottman, Nancy Palmer  
and Michael Hopps, Kevin and  
Dawn Pape, Bharat Parekh,  
Eric Pasi, Paul E. Pender, Brian  
Peterson-Delacueva, Doug and  
Deb Pierce, Stephen Polasky,  
Andy Pomroy, Lela Porter, Judi  
Poulson, Lucinda Pratt, Riv-  
Ellen Prell, David Quinby, Anu  
Ramaswami, David Rapaport  
and Jeanne Kirby, Lawrence  
Redmond, Bob Reichert, Lance  
Reschke, Winthrop Rockwell and  
Binky Wood, Les Rogers, Daniel  
Rogers, Nicole Rom, Gene D.  
and Judith S. Rose, Brian Ross,  
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Nichols and Dianne Russell,  
Laura Hannah and Julian Ryba-  
White, Don Salisbury, Christine  
Sames, Mary E. Savina, Bryan  
Schmidt, Lola Schoenrich and  
Peter Oppenheim, Margaret  
Schreiner, Eric Schroeder,  
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and Thomas Fraser, Glenn  
Skuta, Dana Slade, Marc Sloat,  
Bill Smeaton, Guy Smith, Sean  
P. Smith and RYANNE Overom,  
Jeff Smith, Beth Soholt, John  
Song, Chase Sovell, Catherine  
Spengler, Jeff Standish, Meryl  
and Paul Steinhauser, Scott  
Strand, Joe Strommen, Joe  
Sullivan, Barbara E Swanson,  
Donald and Wildie Swanson,  
Brion Szwed, Kaya Tarhan,  
Andrew Tate, Warren Thompson  
and Lisa Kirkland, Michael  
Troutman and Amy Blumenshine,  
Nancy Tyra-Lukens, Guff Van  
Vooren, Chris Vanecsek, Dolores  
Voorhees, Cliff and Bettye Ware,  
Billy Watts, Jered Weber, Paul  
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Wehr, Bill Weimer, Ryan Werder,  
Fritz Westphal, David Wormald,

Leslie Yoder

#### UP TO \$99

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**Anonymous** in honor of The Energy Conservatory

**Anonymous** in honor of Carolin Faytle and her commitment to the environment  
**Anonymous** in honor of Ben Rabe  
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Please contact us with corrections. We apologize for any errors or omissions.

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## Our Mission

Shape and drive realistic, visionary energy policies that benefit all.

## Our Vision

An economy we thrive in and energy that ensures our well-being.



Special thanks to the table captains, event sponsors, and friends who made Fresh Energy's first annual Benefit Breakfast a smashing success on October 5, 2016. Our featured speaker, Ramez Naam, along with other event speakers (pictured above) delivered an engaging program, and inspired our 400 guests to raise over \$150,000 for positive energy solutions. See back page for information on the 2017 Benefit Breakfast.

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Ramon Molina, left, conducted research as a Fellow with Fresh Energy's Ben Passer.

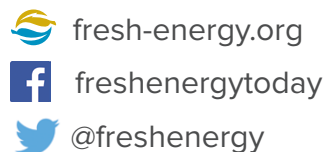




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FEATURED SPEAKER: Dan Reicher is a nationally-known expert in energy and environmental policy, finance, and technology. In 25 years Dan has been Google's Director of Climate and Energy Initiatives and led one of the nation's first renewable energy companies. Dan has advised three U.S. presidents and currently is the executive director of the Steyer-Taylor Center for Energy Policy and Finance at Stanford University.

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