

2021 VIRTUAL BENEFIT BREAKFAST

FUTURE FOCUS: The New Climate Economy



FEATURED SPEAKER:
Donnel Baird, CEO of BlocPower

Fresh  Energy

CONNECT VIA ZOOM! • 8 A.M. • OCTOBER 14, 2021 • #FRESHBREAKFAST

A Message from our Leadership

THANK YOU so much for joining us for Fresh Energy's virtual benefit breakfast.

With your support, Fresh Energy is driving ambitious and bold policy solutions to speed the transition to a clean energy economy in Minnesota, the Midwest, and beyond—as quickly as possible.

We're in a climate emergency and—regardless of where you live—you're experiencing the effects. From flooding, to drought, to wildfires, and more, the climate crisis is affecting our health and way of life. The actions we take in the next 5 to 10 years will determine whether we will be able to avoid the worst damages of the crisis.

Fresh Energy is rising to the challenge, providing trusted leadership, expertise, and solutions to ensure the new climate economy is carbon-free and equitable.

This is the challenge of our lifetimes, and our team is committed to advancing the bold and innovative policies we need to tackle this crisis. We're driving ambitious change, transforming our economy to cut fossil fuel emissions as fast as we can, speeding new job-creating investments in clean energy, building a big tent for collaborative action, and centering equity as we move toward a just, zero-carbon world by mid-century.

But we can't do it without YOU. We need all hands on deck in this fight to build a just, prosperous, and resilient clean energy future. We're not giving up and neither should you.

In gratitude,



Michael Noble
Executive Director



Eric Pasi
Breakfast Chair

P.S. While we will miss sharing breakfast in-person this year, we hope you can use the enclosed coupon to enjoy your morning coffee on us! Visit **Wildflyer Coffee** in Minneapolis for breakfast or order a bag of coffee beans online to enjoy at home.

Virtual Benefit Breakfast Program

PROGRAM
BEGINS AT
8 A.M.
SHARP!

8:00 A.M. - Welcome

Michael Noble, Executive Director

Ted Contag, CFP®, Parable Wealth Partners

Janiece Watts, Director, Culture and Partnerships

Talking Federal Climate Action with U.S. Senator Tina Smith

Shaping and Driving Bold Policies at Home with Fresh Energy

Michael Noble, Executive Director

Isabel Ricker, Senior Clean Electricity Manager

Justin Fay, Lead Director, Public Affairs

Joe Dammel, Director, Gas Decarbonization

Mari Ojeda, Policy Associate, Energy Access and Equity

“My Climate Story”

Eric Pasi, Event Chair, Fresh Energy Board of Directors

Keynote and Discussion

with Donnel Baird, Founder and CEO, BlocPower

8:50 A.M. - Closing Remarks and What’s Next

“As a wealth advisor,
I understand what it
means to invest in the
future. I believe that
an investment in clean
energy will pay dividends
for generations to come.”

*Ted Contag, Founding Partner
Parable Wealth Partners*

PARABLE
WEALTH PARTNERS™

4 Facts about Donnel Baird

We're thrilled to welcome nationally renowned thought leader and clean-tech entrepreneur Donnel Baird! Donnel is the founder and CEO of BlocPower, a Brooklyn, New York-based climate technology startup that's making American cities greener, smarter, and healthier. If you're not already familiar with Donnel and BlocPower, get to know him with these four facts:



FEATURED SPEAKER:

Donnel Baird, CEO of BlocPower

1. **1,100 buildings and counting.**

Under Donnel's leadership, the BlocPower team has retrofitted more than 1,100 buildings in New York, leading them to expand into Chicago, Philadelphia, and Atlanta.

2. **"Turning Buildings Into Teslas."**

The catchy phrase is not only what Donnel goes by on Twitter, but also happens to be BlocPower's tagline. BlocPower uses proprietary software for analysis, leasing, project management, and monitoring of clean energy projects that save customers between 20-70 percent on annual energy costs.

3. **Boosting Black leadership.**

Donnel is committed to increasing Black leadership in the business and clean energy worlds. While fundraising for BlocPower, Donnel learned how to work within the systems that have historically excluded Black men and women and other people of color.

4. **New York roots.**

Donnel's deep experience in the Brooklyn, New York, community motivated him to improve energy efficiency and access for under-resourced communities across New York City and beyond.

Learn more about Donnel at <https://bit.ly/5-Fresh-Facts>

Benefit Breakfast Table Captains

Special thank you to our Event Chair, Eric Pasi!

Risikat Adesaogun
Michael Allen
Nina Axelson
Erika Bailey Johnson
Anjali Bains
Jenae Batt
Darlynn Benjamin
Brent Bergland
Catie Blackford
Lauren Boritzke Smith
Jeffrey Broberg
Hugh Cherne
Margaret
Cherne-Hendrick
Merritt Clapp-Smith
Sarah Clark
Jennie Claver
Josh Colton
Ted Contag
Wendy Coursolle
Joe Dammel
Joe DeVito
Kelly Elkin
Steph Emerich
Justin Fay
Keri Fisher
Denise Fosse
Eric Fowler
Nicholas Garbis
Allen Gleckner
J. Drake Hamilton

Susan Hammel
Liz Hatfield
Jordan Hermes
Sam Holsen
Angelica Imhoede
Anna Johnson
Jacqueline Johnson
Bri Kerber
Jamal Knight
Chris Kunkle
Laurie Larsen
Mat Larson Krisetya
Meggie LaValley
Kevin Lawless
Rich Lehman
Jim Lenfestey
Kelley Linehan
Craig Marson
Matt Meyers
Teresa Morrow
Trent Mostaert
Chuck Nadler
Annemarie Nemo
Michael Noble
Christopher O'Brien
Mari Ojeda
Joanna Olson
Leigh Onkka
Ben Passer
Beth Pearlman
Kristel Porter

Ben Rabe
Raj Rajan
Isabel Ricker
Jay Ross
Federico Rossi
Bruce Saylor
Mike Schowalter
Hannah Serrano
Deepinder Singh
Carrie Slater Duffy
Ken Smith
Geoff Stenrick
Jillian Theuer
Natalie Townsend
Jina Penn Tracy and
Scott Tracy
Janiece Watts
Julian White
Kyle Wyatt

Working for a carbon-free future

Fresh Energy is changing the world through bold policy solutions that move us to a just, carbon-free future. We're helping Minnesota and everyone who lives here end dependence on fossil fuel, electrify their lives, and build a healthy clean energy economy where all can thrive.

Fresh Energy's work encompasses...

Clean Electricity: Creating a carbon-free electricity system in the near term with renewable power replacing coal and other polluting fossil fuels.

The Energy Transition: Harnessing modern energy efficiency opportunities and moving carbon-intensive parts of our economy—like transportation and heating—onto clean electricity.

Energy Access and Equity: Ensuring a just and equitable energy transition for marginalized communities.

Education and Mobilization: Building a shared commitment to climate action by catalyzing support for a carbon-neutral economy—from education to action.



Donor investments in Fresh Energy ensured...



\$55,000,000

from the Renewable Development Account for clean energy projects around the state, including the Prairie Island Indian Community's net-zero energy project.



250-300%

increase in investor-owned utilities' minimum spending for energy efficiency programs serving under-resourced households thanks to the ECO Act.



1M Tons Less Carbon

will be emitted annually by 2030 and 2.5 million metric tons annually by 2050 thanks to clean car standards.



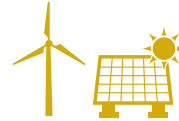
6 of 6

remaining electricity-generating coal plants in Minnesota have set retirement dates, with closures beginning in 2024.



55%

of electricity generation in Minnesota was from renewables and carbon-free sources in 2020. Renewable generation also surpassed coal for the first time.



588 megawatts

of new wind and solar were added by Minnesota utilities in 2020, enough to supply 125,000 homes and apartments.



28 Expert Testimonies

were provided by Fresh Energy policy staff and specialists in support of electric transportation, better buildings, and clean energy at the Minnesota Legislature and Public Utilities Commission.

Benefit Breakfast Sponsors

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Jan and Rick Neville

Michael and Patsy Noble

Chris O'Brien

Eric and Dana Pasi

William and Markell Rahr

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Federico and Nassim Rossi

Venkatesh Srinivas

The VanSteenburgh/Ladner

Family Fund

Kate Wolford and Ed Reilly

Mayr Woollen and Clark Heindl

Thank you for your support!

All proceeds raised will benefit the programs of Fresh Energy, an independent nonprofit organization. Now, more than ever, we need bold, ambitious action toward a just, prosperous, and resilient clean energy future. **Your support can make it happen.**

Thanks to the generous support of our Match Pool Sponsors, **all gifts of \$250 or more will be matched, dollar-for-dollar!**

WAYS TO GIVE



Text 2021FRESH to 44-321.



Visit bit.ly/2021Fresh.



Return the form below in the enclosed remit envelope.

PLEDGE TODAY!

- ☐ My check is enclosed.
- ☐ I will be recommending a grant to Fresh Energy from my **donor advised fund** or **family foundation**. Amount \$_____
- ☐ I plan to transfer a **gift of stock** to Fresh Energy—please contact me to provide instructions. Approximate amount \$_____
- ☐ I will contribute a portion of my required minimum distribution from my **IRA account**. Amount \$_____
- ☐ I am interested in learning more about supporting Fresh Energy as a Legacy Circle member with a **bequest** or **planned gift**.
- ☐ My employer offers a matching gifts program and I would like to be contacted about how to increase the impact of my donation.

Name: _____

Email: _____ Phone: _____

Questions? Contact Meggie LaValley, Director of Individual Giving, at lavalley@fresh-energy.org or 651 726 7561 for more information.

Thank you for your support!

Your investment in Fresh Energy will support our work to build solutions for the clean energy economy of our future. Here are a few ways your gift will make an impact:

- \$5,000** Research fellow to analyze data on energy efficiency, renewable power, or electric vehicles
- \$2,000** Expert leadership advancing clean energy transmission
- \$1,000** Energy workshop for business and community leaders
- \$250** Educational webinar presentation on climate solutions
- \$125** Social media campaign to reach 3,000 new people with climate- and energy-driven calls to action



Enjoy your morning coffee on us!



We are pleased to share a \$15 gift certificate to Wildflyer Coffee with each of our Virtual Benefit Breakfast guests! This gift certificate can be redeemed online or in-store between **October 1 and December 31, 2021**.

Wildflyer Coffee is a specialty coffee company and 501(c)(3) nonprofit dedicated to providing job stability to youth experiencing homelessness. They focus on compassionate service, building community, and providing the skills needed for youth to spread their wings.

Redeem your gift online:

1. Visit wildflyercoffee.com/shop
2. Build your order. Click "Checkout" and enter your details.
3. Type "**FRESHENERGY**" in the "Gift or Discount Code" field and click "Purchase."

Redeem your gift in-store:

Bring this coupon to Wildflyer's coffee shop for \$15 off your purchase:

**3262 Minnehaha Avenue
Minneapolis, MN 55406**

Note: We invite each [registered guest](#) to use the promo code once for \$15 off an order. Only one promo code can be used per order. Coffee subscriptions are excluded from this promotion.

Take Action!


**for clean energy
and climate.**



A checklist for
making change in your life.



Fresh Energy



Fresh Energy is changing the world through bold policy solutions that move us to a just, carbon-free future. We're helping Minnesota and everyone who lives here end dependence on fossil fuel, electrify their lives, and build a healthy, clean energy economy where all can thrive.

www.fresh-energy.org

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Education and Mobilization: Building a shared commitment to climate action by catalyzing support for a carbon-neutral economy—from education to action.

The future is now and you can join Fresh Energy to be part of the solution! Connect with Fresh Energy using the checklist below and refer to this booklet for individual actions you can take to fight climate change.



Read and Connect: Keep up with the latest clean energy news and developments in Minnesota by subscribing to our monthly newsletter at fresh-energy.org and staying in touch on social media.



Listen: Subscribe to “Decarbonize: The Clean Energy Podcast” from Fresh Energy on your favorite podcasting app or stream at fresh-energy.org/decarbonize.



Take Action: Visit fresh-energy.org/take-action for the latest opportunities to speak up for clean energy in Minnesota and at the federal level.



Donate: Support Fresh Energy’s work with a donation! Go to fresh-energy.org/waystogive.



Switch to clean power

Clean power generation is the foundation of a carbon-free electricity supply. As the energy transition continues and we electrify everything that we can—like home heating, transportation, and more—it's crucial that the electricity we're using comes from carbon-free and renewable energy sources like wind and solar. There are things you can do where you live, work, and play to speed this switch.

Clean power options



Install solar: Install rooftop or ground-mounted solar arrays at your home or business. In Minnesota, systems generally pay for themselves in eight to 10 years.



Subscribe to solar: Community solar programs allow you to subscribe to a portion of a solar garden and receive credits for that power on your electric bill.



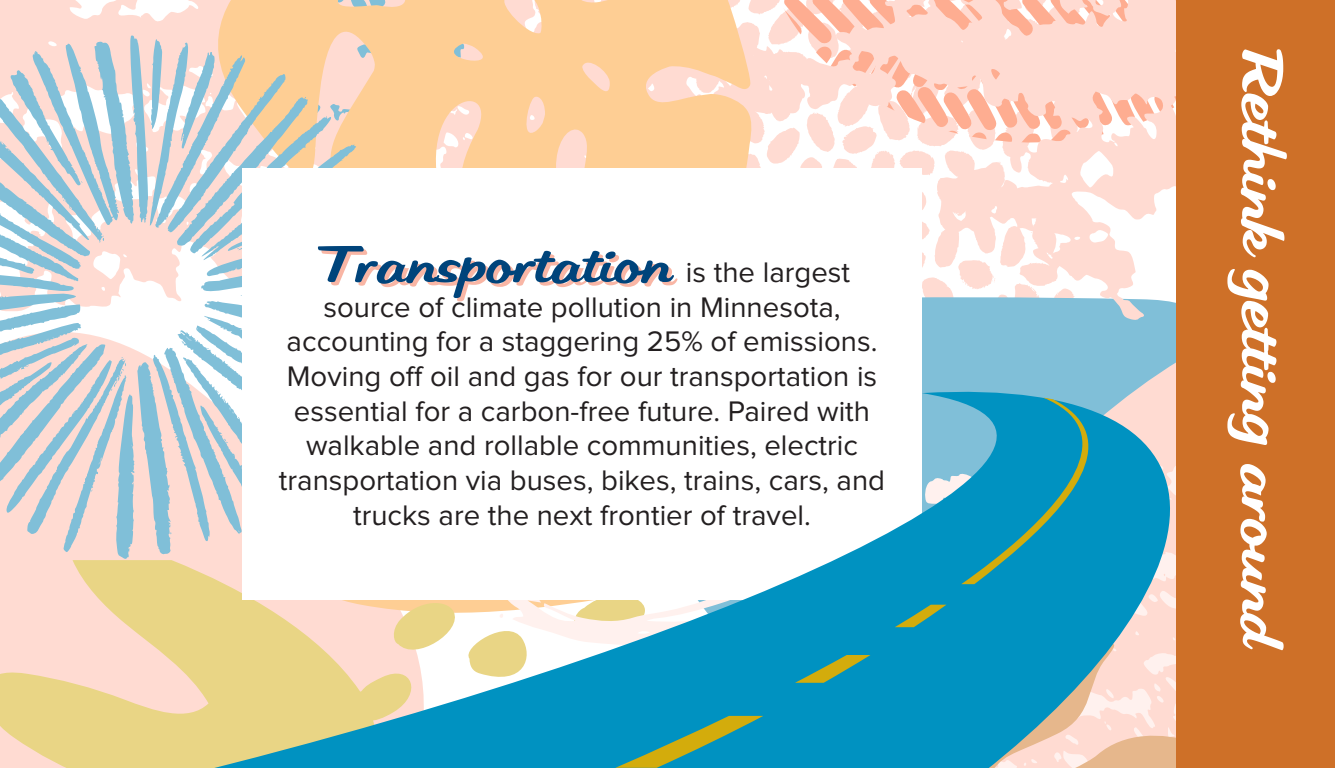
Opt in to a green tariff (aka renewable electricity program): Green tariffs are utility programs that allow customers to choose clean energy instead of the utility's standard fuel mix, usually for a small premium above standard electric service.



Avoid the peak: The heaviest electric use occurs between 3 and 8 p.m. If you avoid these peak times, such as by using your programmable thermostat or the “delay start” function on home appliances, you’ll help prevent use of the dirtiest power sources and demonstrate to your utility that we don’t need more fossil power plants. Many utilities have special “time of use” rates with low off-peak electricity costs, so you can save money too!



Learn more about clean power options and check out resources at fresh-energy.org/making-sense-of-your-clean-energy-options.



Transportation is the largest source of climate pollution in Minnesota, accounting for a staggering 25% of emissions. Moving off oil and gas for our transportation is essential for a carbon-free future. Paired with walkable and rollable communities, electric transportation via buses, bikes, trains, cars, and trucks are the next frontier of travel.

Clean transportation options



Bike and walk more: Minnesotans take about 90 million bicycle and e-bike trips annually on their own bikes and via bikeshare. Whether it's a trip to the grocery store, daycare, work, or just for fun, it all adds up to reducing emissions.



Drive an electric vehicle (EV): Now that Minnesota is a clean cars state, more EV options will be available for sale. As the EV market grows, so too will the number of used EVs. A federal tax credit of up to \$7,500 is still available for many EV makes, but due to high sales by some manufacturers, credits for certain makes are phasing out.



Get on a utility rate for EVs: Many utilities offer a reduced electric price for EV owners who charge at home during the night and on weekends when the grid is least busy.







Try out and opt in to carshare and transit: Some areas of Minnesota—including the Twin Cities and Rochester—have car-sharing programs, and HOURCAR in Minneapolis/Saint Paul has even launched an EV fleet which makes trips around town less carbon-intensive!



Learn more about clean transportation options and check out resources at fresh-energy.org/goelectric.

Electrifying our lives one appliance, vehicle, and tool at a time is a key part of the puzzle as we strive to cut our dependence on fossil fuel and make significant carbon reductions. These individual consumer choices are driving market innovation and sending a signal to our utilities that we demand clean, renewable power.

Home electrification options

-  **Home heating and cooling:** Heat pumps are an efficient, affordable, and all-electric choice for home heating and cooling in cold weather climates like Minnesota. From air-source to ground-source, heat pumps are the MVP of home electrification.
-  **Mow electric:** Cut emissions by going electric with yard care at home and advocating for it around town. Options abound for electric lawn mowers, saws, trimmers, leaf blowers, and even snow blowers.
-  **Switch to electric appliances:** Combusting natural gas inside your home releases nitrogen dioxide, sulfur dioxide, and more harmful toxins into the air you breathe. As you replace your water heater, dryer, and range, make the switch to electric. There is great new technology—including modern induction stoves—that perform as well or better than their gas counterparts.
-  **Amp up efficiency:** The kilowatt-hour you don't use is always the cleanest and cheapest. Both homeowners and apartment dwellers can make a plan to increase energy efficiency.








Learn more about clean transportation options and check out resources at fresh-energy.org/goelectric.

Advocate for clean energy solutions large and small! It's a way all Minnesotans can join together to catalyze support for our shared clean energy future. From calling your legislators to pushing your town to adopt a Climate Action Plan to telling your neighbor about the benefits of a kitchen without gas—it all adds up!



Stand up, speak up

Ways to speak up

-  **Connect with leaders:** Even the most progressive leaders and decision makers need to hear from you. To avoid the very worst impacts of climate change, we must transition our entire economy to be carbon-neutral by 2050—and that means we need all hands on deck right now.
-  **Go local:** Towns, schools and colleges, churches, businesses, and more have established sustainability groups. Join up and ensure clean energy solutions like the ones mentioned in this booklet are part of the conversation.
-  **Take a leadership role:** The Minnesota Legislature and U.S. Congress aren't the only places where individuals can lead on clean energy. Clean energy and climate issues are being taken up by parks boards to school boards to the boards of your favorite nonprofits and everywhere in between—get involved!
-  **Vote:** Minnesotans must vote with climate in mind in every election—local, state, and national. Casting your vote in smaller-scale venues, like your electric cooperative elections, is also important and can have a ripple effect. Don't miss your chance!
-  **Take action with Fresh Energy:** Fresh Energy works hard to connect Minnesotans with clean energy issues at the Minnesota Legislature and at the federal level, but also at state agencies including the Minnesota Public Utilities Commission. Stay up to date on the latest opportunities at fresh-energy.org/take-action.

Pass it on: Share this booklet with friends, neighbors, and colleagues. Request more by emailing info@fresh-energy.org.