



## Annual Report

**80 programs** reaching **395,605** students in **37** states, a **7 percent increase** with a **99.12 percent teacher approval rating in 2017-2018** fiscal year. **Our energy education programs helped save 22,225,056 kWh and 1,907,974 therms.**

Oh! And one church congregation in Michigan (more on p. 7).

The National Energy Foundation's (NEF) mission is to cultivate and promote an energy literate society.



# Chairman's Letter

Mary D. Miller  
Chief Administrative Officer  
Edison Electric Institute (EEI)

The energy industry is undergoing a profound transformation. These changes are being driven by new technology, shifts in public policy and evolving customer expectations—and they are driving significant progress to build a diverse, inclusive workforce and to educate the young men and women who will lead the industry into the future.

Key to achieving these goals is creating an informed, educated and engaged community. The National Energy Foundation (NEF) has been dedicated to cultivating such a community for more than four decades. As the nation's young people become future energy voters, customers, influencers and leaders, this mission is more important than ever.

This year, NEF made progress on the critical task of integrating new technology into students' energy education experiences. The Energy Sidekick® app helps to reach young people where they are—through augmented reality and gamification. NEF also reached hundreds of thousands of students, teachers, families and communities across the majority of states through a variety of programs, camps, presentations, materials and competitions designed to ignite their interest in energy.

NEF President Elissa Richards and her team have worked incredibly hard to build on these efforts year after year, and I truly appreciate their leadership and dedication. It is an honor to serve as Chairman of the NEF Board and to represent an organization that is the driving force for energy literacy in the United States.

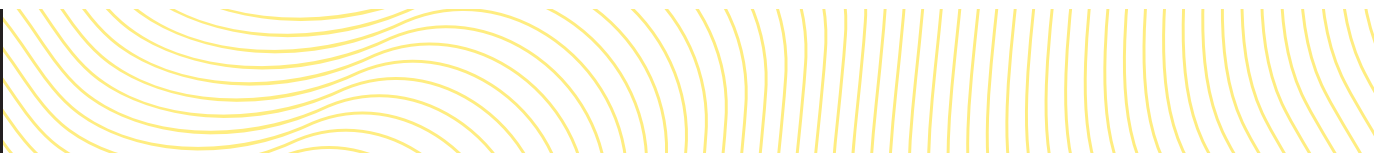
This year's annual report details how NEF continues to study students' learning behaviors, build energy education programs with that behavior in mind and create partnerships and relationships to make a difference in the lives of our nation's young people. I am so proud of all the NEF team has achieved and look forward to another successful year ahead.



## Board of Directors



|  |  |
|--|--|
| <b>Barry Worthington</b><br>Executive Director, United States Energy Association     | <b>Hal Quinn</b><br>President and CEO, National Mining Association   |
| <b>Lori Staffin Traweek</b><br>Chief Operating Officer, American Gas Association     | <b>Lisa Wood</b><br>Vice President of Customer Solutions, Edison Electric Institute                        |
| <b>Maria G. Korsnick</b><br>President and CEO, Nuclear Energy Institute              | <b>Bert Kalisch</b><br>President and CEO, American Public Gas Association                                  |
| <b>Rich Kolodziej</b><br>Principal, Zenergy Advisors                                 | <b>Julia Hamm</b><br>President and CEO, Smart Electric Power Alliance                                      |
| <b>Don Santa</b><br>President and CEO, Interstate Natural Gas Association of America | <b>Ursula Schryver</b><br>Vice President, Education & Customer Programs, American Public Power Association |



**Technology is part of every aspect of life, especially energy. From the way energy is produced to the way it is consumed, technology advances are continuing to rapidly change the way we live.**

Advances in technology are reflected in the energy education created and delivered by NEF and its partners to students and their families. Students quickly navigate NEF technology experiences that include an augmented reality app and installation of advanced power strips.

NEF's Energy Sidekick®, an educational science companion app, allows students to be energy experts within their home. Families use the app to learn how to save energy and water and are given step-by-step instructions to install energy efficient devices at home. Teachers have also found it a useful tool in the classroom to follow up on the Take Action presentation.

NEF's Innovation program added a Tier 2 advanced power strip to the take-home kit. NEF educates students about standby power and why it is important to use advanced power strips. Participating teachers are pleased with how NEF instructs students to use this new technology and save energy.

Integrating technologies into NEF programs and sending them home with students is an excellent addition to our suite of energy education offerings.

Change is the constant when it comes to technology and energy. This provides NEF growing opportunities to integrate technology, math, science and engineering into innovative energy education.

Elissa Richards  
President  
National Energy Foundation



# Financials

The figures in this section reflect the National Energy Foundation's audited financial statements for the years ending on June 30, 2017 and June 30, 2018.

## 2017-2018 Revenue

**\$8,368,407**

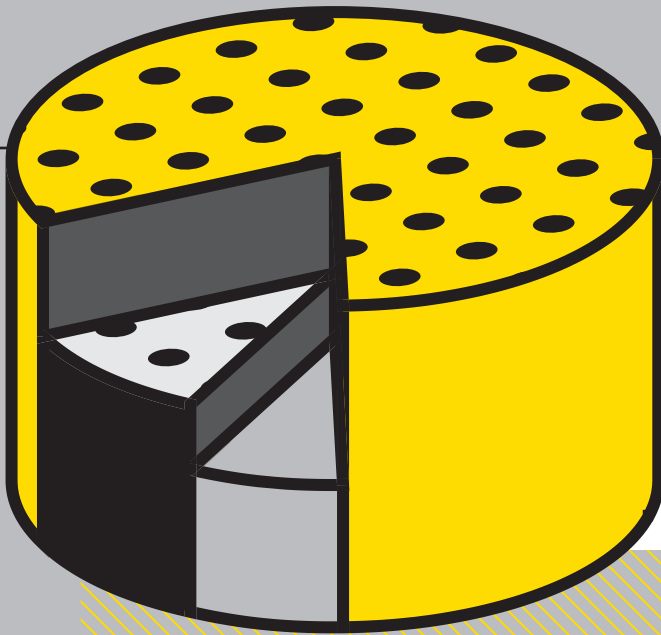
- Materials Distribution \$140,447
- Awareness \$1,234,932
- Energy Management Education \$6,993,028



## 2017-2018 Expenses

**\$8,053,183**

- Development \$648,009
- Administrative \$837,821
- Program Services \$6,567,353



# Statement of Financial Position

|   | 2017               | 2018               |
|---|--------------------|--------------------|
| <b>Revenue and Support:</b>                 |                    |                    |
| Materials distribution                      | \$134,397          | <b>\$140,447</b>   |
| Less cost of materials                      | 25,714             | <b>26,346</b>      |
| <b>Gross margin</b>                         | <b>108,683</b>     | <b>114,101</b>     |
| Program sponsors                            | 7,345,872          | <b>8,227,960</b>   |
| Miscellaneous                               | 8,113              | <b>33,448</b>      |
| <b>Nonmaterials revenue and support</b>     | <b>7,353,985</b>   | <b>8,261,408</b>   |
| <b>Total revenue and support</b>            | <b>7,462,668</b>   | <b>8,375,509</b>   |
| <b>Expenses:</b>                            |                    |                    |
| <b>Program services:</b>                    |                    |                    |
| Awareness                                   | 656,929            | <b>877,457</b>     |
| Energy management education                 | 5,035,815          | <b>5,464,300</b>   |
| Materials, development and distribution     | 190,137            | <b>225,596</b>     |
| <b>Total program services</b>               | <b>5,882,881</b>   | <b>6,567,353</b>   |
| <b>Support services:</b>                    |                    |                    |
| Development                                 | 677,907            | <b>648,009</b>     |
| Administration                              | 728,673            | <b>837,821</b>     |
| <b>Total support services</b>               | <b>1,406,580</b>   | <b>1,485,830</b>   |
| <b>Total expenses</b>                       | <b>7,289,461</b>   | <b>8,053,183</b>   |
| <b>Other Income:</b>                        |                    |                    |
| Unrealized gain (loss) on investments       | 30,695             | <b>(1,742)</b>     |
| <b>Change in net assets, unrestricted</b>   | <b>203,902</b>     | <b>320,584</b>     |
| Unrestricted net assets, beginning of year  | 4,037,675          | <b>4,241,577</b>   |
| <b>Unrestricted net assets, end of year</b> | <b>\$4,241,577</b> | <b>\$4,562,161</b> |

# Statement of Activities

| ASSETS                                   | 2017               | 2018               |
|--|--------------------|--------------------|
| <b>Current assets:</b>                   |                    |                    |
| Cash and cash equivalents                | \$2,606,381        | <b>\$3,608,060</b> |
| Accounts receivable                      | 1,577,986          | <b>1,290,653</b>   |
| Investment in mutual funds               | 531,669            | <b>554,524</b>     |
| Inventory                                | 73,382             | <b>49,907</b>      |
| Prepaid premium materials                | 268,798            | <b>328,030</b>     |
| Other current assets                     | 16,490             | <b>18,615</b>      |
| <b>Total current assets</b>              | <b>5,074,706</b>   | <b>5,849,789</b>   |
| <b>Property and equipment:</b>           |                    |                    |
| Office equipment                         | 363,834            | <b>345,334</b>     |
| Less accumulated depreciation            | (283,787)          | <b>(259,598)</b>   |
| <b>Property and equipment (net)</b>      | <b>80,047</b>      | <b>85,736</b>      |
| <b>Deferred compensation plan:</b>       | <b>198,161</b>     | <b>170,484</b>     |
| <b>Total assets</b>                      | <b>\$5,352,914</b> | <b>\$6,106,009</b> |
| <b>LIABILITIES and NET ASSETS</b>        |                    |                    |
| <b>Current liabilities:</b>              |                    |                    |
| Accounts payable and accrued liabilities | \$634,873          | <b>\$958,035</b>   |
| Deferred revenue                         | 476,464            | <b>585,813</b>     |
| <b>Total liabilities</b>                 | <b>1,111,337</b>   | <b>1,543,848</b>   |
| <b>Net assets:</b>                       |                    |                    |
| Unrestricted                             | 4,241,577          | <b>4,562,161</b>   |
| <b>Total net assets</b>                  | <b>4,241,577</b>   | <b>4,562,161</b>   |
| <b>Total liabilities and net assets</b>  | <b>\$5,352,914</b> | <b>\$6,106,009</b> |

# PROGRAMS

Management, Awareness, Distribution, Competitions

## Energy Management

Energy management programs combine energy education with energy efficient products for participants to install in their homes.

Presentations: 1,656 | Teachers: 5,944

Students: 182,056

States:

7



## Energy Awareness

Programs in energy awareness emphasize a wide range of topics delivered in a variety of formats from teacher workshops and conferences to student presentations and online resources and are designed to impact behaviors related to energy use.

Presentations: 839 | Teachers: 2,392 | Students Direct: 52,849

Students Indirect: 10,275 | States: 9

## Materials Distribution ▶

Materials distribution programs offer free education materials to classrooms funded by energy industry sponsors. These programs meet the needs of sharing information and promoting energy education when funding is limited.

Teachers: 2,763

Students Indirect: 138,225

Students Direct: 884

6

States: 20

Competitions are fun ways for students to show off their knowledge of energy and demonstrate the ability to think critically about energy. The contests offer rewards and recognition for participants and provide excellent marketing and public relations opportunities.

## Student Competitions

Competitions:

9

States: 30 | Students: 10,441

# Public Relations

## NATIONAL NETWORK

NEF is actively engaged in the energy network through membership opportunities, conference attendance and presentations, serving on various boards of outstanding organizations, project collaborations and industry social media campaigns.

### ▶ National Energy Literacy Survey

This fiscal year, NEF shared the results of the National Energy Literacy Survey at energy industry conferences, meetings, webinars and across social media.

- Presentation Reach: 1,170
- Social & Web Reach: 17,736

### In-kind Work

- ▶ Each year, NEF chooses to fund or support various organizations to help further fulfill its mission to support energy literacy. These organizations include student events, educational conferences, and after school programs.

### ▶ Communications

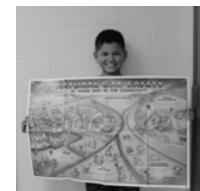
NEF corporate communications promotes the mission of the organization to the public in a fun and educationally friendly way. As well, NEF's communications team spreads the word about positive impacts that result from partnerships between NEF and program sponsors.

- Blog Posts: 11
- Blog Visits: 1,501
- Social Media Following: 2,851
  - » Total States Reached: 32
- InterNEFs distributed: 1,300
  - » Total States Reached: 50

## Boy Saves Church Total Reach: 2,290\*



Church members began giving Carter high fives and said, "You saved the church." Andrews Elementary School fourth-grade student Carter Langston smelled a gas leak in his local church after receiving a natural gas safety presentation at school.



■ Three Rivers Commercial News

\*includes NEF social media and blog posts, but not the original news article, church congregation, or school community.

# Materials Development

Keeping NEF at the forefront of evolving national curriculum standards and the rapidly changing energy industry is critical to the educational integrity of the foundation. Every year, new and exciting curriculum is created while existing NEF favorites are reimagined. This process is essential to achieving our mission and helping our sponsors accomplish their energy education goals. The following curriculum projects were completed:

- New Think! Energy Program Websites, Including Installation Videos, Activities & Games
- New Out of the Rock Website, Workshop Binder, Activities & Games
- New Energy Sidekick® Augmented Reality App
- New Teacher Directed Program Implementation Video
- New Electric Safety Booklet
- Revised Secondary Education Activities Guide - Energy Action Technology
- New Energy Efficiency Poster
- Revised Think! Energy Teacher Activity Guide
- Revised Energy Safe Kids Suite of Curriculum for Two New Sponsors

## Energy Efficiency

and Wise Energy Behaviors

[nef1.org](http://nef1.org)

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