



2020

Annual Report

# CHAIR LETTER

During the spring of 2020, due to the COVID pandemic, we saw an enormous decline in economic activity across the U.S. including a significant downturn in NEF's ability to deliver its programs to teachers and students in schools across the U.S. However, the gloomy spring was followed by a spirited summer that led to a highly productive fall where NEF staff fulfilled all its work from both the spring and fall. The NEF staff's ability to adapt to the pandemic, pivot and deliver energy programs has been simply astonishing! In addition, NEF was successful in renewing and expanding its existing contracts and diversifying its client base.

The NEF team, led by President Elissa Richards and supported by the senior leadership team of Wayne Bonner, Anne Lowe and Gary Swan, also expanded its capabilities in these important areas this year. Specifically, NEF:

- Advanced and broadened its digital deliverables and digital learning platforms to enhance the delivery of energy education.
- Launched a unique partnership with an energy technology company to execute energy management program pilots with students in 2020 using an energy management app Innovation Insights and

- Developed its electric transportation program for secondary students – rEV – where students choose their own electric vehicle (EV) adventure experience, learn through character dialogue and have an opportunity create a short video to influence their peers about the benefits of EVs.

With today's focus on climate change and sustainability, energy literacy is critically important; yet energy has never been a core focus of K to 12 education in the U.S. In 2019 - 2020 school year, the National Energy Foundation (NEF) brought much needed energy education to 388,921 students and teachers in 29 states with a focus on energy awareness, energy management, energy sources and energy safety.

As Chair of the NEF Board, I am proud of the effective work that NEF is doing to fill the gap in energy education, to promote energy literacy, to raise student awareness about energy issues and to get students excited about driving EVs through its rEV education experience. I hope you find NEF's annual report informative and exciting.

*Lisa Wood*  
Lisa Wood



**Lisa Wood**  
Board Chair  
VP Customer Solutions  
Edison Electric Institute  
Executive Director  
Institute for Electric  
Innovation

## BOARD OF DIRECTORS

**Barry Worthington**  
Executive Director  
United States Energy  
Association



The world of energy literacy lost a champion this year (August 2020) with the passing of Barry Worthington. Barry's commitment to NEF's energy literacy mission was particularly evident given his long service on the NEF board of directors. He served more than 20 years, including two terms as chair of the board.



**Lori Staffin Traweek**  
Chief Operating Officer  
American Gas Association



**Maria G. Korsnick**  
President and CEO  
Nuclear Energy Institute



**Erin Kurilla**  
Vice President of Operations & Safety  
American Public Gas Association (APGA)



**Rich Kolodziej**  
Principal  
Zenergy Advisors

**Don Santa**  
President and CEO  
Interstate Natural Gas  
Association of America



**Hal Quinn**  
President and CEO  
National Mining  
Association



**Ursula Schryver**  
Vice President, Education &  
Customer Programs  
American Public Power Association



**Julia Hamm**  
President and CEO  
Smart Electric Power  
Alliance



# PRESIDENT'S MESSAGE

Imagine walking into a classroom to conduct a Think! Energy presentation and being told that the school has been closed, due to a rapidly spreading virus, soon identified as COVID-19 and a pandemic. NEF's Energy Educators were in the field in March, in schools across the U.S., when the opportunity to work in schools and fulfill our mission abruptly needed some rapid adaptation.

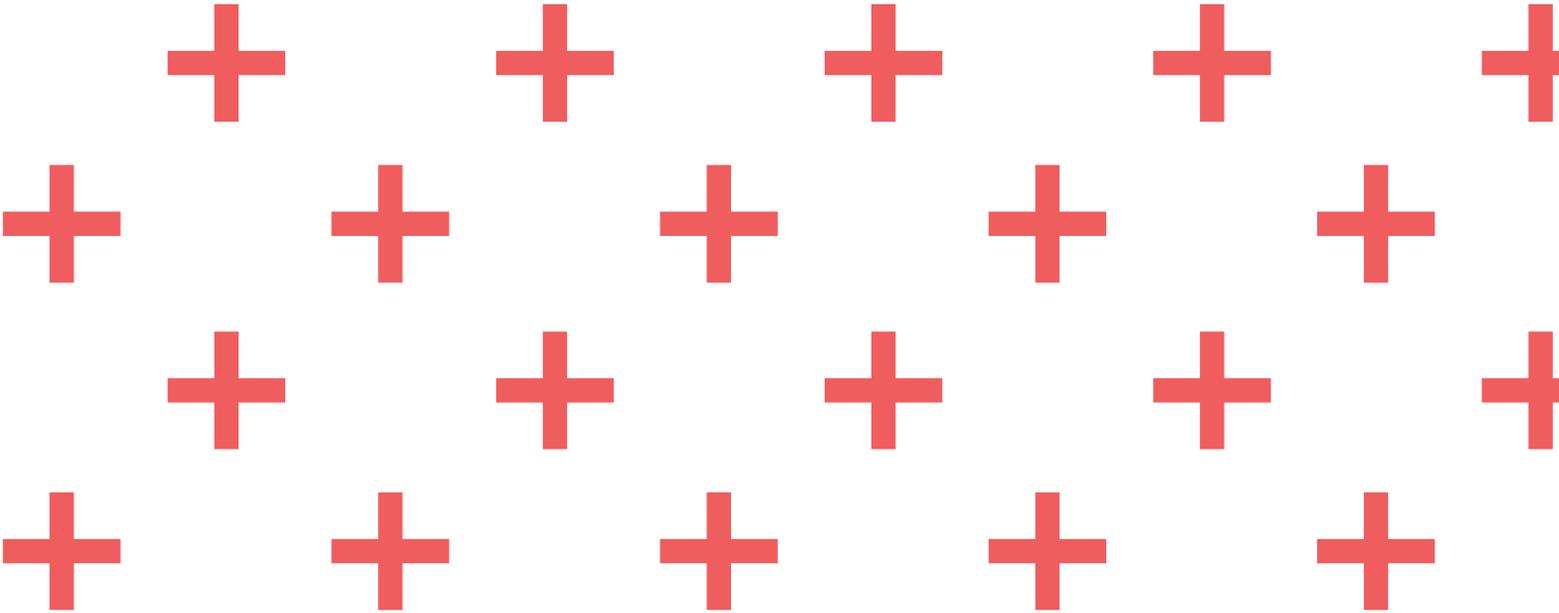
Delivery plans for our energy education programs changed quickly. Most urgently, a safety plan was built and implemented, keeping NEF employees as safe as possible. The NEF staff jumped into action and began innovating and developing fall 2020 contingency plans.

This year has been similar to recent years for NEF, as we've experienced growth: new development, new pilots and new partners. The NEF team made some dramatic shifts and built numerous solutions to transform in person energy experiences to digitally delivered energy experiences.

The value that helped NEF through this challenging year the most is the solid relationships: between work colleagues, our program partners, our esteemed teachers and students, and contractors. We leaned on each other as we learned new programs, new ways of working, new ways to deliver energy education and execute our mission. As school closures have required more at home learning for students, we've discovered more growth opportunities for family-centered energy education. NEF continues to fulfill our mission, cultivating an energy literate society, as we expand our reach and increase delivery method options.

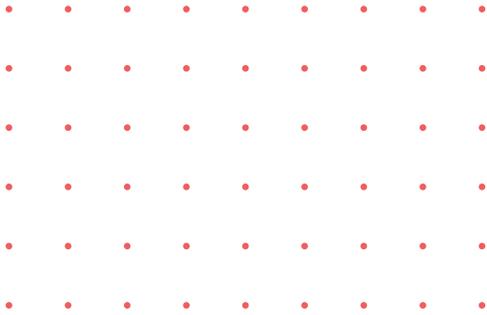


**Elissa Richards**  
*President*  
*National Energy Foundation*

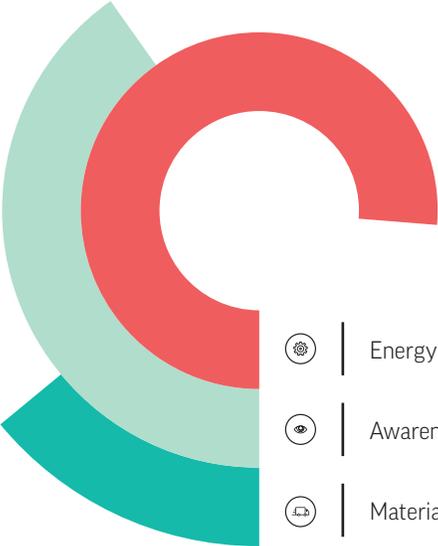


# FINANCIALS

The figures in this section reflect the National Energy Foundation's audited financial statements for the years ending on June 30, 2019 and June 30, 2020.



2019 - 2020  
**Revenue \$7,593,880**



-  Energy Management
-  Awareness
-  Materials Distribution

-  **\$6,240,283**
-  **\$1,140,314**
-  **\$213,283**

2019 - 2020  
**Expenses \$7,864,920**



-  Programs
-  Administrative
-  Development

-  **\$6,418,877**
-  **\$959,188**
-  **\$486,855**



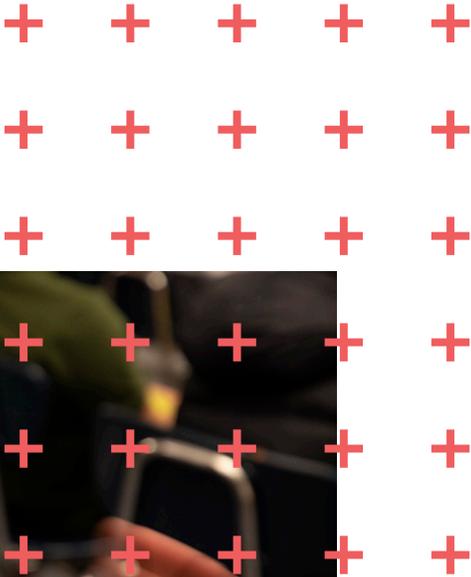
## + STATEMENTS OF FINANCIAL POSITION

ASSETS	2020	2019
<b>Current assets:</b>		
Cash and cash equivalents	<b>\$3,970,250</b>	\$3,459,932
Accounts receivable	<b>1,374,166</b>	1,607,633
Investments in mutual funds	<b>821,915</b>	722,916
Inventory	<b>47,260</b>	46,446
Prepaid premium materials	<b>272,334</b>	295,171
Other current assets	<b>30,273</b>	21,080
<b>Total current assets</b>	<b>6,516,198</b>	6,153,178
<b>Property and equipment:</b>		
Office equipment	<b>321,798</b>	321,398
Less accumulated depreciation	<b>(286,748)</b>	(270,543)
<b>Property and equipment (net)</b>	<b>35,050</b>	50,855
<b>Deferred compensation plan:</b>	<b>382,776</b>	266,673
<b>Total assets</b>	<b>\$6,934,024</b>	\$6,470,706
<b>LIABILITIES and NET ASSETS</b>		
<b>Current liabilities:</b>		
Accounts payable and accrued liabilities	<b>\$212,345</b>	\$902,346
Refundable advance	<b>250,000</b>	-
Deferred revenue	<b>1,123,788</b>	85,881
<b>Total current liabilities</b>	<b>1,586,133</b>	988,227
<b>Deferred compensation plan</b>	<b>386,635</b>	266,673
<b>Total liabilities</b>	<b>1,972,768</b>	1,254,900
<b>Net assets:</b>		
<b>Without donor restrictions:</b>		
Undesignated net assets	<b>3,722,508</b>	3,805,372
Board designated net assets	<b>1,238,748</b>	1,410,434
<b>Total net assets</b>	<b>4,961,256</b>	5,215,806
<b>Total liabilities and net assets</b>	<b>\$6,934,024</b>	\$6,470,706

## + STATEMENTS OF ACTIVITIES

	2020	2019
<b>Revenue and Support:</b>		
Materials distribution	<b>\$213,283</b>	\$202,180
Less cost of materials	<b>20,821</b>	24,981
<b>Gross margin</b>	<b>192,462</b>	177,199
Program sponsors	<b>7,380,597</b>	9,529,302
Miscellaneous revenue	<b>30,881</b>	51,678
<b>Non-materials revenue and support</b>	<b>7,411,478</b>	9,580,980
<b>Total revenue and support</b>	<b>7,603,940</b>	9,758,179
<b>Expenses:</b>		
<b>Program services:</b>	<b>6,418,877</b>	7,430,850
<b>Support services:</b>		
Administrative	<b>959,188</b>	961,778
Development	<b>486,855</b>	714,118
<b>Total support services</b>	<b>1,446,043</b>	1,675,896
<b>Total expenses</b>	<b>7,864,920</b>	9,106,746
<b>Other Income:</b>		
Unrealized gain (loss) on investments	<b>6,430</b>	2,212
<b>Total changes in net assets without donor restrictions</b>	<b>(254,550)</b>	653,645
Net assets without donor restrictions, beginning of year	<b>5,215,806</b>	4,562,161
<b>Net assets without donor restrictions, end of year</b>	<b>\$4,961,256</b>	\$5,215,806

# PROGRAMS



**Presentations: 1,406**  
**Teachers: 5,252**  
**Energy Efficiency Kits**  
**Distributed: 152,525**  
**Students: 149,367**  
**States: 9**

## + ENERGY MANAGEMENT

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

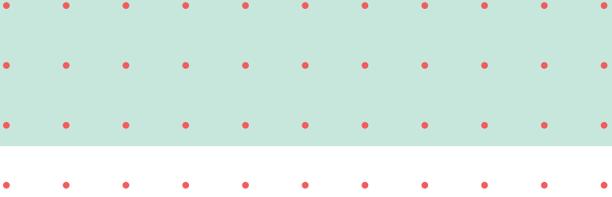


## + ENERGY AWARENESS

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: 799**  
**Teachers: 2,145**  
**Students - Direct: 50,901**  
**Students - Indirect: 4,475**  
**States: 11**



## + STUDENT COMPETITIONS

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

Competitions: **6**

Students: **3,976**

States: **6**



## + MATERIALS DISTRIBUTION

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



Teachers:  
3,497

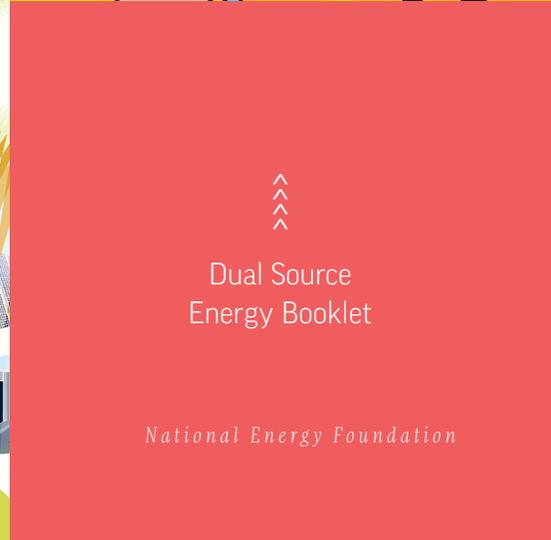
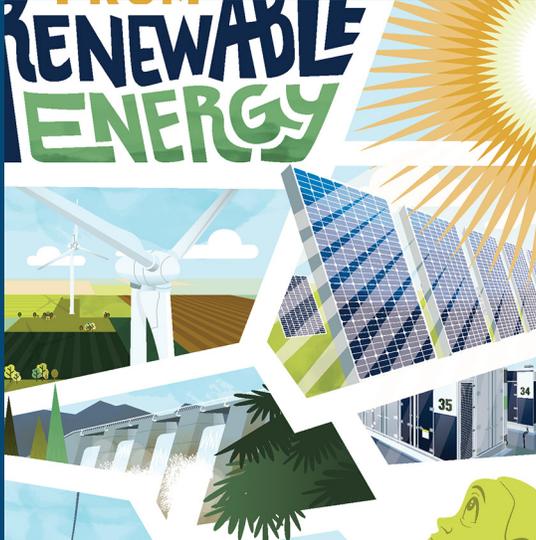
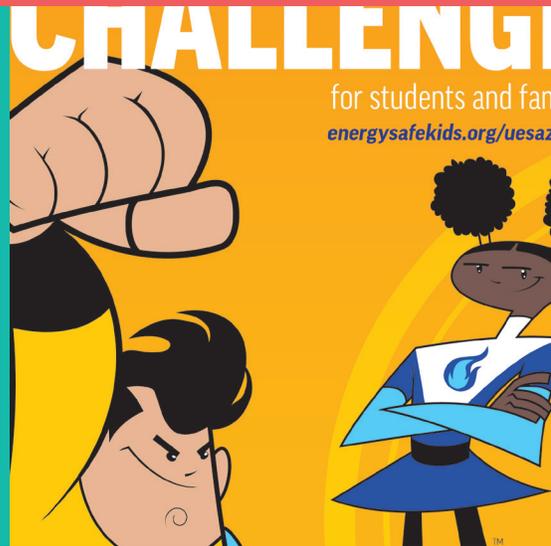
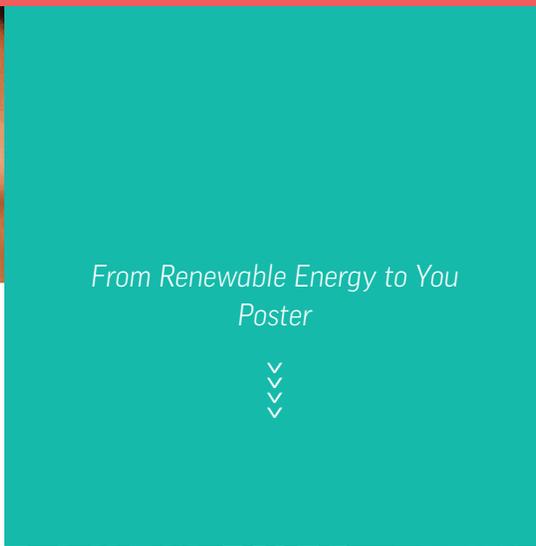


Students - Indirect:  
169,050

# CURRICULUM 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 meeting our mission and helping our sponsors accomplish their energy education goals. The following curriculum projects were completed:

- Jr. High Workforce Development Booklet
- Adult Workforce Development Booklet
- *From Renewable Energy to You* Poster
- Innovation Suites of Curriculum - for two Utility Partners
- New Dual Source Energy Safety Booklet
- Spanish Natural Gas Safety Game
- Something in the Air (a Renewables Game)
- Become an Energy Champion - Electrical Efficiency
- Become an Energy Champion - Natural Gas Efficiency
- Energy Efficiency Virtual Classroom Presentation
- Workforce Development Webinars for Utility Interns
- Workforce Development Newsletters for Utility Interns



# PUBLIC RELATIONS

## NATIONAL NETWORK & COMMUNICATIONS

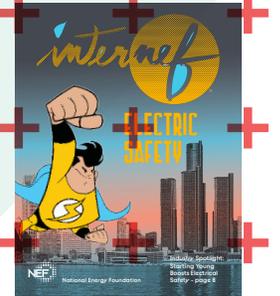
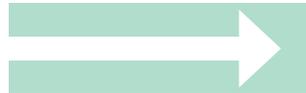
NEF is actively engaged in the energy network and promotes the organizational mission to the public in a fun and educationally friendly way.

Industry Meetings and Conferences: **14**

InterNEF's Distributed: **1,600**

Seats on Industry Boards: **4**

In the News: **5**



Cyber Academy Learns About Energy Usage

# 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. With many of these programs canceled due to COVID-19, our efforts turned to local humanitarian needs.

- Collected hygiene supplies and organized individual bags for the Utah Refugee Center and the Cottonwood High Refugee Pantry.