



# 20 ANNUAL REPORT 24



National  
Energy  
Foundation



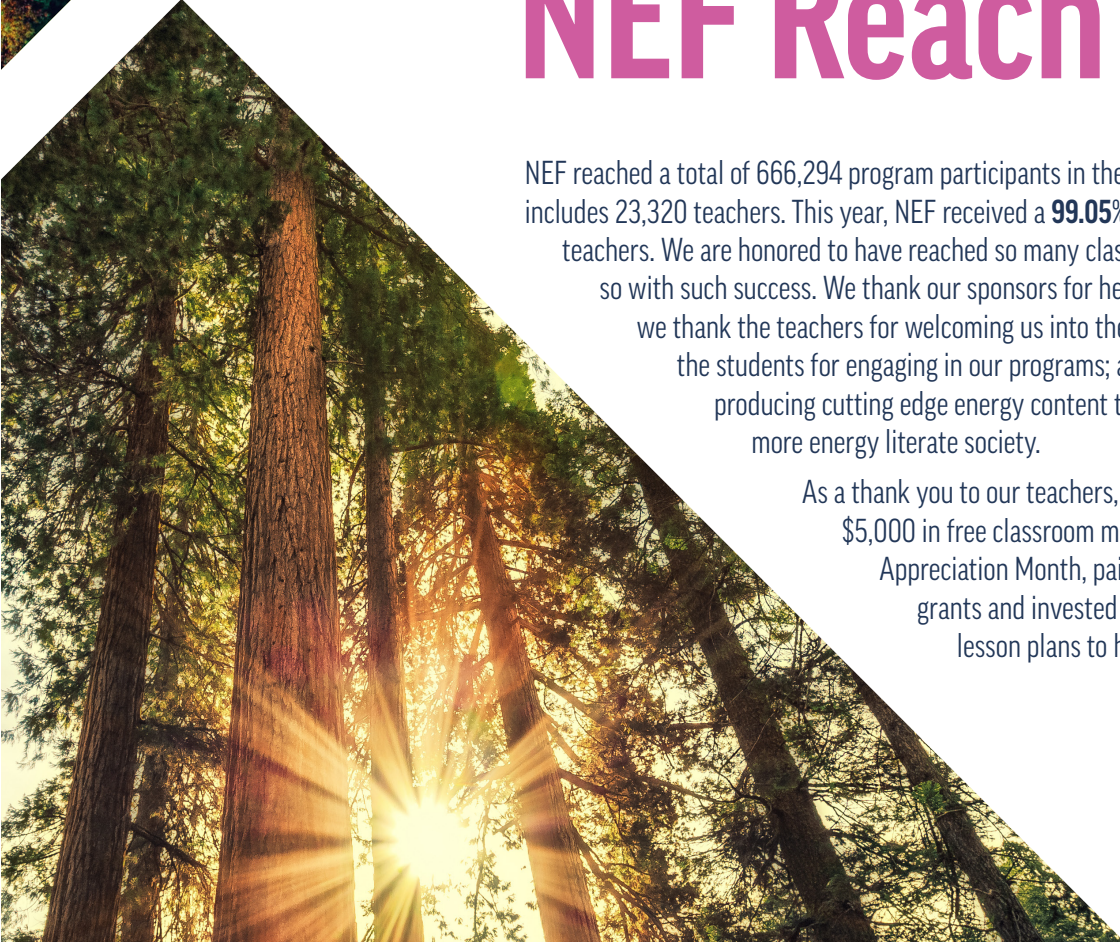
# President's Message

As we reflect on an incredible year, I'm proud to celebrate the growth and innovation the National Energy Foundation (NEF) team has achieved. Through our commitment to reaching new audiences across the U.S., we launched programs that have expanded our impact and deeply engaged our communities in fresh, meaningful ways. We initiated a fun virtual reality (VR) electric vehicle (EV) game and an intriguing secondary program, Innovation, with robust inclusion of workforce development education.

NEF's workforce development curriculum is powerful and integrated into many NEF programs. Our staff, strengthened by new talent and development opportunities, is at the heart of this success, working to realize our mission with creativity and passion. We've laid a foundation for lasting change with our partners and are ready to build on this momentum in the coming year. Thank you for being part of NEF's journey.



## NEF Reach



NEF reached a total of 666,294 program participants in the last fiscal year. That includes 23,320 teachers. This year, NEF received a **99.05%** approval rating from teachers. We are honored to have reached so many classrooms and to have done so with such success. We thank our sponsors for helping make this happen; we thank the teachers for welcoming us into their classrooms; we thank the students for engaging in our programs; and we thank our staff for producing cutting edge energy content that leads to creating a more energy literate society.

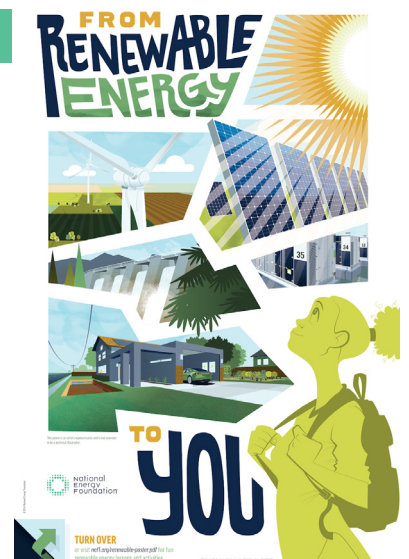
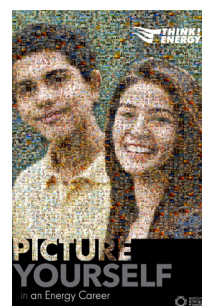
As a thank you to our teachers, we distributed nearly \$5,000 in free classroom materials for Teacher Appreciation Month, paid out \$74,634 in teacher grants and invested in developing more free lesson plans to help engage students.

# ENERGY EFFICIENCY

Think! Energy is NEF's brand of energy efficiency programs, consisting of four program modules developed to target various age groups. Think! Energy combines energy curriculum with efficient products and STEM-based education, driving measurable behavioral changes that result in verifiable, cost-effective savings.

In 2022, NEF conducted a second National Energy Literacy Survey, following up on the original survey in 2017. Between the two surveys, over 3,500 high school students were surveyed about energy attitudes, behavior, and knowledge. Across the board, survey results showed a significant decrease from 2017 to 2022 in energy-efficient behaviors and positive attitudes among high school seniors, as well as a decline in energy knowledge. All three declines were likely as a result of another survey finding: significantly more students getting their energy information from social media. Knowing this, NEF has begun working even harder to ensure our programs will help reverse these trends.

NEF reached nearly  
**7,000**  
schools  
this last  
fiscal year



# NEF NATION



## Washington

Wattsmart and rEV? Washington is getting a bit of everything! By partnering with Pacific Power, NEF's core mission of cultivating an energy literate society is on full display in Washington (and Oregon). These two programs aim to educate students about how energy is produced and used and how to save it! They also help open the door to energy careers by fostering interest in the industry.



## Nevada

Nevada is safe AND efficient! Our long standing partners at Southwest Gas not only are helping us keep students in Nevada (as well as Arizona and California) safe around energy with Energy Safe Kids, they are also using Think! Energy to increase energy efficient behaviors.



## Colorado

In Colorado, Xcel Energy has reached 87% of all students eligible for our programs. This incredible reach is key to cultivating an energy literate society across the state. Our relationships with the schools and teachers have been instrumental in furthering our mission.



SOUTHWEST GAS



Xcel Energy®

WATTSMART®





## Michigan

NEF has partnered with UPPCO to reach every school within their territory with Think! Energy! And if that's not enough, the sponsor continues to successfully implement rEV to help educate students in Michigan's Upper Peninsula about transportation electrification and the opportunities it provides.



## Indiana

Energy efficiency is the name of the game with AES Indiana! Thousands of students are reached annually with NEF's teacher-directed Think! Energy program, including energy efficiency kits. These kits contain pipe insulation, door sweeps, aerators and so much more leading to millions of kWh saved annually in the state of Indiana.



## Pennsylvania

In Pennsylvania, NEF works with UGI Energy Services to deliver energy efficiency programs as well as safety programs. Think! Energy programs provide students with crucial knowledge to reduce energy consumption in their homes, and Energy Safe Kids programs educate them on how to be safe with natural gas!



## Kentucky

rEV in Kentucky! NEF is proud of our partnership with the Kentucky Energy and Environment Cabinet. Through this program 9,655 students learned about EVs and transportation electrification all across the state of Kentucky.



# Curriculum Focus

## rEV 2.0 & Energy Careers

Curriculum is key to everything we do at NEF. It is the backbone of our programs. By developing programs that align with national education standards, address industry concerns and engage students across the board, NEF has been able to achieve a 99.05% approval rating from participating teachers. This doesn't happen by being stagnant. NEF loves to innovate! We have introduced new posters, games, lesson plans, career videos and so much more in just the last year.

One way NEF maintains its edge in curriculum is through the invaluable support of our Educator Advisory Council. This group of active educators helps us understand the challenges teachers are facing and figure out ways to make sure our message is reaching the students in our programs.

rEV has grown yet again! NEF continues to expand the program's offerings with video, VR and teacher activities. All this hard work has led to growing rEV to reach thousands more students and signing contracts with new partners.



**"This is a great program that is well received by our students and really sparks creativity and problem solving."**

*-rEV teacher in New Mexico*

Targeted workforce development initiatives prepare the current and future workforce for emerging opportunities within the EV sector, from manufacturing and maintenance to infrastructure development and policy-making. This dual approach not only accelerates the adoption of green technologies but stimulates job creation, economic growth and resilience within communities, paving the way for a cleaner, more sustainable future.

**rEV**  
the electrifying education experience

# Safety growth over last 3 years

The Energy Safe Kids (ESK) program is making a nationwide impact by partnering with utility companies and state energy offices to teach students, teachers and families about electric and natural gas safety. Aimed primarily at fourth grade students, ESK delivers interactive classroom presentations that cover key safety concepts and help students understand the importance of using energy safely.

In addition to ESK live presentations, the ESK Academy program delivers educational materials directly to K-12 teachers, including take-home safety booklets, classroom posters and access to a custom website with interactive resources. Secondary teachers can also explore career pathways in energy safety with dedicated educational resources designed to support this learning. These tools help educators teach energy safety and encourage students to share their knowledge with families. Since 2021, the program has grown significantly, reaching approximately 125,460 students in 2021 and expanding to 292,230 students in 2024, reflecting the growing demand for energy safety education.

By fostering awareness and safety practices, the program helps create a lasting culture of energy responsibility. Through ongoing collaboration with utility and state partners, ESK is shaping safer, more informed communities across the nation.

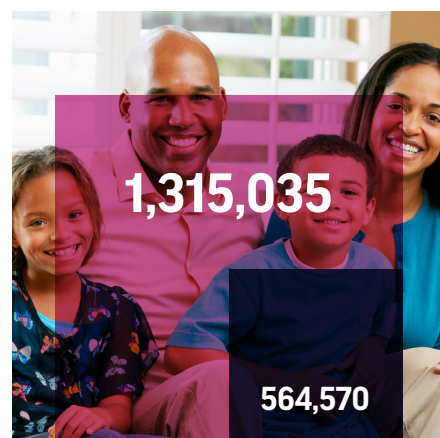
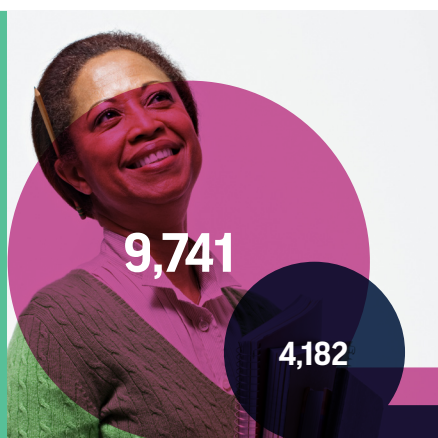


## Teachers

## Students

## Family Members

■ 2021  
■ 2024



based on 4.5  
people per  
household



## Energy Smart Seniors

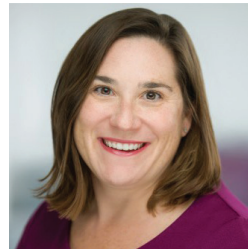
K-Gray! NEF has been hard at work implementing our Community in Action (CIA) programs and Energy Smart Seniors to reach an audience of all ages.

NEF distributes kits alongside helpful energy saving tips to members of the community. Kits include LEDs, pipe insulation, efficient shower heads and more! But it's not just about providing items. CIA and Energy Smart Senior programs promote efficient attitudes and behaviors by explaining advances in smart grid technology, teaching efficiency best practices and helping participants better understand the energy landscape as it is today.

# Board Chair's Message

The energy landscape is evolving faster than ever in an era marked by rapid transformation. Building an energy literate society is as important as ever as we work to achieve the energy and environmental goals of our nation, starting with K-12 education. By building energy awareness early on, NEF empowers the next generation to engage thoughtfully in advancing our energy future. Foundational education focused on energy, energy careers and sustainability helps inform young minds and inspires future leaders and innovators within our industry.

NEF is committed to collaborating with diverse partners to drive educational initiatives that deepen energy awareness across all communities. Together we can prepare students with the knowledge and skills necessary to succeed in, and contribute to, advancing innovative and sustainable energy systems. Thank you to the NEF staff for your continued dedication and partnership as we invest in the education that will fuel our industry's future.



**Jennifer O'Shea**  
VP Communications  
American Gas Association

**Want to learn more?**  
Contact the National Energy Foundation here:



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