

20 Annual 25 Report





President's Message

At the National Energy Foundation (NEF), we are on a mission to cultivate and promote energy literacy. We've taken bold steps forward this year. We integrated our award winning energy workforce videos into curricula, sparking curiosity and inspiring students to see themselves as tomorrow's energy changemakers. We brought energy to life through immersive virtual reality experiences, giving participants a chance to explore the power and potential of energy careers firsthand.

From Bright Kids in primary grades to Energy Smart Seniors, NEF now reaches "K to Gray," ensuring everyone has the knowledge and tools to make informed energy choices.

This progress is fueled by the stellar performance of the NEF team and the invaluable guidance of our teachers, students, partners and NEF's insightful Board of Directors. Together, we are building on our mission of cultivating energy literacy.

Elissa Richards
President & CEO

Reach

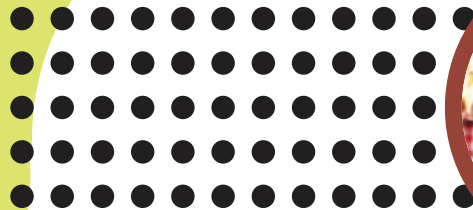
674,627 Students

27,457 Teachers

702,084 Total Participants

297,128 Kits Distributed

99% Approval Rating



NEF's mission is to promote energy literacy, and the best way to do that is to reach as many people as possible! This past fiscal year we reached more than 700,000 total participants across the country. Nearly 675,000 of these were students eager to learn about safety, efficiency, electric vehicles (EVs) and other energy topics.

Meanwhile, we also reached more than 25,000 teachers, achieving a remarkable 98.68% approval rating. One key way NEF maintains strong relationships with teachers is our influential Educator Advisory Council. The council is a group of dedicated educators who participate in various NEF programs around the country and meet multiple times a year to provide feedback, keeping us informed on changes to the education landscape.

With 50 full-time staff and nearly 100 energy educators presenting around the country, NEF is incredibly proud to have achieved this level of impact in our communities. We receive hundreds of comments like this from a high school teacher in New Mexico: "This is a great program that is well received by our students and really sparks creativity and problem solving!" This feedback is from a parent: "I love how excited our daughter came home. She seemed to think the presenters were very engaging and fun." Receiving feedback like this helps us know we are on the right track.

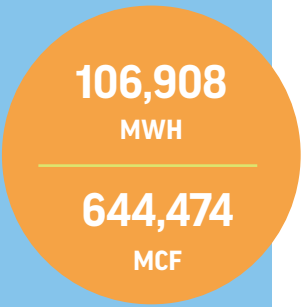


Efficiency

NEF's utility-sponsored Think! Energy programs continue to expand throughout the country. Bright Kids (grades K - 3), Take Action! (4 - 7), Innovation (8 - 12) and Energy Smart Seniors all achieved record numbers of both program participants and energy savings during the past fiscal year, with more than 95% of participants receiving take-home energy efficiency kits.

The installation of measures from those kits produced over 106,908 MWH and 644,474 MCF in savings. Students learn how to Take Action! in their own homes. They bring the kit home, along with a Home Energy Worksheet (HEW) and an NEF Family Guide that walks them and their families through the steps to install the kit items.

SAVINGS



An Energy Efficient Impact

"I love how excited our daughter came home. She seemed to think the presenters were very engaging and fun" - Parent in Michigan.

But it is about more than just savings. These programs have a lasting impact on students, who truly become the energy champions in their homes. A Pennsylvania-based teacher said, "This program gets students engaged and empowers them to take charge of their energy consumption." This impact drives us here at NEF to continue working towards a more energy literate and efficient society.

NEF NATION

Oregon & Utah

PacifiCorp expanded our ESK Academy to the Pacific Northwest. NEF supplies teachers in their territory with an in-depth presentation, online learning materials, games and so much more. Keeping families safe is the name of the game for this program!

California

The City of Colton Electric Utility is NEF's first rEV partner in California. The fully teacher directed program has been a huge success, and NEF and Colton made a well received joint presentation about the program at the Utility Energy Forum (UEF) in Cambria, CA.

New Mexico

Reaching more than 5,000 high school students annually, the school-to-home approach is exemplified in NEF's Innovation program with PNM. The program reaches students with energy education, efficient technologies and career-focused curriculum, helping to build the next generation of energy smart workers.

Texas

This year NEF partnered with General Motors to bring EV knowledge to classrooms through the rEV Interactive Experience. With their help, NEF brought VR, actual electric vehicles and a passion for EV innovation to schools in their communities.



Michigan

In partnership with Consumers Energy, DTE Energy, Efficiency United, UPPCO and SEMCO, NEF is delivering our popular Energy Smart Seniors program to thousands of senior citizens across Michigan. Delivering efficiency kits, education and answers to questions about the ever-changing energy landscape are great ways to give back to our communities.

Indiana

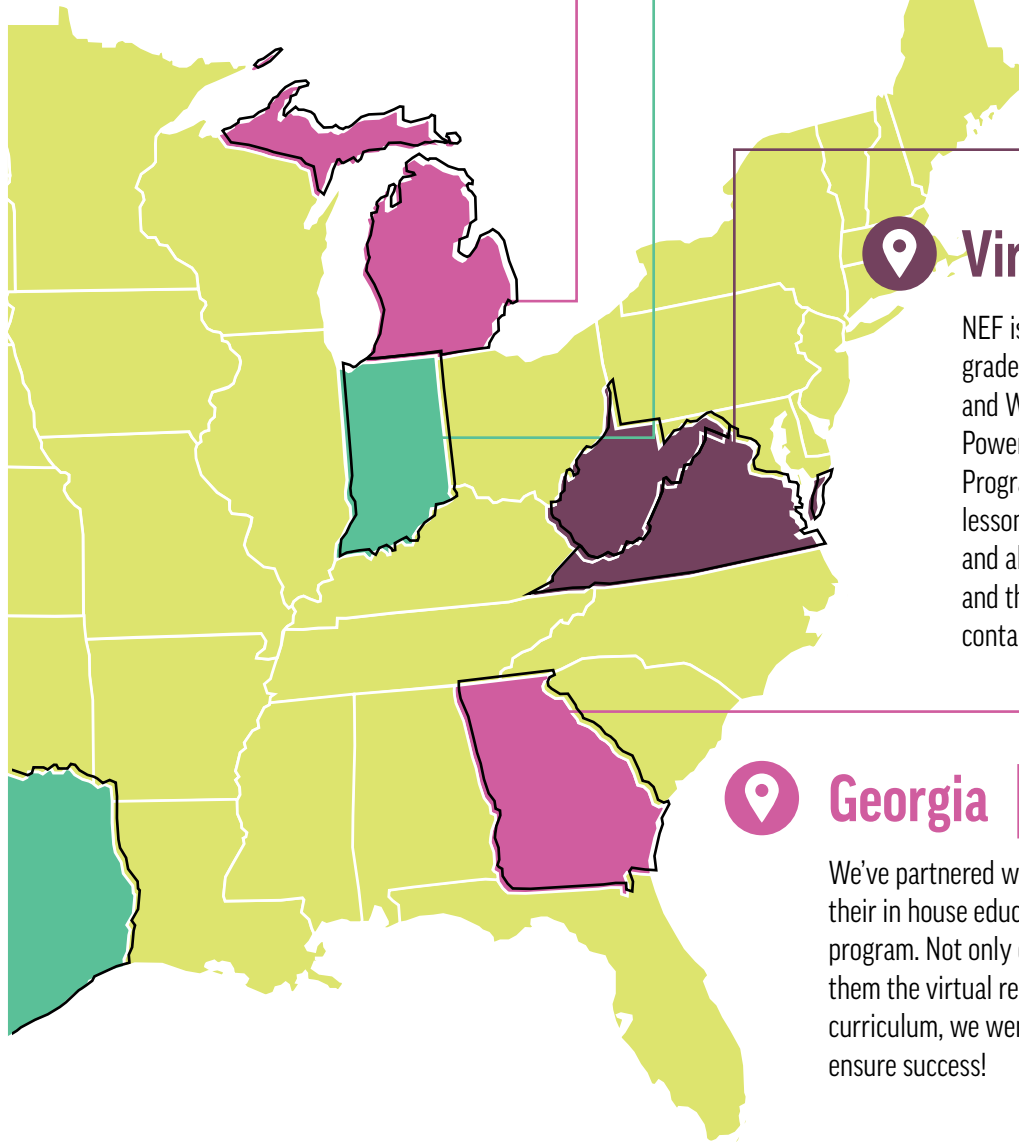
Impact takes many forms, and NEF's partnership with Boone Power shows how meaningful outreach can thrive in communities of every size. Through live presentations in local elementary schools, NEF delivers engaging energy education to students and families, ensuring even rural areas benefit from these experiences.

Virginia & W. Virginia

NEF is now reaching thousands of fifth grade and high school students in Virginia and West Virginia through Appalachian Power's new School Energy Efficiency Kits Program. The program teaches lifelong lessons on energy and water efficiency, and all participating students, teachers and their families receive TakeCharge kits containing energy saving devices.

Georgia

We've partnered with Georgia Power to train their in house education team on our rEV program. Not only did we spend time teaching them the virtual reality (VR) elements and curriculum, we went into the field with them to ensure success!

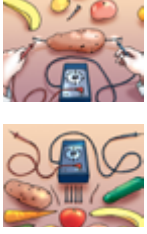


Curriculum

Curriculum is the key to NEF's success in many ways. It encompasses the presentations, educational experiences, videos, posters, websites and lesson plans that go into participating classrooms. During the past fiscal year, NEF has continued to add to and evolve our curriculum with a dedicated, in-house curriculum team. From custom art and motion graphics to multi-day camp activities and incorporating virtual reality, the NEF team is on the cutting edge of education materials development.

One ongoing priority for NEF's curriculum team is the creation of lesson plans. We have heard countless times from educators that access to this bank of lessons they can pull from year-round is a great resource. NEF ensures each lesson meets national standards, and many of them incorporate multiple disciplines. Each lesson is meticulously crafted and then reviewed periodically to make sure its content is still up to date, given the dynamic world of energy.

		Electrodes		
		Copper/Zinc	Copper/Steel	Zinc/Steel
Fruits and Vegetables	Apple			
	Orange			
	Carrot			
	Banana			
	Lime			
	Tomato			
	Lemon			
	Potato			
	Cucumber			
	Other			

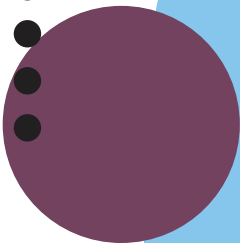
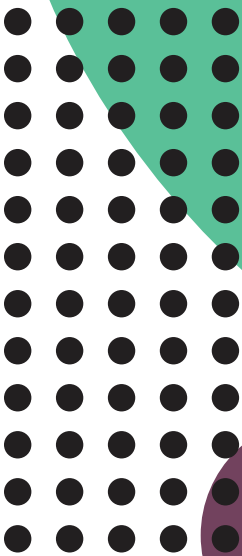


Taken from "It's Electric" lesson plan



Revvng up for rEV is one of our favorite things to do! This program uses electric vehicles to introduce students to concepts about electrification, smart grids and careers in energy. Speaking of careers, one of the biggest additions to the program this year was the Telly Award-winning set of videos on careers in energy. As students learn more about electric vehicles and watch videos about potential career opportunities, they begin to picture themselves in the energy future.

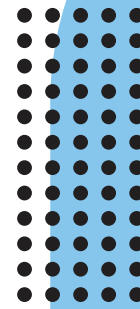
Reaching 18,522 students during the past year, the rEV program has quickly established itself as the pre-eminent EV education program in the country, targeted to secondary students. The engaging choose your adventure style video experience can be paired with an EV show and tell, giving students a chance to see an EV up close and personal, and with an engaging virtual reality experience. NEF's VR modules allow the students to catch a glimpse of what it takes to become an EV technician, a lineworker or other exciting energy-related careers.



This past year, NEF invested in a full refresh of the Energy Safe Kids (ESK) program, enhancing one of our longest standing and impactful initiatives. Today, ESK offers a comprehensive suite of grade-tailored resources, from engaging classroom presentations to the ESK Academy, which delivers take-home booklets, posters and digital tools directly to K-12 classrooms. Updates included redesigned logos, the introduction of new characters to better engage older students and design enhancements throughout ESK's digital assets. Together, these updates ensure ESK continues to provide consistent, age-appropriate and impactful safety education for students at every grade level.

A key milestone was the launch of a new ESK website. Designed to be sleek, kid-centric and user friendly, the site houses a wealth of resources for teachers, students and families. These include classroom lessons, interactive games, digital versions of student take-home booklets and extension activities that bring safety learning into the home.

By continuing to evolve and innovate, ESK remains one of NEF's most impactful and recognizable programs. With an updated design and refreshed resources for teachers, students and families, the ESK program helps ensure that energy safety remains at the forefront of classrooms and communities nationwide.



ESK



Energy Smart Seniors

NEF's Energy Smart Seniors program uplifts a vulnerable and often overlooked population. With increasing economic pressure on fixed incomes, energy savings make a significant difference for older adults who often face difficult trade-offs.

In the last year alone, our amazing NEF energy educators visited 73 senior centers to deliver engaging presentations on practical strategies and tools for wise energy management. A total of 4,120 individuals were provided with complimentary energy efficiency kits full of impactful, easy to install measures to help lower their utility bills while keeping them safe and comfortable.

The Energy Smart Seniors program led to energy savings of 941,033 kWh and 174,880 therms! That is equivalent to more than half a million dollars in savings and the environmental benefit of planting more than 20,000 trees.

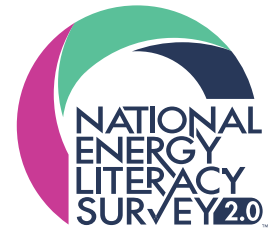
Participants consistently tell us how appreciated the program is. Seniors ask us thoughtful questions, love sharing their stories and often keep us longer than planned, in the best way!

Survey

In 2022, NEF conducted the second National Energy Literacy Survey of High School Seniors and discovered an alarming drop in energy-related attitudes, knowledge and behaviors compared to the original survey in 2017. Based on these findings, the NEF board has instructed NEF to conduct a third national survey in the fall of 2025.

NEF is partnering again with Cicero Social Impact to conduct the survey, reaching 1,500 students across the U.S. in a randomized, stratified sample. This robust sample will allow NEF to produce and share insightful demographic breakouts, including findings that examine energy literacy by gender, ethnicity, household income, parents' education level, urbanicity and political preference.

Throughout 2026, NEF will share results at various industry conferences and meetings; additionally, survey findings will be available through an interactive tableau at NEF's corporate website nef1.org/survey. For information about the survey, or if your organization is interested in hosting a presentation, please contact Gary Swan at gary@nef1.org.



Board Chair

The energy landscape is evolving faster than ever, and building an energy literate society has never been more critical. For nearly 50 years, the National Energy Foundation has advanced this mission, bringing essential topics like efficiency, safety, EVs and energy careers into classrooms and communities nationwide, starting with K - 12 education.

In 2025, NEF reached more than 700,000 students and teachers, introduced immersive virtual reality experiences, integrated workforce development education into many programs and trained more than 90 professional energy educators. These accomplishments reflect NEF's commitment to preparing young people and communities with the knowledge and skills to engage thoughtfully in our energy future.

I am grateful to the NEF staff and partners for their dedication and collaboration. Together, we are building bridges between education and action, ensuring equitable access to energy knowledge that will power thriving communities nationwide.

Courtney Galatioto
NEF Board Chair, VP SEPA

