Agenda

● Introduction to All In Energy

● How We Work with Communities

● Our Impact to-Date
All In Energy Overview

- All In Energy is a 501(c)(3) non-profit, founded in 2018
- We partner with communities to drive adoption of clean energy products and services
- Our campaigns are designed to reach ALL members of your community, with a focus on underserved populations
- We hire and train staff from underrepresented populations to execute our campaigns
Accelerating an inclusive clean energy economy
All In Energy works at the nexus of two challenges

Massachusetts has nation-leading energy incentive programs

AND

Opportunity to serve more renters and moderate income and multilingual families

Massachusetts’ clean energy economy is growing

BUT

Women and people of color are underrepresented
Our approach

- We bring energy efficiency and renewable energy to all communities
- We bring diverse talent to careers in the clean energy industry
Here is how we work with communities
Our model, community-based social marketing

We build **partnerships** with **trusted** local **organizations**

We connect **face-to-face** with residents

We help them **navigate** complex process to get benefits
How we do community outreach

- We hire diverse staff and partner with community organizations and cities.

- We work with a network of home performance contractors and clean energy companies.

- We execute co-branded outreach campaigns by designing customized print and online materials and educating the community face-to-face.

- We help residents access and benefit from programs and products that save money and energy.
Our additional support is needed and valued

“This has been extremely helpful for us. In fact, the house has been comparatively and consistently warmer than before after the installation of the new thermostat.”

Ashzabin, Cambridge Renter

“Thanks to All In Energy, I just got my house insulated, for free. It wasn’t an easy process, but All In Energy stuck with me through the whole thing. I’m looking forward to a warmer home for the winter and lower heating bills!”

Essie, Metropolitan Baptist Church, Roxbury
We prepare our staff for careers

By doing outreach, our team learns how to talk to customers

We then introduce them to careers in the industry

This prepares our staff for their next role in the clean energy industry

When our staff join other companies, they diversify the industry and help to serve our communities better
Our programs
Pilot: Codman Square $aves Energy

Launched in Summer 2018. Expanded to other Boston neighborhoods
Cambridge renter program

Help 300-400 renters in Cambridge save money through no-cost home energy assessments, place a multilingual energy specialist, create outreach career pathway
Coming this year: Municipal Partnership Programs in Lawrence and Methuen

We helped City of Lawrence win a spot as an official Community Partner in a new utility program with National Grid and Columbia Gas. We are building a Spanish speaking team to serve these cities.
Our impact thus far
We have helped residents save energy

1,639 Residents Educated
377 Property Owner Energy Assessments Completed
139 Renter Assessments Completed
136 Weatherization Jobs
Est. Total Savings/Year: $294,636
754,308 kWh
56,796 Therms
We are helping Cambridge renters save

101 renter assessments completed
Plus 46 assessments for homeowners

Install $165 worth of instant savings measures per apartment on average

Est. Total Savings/Year:
$205/apartment
$30,135 collectively
We have recruited a diverse team

We work with partners, community colleges, and field team to find talent
57% People of Color, 52% women, 48% multilingual
We have launched clean energy careers

8 of our former interns have found next position in industry
Conclusion
Why invite All In Energy to your community

- Community-partnerships are the heart of our model. Activating your community is our #1 priority

- As a mission-driven nonprofit, we focus our efforts on reaching and supporting underserved populations in addition to single-family homeowners
  - Renters
  - Non-English speaking/Limited English Proficiency (LEP) residents
  - Moderate income residents (60-80% of state median income)

- We can customize a program to meet your needs and budget
  - No-cost options
  - Multiple HPCs
  - Additional products (rooftop or community solar, heat pumps, EVs)
  - Small business outreach program
Questions? Contact for more information

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Founder Bios

Rouwenna Altemose
- Climate change education
- Diversity and inclusion

Gabe Shapiro
- Clean energy marketing
- Community program management
We are piloting a path to energy specialist

Jean Alofan
Rental Property Energy Advisor
Fluent in English, Portuguese, French

In partnership with Neeeco, a Mass Save certified home performance contractor
All In Energy Financial Supporters

All In Energy is building a strong foundation of diverse funding sources:

- **Foundations (26%)**
  - The Boston Foundation
  - tBf
  - New England Grassroots Environment Fund

- **Government Grants (20%)**
  - City of Cambridge

- **Corporate Donations (4%)**
  - abode
  - Build Lab
  - ne-eco

- **300 Individual Donors (26%)**

- **Earned Revenue (23%)**
  - Resonant Energy
  - Relay Power
  - HomeWorks Energy, Inc.
We’ve been growing and plan to continue

- **Organization Founded**
  - April 2018

- **Pilot in Dorchester**
  - April 2018

- **Expand in Boston + Cambridge**
  - 2019

- **Add Lawrence + Methuen**
  - 2020

- **Continue expansion**
  - 3-5 years

- **Renter audits**

- **Homeowner audits**

- **Add new products**

- **Community solar**

- **Continue expansion**

Our model is built on past success of large scale demand generation campaigns

- Home Energy Assessment Community Partners
- Electric Vehicle / Smart Charging Campaigns
- Rooftop Solar Campaigns
- Air Source Heat Pump Campaigns