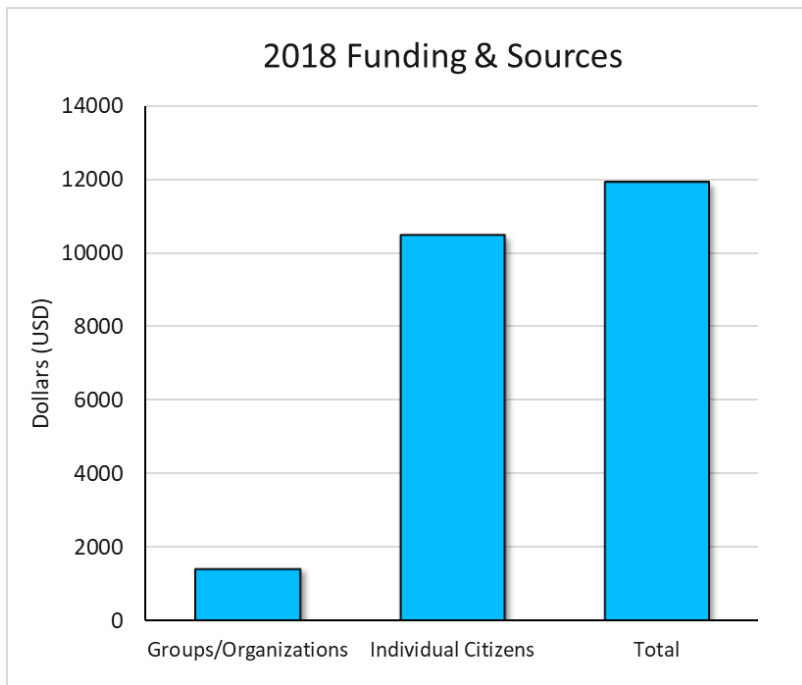


On the Road for Climate Action!

2018 Accomplishments



Funds Raised

\$11,899

Expenses

\$9,800

Surplus Applied to 2019

\$2,099

Funding & Sources: Funds raised for 2018 consisted entirely of individual donations from citizens as well as donations from churches, non-profits, and one school. All work was 100% volunteer-based, therefore labor hours were not considered as an expense. Most work was carried out by project founders Dr. Shahir Masri and Athina Simolaris. Our 2018 expenses were mostly related to our 11-week national climate outreach project across 36 states, and included costs of transportation, lodging, and food. With total project expenses amounting to \$9,800, we were proud to report a surplus of approximately \$2,000, despite nearly 3 months on the road. This surplus is being applied to our 2019 climate outreach projects.

For every \$100 you donated, we:

Delivered 1 climate presentation to 30 people

AND EITHER

Published 1 original climate video

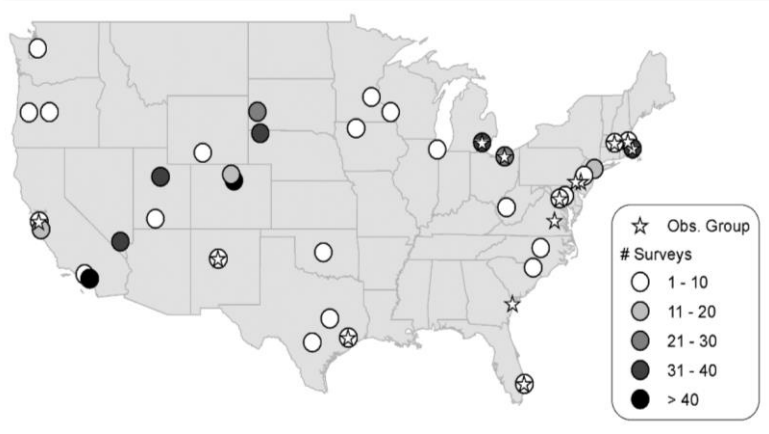
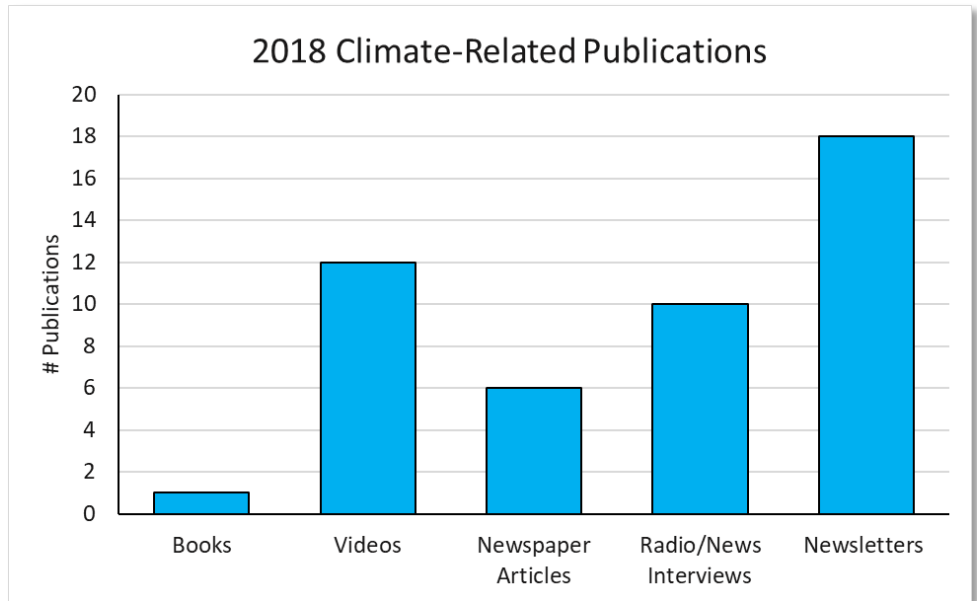
Got 1 climate-related article published in a major newspaper

Collected & analyzed 10 climate surveys

Published 1 newsletter

Climate Action Begins with Information!

Here's how we reached the public to raise awareness about climate change in 2018...

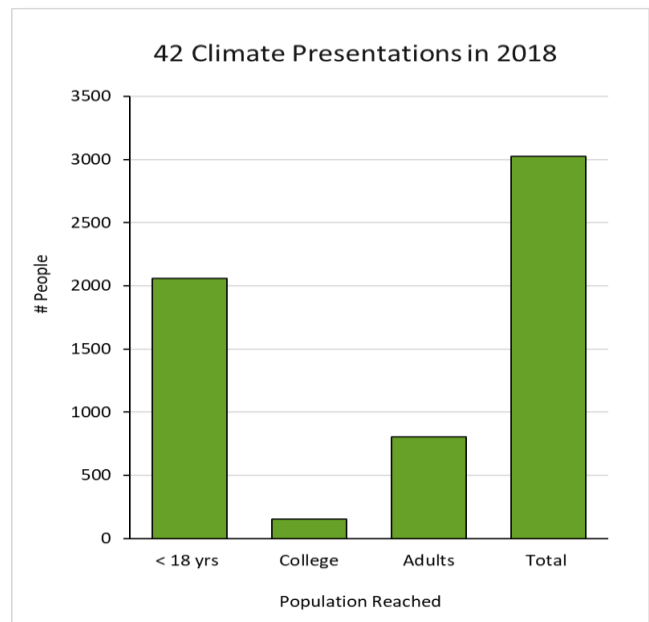


500 Climate Surveys!

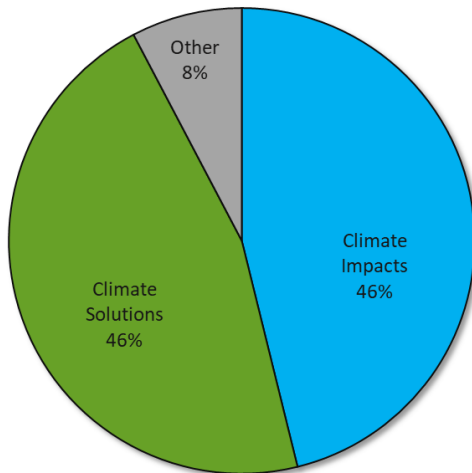
We collected 500 climate surveys from residents across 30 states in order to gauge public sentiment around climate change and in turn better inform climate communication and outreach. Survey results have been analyzed and summarized in a scientific manuscript that is currently undergoing peer-review.

We reached over **3,000 people** across the U.S. with in-person presentations!

+ 2,000 kids
 +150 college students
 +800 adults



2018 Video Content



12 Videos!

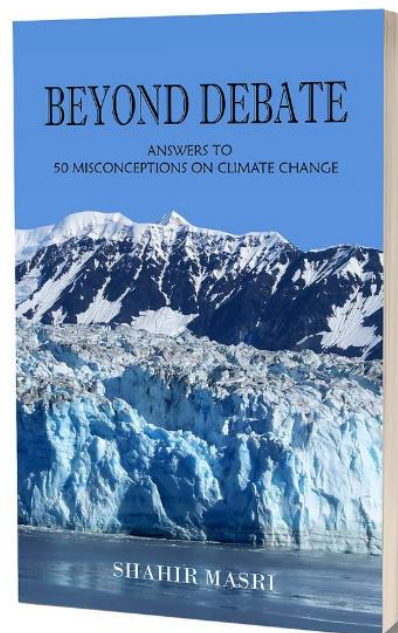
As “watching” increasingly becomes preferred over reading, videos are essential ways to reach the public.

We recorded, edited, and published **12 videos** related to climate change!

1 Book Publication

While *Beyond Debate* was published independent of project funding, this book has nonetheless been closely tied with our climate outreach. The book **debunks 50 climate misconceptions in 50 chapters**, serving as a resource for those who are climate activists and who are curious. While we cannot track all sales, we’re excited to confirm *Beyond Debate*:

in 33 states
and 4 countries!



Website traffic for www.RoadForClimateAction.com experienced **10x growth** in 2018

Social media following saw **2x growth**

18 Newsletters were published!

Thank You to Our 2018 Funding Sources!

Super Donors

Mark Moehlman, Inez Osborne, Thomas Osborne

Grand Donors

Orange County Interfaith Coalition for the Environment, Houston Sierra Club, One Hope, The Foote School, St. Mark Presbyterian, COLAnow.org, Environmental Systems Research Institute

Teri Osborne, Harold Orlando, Arthur Winer, Jun Wu, Frank Lane, Mark Tabbert, Craig Preston, Claudia Siri-Nunez, Jerry & Bobbi Dauderman, Bob & Caroline Taylor, Robert Peterson

Other Valued Donors

Joseph Distefano, Brett Cease, Bonni & Dave Stachowiak, Brent Burke, Lance Gorji, Shadia Masri, Maureen Simolaris, Amanda Buks & Adam Santella, Judi Conroy, We Compost, Jeremy Cyr, Lea Y, Chris McDonald, Stephanie Phelan, Allyson Jackson, George Ramsey, Adam Jacobowitz, John Renna, Kathleen E.

Anonymous Donors

Thank you to all who left anonymous online donations and who left donations at our events. Although we do not have your names, we are equally grateful for your generous support!

Project Helpers

Thank you to Teri Osborne, staff and volunteers from the Citizens' Climate Lobby, and all others who helped us plan and organize presentations/interviews, offered us overnight accommodations and meals, and other logistics during our national climate outreach efforts. Your help was invaluable!

Super Donors and Grand Donors contributed \$1,000 or more and \$100 or more to our 2018 project, respectively.

It Doesn't End Here!

To donate to future projects, or help as a volunteer, please visit:

www.RoadForClimateAction.com

Email:

RoadForAction@gmail.com

