IMPACT REPORT

2022

THE CLEO INSTITUTE
MORCE CLIMATE CRISIS, LESS FLORIDA
Dear CLEO Members and Supporters,

You have made CLEO’s mission and values yours, and you have pushed us to take on more challenges and new paths to meet our priorities and goals. We will remain at the forefront of the climate conversation in order to make a difference, and a few of this year’s highlights include making significant connections across Florida and around the country. From local classrooms, media platforms, through government offices, and on to the White House to celebrate the passing of the biggest climate legislation in US history, we thank you for allowing our passion and voices to ring loud and clear!

CLEO’s community engagement efforts continue, especially for the most at-risk, making sure that local, state, and federal efforts are focused on frontline communities. In 2022, we engaged with more than 1.5M, 804K through social media, 320K through our youth-led podcast, reached more than 4,000 through our climate training programs, and appeared in more than 50 local or national media outlets. One of our proudest achievements this year was the launch of our bold media campaign “Florida: The Emergency State,” which aimed to drive the national conversation about Florida’s urgent changing climate issues that reached more than 400 million people worldwide through earned media!

At the intersection of climate and health, we partnered with Miami-Dade County for the release of their first-ever Extreme Heat Action Plan; and with the Health Foundation of South Florida and their Black Health Summit, to shine a light on and help reduce the health and economic impacts of the climate crisis on communities of color. We launched our Empowering Resilient Women fellowship program to build community resilience with the support of the Health Focus Foundation and worked with the City of Tampa to develop their Climate Action & Equity Plan helping vulnerable communities be at the center of the conversations.

Additionally, our advocacy efforts continue to make significant strides forward. I personally feel most proud of our effort to continue building youth advocacy. From calling on Congress to pass significant climate legislation to launching GenCLEO college chapters in Tallahassee, Orlando, Tampa, and Miami, to the many action alerts or rallies seeking climate justice, defending rooftop solar at the state capital, getting the state of Florida to craft Renewable Energy goals, protecting the Urban Development Boundary line in Miami-Dade, calling out power utilities at the Public Service Commission to increase their energy efficiency standards, or by publishing an open letter calling them out on their lack of climate goals...their relentless energy and drive fills me with tremendous pride and hope. Thus, in 2023, The CLEO Institute will make it an even bigger priority, to build a robust grassroots youth membership that will make climate a top voting issue in 2024 and beyond! I hope that we can count on your support.

The CLEO Institute is laser-focused on continuing our commitment to educating and empowering communities to demand climate action, ensuring a safe, just, and healthy environment for all. With your support, we look forward to scaling our efforts in Florida, making climate and protecting our precious environment something all Floridians can rally behind!

Onwards!

In sincere gratitude and appreciation,

Executive Director
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ABOUT CLEO

OUR MISSION

To educate and empower communities to demand climate action, ensuring a safe, just, and healthy environment for all.

OUR VISION

To live in a world in which all people, governments, and organizations are informed, engaged, and taking action on critical climate issues.

OUR VALUES

- Heed the Science
- Seek Social Justice
- Respect Earth’s Limited Resources
- Value Community and Collaboration
- Prioritize Accountability and Transparency
- Respect Multiple Approaches to Solving the Climate Crisis
Founded in 2010, The CLEO Institute is the only women-led nonprofit, nonpartisan organization in Florida exclusively dedicated to climate education, advocacy, and engagement. The devastating hurricanes, the increased flooding, and rising temperatures that we regularly witness in Florida underscore the importance of CLEO’s work.

Building community resilience and adaptive capacity require an informed, engaged, and prepared public. We work with government, business, academic, and community leaders to advocate for long-term equitable solutions. CLEO’s top-down, bottom-up approach is helping Florida, the most vulnerable state to climate impacts, become more resilient by empowering Floridians to take climate action.

We believe that, due to the urgency of the science, the only way forward is to build a robust movement that can demand climate action from our elected leaders in the next election cycles, because:

- The climate crisis is unjust.
- We are all feeling the impacts now, and it will be worse in the near future for our kids and future generations.
- Floridians care about the environment.
- Together we can make the difference.
- Youth are leading the way!
BOARD OF DIRECTORS

CLEO Board President

Daniel Dietch

1st Vice-President of CLEO Board

John Morales

2nd Vice-President of CLEO Board

Lindsey Wolfson Goldsmith

CLEO Board Treasurer

Dr. Bernard Horowitz

CLEO Board Secretary

Ed Freedman

Board Member Emeritus

Dr. F. Lynn Leverett

Tomás E. Castellanos

Mario Facella

Dr. Cheryl Holder

Cindy Lerner

Delaney Reynolds

Brent Saiontz

Dr. Harold Wanless
The CLEO Institute was honored to present its highest award to Congresswoman Kathy Castor representing Florida's 14th Congressional district, which includes Tampa and parts of Hillsborough County.

Congresswoman Castor has a long-established track record of fighting for all that makes Florida special.

She has been a trailblazer and a climate champion who chairs the House Select Committee on the Climate Crisis. In June 2020, she led Democratic members of the Committee to unveil a comprehensive plan titled "Solving the Climate Crisis: The Congressional Action Plan for a Clean Energy Economy and a Healthy, Resilient, and Just America." This summer, Congresswoman Castor was pivotal in passing the biggest climate legislation in our history, the Inflation Reduction Act. This law allocates 369 Billion dollars for climate action/resilience and would reduce about a gigaton (a billion metric tons) of global warming emissions by 2030 and position the U.S. within reach of its climate goals by no later than 2050.

We could not think of anyone more deserving of our highest honor!
CLEO currently has several programs throughout the community to help build climate literacy and resilience, which include:

- CLEO Speakers Network
- Empowering Resilient Women
- GenCLEO Youth Empowerment Movement
- Climate Resilient Schools
- Teachers Network - Climate across the curriculum
- Online courses:
  - Climate and Food Policy
- Climate Trainings in the community:
  - CC101 for organizations, companies, nonprofits and others.
- Climate Podcast
  - House on Fire
- Advocacy Campaigns
  - Florida, the Emergency State
### BY THE NUMBERS 2022

<table>
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<th>486 climate presentations given by graduates</th>
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<td>2167 climate conversations by participants</td>
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<td>80% of the participants found the CLEO Policy Handbook very useful!</td>
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**1261 total acts of civic engagement!**
- 175 letters written to an elected representative (local, state, Congress)
- 189 total public comments submitted
- 90 times speaking at city or county commission meetings
- 273 calls to elected officials
- 534 emails to elected officials
Empowering Resilient Women was created as a response to the visible gaps that left marginalized communities under-represented and under-supported in emergency preparedness.

- 6 month fellowship, to increase long term civic engagement, climate justice and advocacy outcomes.

- 96% ERW participants have a greater understanding of the connection of food, health, and gender as it relates to the climate crisis after participating in this program.

- 87% ERW participants feel more integrated in their community since participating in this program.
CLIMATE TRAININGS

CLIMATE AND FOOD POLICY

SUMMER COURSES 2022

Learn how to support a sustainable and fair food system.
Gain insight into the state and local intersections of the climate crisis and food justice.
Grasp the consequences of climate change in the food chain.
Understand the climate solutions currently available.
Explore policy opportunities at the local & state level
Propose climate solutions that focuses on climate justice.

CLIMATE VOTER

#CLIMATEVOTER

Webinar
- Navigates the Election Process
- Promotes Civic Engagement
- Encourages Civic Duty
- Empowers Community Members
- Welcomes Climate Change Solutions

ARE YOU A #CLIMATEVOTER?

Checklist
- Advocates for Clean Renewable Energy
- Practices a Zero Waste Lifestyle
- Demands Climate Justice
- Values Biodiversity
- Attends the CLEO #Climatevoter webinar

CLEO Impact Report 2022
COMMUNITY ENGAGEMENT

ACROSS FLORIDA

124 Climate Trainings
4,038 People Trained
7,096 People Engaged
Attendees at virtual statewide meetings

College campus chapters opened in 2022:
- Florida State University - Tallahassee
- University of Central Florida - Orlando
- University of South Florida - Tampa
- Florida International University - Miami
- University of Miami
- Miami-Dade College

GenCLEO Summer field trips to state & national parks:
- North Florida: Florida Caverns State Park
- Central Florida: Weeki Wachee Springs State Park
- South Florida: Biscayne National Park
CLIMATE RESILIENT SCHOOLS

850+ students across Florida
- Miami Dade Public Schools
- Broward County Public Schools
- Orange County Public Schools
- Polk County Public Schools
- Hillsborough County Public Schools
- Osceola County Public Schools

After school Middle & HS program
- 86 Chapter Members
- 44 New students certified

Climate Across The Curriculum
- Participant stipends
- PD hours
- Climate enriched standard aligned lesson plans (CPALMS) & materials

SPOTLIGHT

The National Science Teaching Association (NSTA) is Publishing CLEO’s Lesson Plan On Integrating Citizen Science with Social Justice to Drive Climate Literacy.
TEACHERS NETWORK

CLIMATE PD TRAINING - OCTOBER 2022

13 Breakout Sessions
8 Climate Lesson Plans
6 Guest Speakers

THE CLEO INSTITUTE
MORE CLIMATE CRISIS, LESS FLORIDA

CLEO Impact Report 2022
Cheryl Holder, MD, CLEO Board member and Caroline Lewis, Founder & Sr. Adviser of The CLEO Institute, led a discussion on the Health Impacts of Climate Change at the Black Health Summit, organized by the Health Foundation of South Florida.

Partnered with Miami-Dade County for the release of their first ever Extreme Heat Action Plan.

Prepared an action alert and in current discussion with Orlando Utilities Commission (OUC) regarding coal ash concerns, and provided comments to the EPA on regulation rules.
FLORIDA, STATE OF EMERGENCY CAMPAIGN

417+ MILLION REACHED WORLDWIDE!

Target Audience
- Floridians voters 18+
- Tourists visiting the state
- Snowbirds and other individuals living seasonally in Florida
- Elected Officials/ Policymakers
- Government Officials

PR Results

| 436 | TOTAL HITS |
| 3,634,833 | ESTIMATED PUBLICITY VALUE |
| 417,175,169 | TOTAL REACH |

THE SUNSHINE STATE COULD BECOME THE STATE OF EMERGENCY. RISING SEAS, EXTREME HEAT AND CHRONIC FLOODING ARE WORSENING EVERY YEAR. Help us stop the climate crisis by taking action now! Visit CLEODinstitute.org/FloridaInEmergency

CLEO Impact Report 2022
FLORIDA, STATE OF EMERGENCY CAMPAIGN

This campaign got earned media in English Media Outlets, as well as Spanish Media outlets, and its social media presence was powerful and informative.

YouTube video has gotten 46,479+ views since published on September 12th, 2022

- Impressions: 362,789
- Reach: 121,000
- Total Interactions: 4,563
- Video Link Clicks: 2,207

Outlets with the Highest Reach
- Yahoo! News – 64.4M
- Infobae – 51.2M
- Yahoo! Finance – 45.5M

Social Media Echo
- Unique Audience – 1,736,689
- Publicity Value - $121,918.92

1000+ PETITION SIGNATURES

SCAN ME
**Social Media Presence**

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<tr>
<th>Number of Followers</th>
<th>Facebook Reach</th>
<th>Instagram Reach</th>
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<tbody>
<tr>
<td>6210 Instagram</td>
<td>481,330</td>
<td>323,457</td>
</tr>
<tr>
<td>4900 Facebook</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4722 Twitter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1229 LinkedIn</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1603 TikTok</td>
<td></td>
<td></td>
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<tr>
<td>192 YouTube</td>
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**Spotlight**

Our new TikTok account, targeting youth, jumped from 130 followers in March to 1600, as of December 2022.
HOUSE ON FIRE PODCAST

YOUTH LED CLIMATE PODCAST

S2E2 - CLIMATE, HEALTH AND JUSTICE NEWS FROM THE FRONTLINES WHERE ACTION IS THE ANTIDOTE TO DESPAIR.

S2E3 - INTERVIEW WITH MIAMI-DADE COUNTY MAYOR DANIELLA LEVINE CAVA

S2E10 - CHRIS CASTRO BREAKS DOWN HOW THE IRA CAN MAKE FORIDA LIVE UP TO ITS NAME: THE SUNSHINE STATE

IMPRESSIONS BY AGE GROUP

- 25-34: 36.6%
- 18-24: 22%
- 35-44: 11.3%
- 13-17: 6.2%
- 65+: 5.2%
- 45-54: 4.5%
- 35-44: 4%
- 13-17: 0.1%
- 65+: 0.1%

9.9K LINK CLICKS
$0.23 COST PER LINK CLICK
67K POST ENGAGEMENTS
$2.3K SPEND
320K IMPRESSIONS
55K VIDEO VIEWS

Production by Unicorn Fire Studios
ADVISORY & PLANNING GROUPS

- Resilience 21
- SECAR-EJCOP (NOAA), SouthEast & Caribbean - Environmental Justice, Communities of Practice
- Aspen Ideas: Climate
- FIU Ferré Foundation
- The Black Health Summit
- The Miami Foundation
- Miami-Dade College, Earth Ethics Institute
- SCDEP
- RCAP, Regional Climate Action Plan
- USGS, United States Geological Survey, Community Engagement
- University of Miami CAMP Program
- Clean Energy For All
- International Women’s Forum
- Miami-Dade County - USACE
- Miami Beach Chamber of Commerce
- The Resilience Roadmap - Duke University
- Orange County Sustainability Board
- Orange County Building Blocks
- Save Our Solar (Tallahassee)
- Climate Strike at the Capitol (Tallahassee)
- Tallahassee Earth Day Festival
- Tampa Bay Resilience Leadership Summit
- Florida Food Policy Council (Tampa)
THE INFLATION REDUCTION ACT

The Inflation Reduction Act is a historic commitment to build a new, clean energy economy, powered by American workers that will create good-paying union jobs and cut the pollution that is fueling the climate crisis and driving environmental injustice. The Inflation Reduction Act will provide billions of dollars in grant and loan programs and other investments for clean energy and climate action. The law advances also commits to delivering 40 percent of the overall benefits of climate, clean energy, infrastructure, and other investments to disadvantaged communities, including Tribes, communities with environmental justice concerns, rural areas, and energy communities something the CLEO Institute is proud to have been part of on so many fronts and thus was honored to have been invited to the celebration of its passing at the White House this past September.

This without doubt, was the biggest win in 2022!
PUSHING UTILITIES TO DO BETTER

In May of 2022, GenCLEO members from our Youth Empowerment Program, published an open letter to FPL calling for climate goals in the Miami Herald & Palm Beach Post. Several weeks later the executives from FPL met with the youth leaders.

In June, NextEra/FPL announced their “Real Zero” goal.
Pushed for Miami Dade County’s Mayor to establish the first-ever youth climate round table to foster collaboration between young people and County government on issues that affect the County’s long-term resilience.

After organizing many rallies, calls, letters with our partners, on April 27th 2022, Governor DeSantis officially vetoed the anti-net metering bill HB 741! The CLEO Institute applauded this veto and thanked Governor DeSantis for prioritizing energy independence for all Floridians.

The City of Tampa developed its first Climate Action & Equity Plan. CLEO held a series of community conversations and listening sessions to understand the energy burden and adverse climate impacts on the most vulnerable residents.

Added two youth seats inside the City of Miami’s Climate Resilience committee and increased $328K in funding to the Office of Resilience

State of Florida announced first ever 100% clean renewable goals!

BREAKING NEWS

FLORIDA’S YOUTH GET STATE OF FLORIDA TO ANNOUNCE 100% CLEAN RENEWABLE GOALS BY 2050
WHERE DOES OUR FUNDING COME FROM?

Grants: 67.4%
Individual donations: 21.3%
Events & Corporate Sponsorships: 7.8%

HOW DO WE SPEND IT?

Programs: 57.8%
Operational Expenses: 17.4%
Salary & Benefits: 23.3%
Special Events: 1.6%
We are grateful for the support from our partners and sponsors in fulfilling our mission, and thank them for their continued trust and collaboration.
“ACTION IS THE ANTIDOTE TO DESPAIR” — JOAN BAEZ

THANK YOU FOR YOUR GENEROUS SUPPORT!

THE CLEO INSTITUTE
www.cleoinstitute.org  I  305-573-5251
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MORE CLIMATE CRISIS, LESS FLORIDA