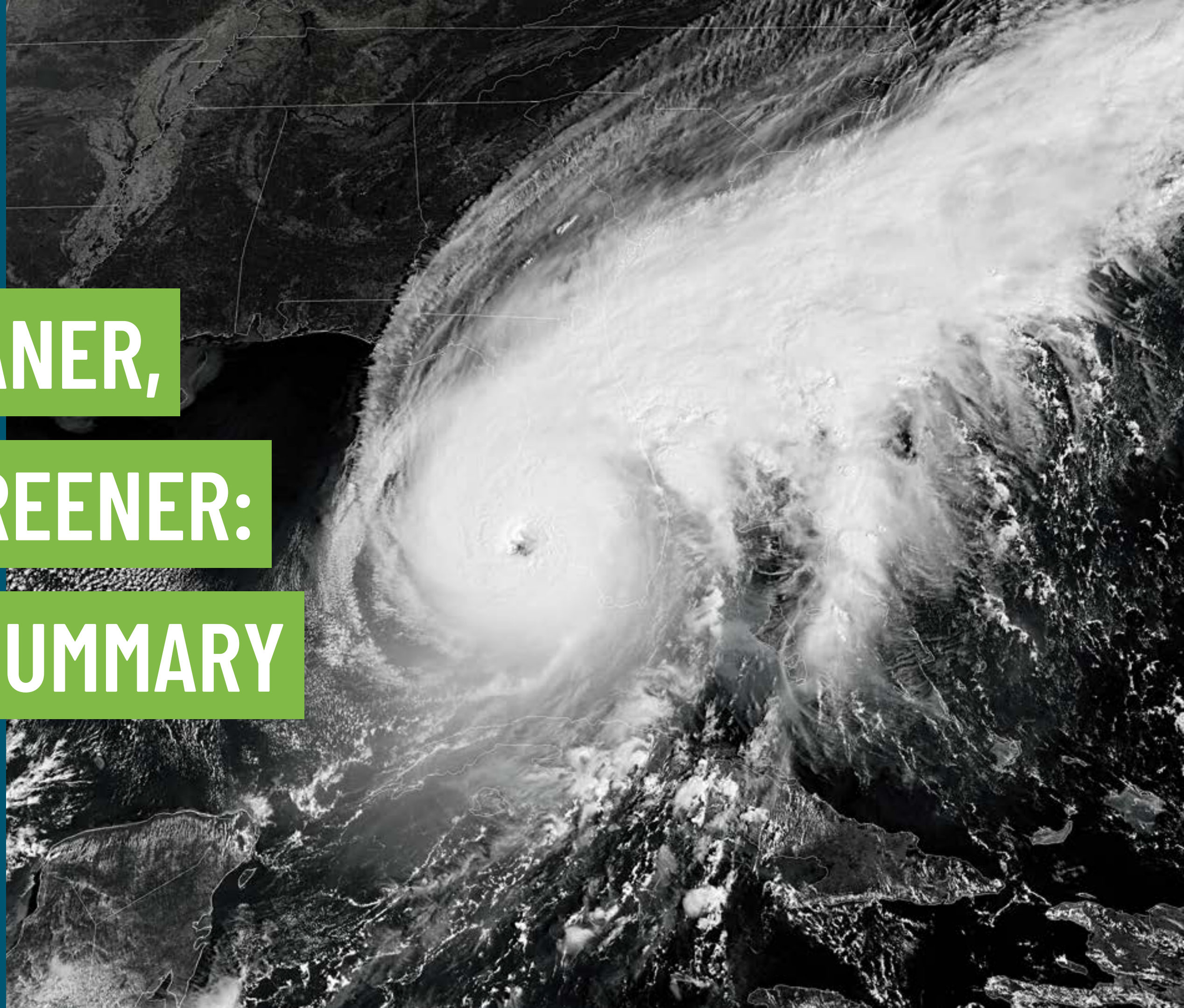


footprintproject.org™

**RESPOND CLEANER,**

**BUILD BACK GREENER:**

**2022 IMPACT SUMMARY**



# A MESSAGE FROM OUR TEAM



**Will Heegaard**  
Operations Director



**Jamie Swezey**  
Program Director



**Darcy Schatz**  
Administration Manager



**Nate Heegaard**  
Solar Specialist



**Victoria D'Amico**  
Program Associate

As we reflect on our triumphs and trip-ups in 2022, we first want to express our profound gratitude to all who make our mission possible. Whether you consider yourself a volunteer, partner, donor, sponsor, investor, supplier, follower, advocate, cheerleader... **if you are reading this, thank you.** Resilience really comes down to people, relationships, and community-building, and we are honored to build this community together.

This past year was one of root-setting and foundation-building. As we transitioned out of our 2021 Hurricane Ida and Kentucky Winter Storm responses, we invested heavily in Gulf Coast / Southeast regional recovery. The time and energy we put into relationship-building early in the year allowed us to more effectively mobilize resources after the 2022 Louisiana Tornadoes, Kentucky Flooding, and Hurricane Ian.

Russia's invasion of Ukraine put our small team's capacity to the test, but through a deep network of transnational partners, we were able to facilitate the rapid delivery of desperately needed lighting and solar power packages. Our first major international operation was driven by local relationships and multi-agency collaboration, but the scale of need has been a lesson in finding peace with our own limits.

In an effort to break the reactionary cycle of energy crisis response, we launched our Build Power program in July 2022. An outpouring of enthusiasm quickly sparked follow-on Build Power workshops with volunteer firefighters in California, disaster volunteers in Florida, and mutual aid groups in New Orleans. With each workshop, we grow our network of trained energy responders, scale our fleet of disaster-ready solar generators, and confront broader conversations on resilience, justice, and community empowerment.

Looking forward, **we are excited to focus our efforts on what we know works.** In 2023, we will concentrate on training grassroots networks of energy responders, because we've seen how it directly improves the quality of our response when the grid goes down. We know decarbonizing disaster response is a long road, and we intend to travel with deliberate, thoughtful steps. Thank you for being a part of this journey!

- Will, Jamie, Darcy, Nate and Victoria

# OUR MISSION



Footprint Project helps build back greener after disasters by providing cleaner energy to communities in crisis.

# OUR PROGRAMS

## DISASTER RESPONSE



We rapidly deploy mobile solar generators to power up responders and survivors.

## BUILD POWER



We develop fleets of community mobile solar generators and train local partners to plug in.

## UPCYCLE ENERGY



We reuse second-life solar, battery and electrical components to keep them out of landfills.

# DISASTER RESPONSE: 2022 IMPACT



SURVIVORS & RESPONDERS  
PLUGGED IN TO EMERGENCY  
CLEAN POWER

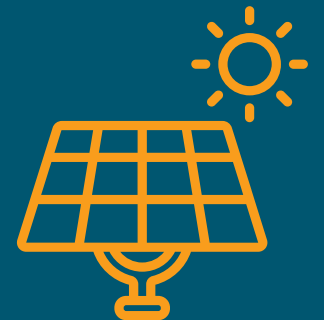
9

DISASTER RESPONSE  
DEPLOYMENTS



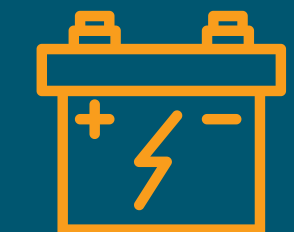
80

KILOWATTS  
OF MOBILE SOLAR



287

KILOWATT HOURS  
OF BATTERY STORAGE



# ARABI, LOUISIANA MARCH 2022



## ARABI, LOUISIANA



“

Footprint Project was a savior to us during the tornado back in March.

**Without their help, we would not have been able to provide food and resources to those impacted in our community.**

They went above and beyond to make sure we were taken care of.  
This organization is a lifesaver!

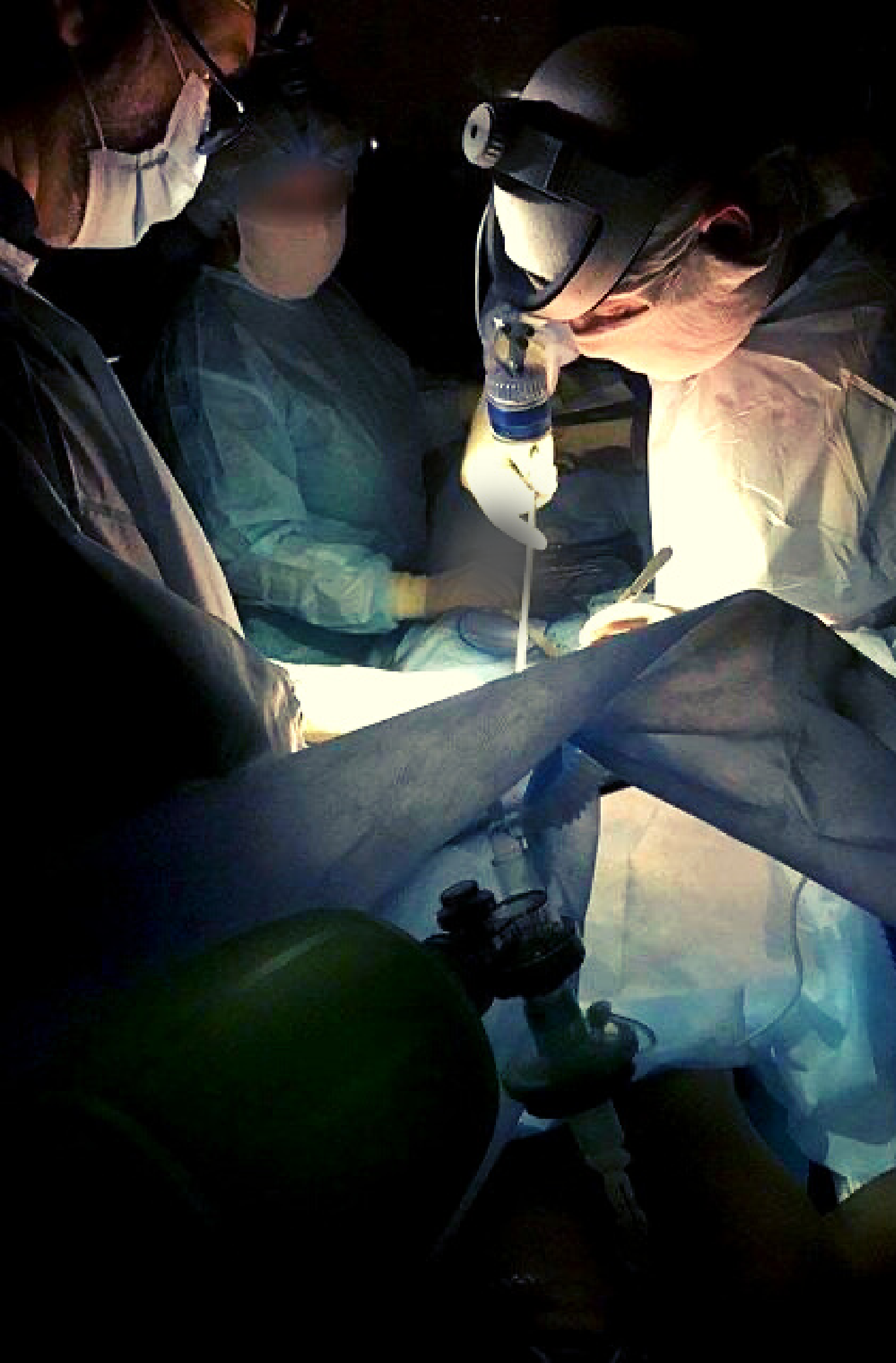
Jamie Richardson, Executive Director,  
Community Center of St. Bernard

”



**UKRAINE / MOLDOVA** APRIL 2022





# UKRAINE

Facilitated over \$400,000 USD of aid supplies to 15+ critical facilities, serving thousands of civilians and responders.



**64 LED Surgical Headlamps**  
For front-line clinicians.



**800 LED Winter Hats and Solar Lanterns**  
For first responders.



**600 Solar Reading Lamps**  
For shelters.



**50 Ipads and 70 Wifi Access Points**  
For hospitals and schools.



**25 Solar Generators**  
For medical facilities vulnerable to grid outages.

# UKRAINE

Thank you to our coalition of partners for helping us build back greener in Ukraine!



**SMARTAID**



**MOLDOVA WORLD CHILDREN'S FUND**



**MAC<sup>6</sup>**

unite to light





# JULY 2022 FLOODING EASTERN KENTUCKY

After historic rainfall led to deadly flooding and catastrophic damage in eastern Kentucky, we partnered with Solar Energy Solutions and Mountain Association to provide solar microgrids for the Buckhorn Children's Center in Buckhorn, KY and Appalshop in Whitesburg, KY.

**HURRICANE FIONA**

**SEPTEMBER 2022**



Footprint Project coordinated the deployment of our partner Empowered By Light's solar trailer to a Montessori school in Lajas, Puerto Rico. Students were able to get back in the classroom after Hurricane Fiona thanks to power from the solar trailer. Three other portable solar generators and two other solar trailers were activated as well, powering up a total of six resilience hubs.



# HURRICANE IAN

# SEPTEMBER 2022

While the local hospital remained without power after the storm, the United Methodist Church of Port Charlotte served as an Emergency Medical Services (EMS) triage center. An ambulance crew pulled double duty and learned how to set up a solar microgrid, enabling fellow paramedics to keep their operations running through the outage.

**HURRICANE IAN**

**FORT MYERS BEACH, FL**



In partnership with SmartAID and Information Technology Disaster Resource Center (ITDRC), our newest solar WiFi access point was dispatched to provide free connectivity and device charging support for survivors, responders, and rebuilders in Fort Myers Beach.

# NORTH CAROLINA SUBSTATION ATTACK

## Resilience in Action

Back in 2021, we built a mobile solar generator in partnership with Duke Energy. While awaiting its first disaster response deployment, we activated the trailer as a charging station at regional events for education and awareness.

In the fall of 2022, we trained the United Methodist disaster teams from North Carolina and Florida on mobile solar generator operations through our Build Power program.

When a substation attack cut off power to 45,000 North Carolinians, the United Methodist team used their new solar generator skills to deploy the Duke Energy solar trailer as a local energy access point for affected residents.

This story shows how disaster response programming can and should be patiently financed, hyper collaborative, locally driven, and sustainability minded.



**AUGUST 2021**  
Solar trailer built  
with Duke Energy



**OCTOBER 2022**  
United Methodist  
Build Power Workshop



**DECEMBER 2022**  
North Carolina  
Substation Attack



Duke Energy solar trailer deployed  
by United Methodist team



# NEW IN 2022: BUILD POWER





When it comes to deploying solar generators to disasters,

**WE ARE ONLY AS STRONG AS THE COMMUNITIES IN WHICH WE WORK.**

Grounded in the belief that the best way to create resilient infrastructure is to **build it together**, we launched our

**BUILD POWER**

program in July 2022.



# BUILD POWER: HOW IT WORKS

## TRAIN



Workshop participants learn solar generator basics and electrical safety in an interactive classroom setting.

## PRACTICE



Quickfire stations allow participants to practice skills prior to applying them to the generator build.

## BUILD

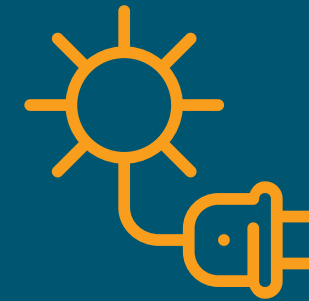


Working in teams, participants follow step-by-step instructions to assemble solar generators.

# BUILD POWER: IMPACT

15

**NEW MOBILE SOLAR GENERATORS BUILT**  
for community disaster response & resilience



**500 GALLONS  
LESS GAS PER WEEK  
IN THE FIELD**

73

**WORKSHOP PARTICIPANTS TRAINED**  
on solar generator operations & maintenance



**FIRST RESPONDERS  
NONPROFITS  
MUTUAL AID GROUPS**

84

**VOLUNTEER HOURS CONTRIBUTED**  
from corporate industry partners



**SAFETY  
SUPERVISION  
TRAINING**

“

**Our generator is going to a fire station that does not have any other back-up power.**

Building these solar generators was a great learning experience. We're leaving the workshop with skills and knowledge to deploy, maintain and troubleshoot the unit. It's a great new tool in our toolkit. Plus, since we built it from the training you provided, we can pass on what we learned.

Steve Shane, North Bay Fire,  
Fort Ross Station

”



**BUILD POWER:  
SONOMA COUNTY  
FIREFIGHTERS**

**BUILD POWER:**

**UNITED METHODIST**

**COMMITTEE ON RELIEF**

“

Even when we're coming in to respond to disaster, we're contributing to climate change every time we turn on a diesel generator.

**Solar technology makes disaster response cleaner and healthier, consistent with Global Ministries' commitment to just and equitable net-zero emissions by 2050.**

Rev. Jenny Phillips, UMCOR's Senior Technical Advisor for Environmental Sustainability

”



“

**The Build Power Workshop with Footprint Project  
is exactly what I've been looking for.**

I left with a solid understanding of all the components of a solar generator, how to build and use one, and how to calculate size needed, based on a given situation. I now have the skills to help my community in a concrete way during disaster relief and feel comfortable sharing my knowledge with others.

**New Orleans Build Power  
Workshop Participant**

”





**NEW IN 2022:**

## **DISASTER ACCESSIBILITY**

At Footprint Project, we believe that resilience is a human right. When disasters strike, both sustainability and accessibility fall to the wayside far too often.

This year, we partnered with NOLA Ready's Disaster Accessibility Team in the New Orleans Office of Homeland Security and Emergency Preparedness (NOHSEP) to help identify and serve individuals within the community that have trouble making it out to post-disaster resilience hubs.



**NEW IN 2022:**

**BATTERY EXCHANGE**

This year, we piloted battery exchanges for disaster relief in partnership with Together New Orleans and Groundwork New Orleans. With a solar trailer as the charging hub, community members without power 'checked-out' portable batteries to charge their cell phones at home. After their battery died, they could re-charge it at the trailer or exchange it for a fully-charged battery through a booth staffed with volunteers.





**BONNAROO**  
**MUSIC & ARTS**  
**FESTIVAL**

**Sustainable events as springboards for disaster resilience? Now that's something to celebrate!**

We went all out at Bonnaroo 2022! We charged hundreds of cell phones for festival-goers, took an Energy Census, powered refrigeration for a community kitchen, spoke on a panel, piloted e-bikes for on site transportation, and trained volunteers on solar generator deployment. Special thanks to:





# CORPORATE PARTNERSHIPS

From Global 500 companies to local solar installers, **partnerships make our mission possible.**

## WHY PARTNER WITH FOOTPRINT PROJECT?

Leverage your corporate foundation or marketing budget toward **Environmental, Social, and Governance (ESG) goals.**

Engage your employees with **exciting volunteer opportunities.**

Develop **dynamic media content** for marketing your business.

Invest in more **resilient, equitable communities.**

**PARTNERSHIP**

**HIGHLIGHT:**

**Schneider**  
Electric

**TIME**

**BEST INVENTIONS**

**2022**

Our partnership with Schneider Electric was recognized through **TIME's Best Inventions of 2022**. Footprint Project is supported by Schneider Electric through yearly foundation general operating support, in-kind equipment donations, and employee volunteer engagement.

“

Schneider Electric has been honored to partner with Footprint Project to aid disaster relief efforts when local communities need access to power most. While we have been able to contribute funds and equipment from the Schneider Electric Foundation, individuals on the Schneider Electric team have also invested personal time and effort to design and put in place the mobile microgrids using solar and other generation assets for an environmentally and financially sustainable solution.

**This partnership truly has exemplified our purpose of bridging progress and sustainability for all.**

Jana Gerber  
President, Microgrid North America,  
Schneider Electric

”



“

After natural disasters, the immediate response is often not the best long term solution. Footprint Project is flipping this paradigm by swiftly deploying solar and batteries that show the path toward sustainable, long-term solutions. This year, their post-hurricane responses in Florida and Puerto Rico illustrated that a better way is possible. Sunrun is proud to be a supporting partner of this effort.

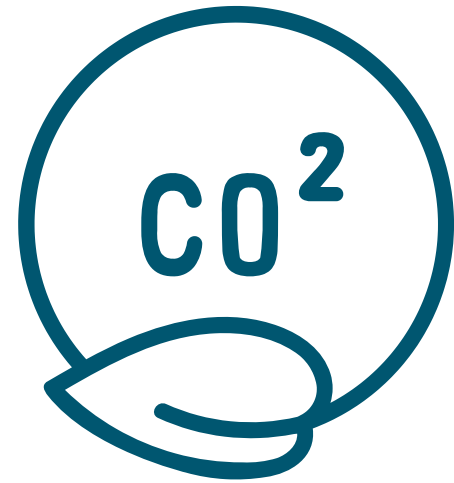
**Chris Rauscher, Senior Director,  
Market Development and Policy,  
Sunrun**

”

An aerial photograph showing a solar panel deployment site. A large array of solar panels is mounted on a trailer, being towed by a white ambulance. Other emergency vehicles, including a white van and a red truck, are parked nearby. A group of people is gathered around the solar array, and a dog is visible in the middle of the group. The scene is set in a grassy area next to a building.

## **PARTNERSHIP HIGHLIGHT: SUNRUN**

# OUR FOOTPRINT




We know our own response efforts are not climate neutral. In order to hold ourselves to the same standards of **sustainability and transparency** to which we envision all disaster relief organizations should be held, Footprint Project is developing our **wholistic impact** reporting framework.

Positive Tons of CO2 Avoided	Negative Tons of CO2 Emitted			
---------------------------------	---------------------------------	--	--	--

  
Cleaner Generators

  
Flights

  
Fuel

  
Shipping

**Response**  
(Ex. Hurricane Ian)

**6.74**

**0.38**

**5.76**

**?**

**Resilience**  
(Ex. Build Power Workshops)

**0.26**

**3.52**

**12.19**

**Note:**

## Questions We're Asking Ourselves

- How much carbon does it take to deploy a solar generator?
- How long does our fleet need to provide power in the field to justify the wholistic costs of deployment?
- When, where and how are we doing more harm than good?
- What are the knock-on effects - positive and negative, quantitative and qualitative - of our work?
- What can we measure now, what's opaque, and what's invisible?

Due to complexity of the reporting and internal capacity limitations, gaps exist in our calculations. For example, relief aid provided to Ukraine and Moldova in 2022 was not included in either positive or negative calculations. Shipments, travel and fuel expensed by volunteers and staff are minimal, but also not visible. Scope 3 downstream and upstream emissions are unknown.

# Lessons Learned

## Disasters are scaling faster than we are.

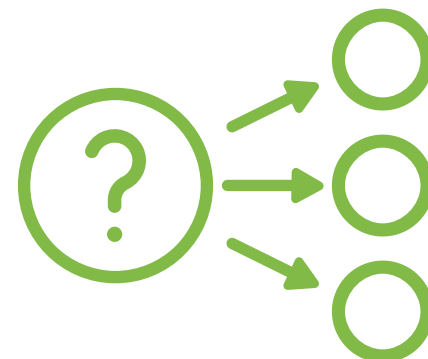
As climate emergencies increase in frequency, intensity and scale, we are learning to work within our limits. Chasing every storm is not sustainable; building effective programs is.

## Training, training, training... it works!

Educating responders on cleaner technologies before disaster strikes directly translates to successful adoption when the lights go out.

## Evaluating wholistic impact is hard.

As we grow, we need to understand both the positive and negative effects of our work. Sharing what is not working and what we do not know are critical to growth and improvement.



# Looking Ahead

## Focus on quality over quantity.

With the need for our services vastly outpacing our capacity, we are re-thinking how we "say yes" to new initiatives, programs and response missions. Concentrating our efforts equals better outcomes.

## So we're going to train, train, train.

We plan on expanding our fleet of cleaner energy infrastructure only as fast as we can make equal investments in education and workforce development.

## Get ready to get critical.







By measuring and sharing our own negative response impacts, we intend to be a mirror for other organizations looking to build a better response. As always, we will open source our evaluation process.

# Financial Summary (Unaudited)

	2020	2021	2022	2023 (Goal)
<b>Income</b>	<b>\$ 353,695</b>	<b>\$ 562,354</b>	<b>\$ 838,252</b>	<b>\$ 1,100,000</b>
Donations	\$ 113,958	\$ 253,302	\$ 133,544	\$ 200,000
Grants	\$ 101,000	\$ 250,816	\$ 387,121	\$ 500,000
Earned	\$ 101,437	\$ 50,236	\$ 317,587	\$ 400,000
Loan	\$ 37,300	\$ 8,000	\$ -	\$ -
<b>Expenses</b>	<b>\$ 293,404</b>	<b>\$ 391,567</b>	<b>\$ 717,714</b>	<b>\$ 900,000</b>
Programs	\$ 267,632	\$ 339,309	\$ 667,474	\$ 800,000
Management	\$ 21,149	\$ 47,135	\$ 48,005	\$ 90,000
Promotion	\$ 4,623	\$ 5,123	\$ 2,235	\$ 10,000



# 2023-2025 Fundraising Campaigns

	Rapid Response Readiness	Scaling the Build Power Program	Fleet Operations + Maintenance	Beehive Microgrid Pilot	Rent Solar Development	Impact Evaluation + Learning
<b>Goal</b>						
<b>Class</b>	\$500,000	\$500,000	\$500,000	\$2,000,000	\$500,000	\$200,000
<b>Why</b>	Grant and/or Sponsorship	Grant and/or Program Related Investment (PRI)	Grant and/or In-Kind Service	Grant and/or Project Finance	Grant, PRI, and/or Convertible Note	Grant and/or Sponsorship
<b>Use</b>	To respond fast, we need support before the storm hits. Cash that comes in from the disaster event's news cycle moves too slow to activate for response.	Our curriculum is ready to scale. We need capital to train broad workforce of volunteers, responders and technicians to build back greener.	As we grow our fleet of sustainable energy infrastructure, we need to invest in mechanical and electrical maintenance to ensure effective activations.	We need to establish regional hubs where our fleet can plug in to serve local energy resilience needs when not activated for disasters.	Our incubated social enterprise is ready to spread its wings. We have more requests than we can fulfill with our capacity, and all revenue supports resilience.	Tracing, understanding and communicating our wholistic impacts is key to decarbonizing disaster response. This takes dedicated resources.
	Disaster response logistics, travel, expense reimbursements, equipment rental.	Staff, partnership development, equipment, event logistics.	Contracted service from regional mechanics and electricians.	Development and construction of a Pacific Coast and a Gulf Coast Beehive Microgrid.	Staff, marketing research and development.	Staff, information technology, research and development.



**THANK YOU!**

**You make our mission possible.**