A DECADE OF
GREEN FOR ALL
When I first started Green For All — with the help of leaders like Majora Carter, Kristin Rothballer, and Diana Frappier — there were two major issues affecting our communities: poverty and pollution. We saw an opportunity to tackle both by putting people to work in the emerging green economy.

Green For All has spent the past ten years advancing real solutions that pave pathways out of poverty for low-income neighborhoods and people of color, and has played a leading role in the green jobs movement. We helped shape dozens of policies at the federal, state, and local levels, and directed billions of dollars to clean energy and green jobs expansion for low-income Americans. Still, there is much work left to do.

With new threats and opportunities ranging from artificial intelligence and the future of work, to an increasingly polarized political climate, we decided it was time for a new formation.

In 2014, Green For All joined the Dream Corps to leverage the benefits of cross-issue strategic thinking and creative problem-solving. The Dream Corps provides a platform for cutting-edge initiatives like Green For All to scale solutions more effectively and efficiently.

The Dream Corps' four initiatives are closing prison doors and opening doors of opportunity:

**#cut50**: Advances bipartisan reforms to cut the prison population by half.
**Green For All**: Builds an inclusive green economy to lift people out of poverty.
**#YesWeCode**: Helps diverse young people find success in the tech sector.
**#LoveArmy**: Brings people together to fight hate and divisiveness in our country, with love and power.

Green For All remains dedicated to its original mission, only now with a more powerful community of networked initiatives behind it. While I have retained my role as President, we brought in a new CEO, Vien Truong, to lead the Dream Corps and promoted a new National Director to lead Green For All, Michelle Romero. Over the years we have been able to mobilize an unstoppable force for change in our country, and we won’t stop until we have built an inclusive clean economy that is truly green for all.
Green For All is building an inclusive green economy strong enough to lift people out of poverty. We give people of color a voice in the climate movement. We ensure that as the clean economy grows, it brings good jobs, better health, and economic opportunities to those living on the frontlines of pollution.

WHAT WE DO

CATALYZE ACTION

Green For All listens to the ideas and needs of people of color and low-income Americans and amplifies their voices. We ensure that those who are most affected by the problem are a part of the solutions, by tapping into the genius and solutions that already exist in these communities.

CONNECT LEADERS

Green For All builds bridges and creates partnerships that pack a punch. From environmental allies to civil rights groups, from business leaders to pop culture icons, Green For All brings together leaders from different backgrounds and sectors. The result? Idea-sharing, innovation, and creative problem-solving.

COMMUNICATE SOLUTIONS

Green For All engineers creative campaigns that change the narrative and the landscape of what’s possible. With messages and messengers that build empathy and unity across our differences, Green For All shapes hearts and minds to build broad public support for the solutions that are needed most.
Vien leads the Dream Corps, a national organization working to close prison doors and open doors of opportunity. The Dream Corps includes #cut50, Green For All, #YesWeCode, and #LoveArmy.

Vien is a policy expert who has helped to pass 20+ energy, environmental, and economic policies at the state, federal and local levels. One of those policies created the largest fund in U.S. history for green infrastructure projects in underserved communities.

Vien has received numerous awards, including from the White House, U.S. Senate, and organizations. Her work has been profiled in Fast Company, Forbes, NY Times, Washington Post and others.
Michelle leads the Green For All team to advance inclusive green economy solutions that bring clean energy, better health, and good jobs to underserved communities, leveraging strategic communications, policy, and organizing.

**LEADS GREEN FOR ALL**

Known for making it happen, Michelle has led both c3 and c4 strategies to uplift underserved communities. She has engineered communications campaigns that garnered millions of views, and defeated Trump’s environmental budget cuts.

**CAMPAIGN STRATEGIST**

Michelle has received legislative and congressional recognition for her work to expand our democracy. Her work has been featured in media outlets: Bustle, CNN, FastCompany, Salon, Los Angeles Times, NowThis, and Univision.

**AWARDS & MEDIA**

KERENE TAYLOE  
POLICY

NATALIA CHUNG  
DIGITAL COMMUNICATIONS
Over the past 30 years, Van Jones has shown up for the country’s toughest fights and brought justice to low-income neighborhoods and communities of color who need it the most. Before he had his own show on CNN, Van was a criminal justice organizer in Oakland, California. He understood that unless low-income communities were given economic opportunities, there was no pathway out of poverty.

Van founded Green For All to open doors of opportunity in a clean, green economy, to transform millions of lives, communities, and the Earth. The idea was to fight poverty and pollution at the same time by advancing solutions to both.

On April 4, 2008, Green For All launched The Dream Reborn, a groundbreaking event in Memphis that honored the memory of Dr. Martin Luther King, Jr. The event focused on the opportunities presented by the new green economy and explored ways to take steps towards actualizing King’s famous dream. More than 1,250 people from diverse communities joined the event — and thousands of new green economy evangelists for Green For All were born. We created the "green jobs" messaging framework and green jobs quickly became a top issue on Capitol Hill. Every 2008 presidential candidate was talking about green jobs.

In the years that followed, Green For All trained 130 fellows to pioneer new and effective strategies for engaging low-income neighborhoods to build healthy communities and create climate solutions. These fellows led local projects in their own communities with support and inspiration from Green For All.

Green For All staff worked tirelessly throughout President Obama’s time in the White House to pass numerous green job policies at both the state and federal levels. We facilitated community workforce agreements for green projects, and advocated for just transition programs to support workers affected by the transition to clean energy.
Then, the 2016 presidential election shook the nation and jeopardized our climate and clean energy progress. Green For All immediately went back to work to shape the national narrative and rebuild support for clean economy solutions.

While the Trump administration works to divide us, Green For All is fighting back with strategies that unite us.

Green For All launched the Moms Mobilize campaign to defend kids and communities against the Trump administration’s aggressive environmental rollbacks. The campaign uplifted the stories of moms raising their families on the frontlines of pollution, to build empathy and understanding. We released a mini-series with ATTN: that garnered more than 1 million views, and rallied celebrities like Ellen Pompeo of Grey’s Anatomy, Alfre Woodard, Ashley Judd, and many others to call on women in Congress to stand with us. Together we helped secure full funding for the U.S. Environmental Protection Agency in the FY 2018 Omnibus Spending Package, something no one thought was possible.

We then joined forces with national partners to launch the #BootPruitt campaign to remove Scott Pruitt from his post as head of the U.S. EPA. He resigned a few months later.

Delays at the federal level did not stop Green For All from its work at the state and local levels. We helped pass an Oakland Unified School District policy to protect kids from lead in drinking water, after several schools had tested high for lead. We raised funds through a grassroots fundraising campaign called #FixThePipes to help 19 families in Flint, Michigan, get new pipes, filters, and water heaters. We continued to work alongside community partners to advance local ballot measures and state policies to raise hundreds of millions of dollars for clean energy jobs by putting a price on carbon pollution that invests back into community-led solutions.

Green For All will continue to create an inclusive green economy that brings clean energy, good jobs, and better health to all communities. Green For All will drive efforts forward by expanding our work in the area of clean transportation, recommitting to strategies that strengthen green job pathways for formerly incarcerated individuals, and building up local leadership by re-launching the Green For All Leadership Academy. We will redouble our efforts to change the narrative, unite the people, and build broad public support for solutions that work. That future is green for all, and it’s a future worth fighting for.
Green For All was first announced at the Clinton Global Initiative in late 2007.

**2008**

Green For All launched The Dream Reborn, a groundbreaking event that brought 1,250 people together in Memphis to honor the memory of Dr. Martin Luther King, Jr., and exposed people to opportunities in the new green economy.

Green For All created a “green jobs” messaging framework and led “Green Jobs Now: A National Day of Action for the New Economy,” engaging communities of color in all 50 states. The green jobs frame was communicated so well that every presidential hopeful was talking about it during the election year.


**2009**

Van Jones joined Obama White House as green jobs czar and Phaedra Ellis-Lamkins assumed leadership of Green For All.

Green For All advised the Obama Administration on climate policy and helped direct tens of billions of dollars for green jobs in the American Recovery and Reinvestment Act and the American Clean Energy and Security Act. We also won policy in New Mexico for green jobs training programs with a focus on rural and tribal communities.

Green For All facilitated a community worker agreement for the Clean Energy Works pilot program in Portland, OR. This low-income energy efficiency pilot allocated 48 percent of the jobs and 25 percent of the contracts to women and minorities.

**2010**

Green For All launched Green The Block campaign and partnered with hip hop and pop superstars Drake, Wiz Khalifa and the Black Eyed Peas to engage over 10,000 young people in 25 states with our vision of an inclusive green economy, through on-and-off-stage programming.

**2011**

Green For All released the Best Practices in Green Re-Entry Strategies Report, which outlined re-entry practices that could create fair opportunities for people with criminal histories to access green jobs.

Green For All also released a report called “Water Works: Rebuilding Infrastructure, Creating Jobs, Greening the Environment”, which illustrated the huge potential for job creation and economic opportunity through water infrastructure investment.

**2012**

Green For All announced the 2012 Dream Reborn Music Contest to encourage artists to write and record original music reflecting on how Dr. King’s commitment to equity and equality inspired them toward a more inclusive green economy. The winning submission called, “7 Billion”, showcased the important role women play in improving communities, and spread a message of global unity for environmental and social justice.
Green For All organized a celebrity bus tour with Mark Ruffalo to call for solutions to the ongoing Flint Water Crisis. Together with Flint Rising, we orchestrated a press strategy that had the U.S. EPA on the ground in Flint, Michigan. Within 24 hours Congress beginning to move on a $100M aid package to fix the pipes throughout the city.

Green For All later launched the #FixThePipes crowdfunding campaign, which leveraged our celebrity partners to raise money for 19 Flint families to replace ruined water heaters, internal pipes, and faucets and fixtures.

Green For All also launched its Make Polluters Pay campaign to hold polluters accountable for the damage they cause. The campaign advocates for state and local policies that price pollution and invest in solutions, catalyzing a shift of billions of dollars from polluter pockets to community-driven clean economy solutions.

Green For All joins the Dream Corps.
Green For All launched the Mom’s Mobilize campaign to protect and defend our kids and communities against the Trump Administration’s climate and clean energy rollbacks. We developed a messaging strategy that could unite the country and released a mini-series with Attn: featuring the stories of women who are raising their families on the frontlines of pollution. We engaged celebrity influencers like Ellen Pompeo, Alfre Woodard, and Ashley Judd to call upon women in Congress to reject Trump’s dirty budget cuts and ultimately, helped to secure a 2018 federal budget with no cuts to the EPA.

Green For All joined forces with CHISPA Nevada to rally for clean buses for kids, calling on Governor Sandoval to dedicate funding from a VW settlement to transition dirty diesel school buses to zero-emission electric buses.

Green For All disseminated a policy toolkit to 1,500 state legislators on how to price pollution to fund solutions and uplift communities.

Green For All joined forces with national partners to launch a campaign called #BootPruitt, in an effort to force polluting Scott Pruitt to resign from his position as head of the U.S. EPA. Pruitt resigned on July 5, 2018.

Green For All went to work in cities and states to advance local solutions for global problems, supporting ballot measures in Portland, Oregon, and Washington State to raise hundreds of millions of dollars for clean energy jobs.

Michelle Romero is promoted to National Director of Green For All while Vien Truong remains CEO of Dream Corps.

Green For All launched the Climate Refugees Vote campaign, in partnership with #LoveArmy, to register and turnout thousands of Puerto Rican climate refugees who fled to the states after Hurricane Maria, to vote in the midterm elections.

Green For All continues its work to build an inclusive green economy strong enough to lift people out of poverty. Whether it’s through clean transportation, water infrastructure, or clean energy policy, we are committed to improving the health and economic prosperity of low-income communities and communities of color to deliver a clean economy for all.
The Green For All College Ambassador program developed student leadership at Historically Black Colleges and Universities (HBCUs) to train students on environmental issues. Green For All ambassadors had a presence on 14 HBCU campuses.

The Fellows Program was active from 2008-2012. It aimed to expand, educate, and engage a base of support for climate solutions and a clean energy economy in America, by identifying and cultivating local leaders from communities of color and low-income communities across the nation. Over 130 fellows in 74 cities across 28 states and D.C. completed an intensive training program and a 9-month service term in their communities.

The Green For All Business Academy focused on building the capacity of emerging clean energy entrepreneurs. Business leaders were provided with the tools, resources, and networking opportunities needed to scale their operations and create more green jobs. At least 8 academies were convened including in Colorado, Tennessee, New Mexico, and Pennsylvania.

14 COLLEGES
130 FELLOWS
74 CITIES
28 STATES
Patrick recalls there were a lot of factors that made the Green For All fellowship program so successful: customized programing, heavy investment in the fellows, being seen and appreciated. Patrick spent 9 years working with OAI, Inc. to train underserved communities to work in environmental health and safety. With a background in construction and lead abatement, his work focused on making jobs in the new green economy safe. In 2012, Patrick moved to Oakland and joined the Greenlining Institute where he now directs the Leadership Academy, to train the next generation of social equity leaders.

Danni is a marine biologist who has also served as an on-camera personality and science communicator with Untamed Science, which created nearly 200 K-12 Science Educational Videos for Pearson textbooks that are currently in classrooms across the USA. She also co-starred with Jaden Smith in the official educational outreach video for the theatrical film After Earth starring Jaden and his dad, Will Smith.

When Danni heard Van Jones speak about communities of color getting involved in the green movement she gained a better perspective on the conversations she needed to have. She felt the attraction and follow through was tangible. Eight years later, Danni is working as the host of a brand new STEM educational TV Series which features the latest advancements in bio-inspired technology and design called Xploration Nature Knows Best.
Reverend Carroll is a senior pastor at The Church by the Side of the Road in Berkeley, CA. He recalled his experience in the GFA Fellowship program as “life-changing.” One of the most profound moments, he says, came after the first day of the program when he noticed a young man (another fellow) in the lobby sitting down reading Van’s book (The Green Collar Economy) while working on lyrics to a rap song.

It struck Rev. Carroll because reading the book had a similar effect on him, except when he read the book, he put sermons together. It was apparent that the message was crossing over cultures, generations, genres, etc. and people were receiving and interpreting that message. Rev. Carroll was excited about the training he received during the fellowship and continued to envision how he could use this message to impact the African American church.

In 2015, he launched Green The Church, a national initiative designed to tap into the power and purpose of the African American church community, and to explore and expand the role of churches as centers for environmental and economic resilience. Today, it has more than 300 member churches!

Richard remembers that the GFA Fellows program made him feel like he was "somebody." After getting trained in how to be a media spokesperson and speak on green economy issues, he felt very empowered to create change. Richard became the first black board member of his local Sierra Club chapter, and hosts EcoRadio on KKFI.

Soon after starting their consulting business Nspiregreen, which helps businesses, governments and not for profit organizations achieve and implement their sustainability goals, Chancee and Veronica attended one of Green For All's business academies. There they were able to pitch Nspiregreen to a ‘Shark Tank’ type panel and receive valuable feedback to learn how to grow their green business, and were assigned a mentor/coach over the course of a year. Nspiregreen is going on 9 years strong.
"With the tremendous wealth creation and job opportunities in clean energy, it’s imperative to have organizations that are focusing on climate equity for all communities. Green For All has been a true champion of fostering a diverse clean economy that includes communities of color. As an owner of a minority-owned solar company, we really appreciate Green For All providing advocacy and opportunities for firms like ours. The work that Green For All is doing is needed now more than ever."

— Gilbert Campbell  
Volt Energy, Co-Founder

"Because of Green For All’s fellowship program, I learned the value of "communities of practice" and now I create leadership pipelines across the country. As a non-profit and government leader, I have leveraged the ideas, solutions, and results from colleagues across the country to advance the work I do in and with my community in Newark, NJ. Green For All provided me with the training, exposure, and a network to be effective as a leader in my community. I build partnerships across sectors to achieve results. Today, I still draw from my exposure to best practices in workforce and economic development that leads to family-supporting living wage careers, some of which directly improve the environment."

— Elizabeth Reynoso  
Living Cities, Associate Director

"When I met Van in 2008, it was when he was first preaching that folks should create green jobs specifically for people who had been left out of the gray economy. I took him extremely seriously! Our work at Homeboy Electronics Recycling is born directly out of that call to action and my work with Green For All during 2009-2010, particularly assisting on the report "Best Practices in Green Re-Entry Strategies." As such, our mission is to provide our customers with the highest quality electronics reuse and recycling solutions while employing people who face systemic barriers to work. We are honored to have been part of the first wave of social enterprises looking to transform our economy into a just and sustainable one. We look forward to continuing to work with Green For All to build the coming waves into a tide that does indeed lift all boats."

— Kabira Stokes  
Homeboy Electronics Recycling, Founder & CEO
ADVANCING A CLEAN TRANSPORTATION FUTURE TO PROTECT COMMUNITY HEALTH

With transportation pollution now accounting for the largest share of the USA’s climate pollution, Green For All is working to advance clean transportation solutions through a new campaign called Fuel Change. The campaign aims to generate awareness and galvanize support for an emissions-free future through the implementation of electric transportation infrastructure, especially in underserved communities. This campaign consists of both defending against rollbacks to clean car standards at the federal level and accelerating solutions at the local level.

SOLVING POVERTY AND POLLUTION WITH LIVABLE-WAGE GREEN JOBS

In states like California, which have already invested so much in transitioning to a cleaner economy, one thing is clear: the economic opportunities are lagging behind. Women and minorities continue to be underrepresented in the clean economy. Labor, workforce, and supplier diversity standards have not kept pace. Our opportunity to solve poverty and pollution at the same time is slipping away. Green For All is seeking planning support to devise a new Green Jobs strategy that will put the movement back on course to advance both environmental and economic equity.

PRICING POLLUTION TO FUND SOLUTIONS

The Dream Corps’ CEO, Vien Truong, was instrumental in passing Senate Bill 535 in California, a bill that directs California climate investment dollars into disadvantaged communities. This initiative has helped grow solar programs for low-income consumers, build affordable housing near transit, create electric ride-share programs in rural communities, bring urban forestry to pollution hotspots, and so much more. Green For All is now leveraging its national platform to advance equitable carbon pricing policy that would shift billions of dollars from polluter pockets to grow the green economy in underserved communities.

MY CLIMATE COST

My Climate Cost is a storytelling campaign that invites individuals to consider what climate pollution is costing you. From higher grocery and medical bills, to depressed property values, missed school and work days, poor health, and peace of mind, the price of pollution adds up for everyone. This campaign will help impacted people hone their personal stories, amplify their voices, and force a national conversation (akin to #metoo, #blacklivesmatter, and #neveragain) about why families and the public are paying the price of pollution. Green For All will ignite a movement for carbon pricing policy that shifts the burden of pollution onto polluters, ensuring they clean up their act and pay to repair the damage done. Share your story at myclimatecost.org.

COMMUNITIES OF COLOR ARE GENIUS, CREATIVE, INNOVATORS WHO ARE SOLVING THEIR OWN PROBLEMS

Through multimedia content, we showcase clean economy innovators of color, and uplift the benefits of clean economy investments in underserved communities. Together, we’re helping people reimagine what’s possible and building broad public support to bring solutions to scale.
Green For All’s work has been featured in a wide range of media outlets, including:

- NOW THIS
- CNN
- SALON
- FAST COMPANY
- BUSTLE
- COLOR LINES
- Parents
- Univision
- attn:
- grist
- Forbes
- The New York Times
- teleSUR
- ESSENCE
- The Hill
- GreenBiz
- The Washington Post
"We want to ensure that those communities that are locked out of the last century's pollution-based economy will be locked into the new clean and green economy. Green For All knows that we don't have any throwaway children or neighborhoods either. All of creation is precious and sacred. And we are all in this together."

—Van Jones
Green For All would like to first and foremost thank Van Jones for his vision, leadership, and ongoing commitment to Green For All. You are brilliant and we learn so much from you every day. You are definitely our most valuable volunteer!

We also thank Vien Truong and the Dream Corps team for their support and collaboration. Teamwork makes the dream work, and you have shown up for Green For All time and time again. Our cross-program brainstorms help elevate our work and make us more effective.

We thank our donors for taking a chance on us early on, and for sustaining the work since we first began. And we thank our volunteers, former fellows, ambassadors, and program graduates who are powering progress. We literally could not do this work without you.

We thank our nonprofit, business, government, celebrity, and media partners for being a part of this movement with us. Your collaboration, ideas, partnership, and support maximize our efforts to deliver a clean economy for all at an accelerated speed.

Finally, we thank our current and former Green For All staff. This is the hardest working team. We dream big, believe it magic, and work our tails off to make it happen. Thank you for your dedication!
#GREEN FOR ALL

A FUTURE TO FIGHT FOR
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WILL YOU JOIN US?
The Dream Corps was founded by Van Jones in 2014 to help cutting-edge initiatives grow big enough to impact millions of lives. We back initiatives that close prison doors and open doors of opportunity, supporting economic, environmental and criminal justice innovators – all under one roof. Our shared platform helps leaders create synergies, leapfrog obstacles, and maximize impact.

Every day, we are reshaping "what’s possible" in the field of social justice.

The Dream Corps currently supports four programs:

#cut50: Transforming the criminal justice system
Green For All: Building an inclusive green economy
#YesWeCode: Increasing opportunity in the tech sector
#LoveArmy: Building a nation where everyone matters

www.greenforall.org