



# Systems Work for Systems Change

ANNUAL REPORT 2023  
+ 3 YEAR RETROSPECTIVE



# Embracing interconnectedness has defined a path forward.

**2023 showed that climate, equity, economic development, and the rebalancing of our ecosystems and communities are dynamically interconnected.** We saw this interconnectedness recognized at the highest levels, as half of global assets under management have now brought carbon and biodiversity onto their balance sheets in some form. 2023 was also a year when the powerful intersection of social, racial, and environmental justice became quantifiable in the context of human and planetary health, a year when donors and corporates alike realized they could not afford inaction.

Moving into a period of measurable performance-based impact is not without its challenges, especially as markets struggle to align themselves with the recognition that all things are connected, climate change is human-driven, and the tools for moving forward are right before us.

It is clear that a whole-systems approach, which prioritizes biodiversity in conjunction with development, is the best path forward. Now, our focus must turn to building collective will, durable catalytic funding, and equitable community support.

The past few decades have brought much hard-won progress in the climate sector. Climate change mitigation has been centered around

electrification and green energy initiatives, which have yielded invaluable benefits and insights from adoption and innovation through to finance and deployment. Disclosure leadership from the Taskforce on Nature-Related Financial Disclosures and the Taskforce on Climate-Related Financial Disclosures as well as initiatives such as the World Economic Forum Circular Transformation of Industries indicate that wins for climate will continue, bolstered by integration with economic development.

That said, a holistic view of climate adaptation recognizes that the complement to green energy and economics is biodiversity and Nature-as-Infrastructure. From cooling overheated and underserved communities to the numerous

scalable approaches to the problems at hand. These solutions directly engage the very systems that need rebalancing and their technology has been proven for millennia: they are the original carbon capture. With accelerating global temperature rise and its already devastating consequences, we must embrace all viable options, from emerging technologies to ecologically time-tested solutions.

Although political action lags behind ample positive indicators, 2023 still saw unprecedented legislative gains, from Direct Air Capture funding to the first-ever congressional hearing on regenerative agriculture shaping the Farm Bill. These are crucial beginnings to wide scale, legislative support for nature-positive solutions.

**As the REAP Climate Center enters our fourth year,** we are taking this moment to reflect on our journey and imagine our future in a global context. Spoiler alert - this is not just an annual report. It is a retrospective of the last three years, a unique full-reveal of our operational objectives, and a glimpse of our 10-year strategic plan.

Serving as Executive Director and co-founder of REAP has been a transformative experience. I am incredibly proud of our team, honored by the many people who have shared wisdom, grateful to our donors, and amazed by the 4,000 visitors we have had thus far.

When REAP started this journey, our primary focus was regenerative soil as a powerful global tool for carbon sequestration, ecosystem restoration, food security, and equity. Our mission and our campus have since expanded, and we are now developing our 4.26-acre campus in Alameda, CA into a template for many more bioregional workforce centers, proving our model and deploying first responders to the climate crisis.

Our mission of 'Equity-Driven Systems-Change via Workforce Development into Nature-Positive Jobs' is broad, community-centric, and partner-based. We are calling in practice keepers with deep knowledge of ecological processes, shaping curriculum and credentials, building employment opportunities, and training vulnerable populations in this vital work.

We also try to keep it whimsical and fun, engaging people of all ages in volunteering, curated experiences, and, ultimately, job training. Please join us on this journey.



In Solidarity,  
**Jonathan DeLong**  
EXECUTIVE DIRECTOR



# REAP CLIMATE CENTER TIMELINE

## NOV. 2020

Initial concept of REAP comes into vision, and we first approach the railroad

## DEC. 2020

After vetting & validating strategy & governance documents, officially formed 501c3 nonprofit

PLEGGED:  
\$100,000

## JAN. 2021

Raised \$250K and secured Abundant Earth Foundation fiscal sponsorship. After reaching agreement with Railroad, began dumpsite cleanup and move-in

## FEB. 2021

While engaging with & assisting unhoused neighbors, Infrastructure grows and compost program begins

## MAR. 2021

Website and intensive fundraising efforts are go! Connections at Soil Regency Summit and with Kiss the Ground

## APR. 2021

Volunteers, generous in-kind donations, & shaping the land

## MAY 2021

First On-Campus Partner: Alameda Young Naturalist Club! Executive Director formally hired, initial staff member, plus beehives and sheep!

## JUNE 2021

Wood shop barn built

## JULY 2021

Welcomed 2nd staff member, Ethan!

## AUG. 2021

On-Campus partnership with 100K Trees

## SEPT. 2021

\$300K grant over 3 years, aids efforts in strategic and architectural planning

## OCT. 2021

Urban Permaculture Institute Meeting, Northern CA Recycling Association Speaker, Engaged Development Officers

## NOV. 2021

Built stage and enhanced Bioswales & Hydrology Strategy

## DEC. 2021

Solar donation—off-grid power with first solar trailer! Installation of Rock Spinner by artist Zach Coffin

RAISED TO  
DATE: \$547,342

## JAN. 2022

Shaping of permaculture community gardens begins

## FEB. 2022

Lamb, Chip, born!

## MAR. 2022

Reclamation partnership with Zoo Poo for compost program

## APR. 2022

Partnerships with BRCH, Natel Energy & Ponderosa Mill Airstream refurbished as classroom

## MAY 2022

Reception of first five CCAC Fellows

## JUNE 2022

Partnership with Alameda Food Bank Chickens arrive!

## JULY 2022

Plans for the FabLab begin



# REAP CLIMATE CENTER TIMELINE

## AUG. 2022

Reception of Helman Foundation & Rotary grants

## SEPT. 2022

Partnership with Fungi Farms and Reservo Hermoso

## OCT. 2022

Senior workforce development with Self Help for Elderly begins

## NOV. 2022

Jonathan gives a TED Talk at MIT and joins the State & Municipal Sea Level Rise Adaptation Working Group

RAISED TO DATE: \$963,672

## JAN. 2023

Partnership with Wild Oyster Project and Municipal Urban Forestry Plan Working Group

## FEB. 2023

Member of EPA/US Navy Restoration Advisory Board  
Twin lambs born

## MAR. 2023

Partnership with Bay Beehives & PCCS

## APR. 2023

Held workshop for SF Dept of Environment + City of Alameda Staff

## MAY 2023

Reception of endorsement from Alameda mayor and SF & Alameda municipality environment departments—read more on our endorsement page!

## JUNE 2023

Awarded 'Best Green Business' by Chamber of Commerce, and recognized by Congresswoman Barbara Lee, Senator Nancy Skinner, and Assemblymember Mia Bonita!

## SEPT. 2023

Awarded 13 CA Climate Action Corp Fellows

## NOV. 2023

Speaking at MIT for TED Talk #2!  
Met with World Resources Institute

## DEC. 2023

Jonathan appointed Board Member to Alameda County WFD  
REAP celebrates its 3 year anniversary

RAISED TO DATE: \$1,626,722





# TABLE OF CONTENTS

## OUR MISSION

Equity-driven system change via workforce development into nature-positive jobs.

We do this in a regenerative context, connecting play and discovery to training and certifications.



## A YEAR IN REVIEW

- 7** REAP'S APPROACH
- 11** LAND
- 12** COMMUNITY
- 13** PRACTICES

## PROGRESS SPOTLIGHTS

- 15** VOLUNTEERING
- 16** CCAC
- 17** CURATED EXPERIENCES
- 18** CAMPUS CONSTRUCTION
- 20** WORKFORCE DEVELOPMENT

## DONORS & FINANCIALS

- 22** ENDORSEMENTS
- 23** NOTEWORTHY PARTNERS
- 24** OUR TEAM
- 25** STRATEGIC PLAN
- 26** FINANCIALS



# LAND ACKNOWLEDGEMENT

REAP sits on the Chochenyo speaking **Muwekma Ohlone** people's ancestral and unceded territory, Huchiun. The Muwekma Ohlone Tribe are the only living descendents of the San Jose, Santa Clara and Dolores Missions and descendents of the Verona band of Alameda County. We respect and honor the First Nations peoples who came before us, stand beside us, and will continue after us.

Indigenous Peoples protect **80%** of the world's biodiversity, despite being **5%** of the world's population.

We acknowledge the many bands of **Ohlone, Miwok, Pomo, Wappo, Patwin** and other tribes, in present day Alameda County and surrounding areas, who prevail despite systematic genocide and continued adversity with the United States federal and local governments. We are honored to learn from, work in solidarity with and uplift Indigenous voices as we steward the land of our campus and beyond.





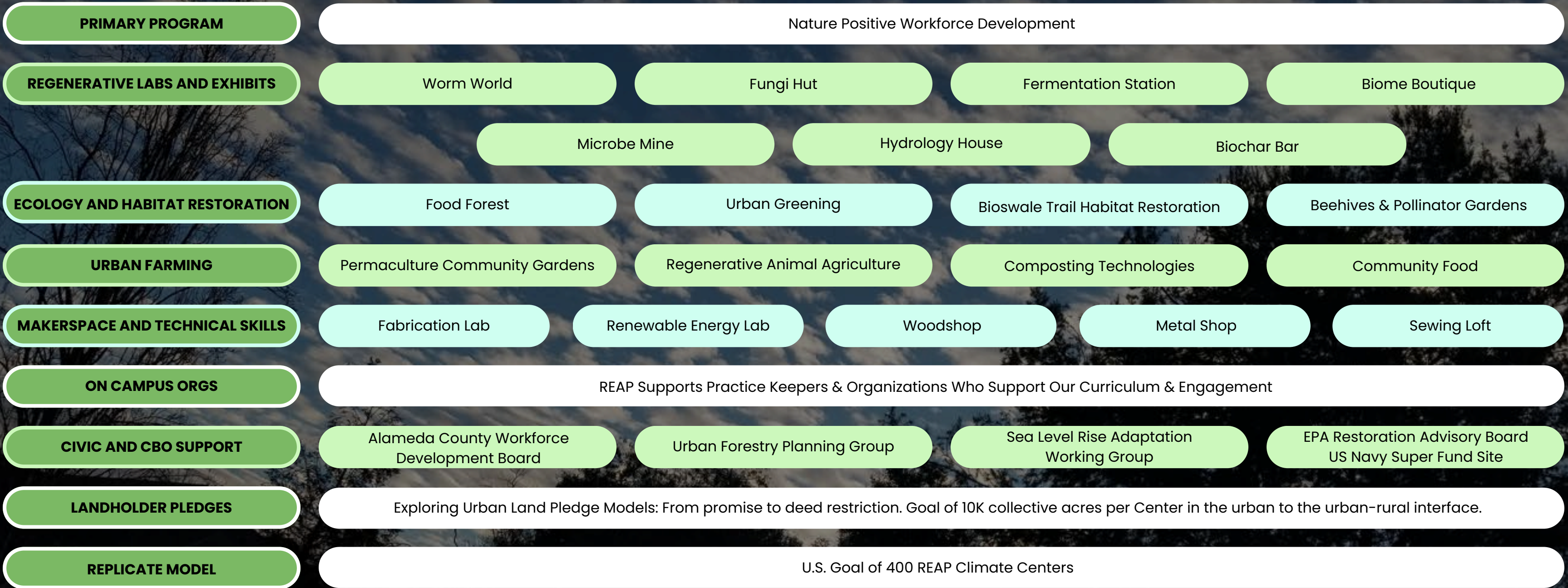
# REAP'S APPROACH

EQUITY BIODIVERSITY SOIL AIR WATER CARBON

## REAP CLIMATE CENTER



# PROGRAMS AT A GLANCE



\*Everything supports REAP’s Mission: Equity-driven systems change via workforce development into nature-positive jobs.

\*\*Many of these programs are early stage. Please reach out for details, status, or to get involved.



# CAMPUS MODEL

REAP's playful half-mile-long campus in Alameda, CA is becoming a **regional hub** for **deploying nature as infrastructure**, and a **template** for future REAP workforce centers.

Each space on campus ties into our **workforce development mission**, furthers our **educational objectives**, and creates opportunities for hands-on engagement or **capacity building**. The lessons we learn on this campus will shape the campuses to come.




Trainings, workshops, and volunteer days all provide paths to learn and get involved with nature-positive solutions. On-site programs help people develop deployable skills and gain employment in nature-positive jobs.



Our goal is to support over **400** sites like REAP in the United States over the next 10 years. Each campus will be unique to its region, and tap into its own ecosystems, organizations, and communities.

**We are 35% complete building our first half-mile-long campus in Alameda, California.**



- FARM GUILD**  
 Tidal Aquaculture  
 Beehives
 
- COMMUNITY SPACES**  
 Makerspace  
 FabLab  
 Coworking  
 Outdoor Classrooms  
 Event Areas
 
- FARM GUILDS**  
 Community Farm  
 Regenerative Animal Agriculture  
 Permaculture Garden
 
- REGENERATIVE LABS & EXHIBITS**  
 Community Compost  
 Worm World  
 Fungi Hut  
 Microbe Mine  
 Biome Boutique  
 Fermentation Station  
 Hydrology House  
 Biochar Bar
 
- FOOD FOREST**  
 Edible Park  
 Pollinator Habitat  
 Sculpture Garden
 



# A YEAR IN REVIEW

EXPANDING CAPACITY TO SUPPORT  
WIDESPREAD CHANGE

LAND  
COMMUNITY  
PRACTICES  
FUTURE PROJECTION



# LAND



DECEMBER 2020



JUNE 2023

REAP was founded on the understanding that **land has the capacity to heal**. But in its early days, REAP's **4.26-acre campus** wasn't exactly hospitable.

For the past 3 years, REAP has been on a journey of land regeneration, employing nature-as-infrastructure to transform former railroad land into a space for change.

REAP has made over 400 tons of compost, planted 140 trees, and shaped two large bioswales. Volunteers have worked to plant native pollinators, pull invasive grasses, and shape our land into a welcoming space for climate hope and engagement with regenerative systems.

**140 TREES PLANTED**

**420 TONS OF COMPOST PRODUCED, EST.**

By employing **nature-as-infrastructure**, we're setting ourselves up for **growth**: Increasing **biodiversity**, water-holding **capacity**, carbon **sequestration**, and our social and ecological **impact**.

Nature-positive outcomes start with our immediate environment, where we've returned to the ancient indigenous understanding that everything stems from land stewardship. The land is the protagonist in REAP's story.

As we scale REAP's vision beyond the Bay Area, the resilience and regeneration our land has shown us here will become a basis for empowering climate action across the globe.





# COMMUNITY

REAP exists for **people** that participate in our **space and experience** its offerings—they are our **community**.

Our community includes volunteers, interns, fellows, municipal workers, students, workforce cohorts, and more. They make REAP what it is by engaging with regenerative systems, nature-based solutions, and climate hope in one space. We are immensely grateful for them all.

From this community, a wealth of key connections have surfaced. Experts in everything from hydrology to graphic design have come to REAP with offers to volunteer their time and expertise to help push our organization forward.

**100+** PEOPLE A MONTH

**4000** PEOPLE ENGAGED

“ I keep coming back for the open, fun, welcoming atmosphere, the camaraderie, and the plants, worms, and bees...It feels good to do something, even if small, in service to our community and our planet with good and passionate people. ”

**Molly Manewal**  
VOLUNTEER



As we continue to expand our community in the coming years, REAP will engage people around specific affinities and interests in regenerative systems.

Across all of our offerings and programs we are putting social, racial, and environmental justice at the fore, envisioning our campus and programs as opportunities to exchange ideas, learn from experiences and practice keepers, and get involved in direct climate action.





# CURRICULUM & PRACTICES

In order to teach regenerative practices, support nature-positive solution providers, and drive **equitable systems change**, REAP forms **key partnerships** with organizations that are deploying **nature-positive solutions** in real time.

Our partnership model is built on the acknowledgement that there are people and organizations who know what needs to be done and how to do it, and other organizations that can build capacity for action.



When organizations join REAP, they come with business models and practices that, in order to be deployed at scale, need to be made accessible and credible to employers and funders.

In partnership with these specialized organizations and capacity builders, REAP develops micro-credentials and curricula aligned with jobs and funds on high levels. In the long term, REAP will be able to deploy a suite of curricula in nature-positive solutions and regenerative practices, developed over time from practice keepers worldwide.

As we package knowledge into curricula through partnership, we center people in the fight to mitigate climate change, enabling climate crisis first responders to make a real impact. We raise individuals above barriers to meaningful change, helping them to dive into rewarding lives of climate action.

## CASE STUDY: THE WILD OYSTER PROJECT

“Wild Oyster Project’s mission is to rewild San Francisco Bay by working with communities to restore our native Olympia oysters. We were looking for a partner in Alameda where we could recycle and cure oyster shells, preferably a place that had chickens, the experts in cleaning shells. We hit the mother lode when we found the REAP Climate Center! From bees to trees to a bioswale that ebbs and flows with the tides, REAP was just the perfect match for Wild Oysters.

With REAP’s current focus on workforce development, we envision a world that we have long dreamed of – where hyper-consumerism is replaced by a wonder and appreciation of how we can make the world a better place while giving agency to those who join the workforce of a new, green economy.”

**LINDA HUNTER**  
FOUNDER & DIR. OF THE  
WILD OYSTER PROJECT







# PROGRESS SPOTLIGHTS

A YEAR OF BUILDING IMPACT,  
COMMUNITIES, AND INFRASTRUCTURE

VOLUNTEERING  
CCAC  
CURATED EXPERIENCES  
CAMPUS CONSTRUCTION  
WORKFORCE DEVELOPMENT



# VOLUNTEERING

In 2023, The REAP Climate Center continued to **thrive** on the **invaluable contributions** of our **dedicated volunteers**.

We offered a spectrum of volunteering opportunities, from planting trees and building soil to creating community and curriculum for climate work. Our volunteers have been the driving force behind our impactful environmental efforts.

“I feel that The REAP Climate Center is special for its openness and friendliness to all its volunteers and workers... While we should absolutely still advance our knowledge in new technologies such as clean energy production, nature sometimes has some of the best answers to our problems, such as around pollution or maintaining a habitat.”

**Angelica Zhu**  
VOLUNTEER



**Thank You  
Volunteers!**

“My son has told me that the older generations are handing them a problem that they describe as unsolvable, but I can point to the REAP (Climate) Center and say that not everyone feels climate change is insurmountable and having a place where people can learn how to make a difference is vital.”

**Annette Tisdale**  
VOLUNTEER





# CCAC FELLOWSHIP



REAP Climate Center opened in 2021, just one year after Governor Newsom created the California Climate Action Corps. The two organizations grew in parallel, employing different strategies to empower people to take meaningful climate action.

In 2023, REAP and CCAC established the ongoing REAP fellowship. The collaboration grants REAP a unique opportunity to help steer the conversation around environmental work for all of California and host tens of fellows to expand our organization.

Summer 2023 marked REAP's first cohort of five fellows. The second cohort 13 fellows have been onboarded for 11 months of community outreach, program development, and professional development. This has vastly grown REAP's on-site staff and speaks to the expansive nature of our mission and impact.

Since arriving in June, the CCAC fellows have helped establish REAP's program structure, overhauled the website (twice), built out the campus's rainwater management system, constructed four structures for on-campus partners, managed hundreds of volunteers, and engaged in direct climate action.

Our partnership with CCAC aligns directly with REAP's goal to have 15% direct staff and 85% staff through third-party partnerships. Through workforce fellowships, apprenticeships, and internships, REAP provides values-aligned experience in employing nature-as-infrastructure while paying people equitably.





# CURATED EXPERIENCES

REAP offers a suite of **curated experiences** for those who want to dive deeper into **regenerative systems**. These include **conferences, team-building activities, municipal outreach, and workshops**.

“Our journey with REAP has been deeply rewarding as we've introduced bee stewardship to our community. We've connected with a diverse range of individuals...witnessing the transformation in novices from their initial encounter with bees to confidently leading beekeeping inspections...Our efforts have already sparked inspiration within the community, prompting several members to initiate their own beehives, thereby contributing to the enhancement of our local ecology.”

**Melissa McAndrew**  
BAY BEEHIVES,  
OWNER/C-BEE-O



**It's difficult to put a number on successful experiences but it's easy to recognize them when they happen.**

In April 2023, REAP hosted a team-building experience for the San Francisco department of the Environment, an opportunity to share our vision of equity-driven systems change through nature-positive solutions with key municipal workers.

REAP hatched a plan to expand the impact of the visit: bring partners from the Alameda Department of Sustainability and Public works to the event to engage the groups and form connections. Both teams came to REAP and learned from our nature-based solutions partners about the power of a regenerative systems approach to climate change.

By hosting this curated experience, REAP acted as a hub for ideas in the field of environmental work, demonstrating our capacity to bring people together and leave them with lasting takeaways.

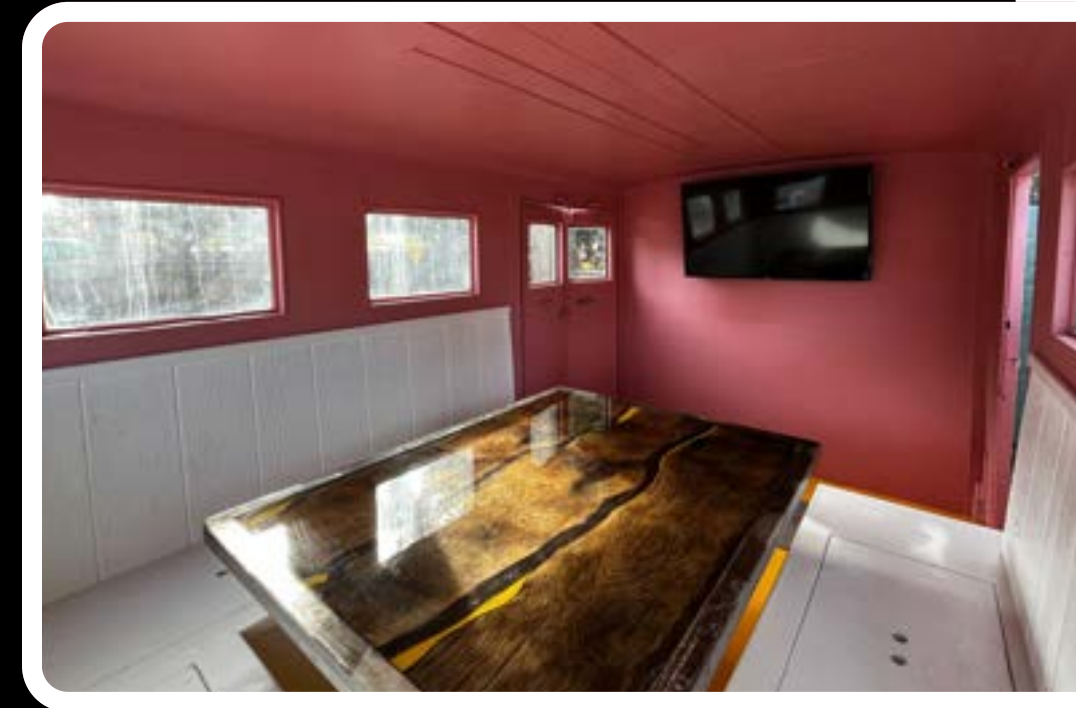


# CAMPUS CONSTRUCTION

**Whenever possible, REAP uses upcycled and reclaimed materials to build our campus.**

We've repurposed shipping containers and sheds to house on-campus partners, made airstreams and tiny homes into co-working spaces, and relocated a barn to serve as our workshops.

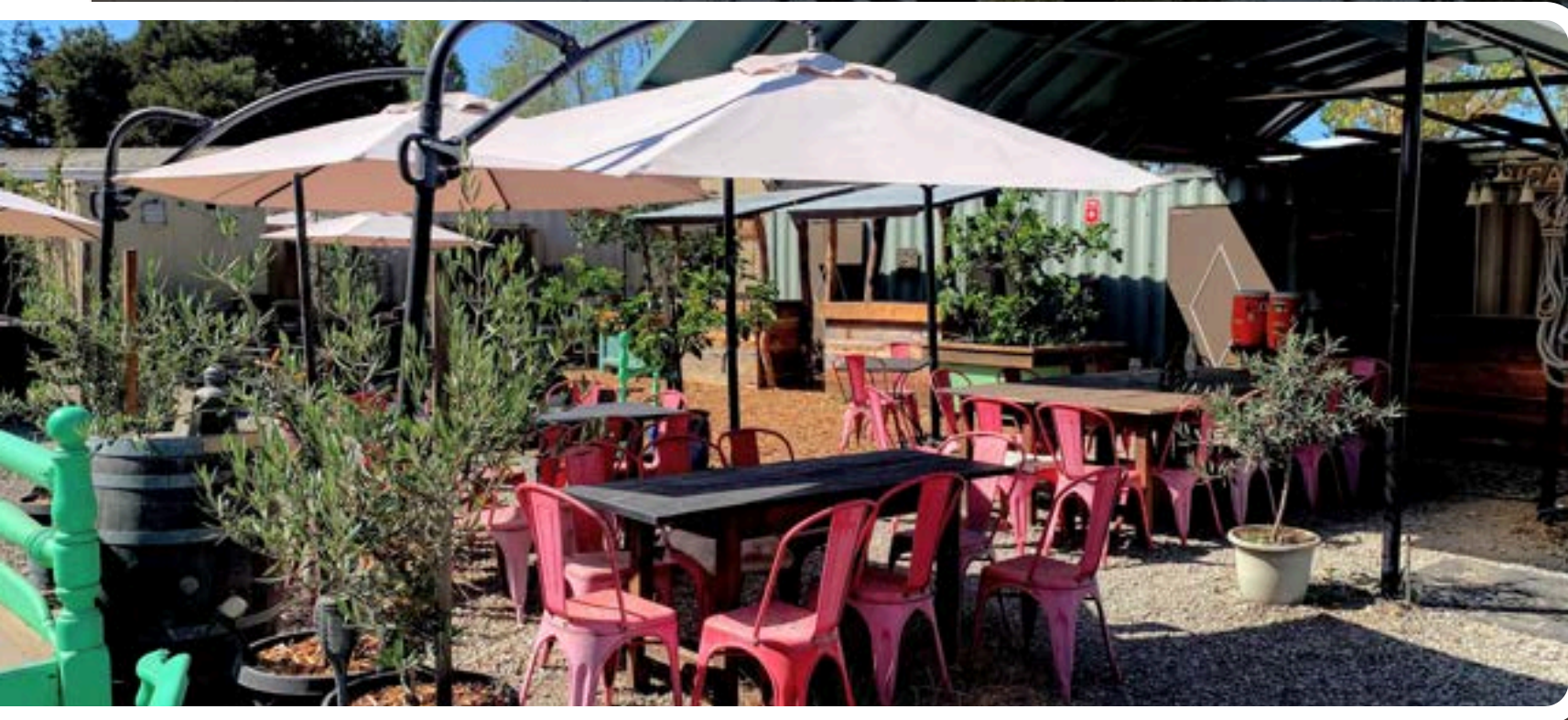
"The Bunker" – One highlight of this is our recently completed conversion of a WWII military field office into a multimedia classroom. Volunteers learned skills by fabricating all of the elements from upcycled materials.





# CAMPUS CONSTRUCTION

REAP's approach to building, as exemplified by The Bunker, is framed by the need to **waste as little as possible**, and to rely on **shared resources** to change our world.



Every month, we create and modify structures to build the capacity of our ever-growing organization. The goal for our campus is to hold space for climate optimism, invite people into climate action, and build impact from the ground up.



# WORKFORCE DEVELOPMENT: FIRST COHORT



REAP creates **equitable** workforce development pathways to **empower first responders** to the climate crisis.

The World Economic Forum projects that investment in nature-positive solutions could create as many as 395 million jobs by 2030. By building partnerships with workforce development organizations, REAP can divert existing workforce flows into nature-positive solutions jobs and begin to meet this demand.

Our curriculum, in a mix of conventional and nature-positive fields, will teach regenerative thinking and skills to empower workers to make change through their careers. A minimum of 15% of every curriculum will be designed by REAP to center nature-positive solutions.

Our workforce development partner, Pacific Coast Community Services (PCCS) is a 27-year veteran of Workforce Development. The mission of PCCS is to hire and train disabled individuals through contractual relationships, training programs, and employment opportunities. Together, we have graduated our first cohort of workforce development students.

Our first cohort consisted of 6 participants and 1 coach. The course was in Inventory and Logistics, and served individuals from the community with learning disabilities.

Pacific Coast  
Community Services, Inc.



For four weeks, the cohort met on our campus to learn Inventory and Logistics and their tie-ins to regenerative systems.

Our first workforce cohort is only the beginning. In January 2024, we expect to be working with 12-16 trainees, with as many as 100 per month by the end of 2024.

As REAP enters into more workforce partnerships, we can see a path to financial solvency by June 2024, allowing REAP to cover its baseline costs and shift focus to building capacity.

## Accreditations



**Bureau for Private  
Postsecondary Education**  
Department of Consumer Affairs



"REAP has developed programming and partnerships with other organizations and utilizes collaboration to develop training and workforce programming within climate work and nature based industries that allow participants to fully engage and receive mentorship from industry professionals that provide experiential learning opportunities. These opportunities help develop skills and understanding that lead to employment goals within climate work."



**LARRY SILVA**  
PACIFIC COAST  
COMMUNITY SERVICES,  
COO

**1ST  
COHORT** IN FALL 2023

**100 PER  
MONTH** BY END OF 2024



# SUPPORTERS & FINANCIALS

STRONG FOUNDATIONS FOR ROBUST  
ORGANIZATIONAL GROWTH

ENDORSEMENTS  
NOTEWORTHY PARTNERS  
OUR TEAM  
STRATEGIC PLAN



# ENDORSEMENTS

**We are proud of our accomplishments.  
Even more so when acknowledged by others.**



## AWARDS & RECOGNITION

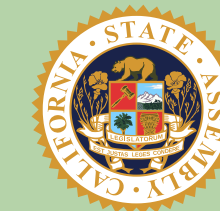
CONGRESSWOMAN BARBARA LEE  
CERTIFICATE OF SPECIAL  
CONGRESSIONAL RECOGNITION



SENATOR NANCY SKINNER  
CALIFORNIA STATE SENATE  
IN HONOR OF GREEN BUSINESS AWARD



ASSEMBLYMEMBER MIA BONTA  
CALIFORNIA STATE ASSEMBLY  
IN HONOR OF GREEN BUSINESS AWARD



## LETTERS OF ENDORSEMENT



MARILYN ASHCRAFT  
MAYOR OF ALAMEDA



ALAMEDA  
COUNTY  
RESOURCE  
CONSERVATION  
DISTRICT



ALAMEDA UNIFIED  
SCHOOL DISTRICT  
Excellence & Equity For All Students



**READ OUR ENDORSEMENT LETTERS AND  
RECOGNITIONS IN FULL ON OUR WEBSITE**



# NOTEWORTHY PARTNERS

To realize our vision, we're building powerful partnerships with a growing list of like-minded organizations, businesses, municipalities, and artists, near and far.



**NATIVE AMERICAN HEALTH CENTER**  
Serving the community since 1972  
a california *health+* center



**Self-Help for the Elderly**  
安老自助處

**WILD OYSTER PROJECT**



BIOLOGICAL RESERVE  
CERRO HERMOSO



Pacific Coast Community Services, Inc.

**Makers Paradise**



young naturalist club  
ALAMEDA

**KISS -the- GROUND.**



**Rotary**  
of Alameda

**DOR DEPARTMENT of REHABILITATION**  
Employment, Independence & Equality



BAY BEEHIVES



ALAMEDA FOOD BANK  
Feeding the Island since 1977

**HELLMAN FOUNDATION**

**TEDx Boston**

**AND MANY MORE...**



# OUR TEAM

## CORE STAFF



**JONATHAN DELONG**

E.D., COFOUNDER,  
BOARD MEMBER



**ETHAN MERRILL**

STAFF,  
OPERATIONS



**JOSHUA PANTOJA**

STAFF,  
OPERATIONS

The REAP Climate Center is a collaboration between staff, board members, on-campus partners, advisors and core volunteers.

## BOARD MEMBERS & LEADERSHIP COUNCIL



**CHRISTINA COLE**

BOARD MEMBER,  
COFOUNDER



**JANA PASTENA**

BOARD MEMBER



**SCOTT E. MILLER**

BOARD MEMBER



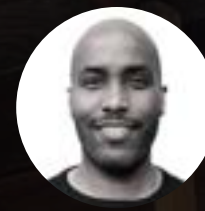
**TUERE ANDERSON**

LEADERSHIP  
COUNCIL



**JERRY DEAL**

LEADERSHIP  
COUNCIL



**ASSAD WAATHIQ**

LEADERSHIP  
COUNCIL



**TIM ANDERSON**

LEADERSHIP  
COUNCIL

## ON-CAMPUS PARTNERS



**DAVID NYQUIST**

ALAMEDA YOUNG  
NATURALIST CLUB,  
FOUNDER/OWNER



**LINDA HUNTER**

WILD OYSTER  
PROJECT,  
DIRECTOR



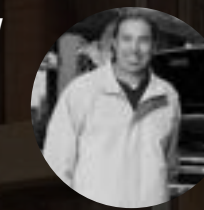
**ZACHARY COFFIN**

ADVISOR  
ARTS STRATEGY,



**MELISSA MCANDREW**

BAY BEEHIVES,  
OWNER & C-BEE-O



**LARRY SILVA**

PACIFIC COAST  
COMMUNITY SERVICES,  
COO

Actively Seeking  
Board Members &  
Leadership Council

## CORE VOLUNTEERS & CONTRACTORS



**AMELIA BURKE-HOLT**

CORE VOLUNTEER,  
OPERATIONS



**BETH LEONARDO**

CORE VOLUNTEER,  
BRANDING &  
MARKETING



**DAMON VANDER LIND**

CORE VOLUNTEER,  
BEE HUSBANDRY



**AMAN DARO**

CORE  
VOLUNTEER,  
OPERATIONS



**NICK MILSNER**

CONTRACTOR,  
SALESFORCE  
CONSULTANT



**REINHARD JOELLI**

CORE VOLUNTEER,  
MARKETING



**SAM FELSING**

CORE VOLUNTEER,  
PR



# STRATEGIC PLAN AT A GLANCE

## Climate impact must be bold.

We cannot shy away from ambition in the face of the climate crisis. That is why REAP, at just 3 years old, is already articulating major goals and building cohesive global partnerships.

The following page is a brief glimpse of our full strategic plan, highlighting certain key objectives. The full version will be released later this year, but for now please enjoy a snapshot of years 1, 3, 7, and 10. For this preview, growth in following categories have been brought to the forefront:

CAMPUSES (live or launching)

STAFF

ON-CAMPUS PARTNER ORGS

WORKFORCE DEVELOPMENT

ANNUAL HUMAN ENGAGEMENT

CATALYTIC RESILIENCE

LANDHOLDER PLEDGES

FUNDING & REVENUE GOALS



ONE

2024

THREE

2026

SEVEN

2030

TEN

2033



## This data is only part of the story.

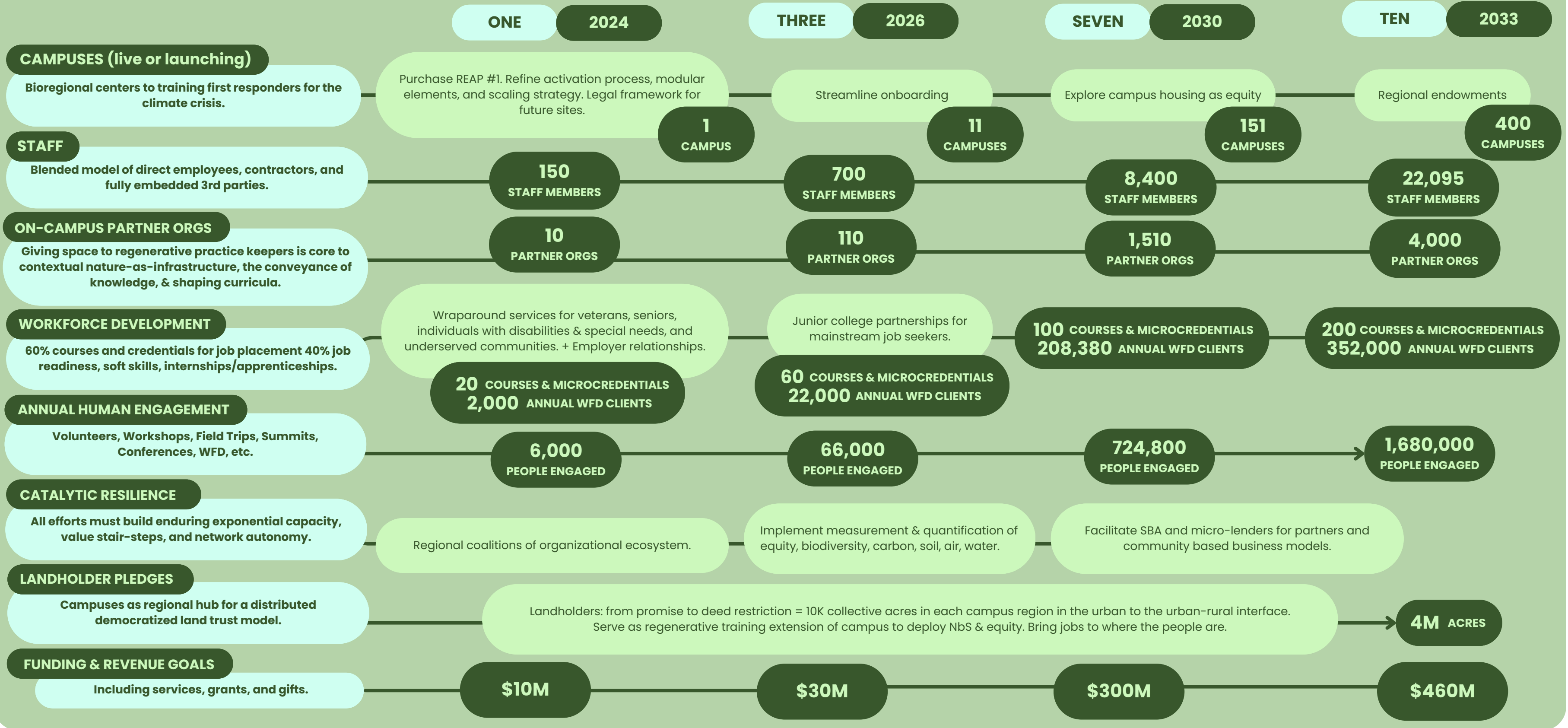
If you want a detailed and comprehensive narrative overview of our ethos and approach, please visit the REAP Vision Document.

Our team likes to joke that it is a manifesto disguised as a white-paper. Call it what you will. It is our heart laid bare, and a clear path forward for meaningful and durable systems change. Feedback is welcome.

[Click here to read REAP's Vision Document](#)



# STRATEGIC PLAN AT A GLANCE



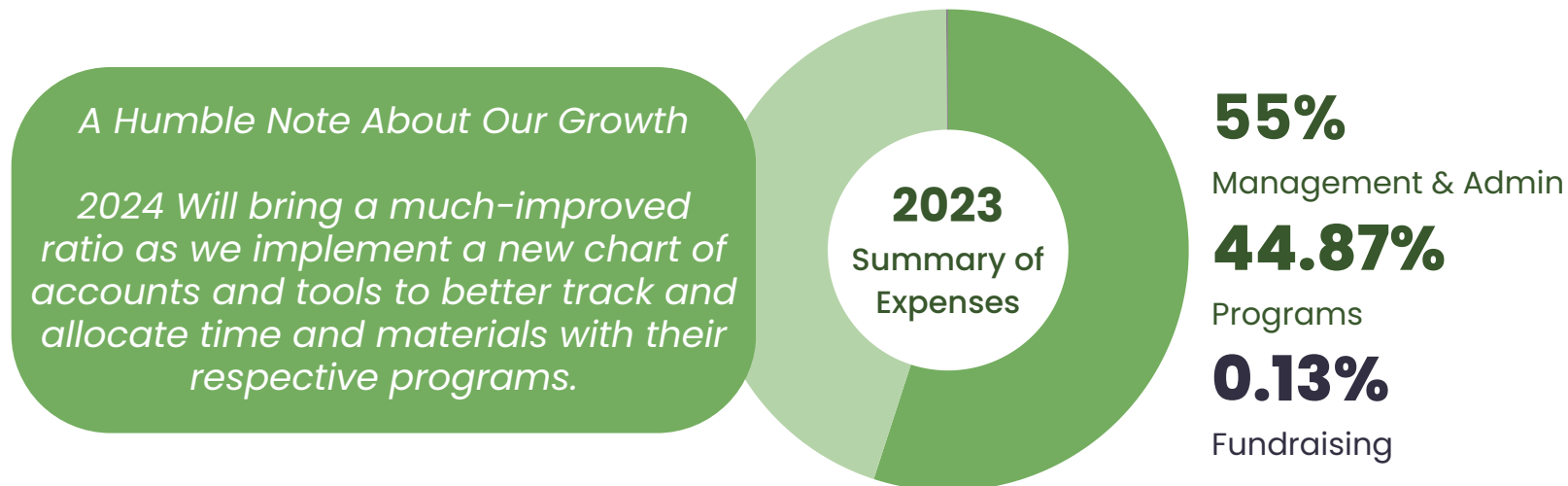


# Statement of Financial Position

	2022	2023
<b>ASSETS</b>		
<b>Current Assets:</b>		
Bank Accounts		
REAP Center	66,627	65,129
<b>Total Bank Accounts</b>	<b>66,627</b>	<b>65,129</b>
<b>Other Current Assets:</b>		
Inventory Asset	3,000	3,000
<b>Total Other Current Assets</b>	<b>3,000</b>	<b>3,000</b>
<b>Total Current Assets</b>	<b>69,627</b>	<b>68,129</b>
<b>Fixed Assets:</b>		
Machinery and Equipment	47,4589	47,823
<b>Total Fixed Assets</b>	<b>47,4589</b>	<b>47,823</b>
<b>TOTAL ASSETS</b>	<b>117,086</b>	<b>115,9512</b>
<b>LIABILITIES AND EQUITY</b>		
<b>Liabilities:</b>	-	-
<b>Total Liabilities</b>	-	-
<b>Equity:</b>		
Retained Earnings	84,987	117,091
Net Revenue	32,099	-1,139
<b>Total Equity</b>	<b>117,086</b>	<b>115,952</b>
<b>TOTAL LIABILITIES AND EQUITIES</b>	<b>117,086</b>	<b>115,952</b>

# Statement of Activity

	2022	2023
<b>Revenue:</b>		
Donations	416,330	437,050
<b>Total Revenue</b>	<b>416,330</b>	<b>437,050</b>
<b>Gross Profit</b>	<b>416,330</b>	<b>437,050</b>
<b>EXPENDITURES</b>		
<b>Management and Admin:</b>		
Bank Charges and Fees	375	263
Insurance	5,878	8,595
Legal and Professional Services	11,502	9,056
Payroll Expenditures	123,600	218,143
<b>Total Management and Admin</b>	<b>196,964</b>	<b>236,058</b>
<b>Program Expenses:</b>		
Animal Care Expenses	2,704	3,430
Car and Truck	873	14
Equipment Rental	21,360	3,855
Fuel	3,055	3,218
Furnishings	1,655	1,529
Job Supplies	7,713	8,286
Land Improvement	3,239	964
Meals and Entertainment	3,632	1,579
Office Supplies and Software	3,081	4,733
Other Business Expenses	108	53
Rent and Lease	123,600	150,946
Repairs and Maintenance	535	6,329
Security	2,396	546
Travel	1,678	1,482
Utilities	5,265	5,721
<b>Total Program Expenses</b>	<b>180,913</b>	<b>192,594</b>
<b>Fundraising Expenditures:</b>		
Advertising and Marketing	6,353	537
<b>Total Fundraising Expenditures</b>	<b>6,353</b>	<b>537</b>
<b>TOTAL EXPENDITURES</b>	<b>384,231</b>	<b>429,189</b>
<b>NET OPERATING REVENUE</b>	<b>32,099</b>	<b>7,861</b>





## WE NEED YOUR HELP

**Widespread change** is achievable with a little bit of luck and **a lot of work**. If you believe in REAP's mission, we invite you to come be a part of it, **however you can**. **We are seeking partners, volunteers, donors, and more** in our journey to robust impact.



**ALAMEDA CAMPUS REGISTERED / MAIL**  
2133 Tynan Avenue  
Alameda, CA 94501  
Email: [grow@reapcenter.org](mailto:grow@reapcenter.org)  
Web: [www.reapcenter.org](http://www.reapcenter.org)  
IG: @reapclimatecenter

**REAP Climate Center**  
909 Marina Village Pkwy,  
#234  
Alameda, CA 94501  
Tax ID 86-19849902133