



PAREI 2021 Annual Meeting

Celebrating the
Many Sides of PAREI
April 22nd – May 4th

Please join PAREI for our 2021 annual meeting:

The Many Sides of PAREI

Virtual and in-person events from April 22 - May 4.
Click for schedule and to find out more.

Visit www.plymouthenergy.org for our full schedule of events

2020 Annual Business Meeting – The Many Sides of PAREI

April 30, 2021

Welcome and Introductions --- Board President, Zak Brohinsky 12:32pm – 12:40pm

PAREI 2020 Business Report – Director Sandra Jones 12:40pm to 1:00pm

Happenings - All Sides of PAREI.

Financial Report

PAREI Strategic Plan Summary - NH Charitable Foundation Operational Grant Awarded

Carl McNall Endowment Fund

Q and A - Director and Board Members

Video Message to PAREI Members from Representative Annie Kuster 1:02pm to 1:10pm

Give Aways – Board Member Melissa Leszek 1:10pm to 1:20pm

“Our Energy Star the Sun” (Kids’ book), Locally made LFP garden markers,

Earth Day/Everyday T-Shirt, \$25 LFP Gift Certificate

New Hampshire Electric Cooperative – Energy Solutions 1:20pm – 1:50pm

Presentation from Craig Snow, Vice President of Energy Efficiency Programs

Energy Efficiency, Beneficial Electrification, Demand Response

Renewable Energy

NET Metering

MOBO Solar

Climate Survey

Q and A

How can you support the Many Sides of PAREI? – Lisa Leary, PAREI Consultant, Sam Howe, PAREI Board Member and Volunteer 1:50 – 2:00pm

Green Circle, Blue Square and Black Diamond volunteer opportunities!

Wrap Up – Thank you for joining us – President Zak Brohinsky 2:00pm

Volunteer Sign Up Survey Monkey Link: <https://www.surveymonkey.com/r/LMGRM7D>



95

**new donors choosing
to support
PAREI's mission**




LFP local food sales
growth of

530%



9

**new families
participating in
NH Solar Shares -
Warren**



Installed

250

**solar PV panels totaling
83.75kW**



\$57000

**in electric bill credits produced
by NH Solar Shares arrays**



14

**Button Up NH Home
Energy Savings Workshops**



2

Local cooking shows

Moulton Farm – 15KW



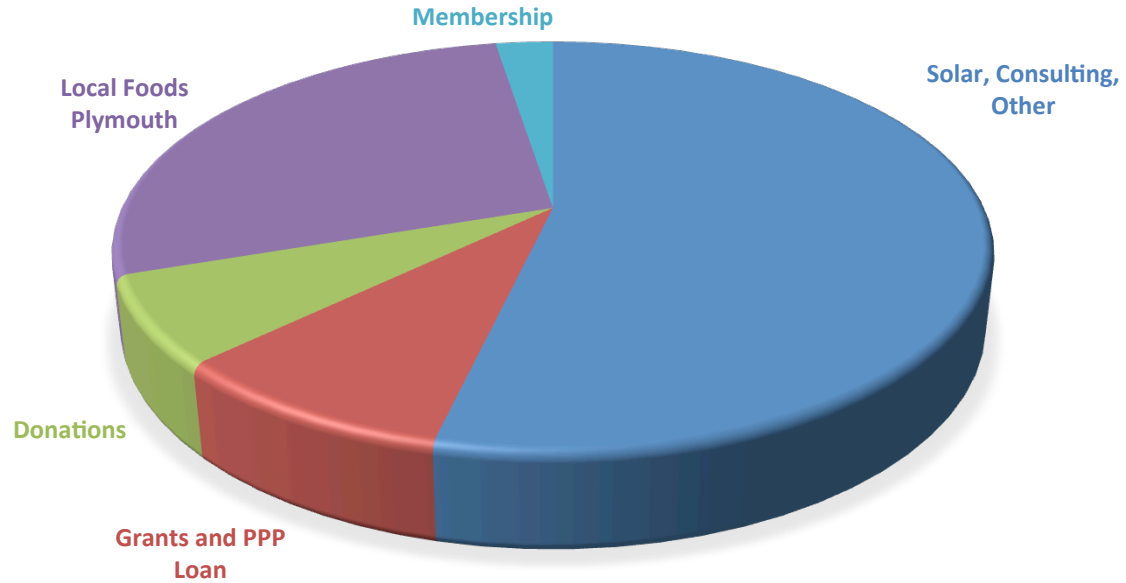
LITTLE GARDENS



EVERYWHERE

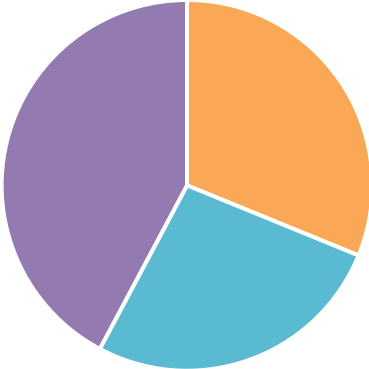


2020 REVENUE



Solar, Consulting, Other	\$	273,226.69
Grants and PPP Loan	\$	46,897.25
Donations	\$	35,304.87
Local Foods Plymouth	\$	140,820.32
Membership	\$	12,905.00
Total Revenue	\$	509,154.13

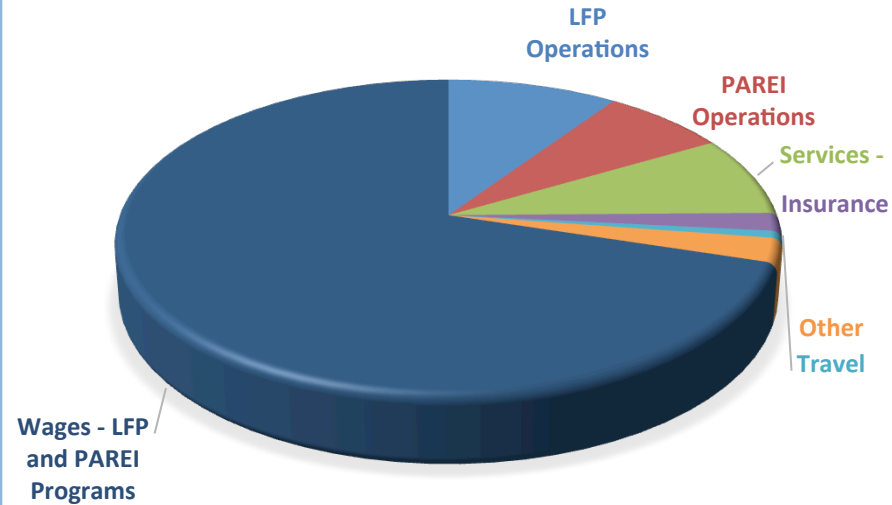
Cost of Goods



- Solar Programs
- Subcontractors
- Local Foods Plymouth

Cost of Goods	
Solar Programs	\$ 86,209.08
Subcontractors	\$ 73,610.43
Local Foods Plymouth	\$ 116,697.25
Total Cost of Goods	\$ 276,516.76

EXPENSES



LFP Operations	\$	22,156.40
PAREI Operations	\$	16,454.93
Services – Acctg/Web/Media/Engineer	\$	18,985.01
Insurance	\$	4,325.81
Travel		1,670.56
Other		5,746.41
Wages - LFP and PAREI Programs		163,287.58
Expenses	\$	232,626.70

2020 -2025 Strategic Plan

Plymouth Area Renewable Energy Initiative Strategic Plan and Major Benchmarks



GOAL AREAS	2020–2021	2023	2025
<p>Conduct programmatic and internal assessments to improve effectiveness, efficiency and relevancy</p>	<ul style="list-style-type: none"> Create a plan and tools to regularly assess our major program areas; focus on participation, equity, accessibility, demographics, strengths/weaknesses and program effectiveness Conduct survey of <i>Local Foods Plymouth</i> past and current buyers with ultimate goal of sustaining the 350% growth in sales seen during the pandemic Identify at least three internal systems that would benefit from evaluation 	<ul style="list-style-type: none"> Conduct Survey of 100 PAREI members who received solar and energy services Conduct survey of regular donors to seek input on the effectiveness of PAREI's fundraising materials and opportunities. What drives their desire to donate to PAREI? What more do they want to know about PAREI's operations and programming? 	<ul style="list-style-type: none"> Review assessment plan for compliance Complete the last of the three internal system evaluations and make changes where necessary
<p>Advance development program to improve organizational longevity</p>	<ul style="list-style-type: none"> Develop major gift program Complete more staff and board training Recruit new board member with development experience and increase board and volunteer participation in cultivating large donors Identify, research and reach out to 100 potential \$500+ donors 	<ul style="list-style-type: none"> Hire full time development director Reach 40+ donors in top tier level—donation of \$500+ each 	<ul style="list-style-type: none"> Raise \$750,000 for Endowment Fund with goal of growing the fund and applying \$20,000 annually to operating budget
<p>Improve member engagement to sustain and increase activity and membership levels</p>	<ul style="list-style-type: none"> Formalize and better market existing and new membership benefits Develop new community partners and partnership avenues such as Renewable Energy Working Group with <i>NH Electric Cooperative</i> Launch new program—Little Gardens Everywhere—creating neighborhood gardening collaborations for a more abundant and diverse local food supply 	<ul style="list-style-type: none"> Increase hands-on programming Diversify volunteer opportunities Develop programming and messaging geared to attract more participation among the younger generations 	<ul style="list-style-type: none"> Grow 2019 PAREI and LFP membership renewal levels by 140% Grow PAREI members use of NHEC's Renewable Choice Program by 50% Sustain 30 annual members in NH Solar Shares

2020 -2025 Strategic Plan Continued

GOAL AREAS	2020–2021	2023	2025
<p>Create a cohesive and efficient public interface and virtual presence organization-wide</p>	<ul style="list-style-type: none"> Assess the effectiveness of integrating our websites and outreach tools across program areas including social media, fundraising letters, annual report, e-newsletters and membership types and levels Hire a media and marketing consultant to assist with assessment and implementation Explore re-organizing PAREI's programming. Consider a full re-launch with a new look to update and build visibility. Help the public better understand how our varied programming supports our mission and community's resiliency 	<ul style="list-style-type: none"> Roll-out re-launch or organizational re-structuring plan if deemed needed and efficient 	<ul style="list-style-type: none"> Assess effectiveness of the three-year marketing and re-organizing plan
<p>Maximize the capabilities of our new technical platforms such as Little Green Light-Donor and Membership CRM</p>	<ul style="list-style-type: none"> Set up on-line ability to purchase new and renewing memberships via PAREI website that automatically downloads data into the membership database Use automated e-mail reminders for membership renewal notices prior to renewal mailings for both LFP and PAREI Use existing functions to input and sort doner research 	<ul style="list-style-type: none"> Create automated regular on-line small donor fundraising campaign Provide automated residual options for donations and memberships 	
<p>Sustain, change and/or grow our core programs and professional services</p>	<ul style="list-style-type: none"> Make changes or additions to programs and services, based on programmatic assessment outcomes Build 3rd NH Solar Shares array bringing solar energy bill credits to ten more income eligible families Update NH Saves Button-Up Home Energy Savings Workshop's content and marketing materials in partnership with utilities Develop an educational manual for solar PV homeowners 	<ul style="list-style-type: none"> Review website and printed materials to assure program and service descriptions are updated 	
<p>Improve employee retention, professional growth and transitions.</p>	<ul style="list-style-type: none"> Offer 401k employer match up to \$1000 annually Prioritize more professional growth and training opportunities for staff Create detailed job descriptions to improve redundancy and transferability 	<ul style="list-style-type: none"> Increase salaries based on market equivalents Increase hours or combine part-time positions into more full-time positions Conduct more cross training 	<ul style="list-style-type: none"> Offer health insurance package for employees



US Representative Annie Kuster (NH-02)
Message to PAREI Members

Video Message from US Rep. Kuster



Ann McLane Kuster



US Representative Annie Kuster (NH-02)
Message to PAREI Members

Introduction



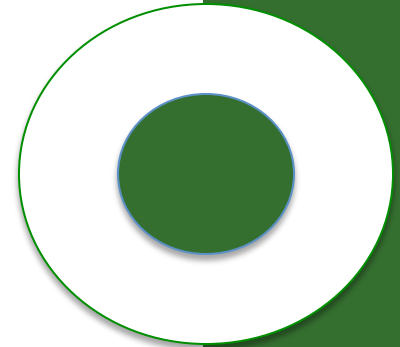
Craig Snow

Vice President of Energy Solutions/Facilities

NH Electric Cooperative

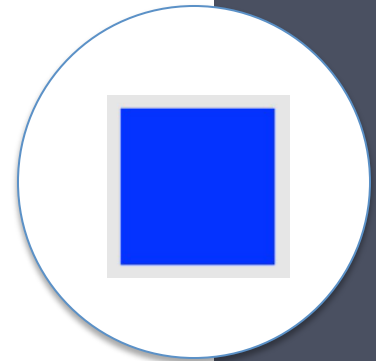
Supporting the Many Sides of PAREI

- ✓ Share a \$5 gift card for Local Foods Plymouth with two friends (we provide them)
- ✓ Forward PAREI e-newsletter to three friends
- ✓ Donate seeds/seedlings for seed swap (June 3rd)
- ✓ Post comment or question on one Facebook sites (LFP, LGE, PAREI) once/week for one month
- ✓ Pick up a few PAREI membership cards and hand them out to friends who need home energy advice.
- ✓ **Urge a family in need to participate in NH Solar Shares**



Supporting the Many Sides of PAREI

- ✓ Be an energy partner and share your home energy project experience with another PAREI member
- ✓ Help with NH Solar Shares site upkeep (weed, water, rake)
- ✓ Hang posters for event promotion
- ✓ Secure one sponsor for Kitchen Inspired Cooking Show (LGE event)
- ✓ Purchase a LFP gift certificate for a friend
- ✓ Give name of favorite local farmer/vendor to Brandon, LFP manager
- ✓ Make a donation to any of our programs @ plymouthenergy.org
- ✓ **Deliver Local Foods Plymouth orders on Thursday afternoons**



Supporting the Many Sides of PAREI

- ✓ Donate one peach tree (two opportunities) for edible garden at NH Solar Shares site
- ✓ **Join our development/fundraising committee**
- ✓ Volunteer to conduct a diversity, equity and inclusion zoom meeting training for staff
- ✓ Sit in on a PAREI Board meeting and consider joining
- ✓ Start a neighborhood garden collaborative (LGE)
- ✓ **Donate to PAREI's Endowment Fund for future operations**
- ✓ Install a solar PV array on your home





Thank you for joining us today

Volunteer Sign Up Survey Monkey Link: <https://www.surveymonkey.com/r/LMGRM7D>
Feel free to stay on Zoom for Q and A about volunteer and donor opportunities.

Please join us for our last three events of our Annual Meeting Series.

- Monday, May 3rd 2:30pm to 6pm – Volunteer Work Day at NH Solar Shares pavilions,
- Tuesday May 4th, 12:30pm “Solar Savings in NH Report” Discussion,
- 7pm Virtual Workshop by Little Gardens Everywhere called: “Planning for Planting: Tips for Success and Less Stress in your New Garden” by Master Gardener Laura Richardson. Visit plymoutenergy.org for info on sign up

PAREI Working together, creatively, to build a more sustainable and resourceful community