



Sol Nation Inc

# Impact Report 2023

For the land, the air, the  
water and the people.



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## MISSION & VISION STATEMENT

### MISSION

- Identify and close the green gap between the desire of communities of color to live in regenerative and sustainable communities, and their access to power, infrastructure, resources, and education.
- Transform the material conditions of Black, Indigenous and communities of color and facilitate a just transition from fossil fuels to renewable and clean energy.
- Change the narrative around environmental justice, demonstrating that climate crises are about people and racism, not just the environment.

### VISION

Sol Nation's vision is to create self-lead BIPOC communities who prioritizes Black issues, establishes climate justice solutions, and provides the next generation with access to knowledge and resources, including school curricula with environmental justice standards.

## COLLABORATION OVER COMPETITION

This year, Sol Nation made a strategic decision to collaborate with various organizations to effectively implement our program and involve a larger portion of our community. As a grassroots organization, we rely on partnerships to enhance our capabilities and resources.

We were thrilled to establish a partnership with CleanAIRE NC, an organization dedicated to improving air quality across North Carolina. This collaboration will directly impact our Green Gap program as we aim to enhance air quality through measures like emission reduction and monitoring. Additionally, we will develop a dashboard for environmental justice communities and create advocacy playbooks for affected communities.

Furthermore, we received an invitation to join Blueprint NC's network, enabling us to connect with other organizations across North Carolina, particularly in the eastern region. This will allow us to expand our efforts in environmental justice. In the upcoming year of 2024, we aspire to collaborate with organizations like NC Black Alliance and Democracy Green, both of which are members of Blueprint NC.

TEEM Activate North Carolina Convening. 180 Productions Group. 2023



**Tiffany Fant**

Executive Director



*...we will develop a dashboard for environmental justice communities and create advocacy playbooks for affected communities.*



When community members are given some relief and resources they are able to create their own pathways to solutions. So, we don't say we have programs but facilitate solutions to some of society's most destructive climate justice ills.



## OUR SOLUTIONS

### ENVIRONMENTAL JUSTICE IS...

Our Sol Stories help make the connection between environmental justice and social justice issues. What we are clear on is that we must begin to merge these movements in order to achieve the sustainable, thriving communities we seek. In 2023 we produced Sol Stories for Black Women's Health, Re-Entry, and Transportation Equity.



Still image from Environmental Justice is Black Women's Health. 2023.



Still image from Environmental Justice is Transportation Equity. 2023.

#### Through our Sol Stories we were able to:

- Connect our audiences to other resources to continue to learn more about a particular issue.
- Engage audiences in a way that they deepened their relationship with Sol Nation and environmental justice.
- Expand our audience's understanding of environment and its impacts in our everyday lives.



Still image from Environmental Justice is Re-entry. 2023.



## SOL TECH ACADEMY

Environmental Justice is Generation Next and this year we were able to launch our Ambassadors program which is designed to give individuals the opportunity to learn more about Sol Nation, environmental and climate justice, and have the opportunity to put their new knowledge and skills to work in the community. Our inaugural cohort consists of individuals from high school to being in the workforce. This group will work together to implement a solution in our community while also representing Sol Nation at the municipal level and in the community.



Sol Nation's 2024 Ambassador Cohort. 2023.

## GREEN GAP INITIATIVE

In 2023, we began to fill in some of the green gap with our work. We were able to co-host Activate NC which was a transportation convening that brought together individuals, organizations, and decision makers to talk about equity in transportation, particularly electrification. From this convening, we developed a next step of advocating for transportation budget increase so that municipalities can consider more electric vehicles with an equity lens.



TEEM Activate North Carolina Convening. 180 Productions Group. 2023



## SOL SUMMIT 2023



Don't Keep That Same Energy - Sol Summit 2023. Edhart Media. 2023

Sol Summit is our annual 3 day event that brings together environmental justice organizers, decision makers, and community members in order to network around solutions and build up the communities that are needed. This year's theme was **"Don't Keep That Same Energy"** and was designed to look at alternative energy sources for sustainability but also for those in the movement to shift their energy. This year's summit featured a kickback that engaged attendees through music, food, and art around the topic of environmental justice.

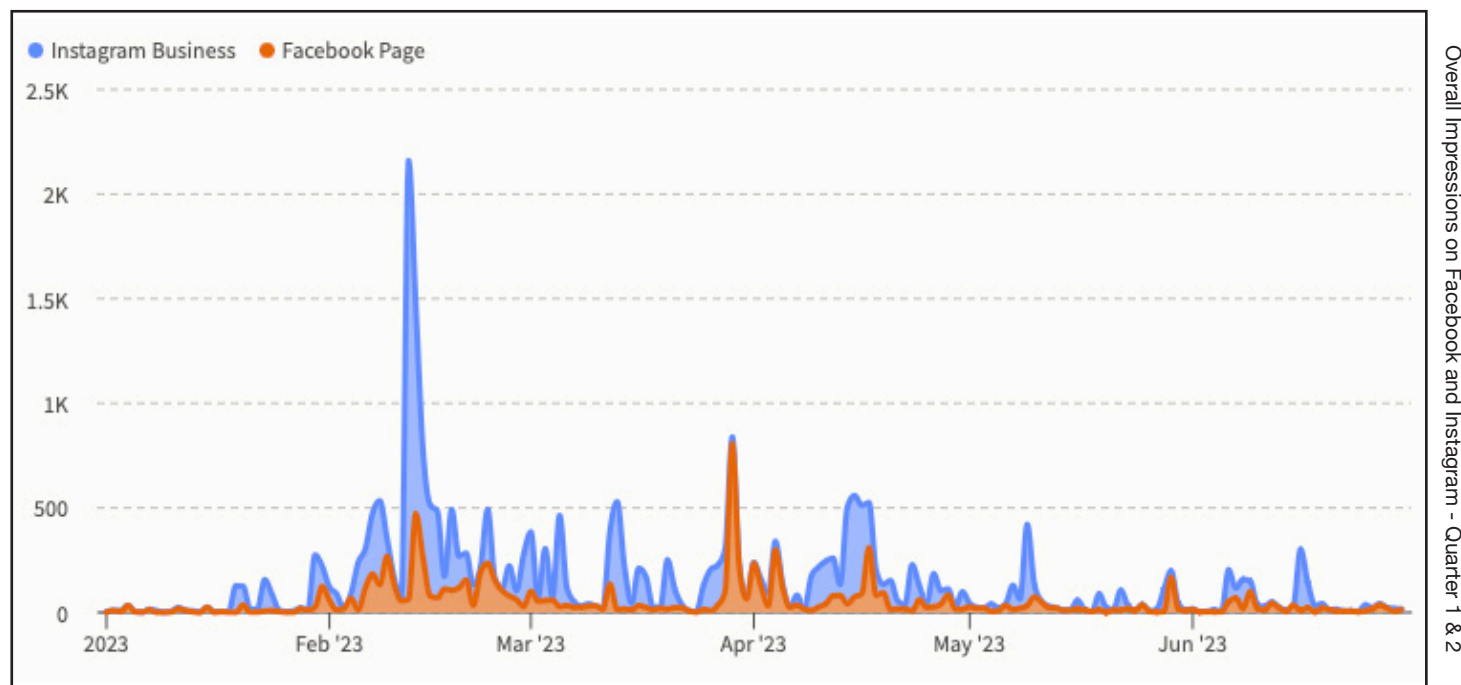


Don't Keep That Same Energy - Sol Summit 2023. Edhart Media. 2023

# 2023 COMMUNICATION REPORT

## SOCIAL MEDIA

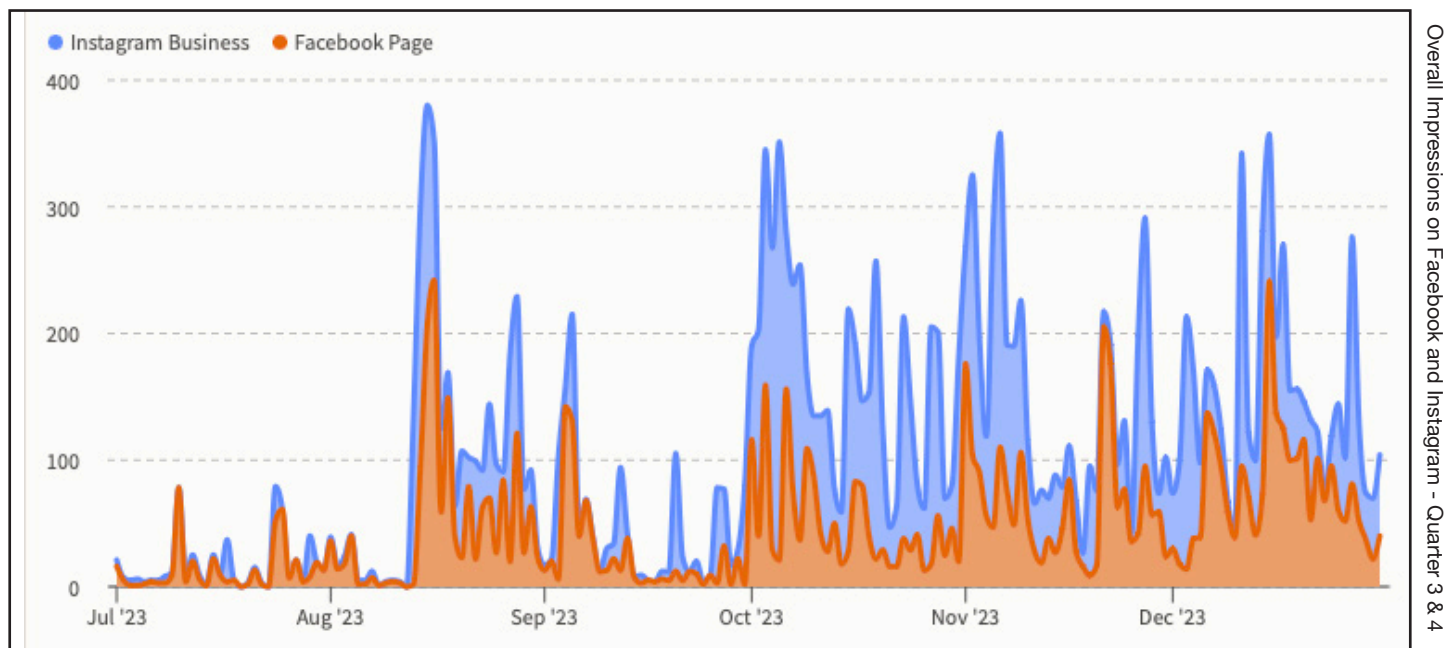
Social media plays a vital role in amplifying the reach, impact, and effectiveness of our mission and achieving our vision of moving BIPOC communities to a more sustainable future. After the edition of our new Communications Manager in September 2023, we were able to increase our reach by updating our communications plan, adding 142 new followers.



### Facebook & Instagram – From Q1/Q2 to Q3/Q4

- Impressions from Facebook went up approx. 5.9% and IG went up approx. 5.2%.
- Even though the overall engagement rate between the two platforms went down 27.4%, we reached 16.4K users in the 2nd half of the year totaling over 35k between January 2023 and December 2023.



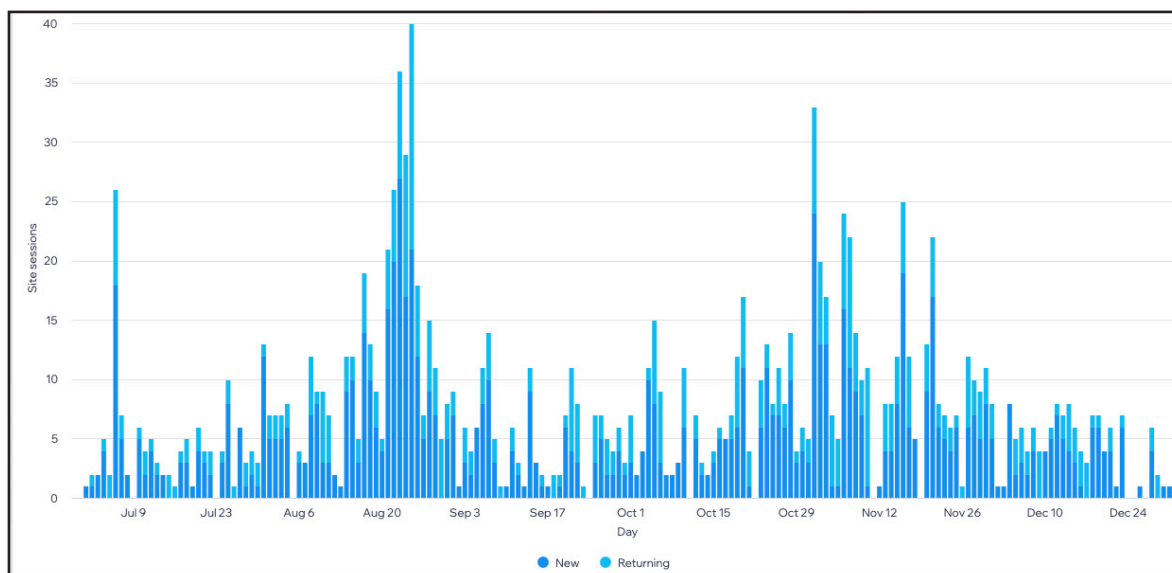


## WEBSITE

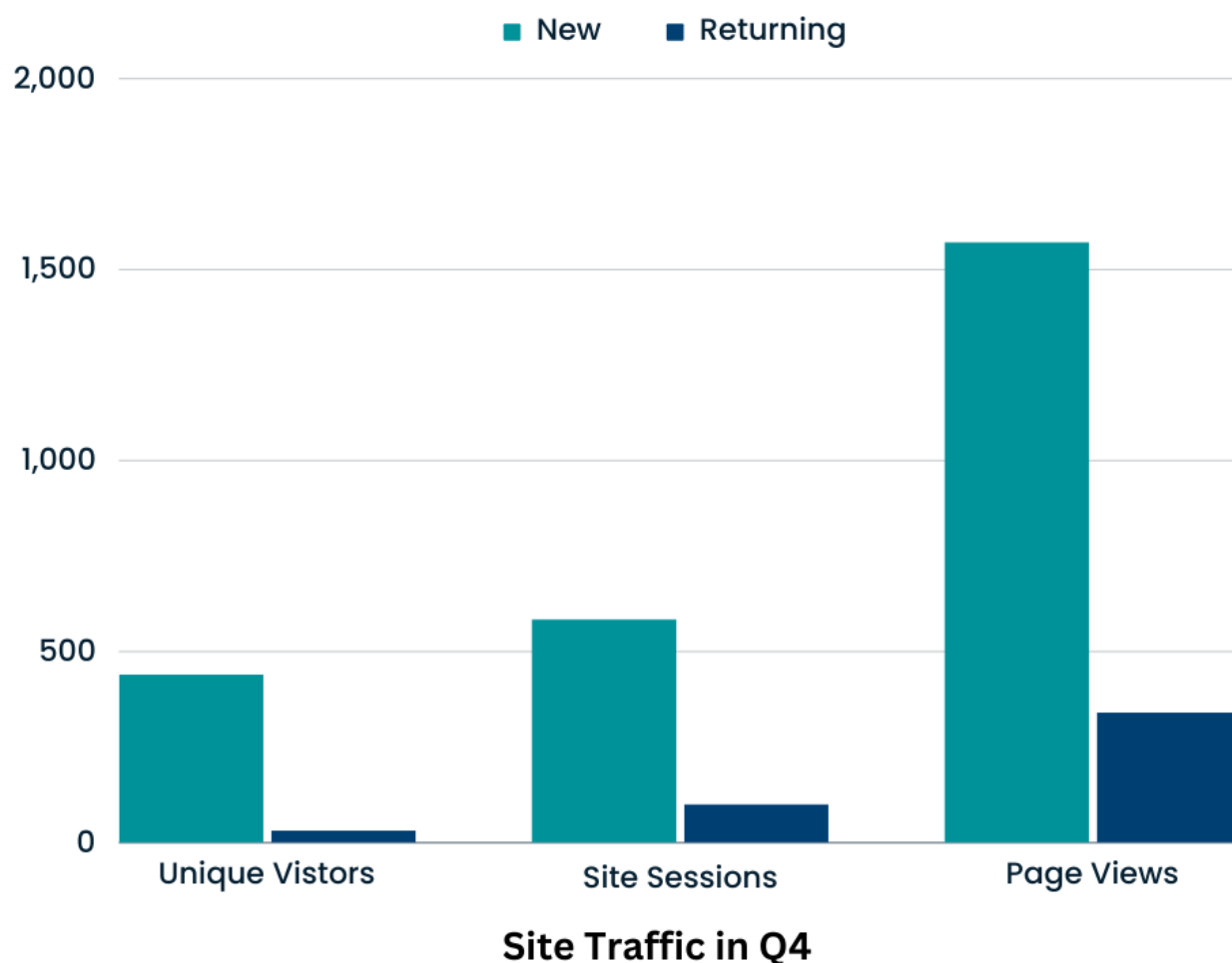
Sol Nation's website is important for building community and long lasting connections with our loyal supporters and grantors. We finally released an updated site in October, establishing trust and strengthened our online presences.

### Results of Update:

- Q3 to Q4 the new visitor rate went down 8.48%, however the retention of the site increased 79%.
- Due to the promotion of Sol Summit, August received the highest new visitors with 333 total. November received the highest return rate with 96 total due to our Giving Tuesday Campaign and monthly newsletter.







## COMMUNICATION GOALS FOR 2024

### Social Media

- Increase Facebook and Instagram engagement with interactive polls and illustrative content.
- Increase community presence on LinkedIn.
- Increase collaboration posting with partners.

### Website

- Increase the monthly retention rate and increase the session time.
- Increase the new visitor rate per quarter.



As a grassroots organization, we rely on partnerships to enhance our capabilities and resources.



**THANK YOU FOR SUPPORTING OUR VISION!**

## PARTNERS

- Clean AIRE NC
- Blue Print NC
- BCAN

## GRANTORS







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**WWW.SOLNATION.ORG**