

Key Messages for Citizens Climate Lobby

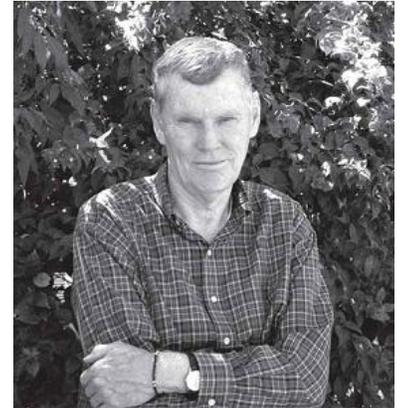
General Messages

- Citizens Climate Lobby (CCL) is a growing organization of local volunteer groups in Canada and the U.S. that are pressing for progressive climate legislation. We lobby our representatives and governments to support carbon fee and dividend and end subsidies to fossil fuel companies. The former puts a direct fee on carbon-based fuels at the source, providing a market signal to invest in clean energy technology, while returning the fee's revenue to households in the form of regular payments.
- CCL takes the view that politicians generally do not create political will, rather they respond to it. CCL uses a model for citizens to create political will that has proven to be successful in Canada and the U.S. by the organization RESULTS (which has the mandate to reduce poverty).
- CCL's mandate is to create and support the political will for a sustainable climate and to empower individuals to have breakthroughs in exercising their personal and political power.
- CCL is a non-partisan organization. People of all political affiliations are welcome. By joining CCL you will work with dedicated volunteers committed to fostering a legislative/regulatory environment that supports clean energy development, and a wider continental web of CCL groups working for the same purpose.

History

CCL was founded in 2007 in the US by Marshall Saunders. Marshall is a recipient of the Grameen Foundation Humanitarian Award and is a presenter with Al Gore's The Climate Reality Project. **About our founder and director Marshall Saunders**

Citizens Climate Lobby (CCL) was founded in September 2007 by businessman and philanthropist **Marshall Saunders**. Since the 1990s, Marshall has funded and directed a micro-lending program for impoverished women in Mexico called **Grameen de la Frontera**, which is modeled after the highly-successful Grameen Bank in Bangladesh. Marshall's philanthropic endeavors have not gone unnoticed. He was awarded the **Grameen Foundation Humanitarian Award** in 2009. Marshall is the only non head of state to be given this honor.



After seeing Al Gore's documentary, "**An Inconvenient Truth**," Marshall realized that the people he was working so hard to help stood to lose everything if civilization continues along its current path.

Marshall was among the first 1,000 who were trained under **Al Gore** to lead presentations on climate change, speaking to thousands of people in one year. He soon realized, however, that there was a critical element missing in efforts to solve the problem – **political will**.

Having experienced first-hand the effective advocacy of **RESULTS**, an anti-poverty organization that boosted U.S. support for child survival funding by twenty-fold and put microfinance on the map, Marshall set out to duplicate the RESULTS model and apply it to the thorny issue of climate change. That model is to **train** and **empower citizen volunteers** to speak effectively on the issues and **develop relationships** with members of Congress, the media, and other community leaders in ways that compel our government to take strong action.

Citizens Climate Lobby was founded and is primarily funded by one man - Marshall Saunders. His vision has inspired many people and what we have achieved in such a short time is remarkable.

The Canadian Connection and Past Connections

- Cathy Orlando met Marshall Saunders in June 2010 at a Climate Reality Project Conference in Nashville Tennessee. Like Marshall, Cathy is a presenter with the Climate Reality Project. After sitting in on Citizens Climate Lobby's Introductory Call and a monthly conference call, Cathy knew she had finally found an organization that would help her to help Canadian politicians with the climate crisis.
- In **September 2010** Citizens Climate Lobby started its first chapter in Canada in Sudbury. In **November 2010**, two more chapters joined Citizens Climate Lobby in Toronto and Red Lake, Ontario lead by Cheryl McNamara and Christine Penner-Polle respectively. Joanne Light in Halifax, Dante Ryel in Hamilton and Jan Slakov in Salt Springs joined CCL in November 2011.
- Canada's Citizens Climate Lobby was in many ways already formed. Cathy, Cheryl, Christine, Dante and Jan all got to know each other in the spring of 2010 in a Facebook group dedicated to federal climate policy founded by Dante Ryel and co-administered by Cathy called Starving for Change. <http://www.waterloochronicle.ca/news/local-man-starving-for-change-as-he-waits-for-climate-bill-to-pass/>
- In September 2011, Cathy Orlando joined the staff at Citizens Climate Lobby. As a volunteer, Cathy has taken on the role of Canada's National Manager.

General Statistics

- As of March 2013 there are almost 90 active CCL groups in Canada and the U.S. and growing!
- In 2012, our North American volunteers more than doubled our media hits and meetings with representatives compared to in 2011.
- Here are the International Statistics comparing 2012 to 2011:
Letters to the Editor **537** (2012) vs **181** (2011);
Editorials **22** (2012) vs **12** (2011);
Meetings with MPs, MPPs (Ontario), Congress and Senators **534** (2012) vs **255** (2011)
- At our 2012 conference in Washington DC, **175 volunteers** had **303 meetings** with congressional offices and every office on Capitol Hill received a letter about Citizens Climate Lobby and the Save Our Climate Act (H.R. 3242). Finally in the USA, we secured 22 sponsors for the Save Our Climate Act (H.R. 3242) - which is a carbon fee and dividend bill tabled by Representative Peter Stark.



Figure 1: Lobbying in Washington July 2012

Canadian Statistics

- Citizens Climate Lobby has official chapters in eleven regions of Canada: 22 group leaders and their volunteers covering over 30 ridings in Canada and we are growing!
- In Canadian newspapers between 2011 and 2012 we tripled our letters to the editor (27 to 90), quadrupled our opinion editorials (3 to 12) **and scored our first editorial in the Toronto Star**
- In Canada in 2012, our volunteers in two lobbying blitzes in Ottawa in June and November and in our home ridings throughout the year, lobbied a total of **51** Canadian politicians [MPs, MPPs (Ontario) and Senators] about putting a predictable, effective and transparent price on carbon pollution

About our Executive Director and Canada's National Manager

Mark Reynolds is the Executive Director of Citizens Climate Lobby, a rapidly growing grassroots volunteer advocacy organization in the United States. He is a globally recognized expert on bringing citizens and elected officials together to find common ground on energy, environment and public policy. Mark has given over 2200 presentations, keynote speeches and breakout sessions. Over the last 3 years he has headed over 50 group-start workshops leading to key Congressional support of nonpartisan solutions to climate change.

The International Headquarters of Citizens Climate Lobby is located in Coronado California.

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Cathy Orlando is a published scientist and educational author, regular contributor to the Sudbury Star and is the National Manager of Canada's Citizens Climate Lobby as a full-time volunteer. With Citizens Climate Lobbyists across Canada and in close partnership with the USA's Citizens Climate Lobby, Cathy works passionately towards cooperatively developing progressive and comprehensive Canadian climate change policy, to be synchronized to the USA's climate policy by 2015. She was formerly the Science Outreach Coordinator for the Faculty of Science and Engineering at Laurentian University. A national environmental award was named for her by Let's Talk Science to honour her work for environmental protection and science communication. Cathy was also nominated for a CBC Champion of Change award in 2010 and received a Queen Elizabeth II Diamond Jubilee Medal.

The National Office for Canada's Citizens Climate Lobby is located in Sudbury ON.

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