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A YEAR OF CLIMATE LEADERSHIP

2014 has been an incredible year for the Beyond Coal Campaign, with unprecedented results that set the stage for President Obama to announce the Clean Power Plan in June and a historic agreement with China in November.

We also demonstrated the strength of our grassroots power at the People’s Climate March in September, when more than 400,000 people turned out in New York City, and thousands more demanded climate action at solidarity events nationwide. None of this would have been possible had we not already stopped the rush to build new coal plants and cut our nation’s carbon emissions by replacing coal power with clean energy.

In short, U.S. climate leadership could not have happened without you, our members, supporters, and volunteers.

In August, we celebrated our best month for coal retirements since the start of the campaign. 2014 was also the best yet for solar installations, and we are winning even in coal industry strongholds like Omaha and Indianapolis. Each time we closed the door on coal, we’ve filled the gap with huge investments in energy efficiency and clean energy. At the same time, we continued to block mountaintop removal mining in Appalachia and prevented U.S. coal exports from entering international markets.

The commitment of our diverse partners and allies is also central to our success. In a letter of support included at the end of this report, Bloomberg Philanthropies shares why they’re recommitting their investment to Beyond Coal and working to catalyze demonstrable change in America’s energy sector.

Our coal retirement and clean energy goals are more ambitious than ever. We’re poised to achieve those goals by continuing to build partnerships, demand environmental justice for impacted communities, promote clean energy jobs, and demonstrate broad public support for meaningful action to address the climate crisis. And, by working to replace coal with clean energy, we’re helping set the stage for the United States to speak with authority during the 2015 international climate negotiations in Paris.

We look forward to celebrating big wins in the year ahead.

Sincerely,

Mary Anne Hitt
Campaign Director

Verena Owen
Campaign Volunteer Co-Lead

Bruce Nilles
Senior Campaign Director

“Each time we closed the door on coal, we’ve filled the gap with huge investments in energy efficiency and clean energy.”
THE POWER OF A PLAN
ATLANTA, GEORGIA

On June 2, the Obama administration announced the first-ever carbon pollution standards for existing power plants, known as the Clean Power Plan (CPP). The EPA held public hearings in four cities over the summer, where we played a key role in mobilizing the public to dominate the comment period through public testimony, rallies, and press events. In Atlanta, more than 1,000 people took to the streets demanding clean air, clean energy jobs, and swift action to address climate change.

Yeou-Rong Jih helped mobilize 60 members of her community on the coast of Savannah, Georgia, to attend the hearing and demonstrate support. Yeou has been active with the campaign nearly two years, playing a prominent role in educating and recruiting allies. Along with the Coastal Group of the Sierra Club Georgia Chapter, she’s determined to build a local coalition to take a united stand against unregulated carbon pollution.

“Our passionate environmental advocates pulled out all the stops for a broad outreach campaign to bring a diverse Savannah contingent to the Atlanta EPA hearing.”

Yeou was impressed by the powerful testimony from stakeholders, including health professionals, first responders, clean energy business leaders, students, outdoor enthusiasts, and laborers. Turnout was similarly strong at each of the other three EPA hearings, reinforcing the message to decision-makers that everyone deserves the right to clean air and that a strong plan is in the best interest of all Americans.

The CPP is a game changer for tackling the climate crisis, and it positions the United States to become a climate leader on the world stage. As the EPA prepares to finalize the CPP this summer, we’re confident our call for action will be answered.

“This was not just about making a statement to support the Clean Power Plan—it was also about community building and drawing together citizens from across the state. We’re more unified now, and stronger for it. We have new life for the fight.”

Americans support the new standards

2,300 people participated in the EPA hearings

155,650 online comments and hundreds of media hits generated about the CPP

$2,300

$155,650
In North Omaha, Nebraska, local residents won a powerful and inspiring victory to move their utility beyond coal. After years of amazing community activism—and some strategic legal and technical pressure behind the scenes—the Omaha Public Power District (OPPD) Board of Directors voted unanimously to approve plans to not only phase out the use of coal at its North Omaha power plant, but also to ramp up energy efficiency.

**OUR HEALTH: 1 COAL: 0**

**NORTH OMAHA, NEBRASKA**

Cynthia Tiedeman is a retired school nurse who was compelled to take a stand. For nearly 60 years the North Omaha coal plant spewed soot, smog, mercury, and other toxins into the air, damaging public health and increasing medical costs for local residents.

In response, Cynthia became an advocate for the health of her community, calling on OPPD to build a cleaner and more equitable utility.

Together with the Beyond Coal Campaign, League of Women Voters, Black Men United, Malcolm X Foundation, Nebraska Interfaith Power & Light, Omaha Together One Community, Nebraska Wildlife Federation, Nebraska Farmers Union, concerned citizens, and a long list of community leaders, Cynthia attended OPPD board meetings and developed relationships with North Omaha’s decision-makers.

She explains, “Concerned citizens of different socioeconomic statuses and racial backgrounds came together and spoke out for the good of our community—especially for our children.” The outcome: OPPD agreed to retire 645 MW of coal capacity by closing the North Omaha plant, in addition to adding 300 MW of energy efficiency. And what’s more, OPPD cited its decision to phase out coal and invest in energy efficiency as the best path forward for its ratepayers.

North Omaha is a shining example of how, in the most unlikely places, you can retire coal and replace it with a greater amount of clean energy, at essentially no cost to customers, while investing in the local economy.

“I feel invigorated. Our community will be healthier, our economy will be stronger, and we will substantially reduce climate-disrupting pollution.”

Malcolm X Foundation, Nebraska Interfaith Power & Light, Omaha Together One Community, Nebraska Wildlife Federation, Nebraska Farmers Union, concerned citizens, and a long list of community leaders, Cynthia attended OPPD board meetings and developed relationships with North Omaha’s decision-makers.

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FAITH IN THE CAUSE

INDIANAPOLIS, INDIANA

There’s plenty to celebrate in Indianapolis, where Indianapolis Power & Light (IPL) announced plans to phase out coal at its Harding Street plant. As the 500th coal unit announced for retirement since the campaign’s launch in 2010, this victory has been dubbed the “Indy 500.”

Annette Johnson and Wyatt Watkins were instrumental in building community support for this effort. Wyatt is the founder and chair of the Eastside Creation Care Network, a faith-based affiliate of Hoosier Interfaith Power & Light, which formed in response to the climate crisis. Annette, a highly active member of her community, was shocked to discover that the nearby coal plant was emitting unacceptable levels of toxins. She explains, “The health, environmental, and economic impacts of air pollution are significant. Each day, air pollution from coal plants causes thousands of illnesses leading to lost days at work and school, affecting families and businesses.”

According to the EPA, Harding Street was responsible for 88 percent of the county’s industrial pollution in 2012. The plant is also the area’s largest source of dangerous soot and sulfur dioxide pollution. But in a city where 40 percent of the population is affiliated with a religious congregation, Annette and Wyatt saw a powerful opportunity to grow a local movement rooted in community values.

They knocked on doors, talked to people at festivals and on the street, made phone calls, participated in energy advocacy workshops, and spoke out at rallies and public hearings about the health impacts of burning coal. More than 55 churches, neighborhood associations, student groups, and other organizations that form the Power Indy Forward Coalition passed resolutions urging IPL to power the city with clean energy and put an end to toxic coal pollution in Indianapolis.

In August, IPL answered our call. The Harding Street coal plant is slated to retire by 2016, a major shift away from dirty coal that opens the door to clean energy alternatives.

“We’ve put the utilities and pro-coal politicians on notice that this community, which they are charged to serve, will no longer tolerate energy policies detrimental to the well-being of land, air, water, and human beings.”

—Wyatt Watkins
A PATH TO 100% CLEAN ENERGY
AUSTIN, TEXAS

For more than five years, we’ve been operating out of Austin, Texas with a mission to get the 11th largest (and now fastest growing) U.S. city to phase out dirty coal. In 2014, our efforts paid off when the city announced historic commitments to move beyond coal and natural gas, ramp up solar power and other renewable energy alternatives, and increase energy efficiency and energy storage. Notably, the city plans to retire its oldest and most polluting fossil fuel plants—the Decker natural gas plant and Fayette coal plant—by 2023.

Jeff Crunk is one of the dedicated volunteers who—along with staff, community members, faith leaders, low-income advocates, and coalition partners—entered into talks with Austin Energy to negotiate Austin’s new 2025 Generation Plan. The campaign sought to secure a plan that would affordably cut carbon pollution through clean energy investments, while satisfying utility, business, and environmental interests.

Jeff joined the movement in 2012 as a concerned parent, troubled by climate change and his children’s future. He became a leader in the campaign early on, generating local grassroots support by tabling at farmers’ markets and collecting signatures for petitions. Alongside our friends at Public Citizen, Austin Interfaith, Climate Buddies, Solar Austin, and others, he helped gather community input and support by mobilizing at least 75 folks to attend every committee meeting, stakeholder session, rally, and march related to the plan.

In December, we reached an agreement with Austin Energy on the 10-year generation plan, including bringing 950 MW of solar online and taking Austin’s clean energy portfolio to 55 percent by 2025. And as part of the Beyond Coal’s legislative activities*, the plan was adopted by city council in a 6-1 vote.

There’s no doubt that Austin has raised the bar for cities across the country to take steps towards a considerably cleaner and lower carbon grid.

"If Austin can show an affordable path to a low-carbon utility in under 10 years, then we’re demonstrating the outright superiority of renewables in the most challenging environment. That’s something utility executives, investors, and policymakers across the country will see and want to emulate."

*No charitable funds from The Sierra Club Foundation were used to support the Beyond Coal Campaign’s legislative activities; Foundation funds were used only for qualifying tax-exempt charitable activities of the Campaign.
SHUTTING THE DOOR ON COAL EXPORTS
PACIFIC NORTHWEST

For nearly four years, communities across the Northwest have stood together against a common enemy: dirty, dangerous coal exports. In August, we secured a landmark victory in this ongoing fight when the Oregon Department of State Lands (DSL) denied a key permit needed for Ambre Energy’s proposed terminal at the Port of Morrow—a project that would have exposed the region to hundreds of trains spewing toxic coal dust, choked the Columbia River with thousands of barges, and exported 8.8 million tons of coal annually to Asia.

“Coal exports are not in the best interest of our families, whether here in the Pacific Northwest, in the coal-fields of the Powder River Basin, or abroad. People in all these communities are working hard for a healthy, more prosperous future, and we won’t let Big Coal stand in our way.”

Determined to protect frontline communities from the dangers of coal, Diane Winn joined early efforts of our regional campaign in 2009. As a registered nurse with a Master of Public Health degree, she led a team of volunteers that encouraged health professionals to engage in administrative climate policy advocacy. She elevated the voices of affected communities, turned out impressive numbers of residents to hearings, and provided testimony during multiple permitting processes. Along with the Power Past Coal coalition, of which the Sierra Club is a leading member, Diane urged DSL to consider the cumulative health and climate impacts that would be inflicted by the proposed facility.

Diane’s leadership was echoed by other groups opposing exports out of concern for the region’s natural resources, local economies, and unique cultural identities. The Lummi Nation organized a 2,500 mile totem pole journey and joined the Yakama Nation and the Confederated Tribes of the Umatilla Indian Reservation to denounce the facility, as it would threaten their treaty rights and livelihoods, including tribal fisheries. Business leaders also highlighted that exports would impact industries that depend on a clean, healthy Columbia River. Each of these stakeholders played a powerful role in DSL’s final decision to deny the permit.

In the face of stunning defeats in the Northwest, the coal industry is doubling down on other export proposals in British Columbia, Washington, Alaska, California, and the Gulf of Mexico, but we’re ready to block their advances. We’re challenging decision-makers in these states to follow Oregon’s example and lead our country towards a coal-free future.
2014 Beyond Coal Financials

**Summary by Capacity**

- **34% Legal**
  - $7,302,000

- **20% Grassroots Organizing**
  - $6,213,000

- **14% Communications**
  - $4,881,000

- **23% Core Campaigns**
  - $7,427,000

- **3% Digital Strategies**
  - $696,000

- **4% Chapter**
  - $1,384,000

- **2% Federal Lobbying***
  - $759,000

**Summary by Strategy**

- **68% Coal to Clean**
  - $22,124,000

- **13% EPA and Other Top-down Pressure**
  - $4,392,000

- **11% Exports and Mining**
  - $3,503,000

- **6% Defending EPA**
  - $2,002,000

- **2% No New Coal**
  - $584,000

*No charitable funds from The Sierra Club Foundation were used to support the Beyond Coal Campaign’s legislative activities; Foundation funds were used only for qualifying tax-exempt charitable activities of the Campaign.

**By the Numbers**

- **182** coal plants announced to retire; 341 to go
- **75,638 MW** coal capacity announced to retire; 267,374 MW to go

**Which Means**

- **81,000** asthma attacks prevented
- **7,600** heart attacks avoided
- **$2.3 BILLION** saved in health costs
- **4,900** lives saved
- **75,638 MW** decrease in coal share prices from January 2010 to January 2015

- **30%** decrease in the cost of wind and 21% decrease in the cost of solar since 2013
- **250+** legal actions initiated targeting coal or supporting clean energy
- **500+** volunteer campaign leaders

- **209,400** $2.3 BILLION
- **7,600** 81,000
- **30%** 25%
- **250+** 10.3%
- **500+** 10.3%
- **182** 34%
- **75,638 MW** 3%

These figures are cumulative totals for the national Beyond Coal Campaign, 1/1/2010-12/31/2014

**2014 Annual Report: Sierra Club’s Beyond Coal Campaign**
LETTER FROM MICHAEL R. BLOOMBERG, BLOOMBERG PHILANTHROPIES

Bloomberg Philanthropies began funding Beyond Coal in 2011. Our initial $50 million grant helped expand the campaign from 15 states to 45—with a goal of phasing out coal-burning at over one-third of the nation’s coal fleet. Together, we are on track to hit that goal, helping to prevent 4,900 deaths, 7,600 heart attacks, and 81,000 asthma attacks—annually. At the same time, we helped the United States become a global leader in reducing carbon pollution.

Now we’re raising the bar even higher. Bloomberg Philanthropies just announced an additional $30 million grant to the Beyond Coal Campaign. Our new 2017 goal is to lock in the retirement of half of the U.S. coal fleet and replace the retired generation with clean energy and energy efficiency over the next three years.

We are also leading a coalition of funders—from individual donors to small family foundations to major philanthropic organizations—to match our additional $30 million of funding. This broad-based support will help move the United States towards cleaner energy sources faster and allow millions more people to live longer, healthier lives.

We continue to be impressed by the staff and volunteer leaders who are committed to enforcing state and federal environmental laws, improving the public health of their communities, and addressing issues that arise from the transition away from coal to cleaner energy.

As we embark on the next phase of our work, we hope that you will join us in helping move the country Beyond Coal.

Sincerely,

Michael R. Bloomberg

“Sierra Club’s Beyond Coal Campaign has been one of the most successful grassroots environmental initiatives ever undertaken in the United States.”