

# START:EMPOWERMENT

## OUR 2021 IMPACT BRIEF

*Start: Empowerment is a BIPOC-led social and environmental justice education non-profit working with youth, educators, activists, and community members to implement a justice-focused education and programming in schools and community spaces. Our mission is to use education as a tool to achieve social environmental justice and liberation for all.*

### The Problem (In Schools)

While 74% of teacher support climate change education, it is not being taught in NYC schools:

- 65% say it is unrelated to their subject
- 17% say they lack materials
- 17% say they don't know enough

Source: Kamenetz, Anya. "Most Teachers Don't Teach Climate Change; 4 in 5 Parents Wish They Did." Npr.org, 22 Apr. 2019.

### The Problem (In the Current Service Field)

In existing environmental education orgs, we have identified a missing focus on environmental racism in current educational contexts.

Additionally, "top philanthropies are giving a tiny fraction — just 1.3% — of their U.S. climate dollars to the Black, indigenous, and people of color-led environmental justice groups who are doing the most to fight climate change."

Source: The Wallerstein Collaborative for Urban Environmental Education and Sustainability at New York University // [Climatedonorsofcolor.org](https://climatedonorsofcolor.org)

### The Problem (In the Media)

Movies like "Don't Look Up" continue to reinforce harmful climate narratives that pose the climate crisis as an issue as a singular event in a distant future, rely on the current systems that got us in the climate crisis to get us out, and emphasize awareness over tangible action.

### Our Impact (In Schools)

- Created **4 custom modules on Environmental Justice (EJ)**
- Developed **8 standardized lesson plans on Food Justice (FJ)** ([recognized by the NYC Dept. of Education](#))
- Reached **2,000+ students** via our EJ and FJ curricula, workshops, guest lectures, and more
- Worked with **3 nonprofits serving BIPOC youth** and reached an additional **500 students**

### Our Impact (In the Current Service Field)

- Was a **2x co-organizer for the 2 largest protests for the passing of the Climate and Community Investment Act (CCIA)** with the [NY Renews Coalition](#)
- Emphasized the importance of young BIPOC creatives in the movement for social and environmental justice through **our Music 4 the Ppl (M4P) concert that reached 1,500+ people and entertained 200+ in-person attendees**

### Our Impact (In the Media)

- Reached **17,000+ unique viewers and engaged our audience of 1.2k+** with our posts describing how social justice issues intersect with environmental justice concerns.
- Given media, PR, and other communications supports to **3 grassroots organizations helping them to amplify their work, generate positive press, and organize around their causes.**