



WE BUILD
CONSENSUS ABOUT
CLIMATE CHANGE.





OUR MISSION

To improve understanding about the science and effects of climate change, especially among those who underestimate its risk.

C-Change Conversations helps people across the political spectrum understand not just what they need to know about climate change, but *why* they should care about it. A non-partisan, science-based organization, we educate audiences throughout the country about how climate change will impact them personally, why there is urgency to address it, and how to forge consensus for action.

A single pebble creates ripples across a pond. Likewise, C-Change empowers audience members to influence their immediate circle and the community beyond, building a wave of consensus for climate action.

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C-Change Conversations is doing exactly what needs to be done on climate change. Namely, in a very non-partisan way, they're talking about the issue not as a political one, but as a human one. Considering the impact on each one of us as individuals and the communities we live in, their approach is the right one and the education they provide is compelling in calling us to action.

Jack Ciattarelli, Republican, NJ State Gubernatorial Candidate



Our Approach

C-Change Conversations envisions a world where the issue of climate change transcends politics and our leaders and citizens are united in their resolve to mitigate its risks and to protect the planet for future generations. To that end, C-Change facilitates ongoing discussion and engagement on the issue, forging consensus around the urgent need to address the challenge.

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I would recommend the C-Change Primer as a great investment of time for people of all backgrounds and experience, but particularly to companies that want to ensure their employees understand and can speak comfortably about climate change.

Bill Woodley, Head of U.S., U.K., and Europe,
Commonwealth Bank of Australia



C-Change's primary audience is moderate and conservative business and community leaders who are unsure how to evaluate the risks of climate change. From businesses to land trusts, churches, schools, garden clubs, investment clubs, and many other associations, we're using peer-to-peer communication to deliver strong data from credible sources to expand our audience's understanding of the risks associated with a changing climate. Our goal is to shift the perception of climate change from a political issue to a human one.



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Delivered in a non-partisan and engaging way that even skeptics would find compelling.

Steve Hagerty, Mayor of Evanston, Illinois



C-Change Conversations relies on two primary channels to educate audiences and promote informed discussion:

1. Our Programs

- **C-Change Primer**—Non-partisan, multimedia presentation providing a 360-degree view of the science and effects of climate change. Developed in consultation with scientists, business leaders, and public policy experts. Widely hailed as an intelligent, dispassionate introduction to and illumination of climate change and its impacts on our health, economy, and global security.
- **C-Change Health Primer**—Reviews the basic science of climate change through the lens of how it is compromising the essentials of good health: physical safety and shelter, secure food sources, clean water, clean air, and our ability to manage diseases. Intended as a follow-on to the Primer, but also works just as well with audiences who are new to the topic of climate change.
- **C-Change Business Primer**—Covers the science and effects of warming temperatures and explores their physical, reputational, legal, and regulatory risks to businesses. Intended for employees, boards, and other decision makers and stakeholders who will benefit from thinking about climate change through a risk assessment framework.
- **C-Change Solutions Series**—Video-recorded conversations with scientists, entrepreneurs, policy makers, energy experts, and others who are promoting ways to help us address the challenges of a changing climate.
- **C-Change Conversations Lecture Series**—From our founding in 2014, C-Change has brought experts from a broad range of fields to our home community of Princeton, NJ to discuss climate change with small

audiences. We've hosted events featuring distinguished speakers with backgrounds in science, agriculture, economics, politics, energy, and more.

2. Our digital resources, engagement, and outreach addressing common questions and issues relating to climate change

- **Website**—Features an introduction to the science and effects of climate change, ways to take action, how to book a Primer, and more.
- **Blogs, interviews, podcasts**—Authored and conducted by C-Change team members and business, political, and climate change experts.
- **Newsletters**—Including *Curated Climate News*, which highlights news of hope and concern, and *Ask a Scientist*, which answers climate science questions.
- **Social media**—Extending the conversation on climate.

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C-Change Conversations' Primer is an exceedingly effective presentation of the science underpinning climate change—it makes complex concepts accessible to all audiences and helps them understand the direct impact on their own lives. Even as it articulates the risks clearly and persuasively, the Primer also instills a sense of optimism that humanity can meet this challenge. I highly recommend this outstanding 'C-Change Conversations' Primer to associations, businesses, and individuals who want a clear understanding of the issue, presented in a nonpartisan and inclusive manner.

Dr. Benjamin Strauss, President, CEO,
and Chief Scientist of Climate Central

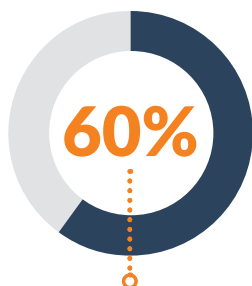
C-CHANGE ACCOMPLISHMENTS

as of January 2024

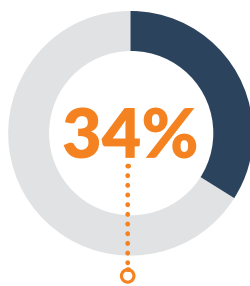
310 presentations
since 2015
(all programs)

19,000 total program
attendees

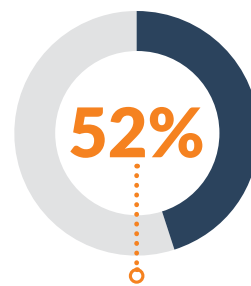
32 states
presented to



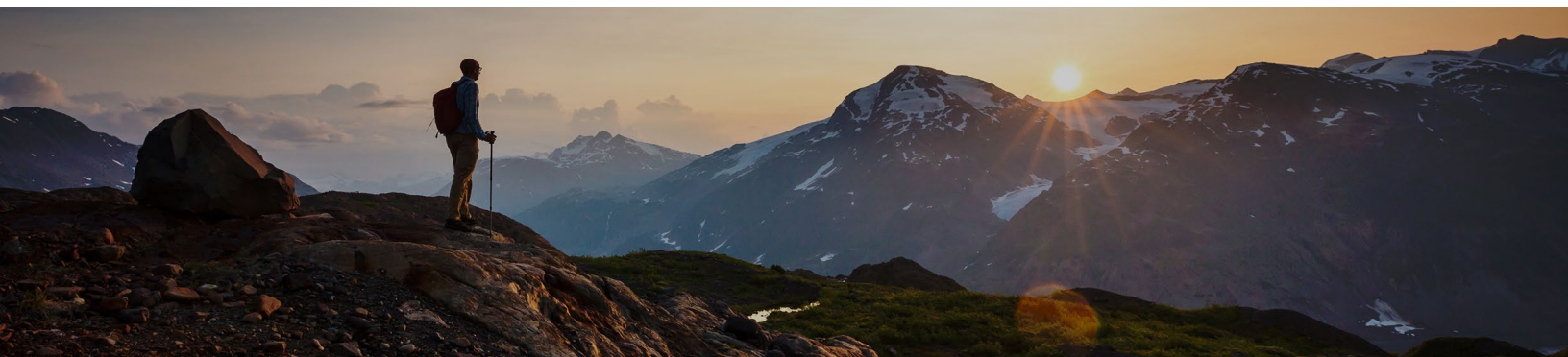
Increase in donations
since 2020



Increase in newsletter
readership since 2018



Average newsletter
open rate
(peer average is 33%)



AUDIENCE SURVEY RESPONSES

Here are the responses from post-Primer surveys in 2021, and these are the questions that we asked and what we learned:

1. Did the Primer increase your understanding of climate change?

60% Greatly
35% Moderately or Somewhat
5% No Answer Given

2. How persuasive was our presentation?

92% Very Persuasive
8% Somewhat

3. Did you feel that our presentation was politically biased?

86% Non-partisan
13% Somewhat
1% Partisan

4. Having seen our presentation, do you believe that climate change poses a risk to health, the economy, and geopolitical stability?

78% High
21% Moderate
1% Low or No

5. Would you recommend the C-Change presentation to a friend, club, business, or association?

100% Yes



Support Our Work

Here's how to support our mission and help us educate more people about our changing climate and hopeful solutions:

1. Promote our Primers

Do you know of a group or employer that would be interested in a Primer presentation? Our turnkey process makes it easy to request and book a speaker.

2. Subscribe to and share our newsletters and blogs

You will receive useful, thought-provoking, non-partisan information each month.

3. Make a financial contribution to support our work

Our major initiatives include:

- Chapter expansion
- Developing more in-person and virtual programs and resources
- Training for additional presenters

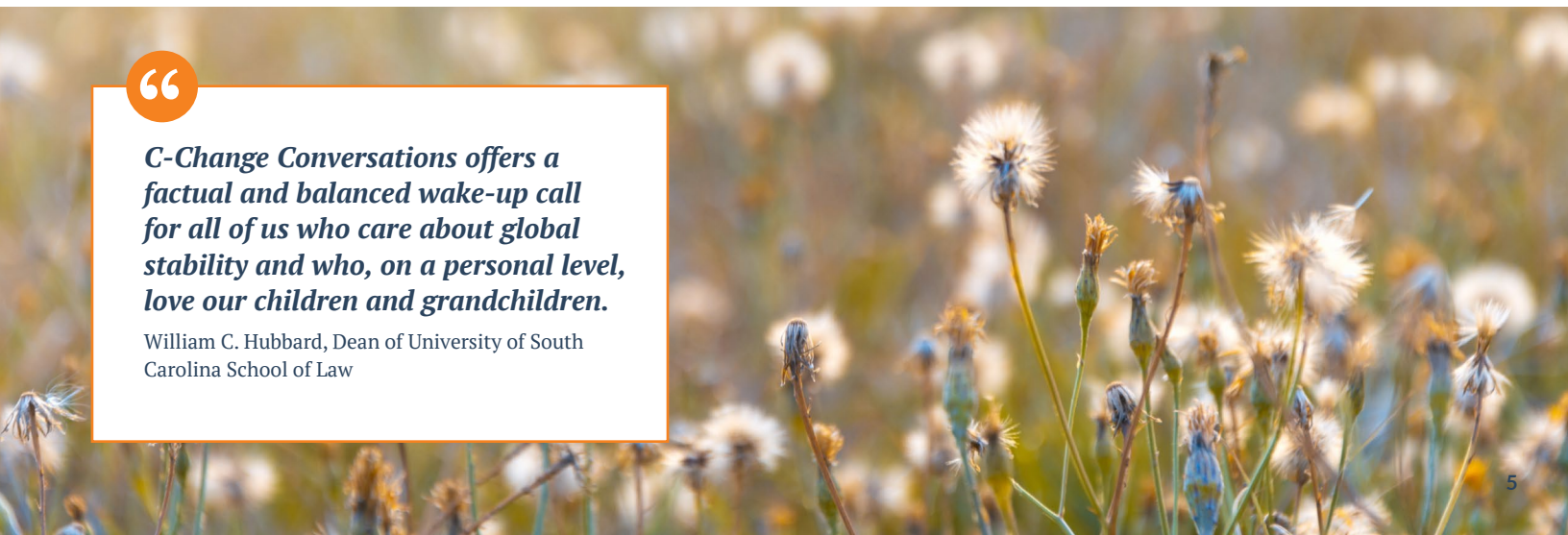


Kathleen Biggins founded C-Change Conversations in 2014 to bring moderates and conservatives into the conversation about climate change. She began to study the issue and recognized it was a complex one that was not being communicated well in the press or in her peer groups. When Hurricane Sandy devastated her hometown of Princeton, NJ, she decided to take action and created the Primer, a non-partisan presentation that educates the audience on the science, impacts, and risks of climate change. It is at the core of C-Change's programming and has been heard by more than 19,000 people.

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C-Change Conversations offers a factual and balanced wake-up call for all of us who care about global stability and who, on a personal level, love our children and grandchildren.

William C. Hubbard, Dean of University of South Carolina School of Law





C-Change Conversations

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C-Change Conversations is a non-profit, tax-exempt organization (tax ID 82-0839429) under Section 501(c)(3) of the Internal Revenue Code.
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