

2024 IMPACT REPORT

SIERRA CLUB | VIRGINIA CHAPTER

July 2025



**SIERRA
CLUB**

VIRGINIA CHAPTER

TOGETHER
For Change

Advancing climate solutions, equity, and
access through partnership, stewardship,
and bold environmental action.

www.sierraclub.org/virginia

TABLE OF CONTENTS

Chapter Director’s Note	01
2024 By the Numbers	02
Recent Initiatives	04
Behind the Scenes Leadership	09
Behind the Scenes Staff	11
Your Critical Support	12
Donor Appreciation	13
Acknowledgements	13



CHAPTER DIRECTOR’S NOTE

Building A Strong Environmental Movement
Through Electoral Challenges



2024 was a year of ups and downs, our continued work to implement the Inflation Reduction Act (IRA) and Infrastructure Investment and Jobs Act (IIJA) with the Biden Administration was a top priority. Locally, we battled continued expansion of fracked gas pipelines and proposals for combined-cycle gas generation facilities. We also watched our offshore wind farm move swiftly into the construction phase! When completed in 2026, it’ll power 660,000 homes with renewable energy.

We saw, and battled back against, a completely unchecked expansion of data center technology facilities across Virginia with no regard for clean energy, water resources, energy efficient standards, and more while the Commonwealth continued to give some of the most generous tax credits in the country to some of the world’s richest corporations. Toward the fall, we turned hopeful as the Sierra Club’s endorsed presidential candidate Kamala Harris drew huge crowds and activated millions in her inspirational bid as the first Black woman nominee of a major party for President of the United States.

It wasn’t to be, and Vice President Harris’ defeat at the ballot box was simply devastating to the activists and communities fighting for progress. With Donald Trump headed back into the White House, we spent the last weeks of 2024 plotting the path ahead, determined to ensure we protected our hard-fought and hard-won gains across climate action, resource stewardship, and environmental justice using all of the tools and resources at our disposal.

While 2024 didn’t bring the electoral success we sought, the inspiring work of our staff and volunteers in communities continued and our impact was felt. We have much work ahead of us, but 2024, through its ups and downs, leaves us knowing where to fight. And fight we will. Thank you for being in this with us. We need all of you now more than ever.

With Persistence and commitment,

Connor Kish

Connor Kish
Virginia Chapter Director | Sierra Club

\$1,486,055

Total Fundraising



\$974,698

Total C3 Raise

\$511,346

Total C4 Raise



95,000

Total Advocates



18,000

Total Members



12%

Increase

1,629

Total Donations

926

Lifetime Members

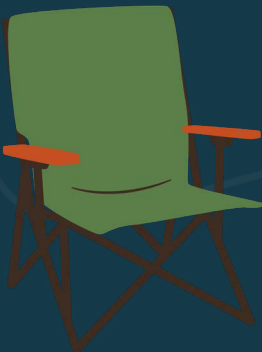


6%

Increase

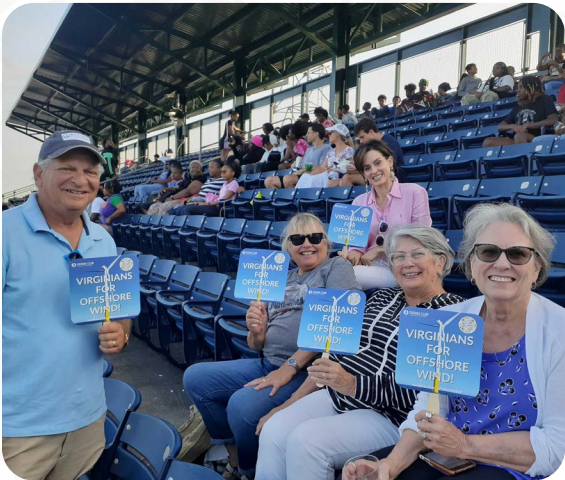
142

Monthly Donors



3

New Issue Chair Leads appointed



OFFSHORE WIND ENERGY



Outreach and Engagement

We continue to support outreach and engagement efforts related to the construction of the Virginia offshore wind project! The Virginia offshore wind project is scheduled to come online in 2026 and will supply approximately 30% of Virginia’s 100% clean energy goals. The Chapter continued to build the momentum to maximize its development via hundreds of public comments, technical letters, and participation in stakeholder meetings. We supported the leasing process that resulted in additional space off Virginia’s Coast capable of generating clean, renewable wind energy. We built momentum

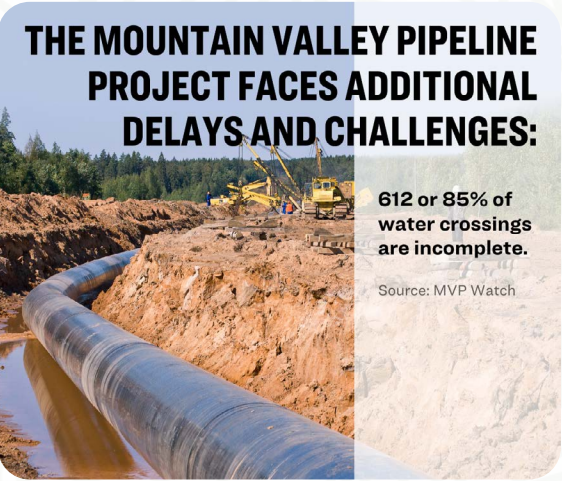
throughout 2024 by organizing, participating and developing an action event in every month of the year. These included organizing a Global Win Day event with an offshore wind outing, kids activities, and wrapped up with an open house at a brewery, a band, and remarks by Norfolk’s Mayor. We continue to appear at events in support of the project all across the area. We are looking forward to the continued work needed to make Virginia the hub of wind power, and deliver on our clean energy and climate action goals.



STOP THE PIPELINES

Opposing Pipeline Construction

Despite the large and increasing threat from climate change, fossil fuel companies continue to propose dangerous and destructive pipeline projects all across Virginia. Virginia Natural Gas has proposed pipeline expansion from Petersburg to Suffolk. We worked in coalition with partners and community-based organizations, neighborhood civic leagues, the NAACP, and more to oppose the construction of a fracked gas compressor station in Petersburg, Virginia. This dangerous proposal would have constructed a compressor station that doubled the emissions from the last compressor station that was in that same spot. Through grassroots organizing, delivering comments, hosting events, canvassing, phone banking, and more we were able to delay this project. We continue our work all across Virginia to oppose the construction of natural gas pipeline projects. We must continue to do this critical work because the fossil fuel industry continues to propose projects that will have disastrous consequences for communities.



STOP GAS GENERATION EXPANSION



Opposing Gas Generation Plants

As Virginia sees a tremendous rise in demand for energy, our utility companies are seeing an opportunity for profit. In 2024 we saw Dominion Energy, our largest monopoly utility, propose the first of what they say are six methane gas generation plants. They proposed the first one for Chesterfield County, Virginia. Working in coalition with a local activist group called “Friends of Chesterfield”, we have been working to stop this gas plant at the local level. We are working to ensure that the gas plant is stopped through all means necessary. In early 2025, we intend to file our opposition against the gas plant at the State

Corporation Commission. Dominion Energy says they need six of these massive methane gas generation facilities to keep up with demand; it is unclear if the demand is real or inflated. What we know is we cannot go backward on our climate laws. The Virginia Clean Economy Act states that 100% of Virginia’s energy should be 100% clean energy by 2045 and 2050. The construction of up to six natural gas generation facilities flies directly in the face of the intent and wording of this law. The Sierra Club will continue to oppose the construction of fracked gas generation facilities, particularly at a time when clean renewable energy sources are abundantly available and cheaper. In 2025 this fight will continue and we will need all hands on deck.



UNCHECKED DATA CENTER EXPANSION

Combatting Unchecked Growth

2024 saw a massive increase in the Chapter’s work to combat the unchecked expansion of data centers.. Virginia is the data center capital of the world, and expansion is as harmful as it is rapid. To combat this unchecked growth, staff members and volunteer leaders launched a public information and grassroots advocacy campaign that spanned across six communities – Loudon, Fairfax, Fredericksburg, Henrico, and Louisa, and Caroline counties. This campaign took the form of 14 community outreach events, public town halls, panels with a variety of experts and stakeholders, and local and statewide online advocacy opportunities. The result saw a lift in mobilization and engagement of over 3,000 advocates and 600 attendees to in-person events.



RECENT WORK (CONTINUED)

Laying the Virginia Chapter.
A Look Into Our
Recent Initiatives.



ENVIRONMENTAL JUSTICE WITH LANDFILL PROPOSALS



Anti-landfill Campaigns

The Chapter engaged in two major landfill campaigns in 2024. Cumberland County is facing a 150 acre “mega landfill” despite massive community opposition and the potential to pollute their well water and toxify air quality. The Chapter supported local groups to hold public forums with local candidates and public townhalls to educate the community about the worst impacts of this polluting project. This work helped drum up increased opposition in Cumberland, leading to election of anti-landfill candidates as well as planning commissioners who pledged to

consider the environmental justice impacts of the landfill.

The Chapter helped secure victory over another landfill in 2024. Russell County was considering building the largest private landfill in the nation in a former coal mine that was a historic site for the 1993 miners strike. The proposed landfill would have been built less than a mile from dozens of homes – all relying on well water – and less than 3 miles from major waterways. The Chapter supported the local opposition to this project through communications support, legal advice, and speaking at all major decision-making moments. The campaign culminated in a Board of Supervisors meeting where more than 300 Russell County residents spoke in opposition along with a Sierra Club staffer, resulting in a unanimous vote of rejection to the project by the Board of Supervisors.



CLEAN TRANSPORTATION FOR ALL

Advancing Sustainable Transportation Policies

In 2024, the Virginia Chapter continued to advance legislation and policies that encourage smart growth and transportation electrification and allow people to sustainably access jobs, housing, education, healthcare, nature, recreation and community. We launched a media campaign in response to Governor Youngkin’s illegal declaration to eliminate the Clean Cars Standards, and scored numerous press hits including a well-received op-ed in the Virginian-Pilot. Working with a number of partners, we sought from the SCC stronger transportation electrification plans from Dominion and APCo. The effort was successful in getting the SCC to require utilities to submit more detailed plans. The Chapter supported multiple National Drive Electric Week events, including the full planning and production of an NDEW event in Warrenton, to bring EV awareness to a more rural audience. Over 600 people walked through the displayed EVs and exhibitions.



Laying the Virginia Chapter.
A Look Into Our
Recent Initiatives.



CONSERVATION, OUTINGS, AND THE OUTDOORS



Enjoying the Outdoors

The Virginia Chapter and the Potomac Region Outings continued to provide safe, enjoyable opportunities to get outdoors! With over one hundred outing opportunities in 2024, this momentum will continue. Getting outside for a hike, a paddle, a walk, a jog, or more can only inspire more people to protect the sacred natural treasures of Virginia. The Virginia Chapter will keep expanding these awesome and necessary opportunities to explore and enjoy the planet. You can always see where we are headed outdoors next at vasierra.club/outdoors.



LEGISLATIVE SUCCESS AND CHALLENGE

Continually Pursuing Legislative Priorities

The Chapter pursued 4 legislative priorities in the Virginia General Assembly in 2024: a bill requiring data centers to attain efficiency and renewable energy goals to continue to receive state tax benefits, a proposal requiring school and municipal building roofs to be “solar-ready”, a bill resolving Dominion Energy’s unreasonable solar interconnection costs, and legislation allowing localities to adopt stronger building efficiency standards. All were defeated. A fifth priority, HB1088, requiring schools to teach a science-based climate change curriculum, passed but was vetoed. We again defeated attempts to repeal Virginia Chapter laws like the Virginia Clean Economy Act and Clean Car Standards. We were unable to overcome bipartisan support for bills allowing utilities to charge ratepayers for development of “small modular nuclear reactors”, but the final law at least limited the financial hit to consumers. Lastly, the Chapter was part of the coalition advocating for improved utility energy efficiency targets in the “SAVE Act” (SB565/HB746), bi-partisan bills that passed and were signed into law.



RECENT WORK (CONTINUED)

Laying the Virginia Chapter.
A Look Into Our
Recent Initiatives.



POLITICAL ENGAGEMENT

09

Outreach and Engagement

2024 was a difficult year politically, however, our Sierra Club endorsed candidate, Kamala Harris, did succeed in carrying the Commonwealth of Virginia over the Republican candidate Donald Trump. The Chapter endorsed candidates for the House of Representatives; Gerry Connolly, Don Beyer, Jennifer McClellan, Bobby Scott, Suhas Subramanyam, and Eugene Vindman. All of our endorsed House of Representatives candidates succeeded in winning their elections and took office in January 2025! Looking forward to 2025, major state elections will occur in Virginia and it will be all hands on deck

to ensure the continued success and expansion of our clean energy and climate action laws.

10

LEGAL SUCCESS - MOVING CLEAN ENERGY FORWARD

Stopping Dirty, Risky Fossil Fuel Gambles

In 2024, we intervened in three State Corporation Commission (SCC) dockets: Appalachian Power Company’s (APCo) 2024 Renewable Portfolio Standard Plan; APCo’s Energy Efficiency Savings Targets for 2026-2028 and Dominion Virginia’s Energy Efficiency Savings Targets for 2026-2028. We secured victories in all three dockets. In APCo’s 2024 RPS Plan, APCo sought permission from the SCC to stop conducting a coal retirement analysis because their analysis showed the Amos and Mountaineer coal plants were economic. The SCC disagreed and concluded that APCo needed to not only continue its retirement analysis but it was also ordered to model the impacts of new environmental regulations such as the Clean Air Act’s 111 Rule and the 2024 Effluent Limitations Guidelines, both of which would require extensive retrofits to both plants. In both Dominion and APCo’s Energy Efficiency (EE) savings targets, Dominion was requesting an EE target of up to 2.72% by 2028 (half of what Dominion is required to meet in 2025 under the VCEA); and APCo requested to stay at an EE target of 2%, its current 2025 VCEA requirement. The SCC agreed with us and the other parties in both dockets that Dominion and APCo need to do better with respect to EE. Dominion was ordered to meet EE targets of 3%, 4% and 5% for 2026-2028 and APCo was ordered to meet EE targets of 3%, 3.5% and 4% for 2026-2028. In addition, in February 2024 we filed an appeal of the 2023 update to Virginia’s Statewide Building Code for failure of the Board of Community Housing and Development to “assess the public health, safety, and welfare benefits of adopting standards that are at least as stringent as those contained in the IECC,” in violation of state law. This case is ongoing.



BEHIND THE SCENES | LEADERSHIP

Meet Our Leadership.
A Look At Our
Dedicated Leaders.



Judy Gayer
Chair

Judy Gayer serves as the Chair of the Executive Committee of the Sierra Club Virginia Chapter, our highest volunteer position. In her role, Judy works closely with members of the Executive Committee and the Chapter Director to ensure that the Chapter’s work aligns with the Chapter Strong Framework: upholding our values and principles, strong digital strategy and communications, proper governance and volunteer leadership, strong policy, advocacy, and legal work, excellent financial management, vibrant outdoor activities and meaningful connections, a plan to build grassroots power, and strategic programs and planning.



Matt Summey
Treasurer

Matt Summey serves as the Treasurer of the Executive Committee of the Sierra Club Virginia Chapter. In this role, Matt oversees the financial operations of our organization; providing the leadership with monthly financial statements and orderly balance sheets. Matt oversees accounts payable and receivable and works closely with the Chapter Director and the Chapter Chair to draft, edit, and adopt the organization’s balanced annual fiscal year budget. Matt is in his eighth year as the Chapter’s Treasurer.



Dayna Sowd
Secretary

Dayna Sowd serves as the Secretary of the Executive Committee of the Sierra Club Virginia Chapter. In this role, Dayna manages the minutes of our meetings, connects volunteers and groups to overlapping opportunities, ensures compliance with our governing bylaws and standing rules, and works closely with the Chapter Director to manage the organization’s meetings. Dayna is in her second year as the Chapter’s Secretary.

AT-LARGE EXECUTIVE MEMBERS

- | | | | |
|---|---|---|--|
| Richard Groover
At-large Executive
Committee Member | Tiffany Garner
At-large Executive
Committee Member | Ofelia Wattley
At-large Executive
Committee Member | Daryl Downing
At-large Executive
Committee Member |
| Yugonda Sample-Jones
At-large Executive
Committee Member | Gaby Irizarry Negron
At-large Executive
Committee Member | Robin van Tine
At-large Executive
Committee Member | |

BEHIND THE SCENES | LEADERSHIP

EXECUTIVE COMMITTEE REPRESENTATIVES

John Luker Chesapeake Bay Group Executive Committee Representative	Joe Brancoli Falls of the James Group Executive Committee Representative	Ann Bennett Great Falls Group Executive Committee Representative	John Cruickshank Piedmont Group Executive Committee Representative
Dean Amel Potomac River Group Executive Committee Representative	Bill Johnson Rappahannock Group Executive Committee Representative	Dan Crawford Roanoke Group Executive Committee Representative	Pete Bsumek Shenandoah Group Executive Committee Representative
Vicky Hsu Sierra Club Potomac Region Outings Executive Committee Representative	Tyla Matteson York River Group Executive Committee Representative		

ISSUE LEAD CHAIRS

Seth Heald Legal Chair	Ivy Main Renewable Energy Co-Chair	Dan Crawford Onshore Wind Chair	Sherman Bamford Forests Chair
Dayna Sowd Membership Chair	Jim Lynch Group Boundaries Chair	Bob Shippee Legislative Chair	Ann Bennett Data Centers Chair
Steve Banashek Electric Vehicles (EV) Chair	Robin van Tine Environmental Justice Chair	Susan Stillman Renewable Energy Co-Chair	Ralph Grove Outings Chair
Andrew Densmore Political Chair	Bill Penniman Sustainability Chair	Dean Amel Solid Waste Chair	Pete Bsumek Wilderness Chair
Sharon Fisher Nuclear Power Co-Chair	Rees Shearer Nuclear Power Co-Chair		

BEHIND THE SCENES | STAFF

Meet Our Staff.
A Look At Our Extraordinary
Team Members.

 Connor Kish Chapter Director	 Tim Cywinski Communications Director	 Eileen Woll Offshore Energy Program Director
 Ann Creasy Field Director	 Paige Wesselink Digital Communications Lead	 McKenna Dunbar Community Engagement Coordinator
 Gustavo Angeles Environmental Justice Program Manager	 Lynn Godfrey Just Transition Program Manager	 Barb Adams Finance and Operations Coordinator

YOUR CRITICAL SUPPORT

Total 2024 Revenue:
C3 and C4 funding amounts

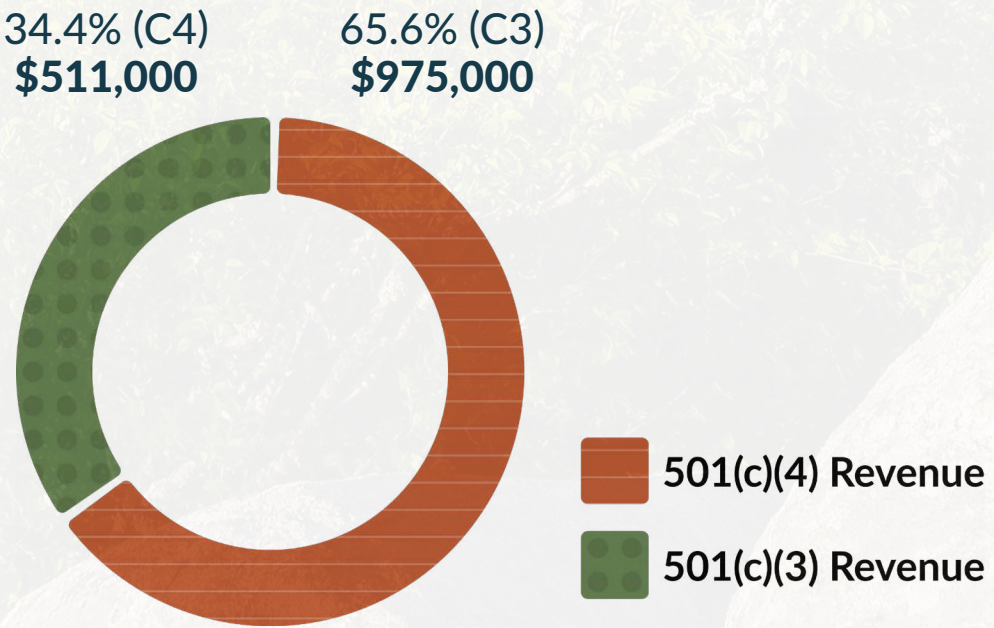
INVEST IN ADVOCACY. INVEST IN VIRGINIA.

We are proud of how much we achieve with such a low proportion of c4 funding. Your c4 support sustains our advocacy work and our operations. The Sierra Club Foundation is our fiscal sponsor of c3 funding, which supports our campaign work that educates, recruits, and mobilizes grassroots power to achieve big victories in local, state, and federal policies that protect our environment. We can’t do one without the other; we can’t do any of this without you!

Your generous contribution to the Sierra Club Virginia Chapter makes this work possible. And remember that when you give, 100% of your gift stays in Virginia to support our local work. For this reason, contributing to the Virginia Chapter is a long-term investment to protect the environmental health of our state for future generations.

Give today at vasierra.club/donate!

2024 VIRGINIA CHAPTER REVENUE



DONOR APPRECIATION LIST

Your Support Matters.
Become One of Many
Committed Changemakers.

PROGRESS NEVER TAKES A YEAR OFF

Celebrating Over 40 Years of Moving Virginia Towards a Clean Energy Future

We cannot do this amazing work without your consistent support through yearly memberships and donations. For over 40 years, your support has moved Virginia expeditiously towards a clean energy future, protected our lands, air and water, and cut harmful pollution. There are many ways to continue this support. You can become a monthly donor, which translates into sustainable operating funds that we can count on.

Have you considered becoming a life member? You will never have to remember to renew and it comes with amazing benefits: lifelong membership in the Sierra Club and your local chapter, personalized life membership card and certificate with Ansel Adams image, subscription to Sierra Magazine, worldwide eco travel opportunities, discounts on Sierra Club gifts, Life Member Newsletter and updates from the Club’s Director. The rates are \$1,000 for a single membership and \$1,250 for joint with an option to pay in installments. More information can be found at sierraclub.org/virginia.

No matter which level you join—monthly, annual, lifetime—your support enables us to continue the fight for a healthy planet. We depend on committed changemakers like you. For over 450 years, this Virginia Chapter has made incredible strides to protect our precious resources and to create a healthy future for all of us to thrive for generations to come. Please continue to show up for us as we continue to fight for you.

Link: www.sierraclub.org/virginia/2024-donors

ACKNOWLEDGEMENTS

Thank you to:

- | | | | |
|-------------------------|--------------------------|-------------------------------|------------------------|
| Conor
Kish | Tim
Cywinski | Eileen
Woll | Cherri
Conca |
| Lynn
Godfrey, | McKenna
Dunbar | Paige
Wesselink | Barb
Adams |
| Dori
Jaffe | Bob
Shippee | Mary-Stuart
Torbeck | |



**SIERRA
CLUB**

VIRGINIA CHAPTER

**HELP BUILD A HEALTHY SOCIETY.
FOR PEOPLE AND NATURE.**

100 W Franklin St.
Richmond, VA 23220

Tel. (804) 225-9113 / connor.kish@sierraclub.org

Donate Here: <https://www.sierraclub.org/virginia>

© 2025 Sierra Club Virginia Chapter. All rights reserved