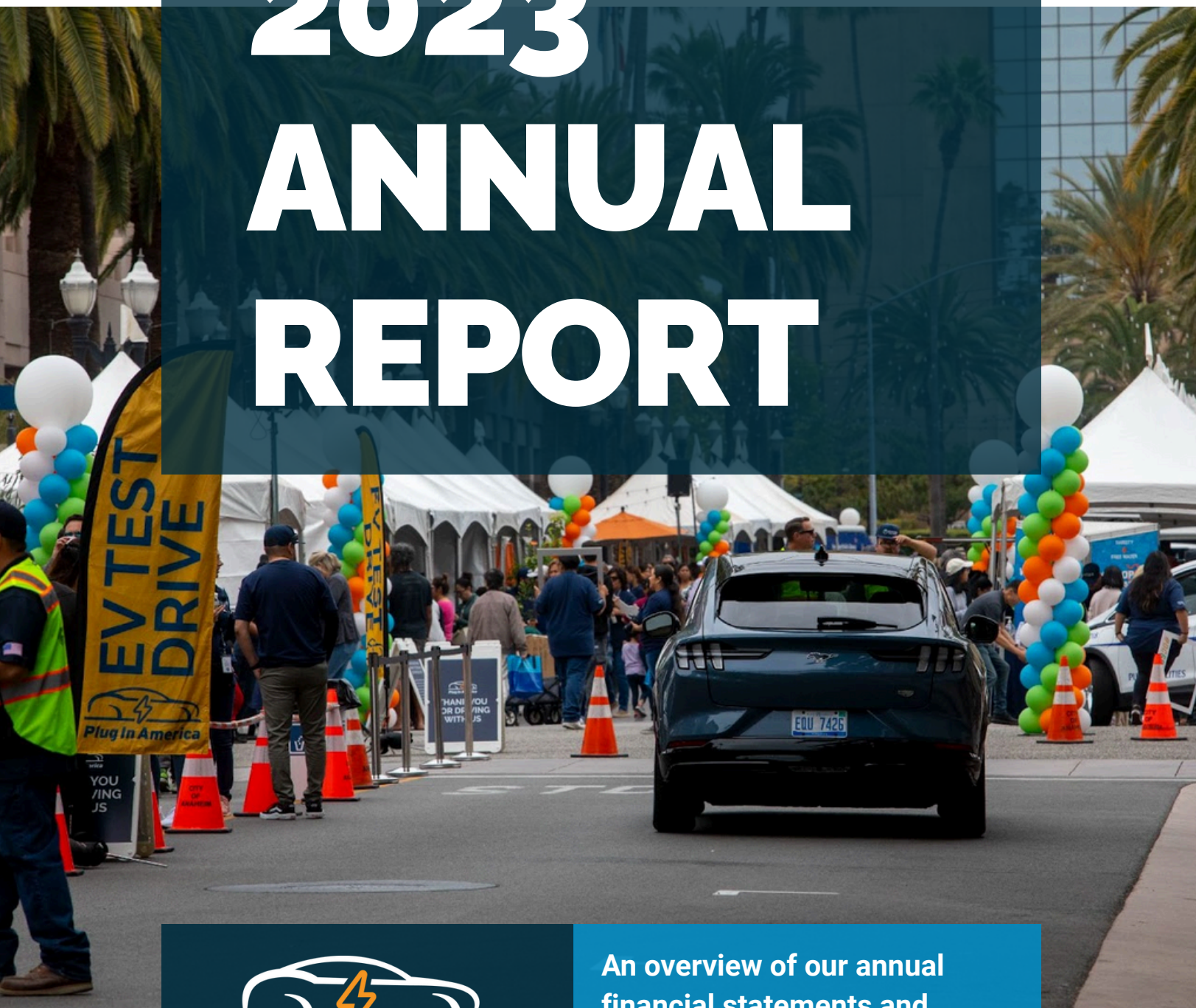


2023 ANNUAL REPORT



An overview of our annual financial statements and program achievements.

Driving the future of electric, together.

PlugInAmerica.org

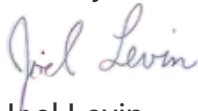
LETTER FROM THE EXECUTIVE DIRECTOR

Dear supporters,

Plug In America's fifteenth year was a year of fresh energy. The board and staff worked on updating our mission statement, and we unveiled a new logo and fresh look for PlugInAmerica.org, marking exciting steps forward in this fast-changing industry. With your support, we guided thousands of EV shoppers, celebrated major milestones on PlugStar.com, trained dealership staff, and brought EV experiences to communities nationwide—all while ensuring the voices of EV drivers shaped critical policy decisions.

Thank you for being part of this movement. Together, we're building a cleaner, healthier, and more electric future.

Warmly,



Joel Levin

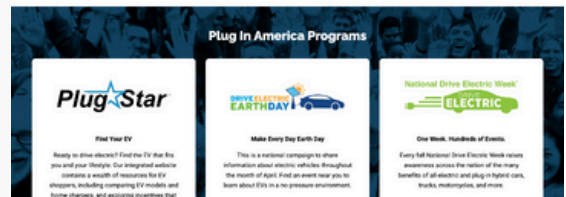
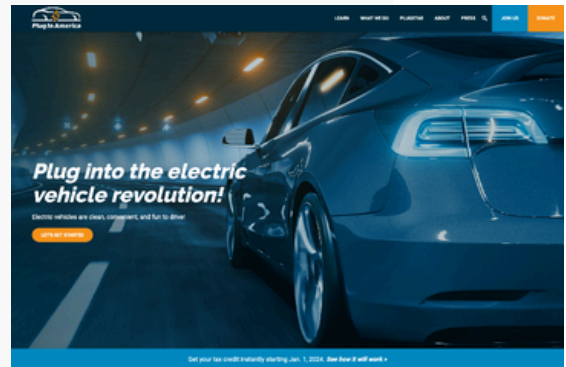
LOGO + WEBSITE

Our brand, recharged

In 2023, we revealed a new brand identity to reflect the vibrant present EV market. The logo's energetic colors, line work, and active typography work together to invoke dynamism and movement. Curved lines loosely form the outline of a car, while an orange lightning bolt in the middle of the car represents how an EV is powered.

Beyond introducing a dark blue in the new mark dubbed "grounded navy," we introduced "electric orange" and "charged blue" as complementary accent colors.

We also refreshed PlugInAmerica.org. The new site spotlights a different structure, with more intuitive page organization and faster ways for people to find the information they are seeking.



MISSION


To accelerate the transition to affordable and accessible plug-in vehicles and charging through education, advocacy, and research.

Since Plug In America officially became a nonprofit organization in 2008, the EV industry has undergone significant changes. Our board and staff collaborated to update our mission statement to the above, reflecting the rapidly growing industry and our commitment to a cleaner future that leaves no one behind. We advocate for inclusive policies that make EVs and charging affordable and accessible for all.

IMPACT HIGHLIGHTS OF THE YEAR



Frequently heard saying, “EVs for all,” Rap Hankins not only educates residents about electric vehicles but he’s also a driving force in southern Ohio and one of our 2024 Drive Electric Award winners.



Our engagement helped secure hundreds of millions in clean transportation funding through California policy programs like the Clean Transportation Program, Air Quality Improvement Program, and Enhanced Fleet Modernization Program — with at least 50% of investments directed to disadvantaged and low-income communities.

We trained 600 dealership staff in Sacramento through our Sacramento Municipal Utility District partnership, making EV shopping easier and more approachable for consumers.

PlugStar.com hit 1 million lifetime visitors — helping drivers research, shop, and learn about EVs at every step of their journey.

We responded to nearly 2,000 consumer inquiries through our EV Support Program, providing real-time guidance on vehicles, charging, and incentives.

We welcomed 11,700 attendees to events nationwide, with thousands experiencing their first ride in or first time driving an EV.

We partnered with EPRI to expand our research, continuing our industry-leading annual EV driver survey and conducting new surveys. This ensures EV voices shape the future of policy and infrastructure buildout.

STATEMENT OF ACTIVITIES

YEAR ENDING DEC. 31, 2023

	Without Donor Restrictions	With Donor Restrictions	Total
Revenue and Support			
Contributions			
Foundations	-	\$ 350,000	\$350,000
Corporations	302,350	143,000	445,350
Individuals	192,507	-	192,507
Program support	187,980	526,077	714,057
Special events	325,903	107,000	432,903
Other income	40,453	-	40,453
Net release from restrictions	1,005,758	(1,005,758)	
Total revenue & support	2,054,951	120,319	2,175,270
Expenses			
Program	2,068,919	-	2,068,919
Supporting services			
Management & general	529,225	-	529,225
Fundraising	138,575	-	138,575
Total supporting services	667,800	-	667,800
Total expenses	2,736,719	-	2,736,719
Change in Net Assets	(681,768)	120,319	(561,449)
Net Assets, beginning of year	1,360,779	260,416	1,621,195
Net Assets, end of year	679,011	380,735	1,059,746

BEHIND THE SCENES

What you might not know

- We migrated from our former marketing platform to a cutting-edge tool that helps us better communicate with our network and reach new audiences.
- Our policy team continued to build strong relationships with state and federal agencies, auto manufacturers, and policymakers. This included working with the White House Council on Environmental Quality. The policy team also signed dozens of comments and letters with our partners to support equitable EV adoption across the country.
- The policy team began writing monthly newsletters, accompanied by blog articles, to educate and engage subscribers on important and lesser-known policy topics.
- Our staff were interviewed and quoted as industry experts in dozens of major publications, including The New York Times, The Washington Post, Boston Globe, TIME magazine, CNBC, and Bloomberg.
- We created several resources, such as toolkits for strategic vehicle electrification policies, how to advocate for EV-friendly building codes, designing fair road user fee policies, and creating and sustaining EV clubs at universities.
- The programs team officially launched PlugStar on-demand virtual training to better educate dealers on how to talk about and more effectively sell EVs.

LOOKING FORWARD

In 2023, our relationship with EV advocates and organizations expanded across the US. Events, website updates, and conferences connected us with many others working hard to spread the excitement about the quickly growing technology.



PlugStar.com

We are rebuilding PlugStar.com to give visitors a better experience and give us more flexibility in adding additional features in the future.

Real EV driver stories

Through a new two-year grant, we will be able to tell real EV driver stories in the community and share EVs' cost and health benefits in Arizona.

Campaign logo development

We are working on new Drive Electric Earth Day and National Drive Electric Week logos to create a sharper look that will attract more attendees and raise awareness than ever before.

ChargeX Consortium

Through the ChargeX Consortium, we're joining forces with industry and government partners to ensure public charging is more reliable, accessible, and ready when drivers need it.



STAY CONNECTED & GET INVOLVED

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1270 S Alfred St #351268
Los Angeles, CA 90035-9668



(323) 372-1236



support@pluginamerica.org



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