

Email forwarded on 12-22

We are nearing the end of a very tough year, yet as 2022 looms, instead of feeling exhausted and beaten down, I am energized. Despite Senator Manchin's refusal to support the historic climate investments in the Build Back Better bill, I am feeling more committed than ever.

Why? Because businesses like yours who recognize the climate emergency stepped up this year in unprecedented ways. More than 180 businesses, including yours, chose to push your climate work further than most have ever gone, by actively engaging your stakeholders in a dialogue on climate. You produced amazing [videos and social media posts](#) that have reached far and wide and are changing how Americans think about climate change.

While our work has not *yet* resulted in the passage of historic climate legislation, the message that we need to act boldly on climate is permeating our culture. Support for climate action is at record levels. We are one vote short in the U.S. Congress of historic climate investments. For some, Call4ClimateNow social media posts were your most successful of the year. While we expected and prepared for negative backlash, none appeared aside from a few comments on social. 100% of the feedback we've received from participating businesses has shown that engaging your fans, followers, employees, and consumers in climate action has been positive, or at worst neutral. These learnings open the door to future climate communications that can benefit your business and move our nation to action.

So, where does that leave the Call4ClimateNow campaign right now? Rev. Yearwood [said it best](#):

"This is chess, not checkers, so please get some rest tonight, and let's get back to work tomorrow."

Despite Senator Manchin's disappointing announcement, this is a bump in the road, not a dead end. We hear from our friends in D.C. that many plans are in the works for the new year. Since his announcement, even Senator Manchin's traditional allies such as the United Mine Workers of America [have spoken out](#), urging him to reconsider his support of the Build Back Better bill. Every day there are new developments. Do not lose hope!

The winter solstice provides a reminder to us all to reflect, relax, reenergize, and recommit. I hope you are able to create space for these important acts of self-care. We need you strong and energized as there is much important work ahead.

You will hear more from us in the new year as we seek input to develop plans for 2022. In the meantime, if you have any reflections or input for the Call4ClimateNow campaign, please reach out to us at info@climatecollaborative.com. We would love to hear from you.

Wishing you all a healthy and happy 2022. I am honored to join you on this journey.