



Dear friend & ally of the Alliance,

Today, while seated in the stunning Orpheum Theatre audience to herald the approaching 300th birthday of our fair city, several things came to mind. As each expert in their sector presented a condensed version of our shared history, I had a light bulb moment! The speakers **all urged us to band together** to create momentum and change in New Orleans, but it wasn't until the tail end of the program when (*local hometown hero/ famed former Saints player/ Post-Katrina Superdome season opener Atlanta Falcons punter/ ALS warrior & advocate*) **Steve Gleason** took the stage and uttered a phrase so moving and inspiring that it **grabbed hold** and wouldn't let go.

Reading from his 2015 love letter to New Orleans, written on the 10th anniversary of Katrina, he said, "...like the residents of a city built two feet below sea level, **I choose to be an idealist. We simply must be steadfast, maniacal idealists. When the world sees tragedy, idealists see opportunity. When the world folds its hand, idealists double down. When the world retreats, idealists reinvent. Idealism isn't for the faint-hearted or weak-minded.**" With those words, he encapsulated our collective resolve and determination.

Steadfast, maniacal idealists. That was the light bulb moment! Because that's the very idea that started the Alliance for Affordable Energy some 32+ years ago-- and it echoes what we all must be each and every day to move forward. That's the drive that puts us on the frontlines of fairness and equity when expensive new power plants are proposed that threaten to harm our neighbors and their children-- while failing, crumbling infrastructure goes unattended and blatantly ignored and our electricity bills continue to rise.

As a long time ally, **you've inspired us** to envision the opportunity in tragedy. **You've propelled us** to double down, when others told us to fold. **You've encouraged us** to reinvent. And the words "faint-hearted or weak-minded" aren't even in your vocabulary. **You've given and been steadfast.** Please don't let up now.

When you think New Orleans at 300, do you wonder about where she'll be at 600? What's your vision of how she looks? How about Louisiana's coast and forests? Will we continue to enjoy our state's natural beauty? What kind of future and legacy are we leaving for our children? Our children's grandchildren? Is the city mired in the same old patterns and missteps? Or is she strong, resilient, vibrant, inclusive, and shining as a beacon of clean energy?

With your continued support, the Alliance can help to craft that brighter future for us all. We'll fight to defend a better infrastructure and clean energy solutions as well as protect against flood risks, subsidence and environmental impacts. We'll safeguard those oft overlooked little guys and vulnerable communities, and demand that we all aren't saddled with the burden of the high environmental costs of half baked schemes that only serve to line the pockets of the corporate giants.

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We need you, our ally, to join with us now as we maintain our steadfast maniacal idealism. **We simply cannot fight for you without you.** As we look ahead to celebrate the first 300 years of our history, we must also realize that we have a responsibility to those who come after us. And we don't have to continue to do things the same old tired way, just because we've always done things that way.

Help us light the way towards 300 years of clean energy solutions today. Your sustaining gift of \$10 [or more] per month, will allow us to be there at every hearing and to intervene as advocates on our entire state's behalf. Please take a few moments to give your gift today with the enclosed envelope*. And don't forget to go out into the world today and be your true steadfast, maniacal idealist self. We need that now more than ever.

Thank YOU.

Steadfastly, maniacally, idealistically hopeful,



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***P.S. If you'd prefer to give your gift today through other methods, here are the details:**



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