

DONNEL BAIRD

BlocPower

2012 Black Male Achievement Fellow



BIG BOLD IDEA

Create jobs for black men and reduce costs for community organizations by leveraging community-led solar and weatherization retrofits for churches and nonprofits.

ORGANIZATION OVERVIEW

BlocPower aggregates groups of consumers—like Groupon—to negotiate energy savings, pricing discounts, and community hiring quotas with renewable and energy efficiency firms.

PERSONAL BIO

Donnel Baird is the founder of BlocPower, a startup that markets, finances and installs solar and energy efficiency technology to help houses of worship, non-profits, small businesses and multifamily projects to slash their energy costs. Donnel spent three years as a community organizer in Brooklyn and one year as a voter contact director for Obama For America. He managed a national Change to Win/LIUNA campaign to leverage Dept. of Energy energy efficiency financing to create green construction jobs for out of work populations. He partnered with the Washington Interfaith Network to generate a \$100m government investment in underserved communities in the District of Columbia. Donnel has a B.A. from Duke University and an M.B.A from Columbia Business School. BlocPower is backed by Kapor Capital and Andreessen Horowitz.

Issue area

Poverty Alleviation Economic Development

Organization/Fellow Location

Brooklyn, United States

Impact Location

North America

United States

Organization Structure

Hybrid

[VISIT WEBSITE](#)

