

2017 ANNUAL REPORT



Responsible Resource Use, Social Equity and A Healthy Built Environment For All.

For the last 40 years, Southface has led research, design, and implementation of a regenerative future for the Southeast. We are a group of change makers with a laser-focus on generating the outcomes that lead to vibrant, healthy communities for all. It is this singular vision, this dedication to creating the policies, technologies, buildings, and communities to improve human lives, that propels us forward. It is the underpinning of the programs and services we craft, the data we track, and the outcomes we share with our peers, our community, and our leaders.

LETTER FROM THE PRESIDENT - ANDREA PINABELL



Dear Southface community,

As I reflect on Southface's last four decades, I am amazed by all that we've been able to accomplish with your support. What started in 1978 as a group of grassroots solar advocates, has evolved into a pillar of the Southeast's sustainability

movement. I have no doubt that in the next 40 years and beyond, Southface will bring the industry and our community even more innovation, expertise, and enthusiasm.

Throughout this report, you'll find information about our programs and services and how they've contributed to the three outcomes that underpin our vision:

Improved Quality of Life, Shared Prosperity, and Thriving Natural Systems. These are the measurable outcomes that indicate that we are building a regenerative economy for all.

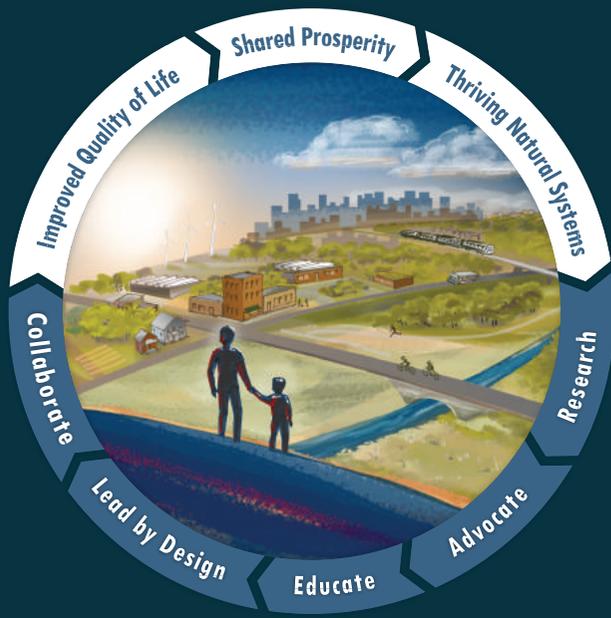
Although we are sharing our year in review, I want to share with you that we've already begun to plan for our future. At the close of 2017, we kicked off our strategic planning process for the next three years, and committed to strengthening our goals so that we continue to reach for our vision. Over the next year, we'll refresh the EarthCraft brand and relaunch the EarthCraft House program; research a slew of new technologies; and connect with the communities where we do our work. The future is inspiring and bright.

I am incredibly proud of our work in 2017 in pursuit of our mission and am excited as I look to the future at Southface. Thank you for continuing to support us; your commitment and partnership makes our work possible.

Sincerely,



Andrea Pinabell



Our programs and services influence three key outcomes: **improved quality of life, shared prosperity, and thriving natural systems.** We live out our mission through research, advocacy, education, design leadership, and collaboration.

LETTER FROM BOARD CHAIR - BARRY GOLDMAN



Dear friends of Southface,

2017 was a landmark year for Southface. Reflecting on our past four decades, we have much to be proud of and many to thank. Our success is shared, and is not possible without a dedicated staff, invested Board of Directors, and history of dynamic leadership.

With President Andrea Pinabell, we are well-positioned for continued growth, opportunity, and innovation. It was a year to reflect on who we are, who we aspire to be, and what our legacy is within the hearts and minds of our community and supporters.

We began the year by assessing our role in the marketplace, and how we continue to influence the market drivers of the regenerative economy. Internally, we transformed into an organization poised to drive more effective and integrated outcomes. At the end of the year, we started the process of strategic planning for the next three years, creating a roadmap that outlines our goals in support of the Southface vision for a regenerative economy, responsible resource use, and social equity through a healthy built environment for all. You can read about more of our highlights in this report.

Thank you for your interest in and support of Southface and its important mission.

Sincerely,

Barry R. Goldman
Board Chair

BRINGING OUR VISION TO LIFE

Each and every day we are working to achieve our vision for the future: A regenerative economy, responsible resource use, and social equity through a healthy built environment for all. We've designed our programs to influence three key outcomes that underpin this vision - **improved quality of life, shared prosperity, and thriving natural systems.** The following is a selection of work that got us closer to achieving our vision in 2017:



EarthCraft



Southface and the Greater Atlanta Home Builders Association developed the EarthCraft green building certification program in 1999 to address the challenging energy, water and climate conditions in the Southeast. We've updated EarthCraft to react to new challenges in the built environment, including completion of the EarthCraft Sustainable Preservation Program. We reinvigorated our EarthCraft House and Light Commercial technical program and prepared to rethink the EarthCraft brand and its influence on the residential market.

Energy Codes Task Force



For the first time in eight years, the State of Georgia updated its energy codes. As a partner to the Georgia Department of Community Affairs Energy Codes Task Force, we identified opportunities to build more energy efficient homes and construction throughout the state. This yearlong effort was an exciting opportunity to support policy changes at the state level.

100% Clean Energy Plan



The City of Atlanta committed to implementing 100% clean energy for City of Atlanta buildings by 2025 and citywide by 2035. Before planning began, extensive community engagement was a critical step. As a core partner to the Office of Resilience, Southface facilitated a stakeholder engagement process, which will be reflected in the Mayor's 2018 plan to convert the City to 100% clean energy.

Strong Prosperous and Resilient Communities Challenge



We committed to developing policy and systems change models to advance racial equity, health, and climate. The TransFormation Alliance (TFA) selected Southface to lead its policy group and serve as the Strong Prosperous and Resilient Communities Challenge (SPARCC) Climate Champion. Through that partnership, Southface developed the climate policy platform, completed a Rapid Climate Vulnerabilities Assessment, partnered with WonderRoot on the Climate/Cultural Resilience project, and advocated for the "Living Transit Fund."

Grants to Green + Nonprofit Energy & Water Efficiency (NEWE) Initiative



Two of our cornerstone programs, Grants to Green and NEWE Initiative, ensure that nonprofits have access and information to make efficiency improvements to their buildings and save thousands of dollars to reinvest in their mission-focused programs and capacity building. This year, we closed out another round of grants for these programs and prepared to celebrate 10 years of Grants to Green in partnership with the Community Foundation of Greater Atlanta in 2018.

Better Buildings Challenge



As we look for opportunities to bring the Better Buildings Challenge to new cities, the Atlanta Better Buildings Challenge (ABBC) made significant progress toward the goal of reducing water and energy use in commercial buildings by 20 percent by 2020. With over 110 million square feet committed to the Challenge, ABBC boasts the country's largest participation level. The program created 221 new jobs in Atlanta and contributed \$16 million to gross regional product, which means better economic outcomes for all Georgians. As 2020 draws near, we'll expand ABBC with new goals focused on waste and wellbeing outcomes.

Building America



In 2017, through the Department of Energy's Building America program, Southface researched the effectiveness of low-cost, high-performing sensors with regards to residential "smart" ventilation effect on indoor air quality (IAQ). The intent of the program is to ultimately reduce harmful pollutants through occupant awareness, improve occupant health, and to create a commercially-available IAQ sensor package, which we helped develop and was launched by our partners at Senseware.

Tiny House



Southface worked closely with Tiny House Atlanta (now Micro Living Institute), the City of Atlanta, Ryan Taylor Architects, LLC, the American Tiny House Association, and multiple volunteers to produce a comprehensive feasibility study on the municipal policy and code obstacles related to Accessory Dwelling Units, including certain tiny homes.

Healthy Homes



Southface continues to lead the connection between healthy homes and resource efficiency through initiatives like partnering with Kresge, the Georgia Department of Community Affairs (DCA), and the Georgia Health Policy Center (GHPC); tracking the improved health benefits through the sustainable renovation of several Georgia Public Housing Authority (PHA) sites; and being the Southeast lead partner within the Healthy Homes Training Center network.

Emerging Leaders



Since the early 1990s Southface's professional development program has nurtured the next generation of sustainability leaders. Through substantive learning opportunities across programs and services, participants gain valuable, career-launching experience. In honor of our outgoing co-founder and executive director, our fellowship program was endowed and named the Dennis Creech Emerging Leaders Program.

Education and Training



Our course offerings provide immersive, cutting-edge training that helps build careers in sustainability, green/high performance building, and weatherization. In addition to onsite trainings at the Southeast Weatherization and Energy Efficiency Training (SWEET) Center, Southface taught throughout the southeast, Midwest and the U.S. Virgin Islands. Through the G.I. Bill, military veterans, active duty personnel, and their dependents qualify for reimbursable training at Southface.

2017 BY-THE NUMBERS



EarthCraft

2,589

EarthCraft

projects certified
totaling more than

48,000

over **18 years**



100% Clean Energy

More than

3,500

people provided input on

Atlanta's 100% Clean Energy Plan



Grants to Green

Over 9 years,

Grants to Green

helped more than **200**
nonprofits save over

\$8 million

through water and energy
efficiency improvements



Atlanta Better Buildings Challenge (ABBC)

Energy and water savings achieved
by the ABBC generated

\$19 million

in new investment and created or
sustained **221** new jobs,
and added **\$16 million**
more to the regional
economy



Nonprofit Energy & Water Efficiency Initiative (NEWE)

Thanks to NEWE
Boys & Girls Club
of America saved

\$656,000

EQUAL TO serving **220+**

new club members each year or
powering **6** new clubs

Feeding America saved

\$60,000

EQUAL TO **300,000**

additional meals provided

Fundraising

We raised \$88,343 and exceeded our Annual Fund fundraising goal by 18 percent, allowing us to build staff capacity and carry out more mission-driven work.

Membership

Southface members contributed \$19,230 towards our vision of a regenerative economy. Our membership base of 1,266 supporters is comprised of individual and corporate memberships.

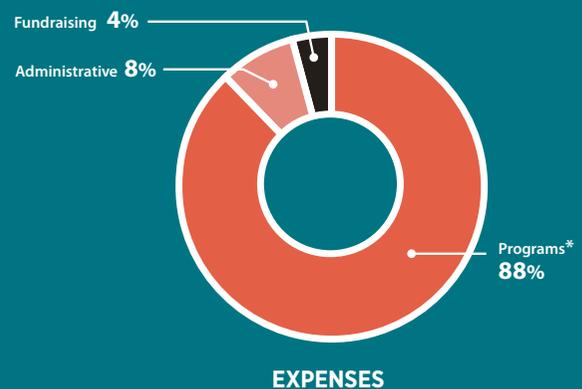
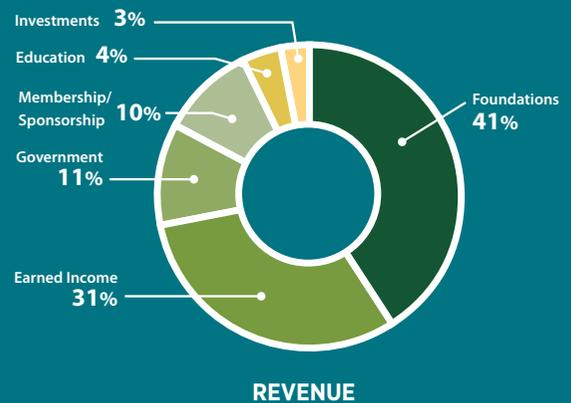
Education & Training

Over 141 days we trained 1,267 people in 94 training sessions, and proctored 51 Building Performance Institute exams.

Outreach

Southface reached over 2,300 people through annual and monthly events. This includes over 400 Greenprints annual conference participants, nearly 375 Visionary Dinner attendees, over 800 attendees at our monthly Sustainable Atlanta Roundtable, and hundreds of visitors through over 40 facilities rentals and international teams who toured our campus to learn about innovation in the built environment.

2017 Revenue and Expenses



*Eighty-eight percent of our expenses go toward enabling Southface programs.

Southface Board of Directors

Barry R. Goldman, CHAIR

*Senior Vice President & General Counsel
Acuity Brands Lighting, Inc.*

John Lanier, VICE CHAIR

*Executive Director
Ray C. Anderson Foundation*

Chris Boyle, SECRETARY
AND TREASURER

*Senior Director, Financial Planning
and Analysis
Cox Automotive, Inc.*

Linda Bolan

*Vice President, National Property
Management
Columbia Property Trust*

Denis Blackburne

*Senior Vice President
The Woda Group, Inc.*

Corey Deal

*Executive Officer
Greater Atlanta Home Builders
Association*

Leon S. Eplan

*President
Urban Mobility Consult, Ltd.*

Jeff George, LEED AP

*Vice President, Southeast
Gilbane Building Company*

John Hinton

*Shareholder
Baker Donelson*

Paula McEvoy

*Co-director of Sustainable
Design Initiative
Perkins + Will*

Tyrone Rachal

*Principal, Red Rock Global, LLC
President, Urban Key Capital Partners*

Walter F. Reeves

*Gardening Expert
Columnist, Radio & Television Host*

Makara Rumley

*Principal
Hummingbird*

Nikki Walker

*Regional Technical Manager
The Coca-Cola Company*

Charles R. Whatley Jr.

*Managing Director
UrbanIS*

