



ANNUAL REPORT 2019



## MAKING OUR IMPACT

As Southface leads the way toward a regenerative economy, we work to close the gap between environmental awareness and action by promoting scalable resource efficiency and clean energy solutions for homes, workplaces and communities. Our efforts to expand our reach as we reduce carbon emissions, realize health and equity in the built environment and raise the green workforce are reflected in these key milestones.

**\$13M** SAVED FOR NONPROFITS THROUGH EFFICIENCY UPGRADES.  
**gooduse**

### SOUTHFACE HAS WORKED IN



VISITORS AND MEMBERS HOSTED ON OUR CAMPUS

**60,000**

SINCE COMPLETION IN 1996



### IN 2019

**1,059** **208** **2,640** **2,565**

guests convened at sustainability events

communities made more resilient

individuals gained green workforce skills

low- & moderate-income homes certified healthy & efficient

# WELCOME

Dear Southface Community & Partners,

As we reflect on our work in 2019, the last year of the decade and the 42nd year of this organization, we are struck, more than ever, that the work of Southface is needed to address the challenges of our communities where they live, work and play. We have an imperative – even further – a directive to ensure ALL citizens have access to clean energy and water; attainable, efficient and healthy housing; and sustainable communities.

As we marked the completion of the first full year of our strategic plan, we are rewarded by the work of this organization and the thousands of people who are positively impacted by our programs, technical assistance, research, education and advocacy. From EarthCraft and BIT Building to GoodUse and our work in healthy housing, we remain focused on improving the built environment and ensuring people everywhere within it can thrive. The work we have accomplished in partnership with cities, including those within the American Cities Climate Challenge, paves the way for more resilient communities and regenerative economies.

But our work is more than just numbers and programs; we are in a period of social transformation, and Southface has an important role and responsibility in helping lead through this change. We must find new ways to bring partners, voices and perspectives to the table in order to ensure a healthy, sustainable future for us all.

We are so proud of the work Southface has accomplished in the last year and throughout our more than four decades of service to the communities in the Southeast and across the nation. As we enter what we believe will be our most impactful period to date, we thank you for supporting us and this valuable work. Your partnerships are what continue to sustain and inspire us as we embark on this exciting new chapter.

Sincerely,

JOHN LANIER

BOARD CHAIR & EXECUTIVE DIRECTOR,  
RAY C. ANDERSON FOUNDATION

ANDREA PINABELL

PRESIDENT,  
SOUTHFACE INSTITUTE

# DECARBONIZATION

## THE WORK AHEAD

**Why is decarbonization so vital? With cities creating 70% of the world's carbon emissions and the buildings within them contributing 40% of that, the global community faces a tremendous opportunity to contain and reverse this decades-long event right now.** Pandemic has shown that changes in human behavior can tremendously impact carbon emissions, but the effects (once regular behavior resumes) can be short-lived. What's needed is an approach that Southface has been promoting since its inception: high-performance standards for our new buildings and mitigations for our aging building inventory—structures that can become healthy and high-performing when the right upgrades and best practices are applied. The time to create a low-carbon future is now, and we already have the tools.

### Higher-Performance for All Buildings

Since 1978, Southface has been working to mitigate the effects of carbon emissions and increase resource efficiency in the built environment—long before the words “climate change” were on everyone's lips. As a result, EarthCraft, Bit Building and GoodUse programs were created to provide resource-efficient solutions to new and historic construction, existing buildings and nonprofit structures, respectively. The impacts of these programs and Southface's arsenal of technical services, trainings, research, policy support and sustainability consulting have made a significant impact on the communities in which we have worked across the country and are poised to increase their positive effects in 2020.

### Our Next Challenge

Regenerative design and programs to support building upgrades and retrofitting are all important pieces of the decarbonization picture. But

what's needed is a wider and deeper adoption of decarbonization and resource efficiency technology—code changes and federal, state and municipal adoption of ordinances to require a new era of planning, construction, maintenance and operations. Southface's research, policy and sustainability services are working hard to amplify the solutions available to our cities and broader government bodies and encourage their mainstream integration.

### Preparing a Green Workforce

A more human-focused, climate-conscious economy is forming, and Southface is helping lead the charge. For Southface, this evolution, which we define as a regenerative economy, nets more assets than those put in, resulting in not only resource efficiency and healthier planning, building and business practices, but conscious outcomes for the equity of everyone involved. This reimagined economy needs a skilled workforce in sectors such as sustainable building and design, clean energy, stormwater management and green infrastructure, energy rating and energy efficiency. Southface's extensive training program and partnerships with government workforce programs are increasing the proliferation of these skills and preparing professionals for these growing opportunities.

### The Work Ahead

Southface has charted a clear path for the expansion of its work nationally and internationally, work that wouldn't be possible without the support of all our partners, sponsors, clients and community members. With your continued alliances, we are excited about the projects ahead, the communities we'll serve and a future that enables a healthier planet for all its citizens.

# IMPACT AREAS

## SOUTHFACE SOLUTIONS

*Southface continuously innovates to increase impact and activate opportunities that advance the regenerative economy. As new technologies and best practices emerge in the healthy building space, we look for ways to amplify advances in building science and resource efficiency, promoting their adoption by the marketplace to benefit more sectors of society and create a more equitable and sustainable future for all.*

**BIT** - In 2019 our BIT Building program provided an accessible high-performance maintenance and operations framework for nearly every type of building and included partnerships with Google and the Chicago Housing Authority, impacting more than 6 million square feet of building space.

**EarthCraft** - The EarthCraft family of programs is a high-performance building certification program developed in 1999 with the Greater Atlanta Home Builders Association to address the challenging energy, water and climate conditions in the Southeast. Over the course of EarthCraft's history, more than 50,000 homes, multifamily units, light commercial spaces and communities have been certified across the region.

**GoodUse** - Every dollar counts for nonprofits, whose outreach abilities are often constrained by overhead costs such as utility bills. Southface's GoodUse grant program ensures that local and national nonprofits reduce their operating expenses by making efficiency improvements to their buildings, improving comfort, indoor air quality and health while saving thousands of dollars to reinvest in mission-focused programs and capacity building. In 2019, partnerships included the Salvation Army and Feeding America, as well as local partners like Atlanta History Center, Ballethnic Dance Academy and the Marcus Jewish Community Center of Atlanta.

*Underpinning our specific solutions is the unparalleled technical, policy, planning and training know-how of Southface's experts. We approach all our solutions and partnerships with the following competencies:*

## TECHNICAL SERVICES & GREEN BUILDING CERTIFICATIONS

Southface Institute is a trusted resource for owners, builders and architects navigating the building certification process for most nationally recognized green building programs, including our own EarthCraft program, as well as LEED, NGBS and Enterprise Green Communities. In addition, we provide on-site technical assistance and the physical inspections and verifications often required for green building certification. Our building audits and assessments for any building or home are an effective tool to evaluate the source of performance problems and the cost-effective solutions that best address them.

## EDUCATION

Southface has long been a respected source of sustainability and building science education, training and workforce development. Through both in-person classes and our online learning portal, Southface provides job skills training and continuing education credits for Building Performance Institute (BPI), American Institute of Architects (AIA), Interstate Renewable Energy Council (IREC), Residential Energy Network (RESNET) and our own EarthCraft and BIT Building, among others, building the skills needed for the growing green workforce. In 2019 Southface was chosen by the Georgia Environmental Finance Authority (GEFA) to provide statewide training and other resources to code officials, contractors and trade groups in advance of Georgia's 2020 Residential and Commercial Building Energy Codes, which went into effect January 1, 2020.

## RESEARCH

Our research is focused on building performance and healthy environments. Southface is a leader in the healthy building sector with unparalleled access to building performance data and advanced residential indoor air quality work. We are uniquely positioned to connect local and federal government partners and companies with essential implementation and performance data to further sustainable solutions in the marketplace. One exciting example of this work is the Department of Energy's Building America program, under which Southface is testing a smart ventilation system for hot, humid environments that can be scaled nationally.

## POLICY

Southface Institute has been at the forefront of some of the region's most impactful sustainability initiatives, such as the City of Atlanta's 100% Clean Energy Plan and the Atlanta Better Building Challenge. We see our policy work as a high-leverage strategy to create change at scale through interventions in statewide building code regulations and, ultimately, adoption of sustainable building practices; healthy, affordable housing; and clean energy expansion in America's cities.

## SUSTAINABILITY AND RESILIENCE PLANNING

Southface works with municipalities, small- and medium-sized businesses, NGOs and vulnerable communities to create sustainability and build resiliency through planning and implementation strategies for resource-efficient and equitable development, as well as for day-to-day management, including sustainable sourcing, waste diversion and grant writing support. Programs such as CREW (Culture-Resilience-Environment-Workforce) and CCPRP (Care and Conserve Plumbing Repair Program) reach directly into underserved communities to help with stormwater issues and municipal water efficiency challenges, respectively. Southface is also a local partner of the City of Atlanta in the American Cities Climate Challenge, an unprecedented opportunity for 25 ambitious cities to significantly deepen and accelerate their efforts to tackle climate change and promote a sustainable future for their residents.



# SOUTHFACE BY THE PEOPLE



**Eric Turner**  
Former Staff Member of West Rome  
Boys & Girls Clubs of America

All the money Southface allowed us to save on our utility bills, approximately \$18,000 per year, we were able to put back into our programs. **Now foster kids come to our organization for free.** So, we've impacted the entire community."



**Odetta MacLeish-White**  
Managing Director, TransFormation Alliance

"Southface has been an active member of the TransFormation Alliance (TFA) from the beginning, participating in and absorbing our conversation about race, racial equity and racism at the personal level. Programs like Atlanta CREW – a partnership with TFA and the West Atlanta Watershed Alliance that addresses stormwater runoff and community resilience in under-resourced Atlanta neighborhoods – and the Equity Evaluation scorecard are tangible results of Southface's willingness to start, learn and iterate so we can invest in more equitable and thriving communities. I'm so grateful for their partnership and leadership."



**Jon Williams**  
President, CEO W&A Engineering

"Our work with Southface to earn an EarthCraft Light Commercial FitOut certification for our 10,000 square foot, 118-year-old building means that **our stunning Athens headquarters will now allow us to accelerate toward our resource efficiency goals,** as we pursue projects to build better communities and help clients exceed their sustainable objectives."

"The CHA's participation in the BIT Building Sustainable Operations Program supports our mission to provide safe, decent and affordable housing by **providing a framework to measure increases in energy efficiency over time, implement best practices for sustainable operations in multifamily housing, and to inform preventive maintenance and capital planning efforts.** We are excited to achieve BIT Building certification for Dearborn Homes, a 668-apartment family housing property in Chicago's Bronzeville neighborhood, demonstrating CHA's continued commitment to sustainable operations."



**Ellen Sargent**  
Director of Sustainable  
Initiatives and Projects,  
Chicago Housing Authority

"As a Southface sponsor and member of its Board of Directors, I am constantly impressed by the impact of this nonprofit's work and the powerful way it synchronizes with 2KB Energy's mission to provide energy efficiency program management services to businesses. **Being aligned with this sustainability leader has helped us reach more like-minded clients and partners and amplify our own work.**"



**George Buchanan**  
Founder and CEO of 2KB  
Energy and Southface Institute  
Board Member

"I love Southface because of its positive intent to **collaborate with communities and advocate for responsible resource use, social equity and a regenerative economy, while making a positive difference in their surrounding communities.** As a Franchise Leader at the Coca-Cola Company, it's important to me that our missions align."



**Nikki Walker**  
Franchise Leader, Innovation  
The Coca-Cola Company

# OUR DONORS\*

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The Arthur M. Blank Family Foundation

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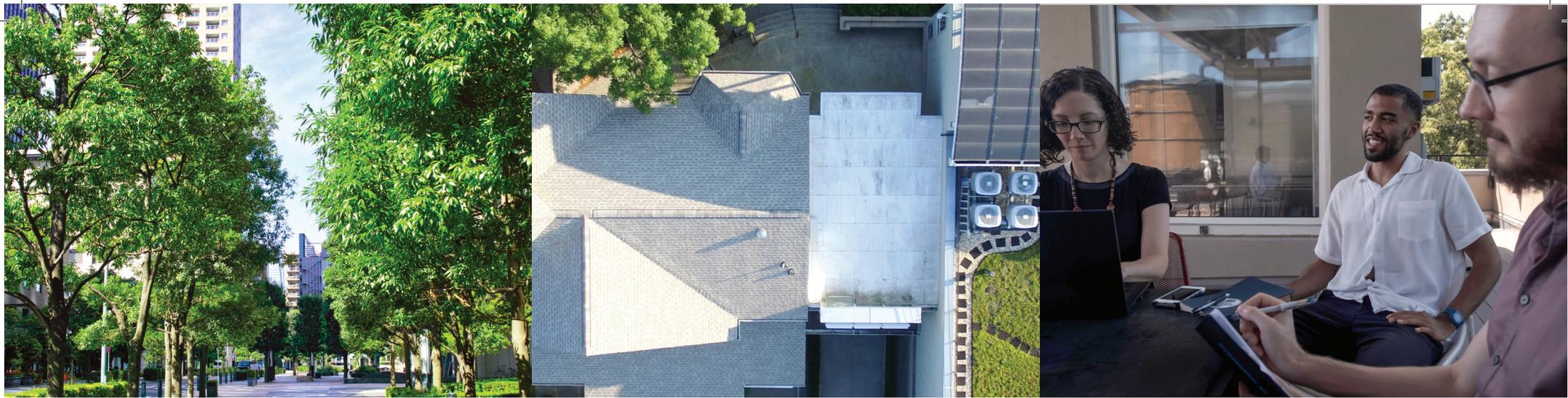
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*\* Donations in excess of \$5,000*

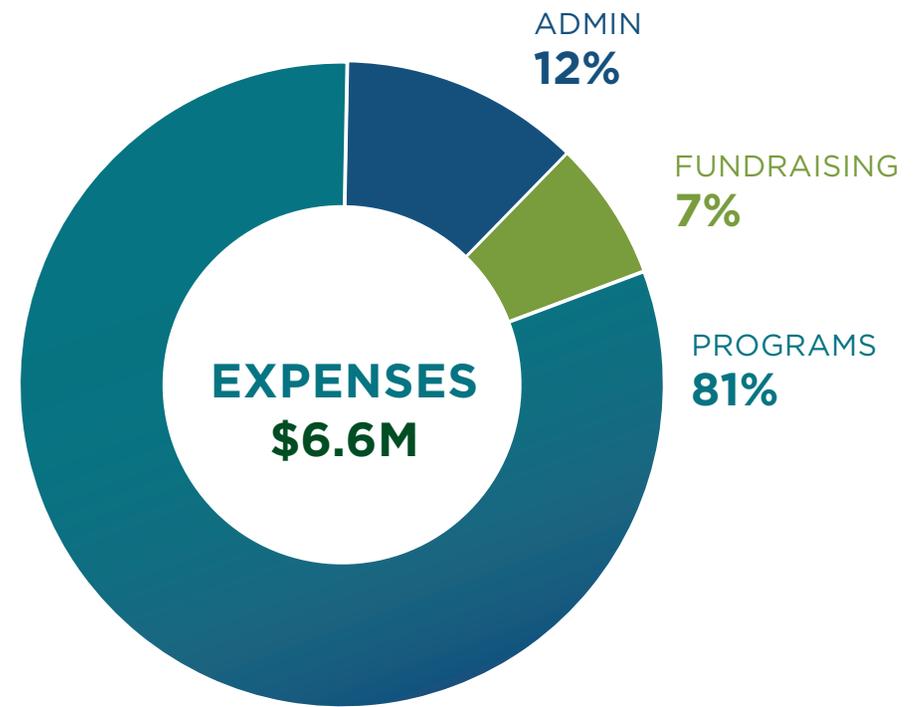
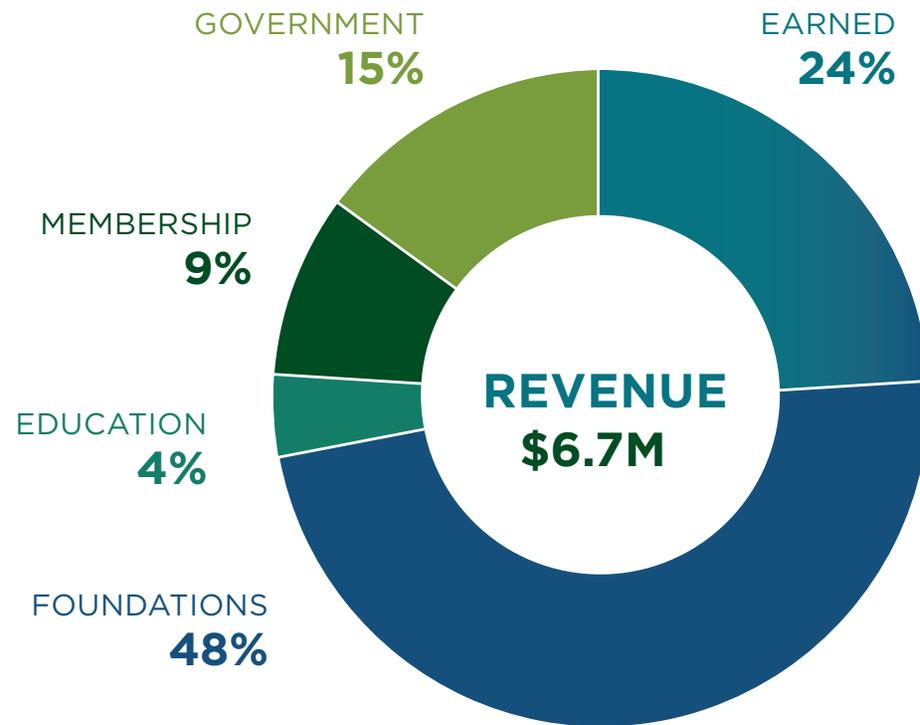
## THE KRESGE FOUNDATION

The Homes for Healthy Futures Project, supported by The Kresge Foundation and Georgia Department of Community Affairs, explores the impacts of energy-efficient and health-promoting renovations on resident health in public housing communities throughout Georgia.

By measuring building performance and indoor air quality, making design recommendations and educating builders and stakeholders, Southface and The Georgia Health Policy Center (GHPC) identify opportunities to improve resident lives and address social determinants of health through the State's affordable housing tax credit process. In 2019, the project trained over 100 team members on how to engage with community stakeholders and evaluated pre- and post-building upgrades.



## AUDITED 2019 REVENUE AND EXPENSES



# BOARD OF DIRECTORS

The Southface Board of Directors represents a diverse group of leaders in the fields of sustainability, equitable community development, construction management, environmental science, health, high-performance building and sustainable design.

**John Lanier, Board Chair**

*Executive Director*

Ray C. Anderson Foundation

**Corey Deal\*\***

*Executive Officer*

Greater Atlanta Home Builders Association

**Paula McEvoy**

*Co-director*

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**Chris Boyle, Vice Chair & Treasurer**

*Associate Vice President,*

*Financial Planning and Analysis*

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*Senior Quantitative Specialist*

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*Franchise Leader, Innovation*

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*Founder & CEO*

2KB Energy Services

**Laura Marlow**

*EVP, Business Development*

myNetWatchman

**Liz York\*\*\***

*Associate Director for Quality and*

*Sustainability and Chief Sustainability Officer*

Centers for Disease Control and Prevention



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