



Annual Report 2020

Dear Southface community,

2020 was a year of great change, fundamentally redefining where and how we work and live, how we protect and support each other, and what it means to work toward a more equitable world. While some of the changes Southface Institute experienced presented us with obstacles to achieving our goals, such as holds on our work with municipalities and the limited availability of funding for long-term sustainability projects, other changes opened the door to the kind of societal transformation we need to a more sustainable and resilient future within our natural and built environments.

People everywhere gained a new understanding of the importance of a healthy home and raised their expectations for all indoor environments to ensure the best air quality and fresh air ventilation. As it became painfully clear that Black, Indigenous, and other people of color and those in low-income communities face greater threats from both the pandemic and our rapidly warming planet, it brought home the fact that the path to recovery, resilience, and prosperity is one we must travel together, with those who are most impacted leading the way.

At Southface, we are taking this inflection point as an opportunity to deepen the work we began more than 40 years ago, transitioning our built environment to operationalize a more equitable, sustainable model that is ultimately net positive. In 2020, we helped nonprofits reduce their utility bills to free up additional funding for their COVID-19 relief efforts; launched a new program expanding access to healthy, efficient, affordable housing; and trained trade workers to strengthen and build our nation's infrastructure. We expanded Southface's reach by going virtual with our trainings, energy and water assessments, and educational roundtables. We planned for the future and committed to pursuing our goals in alignment with three impact pillars:

1. Achieving **climate change mitigation and resilience** at the intersection of the built and natural environments
2. Increasing **health and equity** through improvements to the built environment
3. Building the **knowledge base and workforce** to catalyze the transition to a regenerative economy

Today, cities create 70% of the world's carbon emissions with the buildings alone contributing 40%. Improving the relationship between our built environment and natural environment and sustaining it with a regenerative economy that gives back more than it uses has never been more urgent.

Thank you to our dedicated staff, leaders, partners, supporters, advocates, and friends for joining Southface in this important work in 2020. With your support, we are confident we will achieve our shared vision of a healthy environment in which we all thrive.

Yours for a sustainable future,



Andrea Pinabell
President




Chris Boyle
Chairman of the Board

Our Impact

 **2,809**
homes improved

 **3,236**
people educated

 **3,365,907**_{gal}
water conserved

 **738**
workplaces impacted

 **2,548,390**_{kWh}
electricity saved

 **606,686**_{therms}
natural gas saved

**GoodUse**

Investing in resource efficiency for nonprofits

Nonprofit buildings **contribute approximately 20% of our primary energy consumption in the United States**, but the capacity for savings in their facilities, both financially and environmentally, is tremendous. That is where the GoodUse program comes in. **GoodUse helps nonprofits reduce utility costs and reinvest those savings into their programs.**

From 2018 to present:

72 nonprofit partners in 8 states across the South



\$497,598
utility cost savings



2,084 kgal
water savings



4,029,024 kWh
electricity savings



26% (projected)
annual ROI



3,010 metric tons CO₂e
greenhouse gas savings



28,361 therms
natural gas savings

31%

average energy
reduction per project

34%

average carbon
emission reduction
per project



GoodUse Partner Story

Lee Wetherington Boys & Girls Club, Sarasota, Florida

When Covid-19 restricted in-person activities, the Lee Wetherington Boys & Girls Club in Sarasota, Florida, temporarily closed its doors.

Aware of the growing need for services, the Club quickly reopened two weeks later to serve the children of first responders, county departments, and law enforcement agencies. Shortly after, the Club expanded to include all K-12 students attending Title 1 schools who qualify for free or reduced-price lunch and are at greater risk of food insecurity. Like other organizations, the Boys & Girls Clubs of Sarasota and DeSoto Counties saw an increase in costs driven by this greater demand and increase in services providing food and care due to school closures.

Fortunately, the organization's Lee Wetherington Club had already been in talks with Southface Institute's GoodUse matching grant program and was planning to make critical energy and water efficiency upgrades that would reduce its operational costs and allow those savings to be reinvested into the Boys & Girls Clubs' core services while also improving its environmental impact.





Health and Efficiency for Residential Environments (H.E.R.E)

Expanding access to resource-efficient, healthy affordable housing

In 2020, we launched the Healthy and Efficient Residential Environments (HERE) program, which aims to ensure that everyone has access to housing that supports their wellbeing. The same strategies that enable efficiency — like improved insulation, the electrification and installation of ENERGY STAR-rated appliances, dedicated fresh air ventilation, and materials choices — all create improved conditions for indoor health. People spend an average of 90% of their lives indoors. Poor indoor air quality can have severe negative impacts on the respiratory system. Children who are exposed to mold, mildew, and other triggers can develop or exacerbate lifelong respiratory issues such as asthma. **Unhealthy housing conditions can lead to missed days of school or work, increased hospital visits, higher healthcare costs, and poor quality of life.**

At its heart, HERE supports economic mobility, equity, and opportunity by increasing the affordability of homes for low wage-earning families and improving indoor air quality conditions while delivering on the promise of a low-carbon future. We partner with public housing agencies, philanthropic organizations, and businesses to help deliver a more equitable future through more equitable housing.



HERE improves health outcomes and housing stability:

Improved Health

- + Reduced trips to ER and the doctor's office
- + Reduced refills of respiratory medicines
- + Reduced absences from school and work
- + Interventions include: carbon monoxide monitors, filters, and dehumidifiers

Improved Housing Stability

- + Reduced utility burden
- + Improved economic stability
- + Improved housing quality
- + Interventions include: exhaust fans, LED lighting, and low-flow fixtures

Southface in Sarasota, FL

Southface began working in Sarasota in 2019 and deepened engagement in 2020 on a variety of projects:

- + Partnering with Charles & Margery Barancik Foundation to improve affordability and conditions for health through energy efficiency improvements in public housing offered by the Sarasota Housing Authority
- + Advising City of Sarasota on the Green Building Policy effort to support their renewable energy and resilience goals
- + Helping residents improve the water and energy efficiency of their homes and landscape and improving water quality through hands-on educational experiences
- + Providing GoodUse matching grants to All Faiths Food Bank and Boys & Girls Clubs of Sarasota for energy and water efficiency upgrades and building science, municipal planning, and certification programs



Elizabeth Moore
Southface Board
Member

“Southface’s partnership in Sarasota is just a blessing to the community,” Moore said. “It brings science know-how, skilled organization, and new program areas that go deeper than where we had been before. When I learned about Southface’s mission and vision, that is what we have always tried to achieve locally.”

Supporter Spotlight: Charles & Margery Barancik Foundation

As Chuck and Margie's first hire after forming the Barancik Foundation, present-day President and CEO Teri A. Hansen knows that their intention has always been to immediately touch people's lives by transforming the community from every angle in Sarasota, Florida, and beyond.

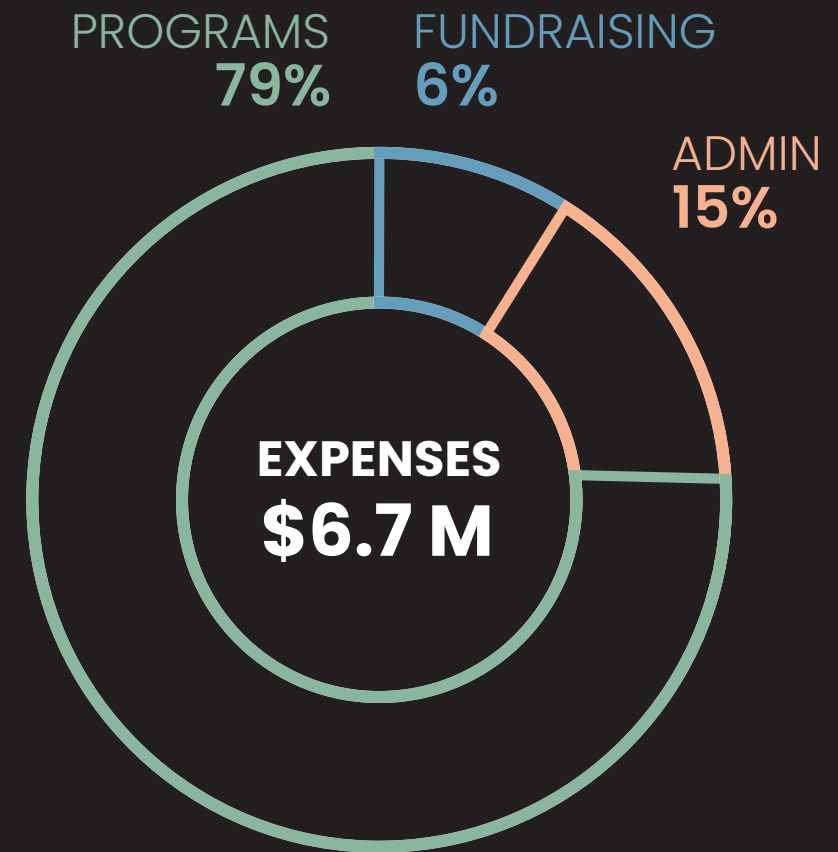
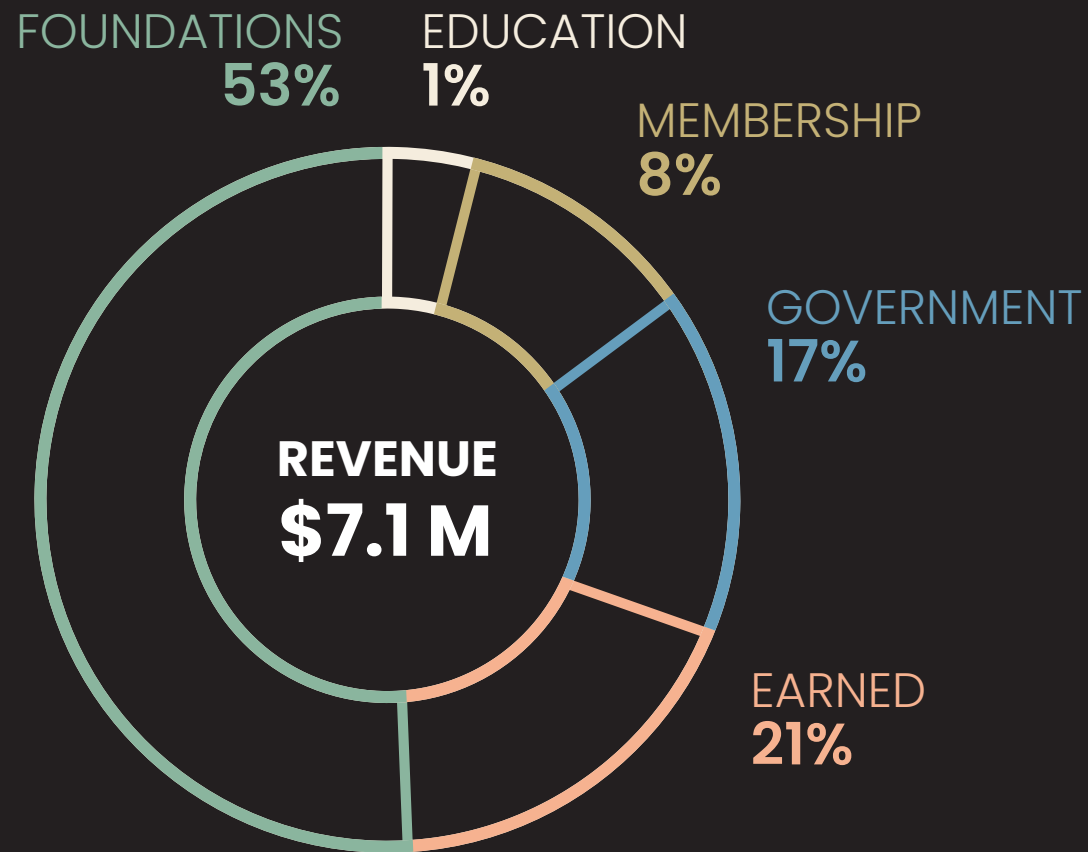
Because Southface Institute shares their commitment to advancing sound economics and equity and strengthening the relationship between constructed and natural environments, Teri says, "It was a no-brainer to bring Southface to our region." In 2020, the Barancik Foundation's support increased Southface's capacity to work with Sarasota's governmental and nonprofit leaders as well as local contractors to improve the efficiency, climate resiliency, and health of community-serving buildings.

"Chuck and Margie believed everyone — regardless of ZIP Code — deserves to live in a healthy home and enjoy a clean, pollution-free climate," Teri explains. "By moving the needle on climate change and addressing inequalities in access to clean water, air, and nature, philanthropy can change the notion of what's possible for individuals and their communities."



**"Chuck and Margie believed everyone — regardless of ZIP Code — deserves to live in a healthy home and enjoy a clean, pollution-free climate."
– Teri A. Hansen**

Audited 2020 Revenue & 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.

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Cox Automotive
Associate Vice President,
Financial Planning and
Analysis

Board Treasurer



George Buchanan

2KB Energy Services
Founder and CEO



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Specialist



Keith Douglas

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Contracting Company,
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Acuity Brands Lighting, Inc.
Senior Vice President and
General Counsel



John Hinton

Baker Donelson
Shareholder



John Lanier

Ray C. Anderson
Foundation
Executive Director



Laura Marlow

ConstructConnect
Vice President of Strategic
Partnerships

Board of Directors (cont.)

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.



Paula McEvoy

Perkins+Will
Co-Director



Elizabeth Moore

Philanthropist



Tyrone Rachal

Red Rock Global Capital
Partners
Principal



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CEO

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Charles Reith, PhD

Sustainability Activist



Will Sellers

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Executive Director



Nikki Walker

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*Franchise Leader,
Innovation*



Liz York

Buildings and Facilities
Strategy and Innovation at
Centers for Disease
Control and Prevention
Senior Advisor

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2KB Energy Services, LLC	Chick-fil-A, Inc.	Holder Construction Company	Shear Structural
Acuity Brands Lighting, Inc.	Choate + Hertlein Architects Consultants & Builders, Inc.	Hummingbird Firm	SK Collaborative
Aeroseal Southeast	The Coca-Cola Company	Hyatt Regency Atlanta Integral Consulting Engineering	Smart Lighting Solutions
Agnes Scott College	Cox Enterprises, Inc.	InterContinental Hotels Group	Smith, Gambrell & Russell, LLP
Alair Homes Decatur	Emory University - Office of Sustainability Initiatives	Jamestown	Southwire
The Arthur M. Blank Family Foundation	Essex Consulting Group	JR Hobbs Co.	ThermaCote, Inc.
Atlanta Blower Door LLC	eWaste ePlanet	Kimley-Horn and Associates, Inc.	Total Systems Commissioning, Inc.
Atlanta Property Group	Fannie Mae	LifeDesk	Trusted Counsel Ashley, LLC
Avalon Catering	Fulton County	Lord Aeck Sargent	UPS Foundation
Baker Donelson	Gables Residential	Make3 Architecture, Planning and Design	Urban Explorers Atlanta
Better Tomorrow Solar	GDS Associates, Inc.	Milepost Consulting	Vibe Ride
Brasfield & Gorrie	Georgia State University	PV Heating & Air	Warehouse Partnership
BuildingGreen, Inc.	Georgia Tech - College of Design	The Ray C. Anderson Foundation, Inc.	Woda Cooper Companies, Inc
Cadmus Construction, LLC	Gilbane Building Company	Serenbe	wood.
Cherry Street Energy	Greenlink Analytics		

Nonprofit Members

Athens Land Trust	Georgia Sierra Club	The Westminster Schools
Atlanta Audubon Society	Georgia Tech – Center for Serve-Learn-Sustain	Westside Future Fund
Atlanta Bicycle Coalition	Knox Housing Partnership	
Atlanta Housing	Livable Buckhead	
Atlanta Regional Commission	Metro Atlanta Chamber of Commerce	
Central Atlanta Progress	Metropolitan Atlanta Urban Watershed Institute (MAUWI)	
Children and Nature	National Association of Minority Contractors	
City of Atlanta, Department of Watershed Management	Old Fourth Ward Business Association	
EarthShare Georgia	Piedmont Park Conservancy	
Enterprise Community Partners	Singapore Green Building Council – Building Construction Authority	
Fernbank Science Center	Southeast Energy Efficiency Alliance	
Georgia Hispanic Construction Association (GHCA)	The United Methodist Committee on Relief	
Georgia Housing & Finance Authority		
Georgia Recycling Coalition		

Our Donors

\$1,000,000+

The JPB Foundation
The Kendeda Fund

**\$25,000 to
\$500,000**

Charles & Margery
Barancik Foundation
Callaway Foundation
Cox Enterprises, Inc.
Energy Foundation
The Ray C. Anderson
Foundation, Inc.
Turner Foundation

**\$5,000 to
\$24,999**

Acuity Brands Lighting, Inc.
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Elizabeth Moore
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Kiran and Tilak Sikri
Superior Essex
UPS Foundation
Whiting-Turner
Contracting Company

**\$1,000 to
\$4,999**

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