About 70 miles northwest of Southface Institute’s Atlanta headquarters in the idyllic town of Rome, Georgia, the first movie theater built for “talkies” in the South, the DeSoto Theatre, is now buzzing with actors for an array of upcoming stage productions. The group, Rome Little Theatre (RLT), has a storied history itself as one of the oldest community theatres in America. RLT purchased the DeSoto Theatre and converted it to a venue for live performances in 1982. They deeded the building to the Historic DeSoto Theatre Foundation in 2008 and partnered with the Fox Theatre Institute a year later to maintain and restore what had been a cultural cornerstone of the community since 1929.

The DeSoto Theatre had suffered from two fires, flood damage, and other trials over the years, but the community was confident that, with the right renovations, “The Jewel of Broad Street” could shine as bright as ever for years to come. They applied for and were awarded Southface’s GoodUse grant in 2021 for the financial and technical assistance to make sustainable improvements to the space.

Through GoodUse, the DeSoto Theatre was insulated for the first time in 92 years. Audiences now enjoy world-class climate control in the historic building, and the ongoing utility bill savings help ensure the theatre is more financially sustainable. The lowered energy use and emissions are a boon to the environment too. This is just one of many examples of how Southface helped fill the world with more places that are sturdy, sustainable, healthy, and affordable for everyone in 2021.
Friends,

With our Southface Sarasota location opening, Andrea Pinabell ending her tenure as president of Southface Institute, and many other pivotal moments, 2021 was a year of change for our organization. Because of the hard work, adaptability, and unwavering commitment to the mission demonstrated by the entire Southface community, I am proud to report that we never stopped making a difference for our communities and our planet. Southface began 2022 ready to leverage the nation’s increasing investments in infrastructure and climate action to catalyze our growth and impact.

Thank you to my fellow board members and all Southface’s dedicated staff, members, partners, and other supporters for being part of our shared progress at this inflection point. We couldn’t have made such a significant impact last year without you. Thank you for your ongoing work toward a more sustainable future and a healthy environment for all.

Tyrone Rachal
2022 Board Chair
2021 Highlights

Southface opened its first satellite location, **Southface Sarasota**, based out of the Florida House green demonstration home.

We shared actionable insights from the **Intergovernmental Panel on Climate Change** Sixth Assessment Report.

Our first in-person **Visionary Dinner** since before the pandemic brought the sustainability community together to reconnect with our family roots.

Jonathan Rose was named our **2021 Argon Award winner** for decades of leadership in sustainable and equitable affordable housing and urban development.

The **Infrastructure Investment and Jobs Act** passed, and we began working to turn federal resources into active state and local projects.
Our trainers educated building industry pros on the new requirements of ENERGY STAR Certified Homes version 3.1.

Phil Viscount was named our 2021 Volunteer of the Year for contributing 400+ hours to Southface Sarasota, painting the Florida House inside and out.

During the soft launch of our BIT Building program, Google’s Kirkland campus became the first in the world to achieve BIT-certified operations. BIT projects have already reduced CO2e emissions by 842 metric tons.

We educated 398 people on building science concepts and technical skills — 21 earned professional credentials through Southface.

We awarded 51 new GoodUse grants to nonprofits. Grantees have cumulatively saved $3.5 million in utility costs since 2008!
Southface helped 144 projects achieve EarthCraft certification, and 26 were affordable housing.

We forged a new partnership with the **Fox Theatre Institute** through our GoodUse program to give historic theatres the financial and technical assistance to make cost-saving efficiency upgrades.

Southface and TSW helped the **City of Chamblee, Ga.**, develop their first sustainability plan. The Georgia Mountains Regional Commission awarded the project for “Outstanding Planning Process.”
Southface Institute has led projects across the nation for decades from our headquarters in Atlanta. In 2021, we reached a major milestone in our growth by opening our very first satellite location, Southface Sarasota. The Florida House, which became the first green demonstration building open to the public in the US in 1994, became Southface Sarasota’s base of operations for its work with Florida’s coastal communities. It wasn’t long before Southface Sarasota made its mark.

In 2021, Suncoast Technical College students logged **2,500 hours** learning green trade skills with Southface Sarasota. The team revitalized the demonstration home and gardens and hosted thousands of community volunteer hours, hundreds of educational tours, a lecture series, a new podcast, and multiple partner showcase events.
Southface Sarasota in Action
Growing Local Food Security

Southface Sarasota quickly recognized that one of the most valuable resources at the Florida House was not within its walls but out in the gardens. Staff and volunteers brought new life to the land quite literally with a focus on fruits and vegetables that are native or adapted to Florida’s unique climate.

Southface Sarasota began showcasing sustainable landscaping solutions to visitors and opened the gardens to gleaning volunteers with local nonprofit Transition Sarasota. Every pound of produce from the gardens was donated to the Church of the Palms food pantry, supporting Transition Sarasota’s mission of greater food security. By the end of 2021, Southface Sarasota gave more than 500 pounds of organic produce to the community!
Audited 2021
Revenue and Expenses

In 2021, most of Southface’s revenue came from foundations and most funding went toward direct program expenses.

REVENUE | 6.3 M
18% Technical Services
17% Government
4% Individual Giving
1% Education

EXPENSES | 7.6 M
85% Direct Program Expenses
15% Core Mission Support
60% Foundation and Corporate Giving
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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Chris Boyle
Cox Automotive
Associate Vice President, Financial Planning and Analysis

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John Lanier
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Co-Director
Board of Directors

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Philanthropist

Tyrone Rachal
Red Rock Global Capital Partners Principal

Dave Radlmann
Urban Eco Group CEO

Charles Reith, PhD
Sustainability Activist

Will Sellers
Wholesome Wave Georgia Executive Director

Liz York
Healthy Design Collaborative Principal
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Text the word “Southface” to 44321 to donate to our mission.