



# ANNUAL REPORT 2021



# Impact in Action

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.



Visionary Dinner 2021





**Phil Viscount**  
Volunteer of the Year

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 Sarasota

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.

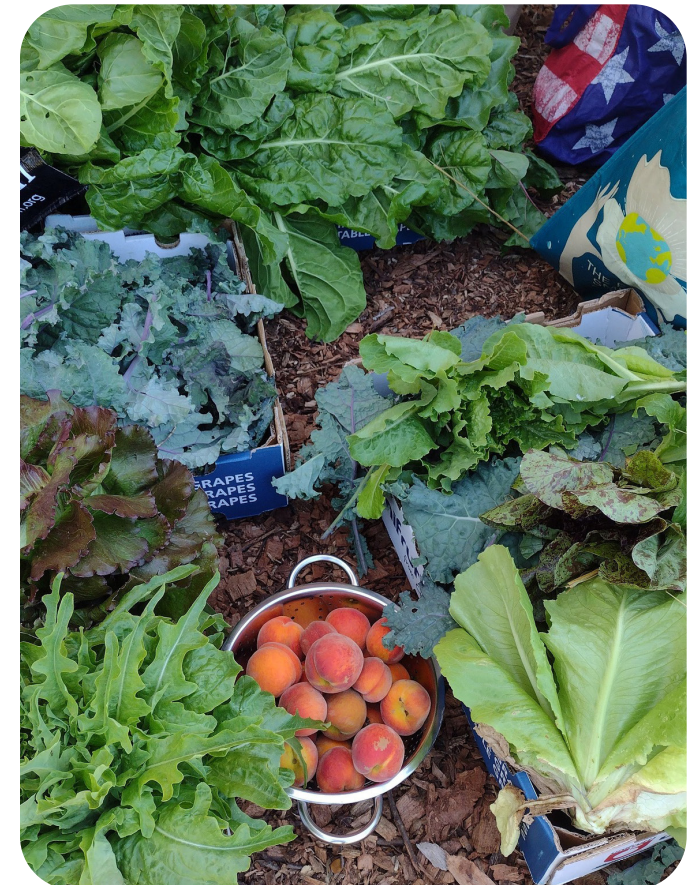




## Southface Sarasota in Action Growing Local Food Security

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.

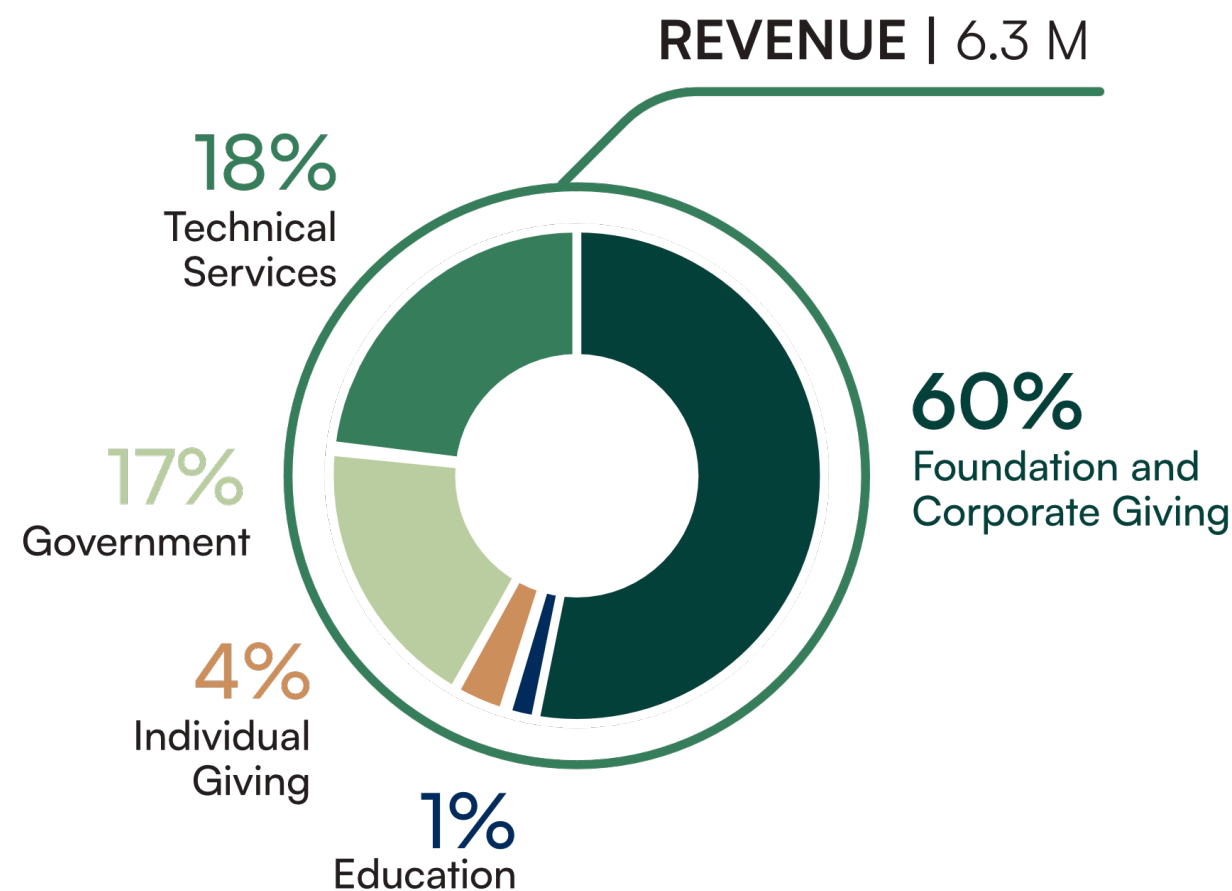
Southface Sarasota began showcasing sustainable landscaping solutions to visitors and opened the gardens to gleaning volunteers with local nonprofit Transition Sarasota. Every pound of produce from the gardens was donated to the Church of the Palms food pantry, supporting Transition Sarasota's mission 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.





# 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.

## Board Chair



**Chris Boyle**

Cox Automotive  
*Associate Vice President,  
Financial Planning and  
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**George Buchanan**

2KB Energy Services  
*Founder and CEO*



**Neil Desai**

Federal Reserve Bank of  
Atlanta  
*Senior Quantitative  
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**Laura Marlow**

ConstructConnect  
*Vice President of Strategic  
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**Paula McEvoy**

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*Co-Director*



# 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.

## Board Vice Chair



**Elizabeth Moore**  
Philanthropist



**Tyrone Rachal**  
Red Rock Global Capital  
Partners  
*Principal*



**Dave Radlmann**  
Urban Eco Group  
*CEO*



**Charles Reith, PhD**  
Sustainability Activist

## Secretary



**Will Sellers**  
Wholesome Wave Georgia  
*Executive Director*



**Liz York**  
Healthy Design  
Collaborative  
*Principal*



# Our 2021 Supporters

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## \$1,000,000+

The JPB Foundation

The Kendeda Fund

## \$25,000 to \$99,000

Cox Enterprises, Inc.

Energy Foundation of  
the Southeast

Elizabeth Moore

## \$10,000 to \$24,999

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of Atlanta

Environmental Defense Fund

Gulf Coast Community  
Foundation

Jonathan Rose Companies

The Ray C. Anderson  
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Charlene Mower  
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Sarasota Bay Estuary  
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Richard Sorenson

Southwire

Total Systems  
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Andy Tugendhat

UPS Foundation

Whiting-Turner Contracting  
Company

Woda Cooper Companies,  
Inc



# Corporate Members

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2KB Energy Services, LLC

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Cadmus Construction, LLC

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Sol Design Company

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UPS Foundation

Vertical River

Whiting-Turner Contracting  
Company

Woda Cooper Companies, Inc



# Nonprofit Members

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Agnes Scott College	Livable Buckhead
The Arthur M. Blank Family Foundation	Old Fourth Ward Business Association
Athens Land Trust	Piedmont Park Conservancy
Atlanta Regional Commission	The Ray C. Anderson Foundation, Inc.
Central Atlanta Progress	Sickle Cell Foundation of Georgia, Inc.
CompostNow	
EarthShare Georgia	Southeast Energy Efficiency Alliance
Enterprise Community Partners	The United Methodist Committee on Relief
Fernbank Science Center	
Georgia Interfaith Power and Light (GIPL)	The Westminster Schools
Georgia Recycling Coalition	
Georgia Tech College of Design	
International Living Future Institute	
Knox Housing Partnership	



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**Text the word “Southface” to  
44321 to donate to our mission.**

