



ANNUAL REPORT 2022



Friends,

I had my first encounter with Southface Institute in high school as I was just starting to explore my newfound passion for sustainability and solar energy. It was a full-circle moment for me to join this incredible organization as president decades later in 2022. As much as I'm inspired by Southface's past, **my first year with this team made me even more excited about the resilient future that we are building toward every day.**

Fueled by a community of dedicated supporters, Southface is helping to make utility bills more affordable for hardworking families and strengthening a national network of nonprofits through the GoodUse program. **More than 545 GoodUse projects across 29 states have led to nonprofits cumulatively saving \$3.5 million in annual utility costs, with 41 new projects initiated in 2022 alone.**

We're consulting with municipalities and engaging the public to set ambitious but achievable clean energy and transportation goals. We're also providing low-cost technical services and workforce training to strengthen the circular economy across Georgia, Florida's Gulf Coast, the Southeast, and beyond. **Last year, we trained 343 construction industry professionals and helped launch Chattanooga's new Construction Career Center.**

Together, we are convening, connecting, and growing our communities so that sustainability and resiliency work for everyone. In addition to officially intervening in regulatory proceedings in 2022, **our advocacy team equipped more than 1,000 Georgians to join in calling for utility-scale investments in clean and affordable energy.**

I invite you to learn more about Southface's 2022 impact in this report. Moving forward, we are **deepening our commitment to environmental justice and taking our mission to scale, especially in rural and other underserved areas.** Thank you to everyone who continues to make our collective progress possible. **Our planet and communities are counting on it.**

With gratitude,



James Marlow
President
Southface Institute

2022 | TIMELINE



Centre Pointe Apartments - EarthCraft Multi-Family Certified

January 2022

- Georgia Power filed their 2022 Integrated Resource Plan (IRP), outlining how they plan to invest funds from their 2.7 million customers across energy sources and programs. Southface launched a series of community engagement sessions with Partnership for Southern Equity and Vote Solar three months prior.
- Our EarthCraft team certified their first multifamily affordable housing units of the year, ensuring the efficiency, air quality, and durability of 2,773 units total by 2023. They also certified 83 single-family homes and one light commercial building.

February 2022

- Registration opened for our technical trainings. In 2022, we helped 343 trade workers learn building science concepts and gain certifications as EarthCraft Builders, Duct and Envelope Tightness Verifiers, HERS Raters, ENERGY STAR Homes Certifiers, and more.

March 2022

- Based out of Southface Sarasota, our first Florida advocacy lead began outreach on the state's utility regulatory process.
- In our virtual Sustainability in Action Roundtable series, experts from Brian Boggs Chairmakers and the Home Depot discussed what it means to be "Sustainably Made in America."
- We hosted Atlanta Housing and HUD User's Innovation in Affordable Housing Competition, where teams of graduate students from across the US competed to problem-solve a real-life affordable housing design issue.



Southface's Turner Foundation, Inc Green Roof



April 2022

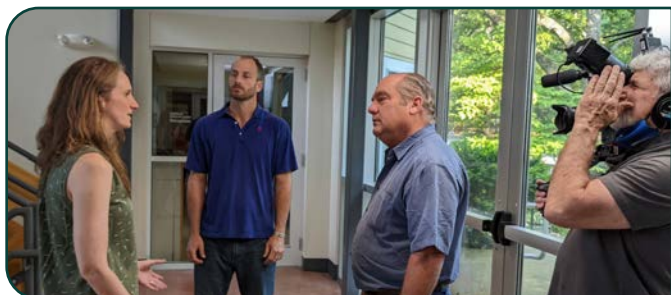
- Southface is a proud EarthShare member and tabled at their 2022 Earth Day celebration, engaging the sustainability community.
- Our Resource Center and Eco Office demonstration buildings have each earned sustainability certifications over the years. Leveraging natural ventilation methods, Southface's campus was LEED-certified as a whole for the first time.

May 2022

- We welcomed James Marlow as Southface's third president in our 45-year history. James has extensive experience in solar energy, sustainability, and tech and engaged with Southface first while he was in high school.



- Our EarthCraft program manager represented Southface on This Old House. The footage aired on season 44 episode 3: "School of HVAC."



- Southface jointly intervened in Georgia Power's IRP with the Southern Alliance for Clean Energy (SACE). We submitted expert testimony for three witnesses, advocating for affordable clean energy and efficiency programs.

June 2022

- We held Southface's first in-person Solstice celebration since before the pandemic, welcoming the community back to our Eco Office.
- Soon after Georgia Power filed their 2022 Rate Case with the Public Service Commission, Southface and SACE filed to jointly intervene. We provided input to help determine "fair and reasonable" customer rates and charges to cover IRP investments and expenditures.



July 2022

- Southface Sarasota had to relocate from its first home after the Florida House lease ended. Turning the setback into an exciting new opportunity, Southface Sarasota forged a partnership with New College of Florida and moved onto their campus.
- Southface submitted our final brief with SACE to the Commission in the 2022 Georgia Power IRP. The stipulation was adopted with several wins for utility-scale sustainability.

Athens-Clarke County City Hall



August 2022

- The Inflation Reduction Act passed Congress with \$369 billion included for energy security and climate solutions—the single biggest climate investment in US history! Southface began work to leverage this unprecedented opportunity.
- We welcomed our first interns since before the pandemic: undergraduates Reed Walker (BIT Building), Kate Gordon (GoodUse), Mark McGovern (EarthCraft), and Darius Thompson (Marketing).
- Southface and Greenlink Analytics collaborated on the Athens-Clarke County Clean and Renewable Energy Plan, and it was officially adopted by the ACC Commission.
- With renovations through our GoodUse program, The SAE School achieved a perfect ENERGY STAR score.

September 2022

- We reengaged our Alumni network with a gathering of current and former Southfacers sharing updates, insights, and opportunities with each other.



- Southface, Greenlink Analytics, and the Center for Transportation and the Environment developed the City of Decatur Clean Energy Plan, engaging the community along the way. The plan was adopted by the Decatur City Commission.



- Southface hosted an equity-focused 2022 Rate Case workshop with Partnership for Southern Equity.

October 2022

- Our 24th Visionary Dinner was held at Agnes Scott College, raising mission-critical funds. Southface has worked with the college for decades on their ambitious sustainability goals.
- At Visionary Dinner, we presented our prestigious Argon Award to Ryan Gravel, the urban designer behind the Atlanta BeltLine. Ryan credits Southface with giving the BeltLine concept its first major audience.
- Southface honored Susan Kidd with our inaugural Luminary Award and Southface Alumna Chandra Farley with our inaugural Rising Star Award for their important contributions to sustainability.



November 2022

- Our GoodUse team completed their Construction Career Center project with the Building and Construction Workforce Center in Chattanooga, Tenn. The efficiency improvements provide ongoing utility savings that the nonprofit can invest in their students.

Building and Construction Workforce Center Grand Opening



- On the Project Drawdown: Drawdown's Neighborhood series, Southface Technical Project Manager Tylesha Giddings shared how her background inspires her to use her sustainability career to make a difference.

December 2022

- Southface and SACE submitted their final brief in the Rate Case, and stipulation was adopted. Overall, we participated in 10 regulatory proceedings and hosted and co-sponsored over 20 workshops and events in 2022, empowering 1,000+ people.
- We celebrated the year's sustainability successes at our 2022 Winter Solstice event.
- Lori Whittle was named our 2022 Volunteer of the Year for spending over 1,000 hours helping Southface Sarasota move from the Florida House to the New College campus.

2022 | GOODUSE RECIPIENTS



Acton Academy at Serenbe



ArtPlace Mississippi



Boys & Girls Clubs of Metrowest



Boys & Girls Clubs of the Ocoee Region



Boys & Girls Clubs of the Valley



Canine Companions, Southeast Region



Chesapeake Bay Trust



The Cindy Platt Boys & Girls Club of Transylvania County



Clarkston Community Health Center



Community Assistance Center



Cumberland County Public Library



Downtown Greens, Inc



The Elba Theatre / Foundation 154



Father Bill's & MainSpring



Furkids Animal Rescue and Shelters



Gateway Center



Girl Scouts of Greater Atlanta



Goodwill of North Georgia Hamilton Mill Store



Habitat for Humanity DeKalb County



Landmark Christian School



Levite Jewish Community Center



Montessori International Children's House



The Mountain Retreat and Learning Center



New Monumental Baptist Church of Chattanooga



Northminster Presbyterian Church



The Salvation Army Metro Atlanta | Miami-Dade | Savannah | St Petersburg, South Pinellas County



Southside Theatre Guild



Theatrical Outfit



Timber Ridge School-Leary Educational Foundation



Tooga Theater



Tybee Island Marine Science Center



United Way of Northwest Georgia



Greater Chattanooga Public Television Corporation (WTCL)

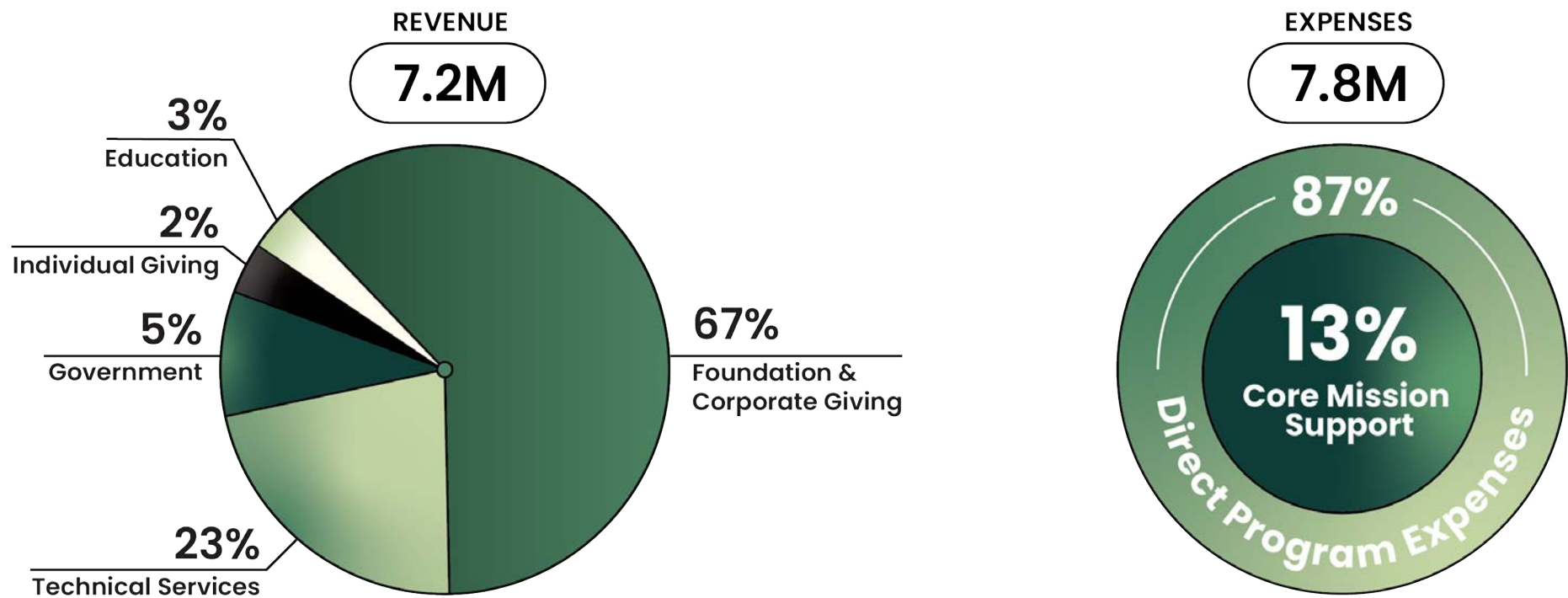


Wylde Center



YMI Cultural Center

2022 | AUDITED REVENUE & EXPENSES



Invest in the future of sustainability

While Southface continued to face economic headwinds from COVID-19 in 2022, we made progress in stabilizing our finances and increased revenue by 14% year over year.

However, with operating costs continuing to grow and a reduction in government funding and individual giving, we need additional support to achieve a net asset surplus and keep building on Southface’s 40+ year legacy of impact.

2022 | LEADERS

Southface Leadership



James Marlow
Southface President



Amber Whittle
Southface Sarasota Executive Director, VP Development and MarComm at Southface



Tyrone Rachal
Red Rock Global Capital Partners Principal

Southface Board of Directors

Governance Chair



Chris Boyle
Cox Automotive
Associate Vice President,
Financial Planning / Analysis



Rawson Haverty
Haverty Furniture Companies
Senior VP



Denise Quarles
Siemens
Head of External Affairs,
SE Region



George Buchanan
2KB Energy Services
Founder and CEO



John Hinton
Baker Donelson
Shareholder



Dave Radlmann
Urban Eco Group
CEO



Sam D. Cook Jr.
JSB Public Affairs



Laura Marlow
My Net Watchman
EVP, Business Development



Charles Reith, PhD
Sustainability Activist

Board Treasurer



Neil Desai
Federal Reserve Bank of ATL
Senior Quantitative Specialist



Paula McEvoy
Perkins+Will
Co-Director



Will Sellers
Wholesome Wave Georgia
Deputy Director



Keith Douglas
The Whiting-Turner Contracting Company, Inc.
Executive Vice President



Elizabeth Moore
Philanthropist



Liz York
Healthy Design Collaborative
Principal

Board Secretary

Board Vice Chair

2022 | DONORS & SUPPORTERS

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\$100,000+

Charles and Margery
Barancik Foundation 

Community Foundation
for Greater Atlanta

Cox Enterprises

Energy Foundation

Enterprise Community
Partners 

Ghanta Family
Foundation

Hannon Armstrong
Foundation

The JPB Foundation

The Kendeda Fund 

\$99,000 to \$50,000

Community Foundation
of Sarasota 

Gulf Coast Community
Foundation 

Movement Strategy
(MSC Regrants)


\$49,999 to \$20,000

The Arthur M. Blank Family
Foundation

The Home Depot
Foundation

Invest Atlanta

\$19,000 to \$10,000

Chick-fil-A 

Cherry Street Energy 

Elizabeth Moore  

Federal Reserve Bank of
Atlanta

Holder Construction
Company

Live/Work/Walk Foundation

The Ray C. Anderson
Foundation, Inc.

Wells Fargo

Whiting-Turner
Contracting Company

The Wilson Family
Foundation (NC)

\$9,999 to \$5,000

2KB Energy Services, LLC

Accenture

Atlanta Business Chronicle

Caroline Pendergrast and
Dennis Creech

Charles Reith  

Duckwall Foundation




Georgia Tech - College
of Design

Moye White 




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Sahar Fathordoobadi 

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\$4,999 to \$1,500

2KB Energy Services, LLC
 Accenture
 Allen Bradley
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 Atlanta Business Chronicle
 Brasfield & Gorrie
 Caroline Pendergrast and Dennis Creech
 CompostNow
 Duckwall Foundation
 Georgia Tech - College of Design
 The Fox Theatre 
 Henry Slack and Ellen Cliburn Slack
 Julie Hairston 
 Kresge Foundation
 Laura Heery Prozes
 Laura Turner Seydel
 Mannington Commercial
 Michael Green




Moye White 
 Neil Desai  
 Passiflora Garden Design, Inc.
 Patterson Foundation
 Phillip Hodges
 Rawson Haverty  
 Sahar Fathordoobadi
 Serenbe
 Smith, Gambrell & Russell LLP
 Southwire
 Tim Echols
 Total Systems Commissioning Inc

\$1,499 to \$500

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 Andy Tugendhat 
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 Brice and Chris Boyle 
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 Jason Rooks
 John and Chantel Lanier
 John Sibley
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Kathleen Carr
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Laura Case 
Laura Marlow
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Lori Whittle 
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Marjorie Sykes 
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Mary McEwen 
Matthew Schaefer 
Michael Mongeon
Michael Smith 
Pamela Cummings
Patricia OConnell
Richard Sorenson

Rodney Johnson
Samuel Cook 
Stephen Ward 
Steve Lindsley
Susan Hendricks 
Tracie Troxler 
Vicki Chelf Lambie 
Waste Pro USA Inc 



Spotlight on the Kendeda Fund

The Kendeda Fund supports the dignity of individuals and the sustainability of communities through investments in transformative leaders and ideas. They have been a powerful and collaborative catalyst to Southface's impact since 2007.

The Kendeda Fund was the founding partner and funder of our Grants to Green program, which put efficiency and cost savings within reach for nonprofits across the nation. Today, that program is known as GoodUse. Philanthropic investment in GoodUse has multiplied, and its impact has grown to more than 545 projects across 29 states. Annually, GoodUse nonprofits are cumulatively saving 202 million kWh; 1.7 million Therms; 150,000 kGal of water; 139,000 metric tons of CO₂e; and \$3.5 million in utility costs.

The Kendeda Fund has also been a major contributor to Southface's core operations and programs. Because of their support, hundreds of communities have become more resilient, and 1.6 million metric tons of carbon emissions have been kept out of Earth's atmosphere. The Kendeda Fund is nearing the end of its philanthropic journey, and Southface is deeply grateful for the continued impact of their legacy. We are committed to carrying this legacy forward by securing new investments and scaling GoodUse's extraordinary impact.



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