



# **Grants to Green Communication Toolkit**

Updated 2016

# Table of Contents

## Contents

An Overview of the Communication Toolkit .....	3
Why Build Green? An Overview of Green Building and Its Benefits .....	4
An Overview and Background of Grants to Green .....	6
Communications Strategy.....	7
Developing a Communications Plan.....	7
Tips for Successful Communications .....	7
Sample Press Release.....	8
Sample Newsletter Article.....	9
Sample Webpage and Grants to Green Seal.....	11
Web Seal Instructions .....	11
Sample Webpage Content .....	12
Sample Narrative for Use in Funding Proposals.....	13
List of Resources .....	15
Green Communications and Marketing Resources.....	15
Professional/Membership Associations .....	15
Sources of Information about Green Building .....	16
Rebate/Loan/Incentive Programs .....	16
Other Potential Funding Sources.....	17
Sample Energy and Cost Savings Report .....	18
References .....	20

## **An Overview of the Communication Toolkit**

As a Grants to Green grantee, you are encouraged to communicate your organization's efforts to support environmental sustainability and energy efficiency. The intent of these communications is to not only share the work you are doing and its impact with your staff, partners, funders, clients and the general public, but also to inspire others throughout the nonprofit sector to adopt energy-efficient practices and embrace the environmental sustainability movement.

By publicizing your efforts and the impact they have made on your organization, you can serve as a model to others. Additionally, communicating your successes and plans for additional energy-efficient efforts may attract additional funding to help you achieve your goals.

The Toolkit includes:

- An overview of sustainable building
- An overview of the Grants to Green Initiative
- Tips for planning your communications
- Sample communications materials
- Sample narrative for use in funding proposals
- A resource list

We hope that you find these materials useful. For further information or should you have any questions about these materials or your communications, please do not hesitate to contact Louise Mulherin at [lmulherin@cfgreateratlanta.org](mailto:lmulherin@cfgreateratlanta.org).

## **Why Build Green? An Overview of Green Building and Its Benefits**

Approximately half of all energy generated in America is used to power buildings and other aspects of the built environment. The built environment has a profound impact on our natural environment, economy, health and productivity (U.S. Green Building Council, July 2010).

**For the purposes of Grants to Green, green building focuses on reducing energy and water use and encompasses the use of the following:**

High-efficiency appliances

High-efficiency systems such as heating and cooling systems

LED lighting

Water features such as low-flow toilets, faucets and showerheads and tankless water heaters

Use of foam cell or other high-efficiency insulation

According to the U.S. Green Building Council, there are many benefits to building green.

### ***Building green saves money***

An upfront investment of 2% in green building design, on average, results in life cycle savings of 20% of the total construction costs – more than 10 times the initial investment<sup>i</sup>.

Building sale prices for energy efficient buildings are as much as 10% higher per square foot than conventional buildings<sup>ii</sup>.

Perceived cost benefits of green building<sup>iii</sup>:

Operating costs decrease 8-9%

Building value increases 7.5%

Return on investment improves 6.6%

Occupancy ratio increases 3.5%

Rent ratio increases 3%

### ***Green buildings consume less energy and fewer resources***

In comparison to the average commercial building<sup>iv</sup>:

Green buildings consume 26% less energy

Green buildings have 13% lower maintenance costs

Green buildings have 27% higher occupant satisfaction

Green buildings have 33% less greenhouse gas emissions

### ***Green building occupants are more productive***

An experiment identified a link between improved lighting design and a 27% reduction in the incidence of headaches, which accounts for 0.7% of overall employee health insurance cost at approximately \$35 per employee annually<sup>v</sup>.

Students with the most daylighting in their classrooms progressed 20% faster on math tests and 26% faster on reading tests in one year than those with less daylighting<sup>vi</sup>.

Improvements in indoor environments are estimated to save \$17-48 billion in total health gains and \$20-160 billion in worker performance<sup>vii</sup>.

### ***Green building occupants are healthier***

People in the U.S. spend about 90% of their time indoors<sup>viii</sup>.

EPA studies indicate indoor levels of pollutants may be up to ten times higher than outdoor levels<sup>ix</sup>.

Significant associations exist between low ventilation levels and higher carbon dioxide concentrations – a common symptom in facilities with sick building syndrome<sup>x</sup>.

## **An Overview and Background of Grants to Green**

A greater awareness of environmental issues and growing energy costs has virtually every industry looking to adopt eco-friendly practices into their work. The nonprofit sector is no exception. Going green is helping organizations reduce their environmental impact and at the same time improve their bottom line. The Grants to Green Initiative has helped hundreds of metro Atlanta nonprofits do just that.

Launched in April of 2008, Grants to Green seeks to transform the nonprofit sector in the Atlanta region by encouraging them to build "green." A green or environmentally sustainable building is a building, which in its design, construction and operation, makes a minimal draw on non-renewable resources and gives high priority to respecting the physical environment. The ultimate goal is to improve a nonprofit organization's building structure to not only have less of an environmental impact, but also to increase the cost-efficiency of operations, ideally saving more finances to provide more services.

Through a partnership between the Community Foundation for Greater Atlanta and Southface, nonprofits can apply for Assessment Awards to identify areas of improvement or Implementation grants, which allow the nonprofit to fund specific recommendations.

An Assessment is not a cash grant, but a service performed for the nonprofit for renovation and expansion projects. It includes an Energy & Water Use Assessment accompanied by recommended upgrades and improvements to the building (for an existing building) and a Green Building Design Review (for new construction).

Environmental experts and engineers examine the organization's building, energy and water systems using equipment and controls and then draft a detailed report complete with recommendations for ways the building could operate more efficiently. Representatives of the grantees' organization participate in the onsite assessment process. Following the assessment, a detailed report complete with assessment recommendations is prepared and presented to the grantees' Board members and staff. Assessments take place over a four-to-six month period and are valued at approximately \$6,000.

An Implementation grant is a cash grant to the nonprofit and requires a financial match. This grant can be used to support the capital costs associated with the renovation of existing structures as well as development of new green construction, including labor costs. For renovation and expansion, funds must be used to implement some or all of the recommendations made in the Assessment. Funds are used to pay for a portion of the difference in cost between code-compliant design and green design. Grant activities must be carried out and completed in no more than 24 months.

In order to stimulate a broad change across the region, Grants to Green strives to work with organizations serving diverse community needs and serving different populations, not just those organizations with environmentally-related missions. For more information about the Grants to Green Initiative, email [GrantstoGreen@cfgreateratlanta.org](mailto:GrantstoGreen@cfgreateratlanta.org) or visit [cfgreateratlanta.org](http://cfgreateratlanta.org).

## Communications Strategy

### Developing a Communications Plan

As soon as you receive your Grants to Green Assessment or Implementation Award, you should develop a communications plan to help guide your efforts. This plan should include the following:

Goal or purpose of your communication (general awareness, to encourage adoption or engagement internally/externally, to garner funding, etc.)

Your target audiences (staff, clients, partners, funders, media, the general public, etc.)

The communication tools most appropriate to accomplish stated goals (see below)

A timeline or timetable for production and/or distribution

Method for measuring results (staff surveys, media clips, funding secured, etc.)

There are a number of ways you can choose to communicate about your efforts to support environmental sustainability and energy efficiency. Common communication tools include the following:

- Press releases, news articles or coverage in local news outlets
- Internal newsletters (print and electronic)
- Annual reports
- Website
- Social media tools (Facebook, Twitter, blogs, videos, etc.)
- Presentations and meetings

### Tips for Successful Communications

Know your audience and target your materials to the intended audience.

Make sure your communications are easily understandable (the majority of your audiences aren't involved in the green movement).

Be sure to include photos of your green efforts.

When contacting the media, it's helpful to share your story in the context of a larger issue or discussion. Radio stations may be interested if someone can provide an on-air interview. And TV stations may be interested if the program has great visual appeal.

For additional tips, see the Resources section.

All news releases and publicity materials that make reference to Grants to Green should reference Grants to Green as the funding initiative. Please use the following boilerplate statement in all publicity materials when releasing information about your grant:

Grants to Green provides environmentally focused knowledge and funding to strengthen nonprofits in the Atlanta region. Grants to Green is a partnership initiative between the Community Foundation for Greater Atlanta, a respected grant maker and community leader in metro Atlanta and the Southeastern region, and Southface, a national expert in "green" building science, design and construction. The Kendeda Fund, a longtime funder of the Community Foundation, funds the Grants to Green initiative.

**Note for Grantees: Please use the following samples as a guide for points you may want to use in your communications. Feel free to personalize your communications tools as much as possible to reflect the story behind your grant and green improvements.**

Sample Press Release(ATLANTA) – A greater awareness of environmental issues and growing energy costs has virtually every industry looking to adopt eco-friendly practices into their work. The nonprofit sector is no exception. Going green is helping organizations reduce their environmental impact and at the same time improve their bottom line. An innovative community initiative, Grants to Green, has helped INSERT NAME OF NONPROFIT HERE to do just that.

Launched in 2008, Grants to Green gives nonprofits the opportunity to renovate or build healthier work places that are environmentally efficient and provides environmentally focused knowledge and funding to strengthen nonprofits in the Atlanta region. Grants to Green is a partnership initiative between the Community Foundation for Greater Atlanta, a respected grant maker and community leader in metro Atlanta and the Southeastern region, and Southface, a national expert in “green” building science, design and construction. The Kendeda Fund, a longtime funder of the Community Foundation, funds the Grants to Green initiative.

INSERT NAME OF NONPROFIT HERE applied for an Assessment award to identify areas of improvement AND/OR an Implementation grant, which allowed INSERT NAME OF NONPROFIT HERE to receive funding for specific recommendations.

Assessment Grantees: Through the assessment process, INSERT NAME OF NONPROFIT HERE was able to identify several steps it could take to improve its efficiency and reduce energy consumption and costs such as LIST RECOMMENDATIONS HERE. Several of these actions required little financial investment and produced significant cost savings (if accurate).

Implementation Grantees: After receiving an assessment of its facility and recommendations for how to improve efficiency, INSERT NAME OF NONPROFIT HERE applied for and was awarded an Implementation grant in the amount of \$X to LIST FUNDED ASSESSMENT RECOMMENDATIONS HERE. After matching this amount by \$X, INSERT NAME OF NONPROFIT HERE was able to implement SOME OR ALL of the assessment recommendations.

With the assistance of Grants to Green, INSERT NAME OF NONPROFIT HERE has reduced its energy consumption by X% thus far (insert from Southface report – see sample in section X). This equates to removing X cars from the road, saving roughly X lbs of CO<sub>2</sub>, known for its danger to environmental and human health (see sample report for instructions on calculating).

Also noteworthy is the amount of dollars Grants to Green has helped INSERT NAME OF NONPROFIT HERE save. Through this Initiative, INSERT NAME OF NONPROFIT HERE has reduced its energy costs by X% (insert from Southface report). These savings have been used to offset program costs, allowing INSERT NAME OF NONPROFIT HERE to provide additional services to a greater number of clients (insert specific impact of savings and/or the actual programs the costs will boost here). According to INSERT NAME OF GREEN CHAMPION HERE, the Grants to Green Initiative has “insert quote about overall impact of Grants to Green on organization.”

For more information about the green efforts implemented at INSERT NAME OF NONPROFIT HERE, please contact INSERT NAME OF GREEN CHAMPION HERE. For more information about the Grants to Green Initiative, visit [www.cfgreateratlanta.org](http://www.cfgreateratlanta.org) or email [GrantstoGreen@cfgreateratlanta.org](mailto:GrantstoGreen@cfgreateratlanta.org).

# # #

***About the Community Foundation for Greater Atlanta***

***Since 1951, the Community Foundation for Greater Atlanta has been connecting the passions of philanthropists with the purposes of nonprofits doing that work. With 65 years serving the 23-county Atlanta region and a robust team of experts, the Community Foundation manages the behind-the-scenes details, empowering our donors to focus on the joy of giving. The Community Foundation is a top-20 community foundation nationally with approximately \$900 million in current assets and is Georgia's second largest foundation. Through its quality services and innovative leadership on community issues, the Foundation received more than \$113 million from donors in 2015 (unaudited) and distributed more than \$139 million that same year to support nonprofits throughout the region and beyond. In 2016 Charity Navigator named the Community Foundation a four-star rated nonprofit, its top distinction. For more information, visit: [cfgreateratlanta.org](http://cfgreateratlanta.org) or connect with the Foundation via [Facebook](#), [LinkedIn](#) and [Twitter](#).***

Media Contact (include an internal source for media to call with questions):

Name

Phone number

Email

## **Sample Newsletter Article**

In INSERT YEAR HERE, INSERT NAME OF NONPROFIT applied for and received a Grants to Green Assessment/Implementation Award from the Community Foundation for Greater Atlanta to help improve our energy efficiency and “green” our facility.

Launched in 2008, the Grants to Green Initiative gives nonprofits the opportunity to renovate or build healthier work places that are energy and water efficient and environmentally efficient and provides environmentally focused knowledge and funding to strengthen nonprofits in the Atlanta region. The founding partners of Grants to Green are the Community Foundation for Greater Atlanta ([cfgreateratlanta.org](http://cfgreateratlanta.org)) providing expertise in grantmaking, and Southface ([southface.org](http://southface.org)) providing expertise in energy efficiency.

**Assessment Grantees:** The assessment award consisted of INSERT SERVICES RECEIVED HERE (e.g. energy audit, design review, etc.). Engineers from Southface Energy Institute visited our facility and assessed our energy and water use, our mechanical systems (e.g. heating and cooling) and explored opportunities for energy and water savings. They then compiled these findings into a report and presented them to our Board of Directors on X DATE.

The assessment found the following issues in our facility: INSERT findings here. Southface experts determined that we could save energy and reduce our operating costs by X% by INSERT ASSESSMENT RECOMMENDATIONS HERE. The cost to implement these recommendations is approximately \$X based on Southface’s estimates. We have applied for

funding to implement the higher cost recommendations OR are currently searching for funding to implement the remainder of the assessment recommendations.

In the meantime, INSERT NAME OF ORGANIZATION HERE has already begun to implement some of these recommendations, some of which are no to low cost (e.g. programming thermostats, turning off computers and lights during non-working hours). IF ACCURATE: Comparing our current utility bills to last year's, we have already seen a decrease in energy and water use on account of these measures (insert numbers from Southface report – see sample in section X).

The benefit of implementing these recommendations goes well beyond the cost savings. Not only are we able to divert these savings to our programs and clients, we are having a positive impact on the environment. As a result of this process, we have adopted greener practices and policies such as INSERT GREEN PRACTICES/POLICIES ADOPTED HERE. We feel this has been very beneficial for our organization as a whole. For example, INSERT WAY IN WHICH ASSESSMENT IMPACTED ORGANIZATION.

**Implementation Grantees:** Prior to receiving an Implementation award, we received an assessment of our facility to determine its energy and water use and opportunities for increased energy efficiency. Conducted by engineers at Southface Energy Institute OR by INSERT NAME OF COMPANY HERE, this assessment provided a number of both low-cost and higher cost recommendations for improving our facility's energy use and overall efficiency.

In INSERT MONTH, YEAR HERE, we received a grant of \$X from the Community Foundation to implement many of the recommendations made in the assessment process. As required, we matched that grant with \$X (either \$1 to \$1 or 50 cents to \$1) using INSERT FUNDS USED HERE. Specifically, we received funding to INSERT RECOMMENDATIONS HERE. The estimated cost to implement all of these recommendations was \$X. The overall projected energy savings was X%.

Over the course of the last INSERT TIME FRAME HERE, we have been implementing these recommendations. Since completing the implementation process, we have observed an X% decrease in our energy and water use thus far (insert from Southface report – see sample in section X). This equates to removing X cars from the road, saving roughly X lbs of CO<sub>2</sub>, known for its danger to environmental and human health (see sample report for instructions on calculating).

In addition to positively impacting the environment, INSERT NAME OF NONPROFIT HERE has reduced its energy costs by X% thus far (insert from Southface report – see sample in section X). These savings have been used to offset program costs, allowing INSERT NAME OF NONPROFIT HERE to provide additional services to a greater number of clients (insert specific impact of savings here).

As a result of this grant, we have adopted greener practices and policies such as INSERT GREEN PRACTICES/POLICIES ADOPTED HERE. We feel this has been very beneficial for our organization as a whole. For example, INSERT WAY IN WHICH ASSESSMENT IMPACTED ORGANIZATION.

In the future, we intend to continue to find new ways to improve our facility's efficiency and to further green our organization. INSERT QUOTE ABOUT FUTURE INTENTIONS HERE.

## Sample Webpage and Grants to Green Seal

To help showcase your commitment to a better environment for your staff and the communities you serve, the Community Foundation for Greater Atlanta developed a Grants to Green web seal. As a grantee, we ask that you please include the seal on your web site. This seal underscores the Foundation's partnership with you and the collaboration that is necessary to "green" the metro Atlanta region.

The web seal is not intended to link to the Community Foundation's Grants to Green Page on their website. Instead, it is intended to link to a page on your organization's website. Here are specific instructions regarding the web seal. Following these instructions is the web seal and some sample content for your website.

### Web Seal Instructions

Create a Green web page from your organization's home page highlighting what your organization is doing to be green. The web seal should link to a page on your website that discusses all of the ways you are conserving energy and being green. Feel free to explain the benefits and impact of your Grants to Green awards. It's your organization's chance to be creative and show everything you're doing to be "green."

If possible, place the web seal on your home page. Ensure the seal is in a visible location that positively promotes our partnership with you.

To use this seal will require some work on your part. To link the seal to a page on your web site, change the coding. It's not difficult (it's simply switching out the highlighted portion of the code with your green page site's address).

```
<a href="http://www.cfgreateratlanta.org/Community-Initiatives/Current-Initiatives/Grants-to-Green.aspx">
```

Please use the web seal below as-is rather than copying and resizing the Web seal. If you find you need it in a smaller or larger size, please contact the Community Foundation and they will be happy to provide that file to you.



## Sample Webpage Content

INSERT NAME OF ORGANIZATION HERE Green Initiatives

At INSERT NAME OF ORGANIZATION, we are committed to “going green.” We know that adopting greener practices and policies, conserving energy and building green can not only positively impact our organization’s energy use and efficiency, but also positively impact the environment and the communities in which we live and work.

We have undertaken a number of green activities here at INSERT NAME OF ORGANIZATION. For example, we have:

INSERT LIST OF GREEN ACTIVITIES HERE OR HAVE GREEN ACTIVITIES EACH WITH OWN LINK AND DESCRIPTION

*Grants to Green (should be part of list/links above)*

Through a grant from the Community Foundation for Greater Atlanta, we have assessed our facility’s energy use and efficiency and received recommendations for how to improve efficiency OR we have applied for and received funding to implement a number of energy and cost-saving measures such as INSERT LIST HERE.

Launched in 2008, Grants to Green gives nonprofits the opportunity to renovate or build healthier work places that are energy and water efficient and environmentally efficient and provides environmentally focused knowledge and funding to strengthen nonprofits in the Atlanta region. The founding partners of Grants to Green are the Community Foundation for Greater Atlanta ([cfgreateratlanta.org](http://cfgreateratlanta.org)) providing expertise in grantmaking, and Southface ([southface.org](http://southface.org)) providing expertise in energy efficiency.

Through this award, we have:

INSET LIST OF EFFORTS UNDERTAKEN/ACHIEVEMENTS AS RESULT OF AWARD AND DESCRIBE BENEFITS/IMPACT OF AWARD

## Sample Narrative for Use in Funding Proposals

A greater awareness of environmental issues and growing energy costs has virtually every industry looking to adopt eco-friendly practices into their work. The nonprofit sector is no exception. Going green is helping organizations reduce their environmental impact and at the same time improve their bottom line.

According to the U.S. Green Building Council, the benefits to building green include the following:

Environmental benefits:

- Enhance and protect ecosystems and biodiversity
- Improve air and water quality
- Reduce solid waste
- Conserve natural resources

Economic benefits:

- Reduce operating costs
- Enhance asset value and profits
- Improve employee productivity and satisfaction
- Optimize life-cycle economic performance

Health and community benefits:

- Improve air, thermal and acoustic environments
- Enhance occupant comfort and health
- Contribute to overall quality of life
- Minimize strain on local infrastructure

While green building initiatives create healthier environments and ultimately lower costs, they can be very expensive to undertake. Specifically, installing green features such as energy-efficient heating, ventilation and air conditioning systems (HVAC) and appliances, energy-conserving construction and environmentally friendly and safer building materials can be very costly. Over time, however, these costs will be recouped through energy and water savings gained.

While INSERT NAME OF NONPROFIT HERE is dedicated to conserving energy, adopting greener practices and policies and improving efficiency, limited resources have prevented us from implementing some upgrades to our facility that have the potential to make a significant impact on energy use and costs.

In an assessment conducted on X DATE, engineers from Southface Energy Institute identified the following ways in which we can improve our facility's efficiency and energy and water use: INSERT RECOMMENDATIONS HERE. If we were to implement all of these recommendations, we would be able to save \$X per year in energy and water costs. Additionally, we would reduce our energy consumption by X%. This would make a tremendous impact on our organization by allowing us to divert these savings to our programs.

While we have already implemented some of the no to low cost recommendations, we have not yet been able to procure funding to implement the remainder of the recommendations. With a grant of \$X, we would be able to INSERT LIST OF ITEMS TO BE COMPLETED, thereby furthering our commitment to green building and reducing our environmental impact.

We have already implemented some of the recommendations but are seeking additional funding in order to implement all of the remaining recommendations. Through the changes we have already made, we have saved \$X annually and reduced our energy consumption by X%. By implementing the remainder of the recommendations, we will be able to reduce our energy use and costs even further and redirect these savings into our programs.

We respectfully ask for your support of our green initiatives. Together, we can continue to build the green movement, one building at a time.

## List of Resources

### Green Communications and Marketing Resources

1. Atlanta Daybook- [www.atlanta.daybooknetwork.com](http://www.atlanta.daybooknetwork.com) (purchase one "green" story posting and receive another one for free)
2. Southeast Green - [www.SoutheastGreen.com](http://www.SoutheastGreen.com) (the regional green news source)
3. Public Broadcasting Atlanta – [www.pba.org](http://www.pba.org)
4. Grants to Green Communication Toolkit – [www.cfgreateratlanta.org](http://www.cfgreateratlanta.org)
5. Nonprofit Marketing Guide - [www.nonprofitmarketingguide.com](http://www.nonprofitmarketingguide.com)

### Professional/Membership Associations

1. Atlanta Green Communicators – [www.linkedin.com/groups?gid=1814204](http://www.linkedin.com/groups?gid=1814204)

Atlanta Green Communicators is a LinkedIn Group that meets bi-monthly to discuss topics of interest to those working in this area. Atlanta Green Communicators attracts communication professionals as well as media working with sustainability and green issues.

2. International Facility Management Association – Atlanta Chapter, Community Partner Program, [www.ifma.org](http://www.ifma.org)

Since 1997, IFMA Atlanta has utilized the strength of our membership to improve non-profit organization facilities in the Atlanta area and at the same time promote the profession of facility management. With the help, support, and in-kind donations and consulting services of its associate and professional members, IFMA has helped complete many projects, saving thousands of dollars that enable its partners to re-channel towards their operating programs.

3. Green Chamber of the South- <http://www.greencs.org>

The Green Chamber of the South creates a forum for organizations to meet others who share interests in sustainable business, do business in a sustainable way, produce profit and promote the growth of sustainable economies in the Southeast. The Green Chamber of the South facilitates the growth and promotion of sustainable businesses in the Southeast by

providing opportunities for networking, education, business development and collaboration.

4. EarthShare Georgia - <http://www.earthsharega.org>

EarthShare of Georgia is a nonprofit that raises funds through giving for more than 80 environmental member organizations dedicated to conserving and protecting our air, land and water.

## **Sources of Information about Green Building**

1. U.S. Green Building Council – <http://www.usgbc.org/>

The U.S. Green Building Council is a 501(c)(3) non-profit community of leaders working to make green buildings available to everyone within a generation. This is the place to certify your green building, join USGBC as an organization, sign up for courses and workshops, purchase LEED reference guides, learn about Greenbuild, sign up for e-newsletters, become a Green Associate or explore green building research.

Georgia Chapter: <http://www.usgbc.org/usgbc-georgia>

2. Environmental Protection Agency (EPA) – <http://www.epa.gov/greenbuilding/>

The EPA has a number of programs that provide resources to help organizations learn more about the components of green building and how to incorporate these green building concepts into different types of buildings.

3. Southface– [www.southface.org](http://www.southface.org)

Southface is a nonprofit organization that for more than 35 years has promoted sustainable homes, workplaces and communities through education, research, advocacy and technical assistance.

## **Rebate/Loan/Incentive Programs**

1. Georgia Power Commercial Energy Efficiency Program – [www.georgiapower.com](http://www.georgiapower.com)
2. Georgia Green Loans - <https://aceloans.org/loan-products/georgia-green-loan/>

3. Department of Energy Efficiency and Renewable Energy Financial Opportunities - <https://energy.gov/eere/funding/eere-funding-opportunities>
4. Database of State Incentives for Renewables and Efficiency - [www.dsireusa.org](http://www.dsireusa.org)

### **Other Potential Funding Sources**

1. Funders' Network for Smart Growth and Livable Communities Directory of Funders that Support Green Building and Green Neighborhoods - <http://www.fundersnetwork.org>
2. Home Depot Foundation Community Impact Grants Program – [www.homedepotfoundation.org](http://www.homedepotfoundation.org)
3. Federal grants – [www.grants.gov](http://www.grants.gov)
4. Private Foundations

## Sample Energy and Cost Savings Report

Below is a sample report from Southface showing electric savings by month and to date. If you were interested in showing savings to date, insert 6.4% and \$4,464 into your communication materials. The graph of water usage indicates an increase in water usage and costs and suggests that perhaps there is a problem that needs to be remedied.

### Electric Meter

**This Month** Vs. Baseline Year **2.2% (\$122)**  
**This Year** Vs. Baseline Year **6.4% (\$4,464)**



### Water

**This Month** Vs. Baseline Year **-51.9% (-\$53)**  
**This Year** Vs. Baseline Year **-45.4% (-\$543)**



To calculate pounds of CO<sub>2</sub> saved, multiply the kiloWatt hours (noted on your utility bills) saved by 1.31. To calculate number of cars eliminated from the road, go to the website below, armed with your kiloWatt hour savings and therms of gas saved.

<http://www.epa.gov/cleanenergy/energy-resources/calculator.html>

This is the EPA's greenhouse gas equivalences calculator, and you can plug in your energy savings to get cars removed, acres of trees planted, etc.

## References

### Endnotes for U.S. Green Building Council Green Building Facts

---

- <sup>i</sup> Kats, G. (2003). The Costs and Financial Benefits of Green Buildings: A Report to California's Sustainable Building Task Force.
- <sup>ii</sup> Miller, N., Spivey, J. & Florance, A. (2007). Does Green Pay Off?
- <sup>iii</sup> McGraw Hill Construction, Green Building SmartMarket Report, 2006.
- <sup>iv</sup> GSA Public Buildings Service (2008). Assessing Green Building Performance: A Post Occupancy Evaluation of 12 GSA Buildings.
- <sup>v</sup> Aaras, A. et al. (1998) Musculoskeletal, Visual and Psychosocial Stress in VDU Operators Before and After Multidisciplinary Ergonomic Interventions. *Applied Ergonomics*, p. 335-354.
- <sup>vi</sup> Heschong Mahone Group (1999). Daylighting in Schools: An Investigation into the Relationship Between Daylighting and Human Performance.
- <sup>vii</sup> Fisk, W. (2000) Health and productivity gains from better indoor environments and their relationship with building energy efficiency. *Annual Review of Energy and the Environment*: 25, 537-66.
- <sup>viii</sup> Environmental Protection Agency (1987). The Total Exposure Assessment Methodology (TEAM) Study.
- <sup>ix</sup> Environmental Protection Agency (2008). An Introduction to Indoor Air Quality. Accessed via: <http://www.epa.gov/iaq/voc.html>.
- <sup>x</sup> Lawrence Berkeley National Laboratory (2002). Indoor Carbon Dioxide Concentrations and Sick Building Syndrome Symptoms in the Base Study Revisited: Analyses of the 100 Building Dataset.