building a sustainable future, together
2017 was another productive year for Viridiant. We continued to offer EarthCraft, our flagship family of programs that has become the trusted guide for so many builders and developers who value energy efficiency, sustainability, and delivering the best possible product to their clients. We developed and administered new programs tailored toward existing and new-build single family homes such as our Home Energy Assessment and Energy Guarantee. We were privileged to work with friends and partners to elevate and advance the need for well-built, efficient, affordable housing in the Southeast.

We would like to acknowledge our supporters and donors. You are the reason we are thriving. In 2017, your gifts delivered impact. With your support, we helped put 2,236 families into homes that are more affordable, more livable, and more durable. That equals 6.2 gigawatt hours of energy and over $1 million saved—each year. We worked with 145 builders, developers, and architects delivering high-performance housing; welcomed 5 new single-family builders; trained 70 industry colleagues at our building professional training; and networked with 240 friends at our Sustainable Leadership Awards program and Earth Day 5K.

With over 12 years of experience in efficient construction, Viridiant prides itself on being the expert resource for leading the change in high-performance housing. Since we know change is difficult, we offer subsidized services. Charitable gifts help make up those gaps. We hope you’ll join us as we work to transform our region into a vibrant, sustainable community.

With thanks,

KC Bleile
Executive Director

Bryan Mangas
Incoming Board Chair

Chris Sterling
Outgoing Board Chair

2018 SUSTAINABLE LEADERSHIP AWARDS
Recognizing people and projects from 2017

Visionary Award
Bill Shelton
Virginia Department of Housing and Community Development

Single Family Developer of the Year
Ryan Homes
Williamsburg, VA

Single Family Builder of the Year
Stony Point Design/Build
Charlottesville, VA

Single Family New Construction Project of the Year
Home on Carriage Hill Lane
Fredericksburg, VA
J. Hall Homes, Inc.

Single Family Renovation Project of the Year
Home on Hanover Avenue NW
Roanoke, VA
Habitat for Humanity in the Roanoke Valley

EarthCraft Single Family Debut Award
Old Dominion Innovations
Richmond, VA

Habitat for Humanity Affiliate of the Year
Richmond Metropolitan Habitat for Humanity

Multifamily Developer of the Year
SCG Development
Tysons Corner, VA

Multifamily New Construction Project of the Year
Newport News Seniors
Newport News, VA
Landbridge Development, LLC, and Resource Housing Group, Inc.

Multifamily Renovation Project of the Year
Highland Park Senior Apartments
Richmond, VA
Community Preservation and Development Corporation

Top High Performance Homes of the Year
Home on Waldrop Church Road
Louisa, VA
Old Dominion Innovations

*2 Home on Carriage Hill Lane
Fredericksburg, VA
J. Hall Homes, Inc.

*3 Home on Lookout Ridge Lane
Copper Hill, VA
Bench Mark Builders

*4 Home on Masada Way
Blacksburg, VA
Green Valley Builders

*5 Home on Grey Oaks Estates Court
Richmond, VA
Sustainable Solutions of Virginia, Inc.

*6 Home on James Place
Harrisonburg, VA

*7 Home on Bundoran Drive
Roanoke, VA
Green Mountain Construction, LLC

*8/Tie Home on Grey Oaks Estates Run
Blacksburg, VA
Bain-Waring Builders

Home on Sycamore Ridge Road
Fredericksburg, VA
J. Hall Homes, Inc.

*9/Tie Home on Stonehurst Estates Terrace
Blacksburg, VA
Bain-Waring Builders

Home on Barclay Drive
Fredericksburg, VA
J. Hall Homes, Inc.

*10 Home on Derbe Lane
Blacksburg, VA
Green Valley Builders
Viridiant supports research and advocacy efforts throughout the region

ENERGY CODE FIELD STUDY
In 2017, the Southeast Energy Efficiency Alliance (SEEA) selected Viridiant to perform residential energy code compliance data collection as part of the U.S. Department of Energy (DOE)-funded Virginia Residential Energy Code Field Study. Viridiant’s experience in statewide data collection efforts over the last decade, established relationships, and credibility all positioned the organization to successfully complete the tasks of this program. With the support of partners SEEA; DOE; Virginia Department of Housing and Community Development; Virginia Department of Mines, Minerals and Energy; Home Builders Association of Virginia; and Virginia Energy Efficiency Council, Viridiant is committed to the goals of the study, notably the collection of accurate data and the aim to provide a data-backed case for utility investment in energy code compliance. Viridiant commends DOE on its efforts to quantify the adoption of code in the field, as well as quantify the opportunity for improvement. The full study is anticipated to be available in 2019.

CONTRIBUTIONS
• Involved in Virginia Center for Housing Research at Virginia Tech and Housing Virginia study—Sustaining Energy Efficiency: Longitudinal Evidence of Virginia’s Low-Income Housing Tax Credit Properties
• Hosted Delegate David Yancey (R-Newport News), in coordination with the Virginia Energy Efficiency Council, for a tour of Newport News Seniors, an EarthCraft Multifamily Platinum development, in honor of October Energy Awareness Month
• Supported Virginia Energy Efficiency Council in their desire for a modern-day building code that results in higher-performing homes and forward-thinking energy policies. Executive Director KC Bleile, as well as Viridiant board member and EarthCraft homeowner Sylvia Hallock, gave featured testimonials in Virginia Energy Efficiency Council’s Building Codes in Virginia video.

POLICY & RESEARCH

Our EarthCraft buildings are 40% more energy efficient on average than their code-built counterparts and they actually cost LESS to build than non-green buildings.

—KC BLEILE, Viridiant Executive Director

viridiant.org/building-codes-video

38% of today’s commercial office space is certified green—up from 5% in 2005.
—CBRE, 2017

76% of U.S. construction companies believe it’s important to reduce energy consumption to minimize environmental impact.
—Dodge Data & Analytics, 2016

6.2% average reduction in cost to build EarthCraft Multifamily projects qualifying for the Low-Income Housing Tax Credit compared to non-green developments.
—Virginia Center for Housing Research

EDUCATION & OUTREACH

BUILDING SCIENCE LECTURE SERIES
Viridiant seeks to highlight the undeniably positive benefits of energy efficiency and sustainability—one method is the Building Science Lecture Series. During these educational sessions, Viridiant engaged with 225 people around the following topics:
• Innovative Construction Technologies
• Services and Tools to Manage Your Home’s Energy
• Three Years of Data: Latest Findings on Virginia’s Energy Efficient Housing Stock
• Single Family Site Visit: Grey Oaks
• Zero Energy Housing: Performance and Costs
• Healthy Homes, Healthy Communities

PARTICIPATED IN:
• Virginia Governor’s Housing Conference
• RESNET Building Performance Conference
• New River Valley Home Builders Association Home Show
• Historic Richmond Renovation Expo
• Resilient Virginia Conference
• Twenty-First Annual Westford Symposium on Building Science
• Henrico Energy Fair
• Virginia Energy Efficiency Council Annual Meeting
• 2017 Energy & Sustainability Conference
• Affordable Housing & Community Development Summit

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Your donation raises your property value

Studies show that buyers pay 10%–31% more for green-certified properties. Help increase the value of your community by making a donation today. viridiant.org/donate
FAMILIES SERVED IN 2017

- **SINGLE FAMILY**
  - 129 homes
  - 1,211 units
  - 16 projects

- **MULTIFAMILY**
  - 2,107 homes
  - 896 units
  - 16 projects

In 2017, Viridiant certified 2,236 homes.

ENERGY SAVINGS

In 2017, Viridiant certified 2,236 homes.

- **NEW CONSTRUCTION AVERAGE HERS**
  - 74 homes
  - 1,211 units
  - 16 projects

- **RENOVATION AVERAGE HERS**
  - 79 homes
  - 896 units
  - 16 projects

- **PRE-RENOVATION AVERAGE HERS**
  - 131 homes
  - 896 units
  - 16 projects

**HERS INDEX**

- **EXISTING HOMES**
  - 74 homes
  - 1,211 units
  - 16 projects

- **STANDARD NEW HOME**
  - 100 homes
  - 1,211 units
  - 16 projects

- **NET-ZERO HOME**
  - 131 homes
  - 1,211 units
  - 16 projects

**EQUATES TO ELIMINATION OF**

- **6.2 GIGAWATT HOURS OF ENERGY**
- **OR 3,857 TONS OF CARBON**

**TOTAL ANNUAL SAVINGS**

- **$1,019,192**

**SINGLE FAMILY**

- EarthCraft House: 15 homes
- EarthCraft House with ENERGY STAR: 3 homes
- EarthCraft Renovation: 4 homes
- LEED for Homes: 1 home
- Certified HERS only: 13 homes

**MULTIFAMILY**

- EarthCraft New Construction: 281 projects
- EarthCraft Renovation: 16 projects

**GENERAL**

- **2,917 total homes through 12/31/17**
- **19,238 total units through 12/31/17**
- **2,107 total homes served in 2017**
- **19,238 total units served in 2017**
- **2,236 families served in 2017**
- **22,155 families served through 12/31/17**
- **$1,019,192 total annual savings**

**Energy Savings**

- **$1,019,192 total annual savings**
- **2,107 homes certified**
- **1,211 single family homes**
- **896 multifamily homes**
- **206 new construction projects**
- **16 renovation projects**
- **Energy savings $1,019,192**
- **524 tons of carbon**
- **3,828,240 pounds of coal burned**
- **117,102 incandescent lamps switched to LEDs**
- **90,681 tree seedlings grown for 10 years**
- **8,101 barrels of oil consumed**
- **749 passenger vehicles driven for one year**
- **524 homes’ electricity use for one year**
IT'S NOT SO HARD BEING GREEN

That's what Viridiant set out to prove through its 2018 Three-Day Celebration of building green. The celebration kicked off Thursday, April 19, 2018, as the project:HOMES team in Richmond, Va., wrapped with the environmentally friendly, retrofitted historic William Byrd Senior Apartments to celebrate Earth Day. For the single mom and her three kids, health and well-being. The youngest daughter, who suffers from asthma, can expect to feel much better when she's breathing the clean, healthy air in her new EarthCraft home.

And speaking of saving money, project:HOMES shortened over 600,000 kWh in energy use in 2017 compared to 2016. “It demonstrated that EarthCraft-certified homes have significant energy-savings potential,” said Tony Thornton, president of EarthCraft Multifamily, which is part of the Virginia Center for Housing Research. “It’s not just about the home or the person in the home, but the effect on the broader community.”

A SUN-FILLED RETIREMENT

John Wray, Jr., and Cathy Rolfe knew what they wanted when they designed their retirement home. They saw firsthand examples of energy-efficient, sustainable construction, and they wanted their American dream. They thoroughly enjoy their energy efficient home and tell people when we tell them our electric bill is only $7.70 a month. “We sealed around the windows and reduced air infiltration. The insulation in the attic and walls was replaced with better insulation. The electricity usage at the home, after the renovation, is only 1/3 of what we had before.”

STUDY FINDS IT DOESN'T COST MORE TO BUILD GREEN

The Virginia Center for Housing Research and Housing Virginia recently released a companion study to their 2015 research on the most surprising finding: “The use of green building design, materials, and technology in affordable rental housing will not only improve energy performance, but also the residents’ lives.”

The investment in renewable energy saves the homeowners $82 per month and $988 annually (based on 2017 Dominion rates).”

“In 2017, William Byrd Senior Apartments, an 11-story high-rise for low-income seniors, was converted into apartments in the mid-20th century. The project:HOMES team in Richmond, Va., wrapped with the environmentally friendly, retrofitted historic William Byrd Senior Apartments to celebrate Earth Day. Thanks to EarthCraft’s measured, test-driven, tiered approach, the homeowner budget would have more than doubled. We sealed around all of the windows. Without EarthCraft, it would be nearly impossible to get that level of performance with an existing building.”

“We thoroughly enjoy our energy efficient home and tell people when we tell them our electric bill is only $7.70 a month.”

As an EarthCraft-certified home, this house has significant energy savings total. “We sealed around the windows and reduced air infiltration. The insulation in the attic and walls was replaced with better insulation. The electricity usage at the home, after the renovation, is only 1/3 of what we had before.”

SUSTAINABILITY AT THE HISTORIC WILLIAM BYRD

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### EarthCraft Multifamily Projects Certified in 2017

<table>
<thead>
<tr>
<th>PROJECT NAME</th>
<th>DEVELOPER</th>
<th>LOCATION</th>
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<tbody>
<tr>
<td>801 Main Street</td>
<td>Landbridge Development</td>
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<td>Highland Park</td>
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<td>Senior Apartments Corporation</td>
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<td>Cavalier Farms</td>
<td>Humanities Foundation</td>
<td>Petersburg, VA</td>
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<td>Country Green Apartments</td>
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<td>Mark-Dana Corporation</td>
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### Single Family Building Partners in 2017

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<th>BUILDER</th>
<th>YEARS WITH EARTHCRAFT</th>
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<td>Luke Construction; Virginia Beach, VA</td>
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<td>RHods Restoration; Hamilton, VA</td>
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<td>Shalom Homes; Petersburg, VA</td>
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<td>Artisan Construction; Charlottesville, VA</td>
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<td>Stanton Homes; Blacksburg, VA</td>
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<td>Authentic Plans &amp; Construction; Virginia Beach, VA</td>
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<td>Staunton-Augusta-Waynesboro Habitat for Humanity; Staunton, VA</td>
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<td>Benchmark Building Corporation; Virginia Beach, VA</td>
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<td>The Maple Ridge Group LLC; Ivy, VA</td>
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<td>Bremen Builders; Alexandria, VA</td>
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<td>Theta Homes; LLC; Midlothian, VA</td>
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<td>Chip Hudnall Custom Building, Inc.; Roanoke, VA</td>
<td>Under 5</td>
<td>Timber Ridge Craftsman, Inc.; Moneta, VA</td>
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<td>Colony Builders; Altam, VA</td>
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<td>US2B Contracting, LLC; Glen Allen, VA</td>
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<td>Community Housing Partners; Christiansburg, VA</td>
<td>Under 5</td>
<td>Wall Construction, LLC; Madison Heights, VA</td>
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<td>Going Homebuilders; Warrenton, VA</td>
<td>Under 5</td>
<td>Wendell W. Gibson, Inc.; Charlottesville, VA</td>
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</table>

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2017 STATEMENT OF ACTIVITIES

SUPPORT & REVENUE
Program Services $1,329,491
Contributions $9,885
Sponsors $32,375
Events $60,583
Other Income $68,284
Realized Loss on Investments ($6,579)
Unrealized Gain on Investments $27,314
Interest Income $38,676
Net Assets Released from Restriction $1,560,029

EXPENSES
Program Services $937,456
Supporting Services $315,142
Total Expenses: $1,252,798

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Community Housing Partners
Dominion Energy
Dooley & Vicars
Ferguson
Good Foods Grocery
Habitat for Humanity Virginia
Hollyport Ventures
Macy’s
Richmond Association of Realtors
Riverside Outfitters
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Viridiant, a 501(c)(3) non-profit, prides itself on offering superior quality, affordable programs that can suit the needs of any builder or developer who shows a commitment to high-performance homebuilding. We strive to remove any financial barriers to green building by delivering our programs at a fraction of the cost of similar programs.

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