



we're building
the science
of sustainability

viridiant
2015 ANNUAL REPORT

After more than a decade advocating for the protection of our living environments, inside and out, EarthCraft Virginia has transformed to serve an even broader perspective. We've embarked on our biggest building project yet, guided by the science of sustainability.

Under the new name Viridiant we're expanding our efforts in education, consultation and certification. As a result, we'll show more clearly than ever before how following the latest building science can set a path for businesses and homeowners to create structures that are more affordable, more livable and more durable.

We'll continue to serve hundreds of professionals and thousands of homeowners with the EarthCraft family of programs, just as we've done since 2006. But as Viridiant, our goal is to do even more, focusing on our Three Pillars of Sustainability: economic, environmental and structural sustainability.

In each area, Viridiant will apply proven science to expand access to sustainable building practices. We'll launch even more innovative programs—from in-home energy monitoring and online energy-assessment tools, to unbiased consultation on everything from solar energy to energy-efficient home mortgages.

Our work has only just begun—join us as we build something new.

PILLARS OF SUSTAINABILITY



economic sustainability

greater economic efficiency



environmental sustainability

lower environmental impact



structural sustainability

built soundly to last for generations



WHO IS VIRIDIANT?

Viridiant is a non-profit organization committed to supporting sustainable building processes through education, consultation, and certification. Through certification programs, including EarthCraft and Viridiant's Net-Zero Program™, Viridiant helps to set a path for sustainable, affordable, energy-efficient construction. Viridiant's technical experts work as trusted parties to keep construction on track toward improved efficiency and durability, while making sure your home or development is completed with minimal waste and environmental impact. With the development of new innovative services such as energy-monitoring and -assessment tools, unbiased consultation on emerging energy topics and more, Viridiant continues to educate and promote energy efficiency to builders, homeowners and home-buyers. Engaging Viridiant to work on your building means choosing an authority in highly advanced building science.

Multifamily, light commercial and development equity partners also seek out Viridiant's guidance to protect their investments, maximize operational efficiency and ensure occupants and owners will experience low utility bills and optimal building performance and durability.

WHAT IS EARTHCRAFT?



The EarthCraft family of green building programs, Viridiant's flagship program offering, consists of EarthCraft House, EarthCraft Renovation, EarthCraft Multifamily, EarthCraft Light Commercial and EarthCraft Communities. These certification programs provide a blueprint for healthy, comfortable homes that reduce utility bills and protect the environment. Comprehensive, third-party verification and diagnostic testing ensure that all EarthCraft buildings are a cut above the norm. By incorporating energy- and resource-efficient designs and systems, all EarthCraft-certified homes demonstrate energy costs that are, on average, 35% below those of a typical new home, directly translating to monthly utility savings for the homeowner while lessening the home's impact on the environment. From 2006 through 2015, Viridiant has certified over 17,000 EarthCraft homes.

FRIENDS AND SUPPORTERS,

If you have not kept up with us in recent years, you'll want to tune in now. After 10 years of work in partnership with many of you, we have not only made a significant impact on environmental, economic and structural sustainability, but we've also rebranded as Viridiant and are ready to tackle even greater change. With your feedback and the proven success of the EarthCraft family of programs, we are positioned to offer new programs and services in the residential and commercial markets, for both consumers and professionals, while advocating for sustainable, affordable, energy-efficient construction. We have laid the foundation to frame a better future for our organization, our community and our world.

The organization continued strong management of the EarthCraft program, providing technical support and guidance to contractors, developers, designers and our ultimate client, the resident. Together, in 2015 alone, we provided affordable, sustainable homes to over 2,000 individuals and their families.

While serving clients and certifying residences, our staff and board were also hard at work finalizing and implementing a strategic plan to help ensure the organization continues to serve the public in a manner consistent with its mission and its values. Plan goals include realigning the organization's brand, funding our mission, growing impact in residential and multifamily markets, and supporting the industry. The process of creating and implementing this plan has helped us to focus on the needs of the market, our future and how we can better support the work of our partners.

We are more excited than ever to share the undeniably positive benefits of energy efficiency and sustainability. Stay tuned for new initiatives in the coming months!

Sincerely,

Chris Sterling
President,
Board of Directors

KC Bleile
Executive Director



WHERE DID THE NAME COME FROM?

EarthCraft Virginia is now Viridiant—a name derived from a combination of “viridis”—the Latin word for “green”—and the “-ant” part of “servant,” as we are mission-driven stewards.

Pronunciation


vuh-rid-ee-uhnt


FAMILIES SERVED IN 2015

EarthCraft House	96 HOMES		
EarthCraft House with ENERGY STAR®	15 HOMES		
Viridiant Net-Zero™ with EarthCraft House & ENERGY STAR®	8 HOMES		
EarthCraft Renovation	3 HOMES	EarthCraft New Construction	1,470 UNITS
ENERGY STAR®	33 HOMES	EarthCraft Renovation	415 UNITS
LEED® for Homes	1 HOME	EarthCraft New Construction	13 PROJECTS
Certified HERS®	24 HOMES	EarthCraft Renovation	10 PROJECTS

SINGLE FAMILY

MULTIFAMILY


180
 TOTAL HOMES IN 2015
2,444
 TOTAL HOMES THROUGH 12/31/15


1,885
 TOTAL UNITS IN 2015
15,012
 TOTAL UNITS THROUGH 12/31/15


23
 TOTAL PROJECTS IN 2015
218
 TOTAL PROJECTS THROUGH 12/31/15

2,065
 FAMILIES SERVED IN 2015

17,456
 FAMILIES SERVED THROUGH 12/31/15

STRATEGIC PLAN UPDATE

In 2014, we were afforded the opportunity to define our organization's values, evaluate our core competencies and begin exploring areas where we could continue to serve our mission. This work set the stage for the development and later adoption of our first multiyear strategic plan, in 2015. The approved three-year strategic plan recognizes five overarching goals:

- Realign the Brand
- Fund the Mission
- Grow Multifamily Impact
- Increase Single Family Impact
- Support the Industry

Since the plan's official adoption in June of 2015, staff and board have made considerable progress to implement the goals' objectives. Please learn more about our efforts within each goal below:

REALIGN THE BRAND

In 2015, we embarked on a brand study to identify strengths and gaps of our organization's name and brand, knowing that the EarthCraft Virginia name had limited us geographically and programmatically. Working with Kelly O'Keefe of Virginia Commonwealth University's Brandcenter, board and staff settled on *Viridiant* for the new name, a hybrid of "viridis" (Latin for green) and "servant," as we are mission-driven stewards. We went on to clearly define "sustainability" into: economic, environmental and structural sustainability. These three pillars will serve as the foundation for our organization and helped in development of the new logo. The new brand will steer us as we expand our efforts in education, consultation and certification.

FUND THE MISSION

In order to expand our mission's reach, we will need to grow the investment made through individual and foundational giving. Working with the board's Fundraising Development Committee, the organization developed infrastructure and aligned communications to address our fundraising need. Several annual events and programs rely on donor support including Sustainable Leadership Awards, Earth Day 5K Race Without a Trace, Building Science Lecture Series and our single family and multifamily technical support.

GROW MULTIFAMILY IMPACT

The benefit of the EarthCraft Multifamily program was well documented in the release of *The Impact of Energy Efficient Design and Construction on LIHTC Housing in VA* study, published by the Virginia Center for Housing Research at Virginia Tech in 2015. With industry support, the program was recognized within Virginia Housing Development Authority's 4% bond and by private lenders and most recently the U.S. Department of Housing and Urban Development's Multifamily Accelerated Processing. Working with our building partners, we constantly seek improvement opportunities for program delivery and look to expand programs and services to help our partners achieve their high-performance building goals.

INCREASE SINGLE FAMILY IMPACT

While the name of the organization has changed, we continue to lift up and deliver the EarthCraft family of programs. Brand research conducted in 2015 informed us of opportunities for support to our builder network. A homeowner mailer to over 2,000 EarthCraft-certified homeowners sought to educate recipients on their home's high-performance standard, request testimonials and gather input on programmatic needs. New programs are currently being researched, with a pilot program launch anticipated soon.

SUPPORT THE INDUSTRY

Under this goal, the organization promoted Energy-Efficient Mortgages; advocated for benchmarking; provided comment to the State Corporation Commission for evaluation, measurement and verification of utilities' energy-efficiency programs; and is represented on various boards and commissions. This goal enables us to think big and help steer the direction of high-performance buildings including single family, multifamily and commercial while collaborating with partners across the industry.

*Grissom Lane Apartments in Blacksburg, VA
 Community Housing Partners
 Photo Credit: Jackie Harder*

STUDY DEMONSTRATES SAVINGS

THE IMPACT OF ENERGY EFFICIENT DESIGN AND CONSTRUCTION ON LIHTC HOUSING IN VIRGINIA

Viridiant partnered with Housing Virginia and the Virginia Center for Housing Research (VCHR) at Virginia Tech on a first-of-its-kind study that demonstrates the impact of energy-efficient incentives in the construction of affordable rental housing. The study, conducted over the course of a year and released in 2015, analyzed actual utility usage data from 15 Low-Income Housing Tax Credit (LIHTC) properties across the state of Virginia to compare to savings projections developed through the EarthCraft program as administered by Viridiant. The study included a variety of communities—new construction, rehabilitated, adaptive reuse, senior and family—and analyzed actual utility consumption data and correlating behavior surveys.

RESULTS

The study found that apartments certified to EarthCraft Multifamily's high energy-efficiency standards, with third-party testing and inspection, outperform new standard construction housing by approximately 30% with respect to energy consumption.

On average, residents participating in the study saved 464 kWh a month, which translates to \$54 based on current energy prices. This means that over the course of a year, residents save an average of \$648 each on their electricity bills. In 2015, Viridiant certified 1,885 EarthCraft multifamily units. If each of these households saved the average amount on energy bills, then in 2015 alone, we've saved residents over \$1.2 million. If applied to Viridiant's full multifamily portfolio, over 15,000 LIHTC units in Virginia, these units save residents and the commonwealth over \$9.7 million a year.

ENERGY BILL SAVINGS IN 2015

\$9.7M

SAVED ON OVER 15,000 EARTHCRAFT MULTIFAMILY UNITS IN VIRIDIANT'S PORTFOLIO

For more information visit viridiant.org/VThousingstudy



IMPACT OF GREEN AFFORDABLE HOUSING

Our partners, Southface Energy Institute and the VCHR at Virginia Tech, published *The Impact of Green Affordable Housing* (viridiant.org/southfacestudy) in January 2016. The results suggest green developments are nearly 5% less expensive on total construction costs per square foot and more than 13% less expensive on soft construction costs than the non-green developments. More specifically, analysis indicates that green certified developments in GA, NC and SC cost less to design and build than non-green alternatives in AL and SC. A similar study on the Virginia LIHTC market is being led by VCHR at Virginia Tech with findings anticipated in 2017.

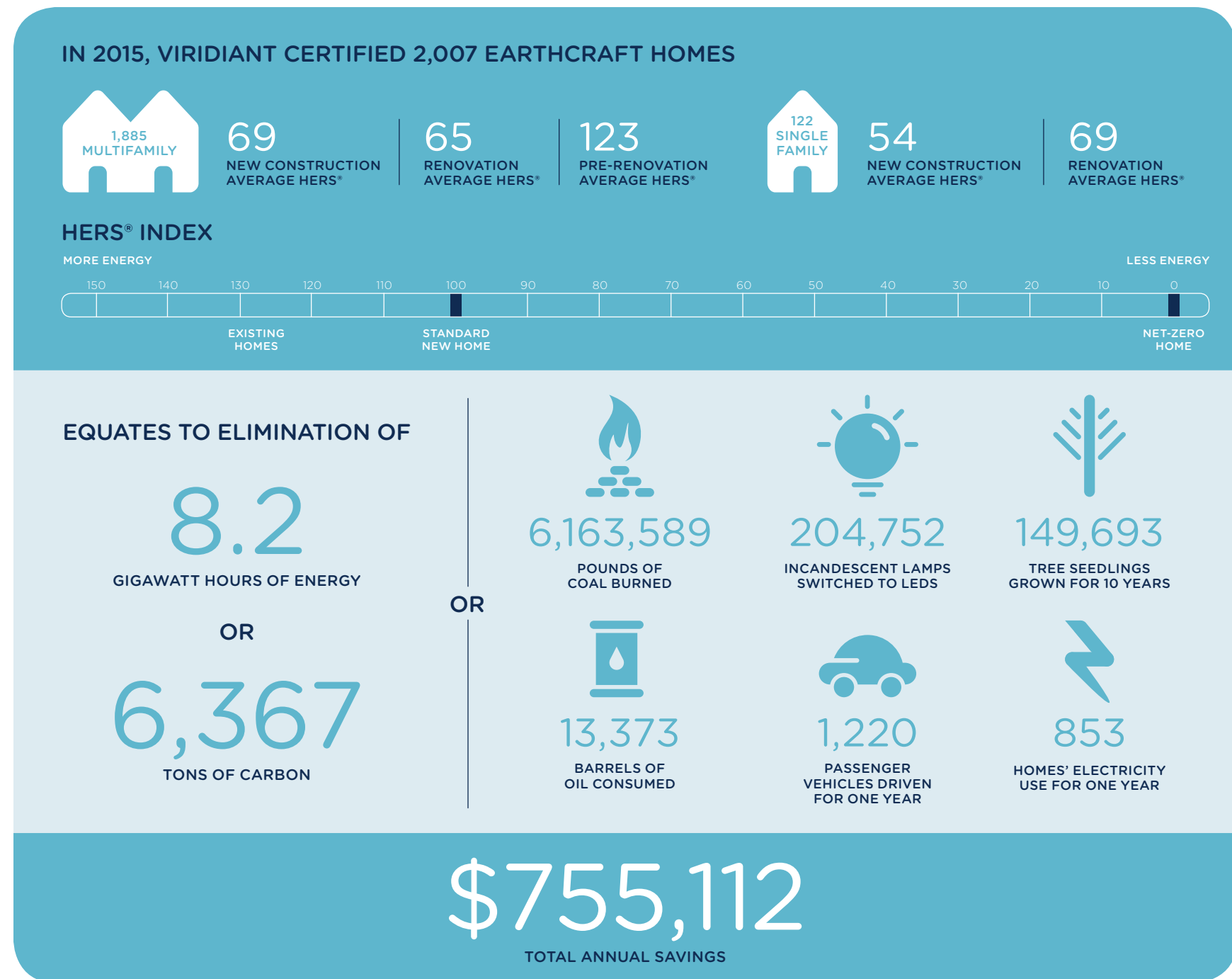
GREEN VS. NON-GREEN DEVELOPMENTS

5%
 LESS EXPENSIVE ON TOTAL CONSTRUCTION COSTS PER SQ FT

13%
 LESS EXPENSIVE ON SOFT CONSTRUCTION COSTS PER SQ FT



EARTHCRAFT ENERGY SAVINGS



For more info, visit viridiant.org/2015-energy-savings

EDUCATION & OUTREACH

Industry colleagues trained at four EarthCraft Building Professional trainings

Developers, architectural firms and general contractors worked with on 23 EarthCraft Multifamily projects

New builder members welcomed

Annual Earth Day 5K Race Without a Trace hosted in conjunction with the Richmond Earth Day Festival

Runners the race brought to Shockoe Bottom to enjoy a scenic run through the city and along the James River. Sponsors included:

- Greening Urban
- Eck Enterprises
- Home Builders Association of Richmond
- James River Association
- Hollyport Ventures
- Ellwood Thompson's
- Lucky Foot
- REI
- Road Runner Running Store
- Good Foods Grocery

Runners, in their official race shirts, stuck around and enjoyed the festival with the other 6,500 festival attendees.



REALTORS® certified as an EarthCraft Real Estate Sales Professional

Readers reached in the June, September and December issues of *The Housing Interpreter*. Partnered with Richmond Association of REALTORS® to contribute content.

People reached through Viridiant's Building Science Lecture Series

REALTORS® trained as an EarthCraft Real Estate Sales Professional

Habitat for Humanity homes certified

Annual Richmond Environmental Film Festival presented at and partnered with 15 other sponsors. Over 2,000 people came to view the films.

Events presented or exhibited at:

- VA Governor's Housing Conference
- VHDA How-to-Apply Workshop
- New River Valley Home Builders Association Home Expo
- Boxwood Garden Club Home Tour
- The Housing Association of Nonprofit Developers Annual Meeting
- Blue Ridge Home Builders Association's Home & Garden Festival
- VA Department of Housing and Urban Development Lunch and Learn

2016 SUSTAINABLE LEADERSHIP AWARDS

RECOGNIZING PEOPLE & PROJECTS FROM 2015

THIS YEAR'S WINNERS

Visionary Award
Janaka Casper, *Community Housing Partners*

Single Family Builder of the Year
Southern Development Homes, Charlottesville, VA

Single Family Project of the Year
Home on Rankin Drive, Hardy, VA—*PD&M, Inc.*

EarthCraft Single Family Debut Award
Dan Guinn Homes, Gloucester, VA

Habitat for Humanity Affiliate of the Year
Habitat for Humanity of South Hampton Roads

Multifamily Developer of the Year
Fairfield Residential

Multifamily New Construction Project of the Year
The Shell, Arlington, VA—*AHC Inc.*

Multifamily Renovation Project of the Year
Jefferson Brookville, Newport News, VA
Newport News Redevelopment and Housing Authority

TOP TEN HIGH-PERFORMANCE HOME BUILDERS OF THE YEAR

Top High-Performance Home Builder of the Year
Community Housing Partners, Christiansburg, VA

#2 Promethean Homes, Steeles Tavern, VA

#3 Health E Community Enterprises of VA, Inc., Williamsburg, VA

#4 Artisan Construction, Charlottesville, VA

#5 Luke Construction, Virginia Beach, VA

#6 (tie) Dan Guinn Homes, Gloucester, VA
Latitude 38, Charlottesville, VA

#7 Southern Development, Charlottesville, VA

#8 J. Hall Homes, Spotsylvania, VA

#9 PD&M, Inc., Moneta, VA

#10 Bain-Waring Builders, Richmond, VA

TOP TEN HIGH-PERFORMANCE HOMES OF THE YEAR

Top High-Performance Home of the Year
Home on Grissom Lane, Blacksburg, VA
Community Housing Partners

#2 Home on Grissom Lane, Blacksburg, VA
Community Housing Partners

#3 Home on Grissom Lane, Blacksburg, VA
Community Housing Partners

#4 (tie) 3 Homes on Grissom Lane, Blacksburg, VA
Community Housing Partners

#5 Home on Grissom Lane, Blacksburg, VA
Community Housing Partners

#6 Home on Grissom Lane, Blacksburg, VA
Community Housing Partners

#7 Heston Farm, Waynesboro, VA
Promethean Homes

#8 Home on Louisiana Street, Richmond, VA
Health E Community Enterprises of VA, Inc.

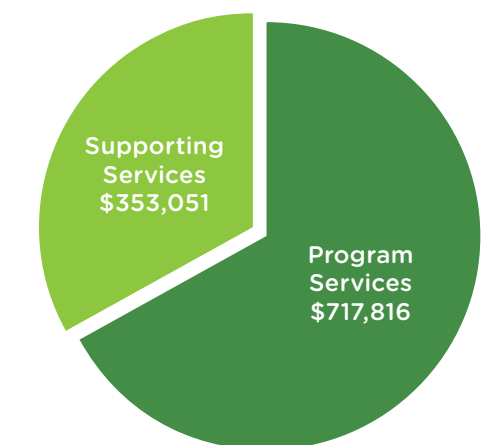
#9 Home on Louisiana Street, Richmond, VA
Health E Community Enterprises of VA, Inc.

#10 (tie) 4 Homes on Louisiana Street, Richmond, VA
Health E Community Enterprises of VA, Inc.

2015 STATEMENT OF ACTIVITIES

SUPPORT & REVENUE	
Program Services	\$1,039,762
Sponsors	\$55,000
Grants	\$40,035
Events	\$17,286
Donations	\$7,019
Other Income	\$8,386
Realized Loss on Investments	(\$7,009)
Unrealized Loss on Investments	(\$42,119)
Interest Income	\$31,419
Net Assets Released from Restriction	\$1,149,779

EXPENSES



Total Expenses: \$1,070,867

YOUR SUPPORT MATTERS

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.

With your support, we can touch more houses, making a significant impact not only on the state's energy use but also on the lives of the residents who will enjoy comfortable, healthy and affordable homes.



2015 BOARD

President

Chris Sterling
VA Community Development Corporation

Vice President

Mark Waring
Bain-Waring Builders

Treasurer

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Habitat Virginia

Cindy Davis
VA Department of Housing & Community
Development

Paul Ferguson
Arlington County

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Robert Reed
Southface Energy Institute*

Ora Rollins
U.S. Dept of Agriculture Rural Development

Joe Sarver
Delta Automation

Karen Wilds
Newport News Redevelopment & Housing
Authority*

Brenda Willis
Chesapeake RHA

* designates new members in 2016

2015 DONORS

A sincere thank you to all supporters

Better Building Benefactor (\$5,000+)

- Kelly O'Keefe

Passionate Protector (\$1,000-\$4,999)

- Sylvia Hallock
- Michael Hawkins
- Chris Sterling
- Wallace Stettinius

Healthy Home Hero (\$500-\$999)

- Diane Lewis
- Brenda Willis

Green Guru (\$250-\$499)

- Henry Miller
- Mark and Martha Raper

Sustainable Supporter (\$100-\$249)

- Airflow Home Energy Diagnostics
- KC Bleile
- Cindy Davis
- Basil Gooden
- Sunbiosis PLC
- Joe Sarver
- Mark Waring

Community Contributor (Up to \$99)

- Phillip Agee
- Tim Dunkum
- Paul Ferguson
- Josh Galloway
- Susan Hill
- Nathaniel McCormick
- Ronald Mittelman
- Stuart Nuckols
- David Peabody
- Lindsay Riesbeck
- Manon Shankle
- Wade and Linda Shankle
- Matthew Waring

In honor or memory of

- Chuk Bowles
- Finlee, Waverley, Marissa, & Dune
- Frances Brown
- Great representatives of the next generation: Andrew, Whitney, Mike, Nicole, Hillary & Ray

2015 SPONSORS

- Bosch
- Mitsubishi
- Huber Zip
- WaterFurnace
- Panasonic
- James River Heating & Air Conditioning
- Ultra-Aire
- Virginia Housing Development Authority
- Superior Walls of Central Virginia
- Habitat for Humanity Virginia
- HVAC by JM, LLC
- VA Department of Housing and Community Development
- S.B. Cox
- RenewAire
- VA Department of Mines, Minerals and Energy
- Ferguson
- Housing Virginia
- Greening Urban
- Eck Enterprises
- HBAR
- James River Association
- Hollyport Ventures
- Ellwood Thompson's
- Lucky Foot
- REI
- Road Runner Running Store
- Good Foods Grocery

Buildings consume 40% of U.S. energy
and 75% of U.S. electricity.

—U.S. ENERGY INFORMATION ADMINISTRATION

“Working with Viridiant since '06 has been a wonderful experience. The combination of their knowledge about building science and their goal to make the building industry more efficient and sustainable fits with our core values and best building practices.”

—SINGLE FAMILY BUILDER

“We have resided in our EarthCraft home for more than 5 years. Our expectations for energy efficiency and savings have been exceeded, and the bar was high to start. This home is a thermos bottle and even on the windiest of days, it is draft free and quiet. Coupled with planned active off grid generation, we will likely be very nearly energy self-sufficient. It isn't all about the economic impact. Being environmentally responsible is a great feeling which can't be quantified in dollars and cents.”

—HOMEOWNER

“EarthCraft helps us identify sustainable products, advanced building techniques and comprehensive development strategies that assure long-term durability and improved energy efficiency. This leads to better buildings with more comfortable living spaces and dramatically reduced utility bills for our low-to-moderate-income residents.”

—DEVELOPER



viridiant