we're building the science of sustainability



# viridiant 2016 ANNUAL REPORT

# **FRIENDS** & SUPPORTERS

Thanks to your generous support, Viridiant continues to deliver the EarthCraft family of programs to thousands of individuals each year. Our builder and industry partnerships, sponsorships, and donors are critical in the delivery of programs, education, and advocacy necessary to advance sustainable construction. After a decade of service, over 21,000 families are housed in sustainable, energy-efficient homes proven to save 35% when compared to standard code construction, reducing resources used, saving energy, and ensuring residents have comfortable, healthy housing. Together, we are making tremendous gains in shifting the market toward high-performance housing and healthy, stable communities, all while minimizing impact on our natural environment.

Our partners seek Viridiant's trusted guidance to meet their high-performance, healthy community goals. From federal program navigation, code development, utility tracking, design, and construction to performance monitoring and resident education, Viridiant's experience and expertise help residents, developers, and governments protect their investments in our communities. Looking ahead, Viridiant will continue to administer programs and develop services that will accelerate the shift toward high-performance buildings throughout the industry.

Sincerely,

**Chris Sterling** President. Board of Directors



### 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 Net-Zero™, Viridiant helps to set a path for sustainable, affordable, energy-efficient construction. Viridiant's technical experts work as a trusted third party 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. 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, thirdparty verification and diagnostic testing ensure that all EarthCraft buildings are a cut above the norm. By incorporating energy- and resourceefficient 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.

KC Bleele





**KC Bleile** Executive Director

# WE NEED YOUR SUPPORT

Help us ensure greater availability of high-performance housing throughout our region by donating today. viridiant.org/donate

# MEET OUR EARTHCRAFT FAMILY

# Meet Gary Hope and his daughter, Diamonique.

They live in their home on Union Street in Hampton, VA, but this is not your average home or family. This home is Viridiant's 20,000<sup>th</sup> EarthCraft-certified home, the first Blueprint for the Future home, and the first "Habitat for Heroes" home built by Habitat for Humanity Peninsula and Greater Williamsburg. And if there is anyone who deserves this top-of-the-line home, it is Gary Hope.

six other people. Gary and his daughter moved into their EarthCraft-certified home in May 2017, and while most rooms still need furnishings and décor, Diamonique's bedroom is perfect, down to the paint color.

Gary was quick to notice the energy-efficient light bulbs and thick insulation in the attic. Despite several 90+ degree days in May and June, "We haven't had to use the air conditioning yet," Gary said. Thanks to the tight building envelope, sealed ductwork, and insulation, the inside of this home stays comfortable even when it is uncomfortable outside.

Gary was wounded and honorably discharged after serving four years in the United States Army. After wandering the aisles at a local job fair, Gary stopped to hear more about Habitat for Humanity. Gary learned that he qualified for a home through Habitat's application process and jumped at the opportunity. Gary dedicated 200 "sweat equity" hours to the Habitat affiliate, working at his house and at Habitat's Newport News ReStore business. But he didn't stop there.

"I met others in the program who had trouble getting their hours due to school or work, so I kept volunteering and donated the extra hours to others who needed them," said Gary.

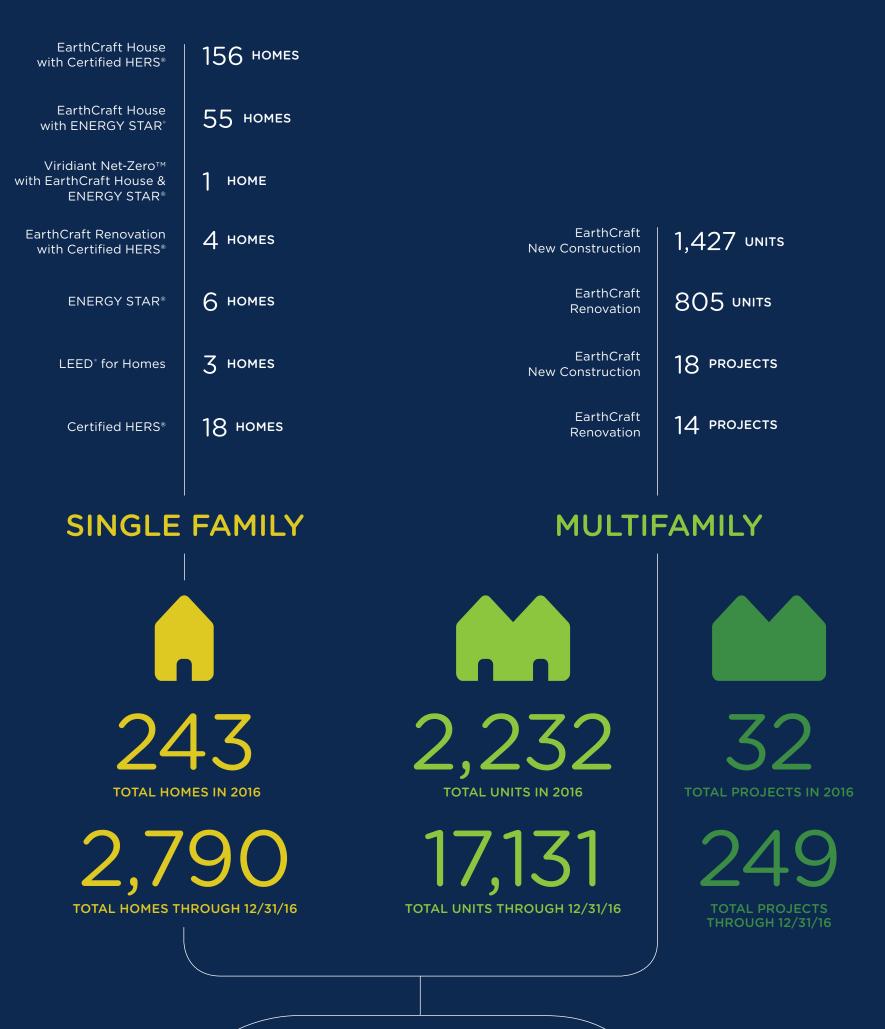
Gary is a dreamer. He had always prayed for the opportunity to create a stable life for himself and his daughter. "This home has been a dream come true," Gary said. This is Gary's first home; he previously lived in a three-bedroom home with

This partnership, this family, this home-this is why Viridiant exists. At the end of the day, the Viridiant organization and staff are fueled by knowing that 20,000+ individuals and families, including Gary and Diamonique, live in sustainable homes that save them money, keep them healthy and comfortable, and protect the environment for future generations.

#### THE IMPACT OF 20,000

In early 2017, Viridiant certified its 20,000<sup>th</sup> EarthCraft home. This means 20,000 homes that use fewer resources, conserve energy, and help protect our environment for future generations. This also means 20,000 families who enjoy healthy, comfortable, sustainable homes with low utility bills.

# FAMILIES SERVED IN 2016





19,921

FAMILIES SERVED THROUGH 12/31/16

# WE NEED YOUR SUPPORT

Families living in energy-efficient, sustainable homes experience increased comfort, improved health, and lower utility bills. Help us serve more families by making a donation today. *viridiant.org/donate* 

# PARTNERSHIP HIGHLIGHTS

### The Little Ten is 1 of 12 awarded national fellowship

In early 2017, the U.S. Department of Housing and Urban Development (HUD) awarded The Little Ten Housing Authorities of Southwest Virginia, Inc. (The Little Ten) one of 12 spots nationwide in the Affordable Housing Utility Benchmarking Fellowship program. Through a competitive grant process, The Little Ten received a Climate Corps fellow during Summer 2017 to provide assessment of actual utility consumption for the portfolios of 10 housing authorities.

This investment will lower residents' utilities, provide more accurate utility allowances, and help housing authorities to strategically reinvest resources.

The Little Ten, representing 10 authorities in southwestern, rural Virginia, with support from non-profit partner Viridiant, will leverage a Climate Corps fellow to identify a sample of the housing stock throughout the region, train authority representatives, create a benchmarking plan, initiate benchmarking, and provide options and return on investment (ROI) for utility improvement. This investment will lower residents' utilities, provide more accurate utility allowances, and help housing authorities to strategically reinvest resources. Viridiant has committed to assist the fellow and housing authorities in interpreting benchmarking results, prioritizing opportunities to reduce utility cost through management, education, and resident operation and energy efficiency improvements, and determining anticipated ROI.

### Habitat for Humanity

In 2008, former Habitat for Humanity Virginia Executive Director, Sylvia Hallock, found natural alignment for Virginia's Habitat affiliate chapters to build green with the EarthCraft program. "I want every Habitat home in Virginia to meet EarthCraft certification within the next 5 years," Ms. Hallock said, noting the economic and health benefits of tight, energy-efficient homes. "Think of the clean air, the consistent temperature throughout the home, and the controlled humidity that will reduce harmful moisture and mold. It is just the right thing for us to do for our partner families."

As with many success stories, the stars were aligned. Virginia was one of four states nationally to receive Home Depot Foundation funding from Habitat for Humanity International to staff a statewide coordinator under the Better by Design initiative. Additional funding was secured by Habitat for Humanity Virginia to provide training and technical support to affiliates and cover both construction and certification costs for each EarthCraft home certified. Viridiant provided administrative services, technical training and support, and reduced certification costs to participating affiliates.

Think of the clean air, the consistent temperature throughout the home, and the controlled humidity that will reduce harmful moisture and mold. It is just the right thing for us to do for our partner families.

#### EARTHCRAFT MULTIFAMILY PROJECTS CERTIFIED IN 2016

EARTHCRAFT MULTIF	FAMILY PROJECTS CERTIFIED I	N 2016
PROJECT NAME	DEVELOPER	LOCATION
Armstrong Place	Rush Homes	Lynchburg, VA
Baker Woods Apartments	R.A. Lawson Corporation	Virginia Beach, VA
Cary Street Preservation	Better Housing Coalition	Richmond, VA
Catalina Crossing Apartments	Marlyn Development Corporation	Chesapeake, VA
Cedar Creek Phase I Apartments	T.M. Associates, Inc.	Middletown, VA
Commerce Village	Harrisonburg Redevelopment & Housing Authority	Harrisonburg, VA
Crescent Square	Virginia Supportive Housing	Virginia Beach, VA
Ferncliff North Apartments	Related Affordable	Roanoke, VA
Frank Roane Apartments	Lynchburg Covenant Fellowship	Lynchburg, VA
Hatcher Tobacco Flats	Genesis Properties	Richmond, VA
Hunting Hills Apartments	Community Housing Partners	Blacksburg, VA
Iron Bridge Road Apts	GEM Management, Inc.	Chester, VA
Jackson Crossing	AHC, Inc.	Alexandria, VA
Langston Park Apartments	Community Housing Partners	Hopewell, VA
Liberty Pointe	The Woda Group, Inc.	Petersburg, VA
Linden Grove	Community Housing Partners	Christiansburg, VA
Miller Homes at Poplar Creek	South Side Outreach Group, Inc.	South Boston, VA
New Phoenix Village	Hampton-Newport News Community Services Board	Newport News, VA
Northwinds Apartments	National Foundation for Affordable Housing Solutions, Inc.	Wytheville, VA
Overlook Terrace Apartments	Community Housing Partners	Fredericksburg, VA
Riverwood Apartments	Related Affordable	Colonial Beach, VA
Riverwoods at Tollgate	Pax-Edwards, LLC	Abingdon, MD
Royal Hills Apartments Phase I	T.M. Associates, Inc.	Front Royal, VA
Studios II	Virginia Supportive Housing	Richmond, VA
Summit Place	Community Housing Partners	Rich Creek, VA
Surry Village II Apartments	T.M. Associates, Inc.	Spring Grove, VA
The Shire	GEM Management, Inc.	Chesapeake, VA
The Springs Apartments	Arlington Partnership for Affordable Housing	Arlington, VA
Town Center at Aquia	The Franklin Johnston Group	Stafford, VA
Townhomes at Warwick Place	Canterbury Enterprises, LLC	Richmond, VA
Victoria Place	Beacon Construction Company	Victoria, VA
Winston's Choice	Pax-Edwards, LLC	Aberdeen, MD



#### **BUILDING PARTNERS WITH EARTHCRAFT HOUSES IN 2016/2017**

YEARS WITH EARTHCRAFT	BUILDER	LOCATION
Over 10	Bain-Waring	Richmond, VA
Over 10	Benchmark Building Corporation	Virginia Beach, VA
Over 10	Green Valley Builders, Inc.	Blacksburg, VA
Over 10	Habitat for Humanity of Greater Charlottesville	Charlottesville, VA
Over 10	Miller Custom Homes	Virginia Beach, VA
Over 10	Shelter Alternatives, Inc.	Blacksburg, VA
Over 10	Wayne Harbin Builder, Inc.	Williamsburg, VA
Over 5	Associated Contracting Services, Inc.	Portsmouth, VA
Over 5	Bench Mark Builders	Roanoke, VA
Over 5	Habitat for Humanity in the Roanoke Valley	Roanoke, VA
Over 5	Habitat for Humanity of Winchester-Frederick County	Winchester, VA
Over 5	J. Hall Homes, Inc.	Spotsylvania, VA
Over 5	Latitude 38, LLC	Charlottesville, VA
Over 5	Miller & Associates	Richmond, VA
Over 5	Southern Development Homes	Charlottesville, VA
Over 5	Southside Community Development & Housing Corp.	Richmond, VA
Over 5	Stonehaus Construction, LLC	Charlottesville, VA
Over 5	The Carpentry & Painting Experts	Richmond, VA
Under 5	Colony Builders	Afton, VA
Under 5	Dan Guinn Homes	Gloucester, VA
Under 5	David Frank Homes	Roanoke, VA
Under 5	EnviroHomeDesign, LLC	Arlington, VA
Under 5	European Homes of Albemarle	Charlottesville, VA
Under 5	Evergreen Contracting Corporation	Toano, VA
Under 5	Evergreen Homecrafters LLC	Midlothian, VA
Under 5	Fauquier Habitat for Humanity	Warrenton, VA
Under 5	Green Mountain Construction, LLC	Charlottesville, VA
Under 5	Habitat for Humanity Northern Virginia	Arlington, VA
Under 5	Habitat for Humanity of Washington, D.C.	Washington, DC
Under 5	Habitat for Humanity Peninsula and Greater Williamsburg	Newport News, VA
Under 5	Health E Community Enterprise	Williamsburg, VA
Under 5	Hollyport Ventures, LLC	Henrico, VA
Under 5	MDA Homes LLC	Chesterfield, VA
Under 5	Old Dominion Innovations	Ashland, VA
Under 5	R.E. Collier, Inc.	North Chesterfield, VA
Under 5	Richmond Metropolitan Habitat for Humanity	Richmond, VA
Under 5	Ryan Homes	Williamsburg, VA
Under 5	Staunton-Augusta-Waynesboro Habitat for Humanity	Staunton, VA
Under 5	Stony Point Design/Build, LLC	Charlottesville, VA
Under 5	Theta Homes, LLC	Midlothian, VA
Under 5	TriCo Service Corp.	Seaford, VA
Under 5	US2BG Contracting, LLC	Glen Allen, VA

SYLVIA HALLOCK, former Executive Director, Habitat for Humanity Virginia

In 2009, upon Ms. Hallock's retirement, Overton McGehee continued the partnership by committing to continue the Virginia Habitat Better by Design program, encouraging affiliates to stay in partnership, seeking additional funding, and including EarthCraft workshops at Habitat for Humanity Virginia state conferences.

By 2013, nearly 90% of the active Habitat affiliate chapters statewide were building with the EarthCraft House program. But as construction and certification funding diminished, so did local Habitat affiliate participation.

Viridiant, in partnership with Habitat for Humanity Virginia and local affiliate chapters statewide, has facilitated third-party guidance and verification to certify EarthCraft homes for 448 partner families. Viridiant offers design feedback to optimize energy, comfort and sustainability, and to protect the investment of both the affiliate and partner family. *Please contact us if you are interested in participating in this important program.* 

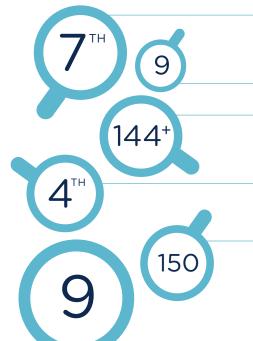
# EARTHCRAFT ENERGY SAVINGS



TOTAL ANNUAL SAVINGS

viridiant.org/2016-energy-savings

# **EDUCATION & OUTREACH**



Annual Sustainable Leadership Awards hosted to celebrate the organization's 10th Anniversary and newly launched brand with 151 guests.

**New** builder members welcomed.

**Developers, architectural firms, and general contractors** worked with on 137 EarthCraft Multifamily projects, 32 of which certified in 2016.

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

**Earth Day 5K runners** brought to Shockoe Bottom to enjoy a scenic run through the city and along the James River. Hosted in conjunction with the Richmond Earth Day Festival, runners, in their official race shirts, enjoyed the festival with the other 6,500 festival attendees.

# 2016 STATEMENT OF ACTIVITIES

SUPPORT & REVENUE	
Program Services	\$1,089,003
Sponsors	\$48,493
Grants	\$3,784
Events	\$32,089
Donations	\$7,094
Other	\$23,708
Realized Loss on Investments	(\$4,125)
Unrealized Gain on Investments	\$21,576
Interest Income	\$22,244
Net Assets Released from Restriction	\$1,243,866

#### EXPENSES

Events presented or exhibited.

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

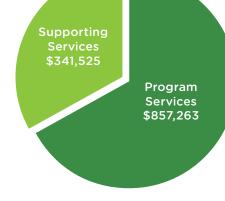
**People** reached through 6 in-person lectures and webinars, as part of Viridiant's Building Science Lecture Series.

Habitat for Humanity homes certified.

**Published** building science lecture series bulletins reaching 160 people.

Annual Richmond Environmental Film Festival presented at and partnered with 22 other sponsors. Over 1,000 people came to view the films.

**Industry colleagues** trained at 4 EarthCraft Building Professional trainings.



Total Expenses: \$1,198,788

# MAKING THEIR DREAM HOME A GREEN HOME

#### HONOR'S CORNER RESIDENCE

Margaret (MA) Powers and her husband, Patrick, knew that one day, after raising their three children, they would build their forever home. They had purchased land in Goochland, VA. The peace and quiet of the country sounded appealing to them. But when they met the design team of Hollyport Ventures at an open house in Richmond's Museum District, the location of their forever home concept shifted to the urban fabric of an established Richmond neighborhood. The Museum district is a walkable neighborhood, nestled just north of Carytown, with historic Monument Avenue on its northern border and beautiful old homes perched on tree-lined streets. They searched for nearly two years before finding the perfect property: a corner lot to allow ample light and a home in need of a complete renovation.

One of the early challenges came when working with their architect to review the square footage and how much they would be expected to downsize. Keep in mind many individuals don't utilize an architect; Hollyport Ventures' typical client has accumulated the \$20,000-\$25,000 needed to employ their services. When MA realized their square footage was to be cut in half, she went home and measured off the new living room with painters tape. MA spent a week of sleepless nights contemplating how she would downsize. According to their architect, only 25% of people who pay for their services actually continue to build because they can't part with their stuff.

MA and Patrick have always lived with a small footprint, being mindful of how today's actions impact the future. They opted to use a rating and certification system because "It provided a level of consciousness and held us accountable." MA also wanted to know that the final project would be quantifiable—to know that she's part of something bigger, a team of individuals trying to protect the environment. They chose to certify their home, "Honor's Corner," with the EarthCraft House and LEED<sup>®</sup> for Homes certification programs.

Through the design and construction process, the Powers consistently found gaps in the market between the compatibility of products and the certification goals. They researched everything, from geothermal, decking, roof, and solar to wood flooring, windows, solar shades, paints, and cabinets—don't even ask MA about the cabinets! The process can be overwhelming. But it's worth it. MA believes in this and thinks others do too.

"Yes, people want this. People care, but they think it's cost-prohibitive and too complicated," she said. With the right partners and guidance, anyone can make their dream home a green home. Viridiant can help.



People care, but they think it's costprohibitive and too complicated," says MA Powers. With the right partners and guidance, anyone can make their dream home a green home. Viridiant can help.

## 2016 SUSTAINABLE LEADERSHIP AWARDS

#### **RECOGNIZING PEOPLE & PROJECTS FROM 2016**



THIS YEAR'S WINNERS

Visionary Award Mike Toalson, Home Builders Association of Virginia

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

Single Family Builder of the Year Evergreen Homecrafters, Midlothian, VA

Single Family New Construction Project of the Year: Home on Bethel Church Road, New Castle, VA—Shelter Alternatives

Single Family Renovation Project of the Year: Honor's Corner Residence, Richmond, VA—Hollyport Ventures

EarthCraft Single Family Debut Award EnviroHomeDesign, Arlington, VA

Habitat for Humanity Affiliate of the Year Habitat for Humanity of Greater Charlottesville

Multifamily Developer of the Year The Franklin-Johnston Group

Multifamily New Construction Project of the Year The Springs Apartments, Arlington, VA—Arlington Partnership for Affordable Housing

Multifamily Renovation Project of the Year Linden Grove, Christiansburg, VA–Community Housing Partners

#### TOP TEN HIGH-PERFORMANCE HOMES OF THE YEAR

**Top High-Performance Home Builder of the Year** Home on Bethel Church Road, New Castle, VA—*Shelter Alternatives* 

- #2 Home on Floyd Street, Blacksburg, VA-Shelter Alternatives
- #3 Home on Bunny Trail Drive, Blacksburg, VA—Shelter Alternatives
- #4 Home on Louisiana Street, Richmond, VA—*Health E Community* Enterprises
- **#5** Honor's Corner Residence, Richmond, VA—Hollyport Ventures
- **#6** Home on Clayborne Avenue, Alexandria, VA—*Habitat for Humanity Northern Virginia*
- **#7** Home on Clayborne Avenue, Alexandria, VA—*Habitat for Humanity Northern Virginia*
- **#8** Home on 5th Street SW, Charlottesville, VA—*Latitude 38*
- **#9** Home on Willowlawn Way, Virginia Beach, VA—*Benchmark Building Corporation*
- #10 Home on Riverside Avenue, Charlottesville, VA—Latitude 38



# BOARD OF DIRECTORS

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\*designates outgoing board member in 2017

# 2016 DONORS

#### A sincere thank you to all supporters

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

- Sylvia Hallock and Rosa Jimenez-Vazquez, in memory of Peggy Benson
- Michael Hawkins
- Chris Sterling

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

#### • KC Bleile

#### Green Guru (\$250-\$499)

- Chris Conway
- Creative Conservation Company, Inc.
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- Mark and Martha Raper, in honor of Stuart Nuckols
- Retnauer Baynes Architects, in celebration of improving our built environment
- Joe Sarver
- Linda Shankle, in memory of Patricia P. Dupree
- Manon Shankle
- Sunbiosis PLC
- Austin Walther
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- Brenda Willis

#### Community Contributor (Up to \$99)

- Philip Agee, for the birthday of Matthew Waring
- Tim Dunkum
- Sean Evensen-Shanley
- Lindsay Riesbeck
- Matthew Waring

# 2016 SPONSORS

- Mitsubishi
- Huber Zip
- WaterFurnace
- Panasonic
- Virginia Housing Development Authority
- James River Heating & Air Conditioning
- Ultra-Aire
- Macy's
- Virginia Department of Housing and Community Development
- Superior Walls of Central Virginia
- Community Housing Partners
- Habitat for Humanity Virginia
- HVAC by JM, LLC
- Renew Aire/The Joyce Agency
- Virginia Community Development Corporation
- Tim Dunkum, Rashkin and Saunders
- ECK Enterprises
- Ferguson
- SB Cox
- Sigora Solar
- Rappahannock Electric Cooperative
- Ellwood Thompson's
- Sustainable Design Consulting
- Black Hand Coffee
- Lucky Foot
- REI
- Richmond Printing
- Road Runner Running Store

The construction principles that Viridiant embraces, upholds, and enforces are important not only to me, but critical to future generations of homeowners, commercial building owners, and dwellers of all kinds. The ultimate positive impact that Viridiant-compliant construction can have on Mother Earth and her inhabitants—profound.

-JOE SARVER, Viridiant Board of Directors, 2010-2017

# 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 buildings, 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.



# viridiant

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