

# GREEN BUILDING

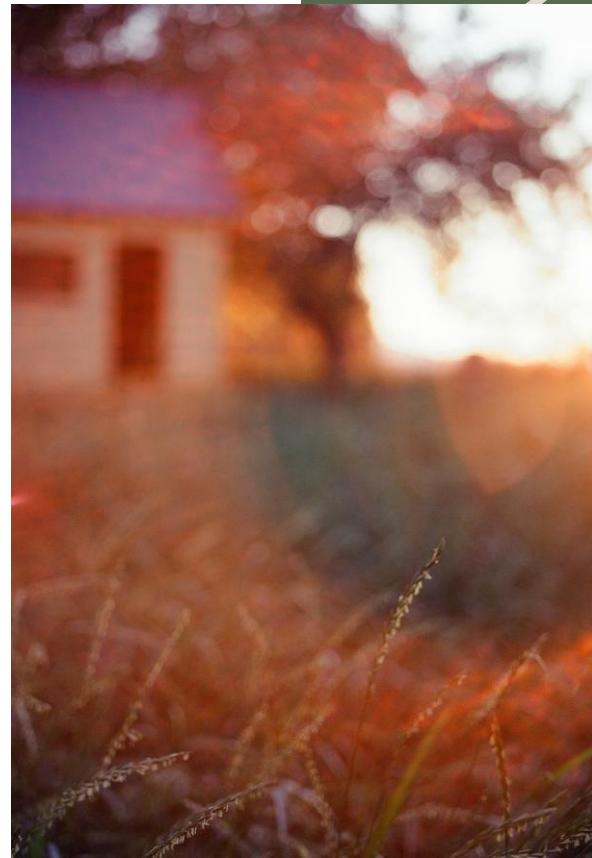
## AND FOUNDATION FUNDRAISING

How to inform, approach, and engage  
foundations for green building funding.



# NORMS FOR THE WORKSHOP

1. Be present (cell on silent and put away).
2. Manage your own needs while respecting other people's ability to stay focused.
3. If you need to take a text or call, please step outside to do it.
4. Own your own learning.
5. Try then learn.
6. Only left answers.

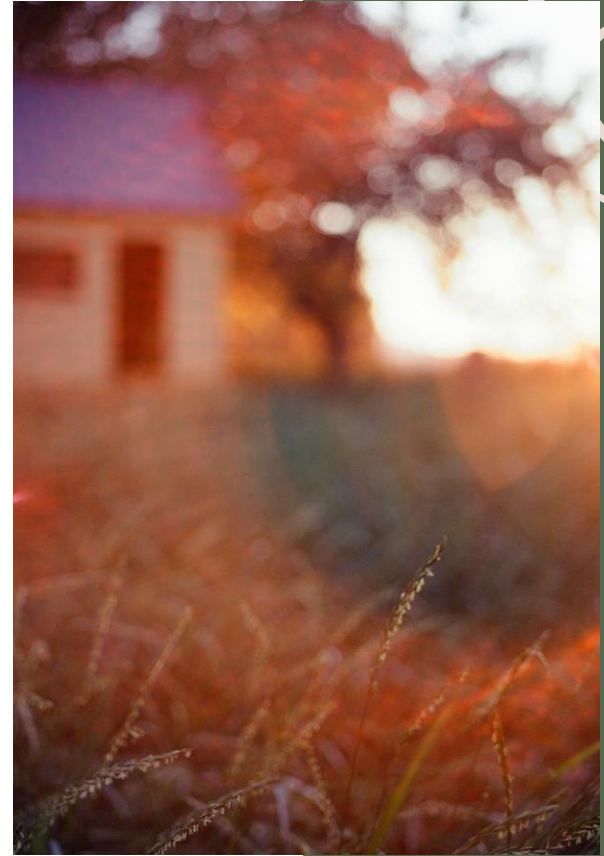


# INTRODUCTIONS

Who is in the room?

In 60 seconds please share

- Your name
- Your role
- Why you are here today and what you hope to learn



# WORKSHOP AGENDA

**01**

**ACTING WITH  
INTEGRITY**

**02**

**ASKING WITH CLARITY**

**03**

**DEVELOPING WITH  
PURPOSE**

**04**

**KEY TALKING POINTS**

**05**

**BUILDING A CASE FOR  
SUPPORT & PROPOSAL**

**06**

**PARTICIPANT Q&A**



# **ACTING WITH INTEGRITY**

Funders fund people, not projects.

Mike McCoy - The Meadows Foundation



# THE BASICS



## DELIVER

Develop a reputation  
for doing what you  
say you'll do, when  
you say you'll do it.  
Communicate.  
Share successes and  
challenges.



## INFORM

This



# ASKING WITH CLARITY

The key to successful fundraising is asking people for what they want to give.  
Aleta Stampley – Tolleson Wealth Management

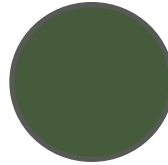


# THE BASICS



## FINDING FUNDERS

Search engines.  
AI searches - Chat GPT.  
Literary reviews –  
donor mentions in  
project case studies.



## FRAMING THE ISSUE

Help the donor see  
how this new direction  
connects to their  
existing initiatives



## RELATIONSHIPS

Send newsletters.  
Email project-specific  
information.  
Make a call.  
Invite to a site visit  
and if possible, hear  
from a user.  
Follow up.  
Say thank you.





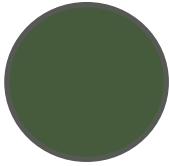
# DEVELOPING WITH PURPOSE

Quote here from Karen.

Source– Company

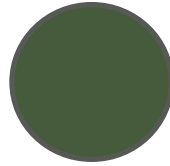


# THE BASICS



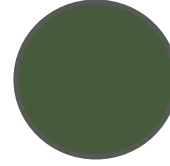
## SUBTITLE

Explanatory text...



## SUBTITLE

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# PASSIVE HOUSE CONSTRUCTION

## **PHIUS (Passive House Institute US) Components for North Texas Humid-Subtropical Climate Zone**

1. Nine projects in the pipeline statewide from planning to fully certified; 11 PHIUS certified builders in Texas (growth/jobs opportunity for nonprofit builders and developers)
2. Foundation R12 - Insulated slab perimeter (can be in conflict with post-tensioned slab practices); continuous insulation not required or recommended in North Texas w/lower ground temperatures
3. Walls R30.475 - 2x6 framing with R23-26 Rockwool (no foam), standard sheathing, 2" rigid insulation, double top plate, no thermal bridges
4. Roof R55 (IECC R38) - Insulation under roof deck, low-absorptive (light color) shingles, 24" overhangs
5. Windows U-value 0.24 - Focus on shade (passive solar gain during the winter, complete shading in the summer), limit west windows, maximize north windows, high-performance triple-glazed instead of double paned (minimal additional cost), cross ventilation, 20-30% window to wall ratio
6. HVAC/Cooling SEER 16 - point source cooling not effective, use programmable ducted mini-split in attic, no central AHU; dehumidification for super-airtight construction (.06 CFM/SF), ceiling fans, ERV
7. Hot water - on demand water heater or air-source heat pump in attic
8. Energy - goal is net-zero renewable energy systems, full electrical, natural gas or propane backup up generator for grid outages, 14,000 kWh/yr (40-75% savings); roof PV system with battery storage

# CHALLENGES

In many regions of the U.S., all-electric multi-family Passive House projects are being constructed at the same cost or close to the same cost as conventionally designed buildings. *Passive House Network*

**\$191**

Annual energy cost;  
\$700-\$1500 savings  
Source:

**3.5%**

Equivalent annual income  
increase @ 50% AMI  
Source:

**16,000**

Passive house designed  
units nationwide in  
2023  
Source:


**-4%**

Cost drop within 1 year of  
adoption of  
practices  
Source:



# **BUILDING A CASE FOR SUPPORT & PROPOSAL**

Quote here from Regina  
Source– Company

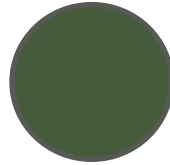


# THE BASICS



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Follow up.  
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# RESOURCES ON HAND

## HUMAN RESOURCES

The project team is responsible for the successful execution of the project. The team is composed of experienced professionals with the necessary skills and expertise to complete the project on time and within budget.

## FINANCIAL RESOURCES

Our project budget is \$\_\_M. This budget contains all the expenses associated with the project, including salaries and equipment. We have allocated XYZ resources to ensure that we are able to complete the project.

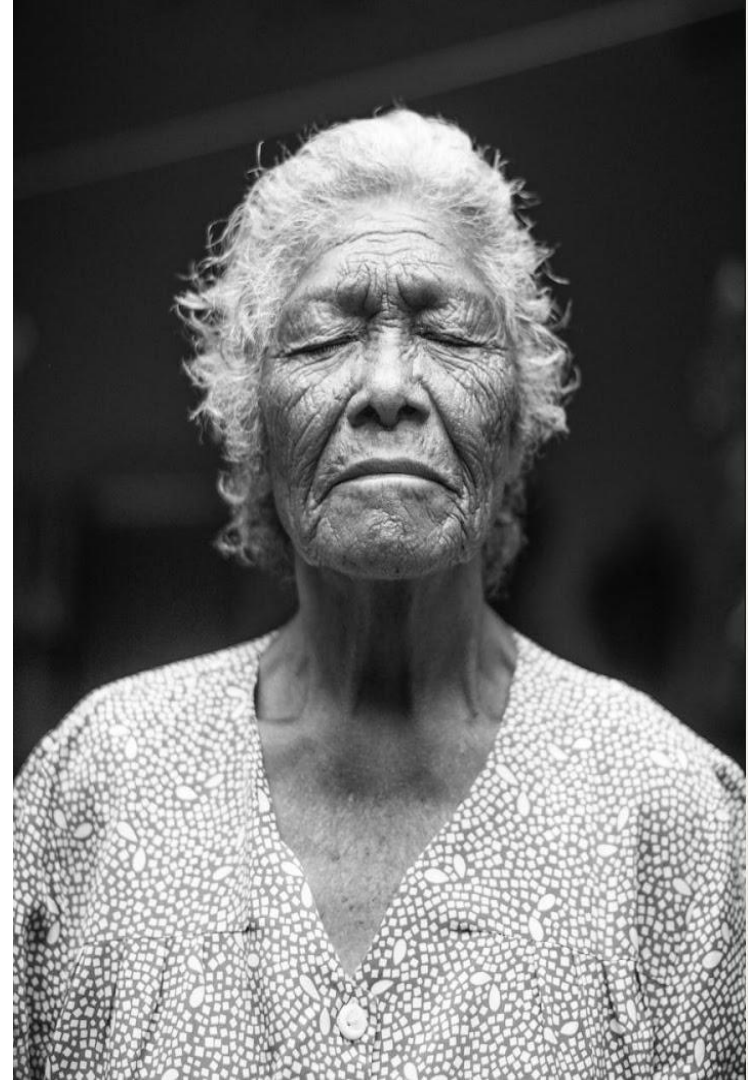
## PHYSICAL RESOURCES

Our project requires consultants, a site, a general contractor and key subs, and several layers of funding. Our sources for these things include \_\_\_\_\_.

# CREATE A SUCCESSFUL PROPOSAL

Creating a project proposal can be done in five steps:

1. Identify yourself
2. State the need (with evidence)
3. Insert your proposed response (not solution)
4. Define the project objectives and timeline
5. Identify resources needed to complete the project and where you plan to get them
6. Share your accomplishments to date
7. Develop a budget for the project and estimate any potential risks associated with it





# BUDGET

## SOURCES OF FUNDING

Other donors (committed and proposed)

Earned income

Individuals

Loans and PRIs

Own funds

## EQUIPMENT AND MATERIALS

Equipment and materials costs refer to all the expenses related to the purchasing, maintenance and upkeep of any physical items used in production or other business processes inside the company

## PERSONNEL COSTS

Hiring, training and retaining staff. This can include salaries, bonuses, benefits and other payroll-related costs.

## TRAVEL AND MISCELLANEOUS

Travel and miscellaneous costs refer to expenses related to any travel-related activities, such as conferences, trainings or business trips.

It may also include office supplies, communications services, licenses and other miscellaneous expenses



# KEY TALKING POINTS

Quote here from Karen.

Source– Company



# THE ISSUE

“By 2050, Dallas is likely to experience a 5° F increase in mean temperature during summer months if global greenhouse gas emissions continue to increase. Climate models also predict a decrease in overall annual precipitation, and an increase in the frequency, intensity, and length of severe droughts. Over the next few decades, seasonal swings in weather will be extreme, with colder, wetter winters and hotter, dryer summers. **Climate change will impact every part of daily life in Dallas.**”

City of Dallas 2020

Comprehensive Environmental Climate Action (CECAP)

# CHALLENGES

**110/115F**

Summer high temperatures  
in North Texas

Source:

**116F**

100K heat-related deaths  
in Europe in 2022 and 2023

Source:

**+14%**

Higher cost of utilities in  
Dallas in 2023 vs. other US  
cities and states

Source:

**2.2% vs 40%**

Additional total cost for  
LEED Gold vs, lifetime ROI

Source:

**+\$8K**

Additional mortgage  
capacity @ \$50/mo utility  
savingsSource:

**14**

Projects underway in Texas  
with WELL certification

Source:



**Q&A**

# THANKS!

**CREDITS:** This presentation template was created by **Slidesgo**, and includes icons by **Flaticon**, and infographics & images by **Freepik**

