



EarthCraft Virginia

2014 Annual Report



Who is EarthCraft Virginia and What Do They Do?

EarthCraft Virginia is a non-profit organization devoted to advancing sustainable, affordable, and energy efficient construction in Virginia, Washington, DC and Maryland through education and technical support. Engaging with EarthCraft Virginia means choosing an authority in highly advanced building science. EarthCraft Virginia's technical experts work as a trusted third party to keep construction on track towards improved efficiency, durability and affordability, while making sure the building is completed with minimal waste and environmental impact.

Beyond offering project certification, EarthCraft Virginia is active in the community, offering educational opportunities across the building community to include builders, developers, architects, realtors and more promoting the advancement of the green movement by working with policy makers to make green innovations more mainstream and accessible.



Strategic Plan

In 2014, EarthCraft Virginia embarked on a strategic planning process to help shape the future of the organization. With a focus on growing the organization's reach and expanding support of the green housing market, the three-year strategic plan includes specific goals around: rebranding the organization; supporting growing demand for affordable, green housing in Maryland; increasing funding capability and collaborating with like-minded organizations and individuals; expanding into the Low Income Housing Tax Credit programs of Virginia, Maryland, and Washington, DC; and continuing to develop services for the new and renovated single family home market.

Values:

Integrity
Knowledge
Leadership
Collaboration

Education and Outreach

- Trained 82 industry colleagues at 4 EarthCraft Building Professional trainings
- Welcomed 19 new builder members
- Worked with 23 developers on 38 EarthCraft Multifamily projects
- Certified 38 Habitat for Humanity homes
- Trained 7 realtors and certified 1 realtor as an EarthCraft Real Estate Sales Professional
- Hosted HERS Combustion Safety and Work Scope Training for 22 Home Energy Raters
- Hosted the 2nd Annual Earth Day Race Without a Trace in conjunction with Enrichmond's Earth Day Festival bringing 75 runners to Shockoe Slip and the James River. Sponsors included: YMCA of Greater Richmond, Black Hand Coffee, Hardywood Park Craft Brewery, REI, and Clif Bar. Runners, in their official race shirts, enjoyed the festival with the other 6,500 festival attendees
- Completed our first building science lecture series in March 2014 reaching 128 people and launched the second series in October 2014 which included a new webinar option to allow for virtual participants from all across the US.
- Partnered to present Richmond's 4th Annual Environmental Film Festival with over 2,000 attendees
- Presented to various groups including: Governor's Housing Conference, Community DIG RVA Conference, VHDA How to Apply Workshop, American Institute of Architects Washington, DC, Green Drinks RVA, Blue Sky Fund, Virginia Housing Credit Conference, American Society of Home Inspectors, The Housing Association of Nonprofit Developers
- Exhibited at: Green Living Expo, New River Valley Home Expo

Friends and Supporters,

Another year under our belt, and EarthCraft Virginia continues to make significant impact across the housing market. With solid industry support, increased community outreach, and the completion of a first-of-its-kind research study, EarthCraft Virginia successfully serves the region by providing top-notch, unbiased building science expertise to builders, developers and homeowners alike.

For the past eight years, EarthCraft Virginia has worked day-in and day-out to ensure Virginia residents have the ability to make their dream home a green home. We speak from experience – Sylvia's two and a half year old green, dream, EarthCraft home still performs beautifully with average monthly utility bills around \$100, amazing air quality, and increased comfort. In 2014, EarthCraft Virginia's dedicated staff and board began to lay the foundation for the broadening and deepening of this goal by expanding our programmatic reach beyond Virginia and embarking on a strategic planning process to shape the direction of the organization moving forward. Guided by the organization values, created in 2014, of integrity, knowledge, leadership, and collaboration, EarthCraft Virginia is thrilled to continue to deliver the EarthCraft family of programs while also exploring new services and activities that will allow us to touch more buildings, reach more families, and make more dream homes into green homes.

We cannot do it without you. A huge thank you to all of our supporters and partners who made 2014 such a tremendous year, and as we move forward towards an exciting future, we invite you to join us by making your investment into our mission-driven, non-profit organization. Cheers to 2014!

Sylvia Hallock, President, Board of Directors
KC Bleile, Executive Director

Your Support Matters

EarthCraft Virginia, a 501c3 non-profit, prides itself on offering superior quality, affordable programs that can suit the needs of any builder, developer or homeowner 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.

“Piedmont Housing works with EarthCraft Virginia on all our affordable multifamily apartment projects. 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.”

– Kevin Wood, EarthCraft developer

Families Served

Total (as of 12/31/14)

Total # of families served	2,466	15,308
Single Family	180	2,159
Renovation	4	494
New Construction	176	1,665
Multifamily	2,286	13,149
Renovation	1,191	7,886
New Construction	1,095	5,263

2014 IMPACT ENERGY SAVINGS

Impact projections based on unit-level REM/Rate 14.6.1v data converted to projected source use energy savings across all 2014 certified homes.

For more information on this infographic, visit www.earthcraftvirginia.org/2014infographic.

In 2014, EarthCraft Virginia certified 2,466 homes

Multifamily

Average HERS = 67
33% more energy efficient than a standard new home



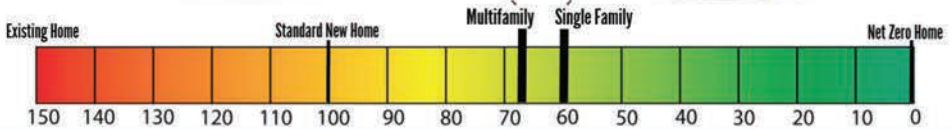
2,286 units

Single Family

Average HERS = 60
40% more energy efficient than a standard new home



180 homes



Eliminating



62 gigawatts hours of energy



47,345 tons of carbon dioxide*

That's the same as...

not burning
46 MILLION LBS
of coal

planting
35,206 ACRES
of U.S. forest

That sure is a lot of savings!

Will you help us keep it going?

*Source: EPA



Donors

Passionate Protector: Green Valley Builders and Sylvia Hallock

Healthy Home Hero: Diane Lewis, Brenda Willis, and The Drying Company

Green Guru: Gary Schwam and Airflow Home Energy Diagnostics

Sustainable Supporter: Hank Miller, Nicholas Nestor, Tyler Nichols and Chris Sterling

Other

John Dunlap, Paul Ferguson, Joe Sarver, Jeff Sties and Arild Trent

2015 Sustainable Leadership Awards

recognizing people and projects from 2014

Visionary Award

Jim Chandler, Virginia Housing Development Authority

Single Family Builder

Southern Development Homes, Charlottesville, VA

Single Family Project

Home on Chisholm Place, Charlottesville, VA, Promethean Homes

EarthCraft Single Family Debut Award

Health E Community Enterprise of VA Inc, Richmond, VA

Multifamily New Construction Project

Arlington Mill Residences, Arlington, VA, Arlington Partnership for Affordable Housing

Multifamily Renovation Project

Greenstone on 5th, Charlottesville, VA, Community Housing Partners

Habitat for Humanity Affiliate

Habitat For Humanity in the Roanoke Valley, Roanoke, VA

Most Energy Efficient Home

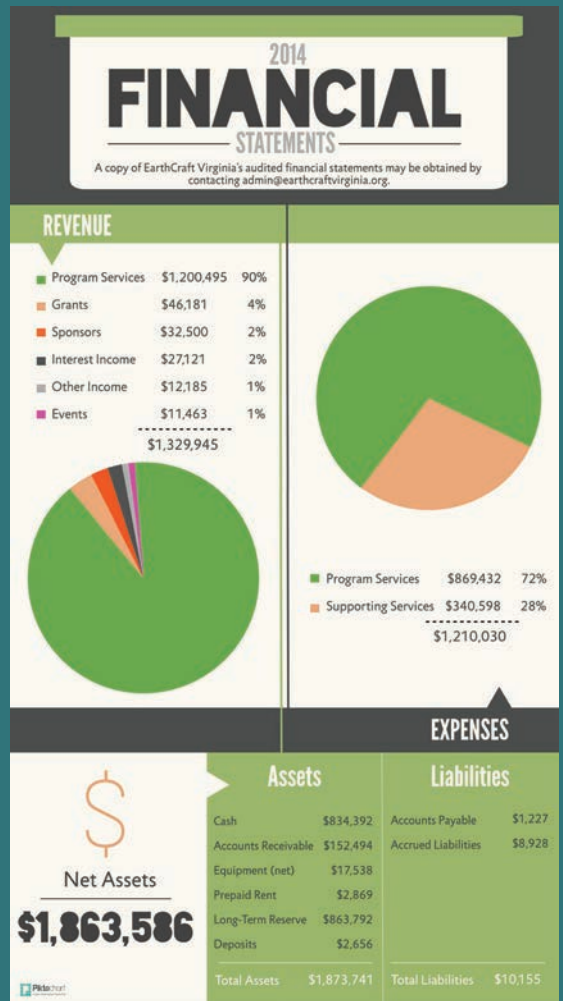
Home on Louisiana St, Richmond, VA, Health E Community Enterprise of VA Inc

Special Recognition

Grissom Lane Net-Zero Apartments, Blacksburg, VA, Community Housing Partners

2014 Event Sponsors

- Virginia Housing Development Authority
- Superior Walls of Central Virginia
- Habitat for Humanity Virginia
- HVAC by JM, LLC
- VA Dept of Housing and Community Development
- VELUX Skylights & Sun Tunnels
- Hometech Consulting, LLC
- TS Realty, LLC



“Last year I moved into my EarthCraft Certified home which is approximately 35% larger than my previous home in Northern Virginia which was built in 2001. Currently, I use roughly 30-40% less energy and have an additional child. My family and I have noticed healthy indoor air quality & no temperature changes as you walk through the house. After speaking with a few neighbors & co-workers, our utility usage through the very cold months appears to be 20-50% less than theirs – which shows me that the components of an EarthCraft Certified home work and save money.”
- Andrew B. Owen, EarthCraft homeowner

Sponsors



COOLING & HEATING



BOSCH

Invented for life



WaterFurnace



Panasonic

James River
Air Conditioning Co.



UltraAire
WALK IN HOME VENTILATING DEHUMIDIFIERS



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2014 Board

President - Sylvia Hallock, Habitat Virginia
Vice President - Mark Waring, Bain-Waring Builders
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