



ANNUAL REPORT
2023



Our 2023 Successes

7,164 

affordable and market rate
multifamily units impacted

129 

events, workshops, and
trainings supported

511 

active projects

Friends,

At Southface Institute, it is always our goal to go bigger, do more, and build on past success. We are proud to report that 2023 was a year marked by collaborative learning, leveraging, and leading. Southface strengthened communities through invaluable learning opportunities, leveraged investments in resilience to create healthier environments, and lead the way for nonprofits to increase impact through more efficient bottom lines. Thank you to all who contributed to that extraordinary momentum!

Our outreach and education efforts equipped more people to make sustainable choices that save money, improve their wellbeing, and even advance their careers. In 2023, Southface led and supported 129 events, workshops, and trainings. We connected with construction workers, county commissioners, and so many others.

We also deepened our commitment to equity to help ensure that communities that are disproportionately impacted by issues like high energy bills and poor air quality are prioritized. Through EarthCraft and our Certifications team alone, Southface supported the sustainability of 7,164 affordable housing and market rate residential units. That means that residents not only have healthier living spaces but also more money to spend on things like food and childcare instead of utilities or emergency room visits.

In October, the U.S. Department of Energy awarded \$5.9M to Southface to make critical cost-saving improvements to nonprofits in disadvantaged communities. This investment reinforces our GoodUse program, which today yields \$3.8M in cumulative annual utility savings for nonprofits nationwide. Energy is the second highest cost for nonprofits, so every dollar saved can go toward community impact instead of overhead.

Overall, Southfacers drove impact through 511 active projects in 2023. Through it all, our message is one that unites: Common sense sustainability measures offer a direct path not only to decarbonization but also to a thriving economy, safe structures, healthy air and water, and basic comfort for all. Thank you for joining us in making the world a better place.

With gratitude,



James Marlow
President
Southface Institute



Liz York
2024-25 Board Chair

2023 | TIMELINE



Student learning from a Southface online training

January

- Led our first course of the year, ultimately training 1,367 trade workers on home energy ratings, HVAC systems, weatherization, and other sustainable building concepts.
- Performed an efficiency assessment on the first of 15 industrial facilities used in our research with Kennesaw State University in 2023. Overall, the team prepared 15 DOE reports, identifying \$2,069,967 in potential savings.

February

- Conducted blower door testing on the 202-year-old Octagon Museum in Washington, D.C. for a Sustainable Design Consulting project. The four new consulting projects launched in 2023 are estimated to save 3.7 million kWh of electricity and 2,596 metric tons of CO₂e emissions annually.

March

- Launched GoodUse Sarasota, an extension of our longstanding GoodUse program with a special pool of funds from local partners. In 2023, GoodUse awarded 52 efficiency projects to nonprofits, including 6 GoodUse Sarasota projects. The team also completed 54 projects, including GoodUse Sarasota's Save Our Seabirds project.



Octagon Museum, photo by Billy Wilson

Earth Day 2023 Tabling



April

- Engaged the community in 530 conversations across 17 Earth Day events in Florida and Georgia.

May

- Explored the cost effectiveness of different Georgia Power residential rate plans in the Electric Bills Decoded blog series.

June

- Honored Chick-fil-A Sustainability Lead Stephanie Armistead with the Luminary Award at our Summer Solstice Celebration.
- Co-led our first session with the North Georgia Conservation Coalition. In total, our Advocacy team engaged 700+ people across 18 workshops and events, including this series.



Luminary Award Winner, Stephanie Armistead, at the 2023 Summer Solstice



July

- Launched BIT Building, our sustainable O+M program and platform, putting operational improvements within reach for all facilities, regardless of age or current performance.

August

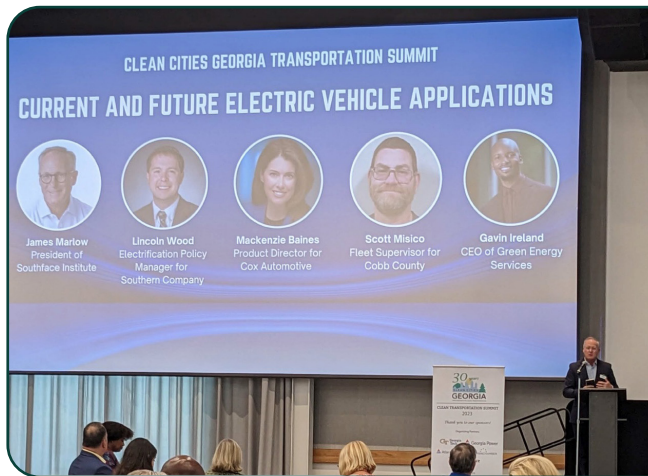
- Transitioned our popular Sustainability in Action Roundtable series back to in-person events.
- Welcomed three new Emerging Leaders, Carol Horlock, Benedict Kargbo, and Mark Lannaman, to support and learn from our program, development, and advocacy teams.



From left to right: Carol Horlock, Mark Lannaman, and Benedict Kargbo

September

- Joined Clean Cities Georgia—the Southface-hosted nonprofit dedicated to advancing clean transportation adoption—in their first Clean Cities Georgia Transportation Summit at Georgia Tech.



October

- Began the community-driven creation of the DeKalb County Clean Energy Plan.
- Received a \$5.9M DOE grant to help nonprofits in Justice40 communities save money on utilities.

November

- Established a new strategic plan to guide our impact and growth.
- Honored Dawn Brown and the Mercedes-Benz Stadium Green Team with the Argon Award at our 25th Visionary Dinner.



Dawn Brown with Southface President James Marlow at Visionary Dinner



Nathaniel Smith, Rising Star Award Winner, at the 2023 Winter Solstice

December

- Completed the final certification of 150 projects (and registration of 141 projects) through EarthCraft, impacting houses, commercial buildings, and multifamily homes. Out in the field, Southface's Certifications team also inspected 1,104 units and tested 235 units in the year.
- Reached 3,500 listens with Southface Sarasota's sustainability podcast, The Peel.
- Honored Partnership for Southern Equity Nathaniel Smith with the Rising Star Award at our Winter Solstice Celebration.

2023 | GOODUSE RECIPIENTS



Acton Academy at Serenbe



Alabama Theatre & Lyric Theatre



Annapolis Maritime Museum & Park



Automotive Training Center



Blue Heron Nature Preserve



Boys and Girls Clubs of Central Mississippi



Boys and Girls Clubs of Southern Nevada



Boys & Girls Clubs of the Valley



Dumas Wesley Community Center



Ekvn-Yefolecv



Emerson Unitarian Universalist Congregation



Feeding Northeast Florida



First Choice Primary Care



Georgia Justice Project



Girls Inc. of Columbus & Phenix-Russel



Girls Preparatory School



Goodwill of North Georgia



Grove Park Foundation



Habitat for Humanity DeKalb County



High Museum of Art



Historic Oakland Foundation



Hope for the Inner City



Levite Jewish Community Center



Lightshare Behavioral Wellness & Recovery



Lowcountry Food Bank



Miracle City Church



The Mountain Retreat & Learning Center



Music Conservatory of Sandpoint



No Boundaries: Integrated Services for Independent Living



Northminster Presbyterian Church



Pittsboro Presbyterian Church



Project 180



Rabun Gap-Nacoochee School



The SAE School



The Salvation Army Jonesboro Corps, Metro Atlanta Area Command, Miami Area Command, National Capital Area Command



Sarasota African American Cultural Coalition Inc.



Sarasota Opera



The Sarasota Players



Save Our Seabirds



Southside Theatre Guild



Tennessee Aquarium



Timber Ridge School



Trinity Community Ministries

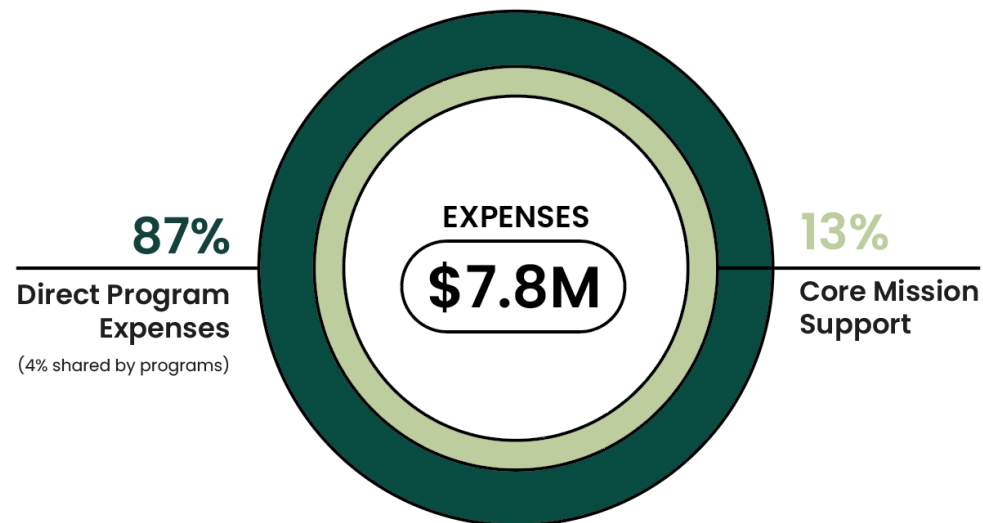
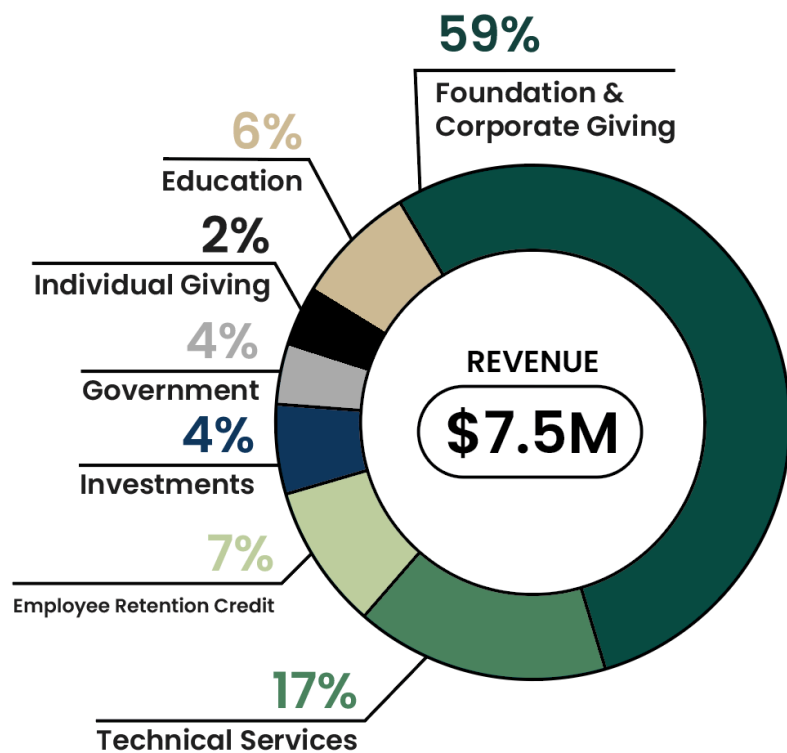


Wartrace Volunteer Fire Department



Wylde Center

2023 | AUDITED REVENUE & EXPENSES



Southface has been at the forefront of revolutionizing how we build and live since 1978, advancing sustainability efforts to the standards that we recognize today. As a 501(c)3 nonprofit dedicated to sustainability, our transformative programs champion equity and environmental stewardship. We are reshaping residential, commercial, and communal landscapes through education, research, advocacy, and technical assistance.

The truth is, we must remain agile and adaptive as we respond to the increased need for services to our communities. As we continued to recover from economic headwinds in 2023, our team worked diligently to adapt programming to match community needs. Southface was able to secure a significant Employee Retention Credit to help alleviate the effects of lost revenue as we work to boldly streamline programming, launch a new strategic plan, and drive impact for all the communities we serve. Through the generosity of our supporters, we will continue to build sustainably for life.

2023 | LEADERS

Southface Leadership



James Marlow
Southface President



Amber Whittle
Southface Sarasota
Executive Director,
VP Development and
MarComm at Southface
Board Chair



Tyrone Rachal
Red Rock Global LLC
Principal

Southface Board of Directors



Evelyn Bolden
Cox Enterprises
Senior Director, Strategy
and Investments



Dylan Howard
Baker Donelson
Shareholder



Denise Quarles
Siemens
Head of External Affairs,
SE Region



George Buchanan
2KB Energy Services
Founder and CEO



Caroline Mahoney
The Home Depot
Director of Finance



David Radlmann
Urban Eco Group
CEO



Sam D. Cook Jr.
JSB Public Affairs
Partner



Laura Marlow
My Net Watchman
EVP, Business
Development



Charles Reith, PhD
Sustainability Activist

Board Treasurer



Neil Desai
Federal Reserve Bank
of ATL
Sr Quantitative Specialist



Paula McEvoy
Perkins+Will
Co-Director



Will Sellers
Wholesome Wave
Georgia
Executive Director



Keith A. Douglas
The Whiting-Turner
Contracting Company
Executive Vice President



Elizabeth Moore
Philanthropist



Liz York
Center for Disease Control &
Prevention
Chief Sustainability Officer,
Associate Director for Quality
and Sustainability



Rawson Haverty
Haverty Furniture
Companies
Senior VP



David Paull
CompostNow
Founder

Board Secretary

Board Vice Chair




2023 | DONORS & SUPPORTERS

 FLORIDA DONOR / FUNDER  MEMBER
 SOUTHFACE STAFF  SOUTHFACE BOARD




\$100,000+

Cox Enterprises
Ghanta Family Foundation
GM Equity Grant
Hannon Armstrong Foundation
Movement Strategy Center (MSC)
The Arthur M. Blank Family Foundation
The Kendeda Fund


\$99,000 to \$50,000

Energy Foundation
\$49,999 to \$20,000
Goldman Sachs Philanthropy Fund 
Gulf Coast Community Foundation 
James Reilly 
New College of Florida
SeaGrape Foundation
Walter F. Reeves & Fran Irwin

\$19,000 to \$10,000

AEC Trust
Agnes Scott College
Caroline Pendergrast and Dennis Creech 
Georgia Pacific
Georgia Power
Rawson Haverty  
The Ray C. Anderson Foundation, Inc.
The Wilson Family Foundation (ATL)
Wells Fargo

\$9,999 to \$5,000

Atlanta Business Chronicle
Community Foundation of Sarasota 
Holder Construction Company
Southwire
The Home Depot Foundation

2023 | DONORS & SUPPORTERS

 FLORIDA DONOR / FUNDER  MEMBER
 SOUTHFACE STAFF  SOUTHFACE BOARD

**\$4,999 to
\$1,500**

CompostNow

Gray Kelly & Kim Blass 

Serenbe 

Target

The Fox Theatre

**\$1,499 to
\$500**

Andy Tugendhat 


Brandon Jones

Cherry Street Energy

Dave Radlmann, CGC,
LEED AP  

Eleanor G. Nalle 

Evelyn Bolden  

First Congregational
United Church of Christ
of Sarasota Inc. 

Georgia WAND
Education Fund Inc 

Henry Slack and Ellen
Cliburn Slack

J. Scott Mullennix 

James Marlow

Liz York  

Matthew Spaulding 

Molly Holm

Morgan Stanley

Philip Tavill 

Rheem 

Roots Down Foundation 

Sara-Bay Financial Corp 

SEI Group, LLC 

Steve and Marie Nygren

Talton 

The SAE School, Inc. 

Tim & Cindy McCollum 


2023 | DONORS & SUPPORTERS

 FLORIDA DONOR / FUNDER  MEMBER
 SOUTHFACE STAFF  SOUTHFACE BOARD

**\$499 to
\$125**

Abbey Patterson 

Amanda Atkinson

Amanda Hoffman 

Beril Toktay

Bill Abroms 


Bob Salvatelli 

Carlye Dooley 

Caroline Mahoney  

Cary Aiken 

Cary Mandeville 

Chris Boyle 

Christine Schlesinger 

Chuck Bursleson 

David Godfrey 


Dietmar Exler

Douglas Tucker 


Eleanor Chin 

Georgia Environmental Finance
Authority (GEFA) 

Jaishree Knauff 

Jakub Kuzminski 


James Pirch 

Jay Bassett 

Joe Thomas 

John DuConge 


Justin Thomas 

Kevin Brown 

Larry Peck 

Lucia Sizemore 

Lynn McIntyre 

Marilyn Brown 

Martha Abbott Pacini 

Mary Ellen Barker 

Michael Black 

Molly Malone 

Nitesh Chaudhary 

Pamela Gore Meade 

Paul Van Slyke 

Paula McEvoy 

Reinier Perez 

Ryan Peters 

Scott Shelander 

Shannon Goodman 

Stephanie Brown  

Stephanie Stuckey 

Tom Cross 

Topiku

Tyaisha Blount-Dillon 

Valerie Winrow 

William Abballe 


2023 | DONORS & SUPPORTERS

 FLORIDA DONOR / FUNDER  MEMBER
 SOUTHFACE STAFF  SOUTHFACE BOARD

**\$124 to
\$10**

Alexander Guerra 

Amazon.com

Amber Luck 

Amber Whittle 

Barbara Leach 

Bob Wicker 

Brittany Judson

Butch Whitfield

Christine Liaukus 

Claire Horn 

Dagmar Epsten 

Dan Loudermilk 

Dennette Thornton

E.V. Bennett

Ed Outlaw 

Erin Schroder 

Ermias Bizuwork 

Gary Garrett 

Gordon Kenna 

Howard Katzman 

Jairo Garcia 

Jeff Denno

Jennifer Lee

Jennifer Winn

John and Chantel Lanier

John Russell 

Judy Adler

Karen Gravel

Karen Stults 

Katherine Zitsch

Kathleen Culver 

Kaveh Kamooneh

Lee Cook 


Liz Lapidus 

Maria Saporta

Mark Ray 

Mary Jane Leach 

Matthew Schaefer 

Meredith Leahy 

Michael Halicki 

Michael Oxman

Michael Smith 

Missy Bower

Nancy Porteous 

Nancy Sagar 

Natascha Curbow

Nathan Bessette 

Peggy Whitlow Ratcliffe 

Riya Patel 

Rob Toner

Ruby Mitchell 

Sheena Parker 

Shelley Cartwright

Steve Epstein 


Sun King Sarasota 

Terry Cordle 

Tolton Pace

Tyrone Rachal 

Valerie Bennett

Vivian Napier 

Viviane Silverman 

ATLANTA OFFICE

241 Pine St. NE, Atlanta, GA 30308

southface.org | 404 604 3642

development@southface.org

SARASOTA OFFICE

5800 Bay Shore Rd, Sarasota, FL 34243

southface.org/sarasota

southfacesarasota@southface.org