Funding and Fundraising: A Green Business Program Perspective

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Illinois Green Business Association
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Illinois Green Business Association

• Mission: Committed to improving sustainable practices in Illinois businesses through education and engagement.

• Programs:
  – Green Business Certification
    • 90 businesses
      – 1.4M sq.ft., over 1200 employees
  – Education
  – Green Business Ally program
Known Funding Challenges

• “Why can’t businesses pay for this themselves?”

• Metrics of impact – which to promote most?
  – Soft (qualitative) and hard facts (quantitative)
  – Metric of success

• Dependability of funding – the next year(s)?
Funding: The Beginning

• Angel funders
• Foundations – local and community foundations
• Individual donations & Corporate donations
  – Small portion
• Certification Fee – small portion
Community or Local Foundations

Kick-start, or continually fund your green business program

• Create long-lasting community partnership
• Gain local support and buy-in for program/initiative
• Don’t forget - Promote!
University Collaboration

• Funding – public engagement or foundation/grant opportunity
  – Collaborate with courses/consulting programs
  – Engage students locally in green practices
  – Con: time consuming; results vary
Transition of Funding

• 2011 – agreements ended with major angel funders for start-up $$

• Had to think creatively....
  – Grow earned income
  – Engage existing relationships as potential funders
  – Build new relationships, individual donor engagement
  – Utility Programming
Opportunity: Utility Program Partnerships

– Options
  • Administer a portion of a utility incentive program (Program Ally)
  • Propose partnership (challenge) to increase # of businesses participating in EEPS programs

– Benefits
  • Working to increase program revenue while benefitting EEPS program goals
  • Can add technical expertise to green business program
  • Engagement and awareness of green practices/benefits
Option: Local and Government Funding

- National: partner with state agencies/other states on funding proposals (ex: DOE)
- State: Energy/Recycling/Air Pollution offices or Economic Development
- Local: community sustainability planning
# Use of Funding: IGBA Example

Budget with E.E. work (2013): $275,000

Budget without E.E. work: $131,000

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Percentage of Total Funds</th>
</tr>
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<tbody>
<tr>
<td>General Funds</td>
<td>9%</td>
</tr>
<tr>
<td>Certification Program</td>
<td>14%</td>
</tr>
<tr>
<td>Energy Efficiency Work</td>
<td>67%</td>
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<tr>
<td>IL GreenBiz Summit</td>
<td>10%</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Expense</th>
<th>Percentage of Expense</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overhead</td>
<td>22%</td>
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<tr>
<td>Certification Program</td>
<td>10%</td>
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<tr>
<td>Energy Efficiency Work</td>
<td>52%</td>
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<tr>
<td>IL GreenBiz Summit</td>
<td>16%</td>
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Other Opportunities

• Diversify programming to reach wider audience
• Partner within state/region on opportunities to increase funding likelihood for all involved
• Create your own path!
Thank you!

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