

Funding and Fundraising: A Green Business Program Perspective



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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)?



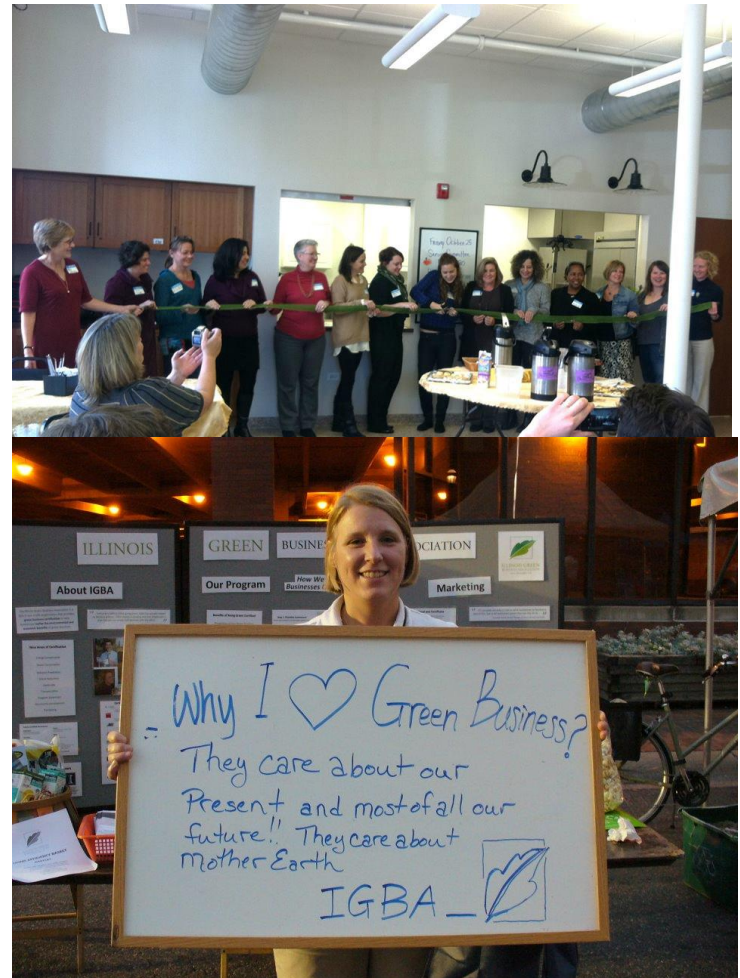
Funding: The Beginning



- 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

Revenue	Percentage of Total Funds
General Funds	9%
Certification Program	14%
Energy Efficiency Work	67%
IL GreenBiz Summit	10%

Expense	Percentage of Expense
Overhead	22%
Certification Program	10%
Energy Efficiency Work	52%
IL GreenBiz Summit	16%

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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