

Improving the health and well-being of Nashville through sustainable living



Urban Green Lab
2014 Annual Report
Issued January 2015

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I am privileged to lead an organization that makes a real difference in people's lives. I get to hear from people like Damian, who attended our sustainable transportation discussions, and enthused about how the event enabled him to connect with other bike commuters. I get to hear from Terri about her 9-year-old daughter Simone, who after our "Cooking with the Seasons" class shared the healthy local foods recipe with her friends. I get to hear from Samantha, the 6th grader who on the last day of our 5-week enrichment program told us how much she appreciated our being at her school.

Urban Green Lab has experienced tremendous growth in the past twelve months, thanks to the support of our program partners, generous donors, and the broader community. 2013's transition in Board leadership, inaugural Executive Director, and strategic decision to pursue a mobile educational laboratory set the stage for a successful 2014.

This year, we hit our stride with nearly 40 workshops reaching over 1,000 Nashvillians, from students to retirees to professionals. We built container gardens and rain barrels and cooked meals with local produce; we provided money saving tips for home energy savings; we taught homebrewing and beekeeping; we convened conversations on active transit, alternative fuel vehicles and long range transportation planning. We forged partnerships with businesses and nonprofits that will make our 2015 programming to be even better.

Urban Green Lab supports Nashville's young people by bringing innovative hands-on learning right to their classrooms. This year at Stratford High, we helped students test their local creek contaminant levels, explore green building techniques, measure the energy use of a variety of light bulbs, communicate their stories effectively, and more. At Bailey Middle we led a 5-part sustainable

living series. Fifth and sixth graders devised ways to reduce waste, save energy, and promote clean water; they presented their findings to the community.

With your support, we can continue to reach these students and many more through our mobile lab in 2015. Equipped with interactive exhibits and green technologies, the lab will travel to schools across Nashville starting next year, enabling us to reach diverse and underserved populations, to enhance schools' science and technology curricula, and to prepare students for the green jobs of the future!

Our three new full-time AmeriCorps VISTA members – Eileen, Erin, and Lexie – are adding incredible energy and capacity to our efforts. Focused on communications and community engagement, fundraising, and program evaluation, their work allows us to reach more students, impact more communities, and track and communicate our progress more fully. A new office space – donated by Centric Architecture – in the Trolley Barns at Rolling Mill Hill gives us an unparalleled launching pad for our work.

As you can tell, Urban Green Lab is moving ahead with energy and focus like never before. Please join us on this journey to make Nashville a greener, healthier place for all. We invite you to volunteer, donate, and participate! Thank you for all you do.



Jennifer Tlumak Westerholm
Executive Director



Nashville's only non-profit organization dedicated to improving the health and well-being of Nashville through sustainability



Left to right: Erin Luce, Development VISTA; Eileen Schaeffer, Communications and Community Engagement VISTA; Lexie Lipham, Program Evaluation VISTA; Jennifer Westerholm, Executive Director

Meet the Board of Directors

Dr. Jim Fraser, Board Chair
Rich Hayes, Vice Chair
Mason Worthington, Treasurer
Jennifer Barrie, Secretary
Diana Andrew
Michael Gross
Jaclyn Mothupi
Jeffrey Orkin
Ken Srebnik
Chris Vanags

Vanderbilt University
Union of Concerned Scientists
Gibson Guitar
TN Advisory Comm on Intergovernmental Relations
Vanderbilt University
Community Volunteer
Hands On Nashville
Landscape Solutions
Nissan North America
Vanderbilt University

Meet the Advisory Council

Linda Bloss-Baum
Laurel Creech
Erik Cole
Gary Gaston
Jeff Gowdy
Jennifer Hagan-Dier
Dan Heller, Co-Founder
Heather Langford, Co-Founder
Peter Martino
Dr. David Padgett
Dr. Douglas Perkins
Pam Tillis
Tiffany Wilmot

Linda Bloss-Baum Creative Strategies LLC
Mayor's Office
Mayor's Office Financial Empowerment Center
Nashville Civic Design Center
J. Gowdy Consulting
UT Center for Industrial Services (CIS)
Commercial Real Estate
United States Green Building Council
Martha O'Bryan Center
Tennessee State University
Vanderbilt University
Singer/Songwriter
Wilmot, Inc.



Workshops

Urban Green Lab fills a gap by offering programs that inspire people of all ages and from all backgrounds to incorporate sustainability into their daily lives. Workshops range across all health and sustainability categories from food and urban agriculture to energy conservation and green building. We seek to spark positive changes at home and work that save money, improve health, and conserve resources.

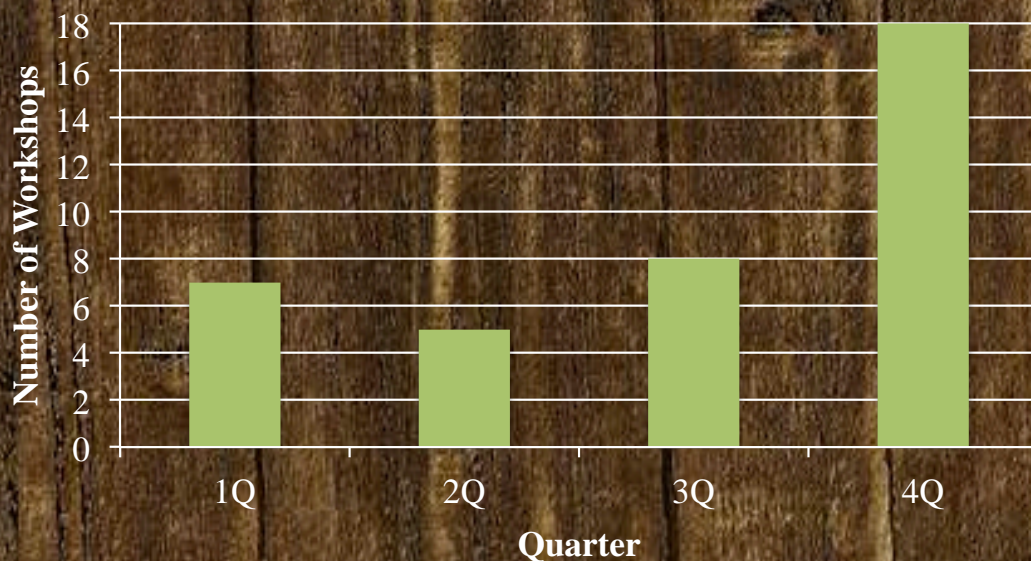
2014 Programming Distribution Across Quarters



38

In 2014, Urban Green Lab curated 38 workshops.

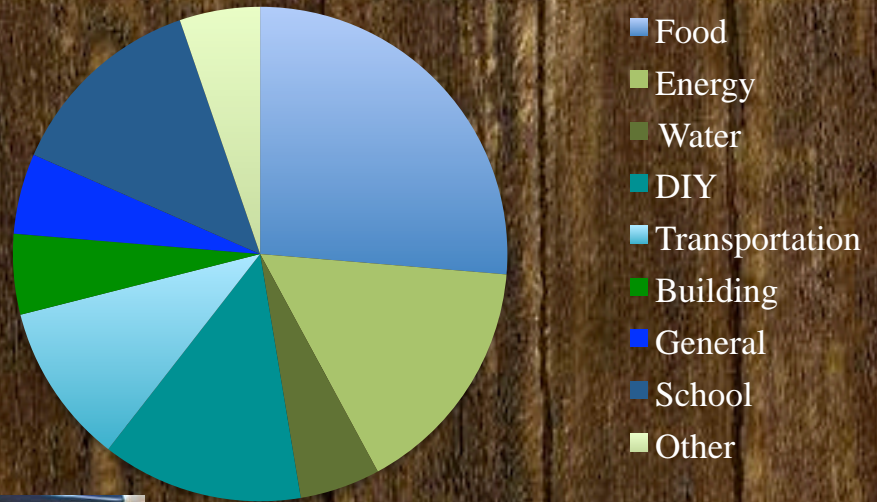
Number of Workshops by Quarter



Workshop Topics

Food
Energy
Water
Do-It-Yourself
Transportation
Building
General
School
Other

Workshop Distribution by Category



Indicators

Urban Green Lab takes seriously tracking and improving program indicators and outcomes. In our first year of extensive programming, we have seen a tremendous response from community members who have attended our events. We continue to strive to reach people of all socioeconomic backgrounds by ensuring that our events are accessible.

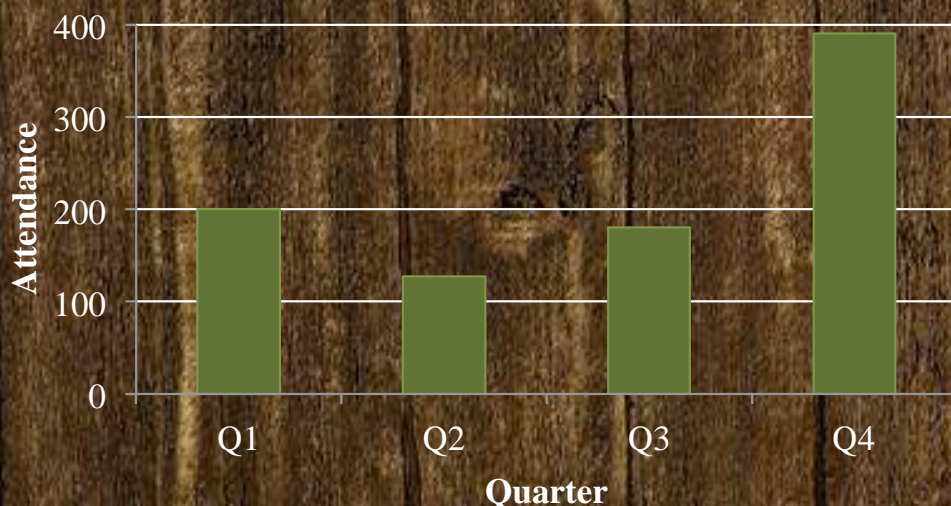
24

The average attendance at Urban Green Lab workshops in 2014 was 24.

898

In 2014, Urban Green Lab hosted 898 Nashville community members at our workshops.*

Attendance Totals By Quarter



*More than 200 students from Stratford High School participated in a water quality workshop co-led by Urban Green Lab and other community partners. For statistical purposes, those students are not included in this total.

In addition to the workshops we curated and hosted, we were active at dozens of community events around town, reaching thousands more people throughout the year.

38

Urban Green Lab was part of 38 local and relevant community events in 2014. Through presentations, demonstrations, and conversations, we reached thousands more people throughout our community.

Select Community Events Attended in 2014

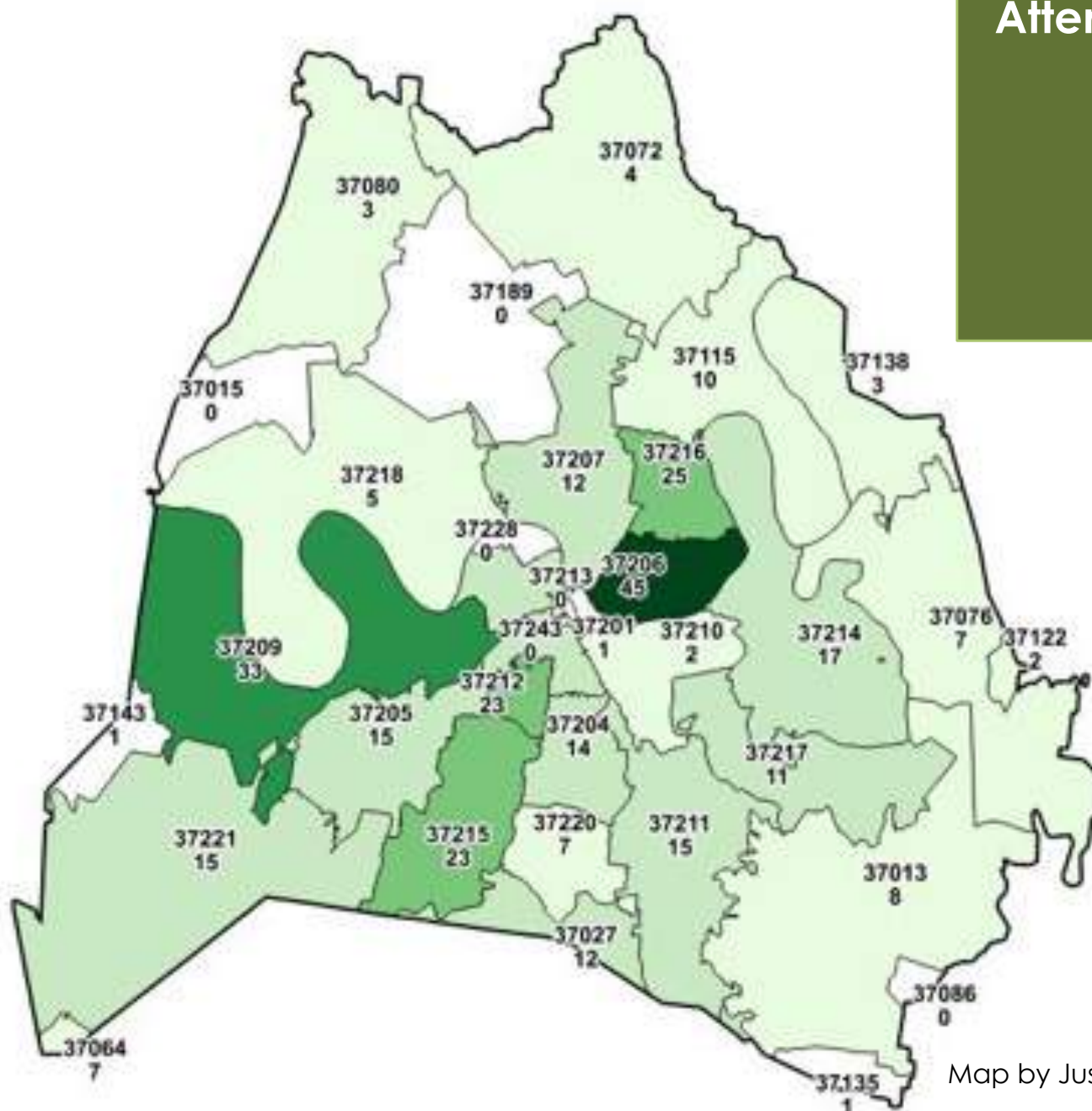
- CitiesAlive Green Walls & Roofs Conference
- Tennessee Public Health Association Annual Meeting
- Tennessee Local Food Summit
- Rebuilding Together Nashville Resource Fair
- Live On the Green
- Tomato Fest
- Pride
- East Nashville Chicken Chase
- West End Farmers' Market
- Clean Air 5K
- SoNa Fest
- Bailey Middle School's Career Fair & Back to School Fair
- Stratford High's Science and Engineering Day
- Fisk Summer Camp
- The Generation Connection Camp
- USN Community Service Day
- Earth Day

48

Urban Green Lab hosted workshop participants from 48 different zip codes, and all but four zip codes in Davidson County.

Zip Codes with Highest Attendance

37206
37209
37216
37215
37212



Map by Justin Butler

Many workshop participants learn about our events through our social media outlets, making communication and activity via social media crucial in community outreach and engagement. Our social media and e-newsletter rolls continue to grow!

3092

At the end of 2014, Urban Green Lab had 3092 subscribers to LabNotes, a bi-monthly newsletter updating interested community members and participants about happenings and events.

3212

To sum up 2014, Urban Green Lab had a total of 3212 facebook likes.

395

There were 395 new likes for Urban Green Lab's facebook page in 2014.

424

This year, 424 new members have been subscribed to LabNotes.



715

At the end of 2014, Urban Green Lab had 715 Twitter followers.

276

This year, Urban Green Lab acquired 276 new Twitter followers.

Be sure to get involved via our newsletter or social media! We post important workshop and event information here as well as useful tips and hints to lead a more sustainable lifestyle. Subscribe to LabNotes on our website at urbangreenlab.org. Our Facebook page is facebook.com/UrbanGreenLab. Follow us on Twitter @urbangreenlab. Follow us on Instagram @theurbangreenlab.

140

Urban Green Lab had 140 Instagram followers to round out 2014. This was our first year with an active Instagram account. It has really taken off since Eileen Schaeffer, Communications and Community Engagement VISTA, started in November.



We track our programmatic successes as well as areas for improvement. Participants report, via confidential survey, intent to change behavior, workshop usefulness and likeliness to return to future Urban Green Lab events. Qualitative data is also collected about future workshop preferences and the specific behavior changes the participants plan to make. These data are critical in helping us improve our programming to meet community needs.

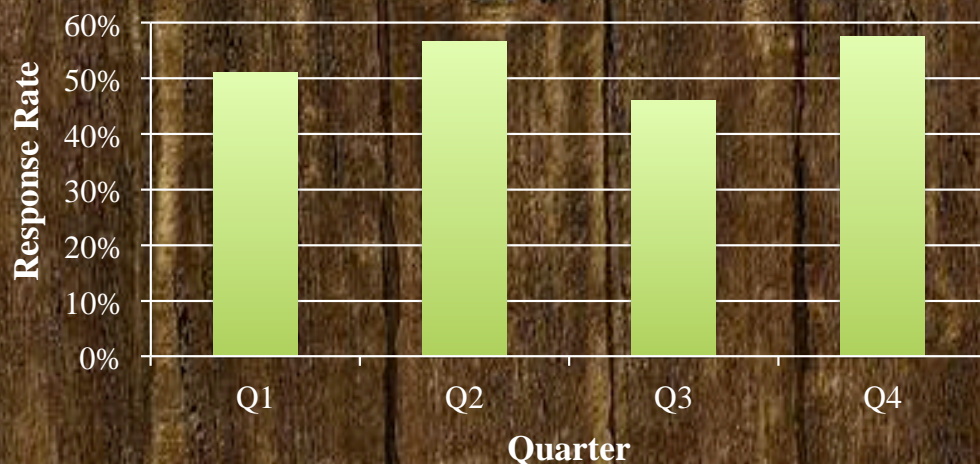
53.7%

In 2014, Urban Green Lab's workshop and event survey response rate was 53.7%. With two new iPads to supplement our paper surveys, we expect this rate to increase in 2015.

482

Urban Green Lab received 482 survey responses at workshops this year.

Response Rate Distribution by Quarter

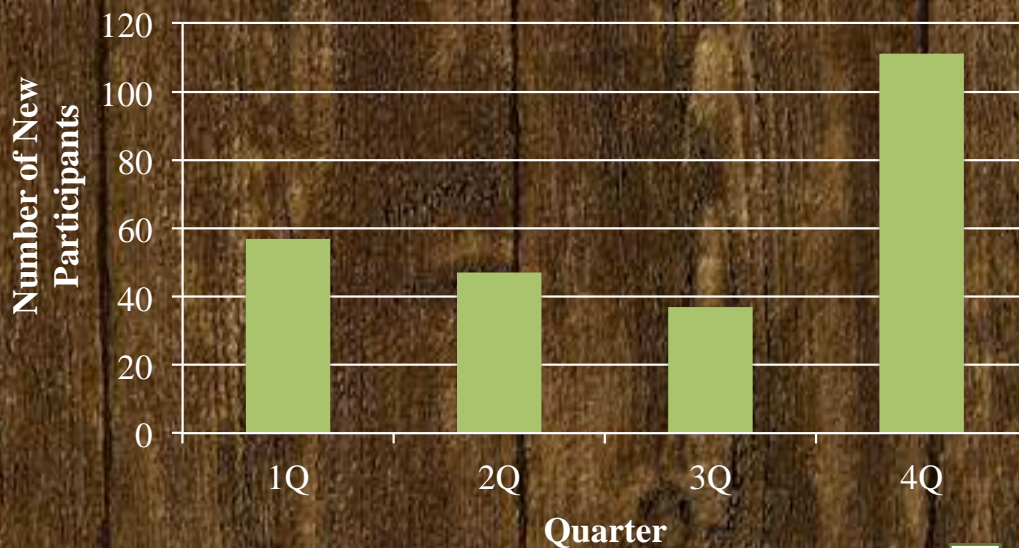


Outcomes

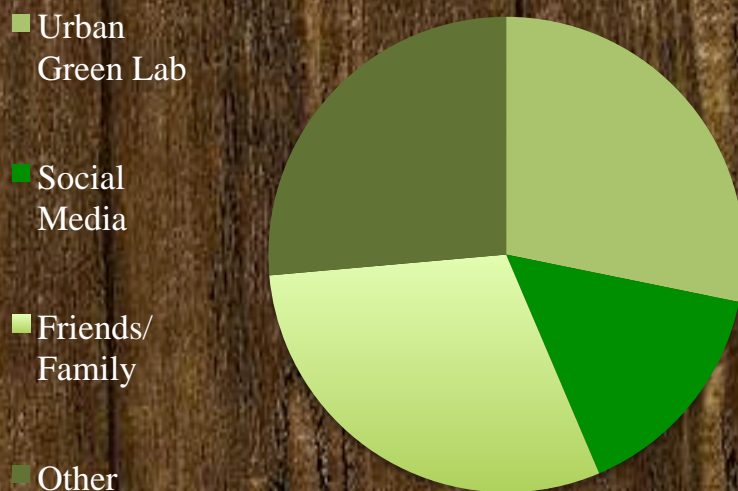
55%

Fifty-five percent of surveyed participants were first time attendees. The remaining 45% were returning attendees.

New Participants by Quarter



Workshop Information Source Distribution



Friends & Family

30% of workshop participants learned about our events through friends and family, 28.2% through Urban Green Lab, 26.4% from other sources, and 15.4% via social media.

4.08

On average, usefulness was scored at 4.08 on a scale of 1-5 by workshop participants..

82.2%

82.2% of workshop participants found the attended workshop to be “very useful” or “extremely useful.”

4.37

On a scale of 1-5, the likeliness of a workshop participant to return was at an average of 4.37.

91.8%

91.8% of workshop participants reported they were “very likely” or “extremely likely” to attend another Urban Green Lab event or workshop.

74.5%

74.5% of participants agreed they would definitely change their behavior, based on what was learned during the workshop, within the next several months.

Planned Behavior Changes by Participants

“Each time I buy a new item I will donate one item to Goodwill.”

“Start saving household items for craft re-purposing.”

“I will definitely cut my engine off sooner, rather than idle. Food choices will probably change, in light of the slide comparing the footprint of different foods.”

“Start a garden.”

“I've been wanting to begin brewing my own beer, now I'm pumped.”

“Be more intentional to shop for in-season produce.”

“Renewing efforts to gather with friends to share CSA bounty.”

“Take a closer look at how to get a plug-in Prius.”

Words of Inspiration from Workshop Participants

“Presenters were great! Very knowledgeable and engaging!”

“Truly enjoyed!”

“Very informative speaker--Thank you!”

“Keep up the good work!”

“Thank you so much for the great work you're doing! It's easy to get discouraged by the poor bikeability and walkability of Nashville. I certainly have, so your positive commitment to change is invaluable. THANK YOU!”

“This presentation was the most informative! Thanks!”

“Urban Green Lab rocks!”

“That was awesome. Thank you!”

“It's a blessing to see passion in our new leaders and to know that our future is in good hands.”

“Loved this event. Very convenient.”

“Thanks for a great program!”

“Great topic and exciting to see how many people are interested. Maybe because container gardens seem like a nice, small start!”

“My daughter and I just made the kale salad from the last Urban Green Lab cooking class. She remembered all the steps! We are sharing it with a new friend, too, which makes it even better. Shout out to all your folks at UGL!”

Metro Schools Involvement

Urban Green Lab has increased involvement in Metro Nashville Public Schools as we prepare to launch our mobile laboratory.

We worked with an eighth grade class from Baily STEM Magnet Middle School to plan and promote an energy efficiency project for Samsung's "Solve for Tomorrow" Contest. Chosen as one of the top 15 entries, they competed in the national finals in Austin, Texas.



More than 500 students from Stratford STEM High School, Isaac Litton Middle School, and Jere Baxter Middle School, and Bailey STEM Magnet Middle School learned about Urban Green Lab as part of Science and Engineering Day.



Metro Schools Involvement



Urban Green Lab co-led workshops with Stratford STEM High School Students during which students tested their local creek contaminant levels and created public service announcements to share what they found with their neighbors.



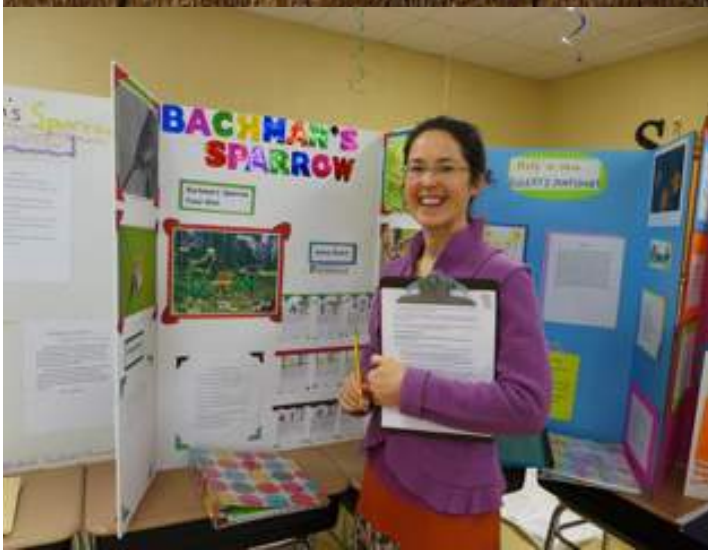
Urban Green Lab engaged with summer camps, including Hands on Nashville's Sustainability Summer Camp and The Generation Connection camp.



Metro School Involvement

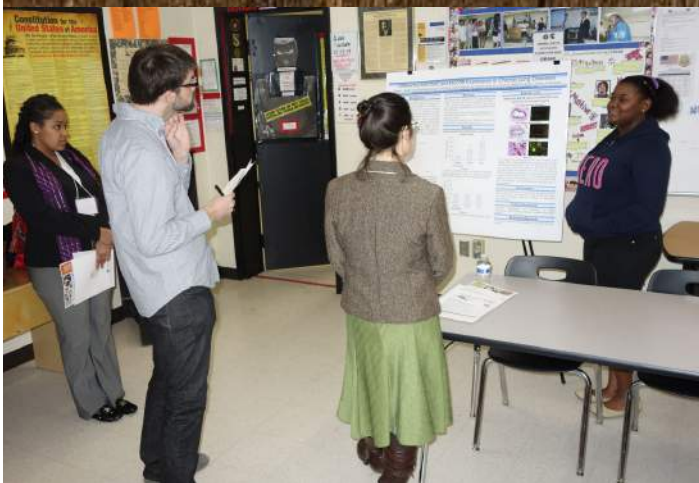


We judged science projects at both Stratford STEM High School and Meigs Magnet Middle School and participated in Bailey STEM Magnet Middle School's Career Fair.



"With support from our business partners such as Urban Green Lab, Stratford STEM Magnet High School has transformed teaching and learning. ACT scores, graduation rate, and student scholarship monies have increased. Business partners are the key to transforming and ensuring student success."

– Jennifer Berry, PhD, Academy Coach at Stratford



Bailey Middle School STEAM Elective Series

During the fall, we collaborated with Belmont University to bring sustainability enrichment to fifth and sixth grade students at Bailey STEM Magnet Middle School. Students learned basic sustainability information and practices, such as why we recycle and how can we reduce the amount of pollution we produce. The chart below depicts the difference in pre- and post-tests administered on the first and last days of the 5-week series.

	Pre	Post
Question 2: examples of sustainable behavior		
100% correct	15%	55.6%
Question 3		
I care about sustainability:		
a lot	45%	66.7%
a little	45%	33.3%
not at all	0%	0%
no answer	10%	0%
I make choices that are sustainable:		
a lot	40%	44.4%
a little	40%	55.6%
not at all	5%	0%
no answer	5%	0%
I think sustainability education will help me get a job:		
a lot	80%	100%
a little	15%	0%
not at all	0%	0%
no answer	5%	0%
I think sustainability education will help me be healthy:		
a lot	80%	100%
a little	15%	0%
not at all	0%	0%
no answer	5%	0%
I think sustainability education will help me save money and resources:		
a lot	70%	100%
a little	25%	0%
not at all	0%	0%
no answer	5%	0%

	Pre	Post
I believe I have an important impact on my community:		
a lot	55%	77.8%
a little	35%	22.2%
not at all	0%	0%
no answer	10%	0%
I believe I have an important impact on the earth:		
a lot	80%	88.9%
a little	15%	11.1%
not at all	0%	0%
no answer	5%	0%
I believe I have an important impact on my friends:		
a lot	75%	100%
a little	20%	0%
not at all	0%	0%
no answer	5%	0%
I believe I have an important impact on my school:		
a lot	70%	77.8%
a little	25%	22.2%
not at all	0%	0%
no answer	5%	0%
I believe I have an important impact on my home:		
a lot	90%	100%
a little	5%	0%
not at all	0%	0%
no answer	5%	0%
I believe I have an important impact on the future:		
a lot	90%	88.9%
a little	5%	11.1%
not at all	0%	0%
no answer	5%	0%

Words from the Bailey Middle School Students

These are a few anecdotes from participating students when asked what was their favorite part of the series:



“Spending time with my friends and making a poster! :)”

“When we all did a project and talked about how to save the earth.”

“The best part about my elective was when all of us got in teams and made a poster and got on the iPads.”

“The best thing about this elective is that we get to learn about the environment and the economy.”

“Learning about the earth and being with you.”

“Making our poster on what we learned.”



Urban Green Lab is working hard to create a one-of-a-kind mobile sustainability laboratory that will launch in Metro schools beginning in the 2015-2016 school year. This vehicle, outfitted with interactive exhibits and green technologies, enables us to reach diverse and underserved populations and to enhance schools' science and technology curricula.

The laboratory will teach students how living a more sustainable lifestyle can improve the environment, one's health and well-being, and one's financial savvy. We hope to engage and challenge students to create long-lasting behavior change and become the sustainability leaders of tomorrow!

Our team, comprised of local firm, Owen Design, volunteer architects and designers, educators, and students is currently designing the lab's shell and exhibits and compiling an accompanying standards-based curriculum.

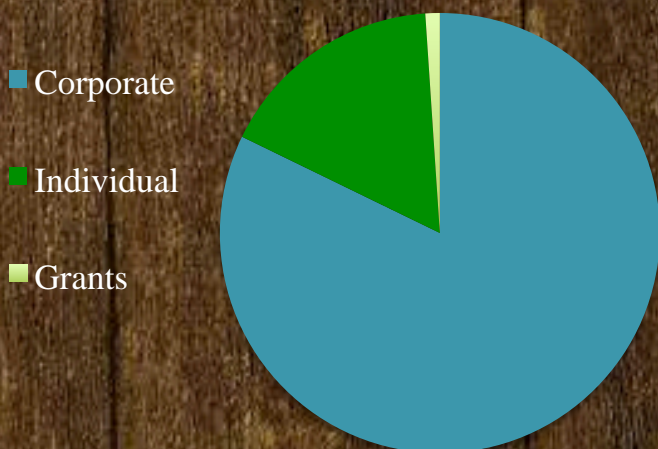
We are beyond thrilled to bring this unique educational resource to our Nashville community.



Conceptual drawing by Owen Design

Financial Summary

2014 Revenues Distribution



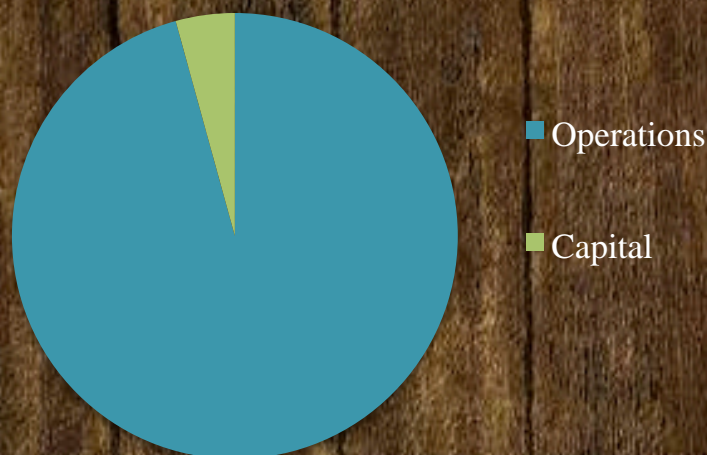
2014 Revenues

Grants	\$1,040
Corporate Contributions	\$81,025
Individual Contributions	\$16,497
Total	\$98,562*

2014 Expenses

Operations	\$97,943
Capital	\$4,380
Total	\$102,323

2014 Expenses Distribution



2014 Net Assets

Total Revenue	\$ 98,943
Total Expenses	\$102,323
Net Assets	-\$3,761**

*This number does not include the amount received in in-kind donations.

**Note that this reflects Urban Green Lab's net assets for the calendar year 2014 and does not represent our net assets for our fiscal year, which ends June 30, 2015.

Urban Green Lab has developed a broad base of community support. This year, we've had more individual donations than ever before.

\$16,497

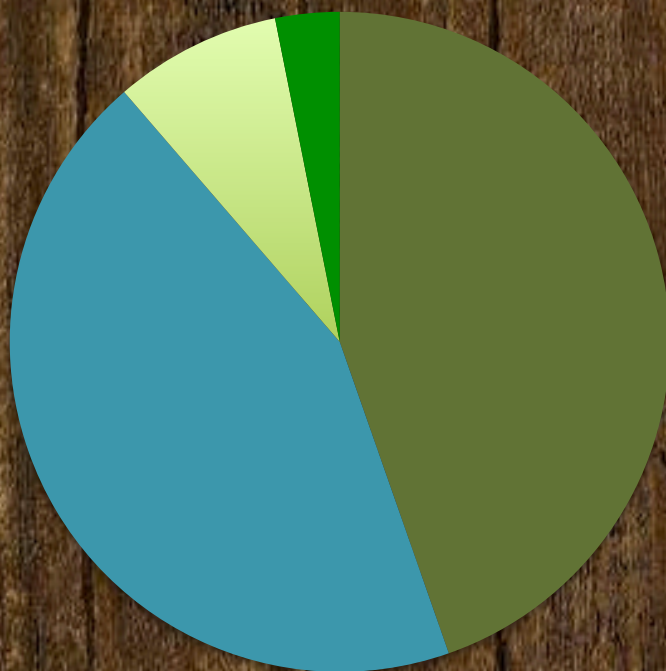
Urban Green Lab received nearly \$17,000 in small donations from individuals and families in 2014. Our Green Garden Party (June) and End of Year Campaign (December) were the most successful fundraising efforts.

Donations Distribution by Event

100%

All Urban Green Lab board members made a financial contribution to the organization this year.

- Green Garden Party
- EOY Campaign
- Other
- Big Payback



Donor Support

Thanks to the following individuals and businesses for their financial support in 2014.

50,000+

Nissan North America

25,000-50,000

First Tennessee Foundation

5,000-25,000

Corporation for National
and Community Service

1,000-4999

Centric Architecture
Frist Foundation
Piedmont Natural Gas
Regions Bank
Team Green Adventures
Tlumak, Jeffrey
Wray Estes & Tom Cullen

500-999

Jennifer Berry, PhD
The Phillips Foundation
Michael and Randy Gross
Deborah Wilkes

250-499

Patty Ghertner
Dan Heller
Jackalope Brewing Company
Will Martin
MiKen Development
Peter Westerholm

150-249

Diana Andrew
Jennifer Barrie
Linda Bloss-Baum
Sue Bredensteiner
Kimberly Butler
Frank and Nancy Einstein
Rich and Meghan Hayes
David Heller
Stephanie Jones
Yvonne Joosten
Miriam Owen
Glenn and Aileen Webb
Lisa Wiltshire
Mark Wood

100-150

Frank Allen
Newell Anderson
Erik Cole
Robert Collie
Mark Deutschmann
Michael and Merrill Durham
David Esquivel
Jim Fraser
Dodd and Susan Galbreath
Sylvia Ganier
Barbara Gay
Linda Hardy
John and Kathleen Harkey
David Harper
Samantha Hart
Kimberly Jackson
Cliff Jones
Jilah Kalil
Elissa Kim
Rodney Kochtitzky
Charles and Margery Luce
Chris Lunghino
Robert Marin
Peter Martino
John McFadden
Leslie McGinn
Tony McLarty
Jaclyn Mothupi
John Noel
Jeffrey Orkin
Doug Perkins
Carrie Plummer
Stan Schklar
Kim Shinn
Paul Sloan
Loren Snyder
Naomi Snyder
Ken Srebnik
Louise Stroop
Kelly Tipler
Irwin Venick
Anthony Viglietti
Jennifer Westerholm
Sadhna Williams
Wendy Williams
Tiffany Wilmot
Mason Worthington

50-99

Helen Allen
Joe Bandy
Mark Brooks
Tony Brown
Sarah Burcher
Marie Campbell
Kelly Coleman
Toby Compton
Jennifer Cook
Dave Cour
Laurel Creech
Joel and Ann Daunic
Anthony Davis
Carrie Duke
Julia Duchon
Eric Enright
Amy Eskind
Jane Eskind
Annemarie and Jonathan Farmer
Debby Gould
Joshua Gulick
Bill and Maureen Harkey
Leah Hashinger
Madeline Holtzman
Michele Johnson
John Kelly
Tyler Lisowski
Joyce McDaniel
Jim and Karlene Polk
Van Pond
Kate Pritchard
Gordon Publow
Randall Putala
Beth Schultz
Jim Schulman
Tim Schwartz
Virginia Smith
Sally Solesby
Hazel Thornton
Christopher Vanags
Russell Vare
Mitchell White
Lisa Zhito

25-49

Dana and Richard Battaglia
Claire Bernard
Michael Bolen
Barbara Brown
Joan Browne
Paul Bullis
Nancy Colowick
Ann Daunic
Susan Eidam
Miranda Fuller
Jeff Gowdy
Steven Greil
Stephanie Houghton
David Keiser
Matt Kerske
Kathleen Kichline
Julia Landstreet
David and Zena Laubie
Ann Lipham
Amanda Livsey
Jessica Middleton
Michael Morano
Bryan Pieper
Amy Ridings
Jessica Riviere
Sabol Rodgers
Jan Schim
Theresa Schimmel
Christopher Stenstrom
Elizabeth Thompson
Unity of Nashville
Elizabeth Walls
Jennifer Wilson
Mark Wingate
Blake Worthington

\$81,025

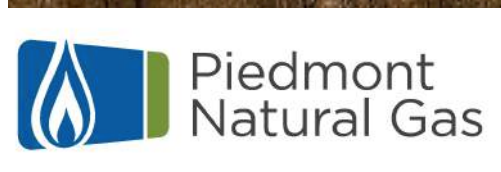
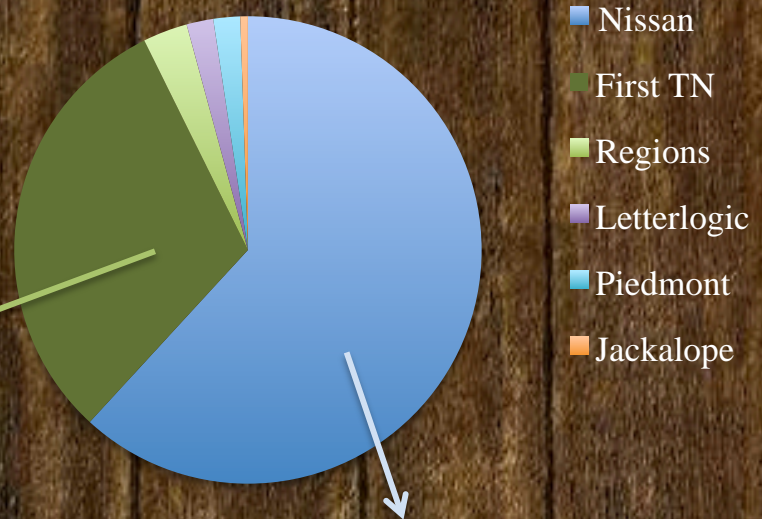
Development

Corporations donated \$81,025 to Urban Green Lab in 2014. Our Founding Partner, Nissan North America, led the way with a generous \$50,000 contribution and First Tennessee Bank followed with \$25,000.

Corporate Support

Nissan
First Tennessee Foundation
Piedmont Natural Gas
Jackalope Brewing Company
Regions Bank
LetterLogic

Distribution of Corporate Contributions

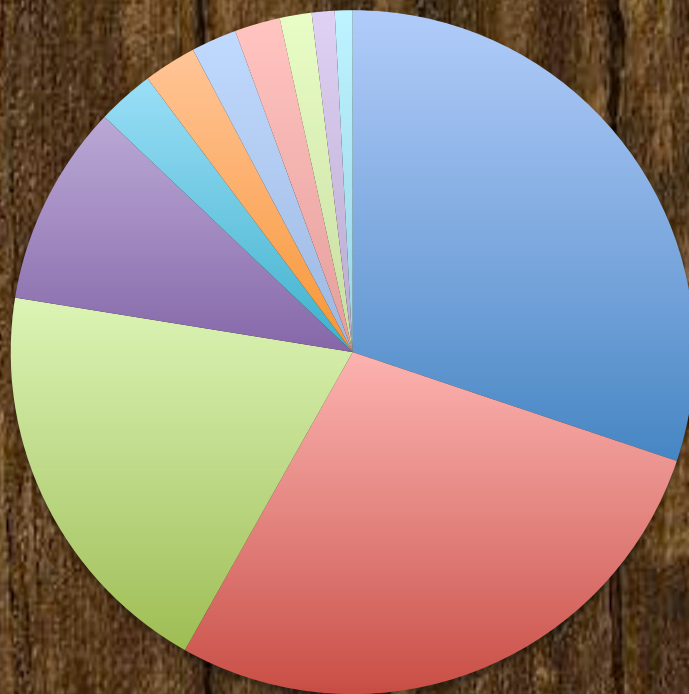


\$14,835

In 2014, we received \$14,835 in in-kind donations through various partnerships. The graph below shows the distribution of in-kind donations given by various partners. Thank you for your help and support of Urban Green Lab!

2014 In-Kind Donations Distribution

- Green Power Technology
- CNCS
- Team Green Adventures
- Centric Architecture
- Michael Gross
- Butler Snow
- Landon Stubblefield
- Bern Kelly
- Melissa Corbin
- Nancy Vienneau
- Quill.com



In-Kind Support

Green Power
Technology
Corp. for National &
Community Service
(CNCS)
Team Green
Adventures
Centric Architecture
Michael Gross
Butler Snow
Landon Stubblefield
Bern Kelly
Melissa Corbin
Nancy Vienneau
Quill.com

Thank You!

This annual report makes it clear just how much Urban Green Lab has accomplished this year. We have been able to reach many people throughout Nashville spanning a variety of ages and backgrounds. Many of them have decided to make what they learned with Urban Green Lab a part of their everyday lives. This is thanks in large part to the hard work and dedication of our volunteers, instructors, and staff. Of course, this success is also thanks to our donors. Without help from our committed community partners, our work would not be possible.

Every time you give, Nashville becomes a little bit greener. Your gift goes toward providing that “lightbulb moment” for a student just discovering what sustainability is all about. It helps a low-income resident save money on her energy bill for months to come. It even saves a few pounds of carbon emissions from entering the air by allowing someone to grow their own food at home.

By making a donation to Urban Green Lab, *you* are making these changes happen, and your continued support will make these changes multiply and blossom in the coming years.

Thank you for showing your commitment to a greener Nashville by supporting Urban Green Lab. We truly appreciate your gift!



Erin Luce
Development Associate
Urban Green Lab
AmeriCorps VISTA

Partnerships

The following organizations partnered with Urban Green Lab in 2014 to make our community education possible!

12 th & Broad	Metro Nashville Public Schools
All Seasons Gardening & Brewing	Metro Parks
Belmont University	Metro Planning Department
Blackstone Brewing Company	Metro Water Services
Center for Nonprofit Management	Music City Center
Chic Pea Catering	Nashville Sounds
Community Food Advocates	Rebuilding Together Nashville
Cumberland River Compact	Reverb
E3 Innovate	Scarritt-Bennett Center
FiftyForward	Second Harvest Food Bank
Fisk University	Sierra Club
Gardens of Babylon	SmART! Scrap Made Art
The Generation Connection	Team Green Adventures
Go Green Home Services	TN Department of Transportation
Goodwill Industries of Mid-TN	Tennessee Environmental Council
Green Door Gourmet	TN Wildlife Resources Agency
Green Fork Academy	Thrive Stores
The Green Wagon	Turnip Green Creative Reuse
Greenways for Nashville	Union of Concerned Scientists
Habitat for Humanity of Mid-TN	Unity of Nashville
Hands on Nashville	University School of Nashville
Jackalope Brewing Company	Vanderbilt University
Kilowatt Ours	Walk/Bike Nashville
Lipscomb University	Western Governor's University
Metro Historical Commission	

Get Involved!

Join a great group of supporters and get involved and help build a healthier, more sustainable Nashville. There are several ways to help:

Donate

Make a tax-deductible donation via our website or by mail to P.O. Box 68348 Nashville, TN 37206. We are grateful for your one-time investment. Even better, choose to make regular, monthly donations and become a sustaining donor to support our long-term financial future.

Partner

Corporate partnerships are vital. As we design and build the mobile laboratory, set to debut in Metro Nashville schools for the 2015/2016 school year, we seek corporate and business donations. Likewise, we seek sponsors of our workshops, which bring sustainable practices into the community. Whether you would like to make an in-kind donation of materials or expertise or make a financial contribution, we welcome your investment in a greener Nashville!

Please contact Erin Luce at grow@urbangreenlab.org or 615-442-7072.

Volunteer

Teach a workshop! If you are knowledgeable in a sustainability-related field and have interest in teaching a workshop for Urban Green Lab, we would love to speak with you.

Host a workshop or event! If you have access to space that you think would be good for an Urban Green Lab workshop or event/fundraiser, let us know.

Lend a hand! If you have a skill – from graphic design to tax accounting to development to IT – you'd like to share, we'd love to put your expertise to good use.

Contact Eileen Schaeffer at connect@urbangreenlab.org or 615-442-7072 for more information.

Contact Us



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www.urbangreenlab.org



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Making Nashville the Greenest City in the Southeast

