

2015 -
2016



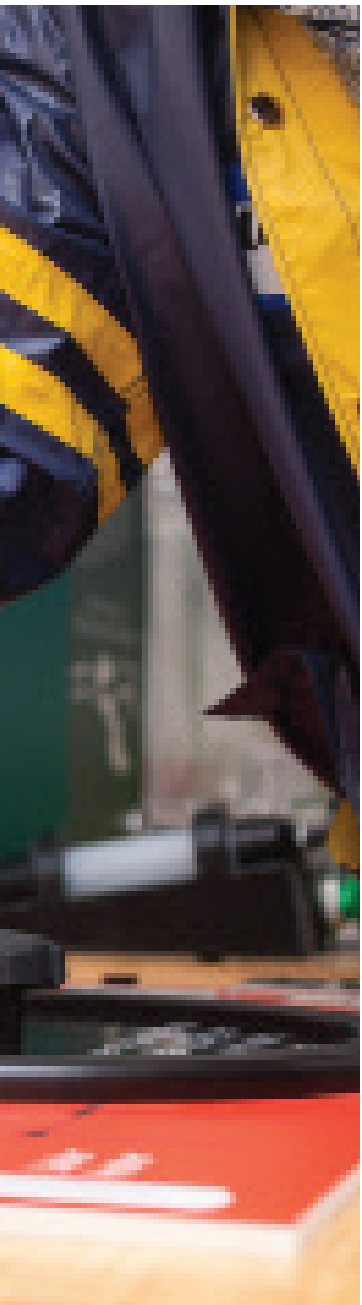
ANNUAL REPORT

IMPROVING WELL-BEING THROUGH SUSTAINABLE
LIVING IN NASHVILLE



TABLE OF CONTENTS





Introduction.....	4
Executive Summary.....	5
Who We Are.....	6
Testimonials.....	8
Mobile Lab Construction.....	12
Educator and Launch.....	14
School Impact.....	16
Urban Green Lab Scholars.....	21
Community Programming.....	22
Development Highlights.....	24
Statement of Activities.....	25
Statement of Functional Expenses.....	26
Statement of Position.....	28
Events.....	29
Corporate & Foundation Sponsors.....	30
Donors.....	32
In Kind Supporters.....	34
Thank You.....	35
Get Involved.....	36
Contact Us.....	37

Dear Urban Green Lab family,

By virtue of being alive we are always changing and evolving, and Urban Green Lab is no exception. As a founding Board member of the organization, I have witnessed and been involved with the evolution of Urban Green Lab since the beginning days in 2009. This year was certainly a year of incredible growth and change, and this annual report will tell you all about it.

Urban Green Lab is Nashville's nonprofit dedicated to improving well-being through sustainable living. But what is sustainable living and why is it important? The classic definition of the term sustainable development, or sustainability, became popular in 1987: "development which meets the needs of the present without compromising the ability of future generations to meet their own needs."

We aim to inspire and strengthen a culture of sustainability by living healthier, protecting our planet, and saving money. Realizing we need to meet the community where it is, this year we created and launched our Mobile Lab or "sustainability classroom on wheels" along with focused and interactive lesson plans tailored to address gaps in Metro public school curricula. The Lab is our effort to ensure accessible learning, especially for underserved members of our communities.

This annual report illustrates what we have learned and achieved. We have an amazing staff, effective programming, strong partnerships, experienced Board, strategy for success, and committed supporters, like you.



“ We aim
to inspire and
strengthen a culture of
sustainability by living
healthier, protecting
our planet, and saving
money. ”

Jennifer Barrie,
Chair of the Board of Directors

A handwritten signature in brown ink that reads "Jennifer Barrie".



urban
green
lab

EXECUTIVE SUMMARY

 **\$91,000**

Federal grant
Awarded by the U.S. Environmental Protection Agency



95%

Of teachers
Were very or extremely satisfied with the Mobile Lab program



77%

Of students
Planned to change their behavior after the Mobile Lab visit.



27

MNPS schools
Reached by the Mobile Lab in the Spring 2016 semester



38

Workshops
Educating the Nashville Community



96%

Increase
in individual donor base



WHO WE ARE

Urban Green Lab's mission is to facilitate a range of educational and social programs that inspire participants from all socioeconomic backgrounds to make sustainability a bigger part of their lives--in their homes, neighborhoods, and businesses.

MEET THE STAFF



Jennifer Tlumak
Westerholm
Executive Director



Devon
Barnhard
Communications &
Community Engagement
AmeriCorps VISTA



Catherine
Walker
Educator



Charlotte
McGoldrick
Development
AmeriCorps VISTA



Grace
Parker
Program Evaluation &
Logistics
AmeriCorps VISTA





BOARD OF DIRECTORS

Diana Andrew	Carrie Plummer
Jennifer Barrie	Ken Srebnik
Laurel Creech	Emma Supica
Lindsey Ganson	Chris Vanags
Brooke Kepley	Claire Wescott
Lesley Lammers	Mason Worthington
Jaclyn Mothupi	De'Etra Young

ADVISORY COUNCIL

Linda Bloss-Baum
Jennifer Hagan-Dier
Jeff Gowdy
Rich Hayes
Dan Heller
Heather Langford
David A. Padgett
Ryan Stanton
Pam Tillis
Tiffany Wilmot



TESTIMONIALS

An interview with Jay Renfro, middle school science teacher

Q: Why do you think it is important to teach students about sustainability? studies to tackle the issues of sustainable living.

Renfro: Teaching sustainability is more a human responsibility than it is a science teacher responsibility. Teachers of all disciplines should be instructing their students in such a way that promotes intentionality and responsibility of their actions. The Mobile Lab helped

integrate the maths, sciences, and social

“The Mobile Lab takes a grand idea like sustainability and brings it down to a tangible level”

Q: What do you see as the most valuable aspect of the Mobile Lab program?

Renfro: The Mobile Lab takes a grand idea like sustainability and brings it down to a tangible level. It's a huge benefit for the kids to be able to touch and experiment on things related

to water and electricity usage, instead of just

STUDENT SNAPSHOTS

What's one thing you learned today about sustainability?



Jay Renfro explains the importance of pervious surfaces to a few of his 8th grade science students inside the Mobile Lab.

Jaylan, 8th Grade



"I didn't know that it would take that much coal to run some of the simple things. Like a dryer costs 80 pounds of

coal to run. I didn't expect that. [My favorite part was] when I got to see the pervious and impervious rock thing! The ground and the grass actually filter the water. Cool."

Amanuel, 8th grade

"I realized that there are certain things that we can conserve and reuse to help the environment that we live in today. My favorite



part was probably when we got to mix the salsa. We got to truly realize that we can reuse and recycle most of the stuff that we used to make salsa."

at Knowledge Academies.

reading or hearing about them.

Q: What are some anecdotes that illustrate the kind of impact the Mobile Lab had on your students?

Renfro: Because of the more interactive nature of the visit, I saw kids really engage who otherwise don't participate. Sometimes language or literacy skills can keep a kid feeling like he's not smart enough, but the Greenlab brought the experience to a level that was attainable for everyone.

“

I deeply care about the environment. Therefore, I want to participate in a program that displays these issues to students in Nashville. I BELIEVE that the Urban Green Lab will change a student's way of thinking for the better.

-Leslie De Leon, Stratford High School

Thank you for taking time out of your day to visit us. I learned more about energy conservation, and how serious it is to help save it. I would also like to thank you for the wonderful snack. I was also the first time I've seen a blender bike. Thanks for coming.

-Gregory McDaniel, Hunters Lane High



How has partnership with Urban Green Lab benefited Team Green Adventures?

Matt Genova, *Director of Community Engagement*



1 → First and foremost, opening up our events to a new audience. Like I mentioned we probably lost some of that audience not focusing on sustainability for a couple of years. Partnering with Urban Green Lab really helped to bring some of that audience back to Team Green and helped diversify the types and the demographics of people who were coming out to our events.

2 → Number two is just helping us

to connect with some of the different sustainably minded businesses around Nashville. Whether its a business or a nonprofit or just different community organizations that are focused on sustainability...working with Urban Green Lab has really opened our eyes to just how many different organizations are around Nashville doing similar work. That has then helped connect our audience with those organizations, which is huge.

“

Partnering with Urban Green Lab really helped diversify the types and the demographics of people who were coming out to our events.

3 → Third, the Engage Green series has allowed us to enhance some of our existing relationships with businesses we already were working with. Second Harvest Food Bank is a great example where we've had an ongoing partnership with them for several years but we got to focus, through the Engage Green series, on some different parts of some of their work which was really fun.

MOBILE LAB CO



How do you effectively reach Nashvillians throughout the city with practical education that inspires sustainable change?

Build a custom Mobile Lab, of course! While the road from concept to construction took time, many voices from students, teachers, and professionals shaped the final product. The Lab's 34' trailer holds interactive exhibits, informative panels, demonstrative green technologies and a standards-aligned curriculum.

The Lab expands our reach with a more comprehensive and targeted curriculum that fills a gap in science and sustainability education in schools

Students receive an inspiring, hands-on learning experience that teaches the "why" and "how" of five environmental topics - energy, water, transportation, food, and green building. Activities in the Lab include using a lightbox to calculate monetary and emission costs of incandescent, CFL and LED lightbulbs; sorting different waste products



CONSTRUCTION

to challenge the idea of “trash” and understand alternatives to landfills; mapping the miles one’s food travels and considering their environmental and health costs; learning how to recognize the negative externalities of many goods and services we enjoy; and using a low-flow vs. regular-flow faucet model to calculate water usage.



Photo by Caitlin Harris Photography

MOBILE LAB EDUCATOR

In January 2016, we hired our second staff member, Educator Catherine Walker. Catherine stood out from the dozens of other applicants for her decade of educational leadership in both the corporate and nonprofit sectors, her passion for our work, and her ability to drive a very large trailer! Having Catherine aboard has allowed the organization to reach new heights. Catherine's grit, cheerfulness, organization, and ability to connect with students and teachers make her an invaluable asset to Urban Green Lab!





On a February morning in 2016, we launched our one-of-a-kind Mobile Lab to a crowd of 150 cheering supporters. The following day, we visited our first Metro public school. Since then, the Lab has visited thousands of students in dozens of schools across the county. We are incredibly proud of this innovative learning tool and excited to continue sharing it with the city so that, together, we can make Nashville a more sustainable place!



Mobile Lab

Spring 2016

27 MNPS schools served

178 hours of student learning

2,413 students reached

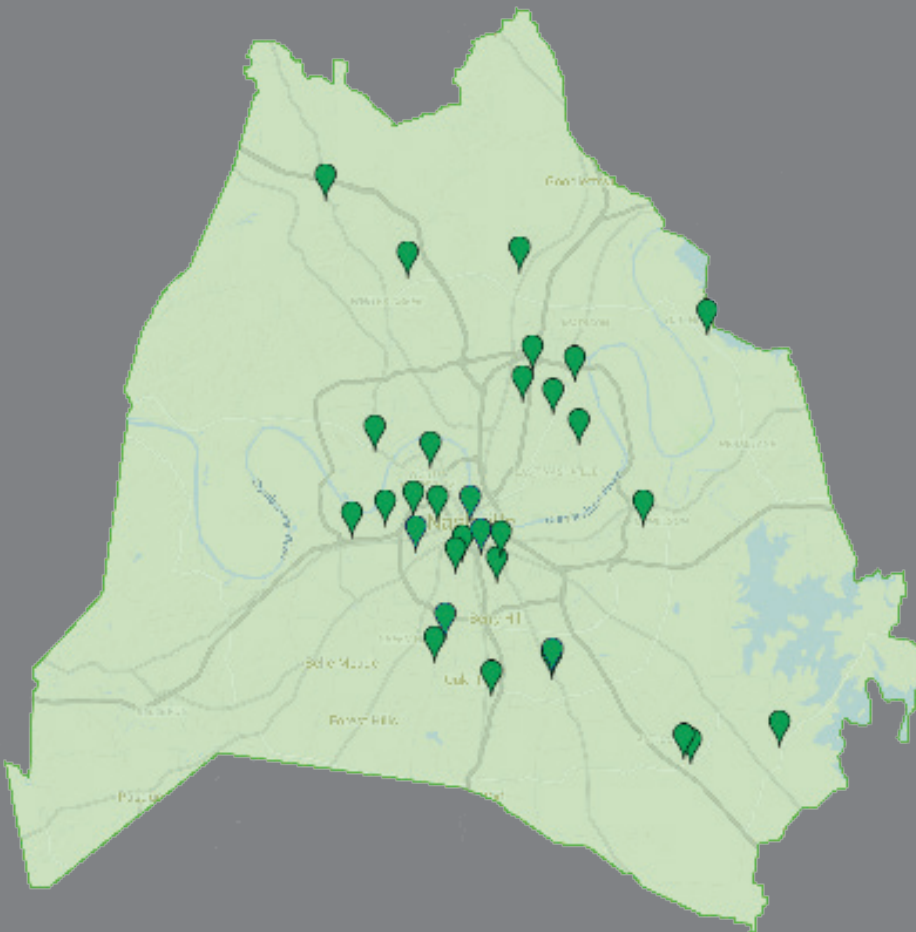
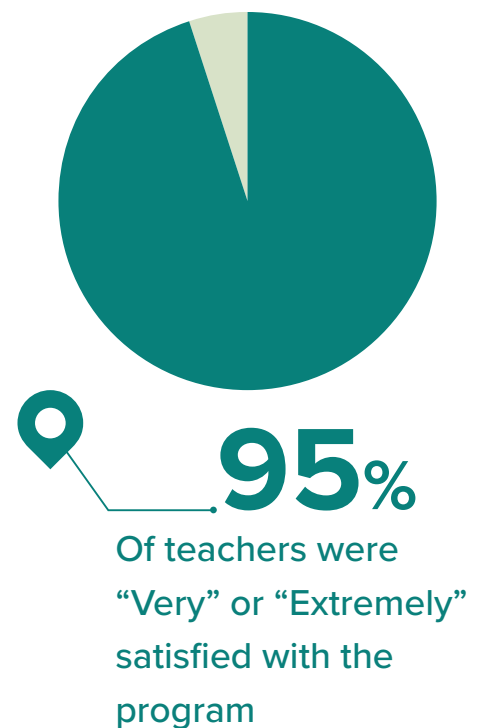


Fig. 1 Map of Davidson County schools visited in Spring 2016





SCHOOL IMPACT



63%

Of students surveyed reported learning something new from the Mobile Lab



77%

Of students surveyed plan to make behavior changes as a result of the Mobile Lab

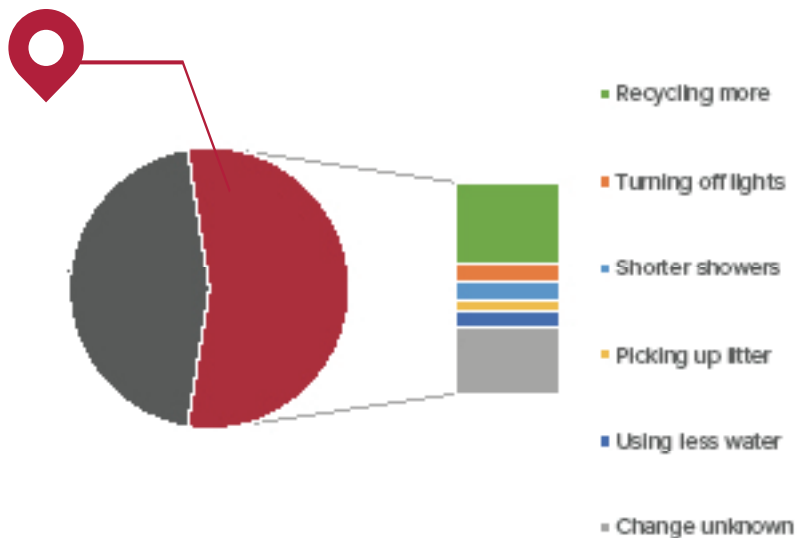




Mobile Lab
Intern Carson
guides students
through a water
activity at J.T.
Moore Middle.

Student Behavior Change

55% Of students surveyed one month after a Mobile Lab visit made sustainable behavior changes.



“The students loved the hands-on experiences of the actual mobile lab trailer. They also mentioned learning a lot from the games that they played outside- they all truly loved the experience!”

-Ms. Reed, Lipscomb Academy



Which schools did we visit in spring 2016?

Creswell Middle
Croft Design Middle
DuPont Hadley Middle
Gra Mar Middle Prep
Hunters Lane High
Isaac Litton Middle
J.T. Moore Middle
Jere Baxter Middle
Joelton Middle
John Early Museum Middle
John F. Kennedy Middle
John Overton High
Johnson Alt. Learning Center
Knowledge Academies
Liberty Collegiate Academy
Lipscomb Academy
Martin Luther King Jr. High
McKissack Middle
Murrell School
Pearl Cohn Magnet High
Stratford High
The Academy at Hickory Hollow
W.A. Bass Alt. Learning Center
Whites Creek High





UGL SCHOLARS PROGRAM

This year, we launched ***Urban Green Lab Scholars***, a new initiative designed to encourage and reward students who are changing the face of their schools, communities, and Nashville. Fueled by our U.S. EPA grant, we are giving away more than \$20,000 to worthy school and community based efforts by students who have great ideas to “green” Nashville. Need a new greenhouse? Want to start a community garden? Interested in educating kids in your area on sustainability? Students, educators, and community members can apply for this competitive Urban Green Lab Scholars program. The whole city will benefit as these tangible projects yield measurable results, improving air and water quality, improving food systems, and reducing emissions.

COMMUNITY

Over the past year, Urban Green Lab has continued to grow our relationship with different Nashville organizations through community workshops. On the first Wednesday of each month we partner with local radio station Lightning 100's community group called Team Green Adventures to host a workshop focused on unique aspects of sustainability. We keep the workshops relevant by learning about the sustainable features of everything from coffee beans, to tiny homes! We also partnered with Habitat for Humanity, Big Brothers Big Sisters of Middle Tennessee and Nashville Public Libraries to bring sustainability to their audiences through targeted Mobile Lab visits, and fun hands-on activities such as sustainable DIY projects.



PROGRAMMING





DEVELOPMENT HIGHLIGHTS

1. *Awarded two-year \$91,000 federal grant from the U.S. Environmental Protection Agency*

2. *For the first time, we're supported by local, state and federal government*

3. *Conducted first ever crowd-funding campaign, and exceeded our \$15,000 goal*

4. *Increased Individual donor base by 96% with 258 new individual donors*

5. *Developed a robust fee-for-service revenue stream, as part of an effort to diversify our funding sources*

STATEMENT OF ACTIVITIES

REVENUE

Individual	\$41,770
Corporate & Foundation	\$85,491
Public	\$23,290
Fee for Service	\$10,823
Total Cash Revenue	\$161,374

EXPENSES

Operating	\$42,795
Programs	\$82,100
Total Cash Expenses	\$124,895
Increase in Net Assets	\$36,479

STATEMENT OF FUNCTIONAL EXPENSES

Fiscal Year from 7/1/2015-6/30/2016

EXPENSE	PROGRAMS		
	Mobile Lab	Community Programs	Total Programs
Payroll Expenses	\$32,643	\$11,399	\$44,042
Payroll Taxes	2,600	886	3,486
Total Personnel	35,243	12,284	47,528
Lab supplies & operations	4,074	-	4,074
Sub-grants (EPA funds)	-	1,667	1,667
Community program supplies (non-Lab)	-	1,685	1,685
Total program supplies and operation	4,074	3,352	7,426
Advertising	211	84	295
Depreciation	14,894	-	14,894
AmeriCorps VISTA Volunteers	5,839	1,168	7,007
Office Expenses	699	349	1,048
PO Box	-	-	-
Insurance (D&O+ General Liability)	1,504	215	1,719
Service Fees & Bank Charges	-	-	-
Professional Development	154	154	308
Dues & Subscriptions	775	258	1,034
Taxes & Licenses	-	-	-
Cost of Goods Sold	-	-	-
Facilities	720	120	\$840
Professional Services	-	-	-
Printing and Marketing	-	-	-
Fundraising	-	-	-
Total General & Administrative	24,796	2,348	27,145
Total Operating Expenses	64,114	17,985	82,099
Current Year's Percentages	51%	14%	66%

SUPPORTING SERVICES			TOTAL EXPENSES
Management & General	Fundraising	Total Supporting Services	
\$11,399	\$11,399	\$22,796	\$66,838
886	886	1,772	5,259
12,284	12,284	24,568	72,097
-	-	-	4,074
-	-	-	1,667
-	-	-	1,685
-	-	-	7,426
-	127	127	422
35	-	35	14,929
2,336	2,336	4,671	11,678
1,747	699	2,446	3,494
102	-	102	102
215	215	430	2,149
1,710	-	1,710	1,710
231	231	461	769
775	775	1,550	2,584
120	-	120	120
286	-	286	286
180	180	360	1,200
1,050	-	1,050	1,050
362	362	724	724
-	4,154	4,154	4,154
9,149	9,079	18,226	45,371
21,147	21,362	42,795	124,894
17%	17%	34%	100%

STATEMENT OF POSITION

As of June 30, 2016

	2016	2015 (PY)	\$ Change
Cash	133,117	248,700	(115,582)
Accounts Receivable (A/R)	2,395		2,395
Total Current Assets	135,512	248,700	(113,187)
Computer Hardware	1,224	0	1,224
Vehicles	173,948	24,750	149,198
Total Fixed Assets	175,172	24,750	150,422
Other Assets	0	1,075	(1,075)
Inventory - Swag	843		843
Total Other Assets	843	1,075	(232)
Total Assets	311,528	274,525	37,003
Payroll Liabilities	525	0	525
Total Liabilities	525	0	525
Accumulated Net Assets (Unrestricted)	274,525	272,076	2,449
Increase in Net Assets (Unrestricted)	36,478	2,449	34,029
Total Net Assets	311,003	274,525	36,478
Total Liabilities and Net Assets	311,528	274,525	37,003

EVENTS

Two Events
260 Attendees
\$21,922 raised



This was the first year we held two fundraising events. Our 3rd Annual Green Garden Party was our most successful fundraising event to-date. We also hosted our first annual fall fundraiser at Blackstone Brewing Company. Events have been critical to our fundraising efforts, engaging the green community and continuing to foster sustainable practices.



NASBA

ELIZABETH
SUZANN



CORPORATE

Total Raised: \$85,491



This year, many incredible businesses and foundations made Urban Green Lab's environment education work possible by sponsoring our Mobile Lab and supporting our operation with funding for staff, technology and more. We are so grateful for the support of these giving, environmentally-conscious partners!



Photo by Caitlin Harris Photography



THE FRIST
FOUNDATION

Louie M. and Betty M. Phillips Foundation

& FOUNDATION

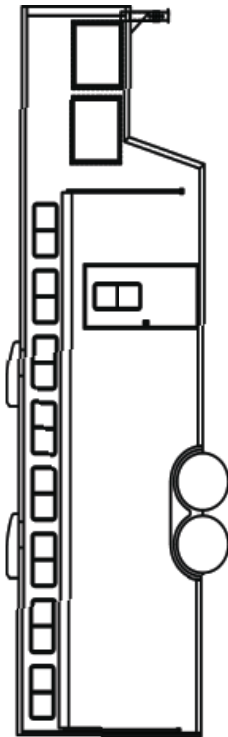


Photo by Caitlin Harris Photography

From funding to pay for construction and staff to run the program, to solar panels, lighting, batteries and installation, to a brand new Nissan Titan - our Mobile Lab sponsors have championed this challenging project with both financial and in-kind support.



DONORS



\$50,000+	So Delicious
Nissan North America	\$999-\$500
\$49,000-\$15,000	Diana Andrew
U.S. Environmental Protection Agency	Dana Bakirtjy
\$14,999-\$5,000	Jennifer Cartwright
CSX	Bob & Rachel Freeman
Village Real Estate Advised Fund	Kroger Community Rewards Program
\$4,999-\$2,500	Wayne Lester
Anonymous	MStreet Entertainment Group
Frist Foundation	NASBA
MIKeN Development	Nashville Public Library Foundation
Schneider Electric	Carrie Plummer
Tennessee Concrete Association	Jeffrey Tlumak
Tennessee Wildlife Resources Agency	Triumph Aerostructures
Wearwell	Valor Collegiate Academy
\$2,499-\$1000	Jennifer Westerholm
Jennifer Barrie	YMCA of Middle Tennessee
Bell Construction	\$499-\$250
Wray Estes	Keri Adams
Hands on Nashville	Big Brothers Big Sisters of Middle Tennessee
Dan Heller	Blackstone Brewing Company
Ellen Kiely	Trevor Burgoon
Louie and Betty Phillips Foundation	Jim Fraser
Piedmont Natural Gas	Freeman Applegate

Patty Ghertner	\$249-\$150	Mark Kerske
Elliot & Alizah Greenberg	Matt Adams	Elizabeth Knowles-Bagwell
The Grilled Cheeserie	Sharon Asmus	Jeanne Marchetti
John Harkey	Holly Baird	Mick Nelson & Kaitlin Dastugue
Chris & Laura Hill	Rob Benshoof	John Noel
Tony Jenkins	Alice Bernet	The Peach Truck
Lesley Lammers	Big East Fork Farm	Patricia Post
Tim Luce	Mary Catherine Bradshaw	Kate Pritchard
Michael Marchetti	Olivia Burd	Justin Raab
Martha O'Bryan Center	Tamara Cooley	Maureen Sanderson
Peter Martino	Laurel Creech	Gary Schott
Metro Human Relations Commission	Crepe-A-Diem	Madeleine Short
John & Angela Plunkett	Ben Dance	Emma Supica
The Produce Place	Annaliese Danckers	Nathan Sweitzer
Armando Rodriguez & Megan Murphy	Amanda Frick	Cathy Werthan
Rebecca & John Patrick Selove	Barbara Gay	William Morris Endeavor
Tim & Kathryn Smith	Chris Green	De'Etra Young
Ken Srebnik	Karen Grubbs	
Ryan & Elizabeth Stanton	Rich & Meghan Hayes	
Bryan & Julia Walker	Carrie Hickman	
Johnny & Lynn Westerholm	Elmore Hill	
The Wild Cow	Charlotte Huff	
Mason Worthington	Josef Kaul	
Ron Yearwood	David Keiser	

IN-KIND SUPPORTERS

We received an additional \$94,600 from in-kind donations unrelated to the Mobile Lab this year. Every donation – from office space, event venues, and professional services, to software and Ameri-Corps volunteers – has had an immeasurable impact on our work. Thank you so much to our dedicated and generous in-kind donors!



Additional Supporters:

Emily Holden
James McLane
Nicholas Graham
Lee Anna McGuire
Peter Smelser
Rob Benshoof
Kem Hinton
Anna McClure
Steve Marshall
Nathan Alongi
Woodland Presbyterian Church



It is inspiring to see our donors' commitment to the environment and sustainability of Nashville. Thank you so much for supporting Urban Green Lab and being a part of the important effort to give this community sustainability education!



Partner

Our corporate and business partners are vital in supporting our innovative Mobile Lab and community workshops. Whether you would like to make an in-kind donation of materials or expertise or a financial contribution, we welcome your investment in a greener Nashville! Please contact us at grow@urbangreenlab.org or 615-442-7072.

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.

Volunteer

We welcome short-term help, as well as long-term volunteers and interns. From educating students to administrative tasks, programming, teaching, and website design, the list of skills and services we welcome is endless! Contact us at engage@urbangreenlab.org or 615-442-7072 for more information.

CONTACT US



URBANGREENLAB.ORG

Tel: (615) 442-7072

Email: DIRECTOR@URBANGREENLAB.ORG

P.O. BOX 68348,
NASHVILLE, TN 37206



facebook.com/urbangreenlab



@urbangreenlab



@theurbangreenlab



