




GREATER HOUSTON  
AREA CHAPTER

U.S. Green Building Council  
Greater Houston Area Chapter

# 2009 Annual Appeal

*Changing the definition of a  
profitable environment*






*The U.S. Green Building Council is a dedicated 501©(3) non-profit organization that has 75 chapters in every state in America. Chapters are also located in Europe and Africa.*

*Through its extensive network, the organization is able to promote sustainable education and advocacy through a variety of methods. More than 100,000 people nationally have become accredited LEED APs.*

*Locally, Houston received its standalone non-profit tax-exempt status in 2003. Today it boasts almost 800 dues paying members, more than 1,500 Houston-based LEED APs and almost 4,000 registered supporters.*

*It maintains a strong volunteer-based committee structure and a working governance board. The staff consists of an executive director who focuses on governance, compliance, training, finances and management as well as a program assistant who handles logistical planning for the chapter's educational mission, database management, office inventory and an array of membership issues.*





## A profitable environment starts with your surroundings




It probably doesn't surprise you to learn that 51 percent of a household's carbon dioxide emissions come from the use of automobiles. But have you ever thought about where the other 49 percent comes from?


It comes from the way the families live in their houses, operate in their workplaces and enjoy the cinemas, restaurants and theaters in their communities.

In short, you can't save the environment until you change your built environment.

That is where the U.S. Green Building Council-Greater Houston Area Chapter steps in. Since the workplace, home and school are integral buildings in a person's life, any changes made to improve these structures are done after serious choices are made. Once people finish the improvements to the built environment, they begin to choose ways to protect these investments.

Typically, this begins a thought-provoking chain about how they live their lives. They become aware of the better ways to clean their homes, they choose less energy-wasting ways to do things. Our national research confirms that informed audiences walk more, ride bicycles, and consciously turn off lights when they are not in use. Green-aware people also become more aware of the choices they make in their communities. They notice litter on the streets more and take action to do something about it at a higher ratio.





## A profitable environment creates a new way of living



In short, USGBC-Houston may appear (at first glance) to be a non-profit designed to simply “build a better building.” But in fact, it is a behavior-based non-profit organization geared toward changing the way individuals operate in their neighborhood of communities and the way communities operate as part of society. The built environment is simply the tool being used to transform cultural change and elicit an understanding of the triple bottom line of environmental conservatism.


So the U.S. Green Building Council in Houston is vitally important and it has never been more important today. Scientists with the International Panel on Climate Change recently announced they were in alarming agreement. They all agreed that global climate is real. So regardless of whether or not you think humans have a part in that phenomenon or not, we must change the way we live in our homes, schools and buildings.

We need change the way we operate them. We need to change the way we conserve energy, save water and incorporate the landscape in our building decisions.

Through the LEED process, we provide the premier source of education for the general public, business community and school leaders on ways to operate, design and construct a better home, a cleaner school and a sustainable workplace.

*No one else changes the built environment as well as USGBC.*





## A profitable environment means a better environment



Your contribution to our 2009 Annual Drive ensures that the chapter will be positioned to continue providing the standard of excellence this community has come to expect. Our education programs have increased by almost 100 percent in the past two years and plans are to make them more effective and engaging.


Your support ensures that the education of sustainable green practices in building construction and design continue.

By standing with us in 2010, you can proudly proclaim that you are actively working to change the marketplace, the culture and the future of Houston. You are part of the movement that is dedicated to creating cleaner, eco-friendly schools for children; safer and better built homes for families and brighter, more productive workplaces for the labor force.

*You are part of thousands of supporters who believe that when you build green, everyone profits.*

All deductions to the USGBC-Houston are tax-deductible to the fullest extent allowed by law. If you feel the USGBC-Houston activities have a positive impact, consider writing a tax-deductible check.





## A profitable environment needs your support



Here is an example of what your sponsorships and donations to the USGBC-Houston Chapter funds. The following educational programs and events are designed to promote sustainable living and built environments along the Gulf Coast Region.


Monthly education programs dealing with such topics as:  
Green Schools  
Sustainably built Homes  
Financing your own solar  
Calculating your return on investment

Presentations to more than 60 municipalities and school districts about the onset of LEED for Schools and LEED for Neighborhood Development.

Regular LEED Study Groups and Workshops that are attended by people all over the world as well as our own neighborhood. Our average attendance at these monthly events is between 25-30.

Annual Legislative Days where our members meet with their state representatives and senators to discuss green building issues and educate them on the benefits of energy-efficiency standards and laws. In 2009, our chapter took 30 members to Austin and hosted our sister chapters in Balcones and North Central Texas.

In 2010, we want to do more outreach, raise attendance and continue to build even stronger collaborations with like-minded organizations. But to do that, we need your support.



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# YOU make a profitable environment

As we move into 2010, we have a wishlist of items that we believe will further our mission and make more people aware of what USGBC-Houston stands for and what LEED can do for them. Here is an example of what the chapter hopes to accomplish with your continuing support:

*A USGBC Green Center with an office suite, community conference center and educational resources for the general public*

*A public service announcement on local television stations to educate and raise awareness*

*An operating endowment that address fiscal sustainability and responsibility*


*A scholarship endowment for a worthy college student seeking a career in green building*

*A powerful monthly program calendar that will enable us to attract captivating, nationwide leaders in the field*

*A more powerful presence with our members through regular newsletter contact and other materials that give them the latest and most exclusive news on green building in our region*

*Board training and workshops to create a high-performance council that can articulate a community agenda and set it*





# Become part of a movement that is making a new experience

Will you please consider joining us as we continue to push the green revolution in 2010? Will you please help us change the definition of a profitable environment?

No government or public funds are used for the promotion, education, outreach or advocacy of the mission. This means our donors are critical to the process. They are the fuel that moves this chapter forward, allowing us to promote a market and cultural transformation completely from funds generated in the marketplace and our communities.

The USGBC-Houston chapter recognizes six levels of financial and in-kind commitments: Environmentalist, Green, Platinum, Gold, Silver and Bronze. Depending upon the level of commitment, sponsors enjoy an array of accompanying benefits. We genuinely appreciate your time and consideration.

Sponsorships are easy. Simply fill out the accompanying form in your Appeal Folder. If you don't have an Appeal Folder, simply log onto [www.usgbchouston.org](http://www.usgbchouston.org) and follow the links for an online green payment. We accept Master Card, Visa and Discover.

You can also call us at 281-506-3867 and we will handle the donation for you over the phone.

*Thank you, and remember to build green.*





# 2009 Corporate Gift Levels

## **The Environmentalist Donor \$50,000**

Special consideration for seat on 2010 Chapter Advisory Council  
4 free admissions to any LEED workshop during the calendar year  
All benefits of Green Donor and 50 free local memberships

## **Green Donor \$25,000**

Special consideration for seat on 2010 Chapter Advisory Council  
All benefits of the Platinum level and 25 free memberships

## **Platinum Level \$10,000**

Ability to provide Product/Company Information  
at any regular monthly general admission event during the calendar year  
5 free tickets to most recent Annual Celebration/Casino Night  
All benefits of Gold level and 10 free local memberships

## **Gold Level \$5,000**

Ability to provide Product/Company Information at four (4) regular monthly  
general admission events during the calendar year  
All benefits of Silver level and 5 free local memberships

## **Silver Level \$3,000**


Ability to provide Product/Company Information at two (2) regular monthly  
general admission events during the calendar year  
3 free local memberships  
2 free admissions to any two (2) regular monthly general admission events  
during the calendar year  
All benefits of Bronze level sponsor and 3 free local memberships

## **Bronze Level \$1,000**

Provide Product/Company Information at one (1) regular monthly  
general admission event during the calendar year  
Logo and link to company site from Houston web page  
1 free local membership  
Continuous recognition throughout the year at chapter events and in  
appropriate collateral materials

*Corporate gifts/sponsorships are devoted to the chapter's tax-exempt purposes. USGBC-Houston has disclosed all benefits that are required to be valued in consideration for these gifts. USGBC-Houston is a 501 ©(3) organization. Companies may be entitled to a tax donation deduction for gifts given during the Annual Drive and at other times during the calendar year. Where applicable, the FMV has been determined at the highest value. Information on FMV can be obtained upon request.*





## Join these green partners in the new profitable environment

Stakeholders and supporters of the USGBC-Houston Chapter invite you to become part of the new profitable environment. These men and women are the catalysts for a movement that is changing the expectations people have of the buildings where they live, work, learn and play. Join with them and read on to learn the reasons they support the chapter's efforts to promote the development of healthier, safer, cleaner and better built environments.


*“We try to do anything they ask us to do. I have committed individually and as a company to only invest in LEED certified projects. I believe USGBC is important because they get the word out, period. That’s it.”*

- George Pontikes  
President/CEO  
Satterfield & Pontikes

*“I think USGBC is important because it offers a place to collaborate and exchange ideas among the stakeholders in green building. We support USGBC as a company and individually because it works to change the built environment. We recognize that by changing the approaches we have to our daily business activities, we can have a positive impact on the environment and that helps us to be healthier.”*

- Dennis Cruse  
Facilities Manager  
Crescent Realty






*“LEED for Schools will improve children’s and teachers’ health and test scores and help the environment, but I think the biggest change is that a LEED-certified school is a teaching tool. Kids can participate in environmental stewardship at their own schools. They will grow up in an environmentally aware culture and pass that on to their parents and others. Recycling and water and energy conservation will not be something they need to be taught or think about; it will just become their way of life. That new culture extends much farther than just their school.”*

- Amy Boyers  
Senior Environmental Planner  
Houston-Galveston Area Council

*“This organization trains people and makes owners understand its mission. Sustainable design goes further as it becomes the benchmark on how we construct buildings. LEED will become the way buildings are built going forward. Class A buildings are by definition now as LEED buildings. If you build it otherwise, you are not a Class A building.”*

- John Mooz  
Vice President  
Hines



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Twitter: <http://twitter.com/USGBCHouston>

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