



Grassroots philanthropy: the story of our (unlikely) capital campaign

CONGRESS 2017

Halifax, NS



Our inspiration



THE PROVOCATIVE NATIONAL BESTSELLER
The Ecology of Commerce
A Declaration of Sustainability



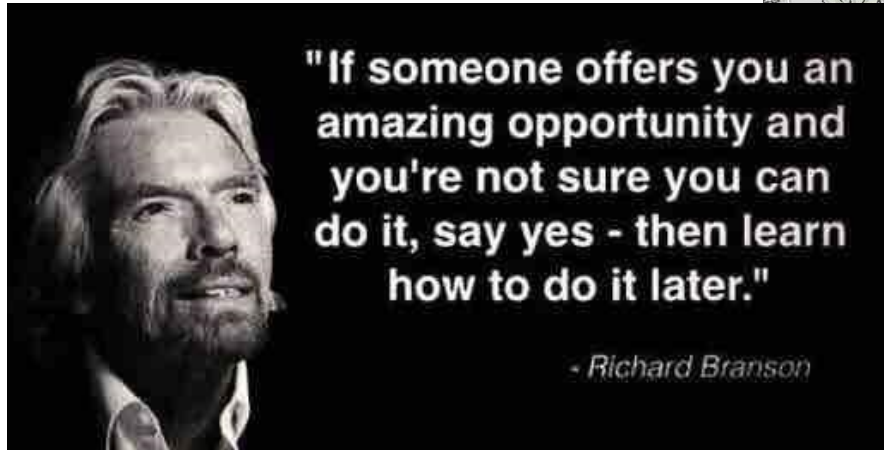
Paul Hawken

OF *GROWING A BUSINESS AND THE NEXT ECONOMY*
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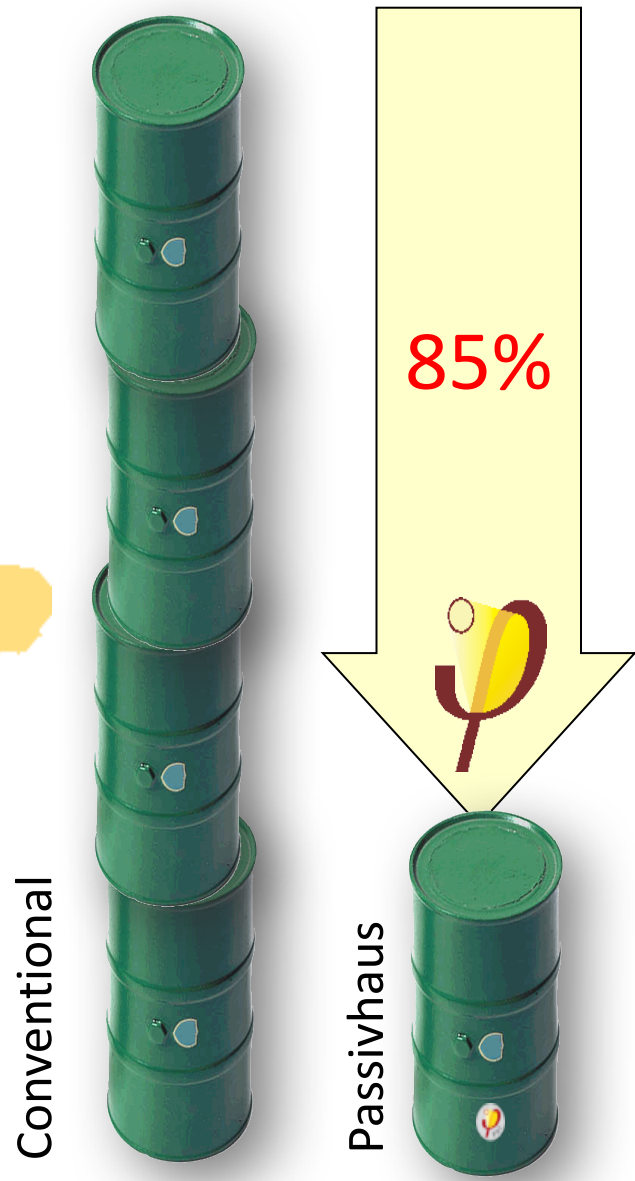
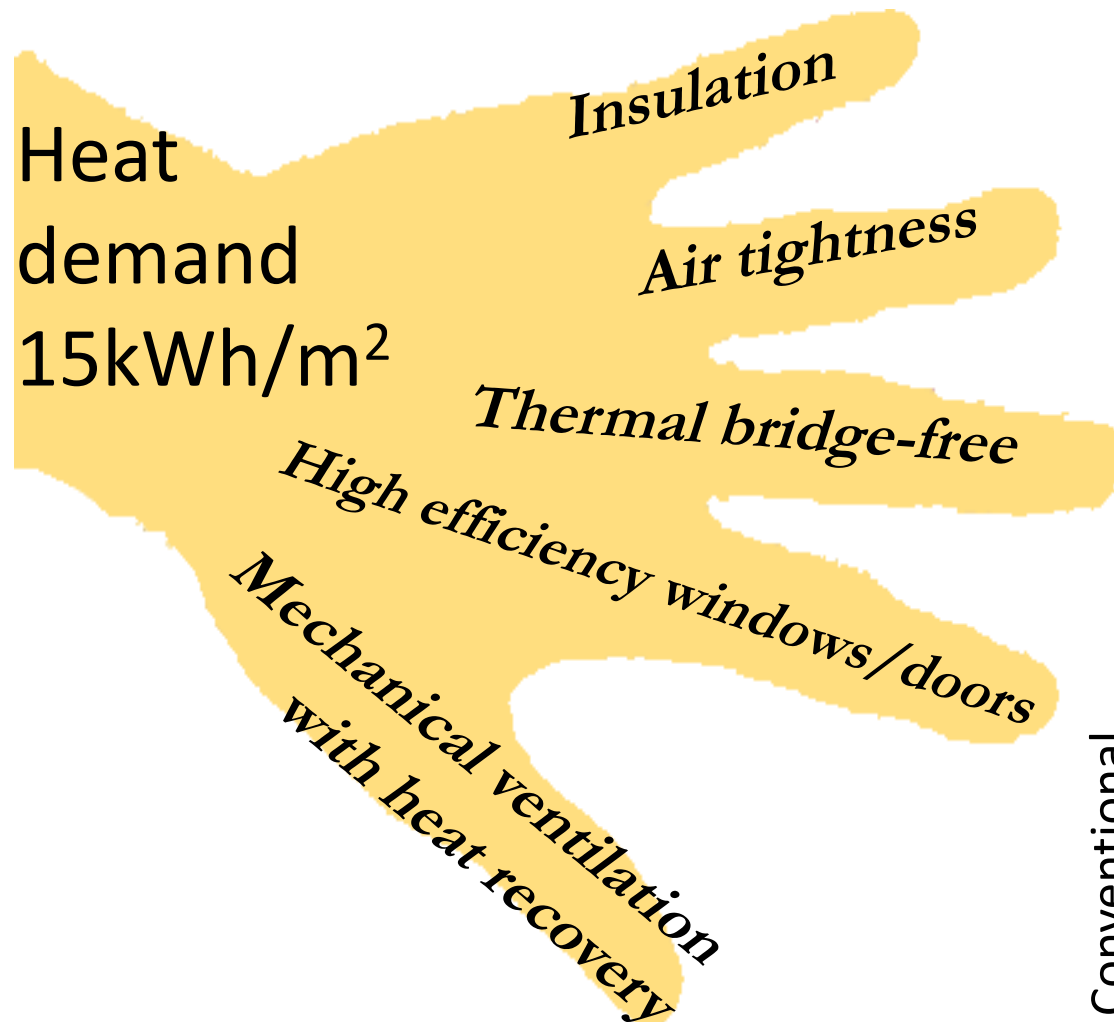


Our rationale





Our proposal



The PassivHaus Standard

FUNDRAISING CHALLENGES

- Limited fundraising experience prior to this campaign and no existing internal infrastructure, limited staffing resources e.g. Fundraisers
- Board had limited engagement with fundraising ventures prior to this campaign
- Some of the Board was reluctant to engage in this capital campaign
- Challenges with brand acceptance, perceptions, and NIMBY
- Time.....

On the positive side...

- Passion, persistence, dedication, commitment
- Embedded the goal in our Strategic Plan
- Hiring a well-known successful consultant for training and coaching
- Priority of the Board, particularly 2-3 members
- Finding 'our' approach & sticking to it: The Tour
- Securing two large Major Gifts during 'quiet phase'.

Larger than the project itself was...

The belief in philanthropy and in raising awareness of the cause within the broader community.

That passion had a contagious effect.



International Passive House Days

Efficient & Active Ventilation Systems for Residential Buildings

PRESENTATION OUTLINE:

- Why presenters will be happy from the way to the heart of residential ventilation.
- Why vent?
- The significance of radon and air contaminants.
- Why we breathe on the roof of our head?
- How to design an active ventilation system?
- How to design an active ventilation system?
- How to design an active ventilation system?



Platinum Sponsors



OUR INSPIR...



Councillor David Charmanikha pronounced "dai-ah-ah-ah-ah" is an education, public speaker and, since 2010, an Ottawa city councillor. Besides serving the residents of his community, he chairs the City of Ottawa's Environment Committee and serves on the Transportation Committee, the Finance and Economic Development Committee (FEDCO), the Board of Health and the Ottawa Community Land Development Corporation.



Jonathan Westendorp is the founder of Windmill and brings a great deal of experience in corporate strategy, finance and business development as a return to green development projects. Jonathan has spearheaded a new national movement that is focused entirely on green building results as part of LEAD Construction.



Lisa Ker is the Executive Director of Ottawa Solar, vice-chair of the Ottawa Alliance to End Homelessness, and a Board member of the Ontario Non-Profit Housing Association. She is a 20-year veteran of the public and non-profit sectors. Prior to her role on the National Capital region she served for the Ministry of Community and Social Services and Toronto Community Housing while volunteering for several community organizations. She has a Master's in Public Administration from Queen's. She is currently working on another B.A. Sc. degree at the University of St. Paul and volunteers at her neighborhood hospice where she assists in providing end-of-life care.



Renee L. Gratton, LEED A.P. and Climate Ready Leadership Corps Member is president of RG Interiors - a specialty consultancy - with more than thirty years of wide-ranging industry experience. Renee has been recognized for being a dedicated and innovative leader in the industry including the prestigious RBC Centre for Code Management and CTV Amazing People award for her sustainable development, inspiring actions in the industry.



CBCradio



disrupting DESIGN

OTTAWA

CONSTRUCTION NEWS

CSC CONNECTIONS CAFÉ ECONOMICS OF SUSTAINABILITY

"An engaging evening of information sharing, networking and expert panel discussion to explore the Economics of Sustainability"

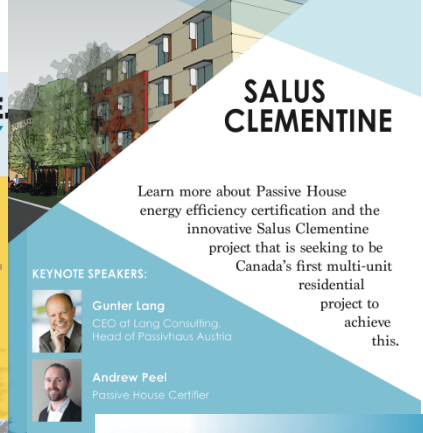
We will explore with a panel of experts:
The different dimensions of Sustainability from the Economic, the Social, Technological, Environmental and Political perspectives.
Head of the Active Passivhaus Network Gunter Lang, Award-winning Architect Anthony Leaning, Sustainability leader Nadine Guizé, Passive House expert and building performance passionate Malcolm Isaacs, Economist Rob Conroy and Builder Adam Cook will look at the challenge of ensuring that the three pillars of Sustainability - Economic, Social and Environmental - can be met.
How creative energy solutions and innovative technology are contributing to a sustainable future.

You are invited to join the conversations and get involved in the discussions.

5:00pm March 11, 2015
Agincourt College, 1385 Woodroffe Ave, Ottawa

Our Inspiring panelists include:

- Gunter Lang** from Austria will be joining the discussion, answering questions and demonstrating how energy and resource savings can be realized through innovative design and construction.
- Malcolm Isaacs** is defined as the economic optimum between cost and energy efficiency. **Malcolm Isaacs** will explain how additional costs can be offset for ultra-energy passive house buildings, and how energy is a source of profit and not a cost.
- Adam Cook** will outline the benefits of increased building efficiency, whether the performance of envelopes as engineering systems. He will also discuss why much higher levels than are vital to these goals.
- It will demonstrate how the environmental values and social commitment have informed his professional, community based services, and affordable housing. He will explore a creative way to create better buildings and more sustainable communities. Anthony will present three award-winning projects: Gateway Shelters, Cornerstone Housing for Women and the Renovation and Addition to the Centre.
- Conby** will present financing strategies and available incentives for sustainable projects.
- Malcolm Isaacs** will discuss how Mission Zero drives business strategy, innovation, engagement, design, and sales.



SALUS CLEMENTINE

Learn more about Passive House energy efficiency certification and the innovative Salus Clementine project that is seeking to be Canada's first multi-unit residential project to achieve this.

KEYNOTE SPEAKERS:



Gunter Lang
CEO of Long Consulting, Head of Passivhaus Austria

Andrew Peel
Passive House Certified

PASSIVHAUS MEETS NET ZERO

Webinar prepared by:
Passive House Ontario Group
Ca.G.B.C
Greater Toronto Chapter



Andrew Peel, Peel Passive house Consulting
He is Canada's only building certifier. He has a tremendous depth of knowledge and experience in building energy performance and modeling.



Jessica Grove-Smith, PH
She is part of the research team at the PH. Her responsibilities range from stationary and dynamic energy demand modeling, to the renewable primary energy assessment that is being introduced for the new Passive House classes.



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COMMUNICATE EDUCATE COLLABORATE

PASSIVHAUS

A BUILDING QUALITY REVOLUTION

Malcolm Isaacs
CanPHI Director and Canadian 'Passivhaus' Pioneer

Günter Lang
Leader of the Austrian National Passivhaus Network

"A RENEWAL FOR OTTAWA"

BEACON SUSTAINABILITY PROJECTS...

Insights on the Windmill Zibi Project, Salus Clementine

Climate change is one of the biggest threats we face today and requires transformative approaches to our building and construction stock. Beacons is a first in our region.

CSC Ottawa invites Councillor David Charmanikha to share Ottawa latest sustainability initiatives and WinWind Development founder Jonathan Westendorp and Ottawa Solar Executive Director Lisa Ker to present Ottawa Beacon sustainability projects in adopting the One Planet Living principles and the International Passive House standard.

Councillor David Charmanikha will explain about how the pursuit of a Renewable Energy City is both a lofty goal and a necessary and achievable reality. It is not just about solar panels and wind turbines. It is also about rethinking our city. Rethinking who we are, where we want to go and how we relate to each other for the better!

Jonathan Westendorp will focus on key aspects of the Zibi project:

- how it adopts the One Planet Living guiding principles,
- the inclusive approach taken in consulting with the public,
- the collaborative and inclusive approach taken and various partnerships (Algonquin College, etc.),
- elaborate on the district energy system approach.

Lisa Ker will outline Ottawa Solar's motivations to adopt Passive House and will share her experience and learnings as a developer in implementing this standard.

One Planet Living is an initiative of the United Nations and its partners to make truly sustainable living a reality. One Planet Living uses ecological footprinting and carbon footprinting as its baseline indicator. It is based on the guiding principle of sustainability as a framework: Health and Happiness, Equity and Local Economy, Culture and Community, Land Use and Wildlife, Sustainable Water, Local and Sustainable Food, Sustainable Materials, Sustainable Transport, Zero Waste, Zero Carbon.

Lisa Ker will outline Ottawa Solar's motivations to adopt Passive House and will share her experience and learnings as a developer in implementing this standard.

Discussion in the world's building standards in energy efficiency, indoor air quality and occupant comfort with a maximum budget of 100 to 150 dollars per sqm. By making the most of Ottawa's first field application in reducing carbon emissions.

Moderator

Renee Gratton, President of the Construction Resource Initiatives Council will host and moderate the conversation on the common denominators between the CRI Council's own reform initiatives, One Living Planet Living project with Zibi, Salus Clementine and World Class Projects. Why are these Beacon Projects for the city of Ottawa?

DECARBONIZE OUR FUTURE TODAY #NAPHN16

16 North American Passive House Network

CONFERENCE & EXPO

JUNE 13-14 NEW YORK CITY

SABMag

THE PREMIER CANADIAN MAGAZINE AND WEB RESOURCE ON HIGH-PERFORMANCE BUILDING AND RELATED PRODUCTS

National Media Partner of the Canada Green Building Council

Official education provider for LEED professionals through the Green Building Certification Institute

INCLUDES THE SUPPLEMENT

NEWS. CULTURE. SOLUTIONS.





SALUS

Where Hope Finds a Home.
Là où l'avenir trouve un chez-soi.



