Moving and Evolving for Social Impact

Sustain Dane is the sustainability organization of Dane County. We believe that change happens when inspired people take action. Sustain Dane accelerates comprehensive sustainability in our region that leads to a healthy environment, just economy, and community wellbeing. We partner with organizations and individuals – businesses, schools, and community members from diverse backgrounds – to advance programs and initiatives that transform Dane County into a thriving place for everyone.

Vision
A thriving and connected community with a sustainable economy and environment we are proud to pass on to future generations.

Mission
To inspire, connect, and support people to accelerate sustainable actions for community wellbeing.

In December of 2018, Sustain Dane was chosen to participate in StartingBlock Madison’s Social Impact Initiative, a social entrepreneurship program. Addressing social and environmental challenges, the eight teams benefited from consulting, professional synergy, and networking. In addition, Sustain Dane relocated its office to the Spark building on East Washington, allowing our team to work side-by-side with some of Madison’s most innovative organizations for social good.

Our most recent vision and mission were formally adopted in the Fall of 2018.
Our Team

Jessie Lerner, Executive Director
Amy Kesling, Organizational Development
Stacie Reece, Sustainable Business
Gloria Castillo, Sustainable Communities
Tyler Logan, Operations
Lucille Marshall, Communications
Karen Crossley, Interim-Executive Director (Fall 2018)

Our Board
President: Robin Lisowski, WECC
Vice President: Annette Miller, EQT by Design
Treasurer: Jim Bradley, Home Savings Bank
Secretary: Angela Pakes, UW-Madison
Dave Benforado, MG&E
Jordan Hemaidan, Michael Best & Friedrich
Leslie Orrantia, UW-Madison
Mark Richardson, Gig Blender
Ben Schmidt, Urban Land Interests
Steve Whayland, DC Engineering
Karen Crossley, Community Representative
In August of 2018, a state of emergency was declared as Dane County became inundated by severe rainfall. The damages totaled over $154 million dollars to residences, businesses, and public infrastructure. Globally, climate change has allowed more moisture in our atmosphere to make weather events more frequent and extreme, including historic levels of rainfall across the upper Midwest. Locally, the catastrophic floods were also a result of lake water levels, urban and agricultural development, stormwater management deficiencies, and other practices. The flood made tangible to Dane County the importance of moving sustainable practices forward more quickly and urgently.

**2018 Community Connections**

**Community Brunch for Sustainability**  
January 25 | Short Stack Eatery

**Sustainability on the Rocks: Networking Night**  
March 1 | Old Sugar Distillery

**Sustainable Business and Entrepreneurship Meetup**  
March 20 | Industrious Madison

**Adult Swim: Sustainability Sideshow**  
April 6 | Madison Children’s Museum

**Earth Day Dough-nation Night Fundraiser**  
April 19 | Ian’s Pizza, Madison

**Sustainable Business and Distillery Tour**  
May 24 | Dancing Goat Distillery

**Dane County Climate Council Meetings**  
Active Member, 2018
The Megaphone: Storytelling for a Sustainable World

Sustain Dane believes in the power of our stories. Centering diversity as a strength, we know that multiple stories and perspectives are fundamental tools to address the sustainability needs of our communities. The Megaphone community platform provides the space and tools to craft and share stories, inspire others, and build a more sustainable and inclusive community.

The Megaphone is a collaborative effort by Sustain Dane and Living in Balance, supported by the Badger Rock Community Center. Storytelling Workshops were facilitated by Jen Rubin, co-producer of The Moth and Takeyla Benton, co-producer of Listen to Your Mother.

2018 Megaphone Events

**Storytelling Workshop for a Sustainable World**
January 22 - Badger Rock Neighborhood Center

**The Megaphone: Story Slam**
February 20 - Cargo Coffee East

**Storytelling in the Sustainability Movement: The Big Why**
October 3 - Monona Terrace Community and Convention Center
Sustain Dane’s MPower Business Champions program is a one year, fully customizable program for businesses and organizations to reduce their environmental impact, save costs, and create a healthier, intentional, and sustainable workplace in their community. MPower is a proven and nationally recognized model for achieving sustainability success from within an organization.

In 2018, Sustain Dane celebrated 10 years of MPower graduates and their sustainability accomplishments.

**MPower Stats**
- **106** business ‘Green Teams’ completed
- **545** Sustainability Projects, resulting in:
  - **19.2 million kWh** saved
  - **60.3 million lbs of CO₂ avoided**
  - **$2.1 million** dollars saved

**2018 MPower Sustainability Sessions**
- #1 Alternative Transportation
- #2 Waste Reduction
- #3 Energy Efficiency for Facilities
- #4 Green IT
- #5 Water Stewardship
- #6 Sustainable Food Choices
- #7 Project Updates and Integration
- #8 Moving Forward (Held in 2019)
The Sustainable Business Network shares new skills and strategies, innovative research, and local case studies through quarterly meetings, networking events, and newsletters. SBN highlights and advances sustainability work in our region, giving members a space to grow their networks, and improve their knowledge of sustainable change.

2018 Quarterly Breakfast Meetings

January 24
“We Are Still In”- Our Local Commitment to the Paris Agreement
Keith Reopelle, Director of Dane County’s Office of Energy and Climate Change
& John Hueckel, Clean Fuel Partners

April 25
"Sustainability from the Start(up)"
Heather Wentler, Doyenne Group & Jeff Glazer and Cliff Bartholomew,
UW Law and Entrepreneurship Clinic

July 25
“Connecting Through Stories”
Jasmine Banks, Perfect Imperfections

October 10
“The High Road for Sustainable Business”
Astar Herndon, 9to5 Wisconsin

Sustainability at Artisan Dental

Scott Anderson is the Director of Stakeholder Stewardship at Artisan Dental in Madison, which graduated from the 2018 MPower program, and is a veteran member of the Sustainable Business Network. Aided by a partnership with Sustain Dane, Anderson has prioritized sustainability at Artisan Dental and has spread his sustainability story and expertise to others in the dental profession. In 2018, Anderson traveled to Reykjavik, Iceland to participate in the first global conference for sustainable dentistry, where he presented a session titled “Standard Practice for Managing Sustainability in Dentistry” and provided actionable guidance to attendees. Artisan Dental’s sustainability efforts have been featured twice in the Journal of American College of Dentists, as well as in an article and podcast by Dentaltown magazine.
Vic Barrett is a plaintiff in the historic Juliana vs. United States lawsuit, in which 21 Americans between the ages of 11 and 23 have sued the federal government for violating their constitutional right to a safe, stable future by permitting and subsidizing the fossil fuel industry. Barrett delivered a keynote address at the Sustain Dane Summit about the experiences that have informed his current work, both on campus and on the national stage.

In its tenth year, the Sustain Dane Summit (formerly Badger Bioneers) was a transformative day of learning, connection, and inspiration that explored collaborative sustainability through renowned speakers, arts, hands-on activities, and inspiring awardees. Under the theme “Together, We ___,” participants gained new skills, relationships, and ideas to implement environmental, economic and social change in their community.
The Summit featured inspiring stories and performances from:

Vic Barrett: *Keynote Speaker*, “Together, We Resist”


TetraPAKMAN: *Keynote Artist*, “Together, We Create”

The 2018 Live Forward Awardees: “Together, We Inspire”

Devon Hamilton, Michael Fields Agricultural Institute

Donale Richards, Mentoring Positives, Inc.

Alex Lindenmeyer, Short Stack Eatery

Kai Brito and Shamell Long-Homesly: Emcees

96% of attendees said they gained new knowledge about sustainability issues, emergent leadership, and youth activism.

90% of attendees learned that art, music, humor, and storytelling are impactful strategies to make change.

97% of attendees understand the need to promote inclusive leadership in the sustainability movement after attending.
For more details on the Kailo Foundation 2016 gift or for a copy of our audited financials, please contact the Executive Director.

*Due to GAAP accounting, revenue does not include the use of a $250K core mission support grant from Kailo Foundation received in 2016 for multi-year organizational capacity building or a $25K grant from The Carolyn Foundation received in 2017 for use in delivering the MPower Program in 2018.

For more details on the Kailo Foundation 2016 gift or for a copy of our audited financials, please contact the Executive Director.
2018 Corporate & Foundation Support
Thank you to our sponsors and community supporters

$25,000+
• Carolyn Foundation
• City of Madison
• Kailo Fund
• Madison Gas & Electric

$5,000+
• Evjue Foundation, the charitable arm of the Cap Times
• Ho-Chunk Gaming - Madison
• National Guardian Life Insurance
• Steve Stricker American Family Insurance Foundation
• Zendesk Neighbor Foundation

$2,500+
• Aprilaire
• Compass Properties
• EZ Office Products
• Organic Valley
• Reynolds Transfer & Storage
• UW Credit Union
• UW Health, UnityPoint Health – Meriter & Quartz
• Wisconsin Arts Board

$1,000+
• Acumium
• Allegra
• Alliant Energy Foundation

$250+
• Affiliated Engineers
• All Energy Solar
• Artisan Dental
• Clean Fuel Partners
• Dane County Office of Climate Change
• designCraft Advertising
• Dream Bank - American Family Insurance

• American Family Insurance
• BoardmanClark
• Clean Lakes Alliance
• Community Shares of Wisconsin
• CUNA Mutual Group
• Dane Arts
• Dean Health Care
• Festival Foods
• Findorff
• Great Dane
• Home Savings Bank
• inPro
• Madison Concourse Hotel
• Rebecca Ryan
• University of Wisconsin-Madison
• University of Wisconsin Madison Office of Sustainability
• Willy Street Coop
• WECC
• YWCA Madison

• Earth Stew Compost Services
• EQT by Design, LLC
• Fiskars
• Full Spectrum Solar
• Ian’s Pizza
• Isthmus Engineering
• KEVA Sports Center
• Madison Metropolitan Sewerage District
• Madison Region Economic Partnership
• Murphy Desmond S.C.
• Numbers 4 Nonprofits
• Palmer Johnson Power Systems
• Promega Corporation
• Rapid Improvement Associates
• RENEW WI
• Scott Savage Consulting LLC
• Short Stack Eatery
• Edgewood College Social Innovation & Sustainability Leadership program
• Summit Credit Union
• Sustainable Engineering Group LLC
• SVA Accounting
• TDS Custom Construction
• Uniek Inc
• Urban Land Interest
• Urban League of Greater Madison
• UW-Madison Nelson Inst. for Env. Studies
• Wisconsin Environmental Initiative
• Wegner CPAs
Support sustainable actions for community wellbeing through Sustain Dane

Join our membership network, programs, and events for inspiration and connection.

Implement a sustainability project that you are passionate about—Sustain Dane can help.

Invite your friends, family, neighbors, and colleagues to take action for sustainability and get involved in the Sustain Dane community.

Share your stories and vision for change with us, so we can elevate your story and better meet your needs.

Donate to our sustainability movement. Any gift, big or small, helps us achieve comprehensive and collaborative sustainability in Dane County.