



Sustain Dane

ANNUAL REPORT

2022



(608) 285 - 2454

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sustaindane.org



The Sustain Dane Team

ABOUT US

Sustain Dane is the sustainability organization of Dane County. Our programs, partnerships, and initiatives advance the greater Madison region into a thriving place with environmental health, equity and social well-being, and a just economy.

Holistic sustainability can successfully guide us through the challenges and opportunities ahead as we build a more resilient and inclusive community. Through our network and beyond, we see that change happens when inspired people take action.

MISSION AND VISION

Sustain Dane's vision is a thriving and inclusive community with a sustainable environment and economy we are proud to pass on to future generations. Our mission is to inspire, connect, and support people to accelerate equity and sustainable actions for community well-being.



MEET THE TEAM

Staff



Claire Oleksiak
Executive Director



Lorenza Zebell
Program Manager



Lucia Hunt
Development &
Partnerships Manager



Valora Gutierrez
Efficiency Navigator &
NOAH Outreach
Specialist



Maggie Radl
Communications
Specialist

Interns



Alyssa Dorman
Development Fellow



Karlea Schuelke
Bucky PR Intern



Chloe Lipton
Bucky PR Intern



Kabir Shreya
Service Learning in Art
Intern



Brianna Marie Doerr
Service Learning in Art
Intern



Jake Pollastrini
Compost Intern



Chlo Baumbach
Compost Intern



Olivia Wuethrich
Compost Intern



Jeanne Welch
Compost Intern



Jennifer Sandor
Compost Intern



Daphne Wu
Compost Intern



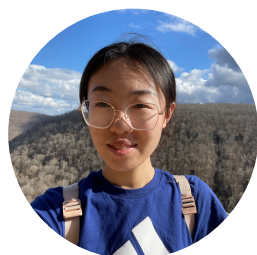
Anna Jurena
Compost Intern



Sophie Hammond
Compost Intern



Siri Wagner Grund
Compost Intern



Weiyl Zhao
Student Intern, Nelson
Institute of UW-
Madison

Board Members



Steve Whayland
President
DC Engineering



Mark Richardson
Vice President
Unfinished Business



Jim Bradley
Treasurer
Home Savings Bank



Missy F. Tracy
Secretary



Sandy Xiong
City of Sun Prairie



Richard Heinemann
Boardman Clark LLP



Yvette Jones
designCraft
Advertising



Angeline Mboutngam
Wisconsin
Foundation and
Alumni Association



Tom Thompson
UW Health



Ben Reynolds
Reynolds Transfer
and Storage



Amanda Goetsch
University of
Wisconsin Sustainable
Management



Robin Lisowski
Slipstream



Dave Benforado
MG&E



Melissa Flores
Nordic Consulting



Abigail Corso
Elevate Energy

LETTER FROM OUR EXECUTIVE DIRECTOR

As I reflect on this past year,

I am inspired by the skill, strength, and compassion of the Sustain Dane community. Together, we employ our unique expertise and roles to interact with each other, strengthening our accomplishments. There is much work ahead. We are making a powerful impact in the sustainability and climate movement.

Sustain Dane's work amplifies sustainable actions in the workplace, at home, in schools, and throughout the community. This year, we've accomplished the following climate actions and educational outreach:

- Supported 97 projects with Accelerate Sustainability Workshop, Master Recycler, Restaurant Food Waste Challenge, and Water Steward, reaching 30,000+ people through ripple effect impacts
- Collected 10,000+ pounds of food scraps at the South Madison and Eastside farmer's markets to regenerate soil at the Neighborhood Food Solutions farm in Fitchburg
- Launched a Contractor Accelerator with 11 contractors from under-represented communities who are interested in expanding into the clean energy field, in partnership with the Latino Academy & Elevate



Claire Schaefer Oleksiak Executive Director, Sustain Dane

- Upgraded 100 units of affordable apartments with energy efficiency, comfort, and resiliency measures
- Led 450 students in lunch-time recycling and food waste audits at five Madison schools
- Received the 2022 Climate Champion Catalyst Award by Dane County Office of Energy & Climate Change for the Climate Action Program which resulted in 143 individual climate action commitments

We value collaboration and the intersection of our identities and communities. Sustain Dane is educating, convening, and implementing holistic sustainability. Sustain Dane is working to accelerate equity and sustainable actions for community well-being

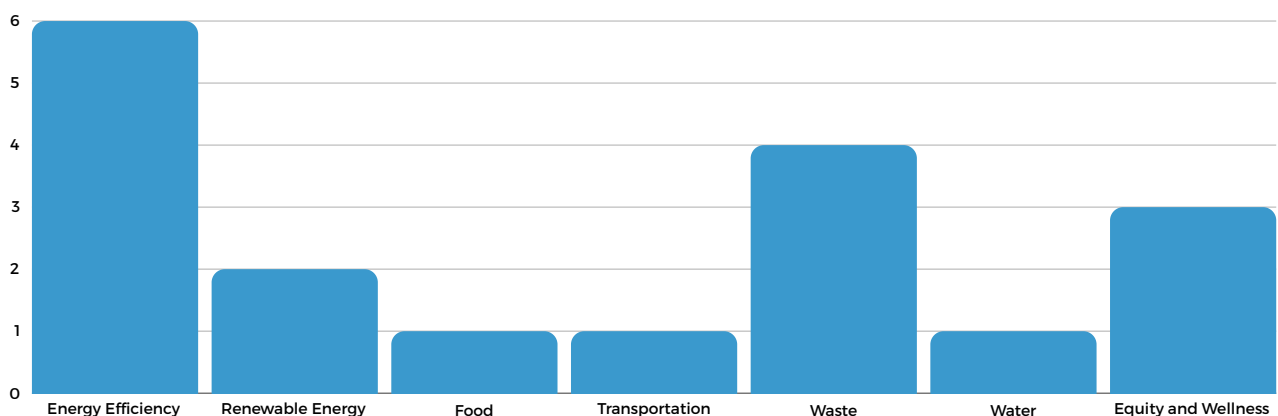
Sincerely,

Claire Schaefer Oleksiak Executive Director, Sustain Dane

ACCELERATE SUSTAINABILITY WORKSHOP

Our Accelerate Sustainability Workshop is a professional development opportunity designed to help start sustainability initiatives at Dane County businesses and organizations. Grounded in current sustainability plans and research, this workshop presents best practices, local case studies, and changemaking strategies. Participants leave with an action plan for projects to make change at their organizations.

PROJECT AREAS



PARTICIPANTS

21 Organizations, 26 Participants

Affiliated Engineers, Inc.
Alzheimer's & Dementia Alliance of WI
CG Schmidt
DC Engineering
Destination Madison
Extreme Engineering Solutions
First United Methodist Church
Habitat ReStore of Dane County
Ho-Chunk Gaming Madison
Kahler Slater

Mad City Dream Homes
Mead & Hunt
Middleton Sustainability Committee
Movin-Out Inc.
National Decision Support Company
Nowak Eco Properties
REAP Food Group
Reynolds Transfer & Storage
TDS Telecom
The Digital Ring
Wingra School

100%

of participants would recommend
the workshop to a colleague

"Many people who are struggling to find work who are justice-involved are highly skilled and educated. They served their time many years ago and the stereotypes need to be dispelled because they're simply not true."

—Nyra Jordan, Social Impact Investment Director, American Family Insurance at our January Sustainable Breakfast Series on Well-being & Leadership For Employees to Drive Social Impact



SUSTAINABLE BREAKFAST SERIES

The Sustainable Breakfast Series highlights current sustainability topics through expert speakers and skill-building opportunities. Breakfast meetings are attended by regional business leaders and individuals who care about integrating environmental, social, and economic sustainability into their professional and personal actions.

WELL-BEING & LEADERSHIP FOR EMPLOYEES TO DRIVE SOCIAL IMPACT

For our January Sustainable Breakfast Series, we featured a conversation on Well-being & Leadership For Employees to Drive Social Impact. The panelists covered how to lead with your values in the moments that will make a difference.

Participants heard about local and national employee trends, small but impactful actions leaders can take to support team members, how to create safety at work for people to be who they are, and how to bring sustainability into their work at any level of their organization.

Sandy Xiong, Strategic Planning & Engagement Manager, City of Sun Prairie moderated the conversation.

Featured Speakers

- Sarah Young, Founder, Zing Collaborative
- Mark Richardson, President, Unfinished Business LLC
- Nyra Jordan, Social Impact Investment Director at American Family Insurance

INVEST YOUR VALUES

Our April Sustainable Breakfast Series focused on sustainable investing to ensure your investments are aligned with your values.

The program featured a presentation by Andrew Behar from As You Sow, the nation's leading non-profit practitioner of shareholder advocacy and engagement. Since 1992, they have used shareholder power to align investments with values and compel companies to reduce material risk on issues including climate change; toxins in the food system; ocean plastics; diversity, equity, and inclusion; racial justice; and wage equity.

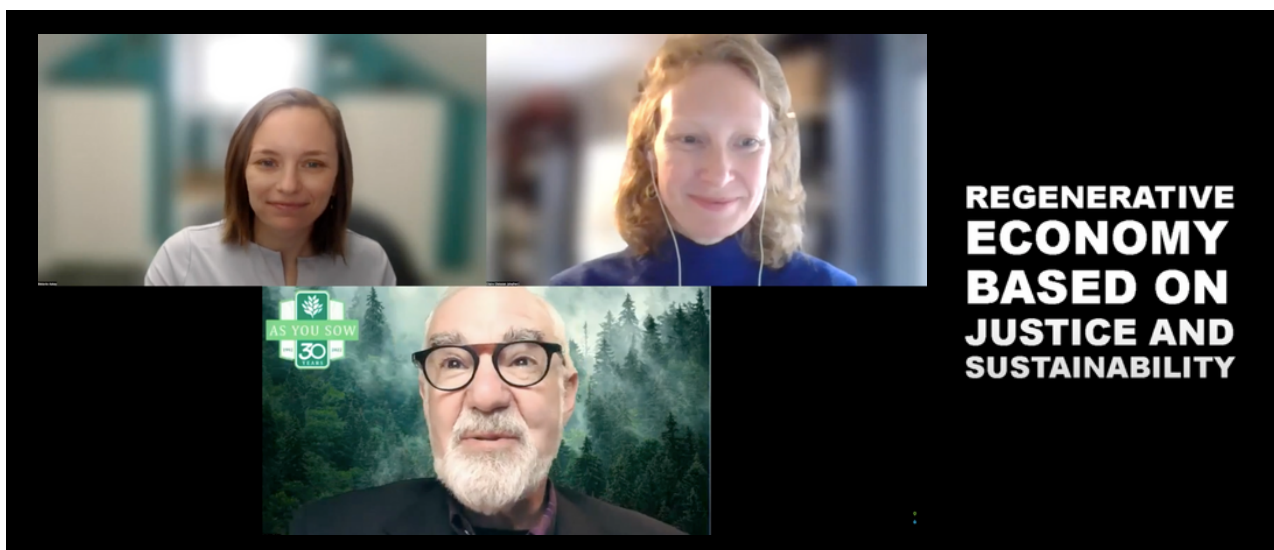
Melanie Askay, Climate Specialist at the Dane County Office of Energy & Climate Change moderated the post-presentation Q&A session.

Featured Speaker

- Andrew Behar, CEO of As You Sow

"Companies are realizing that climate change is affecting everything. So these attitudes of being in an extractive mode – extracting labor from your workers, extracting from the earth – are not sustainable. Companies are realizing that we can be sustainable environmentally and financially."

— Andrew Behar CEO, As You Sow at our April Sustainable Breakfast Series Invest Your Values



Left to right: Melanie, Claire, and Andrew at our virtual April Sustainable Breakfast Series Invest Your Values and a slide from Andrew's presentation.



Left to right: Abigail, Brian, Rob, Kurt, and Kelly at our July Sustainable Breakfast Series on Reducing the Energy Burden in Affordable Rental Housing.

REDUCING THE ENERGY BURDEN IN AFFORDABLE RENTAL HOUSING

At our July Sustainable Breakfast Series, the state of affordable housing and how weatherization, electrification, and clean energy upgrades in affordable housing are critical to meeting our climate and equity goals was discussed.

Research shows that for working families, utility costs are among the highest monthly expenses, with a high percentage of Black and Brown renters having a greater cost burden as compared to White renters. Energy efficiency measures and the addition of solar when appropriate can result in 50%-75% energy savings.

Since 2019, Sustain Dane has offered our Efficiency Navigator program in partnership with Elevate to help small to medium-sized multifamily housing become more efficient, affordable, and resilient while reducing operating costs for owners and energy cost burden for residents. This program and other innovative solutions to increasing comfort and reducing energy burden in affordable housing were topics of discussion.

Abigail Corso, Chief Strategy Officer from Elevate, moderated the discussion.

Featured Speakers

- Kurt Paulsen, Professor, Department of Planning & Landscape Architecture, University of Wisconsin-Madison
- Kelly Hilyard, Sustainability Coordinator, City of Middleton
- Brian Driscoll, Senior Multifamily Services Manager, Madison Gas and Electric Company
- Rob Dicke, Assistant Vice President, Asset Management, Wisconsin Housing Preservation Corp

FOOD SCRAPS: YEAR IN REVIEW AND FUTURE OPPORTUNITIES

Our December Sustainable Breakfast Series featured a panel conversation on our food scraps program and future opportunities in that space for our region took place. There was also an opportunity for community input for the future of our food scrap programming.

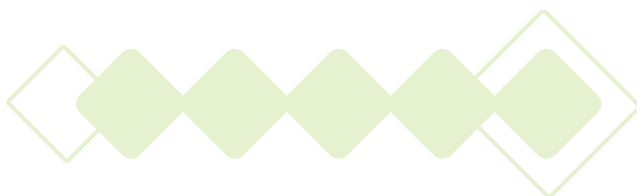
Sujata Gautam, Sustainability Engagement Coordinator, Dane County Department of Waste & Renewables moderated the conversation.

Featured Speakers

- Bryan Johnson, Recycling Coordinator/Public Information Officer, City of Madison Streets Division
- Robert Pierce, Executive Director, Neighborhood Food Solutions
- Jeanne Welch, Compost Intern, Sustain Dane
- Lucia Hunt, Development & Partnerships Manager, Sustain Dane



Left to right: Sujata, Robert, Jeanne, Lucia, and Bryan at our December Sustainable Breakfast Series on Food Scraps: Year In Review and Future Opportunities.





A group of sustainability professionals at one of our Lunchtime Networking programs in the Starting Block Café.

NETWORKING AND LUNCH & LEARNS

Throughout the year, our community convenes four times for lunchtime networking. Networking offers a welcoming venue to connect with members of other established or emerging green teams and sustainability committees, and discuss sustainability successes and challenges. We also hosted two online Lunch and Learns on topics requested by our community:

- Native Plants
- Building Energy Savings - Benchmarking & Tune-ups

VOLUNTEER & COMMUNITY BUILDING EVENTS

In 2022, Sustain Dane hosted three volunteer and community-building events:

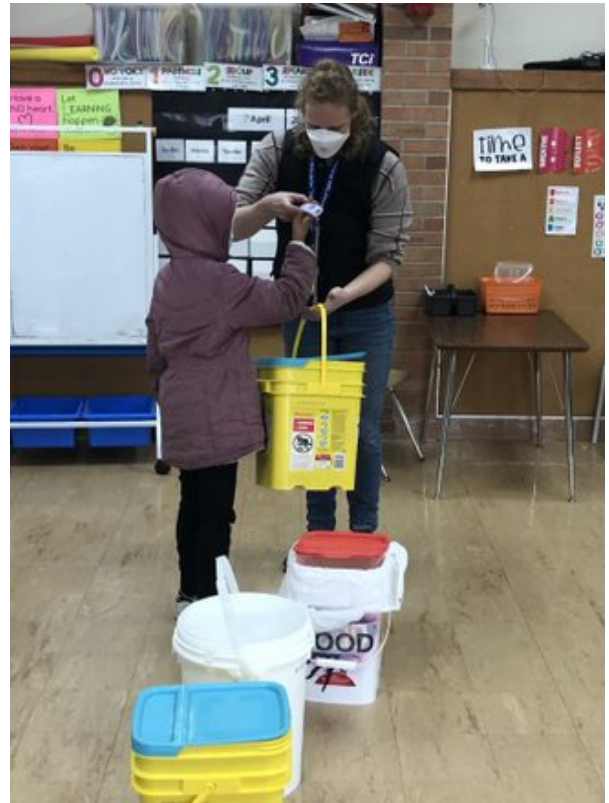
- How Lovely are Thy Branches Volunteer Day at Olbrich Park Beach
- Earth Month Cleanup with Ian's Pizza at Garver Feedmill
- A Summer Social at the Biergarten at Olbrich Park



The Sustain Dane community getting together at a few of our volunteer and community-building programs.

SCHOOL CAFETERIA RECYCLING & FOOD WASTE AUDITS

This past year, we continued our work within the Madison Metropolitan School District with an expansion of a mealtime recycling program and the beginning of a food waste program. Our team is piloting a recycling program at two area elementary schools. The pilot focuses on carton recycling in the classroom and with a hallway recycling station model. Additionally, we started work with five area schools to conduct food waste audits that included quantitative and qualitative data measurement. Sustain Dane produced videos to share education about these topics with the students.



An instructor and student weighing food scraps at one of the food waste audits.

RESTAURANT SUSTAINABILITY NETWORK

Sustain Dane's Restaurant Sustainability Network aims to bring awareness and action to food waste in local restaurants. The participating restaurants work with us to identify how and when food waste is created and set goals to reduce, repurpose, and divert wasted food. We are also compiling the food waste reduction practices they already employ into a best practices reference document for local restaurants. One participant, Short Stack Eatery, completed projects such as rolling out kitchen, customer, & employee composting, and adding more plant-based options to their menu.



Short Stack Eatery Sustainability Committee meeting.



Chad Laibly (Focus on Energy), Mike Foss (Dun-rite Insulation), Mayor of Madison Satya Rhodes-Conway, participating owner Melvin Boone, Claire Oleksiak (Sustain Dane).

EFFICIENCY NAVIGATOR

The Efficiency Navigator program, in partnership with Elevate, helps small to medium-sized multifamily housing become more efficient, affordable, and resilient while reducing operating costs for owners and energy cost burden for residents. The program provides complimentary efficiency assessments and step-by-step navigation of implementation for renter-occupied buildings with rents affordable to residents at or below 80% Area Median Income.

In 2021, we received funding from the WI Public Service Commission Office of Energy Innovation to support 88 units of naturally-occurring affordable housing on Madison's Northside and Southwest Side with energy assessments, coordination with contractors, and grants of \$10,000 - \$20,000 to fund the implementation of measures. We have also incorporated water softener optimization and incentivized replacement in multifamily buildings with support from the Madison Metropolitan Sewerage. Sustain Dane also participated in an electrification scoping study for Dane County Office of Energy and Climate Change that included Dane County housing and utility data analysis and 15 stakeholder interviews about electrification and cold-climate air source heat pumps perspectives and experiences.

The Efficiency Navigator provides complimentary efficiency assessments and step-by-step navigation of implementation for renter-occupied buildings with rents affordable to residents at or below 80% Area Median Income.



Participants in the second session met in-person at the City of Madison Water Utility.

WATER STEWARD

Fresh water is Earth's most precious resource. We all use it every day and can all have an impact on the ability to provide reliable supplies of clean water now and for future generations. Sustain Dane was happy to launch the new Water Steward program in 2022. The program aided participants to become a steward of our local waters. Water Stewards was developed in partnership with Sustain Dane, the Madison Metropolitan Sewerage District, the Madison Area Municipal Storm Water Partnership, the Madison Water Utility, and the Dane County Land and Water Resources Department. We had 122 participants and 100% said they were inspired to take action on something they learned at the meeting. Some of their actions include:

- Water softener replacement at home
- Installing a Rain Barrel at home
- Creation and distribution of an infographic that outlines easy ways that people can save water when renting/in an apartment setting
- Lunch & Learn for a local office of
- Outreach in a neighborhood newsletter

And over 20 more outreach projects.

FARMERS' MARKET FOOD SCRAP COLLECTION

Sustain Dane opened two food scrap drop off sites at the Eastside and South Madison farmers' markets for the 2022 season. In partnership with the City of Madison and Dane County Department of Waste and Renewables, we collected about 10,766 pounds of food scraps over the span of 20 market dates.

Sustain Dane transported the food scraps to a local urban farm operated by the social justice and workforce development nonprofit Neighborhood Food Solutions. There, the food waste was composted and used to grow organic food sold locally. The program was estimated to have involved over 1,827 people and was free for participants.

We will be returning to the same market locations to continue the compost program in 2023.



Food Scrap Collection Program participant dropping off egg shells at the East Side Farmer's Market.



Interns, volunteers, and staff posing at Neighborhood Food Solutions urban farm.

SUSTAIN DANE SUMMIT

Building Our Social Change Ecosystem

The Sustain Dane Summit was a day filled with education, inspiration, reflection, and connection. The theme of this year was Building Our Social Change Ecosystem. Our community is filled with talented visionaries, guides, healers, and more. All of these roles are welcome and necessary to work together to address climate change and create a sustainable future with well-being for all.

At the Summit, we learned about our understanding of different roles that create equitable and enduring social change, the systems of power we are drawn to take action to change, how to sustain your efforts through times of fatigue and healing, and the network of connections we build together.

The 14th annual Sustain Dane Summit was held on Friday, November 4, 2022. The Summit was a fully in-person program which was held at the Monona Terrace Community and Convention Center.



Deepa Iyer speaking at the Summit.



A Summit attendee selecting their social change role.

SUSTAIN DANE SUMMIT

Keynote: Deepa Iyer, writer, strategist, lawyer, and racial justice advocate for the keynote address and workshop session. Her new book, *Social Change Now: A Guide for Reflection and Connection*, was available complimentary to participants at the Summit.

Local Leaders Panel:

- Maria Redmond, Director of the Office of Sustainability and Clean Energy, State of Wisconsin (Moderator)
- Cedric Hodo, Chief of Operations & Executive Director of Building and Auxiliary Services, Madison Metropolitan School District
- Delaney Gobster, Sustainability Director, Little John's Restaurant
- Tim "Pio" Piotrowski, Chief Beer Officer, Delta Beer Lab
-

Live Forward Awardees:

- 2021-2022 School Year Food Waste Warrior Students, Patrick Marsh Middle School
- DaMontae January, Madison Community Cooperative
- Fernando Perez, Madison Community Cooperative
- Yi "Louis" Liu, Kohler Co.



The Live Forward Awardees sharing their stories at the Summit.

"Sustain Dane truly speaks to the intersectionality of our environmental and societal issues. Their programs inspire us and help us find ways to all work together."

—Michelle Probst, Summit Survey Respondent

THANK YOU FOR YOUR SUPPORT

Thank you to the community of Sustain Dane supporting partners & members:

\$30,000+

- Adams Outdoor*
- City of Madison
- Elevate

\$20,000+

- Madison Gas & Electric
- Virent
- World Wildlife Fund

\$10,000+

- Evjue Foundation
- Illumina

\$5,000+

- UW Health
- Community Shares of Wisconsin
- Dane County Office of Energy & Climate Change
- Dane County Madison Area Municipal Storm Water Partnership
- Delta Beer Lab
- Everlight Solar
- Ho-Chunk Gaming Madison
- Madison Metropolitan Sewerage District
- Madison Water Utility
- Natural Resources Defense Council

\$2,000+

- Dane County Department of Waste & Renewables
- Latino Academy of Workforce Development
- Steve Stricker American Family Insurance

\$1,000+

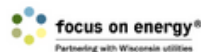
- Carton Council of North America Inc.
- CUNA Mutual Group
- Hope Community Capital
- Olbrich Biergarten
- Summit Credit Union

\$500+

- Blue Strike Environmental
- Festival Foods
- Lerner Family Foundation
- University of Wisconsin Sustainable Management
- Wisconsin Energy Institute

Audited financials and 990s are available upon request.

*In kind support

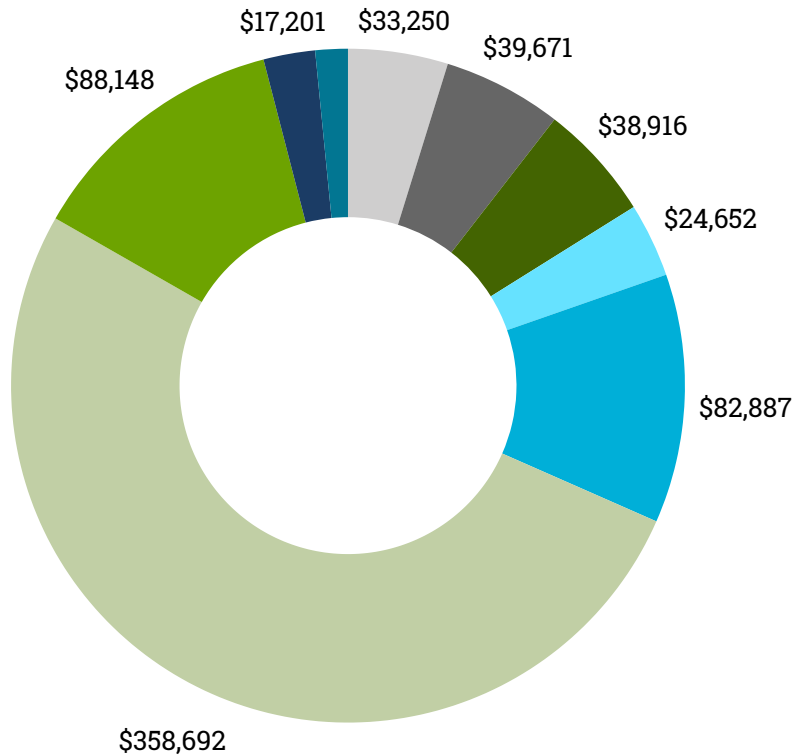
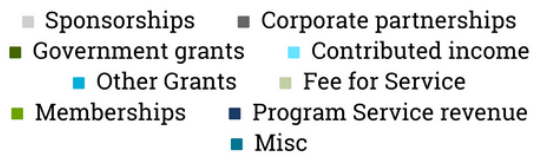


FINANCIAL STATEMENT

Audited Statement of Activities for the Year Ended December 31, 2022

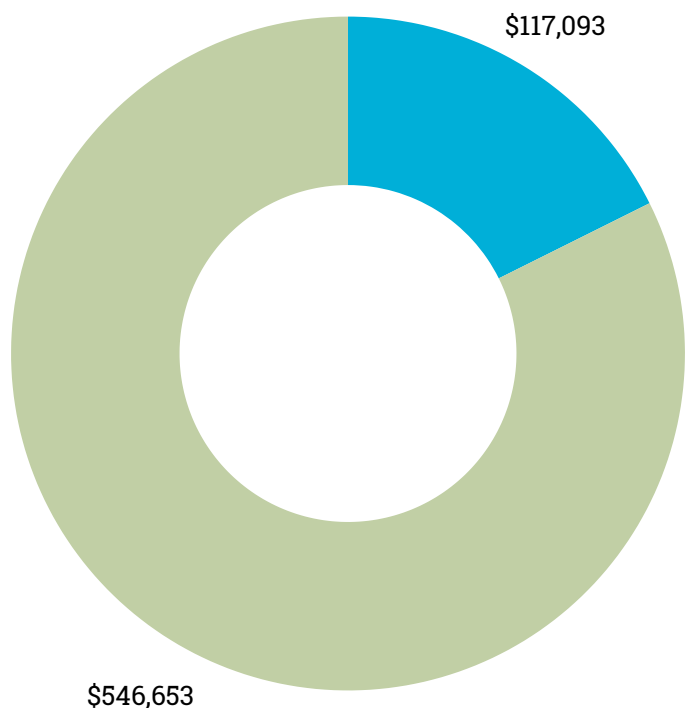
Revenue:

Sponsorships: \$33,250
 Corporate partnerships: \$39,671
 Government grants: \$38,916
 Contributed income: \$24,652
 Other Grants: \$82,887
 Fee for Service: \$358,692
 Memberships: \$88,148
 Program Service revenue: \$17,201
 Misc: \$10,820



Expense:

Core Mission Support: \$117,093
 Program cost: \$546,653



SUPPORT SUSTAINABLE ACTIONS

*Support Sustainable Actions For Community Well-being
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.
- 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.



One of the Sustain Dane billboards around Dane County that was made possible by Adams Collaborative Program.

