

YEAR ONE


2010 ANNUAL REPORT

IN THE DECADE OF ENERGY EFFICIENCY



ALLIANCE TO
SAVE ENERGY
Creating an Energy-Efficient World





The Alliance strives to be the world's premier organization promoting energy efficiency to achieve a healthier economy, a cleaner environment and greater energy security. To achieve this goal, the Alliance:

LEADS WORLDWIDE ENERGY EFFICIENCY INITIATIVES in research, policy advocacy, education, technology deployment and communications that impact all sectors of the economy

PROVIDES VISION AND ACTIVISM through its board of directors, which includes leaders from business, government, the public interest sector and academia

INITIATES AND PARTICIPATES in public-private partnerships, collaborative efforts, and strategic alliances to optimize resources and expand its sphere of influence

EXECUTES ITS MISSION through a team of recognized energy efficiency experts and professionals

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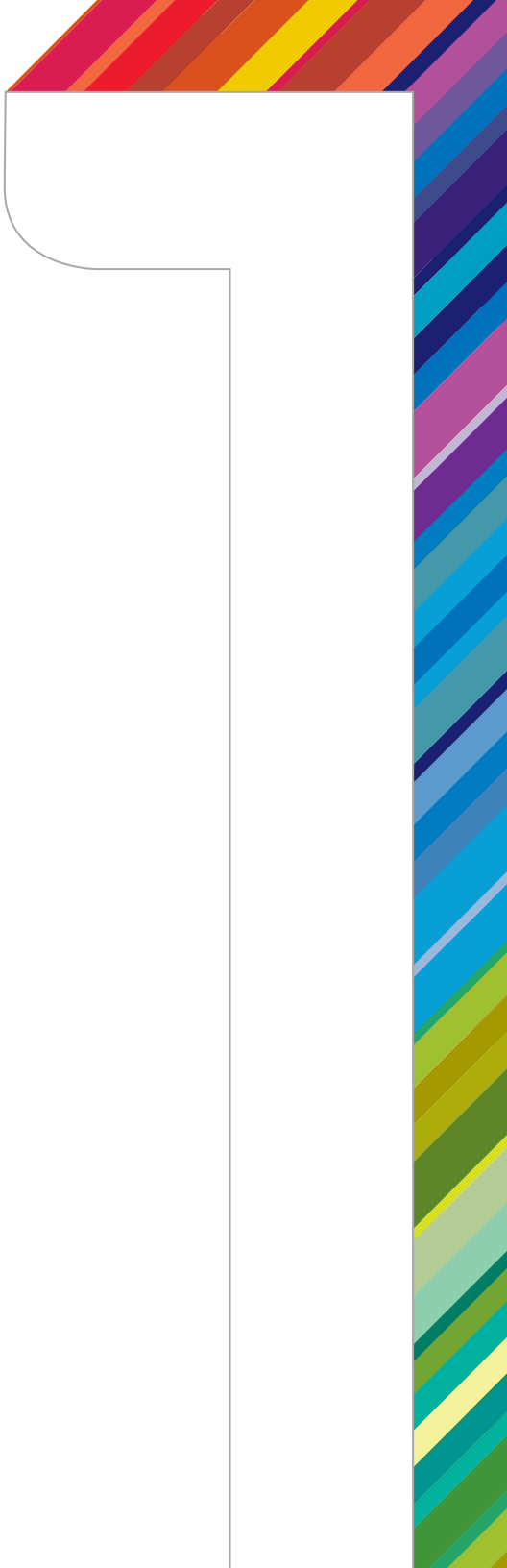
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LETTER FROM THE PRESIDENT



Dear Friends:

With great pride in the Alliance to Save Energy, I present our 2010 Annual Report. The report details last year's accomplishments and financial performance, but that's not all. More than what we've done, this report shows who the Alliance really is.

The Alliance is the creativity and hard work of our staff. It is the passion and dedication of our Board. It is the strength and support of our Associates, allies and funders. Together in 2010, we — the collective group of all of us who are the Alliance to Save Energy -- made great strides in creating a more energy-efficient world.

The Alliance's influence and reputation grew tremendously along with our ranks. Across the last year and into the current one, we increased our staff by a whopping 70% — up from 55 full-time staff members at the end of 2009 to a cadre of 97 in 2011. We added 31 new Associates in 2010, reaching a total of 177. And, importantly, our Board continues to work steadfastly and strategically to improve the geographic, gender, political, business and ethnic diversity of its makeup with the result a more visibly diverse group that now embodies expertise in R&D, engineering, and finance alongside the many other disciplines already represented.

Leafing through the report, you will see — as do I — that 2010 marked major gains in energy efficiency, from adoption of new, historic model building energy codes to the creation of new coalitions and initiatives worldwide. We could not have seized the great opportunities of 2010 without your support and participation. On behalf of our organization, I thank you for helping us make 2010 a year to remember and a phenomenal opening to what we are striving to make “the decade of energy efficiency.”

Looking ahead, we face a dramatically changed political and economic reality than the one we left in 2010. Making this “the decade of energy efficiency” has been complicated, and indeed compromised, by a new focus on deficit reduction and budget cutting and the extreme partisanship now rampant at all levels of government. While we opened and closed 2010 in remarkable fashion, it will be only with your continued, and increased, support and hard work that we will close this year and the rest of the decade in a similar fashion.

And, we must, as the stakes are higher than ever. Volatile energy prices coupled with growing world demand and the heated, global race to profit from a clean energy economy dictate that we redouble our efforts to make energy efficiency the first fuel of choice for the future. I urge you to join us in this noble cause and I look forward to working with you to deploy energy efficiency into every corner of the global economy!

Kateri Callahan
President, Alliance to Save Energy
Septemeber, 2011

LETTER FROM THE HONORARY CHAIR



Dear Friends of the Alliance:

Today's economic and political challenges make clear the urgent need to take action on our nation's energy policy.

The world is on the verge of the biggest economic transformation since the Industrial Revolution. This transformation will hinge on a fundamental change in how we produce and use energy. Millions of new jobs in energy efficiency and other forms of clean energy will be created, but they will go to the countries that invest in them. America must be a global leader.

To strengthen our position on the world stage, we need to meet our energy challenges head-on, and energy efficiency is the way. Energy efficiency is effective, bipartisan and — so important in today's political climate — affordable. Because the cheapest fuel is the energy we don't use, energy efficiency is something we can all support.

That's why I worked with Senator Rob Portman — with tremendous support from the Alliance — on a national energy efficiency strategy embodied in the Energy Savings and Industrial Competitiveness Act. With measures including loan programs to help businesses invest in energy-saving equipment and updated model building energy codes, our bill stands to address the nation's energy challenges, make the economy more competitive and create jobs. Thanks to your help, it has strong bipartisan and private-sector support.

The Alliance has worked as a leading organization to advance energy efficiency policies over the past three decades. Today, the Alliance continues to unite business and public leaders worldwide to promote energy efficiency as a cost-effective solution to our economic, environmental and energy security challenges.

We must have a strong foundation of energy efficiency to ensure a clean and sustainable future. As we move ahead, I look forward to working with the Alliance toward fulfilling this commitment. I hope you will join us.

Sincerely,

Sen. Jeanne Shaheen
Septemeber, 2011

POLICY

ENSURING THE CREATION AND EXTENSION OF EFFECTIVE ENERGY POLICIES



A national energy efficiency strategy will make our economy more competitive, can start addressing a lot of our nation's energy challenges, and can create private sector jobs today.

Sen. Jeanne Shaheen

2010 POLICY BRIEFINGS

Commissioning of New and Existing Buildings
General Services Administration Workshop
May 2010

Making Housing More Affordable through Energy Efficiency
July 2010

Energy Efficiency Opportunities Across the Smart Grid
September 2010

EPA 101 Clean Air Act Seminar
December 2010

EE Policy Perspectives
Regular Breakfasts

2010 POLICY PUBLICATIONS

Scaling-Up Energy Efficiency Programs: The Measurement Challenge
April 2010

Energy Savings Credits: Are Potential Benefits Being Realized?
April 2010

Report on the Workshop on Commissioning of New and Existing Buildings
July 2010

Re-Inventing Building Energy Codes as Technology and Market Drivers
August 2010

Facing extreme challenges to the enactment of comprehensive energy legislation in the 111th Congress, the Policy Team got up close and personal with lawmakers to advocate for strong energy efficiency policies.

In a plethora of briefings, educational events and congressional meetings, we advanced the visibility of energy efficiency and informed key legislators about efficiency strategies to address the nation's energy needs. Whereas some of these strategies live on in proposals under consideration in the 112th Congress, others found legs in the 111th Congress.

CONGRESS EXTENDED TAX INCENTIVES for energy-efficient new homes, home improvements and appliance manufacturing. The incentives include a federal income tax credit of up to \$500 for homeowners who make certain energy-efficient home improvements.

SEN. JEANNE SHAHEEN (D-N.H.) ANNOUNCED BROAD ENERGY EFFICIENCY LEGISLATION that was later introduced in the 112th Congress. The Alliance also named Shaheen as our Honorary Board Chair.

ALLIANCE COMMENTS SUPPORTED ENERGY EFFICIENCY PROVISIONS in clean air regulations, vehicle and home labeling, and smart grid and demand response rules.

APPLIANCE STANDARDS

The Alliance and other members of the **APPLIANCE STANDARDS AWARENESS PROJECT (ASAP)** made an important agreement with the appliance industry on **efficiency standards for five types of home appliances**. The U.S. Department of Energy (DOE) adopted part of this agreement in its proposed standards for refrigerators and freezers. Over the next 30 years, these advances stand to...

- **REDUCE** water consumption by 5 trillion gallons
- **LOWER** CO₂ emissions by 550 million metric tons
- **SAVE** \$30 billion for consumers

The ASAP also played a major role in DOE's adoption of new water heater standards, which over 30 years will...

- **CUT** CO₂ emissions by 154 million metric tons
- **SAVE** consumers \$8.7 billion



EDUCATION

EMPOWERING STUDENTS TO BECOME TOMORROW'S EE LEADERS



I am proud to tell my peers about the Green Campus Program. In fact, networking at a Green Campus Summit led to an internship [in energy efficiency]. I now feel that I am paving my career path [with] my college education and Green Campus experience.

Rebecca Rivera
Former Green Campus Intern

GREEN CAMPUS BY THE NUMBERS

In 2010 Green Campus's California colleges and universities reported:

\$485,000 in saved energy costs



Over **3.8 million kwh** of electricity saved



2.5 million lbs. of CO₂ emissions avoided



600,000 gallons of water conserved



4,800 therms of natural gas saved



ENERGY EFFICIENCY EDUCATION ONLINE

GreenSchoolsNational.com

Learn about school districts saving on energy costs and students becoming energy efficiency advocates.

EnergyHog.org

Put a face to energy conservation and make energy efficiency fun online, in books, and via live visits from the Energy Hog.

ASE.org/GreenCampus

Learn about saving energy at U.S. colleges and universities.

In 2010, the Education Team's Green Schools and Green Campus programs taught students to lead energy-efficient changes in their schools, homes and communities.

GREEN CAMPUS: PROMOTING SUSTAINABLE JOBS

In 2010, some college students' optimism plummeted along with the job market. Undaunted, the **Green Campus Program** helped students on 16 campuses access career opportunities and organize forums on the growing need for sustainable energy professionals, including:

GREEN CAMPUS ENERGY EFFICIENCY SUMMIT

Taught "Greening the Campus, Building the Workforce"
(January- February 2010, Santa Cruz)

ENERGY EFFICIENCY TRAINING WORKSHOP

Taught what working in the energy field is really like
(April 2010, PG&E's Pacific Energy Center)

GREEN CAREER PANEL

Taught the value of energy-saving skills in the workforce
(April 2010, West Los Angeles)

In building pathways to green careers, Green Campus trained 75+ interns to lead energy-saving projects and educate their community about energy efficiency. These interns engaged more than 28,000 people in 2010.



GREEN SCHOOLS: VERSATILITY IN REACHING K-12 STUDENTS

The **Green Schools Program** grew from fewer than 50 California schools in 2008 to more than **200 elementary, middle and high schools across eight states** in 2010.

A slew of Energy Hog presentations and other Green Schools tools helped bring energy efficiency education into the classroom and reduce schools' electricity use by 5-15% — that's millions of kWhs of electricity! Green Schools also helped prevent thousands of tons of **CO₂ emissions** and save millions of dollars in **energy costs** — nearly \$1 million in California's 54 Green Schools alone.

GREEN SCHOOLS TAKES ON THE WORLD

Although energy efficiency education is key to addressing global climate change and preparing students for green careers, energy efficiency is not the cornerstone of environmental education. So, in fall 2010, Green Schools launched the **Global Action Network for Energy Efficiency Education (GANE3)**, which attracted strong partners who swiftly began amplifying energy efficiency literacy among students around the world.

COMMUNICATIONS

INFORMING VIA ONLINE OUTREACH, STRONG MEDIA TIES, CONSUMER CAMPAIGNS & EDUCATIONAL PUBLICATIONS

We are excited to partner with the Alliance to Save Energy to raise awareness more broadly of the critical importance of energy efficiency and to help share some of the technology we have developed to improve energy efficiency practices throughout the world.

Jonathan Heiliger
Vice President of Technical Operations
Facebook



ALLIANCE ONLINE IN 2010

475,000 people visited ASE.org - that's well over 1,000 people per day

ASE.org visitors came from 203 countries

Over 1.1 million ASE.org web pages were viewed

Nearly 4,000 people "liked" us on Facebook



As the media landscape constantly evolves along with an increasingly social media-minded public, the Alliance's Communications Team keeps pace with relevant outreach and ever-accessible content.

MODERNIZING OUR WEB & SOCIAL MEDIA PRESENCE

In 2010, we furthered our online reputation as the one-stop shop for all things energy efficiency by **redesigning ASE.org** to feature streamlined content, user-centric navigation and innovative tools.

The Communications Team also broadened the reach of our message with Facebook, Twitter, YouTube, Flickr and an RSS feed. In October 2010, Facebook became an Alliance Associate and partnered with us on its Green on Facebook page, allowing the Communications Team to combine its efficiency expertise with Facebook's unparalleled messaging power. The public took notice: The number of individuals actively interacting with the Alliance on Facebook skyrocketed from 100 to 4,000 users per month.

ENERGY EFFICIENCY MESSAGE SEEN ON BROADWAY

The Alliance sponsored a **series of video ads** on CBS's 520-square-foot Jumbotron in New York City's Times Square emphasizing "better ways to save energy." The ads ran 18 times each day of November for a pedestrian audience of more than 1.5 million.

MEDIA COVERAGE REACHING CONSUMERS

With consumers and businesses feeling the pinch of a still-flagging economy in 2010, the Alliance's media outreach continued to make the case for energy efficiency practices and policies, resulting in stories in **at least 800 newspapers and magazines and on hundreds of websites and blogs.**

Policy coverage occurred in top national newspapers, magazines and wire services, on public radio and in numerous energy trades. Consumer coverage included top papers and wire services, NBC's "TODAY Show Sunday," CNN National Public Radio and prestigious shelter and consumer magazines.

FORMING THE LUMEN COALITION: EDUCATION ABOUT THE LIGHTING TRANSITION

At a webinar hosted by the Alliance and the National Electrical Manufacturers Association (NEMA) in October, international and domestic energy leaders discussed the urgent need to educate U.S. consumers about the phase-in of efficient lighting products slated to begin nationwide on Jan. 1, 2012.

After that meeting, collaboration began for the **Lighting Understanding for a More Efficient Nation (LUMEN) Coalition**, which aims to facilitate consumer decision-making, address concerns about energy-efficient lighting and increase awareness of and correct misunderstandings about the lighting transition.

INTERNATIONAL

STRENGTHENING OUR GLOBAL PRESENCE & BUILDING CAPACITY FOR ENERGY EFFICIENCY WORLDWIDE

The Alliance to Save Energy's important work building close partnerships with key public and private sector stakeholders throughout the world helps to meet an increasingly critical need for sharing energy efficiency best practices.

Kenji Kobayashi
President

Asia Pacific Energy Research Centre



KEY INTERNATIONAL PUBLICATIONS

Compendium of Best Practices: Sharing Local and State Successes in Energy Efficiency and Renewable Energy from the United States (REEEP/US Department of State funding)

Review of International Experiences in Low-Income Energy Efficiency Financing Schemes (USAID funding)

Compendium of Case Studies on Residential Energy Efficiency Financing Schemes from Central and Eastern Europe and CIS (USAID funding)

Among the clamor of voices in the world energy debate, the Alliance is the leading voice for energy efficiency — and in 2010, we centered high-level international discussions on energy efficiency.

IMPROVING ENERGY EFFICIENCY IN COUNTRIES THAT NEED IT MOST

The D.C.-based International Team worked with Alliance offices and organizations in countries to build on-the-ground energy efficiency programs and promote energy efficiency policy.

SOUTHEASTERN EUROPE

Our work with USAID in Ukraine, Albania, Bosnia and Herzegovina, Macedonia, Moldova, and Serbia addressed legal and regulatory reform, building codes and market transformation. We established “sister-schools” between Ukrainian and U.S. students and spearheaded a massive energy efficiency public awareness campaign in Ukraine.

INDIA

Our work encouraged the state of Tamil Nadu to issue a Government Order empowering municipalities to start energy efficiency projects with energy performance contractors.

AFRICA

Through UN Habitat, the Alliance provided water utilities in the Lake Victoria Basin with strategies to adapt to climate change and save energy while improving access to water.

LATIN AMERICA AND THE CARIBBEAN

The Alliance completed water and energy efficiency (Watergy) projects in Mexico and several Central American and Caribbean countries.

ASIA-PACIFIC

We continued our technical assistance and best practices work with the Asia-Pacific Economic Cooperation by organizing multi-economy workshops on appliance standards and building codes, as well as participating in Peer Review on Energy Efficiency missions to Chinese Taipei, Peru and Malaysia.



URGING INTERNATIONAL PARTNERS TO ACTION

In response to the urgent need for action on energy efficiency in Europe, the Alliance catalyzed the creation of the **European Alliance to Save Energy (EU-ASE)**. Modeled on the Alliance, EU-ASE includes leadership from a diverse set of EU Parliamentarians, business leaders and NGO heads. While this new organization grew, so did the one-year-old **Australian Alliance to Save Energy (A²SE)**, which published research on energy efficiency opportunities in Australia and formed an advocates network to hasten energy efficiency implementation.



BUILDINGS

IMPROVING ENERGY EFFICIENCY WHERE WE LIVE & WORK

I commend the Alliance to Save Energy for recognizing the key role green buildings and communities play in solving the energy crisis.

Rick Fedrizzi
President and CEO
U.S. Green Building Council

ENERGY EFFICIENCY EDUCATION ONLINE

BCAP-OCEAN.org

Become part of BCAP's Online Code Environment & Advocacy Network, the online community for everything related to energy codes.

ZeroEnergyCBC.org

Learn about cost barriers to, and technological support for, zero-net-energy buildings.

EfficientWindows.org

Read how we're increasing market share of high-efficiency windows.

ThirtyPercentSolution.org

Join EECC's code advocacy network.

Buildings account for over 40% of America's energy use. In 2008, the average U.S. household spent about \$2,225 on energy bills while the commercial sector spent an estimated \$183 billion on non-renewable energy expenditures. Spurred by such stats, in 2010 the Alliance used education, research and advocacy to improve the energy efficiency of America's residential and commercial buildings.

NEW NATIONAL MODEL ENERGY CODE

The Alliance-housed **Energy Efficient Codes Coalition (EECC)** ran an aggressive campaign to strengthen the national model building energy code. After two decades of inadequate improvements, EECC came away with historic gains.

Due to our dogged persistence, governmental members of the International Energy Code Council overwhelmingly approved our recommendations to **boost energy savings by a whopping 30%** for both residential and commercial buildings.

If all states adopt the **2012 International Energy Conservation Code (IECC 2012)** and achieve full compliance by 2013, the code would, by 2030:

- Save the United States more than 3.5 quadrillion Btu of annual energy consumption
- Save U.S. consumers and businesses about \$40 billion in annual energy costs
- Avoid about 200 million metric tons of annual carbon dioxide emissions

The next crucial step is winning IECC 2012's adoption by states and localities. Efficiency opponents have already signaled they are gearing up for the fight — as is the Alliance.

SPREADING CODE COMPLIANCE

In 2010, the **Building Codes Assistance Project (BCAP)**'s grassroots advocacy efforts on code adoption nearly **tripled the number of states that met or exceeded the national model building energy code** — from seven states to 21 and 17, respectively, for commercial and residential buildings.

To ensure that code adoption translates into compliance and energy savings, BCAP went **on the ground in 15 states to identify local and state needs, provide technical assistance and collect best practices** — information BCAP is using in 2011 to help states create tailored code compliance action plans.

NET-ZERO-ENERGY BUILDINGS

Just before ringing in 2010, the Alliance and the National Association of State Energy Officials launched the **Zero Energy Commercial Buildings Consortium (CBC)**, which immediately shot up to a network of more than 430 organizations seeking to **transition the market to zero-energy commercial buildings**. CBC members collaborated on two reports: "Next Generation Technologies Barriers and Industry Recommendations for Commercial Buildings" and "Analysis of Cost & Non-Cost Barriers and Policy Solutions for Commercial Buildings."

INDUSTRY

DEVELOPING & MOBILIZING ENERGY EFFICIENCY PROGRAMS FOR INDUSTRY

This new International Standard {ISO 50001} provides the structural framework for commercial and industrial companies to continually improve their energy intensity — saving money, improving competitiveness and reducing pollution.

Roland Risser
Program Manager
Building Technologies Program
U.S. Department of Energy



SAMPLE OF INDUSTRIAL BRIEFINGS

State-Utility Partnerships, the Alliance Efficient Enterprises series
September 2010

Superior Energy Performance: Leadership in Energy Management
December 2010

The Industrial Team helps U.S. industry use energy efficiency to keep its competitive edge. To this end, the team actively furthered the development and deployment of programmatic, technical and policy resources to bring about greater industrial energy efficiency — and by extension, competitiveness.

DEVELOPING THE ISO STANDARD

In 2010, the Alliance Industrial Team made great strides in supporting the development of the **ISO 50001 Energy Management Standard** by participating in the U.S. Technical Advisory Group, which advised the ISO Project Committee that developed the Standard. ISO 50001 — which was launched on June 15, 2011, after three years of development — provides an internationally recognized framework for integrating energy efficiency into an organization's management practices.

The Industrial Team also supported industrial energy efficiency programs by:

- **Publishing** a monthly newsletter about energy efficiency in industry to **500+ subscribers**
- **Recruiting** 27 industrial companies, including 14 Alliance Associates, to participate in DOE's **Save Energy Now LEADER** initiative
- **Producing** white papers and fact sheets on opportunities and policy mechanisms to enable greater energy efficiency
- **Supporting** the **U.S. Council for Energy Efficient Manufacturing (U.S. CEEM)**, which provided most of the programmatic and technical content for the Superior Energy Performance program
- **Organizing educational briefings on Capitol Hill** about issues and opportunities for energy efficiency in the U.S. industrial sector
- **Collaborating** with the International Team on the **first domestic Watergy project** at the Bucks County, Penn. Water & Sewer Authority



UTILITIES

GIVING UTILITIES THE RESOURCES & SUPPORT THEY NEED TO SAVE ENERGY

There is tremendous opportunity in this country to become more energy efficient, and the Alliance is on the leading edge to help realize the opportunity.

Lynda Ziegler
Executive Vice President
Power Delivery Services
Southern California Edison



CLEAN EFFICIENT ENERGY.ORG

One key feature of CEEP's website is a comprehensive resource library of guidance documents, datasets and case studies gathered from utility and energy efficiency industry leaders.



While many energy efficiency program managers at utilities see great value in sharing best practices and learning from their peers, time and resource constraints make that valuable collaboration difficult. In 2010, the Alliance's Utilities Team — through the **Clean and Efficient Energy Program** (CEEP) — made strides in addressing these challenges by increasing communication among Americans' public power utilities.

In 2010 the team upped exchanges between utilities through many different interactive formats.

LAUNCHED CLEANEFFICIENTENERGY.ORG, which gives utility program managers access to best practice resources and peer networking.

PRODUCED TOOLKITS on "Making the Business Case for Energy Efficiency" and "Developing a Portfolio of Programs" for utilities just getting started with energy efficiency.

DEBUTED NEWSLETTER, "KEEP UP WITH CEEP," to help the public power sector gain recognition for its efforts in the energy efficiency advocacy community.

SUPPORTED REGIONAL TRAINING for utility staff in energy efficiency program management.

SUPPORTED A WORKING GROUP of energy efficiency program managers from large public power utilities to share best practices and learn from each other's experiences.



SEEA

CULTIVATING A CULTURE OF ENERGY EFFICIENCY PRACTICES IN THE SOUTHEAST



Focusing on the national security concerns, focusing on the job opportunities, focusing on the lowest-hanging fruit — which is, of course, energy efficiency — is terribly important.

Sen. Mark Warner
(D-Va.)

SEEWISE.ORG

The website includes state-by-state efficiency programs and incentives, as well as search tools for resources and utilities in your state.

LEGISLATIVE ACCOMPLISHMENTS

Property Assessed Clean Energy

Georgia's House Bill 1388 passed in May 2010, which includes provisions to help finance energy efficiency projects on private property.

Georgia Amendment 4

Georgia voters approved Amendment 4 to the Georgia Constitution, a measure that enables the state to enter into multi-year contracts to renovate state buildings for increased energy and water efficiency at no cost to taxpayers.

The Southeast United States — including areas with hot, humid climates — is responsible for 44% of the nation’s total energy consumption despite accounting for only 36% of its population. To help the region save energy through energy efficiency, in 2010 the Southeast Energy Efficiency Alliance (SEEA) team built strong community relationships through exciting new programs and existing coalitions.

MAKING WISE BUILDING CHOICES IN THE SOUTHEAST

With a \$20 million grant from the U.S. Department of Energy, SEEA initiated its Better Buildings Program, called **Worthwhile Investments Save Energy (WISE)**, which is establishing or expanding building retrofit programs in 12 cities across eight Southeastern states and one U.S. territory. This year, some of the accomplishments of WISE include:

- Developing programs to upgrade approximately 10,000 commercial and residential facilities in 36 months
- Producing 12 webinars based on best practice reports for community energy programs
- Partnering with Virginia and Alabama to target residential retrofits, including a home energy score from Earth Advantage Institute
- Conducting a Fall Summit at SEEA headquarters for all participant cities
- Working toward creating a replicable framework for municipal energy improvement programs

SEEA LAUNCHES PROGRAMS FOR BUILDING CODES & TECHNICAL ASSISTANCE

The SEEA **Building Codes Program** began in 2010 and has contributed to the state and national conversation about energy codes implementation. In its first year, the program participated in the development of a new U.S. model energy code — which will achieve a 30% boost in energy efficiency — and fostered the adaptation of 2009 code improvements in Georgia.

As if that weren’t enough, in September 2010 SEEA initiated its **Technical Assistance Program**, as part of DOE’s network, to help state and local governments implement clean energy programs.

INDUSTRIAL & UTILITIES PROGRAMS SEE MORE PARTICIPANTS

SEEA’s Industrial Program, which began in 2009, increased participation in coalition meetings from single digits to over 75 participants — most notably by large-scale manufacturers — and held five events that introduced manufacturers to energy efficiency best practices.

ABOUT SEEA

SEEA was established by the Alliance in 2006 to help drive energy efficiency into 11 states in the Southeast through advocacy, programmatic initiatives, events and membership outreach.



EVENTS

BRINGING TOGETHER TODAY'S ENERGY EFFICIENCY LEADERS & VISIONARIES

[EE Global] highlighted the real necessity to have cooperative dialogue on obtainable solutions amongst business leaders, governments, and consumers because without this we are all likely to find that these separate paths do not meet.

Todd Edwards
Vrije Universiteit Brussels



EVENTS BY THE NUMBERS

EE Global 2010 welcomed **818** attendees hailing from **40** countries



The Stars of Energy Efficiency Awards Dinner brought in **\$589,100** in revenue with the help of **43** sponsors



GEED and the Policy Summit attracted over **500** registrants each



With both the economy and political landscape changing throughout the year, the Events Team's signature events remained timely and informative. They also united a wide variety of audiences in the name of advancing energy efficiency.

HIGH-PROFILE EVENTS ATTRACT GLOBAL INTEREST

The 2010 **Energy Efficiency Global Forum (EE Global)** — the largest international congregation of policy makers, innovators and other energy efficiency leaders — was held in Washington, D.C. in May. The third and most well-attended EE Global marked unprecedented foot traffic to the "Solutions Showcase," where the event's high-level professionals caught a glimpse of the latest energy efficiency developments.

At the 18th annual **Evening with the Stars of Energy Efficiency Awards Dinner**, the Alliance recognized energy efficiency's brightest stars. The National Portrait Gallery's courtyard served as the spectacular backdrop for over 500 energy efficiency professionals to celebrate the accomplishments of a few key difference-makers.

ENGAGING THE PUBLIC IN POLICY INITIATIVES

The Alliance's **Great Energy Efficiency Day (GEED)** and **Policy Summit** raised the stakes in U.S. energy policy, convening policy makers and business leaders for a high-level discussion on the need for and benefits of energy efficiency in U.S. policy. Always on the nation's energy pulse, the events tapped into such pressing issues as harnessing the power of the smart grid and incorporating energy efficiency policies into climate legislation.

LISTENING TO THE VOICES OF ENERGY EFFICIENCY

The monthly **EE Policy Perspectives** series connected Alliance Associates with key legislators and policy makers in energy efficiency. One of the series' events took place in New York featuring Reps. Steve Israel and Paul Tonko, who discussed the progress of the 111th Congress and federal actions around the new energy economy.

The 2010 **EE Noon** series — a regular event of brown bag lunches in which experts share best practices — included a wide array of topics, from "*iPods v. the Environment*" to "*Guiding Marketing Introduction of Quality Solid-State Lighting.*"



FINANCIAL OVERVIEW

INDEPENDENT AUDITOR'S REPORT

**To the Board of Directors
Alliance to Save Energy
Washington, D.C.**

We have audited the accompanying consolidated balance sheet of Alliance to Save Energy and Affiliate (the Organization) as of December 31, 2010, and the related consolidated statements of activities, functional expenses and cash flows for the year then ended. These financial statements are the responsibility of the Organization's management. Our responsibility is to express an opinion on these financial statements based on our audit. The prior year's summarized comparative information has been derived from the Alliance's 2009 consolidated financial statements and in our report, dated June 23, 2010, we expressed an unqualified opinion on those financial statements.

We conducted our audit in accordance with auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in Government Auditing Standards, issued by the Comptroller General of the United States. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes consideration of internal control over financial reporting as a basis for designing audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control over financial reporting. Accordingly, we express no such opinion. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the 2010 consolidated financial statements referred to above present fairly, in all material respects, the financial position of Alliance to Save Energy and Affiliate as of December 31, 2010, and the changes in their net assets and their cash flows for the year then ended in conformity with accounting principles generally accepted in the United States of America.

In accordance with Government Auditing Standards, we have also issued a report, dated June 22, 2011, on our consideration of the Organization's internal control over financial reporting and our tests of its compliance with certain provisions of laws, regulations, contracts and grant agreements and other matters. The purpose of that report is to describe the scope of our testing of internal control over financial reporting and compliance and the results of that testing, and not to provide an opinion on the internal control over financial reporting or on compliance. That report is an integral part of an audit performed in accordance with Government Auditing Standards and should be read in conjunction with this report in considering the results of our audit.

MCGLADREY & PULLEN

Certified Public Accountants

Vienna, Virginia
June 22, 2011

BALANCE SHEET

December 31, 2010 With Comparative Totals For 2009

	2010	2009
ASSETS		
Cash and Cash Equivalents	\$ 1,432,262	\$ 623,317
Investments	454,738	450,912
Grants Receivable, net	4,337,532	3,703,755
Other Receivables	15,717	-
Prepaid Expenses and Deposit	161,619	133,261
Property and Equipment, net	580,824	719,725
	\$ 6,982,692	\$ 5,630,970
LIABILITIES AND NET ASSETS		
Liabilities		
Accounts payable	\$ 1,367,959	\$ 725,535
Accrued expenses	505,670	427,694
Refundable advances	2,332,120	1,860,476
Deferred rent	648,364	670,705
	\$ 4,854,113	\$ 3,684,410
Commitments and Contingencies		
Net Assets - Unrestricted	2,128,579	1,946,560
	\$ 6,982,692	\$ 5,630,970

STATEMENT OF ACTIVITIES

Year Ended December 31, 2010 With Comparative Totals For 2009

	2010 UNRESTRICTED	2009 UNRESTRICTED
REVENUE AND SUPPORT		
Grants		
Corporations and foundations	\$ 6,358,210	\$ 5,733,356
Government	5,946,552	3,001,971
Membership contributions	1,523,768	1,230,698
Special events, net of cost of direct benefit to donors	2,377,857	2,592,223
Donated services and equipment	183,268	116,599
Administrative and advisory fees	6,600	6,551
Other income	10,474	42,953
Total revenue and support	\$ 16,406,729	12,724,351
EXPENSES:		
Program services	\$ 11,999,736	8,809,306
General and administrative	3,888,094	3,328,622
Fundraising	336,880	340,060
Total expenses	16,224,710	12,477,988
Change in net assets	182,019	246,363
NET ASSETS:		
Beginning	1,946,560	1,700,197
Ending	\$ 2,128,579	\$ 1,946,560

FINANCIAL OVERVIEW

STATEMENT OF FUNCTIONAL EXPENSES Year Ended December 31, 2010

With Comparative Totals For 2009

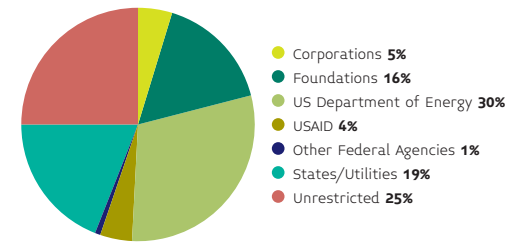
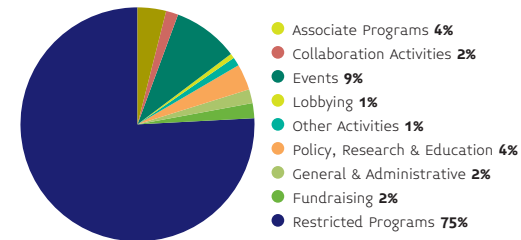
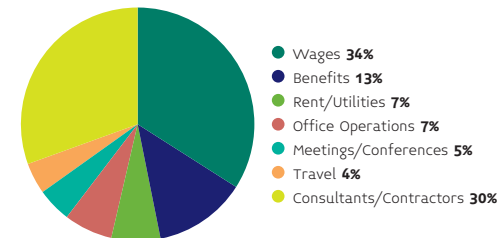
	PROGRAM SERVICES				General and Administrative	Fundraising	2010 Total	2009 Total
	Demonstration	Policy	Communications	Total Program Services				
Salaries	\$ 2,892,342	\$ 587,647	\$ 494,441	\$ 3,974,430	\$ 1,384,336	\$ 161,820	\$ 5,520,586	\$ 4,665,966
Employee benefits and payroll taxes	970,781	260,632	228,567	1,459,980	547,176	72,468	2,079,624	1,718,395
Professional fees and contract services	4,395,812	54,127	225,631	4,675,570	266,205	11,092	4,952,867	2,680,876
Occupancy and utilities	102,491	-	-	102,491	998,863	-	1,101,354	811,576
Meetings and conferences	695,662	5,764	6,162	707,588	60,680	3,640	771,908	710,795
Travel	545,628	13,811	11,630	571,069	101,005	31,634	703,708	903,012
Supplies and miscellaneous	246,809	8	8,810	255,627	158,127	1,130	414,884	410,371
Telephone	89,279	1,512	14,265	105,056	119,878	2,408	227,342	205,380
Depreciation	-	-	-	-	155,843	-	155,843	113,844
Periodicals, dues, and subscriptions	22,350	16,379	5,610	44,339	56,276	2,081	102,696	99,521
Printing and publication	41,438	-	13,789	55,227	8,919	36	64,182	97,193
Bad debt expense	-	-	-	-	-	50,000	50,000	-
Postage and shipping	19,251	17	575	19,843	12,598	475	32,916	39,763
Repairs and maintenance	26,918	-	-	26,918	-	-	26,918	13,795
Other	1,598	-	-	1,598	18,188	96	19,882	7,501
Total direct costs	10,050,359	939,897	1,009,480	11,999,736	3,888,094	336,880	16,224,710	12,477,988
Indirect allocation	3,204,490	352,450	19,047	3,575,986	(3,575,986)	-	-	-
Total expenses	\$ 13,254,849	\$ 1,292,347	\$ 1,028,527	\$ 15,575,722	\$ 312,108	\$ 336,880	\$ 16,224,710	\$ 12,477,988

STATEMENT OF CASH FLOWS

Year Ended December 31, 2010

With Comparative Totals For 2009

	2010	2009
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in net assets	\$ 182,019	\$ 246,363
Adjustments to reconcile change in net assets to net cash provided (used in) by operating activities:		
> Depreciation	155,843	113,844
> Bad debt expense	50,000	-
> Unrealized gain on investments	(748)	(24,884)
> Donated investments	-	(25,830)
> Deferred rent	(22,341)	(15,710)
> Changes in assets and liabilities:		
(Increase) decrease in:		
> Grants receivable	(683,777)	(807,181)
> Other receivables	(15,717)	27,777
> Prepaid expenses and deposit	(28,358)	(123,121)
Increase (decrease) in:		
> Accounts payable	642,424	350,238
> Accrued expenses	77,976	8,420
> Refundable advances	471,644	52,528
Net cash provided by (used in) operating activities	828,965	(197,556)
CASH FLOWS FROM INVESTING ACTIVITIES		
Purchases of property and equipment	(16,942)	-
Purchases of investments	(3,173)	(12,222)
Proceeds from sale of investments	95	75
Net cash used in investing activities	(20,020)	(12,147)
CASH FLOWS FROM FINANCING ACTIVITIES		
Borrowings on line of credit	550,313	150,000
Repayments on line of credit	(550,313)	(150,000)
Net cash used in financing activities	-	-
Net increase (decrease) in cash and cash equivalents	808,945	(209,703)
CASH AND CASH EQUIVALENTS		
Beginning	623,317	833,020
Ending	\$ 1,432,262	\$ 623,317
SUPPLEMENTAL SCHEDULE OF NON- CASH INVESTING AND FINANCING ACTIVITIES		
Donated Investments	\$ -	\$ 25,830

SOURCES OF SUPPORT 2010**ORGANIZATIONAL ACTIVITIES 2010****TOTAL EXPENSES 2010**

Auditors notes to Financial Statements available upon request.

FINANCIAL OVERVIEW

RESTRICTED CONTRIBUTIONS

\$0 - \$50,000

Accurate Dorwin
Alabama, DECA, Energy Division
American Exteriors LLC
Andersen Corporation
Argosy Foundation
Associated Materials Inc.
Atrium Companies
B.F. Rich Co. Inc.
Cardinal Glass Industries
Champion Window Manufacturing
Chevron U.S.A. Inc.
Climate Works Foundation
Comfort Line Ltd.
Crow Wing Power
Crystal Window
CrystaLine Inc.
Deceuninck North America
DG Home Remodeling
Econoler International
Edgetech I.G. Inc.
Fibertec Window & Door Manufacturing
Georgia Institute of Technology
Gorell Windows & Doors
Guardian Industries
Harvey Industries
Hoffer Glass
Honeywell
HSGroup
JELD-WEN

Keystone Certifications
Kolbe & Kolbe
Lockheed Window Corporation
Marvin Windows & Doors
Milgard Manufacturing Inc.
Monda Window and Door
MW Manufacturing Inc.
National Association of State Energy Officials
Newport Ventures
North American Insulation Manufacturers
Association
New Jersey Natural Gas
North Georgia Replacement Windows Inc.
NT Windows
Overbrook Foundation
Paradigm Window Solutions
Pella Corporation
Pilkington
Quality Windows
Ringer Windows Inc.
Rochester City School District
Rosati Windows
Royalplast
SAGE Electrochromics Inc.
Seaway Manufacturing Company
Sentech, Inc.
Serious Materials Inc.
Seven D Industries
Showcase Custom Vinyl Windows and Doors

Soft-Lite Windows
T-Lane
The Corps Network
Thermo-Tech Windows
Turner Foundation
University of California-San Francisco
Unlimited. Inc.
U.S. Agency for International Development
U.S. General Services Administration
Valley Electric Association
Vinylmax LLC
Vytex Windows
Wasco Windows
Westlab
Window Expo
Wood County Electric
Wyoming Business Council

\$50,001 – \$99,999

Asia-Pacific Economic Cooperation
 Asia-Pacific Energy Research Centre
 Bayer Material Sciences
 Global Marketing and Communications
 Inter-American Development Bank
 Pacific Northwest National Lab/U.S.
 Department of Energy
 Policy Navigation Group

\$100,000 – \$499,999

American Chemistry Council
 District of Columbia Department
 of the Environment
 The Dow Chemical Company
 U.S. Environmental Protection Agency
 Los Angeles Community College District
 REEEP International Secretariat
 UN Habitat

\$500,000 OR GREATER

Anonymous
 The Energy Foundation
 International Resources Group
 Kresge Foundation
 Lawrence Berkeley National Lab/U.S.
 Department of Energy
 National Energy Technology Laboratory/
 U.S. Department of Energy
 Oak Ridge National Lab/U.S. Department
 of Energy
 Southern California Edison
 Tennessee Valley Authority



ALLIANCE ASSOCIATES

Alliance Associates are more than 170 organizations committed to energy efficiency as a primary way to achieve the nation's environmental, economic, energy security and affordable housing goals. As of September 2011, Alliance Associates include:

1E

3M Company

Acuity Brands Lighting
Advanced Power Control, Inc.
Affordable Comfort
Air-Conditioning, Heating and Refrigeration Institute
American Chemistry Council
American Council for an Energy-Efficient Economy
American Council on Renewable Energy
American Gas Association
American Institute of Architects
American Lighting Association
American Public Power Association
American Public Transportation Association

Andersen Corporation

AREVA
Armstrong International, Inc.
Association of Energy Engineers
Association of Home Appliance Manufacturers
ASERTTI

AT&T

Bank of America

Battelle

Best Buy

Bonneville Power Administration

Bosch

Brookhaven National Laboratory

BSH Home Appliances Corporation
Building Performance Institute Inc.
California Energy Commission
Calmac Manufacturing Corporation
Canadian Energy Efficiency Alliance
Cardinal Glass Industries
Center for Energy Efficiency & Sustainability
Center for Environmental Innovation in Roofing

Certain Teed Corporation

Change to Win

Citigroup

City of Austin/Austin Energy

City of North Little Rock
ClimateMaster
CMC Energy Services, Inc.
Columbia University
Conservation Services Group
Constellation Energy
Copper Development Association
Cree

Daimler

Dallas/Fort Worth International Airport

Danfoss

Dell, Inc.
Department of Public Utilities
— Los Alamos County

Direct Energy

The Dow Chemical Company

Dryvit Systems, Inc.

Duke Energy

EDF, Inc.
Edison Electric Institute
Efficiency Valuation Organization
Electric Power Research Institute
E-Mon
Energy Platforms
EnerNoc
EnerPath
EnLink Geoenery
EPS Capital Corporation
European Alliance to Save Energy
Exelon Corporation
Extruded Polystyrene Foam Association
ExxonMobil
Facebook
Green Building Initiative
GreenerU
GridWise Alliance
Guardian Industries
Habitat for Humanity
Hannon Armstrong Capital, LLC
The Home Depot
Honeywell International
Hotwire PR
ICF International
Ingersoll Rand
Intel Corporation
International Association of Lighting Designers

International Copper Association
 International Emissions Trading Association
 International Window Film Association
 JELD-WEN
Johns Manville
 Johnson Controls
 Jupiter Oxygen Corporation
 Kimberly-Clark Corporation
Knauf Insulation
 Large Public Power Council
 Lawrence Berkeley National Laboratory
 Leading Builders of America
Legrand
LG
Lockheed Martin
Lowe's
 Maine Governor's Office of Energy Independence & Security
 Manulife Financial
 Maryland Energy Administration
 Masco Home Services
McQuay International
 Michelin North America, Inc.
 Midwest Energy Efficiency Alliance
Nalco Company
 National Association for State Community Service Programs
 National Association of Clean Water Agencies
 National Association of State Energy Officials
 National Community Action Foundation
 National Electrical Manufacturers Association

National Fenestration Rating Council
National Grid USA
 National Insulation Association
 National Renewable Energy Laboratory
 National Rural Electric Cooperative Association
New York State Energy Research and Development Authority
 Nexant
 Niagara Conservation
 North America Power Partners
North American Insulation Manufacturers Association
 Northern California Power Agency
 Northwest Energy Efficiency Alliance
 Nuclear Energy Institute
 Oak Ridge National Laboratory
 OPOWER
 Orion Energy Systems
OSRAM SYLVANIA
 Owens Corning
 Panasonic
 The Pataki-Cahill Group
PG&E Corporation
 Phigenics
Philips Lighting Company
 Polyisocyanurate Insulation Manufacturers Association
 Rebuilding Together
 Recurve
 Rinnai Tankless Water Heater Corporation
 Sacramento Municipal Utility District
Safety-Kleen Systems, Inc.
 Salt River Project

SAP
Schneider Electric
Seattle City Light
Sempra Energy
 Serious Energy
 The Shelton Group
Siemens Industry, Inc.
 Snohomish County Public Utility District
 Solutia
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Southern Company
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TE Connectivity LTD
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 University of California, Santa Barbara
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 Vinyl Siding Institute
Wal-Mart Stores, Inc.
Washington Gas
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Whirlpool Corporation
White & Case, LLP
 World Business Council for Sustainable Development

**Founder-level Associates are denoted in bold for their voluntary contribution of \$25,000*

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(D-N.H.)

CO-CHAIR



PETER DARBEE
Retired Chairman, President, and CEO
PG&E Corporation

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Analysis Group

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Division
The Dow Chemical Company

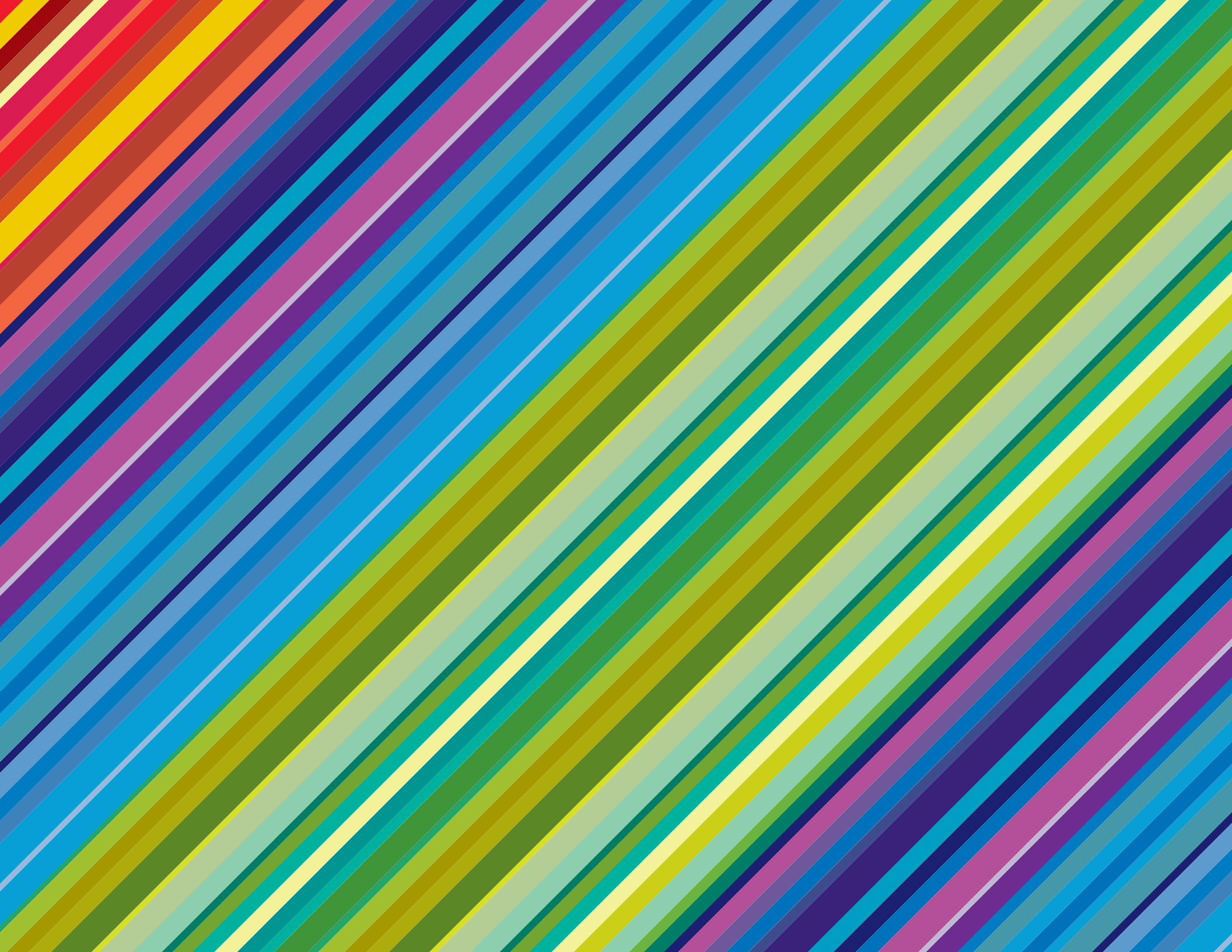
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Dean T. Langford
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