



YEAR FIVE

IN THE DECADE OF ENERGY EFFICIENCY
2014 YEAR IN REVIEW



A YEAR OF NEW PATHWAYS

2014 marked a **year of action** for the Alliance to Save Energy (Alliance). From launching a state and local advocacy campaign, to hosting events on Capitol Hill and across the nation, to forming a new partnership to drive energy productivity, we covered a lot of ground both literally and figuratively. A few examples: we launched ***Accelerate Energy Productivity 2030***, a partnership between the Alliance, the Department of Energy and the Council on Competitiveness, which is building momentum towards the goal of doubling our nation's energy productivity. We collaborated with stakeholders to ensure efficiency played a vital role in EPA's proposed **Clean Power Plan**. And, we worked with **both sides of the aisle** on Capitol Hill to move important legislation and keep efficiency a hot topic of conversation. Follow along as we retrace our steps from 2014 and recognize the biggest successes celebrated this year.



Congressman Horsford speaks at the Energy 2030 Summit.

ENERGY 2030

Campaign Officially Launched, New Partnership Formed

The **Energy 2030 On the Road** campaign moved full-steam ahead after its official launch at EE Global 2014.

In addition to hosting seven events across the country, Energy 2030 *On the Road* established a digital campaign to garner endorsements of the goal to double U.S. energy productivity by 2030. Supported by an impressive **leadership circle** and **roster of partners**, the campaign secured endorsements from **112 state and local governments, companies and NGOs** over the course of the year.

In order to build upon the success of Energy 2030 *On the Road*, an idea for a new initiative was formed. In September of this year, U.S. Energy Secretary Moniz unveiled

Accelerate Energy Productivity 2030, a partnership between the Alliance, the U.S. Department of Energy and the Council on Competitiveness aimed at increasing energy productivity. *Accelerate Energy Productivity 2030* will bring together national leaders through a series of dialogues to co-create a roadmap for achieving our shared goal. The initiative also will build momentum and support for energy productivity by garnering additional endorsements and catalyzing action at all levels of government and in the private sector.

On November 6, Secretary Moniz hosted a kick-off dialogue which brought together **23 executives**, including Alliance Board and Associate members, to establish core goals and

focus areas for the initiative. Additional two-day events were announced to occur in Raleigh, North Carolina, Minneapolis, Minnesota and Seattle, Washington during 2015.

If the shared goal of Energy 2030 *On the Road* and *Accelerate Energy Productivity 2030* is achieved, the U.S. would **save \$327 billion** in avoided energy costs, create 1.3 million jobs and lower imported energy to represent only 7% of total consumption.



POLICY

Energy Efficiency Remains "Sweet Spot" on Capitol Hill and Beyond

We weren't the only ones advocating for commonsense energy efficiency legislation this year. The issue was clearly on the minds of lawmakers, the President, government agencies and the public. The Alliance worked closely with these groups – the Administration, members of Congress and allies from the public and private sectors – to promote policies to increase energy efficiency and bring us closer to the goal of doubling our nation's energy productivity.

With the support of **17 members of Congress** serving as the Alliance's Honorary Chair and Vice-Chairs, we were able to keep energy efficiency as a major topic of conversation. We

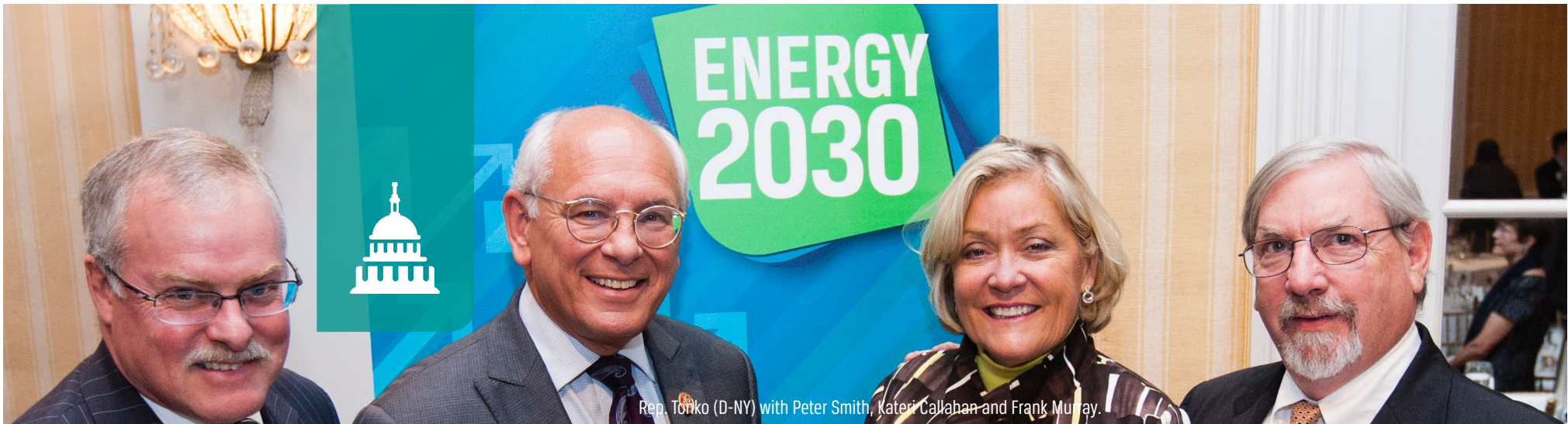
worked alongside House and Senate offices to help bring efficiency bills to the floor, and the efforts paid off – **25 bipartisan energy efficiency bills** were introduced in the House in 2014, four of which were successfully adopted with very strong support.

Energy efficiency continued to be a major tool within the President's **Climate Action Plan**. When the CAP was launched, President Obama directed the EPA to propose carbon pollution standards for existing power plants. The agency followed through in 2014 with the 111(d) rule, otherwise known as the **Clean Power Plan**.

CONTINUED...



Senator Jeanne Shaheen, longtime efficiency advocate and Alliance Honorary Vice-Chair, speaks at EE Global.



Rep. Tomiko (D-NY) with Peter Smith, Kateri Callahan and Frank Murray.

The Alliance **submitted comments and engaged EPA**, our Associate members, advocates and other stakeholders to raise awareness of energy efficiency as a compliance mechanism and to address technical and regulatory issues within the Clean Power Plan. As proposed, states are encouraged to use energy efficiency as a primary compliance strategy for meeting the 30% emissions reduction target of the Plan. We intend to remain engaged in 2015 as EPA finalizes the rule, states begin compliance planning and companies evaluate opportunities.

The Department of Energy was another government agency that took action on efficiency. A record number of 10 new appliance and equipment standards were issued this year, covering refrigerators to lighting. In total, consumers and businesses will see **\$50 billion** in savings by 2030 from the newly issued standards.

Our policy efforts didn't end inside the beltway – we continued to engage with our group of 30,000+ **Efficiency NOW Advocates** on a wide range of issues. From objecting to the rollback of Energy Efficiency Resource Standards (EERS) in Ohio, Michigan and Florida to requesting a two-year extension to energy efficiency tax incentives, our group of Advocates remained engaged and eager to make a difference. In total, over **10,000 letters** were sent to lawmakers by E-Now Advocates throughout the year.



Energy Secretary, Ernest J. Moniz, second from left, spoke at EE Global just a few months before unveiling the Accelerate Energy Productivity 2030 partnership.



EDUCATION

Students Putting Energy Literacy into Practice

Over 3,000 students in the **PowerSave Schools** Program completed STEM-based lessons this year, covering topics from efficiency to green careers. Pacific Gas & Electric joined Southern California Edison, the Los Angeles Department of Water and Power and Knox County in supporting this initiative. Students put their energy literacy into practice by organizing energy-conservation campaigns that saved over **2 million kWh** and saved school districts over **\$320,000** in avoided energy costs. The district-funded PowerSave Light model program in Tennessee reached over 200 schools, and a competition in partnership with Lockheed Martin in Maryland reached over 17,000 students total.

The **PowerSave Campus** Program continues to offer unparalleled hands-on student training opportunities at 16 campuses. The program was honored as 2014 Employer of the Year by the **California Internship & Work Experience Association**, a distinction previously bestowed to the likes of Shell Oil, Disney and Universal Studios. The annual program participant survey showed that **100% of PowerSave interns would recommend the program** to others. Program alumni were also surveyed, and 75% are now in green jobs while 96% support sustainability regardless of their profession.



The Energy Hog helps PowerSave Schools students learn about strategies for saving energy.



EVENTS

Reaching Audiences in the Nation's Capital and Beyond

In May we hosted our 7th annual **Energy Efficiency Global Forum (EE Global)** with keynote addresses from top influencers Energy Secretary Dr. Ernest J. Moniz and Senator Jeanne Shaheen. The **Energy 2030 On the Road** campaign was officially launched at EE Global before an audience of nearly 500 industry leaders representing 26 countries.

Deputy Energy Secretary Poneman and Senator Mark Warner were among the nearly 400 attendees at our **22nd annual Evening with the Stars of Energy Efficiency Awards Dinner**, where we honored a number of energy efficiency innovators such as MGM Resorts International and Nest Labs, Inc.

Throughout the year we hosted a total of seven **Energy 2030 On the Road events**, ranging in location from Atlanta, GA to Los Angeles, CA. We engaged with local officials to implement policies and programs to double their localities' energy productivity.

Additionally, we organized nearly a dozen exclusive opportunities for Associates to hear from efficiency experts and policy leaders, including congressional briefings and Policy Perspectives breakfasts.



Senator Mark Warner presents Ben Bixby from Nest Labs, Inc. with the Supernova Star award at the 22nd annual Awards Dinner.



PUBLIC OUTREACH

Alliance's Voice Expands to New Avenues

In September, the Alliance officially launched the **wEEKly Buzz**, a newsletter publication sent to Associates, funders, Board members and other important allies. The newsletter is a snapshot of the week's top efficiency news, shown through images and bite-sized content linking to more substantive information.

The Alliance's **Blog to Save Energy** remained a top resource for efficiency news, policy updates, innovations, education initiatives and more. An average of 1,500 people visited the blog each month this year.

Our social media presence grew with **Twitter followers reaching 20,000** and **Facebook fans reaching over 50,000** while maintaining high audience engagement levels. During 2014, these social platforms have maintained particular focus on Alliance news and Associate updates; 25% of Facebook posts this year highlighted Associate work.

The Alliance expanded its influence inside and outside the beltway with mentions in publications like *The Washington Post*, *Roll Call*, *The Wall Street Journal*, *National Journal*, *USA Today*, *The New York Times*, *Politico*, *Washington Examiner*, *Forbes*, *E&E*, *Bloomberg*, *The Hill* and many more.



The Alliance continued to expand outreach on efficiency news by launching the wEEKly Buzz.



INTERNATIONAL

Sharing Best EE Practices Worldwide

The Alliance's international team advocated the benefits of energy efficiency to policymakers in the U.S. and around the world, through our international exchanges, speaking engagements and policy work.

As part of the U.S. Agency for International Development's **Vietnam Clean Energy Program**, we carried out a **study tour** for Vietnamese government officials, bringing them together with U.S. policymakers and EE experts in Washington, D.C., New York City, Austin, Houston and San Francisco. The groups shared best practices for developing green building rating programs, implementing green building energy codes and applying innovative technologies.

Representatives from the Alliance gave presentations to high-level audiences around the world -- including Mexico, Singapore and Saudi Arabia.

And, we continued to support other countries' efforts to strengthen their **EE Policy development and implementation**, focusing on building energy codes in India, a green building rating system in Georgia and utility DSM policies and programs in Jordan.



The VCEP group visits the Winrock International Office in Arlington, VA during their study tour across the U.S.



BCAP GRADUATION

An Independent Resource for Building Codes

Proudly, the **Building Codes Assistance Project** (BCAP) "graduated" from its status as a program of the Alliance and became an independent project of the Trust for Conservation Innovation. The project remains dedicated to the adoption, implementation and advancement of building energy codes.

The Alliance, the Natural Resources Defense Council and the American Council for an Energy-Efficient Economy established BCAP as a joint initiative in 1994. BCAP's independent operation furthered a key, strategic recommendation of the Alliance's Board of Directors to

move away from programmatic work and to maintain focus on policy advocacy.

The Building Codes Assistance Project continues to provide **educational and technical support** for code adoption proceedings, promote collaboration among stakeholders to achieve action at the state level and address common barriers to compliance of stronger building codes.



More information on the Building Codes Assistance Project can be found at www.bcap-energy.org

2014 ALLIANCE ASSOCIATES

3M Company

A.O. Smith
Acuity Brands Lighting
Advanced Power Controls, Inc.
AERCO International, Inc.
Air-Conditioning, Heating and Refrigeration Institute
Air Movement and Control Association International
Alliance for Sustainable Energy LLC/NREL
Alliance for Water Efficiency
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
ASHRAE
Association of Energy Engineers
Association of Home Appliance Manufacturers
Association of State Energy Research and Technology Transfer Institutions
Austin Energy
Australian Alliance to Save Energy
Big Ass Solutions
Bonneville Power Administration
Brookhaven National Laboratory
BSH Home Appliances Corporation
Building Performance Institute
CALMAC Manufacturing Corporation
Center for Energy Efficiency & Sustainability
Center for Environmental Innovation in Roofing
China-U.S. Energy Efficiency Alliance
Citigroup
CMC Energy Services

Collaborative for High Performance Schools
Conservation Services Group
Copper Development Association
Cree
Dallas/Fort Worth International Airport
Danfoss
DirecTV
DTE Energy
Duke Energy
Edison Electric Institute
Efficiency Valuation Organization
Electric Power Research Institute
E-Mon
EnerPath
European Alliance to Save Energy
Exelon Corporation
Government of Alberta
Green Building Initiative
GreenerU
Grundfos
Guardian Industries
Habitat for Humanity International
Hannon Armstrong Sustainable Infrastructure Capital, Inc.
Home Performance Coalition
ICF International
Illuminating Engineering Society
InfoComm International
Ingersoll Rand
International Association of Lighting Designers
International Copper Association, Ltd
International Window Film Association
Johns Manville
Johnson Controls
Jupiter Oxygen Corporation
Knauf Insulation

KONE, Inc.
Large Public Power Council
Lawrence Berkeley National Laboratory
Legrand
Lime Energy Co.
Lockheed Martin
Los Alamos County Department of Public Utilities
Los Angeles Department of Water & Power
Masco Corporation
Midwest Energy Efficiency Alliance
Nalco, An Ecolab Company
National Association for State Community Services Programs
National Association of State Energy Officials
National Association of Water Companies
National Electrical Manufacturers Association
National Fenestration Rating Council
National Grid USA
National Insulation Association
National Rural Electric Cooperative Association
Nest Labs, Inc.
New York Power Authority
North American Insulation Manufacturers Association
Northern California Power Agency
Northwest Energy Efficiency Alliance
Nuclear Energy Institute
NYSEERDA
O'Gara Goett Partners
Oak Ridge National Laboratory
Opower
OSRAM SYLVANIA
Owens Corning
Panasonic
PG&E Corporation
Philips Lighting Company
Polyisocyanurate Insulation Manufacturers Association

Procter & Gamble

Rebuilding Together
Rinnai
Sacramento Municipal Utility District
Salt River Project
San Diego Gas & Electric Company
Schneider Electric
Seattle City Light
Siemens Industry, Inc.
Smart Growth America
Snohomish County Public Utility District
Southeast Energy Efficiency Alliance
Southern California Edison
Southern Company
Sterling Planet
Tennessee Valley Authority
The Dow Chemical Company
The Stella Group
U.S. Climate Action Network
U.S. Green Building Council
United Technologies Corporation
University of California, Davis - Energy Efficiency Center
USES Manufacturing
Vermont Energy Investment Corporation
Vinyl Siding Institute
Washington Gas
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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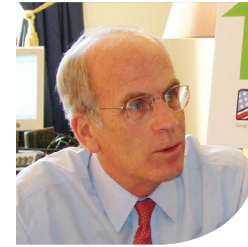
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Exelon Corporation

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Infrastructure*

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Southern Company

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Business President, Dow Building
& Construction

The Dow Chemical Company

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Vice President, Global Sustainability

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Senior Vice President, Customer
Service

Southern California Edison

Kevin B. Self

Vice President, Strategy & Corporate
Development

Johnson Controls

Clinton Vince

Partner

Dentons

Dave McCurdy

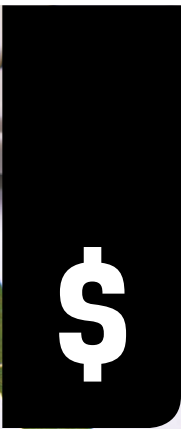
President & CEO

American Gas Association

J. Heath Shuler

Senior Vice President, Federal Affairs

Duke Energy



FINANCIALS



FINANCIALS

Independent Auditor's Report

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

Report on the Consolidated Financial Statements

We have audited the accompanying financial statements of the Alliance to Save Energy, which comprise the statement of financial position as of December 31, 2014, and the related statements of activities, functional expenses, and cash flows for the year then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Alliance to Save Energy as of December 31, 2014, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

CALIBRE CPA GROUP
Certified Public Accountants

Bethesda, MD
August 12, 2015

Calibre CPA Group, PLLC



FINANCIALS

BALANCE SHEET

December 31, 2014

With Comparative Totals For 2013

ASSETS	2014	2013
Cash and Cash Equivalents	\$ 120,454	\$ 861,968
Investments	154,914	538,755
Grants Receivable, net	740,662	1,636,703
Prepaid Expenses and Deposit	176,144	299,559
Property and Equipment, net	156,220	443,440
	\$ 1,348,394	\$ 3,780,425
LIABILITIES AND NET ASSETS		
Liabilities		
Accounts payable and accrued expenses	\$ 635,435	\$ 2,145,704
Loan payable	1,193,101	1,460,000
Refundable advances	214,364	788,355
Deferred rent	287,641	331,832
	\$ 2,330,541	\$ 4,725,891
Net Assets - (Deficit) Unrestricted		
Unrestricted	(1,168,442)	(945,466)
Temporarily restricted	186,295	-
Total net assets (deficit)	(982,147)	-
	\$ 1,348,394	\$ 3,780,425

STATEMENT OF ACTIVITIES

Year Ended December 31, 2014

With Comparative Totals For 2013

REVENUE AND SUPPORT	2014 UNRESTRICTED	2013 UNRESTRICTED
Grants		
Corporations and foundations	\$ 3,921,862	\$ 7,090,561
Government	545,636	8,993,714
Special events, net of cost of direct benefit to donors	1,224,516	1,552,617
Membership contributions	1,098,100	1,200,177
Donated services and equipment	170,631	161,440
Other income	150,360	272,377
Total revenue and support	\$ 7,111,105	\$ 19,270,886
EXPENSES		
Program services	\$ 5,345,815	\$ 17,995,319
General and administrative	1,766,252	101,830
Fundraising	251,968	345,529
Total expenses	\$ 7,364,035	\$ 18,451,678
Change in net assets	(252,930)	819,208
NET ASSETS		
Beginning, as previously reported	(729,217)	(1,764,674)
Ending (Deficit)	\$ (982,147)	\$ (945,466)



FINANCIALS

STATEMENT OF FUNCTIONAL EXPENSES Year Ended December 31, 2014 With Comparative Totals For 2013

	PROGRAM SERVICES				General and Administrative	Fundraising	2014 TOTAL	2013 TOTAL
	Demonstration	Policy	Communications	Total Program Services				
Salaries	\$ 1,351,463	\$ 488,154	\$ 420,355	\$ 2,259,972	\$ 404,650	\$ 119,039	\$ 2,783,661	\$ 4,717,195
Employee benefits and payroll taxes	417,332	150,742	129,806	697,880	125,069	36,646	859,595	1,967,641
Professional fees and contract services	342,397	123,675	106,498	572,570	947,901	-	1,520,471	9,399,000
Occupancy and utilities	1,017	367	316	1,700	624,891	-	626,591	637,611
Supplies and miscellaneous	18,228	6,584	5,669	30,481	43,358	12,951	86,790	91,538
Meetings and conferences	242,557	87,613	75,444	405,614	-	-	405,614	427,865
Travel	196,470	70,966	61,109	328,545	33,220	9,799	371,564	472,993
Telephone	9,508	3,434	2,957	15,899	47,427	14,166	77,492	123,648
Depreciation	-	-	-	-	30,685	9,166	39,851	45,789
Printing and publication	10,115	3,654	3,146	16,915	1,347	402	18,664	49,479
Periodicals, dues, and subscriptions	7,090	2,561	2,205	11,856	6,312	1,886	20,054	43,187
Postage and shipping	3,656	1,320	1,137	6,113	2,549	762	9,424	16,724
Repairs and maintenance	-	-	-	-	22,894	6,839	29,733	35,698
Interest expenses	-	-	-	-	41,122	12,283	53,405	39,836
Other	136,761	49,399	42,538	228,698	204,399	28,029	461,126	355,628
Total direct costs	2,736,594	988,469	851,180	4,576,243	2,535,824	251,968	7,364,035	18,451,678
Indirect allocation	460,204	166,228	143,140	769,572	(769,572)	-	-	-
Total expenses	\$ 3,196,798	\$ 1,154,697	\$ 994,320	\$ 5,345,815	\$ 1,766,252	\$ 251,968	\$ 7,364,035	\$ 18,451,678



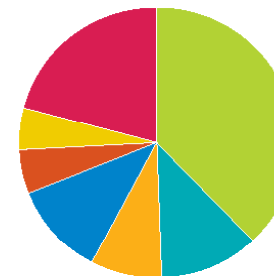
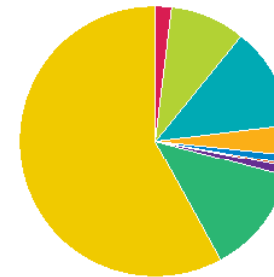
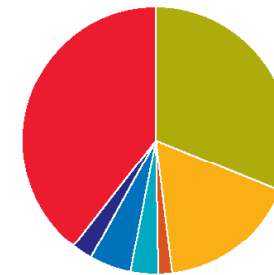
FINANCIALS

STATEMENT OF CASH FLOWS

Year Ended December 31, 2014

With Comparative Totals For 2013

	2014	2013
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in net assets	\$ (252,930)	\$ 819,208
Adjustments to reconcile change in net assets to net cash (used in) operating activities:		
» Donated Securities	(4,866)	-
» Depreciation and amortization	39,850	45,789
» Bad dept expense	-	27,846
» Deferred rent	(103,634)	(369,382)
» Changes in assets and liabilities:		
(Increase) decrease in:		
» Accounts receivable	323,660	1,402,231
» Prepaid expenses and deposit	134,473	(94,989)
Increase (decrease) in:		
» Accounts payable and accrued expenses	(338,418)	(1,594,578)
» Deferred revenue	(124,996)	-
» Deferred lease incentives	(38,469)	-
» Refundable advances	-	(404,828)
Net cash used in operating activities	(365,330)	(168,613)
CASH FLOWS FROM INVESTING ACTIVITIES		
Purchases of property and equipment	(35,808)	-
Reinvestment of interest income	-	14,543
Proceeds from sale of investments	438,742	-
Purchases of investments	(50,035)	-
Additional security deposits	(2,374)	-
Net proceeds on line of credit	(266,899)	-
Net cash used in investing activities	83,626	-
Net (decrease) increase in cash and cash equivalents	(281,704)	(154,070)
CASH AND CASH EQUIVALENTS		
Beginning	402,158	1,016,038
Ending	\$ 120,454	\$ 861,968
Interest paid during the year	\$ 53,405	39,836



Auditors notes to Financial Statements available upon request.



FINANCIALS

Restricted Contributions

\$0 - \$49,999

3M
 A.O. Smith
 AEP Ohio
 AERCO International
 Air Barrier Association of America
 Ameresco, Inc.
 American Public Power Association
 Arcadia Unified School District
 ASHRAE
 Brookhaven National Laboratory
 Business Council for Sustainable Energy
 Business Roundtable
 Cardinal Glass Industries
 Citigroup
 CLASP
 ClimateWorks Foundation
 Conservation Services Group
 Cree
 Dentons
 Econoler
 Edison Electric Institute
 Energy and Environment Partnership - Southern and East Africa
 Energy Systems Group
 European Bank for Reconstruction and Development
 Exelon
 Extruded Polystyrene Foam Association
 Hannon Armstrong

Honeywell
 Illinois Municipal Electric Agency
 Ingersoll Rand
 International Finance Corporation
 Johns Manville
 Johnson Controls
 Knauf Insulation
 Knox County, TN
 Legrand North America
 LG
 Lime Energy
 Masco Corporation
 MGM Resorts
 Missouri River Energy Services
 NALCO, An Ecolab Company
 National Association of Water Companies
 National Electrical Manufacturers Association
 National Fenestration Rating Council
 National Housing Trust
 Nest Labs
 New Jersey Natural Gas
 NORESCO
 Oak Ridge National Laboratory - UT-Battelle
 Opower
 Polyisocyanurate Insulation Manufacturers Association
 Renewable Energy and Energy Efficiency Partnership
 Seattle City Light
 Sempra

Shelby County, TN
 Siemens
 Southern Company
 State of Ohio
 U.S. Chamber of Commerce
 U.S. Department of Energy
 U.S. Environmental Protection Agency
 U.S. Green Building Council
 University of California, San Francisco
 Van Ness Feldman
 Vinyl Siding Institute
 Washington Gas
 Windows

\$50,000 - \$99,999

American Chemistry Council
 American Gas Association
 Copper Development Association
 Danfoss
 Lockheed Martin
 National Grid
 North American Insulation Manufacturers Association
 Philips Lighting
 Southern California Gas Company
 The Dow Chemical Company
 ThyssenKrupp

\$100,000 - \$499,999

Energy Foundation
 Lawrence Berkeley National Laboratory
 Los Angeles Department of Water and Power
 San Diego Gas & Electric
 Schneider Electric
 Tilia Fund
 U.S. Agency for International Development
 United Technologies Corporation
 Whirlpool

\$500,000 or Greater

Anonymous
 Pacific Gas & Electric Company
 Southern California Edison