



February 2016

From all of us at The Sustany Foundation, we wish you a very happy New Year and hope you are having a wonderful 2016 so far. We wanted to take a moment to update you on our activities and achievements in 2015.

2015 was a big year for The Sustany Foundation! Our primary focus was on capacity building so that we can continue to grow and increase our impact in the Tampa Bay region. In the beginning of 2015, Sustany hired a new Executive Director – Jennifer Silva – to lead the organization’s advancement efforts and guide its programs and operations. Sustany also received a multi-year pledge to fund the purchase of a new database system which is a vital tool in communicating with our supporters and cultivating our friendships, providing an infrastructure that will allow Sustany to grow and thrive. This pledge also supported our 2015 Board Retreat which was a day-long Strategic Planning session. We hired a professional moderator to guide the Board through the creation of a 5-year Strategic Plan with a goal to create a clear focus for operations, programming and fundraising, ultimately increasing our impact and ability to accomplish our mission. We are proud of these capacity building initiatives and look forward to continued growth in 2016.

Another important step toward growing Sustany’s capacity was our 2015 merger with the Sustainable Business Coalition (SBC). This merger has leveraged the vision and expertise of the Sustainable Business Coalition to enhance Sustany’s commitment to promoting sustainable business in Tampa Bay. The merger enables the ongoing growth of the annual Sustainable Business Awards, which recognizes for-profit businesses in the Tampa Bay Area that engage in practices that increase economic opportunities while benefitting the environment and community. In 2015, the newly merged SBC and Sustany Foundation honored eight outstanding Tampa Bay businesses at the awards luncheon on June 10 with a Sustainable Business Award, celebrating their achievements in sustainability and promoting the “Triple Bottom Line” of people, planet and profit in our region. Sustany partnered with the University of Tampa to select the winners, engaging six MBA students in the selection process resulting in dozens of hours of real-world sustainability experience for these students.



The 2015 Sustainable Business Award Winners

Sustany’s commitment to sustainability in business was also supported through our Sustainable Business Program. In 2015, the Sustainable Business Program partnered with the Straz Center for the Performing Arts to evaluate its sustainable practices. Under the leadership of Sustany Board member Janet Hall, nine student interns from local universities were tasked with activities in three areas at the Straz: Energy/Data, Lighting and Waste. Students documented program outcomes in a final report, along with detailed recommendations in each area. The Straz has already embraced many of the student recommendations including replacement of thousands of light bulbs throughout the facility resulting in an investment of \$71,825, an expected annual energy savings of \$44,509, a payback of 19 months, and 444,769 annual kilowatts saved!

Sustany also re-engaged with past Sustainable Business Program partners through a recertification process. Over the summer of 2015, a team of three student interns guided nine small businesses in downtown Tampa through an analysis of their sustainable practices in the year since they had originally been granted a Green Business Certification. The students evaluated each business, gauged their efforts and progress throughout the past year and made recommendations for further improvements in sustainable practices. Overall, in 2015 the Sustainable Business Program impacted 10 Tampa Bay businesses and 12 local college students.



The 2015 Sustany Sustainable Business Program Team with Program Leader (and Sustany Board Member) Janet Hall and Straz Center for the Performing Arts COO (and Sustany Board Member) Lorrin Shepard.

Throughout 2015, Sustany continued its long-standing support of community sustainability efforts through the Mini-Grant program. Sustany's Mini-Grant activity included:

- Partnering with an Eagle Scout candidate on his project to restore an area of Tampa Bay coastline in St. Petersburg, which entailed removing hundreds of invasive Australian Pines and replacing them with a variety of native, beneficial plants.
- A Mini-Grant was awarded to the Florida Aquarium in support of its Swallow-tailed Kite Telemetry Project which will aid in the conservation of this important umbrella species by tracking its migration and nesting habits.
- Hillsborough Community College's Student Environmental Club received a grant to construct Vertical Garden Towers in the school cafeteria, helping to provide students with a firsthand example of food production and demonstrating sustainable gardening.



The "After" picture of the St. Petersburg Eagle Scout project supported by a Sustany Mini-Grant. These native, beneficial plants replaced dozens of invasive Australian Pines.

Finally, we finished the year with the 8<sup>th</sup> annual Sustainable Buzz. Over 700 guests and 50 vendors were on hand to celebrate sustainability and help raise funds for Sustany's programs. A group of Tampa 5<sup>th</sup> graders participated by baking "cricket cookies" – cookies made with cricket powder, a highly sustainable and protein-filled food source. The students were at the event handing out cookies to guests and sharing their knowledge of sustainability. Thanks to all who participated, Sustany raised over \$22,000 to support its programs!



Students from Trinity School for Children in Tampa hand out "cricket cookies" at the 8th Annual Sustainable Buzz.

With a busy 2015 behind us, we are looking forward to a productive 2016! Andrea Cheney, a Sustany Founder and Board Member, has assumed the role of Board President, taking the reins from David Reed who has been at the helm as President for many years. We will continue with our established programs (the 8<sup>th</sup> Annual Sustainable Business Awards are set for April 29 – visit [Sustany.org](http://Sustany.org) to nominate a business and learn more!), and expect to embark on some new projects, while maintaining a presence in the community promoting sustainability and growing our base of friends and supporters.

Most importantly, we'd like to take this time to thank you for your continued support of The Sustany Foundation. We look forward to staying in touch throughout the year with updates on our progress and news about our events and programs.

Sincerely,



David Reed  
Founder & Outgoing Board President



Andrea Cheney  
Founder & Incoming Board Preside