



Solar for Non-Profits

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Richmond: *“City of Pride and Purpose”*





Highest Murder Rate per Capita in CA (2008)  
9<sup>th</sup> highest in the country



# Training



- 7 weeks of pre-Apprenticeship Construction Skills (RichmondBUILD)
- 3 weeks of Energy Efficiency (Rising Star)
- 4 weeks of Solar Installation Skills (Solar Richmond)
- 2 live system installations on low-income homes





# Achievements

A woman wearing an orange t-shirt and blue jeans is kneeling on a roof, using a power drill to install a solar panel. The background shows a dense forest of green pine trees and some red-leaved trees. The scene is brightly lit, suggesting a sunny day.

- 9 Cohorts (180 students)
  - 18 Fulltime Solar Job Placements
  - 8 ten-week paid internships
  - 26 Temp Solar positions
  - 12 Solar Installations for Low Income Homes
- 
- A close-up view of several solar panels mounted on a roof. The panels are dark blue and arranged in a grid pattern. The roof's shingles are visible between the panels.



# Model Program

A photograph showing two men in orange long-sleeved shirts and beanie hats working on a roof. The man on the left is wearing a dark blue beanie, and the man on the right is wearing a black beanie. They are both looking down at something they are working on. The background shows a residential area with houses and trees under a clear sky.

Apollo Alliance

Green For All

Senator Boxer Award

Highlighted by Van Jones in "The Green Collar Economy"

US Conference of Mayors "Best Practice green-collar job training program"

# Media Attention



*Dan Rather Reports - NPR - USA Today - ABC News - Time Magazine - The Nations Health Newspaper - Fast Company - American City and County - The Weather Channel - MTV - Prospect Magazine - The Nations Health Newspaper - Oprah Magazine*







# Challenges

Culture Gap

Competition for “Meaningful Work”

Barriers to Employment

Clean Conscience Factor



# Crescent Park Housing



- Largest Solar-Powered Affordable Housing Community in the U.S.
- 908 kW system serving 24 buildings and 378 family apartments



Sun Power facility

Over 3,500 panels installed

Jobs for Solar Richmond Graduates = 0





Waste Water Treatment Plant in Richmond

Over 4,500 panels installed

Jobs for Solar Richmond Graduates = 0

# Richmond Village Pilot



Partner - Real Goods Solar

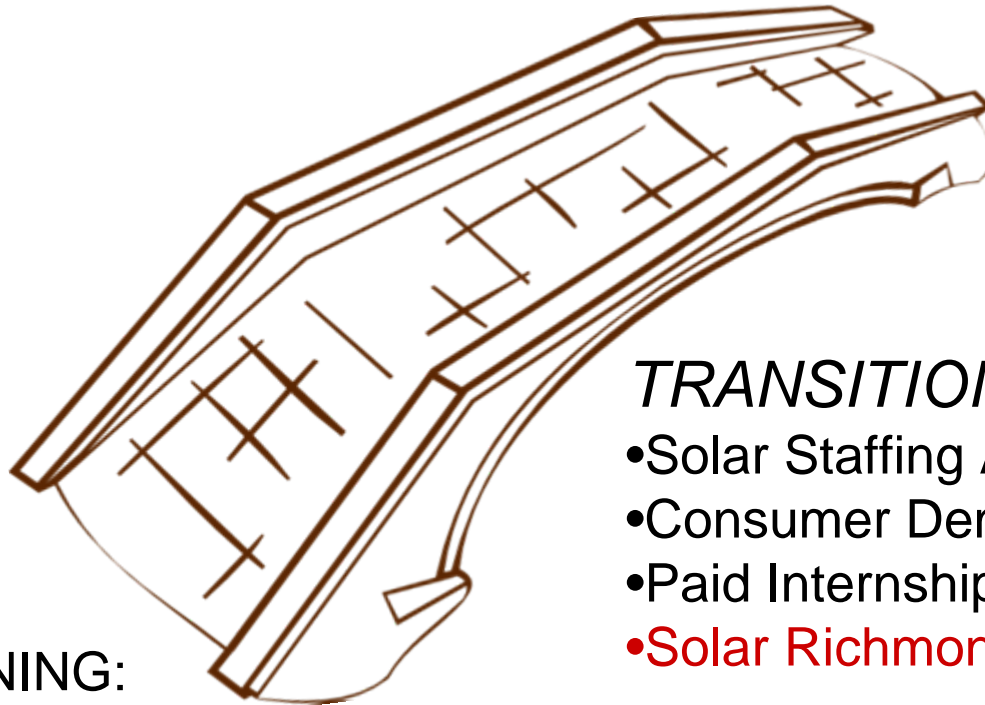
8 graduates

Ongoing funding

Professional Development/ Case Mgt.



# Solution: Build the Bridge



JOB  
TRAINING:  
*Hard Skills*  
*Soft Skills*

**LEADERS**  
in the Solar Field:  
*managers, owners, trainers*

## ***TRANSITIONAL EMPLOYMENT***

- Solar Staffing Agency
- Consumer Demand
- Paid Internships
- Solar Richmond Power Company**

# St. Paul's Episcopal Church

## Creative Financing



Congregants invested to realize tax benefits  
No upfront cost to church  
Billboard – Walk the talk







501 (c) 3

Train and create jobs

**SOLAR**  
RICHMOND



**SOLAR**  
For All, Inc.



**Solar Vendors**

- Engineering and permitting
- Installation mgt
- Revenue from Sales
- Provides Warranties

**Investors**

- Grants
- PRI Foundation Loans
- Equity Investment
- Tax Credit realization

**Community Buildings**



- No capital required
- Decrease energy costs
- Stabilized Rates
- Green marketing

- Arranges financing, design and construction
- Receives Income from Electricity sales
- Provides Installation labor and oversight
- Longterm maintenance

# Quadruple Bottom-Line

Financial ROI of 2% – 13%

Pathways out of poverty and into prosperity

Environmental benefit

Capacity for Non-profits

Decrease in operating costs for non-profits

Longterm revenue stream for SR







# Replication



# Renewable Energy



Renewing communities  
Renewing lives



# LEADERS!

