FROM THE CO-FOUNDERS:

The 2010-2011 program year for Green Opportunities was about rapid expansion, capacity-building and growth. We added new programs and initiatives, tripled in size, and moved to a much larger, more functional facility in the WC Reid Center.

In such times of change, we believe it is particularly important to cling to who we are and what we believe. That’s why our board and staff got together last year to draft these Core Values. They provide the internal compass by which we make decisions and guide the organization:

1. We believe in meeting people where they are and providing them with the education, training or support they need to empower themselves and their communities.
2. We believe that true sustainability must include environmental, social and economic justice.
3. We believe in holding ourselves accountable to serving the community with dignity and respect.
4. We believe in creatively adapting to challenges and opportunities in order to accomplish our mission.
5. We believe we must work together with other individuals and organizations in our community to achieve our goals.
6. We believe in modeling diversity and cultural competency throughout the organization, and in leading the community toward a more inclusive green economy.

With these core values and your support, we hope to achieve even more in 2012 and beyond.

Dan and DeWayne

GO’S SIGNIFICANT ACHIEVEMENTS THIS YEAR

• Trained 136 members in a green career, including 119 Building Performance Institute (BPI) certifications
• Paid nearly $214,000 in wages to members employed by GO programs
• Placed 57 members in a job or paid apprenticeship
• Weatherized 79 homes and businesses and counting
• Received the 2010 President’s Award from the Asheville Chapter of the NAACP and the 2011 Buncombe County Environmental Leadership Award for Outstanding Business
• Established one of only two Registered Apprenticeship programs in NC focused on Weatherization
• Helped secure the $4 million in funding necessary to preserve the W.C. Reid Center and transform it into a Green Jobs Training Center.
PROGRAM HIGHLIGHTS

The **GO Training Team** (GOTT) is an intensive job training and placement program designed to empower low-income, unemployed young adults (ages 18-21) and prepare them for green collar jobs and higher learning opportunities. Our hands-on curriculum combines service projects, life skills training, life coaching, and on-the-job experience in promising fields like green construction, clean energy, recycling, ecological landscaping and restoration, and sustainable agriculture.

The **GO Weatherization Assistance Training Team** (GO WATT) is a paid apprenticeship program designed to prepare GO Training Team graduates for clean energy careers while improving the efficiency of houses in low-wealth Asheville neighborhoods. As a registered apprenticeship with the N.C. Department of Labor, the program works with Community Action Opportunities to provide free energy audits and weatherization services to qualified homeowners while providing on-the-job training for previously unemployed young adults.

**Pathways to Green Jobs** is a partnership with the Asheville-Buncombe Community Ministry’s Green Jobs program designed to train and place eligible Asheville adults in green collar jobs. Participants receive life skills training, nationally recognized technical certifications, and case management services at no cost. Program graduates are placed in long- or short-term jobs, including positions on the **GO Labor Crew**, GO’s temporary labor service that provides local contractors with dependable, short-term labor while offering paid work experience to members.

**Hood Huggers International** introduces elementary, middle and high school youth to green collar careers through service-learning projects that improve local communities. The program builds life skills and self-esteem in participating youth, while offering them hands-on pre-employment skills training.

The **GO Energy Team** is a social enterprise offering private sector clients energy efficiency and building performance services while providing additional training and paid work experience to GO graduates. In addition to weatherizing businesses and homes in the Asheville area, the GO Energy Team provides Home Energy Rating System (HERS) services for green builders including Healthy Built Homes and Energy Star. Through Advanced Energy’s System Vision program, the Energy Team provides energy-bill guarantees for affordable housing builders and advanced building performance training for GO program graduates.
NEW DIRECTIONS
GO, the Asheville Housing Authority, and other partners will be renovating the W.C. Reid Center into a state-of-the-art, LEED-certified Green Job Training and Adult Education Center. This three-year renovation project—made possible by a grant from the Department of Housing and Urban Development—will provide training to at least 210 people, technical certifications to 156, and job placement to 100 public housing residents and other residents of low-income local neighborhoods.

The GO Water Team is a new program designed to increase the water quality of local rivers and streams through implementation and maintenance of stormwater best management practices. The goal is to provide GO members with the skills to promote water quality in their communities and find successful employment in the green economy.

GO and the Asheville Design Center, in partnership with the City of Asheville, are leading the way for the East of the Riverway Sustainable Communities Initiative’s effort to build capacity and community engagement in neighborhoods along the French Broad River. The main goals are to provide more transportation choices, promote equitable and affordable housing, enhance the attractiveness of the neighborhoods to local businesses, support existing networks and resources of the neighborhoods, coordinate policies that leverage community voice and financial investment in these communities, and encourage a sense of pride and ownership in these neighborhoods.
Our Supporters
We offer our sincerest thanks to the following private foundations, public agencies, business sponsors and individual donors that make our programs possible.

**Funders:**
- Advantage West
- Asheville-Buncombe Community Christian Ministry
- Asheville Arts Council
- Changing Together
- City of Asheville
- Community Foundation of Western North Carolina
- Conservation Fund
- Department of Housing and Urban Development
- First Congregational United Church of Christ
- Housing Authority of the City of Asheville
- Juvenile Crime Prevention Council
- North Carolina Community Development Initiative
- Rolander Family Foundation
- West Riverside Operation of Weed & Seed
- United Way of Asheville-Buncombe County
- Z. Smith Reynolds Foundation

**Public Agencies**
- The City of Asheville
- The NC Department of Juvenile Justice and Delinquency Prevention
- NC Governor’s Crime Prevention Commission
- Mountain Area Workforce Development Board
- United Way of Asheville-Buncombe County
- Z. Smith Reynolds Foundation

**Business Partners:**
- Champion: ($3,000+)
  - Blue Ridge Biofuels*
  - Blue Ridge Energy Systems*
- Leader: ($1,000+)
  - Carolina Specialty Contractors*
  - Danny’s Dumpster*
  - Equinox Environmental
  - FLS Energy*
  - Grass to Greens*
  - Housing Authority of the City of Asheville*
  - Mountain Housing Opportunities*
  - Neo Burrito*
  - OMI Asheville
  - Progress Energy
  - Reem’s Creek Nursery*
  - Retrotec
  - Sheercom*
  - Smart Builders*
  - Weaver Cooke Construction*
- Advocate: ($500+)
  - ACF Technologies
  - Organic Think, Inc.
  - Pollinate Collaborations
  - Purple Cat Web Hosting
  - McCarroll Construction, Inc.*
  - Roots Catering
- Supporter: ($250+)
  - Healing Roots Designs
  - HomeTrust Bank
  - Mathis Consulting
  - Nona Mia Italian Kitchen
  - Rosetta's Kitchen
  - Second Gear
  - Subject Matter Studios
  - Ten Thousand Villages
  - * GO Employer

**Individual Donors**
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- Cheri Tores
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- Chris Joyell
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- Roger Hartley
- Ronald Katz
- Sandi Ford
- Scot Quaranda
- Susanne Hackett
- Waid Shelton
- Wallace Bohanan
- W.B. Leroy

**Community and Strategic Partners:**
At Green Opportunities, we take great pride in the extensive network of partners that help make our programs possible. Many thanks to the following organizations for their ongoing support:

- Advanced Energy
- American Adventure Service Corps of Asheville
- Asheville-Buncombe Technical Community College
- Asheville Design Center
- Asheville Downtown Association
- Asheville Greenworks
- Bountiful Cities Project
- Building Bridges of Asheville
- Burton Street Community Peace Garden
- Burton Street Neighborhood Association
- Clean Water for North Carolina
- Community Action Opportunities
- Goodwill Industries
- Green Brothers Solar
- Habitat for Humanity, Asheville Chapter
- Mountain Area Workforce Development Board
- Mountain BizWorks
- Municipal Sewerage District of Buncombe County
- OnTrack Financial Education and Counseling
- Partners Unlimited
- RiverLink
- University of North Carolina, Asheville
- Urban Arts Institute
- Up Front Sports
- Western North Carolina Green Building Council
- YWCA of Asheville
James Mills was a member of GOTT in fall 2010. Before that, he had no high school diploma, a slew of poor-paying jobs, and little direction. After getting arrested, he realized he needed help to get his life together.

These days James sets off to work five days a week before dawn, collecting compost for Danny’s Dumpster and driving it to a facility at Crowell Farms. Since starting with Danny’s Dumpster in spring 2011, he has become the authoritative person related to compost.

“He’s been great,” Danny Keaton, owner of Danny’s Dumpster says. “He’s been exactly what I needed. I would have never found James without GO. James is the first person I could really depend on. He’s such a relief.”

Within six months of employment, James became supervisor to former GOTT graduate Sheldon Collins. Danny sees this as an opportunity to groom James into a key leader in the company. “One day there could be five trucks running that he would be in charge of,” Danny says.

James can’t help but smile, given what he’s accomplished. He has a full-time job with amiable co-workers and as a result has been able to pay restitution for his past life and finish most of his coursework necessary to complete his GED. And he gets to help the environment. “I get paid for saving the world,” he laughs. His goals are to continue his career with Danny’s Dumpster, get his GED, continue his education with classes at AB-Tech and elsewhere, and own a house someday.

Ed Holloman wanted to be a teacher, but because of the year he spent in prison, he will never have the opportunity. So instead, he chose to pursue a career in weatherization and, in so doing, became the first member to participate in all three of GO’s training programs. He helps teach weatherization training to GOTT and Pathways to Green Jobs classes. He also received certification in Building Performance Institute air sealing with Pathways to Green Jobs in 2009, before joining the GO Training Team in 2010.

Now a GO WATT apprentice, Ed became the first member to commit to GO’s new state-registered apprenticeship program for a year. As an apprentice, Ed works on the crew weatherizing houses for low-income community residents. “First we look at the work order, then we assess the state of the house, unload materials, and get started.”

Ask him what the job entails and he’ll tell you with confidence: “I do air sealing: sealing cracks with polystyrene, sealing walls to block air and water, and attic work.” It’s seven to eight hours of work a day, in hot, dirty conditions, and it sometimes takes up to four days to weatherize a single house.

All in all, he enjoys his work. “Hopefully I’ll be around next year,” he says. After his apprenticeship ends, he plans to take the Home Energy Rating System (HERS) class and secure permanent employment with GO.
**MISSION STATEMENT:**
Green Opportunities is an Asheville-based nonprofit dedicated to improving lives, communities and the health of the planet through innovative green collar job training and placement programs.

GO is committed to empowering low-income neighborhoods in Asheville by preparing residents for well-paying jobs, completing hands-on projects that make these neighborhoods safer and more sustainable, and linking the residents of these neighborhoods to jobs and other community resources that lead to greater empowerment.

**WHO WE SERVE:**
GO programs target unemployed and underemployed youth and adults in the city of Asheville with an emphasis on low-income neighborhoods. Many of our clients face significant barriers to employment, including criminal background, lack of stable housing, lack of childcare, lack of healthcare and low educational attainment.

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**Green Opportunities Board of Directors:**
Joleen Mechanic, President
Chris Joyell, Vice President
Gregory Sills, Treasurer
Scot Quaranda, Secretary
Gracia O’Neill
Melita Kyriakou
DeWayne Barton
Dan Leroy

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**Financial Summary**

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