CELEBRATING 5 YEARS

500 members served
179 job placements
$896,000 in wages paid directly to community members
600+ technical certifications
197 homes and businesses weatherized
We celebrated the fifth anniversary of our work last May, an important achievement in our mission to become a firmly rooted, community-based organization. This milestone offers us a good opportunity to reflect back on what we’ve accomplished, and to look forward at our next five years.

Looking back, there’s no doubt we’ve achieved some important results. But perhaps more important than what GO has accomplished in that time, is what we have come to represent. In the words of some of our members:

“GO gave me an opportunity to change and learn new things, and my daughters are proud of me.”

“GO is a safe house, a place to feel respected and loved.”

“GO is helping us to help ourselves.”

In the broader Asheville community, GO has come to represent a brand of sustainability that encompasses social and economic justice.

Moving forward, we will build on these accomplishments by improving our organizational effectiveness. Part of this means clarifying our purpose and the specific strategies we employ to achieve results. At the core, Green Opportunities is about helping youth and adults living in poverty to get and keep jobs that support their families and improve community and environmental health.

In the next five years, we plan to do this by:

- **Offering** high quality training programs that produce job-ready graduates;
- **Creating** living-wage jobs through social enterprises that maximize the triple bottom line;
- **Building** capacity in our communities through effective partnerships and youth-centered programs;
- **Educating and activating** the greater community to promote institutional change.

The challenges facing low-income communities today are only getting bigger. Now more than ever, we need to work together to build sustainable communities that are economically vibrant, inclusive and just.
OUR TRAINING & PLACEMENT
Empowerment through job readiness

GO believes everyone has a stake in the growing green economy and preparing people for meaningful jobs is at the very core of what we do. We accomplish our work through job training and placement services that feature life skills training, basic education and case management. This means providing technical trainings and portable credentials while empowering our members to overcome personal and systematic barriers to employment. Our trainings incorporate hands-on projects out in the community that achieve tangible impact on things like homeowners’ power bills and water pollution. Last year, 164 members joined our programs or returned for additional support services.

All programs are free to income-eligible community residents. Our curriculum trains members for jobs in industries like:

GREEN CONSTRUCTION  CULINARY ARTS
URBAN AGRICULTURE  BUILDING SCIENCE
LANDSCAPING  WEATHERIZATION

DEEP ROOTS
This year GO staff became certified to offer the nationally acclaimed Roots of Success curriculum. The trainings help people break the cycle of poverty by providing needed job and academic skills while empowering trainees to improve environmental and public health conditions in their communities.

2013 PROGRAM HIGHLIGHTS
88 members participated in trainings
78 secured employment or paid apprenticeships
10 entered post-secondary educational programs
125 technical certifications received
OUR SOCIAL ENTERPRISES
Entrepreneurship with a mission

Our mission is at the core of our social enterprises, and the income that they generate supports our work of training community members to achieve self-sufficiency. Not only do our enterprises produce revenues, they create jobs that maximize the triple-bottom line: improving the built and natural environment, providing living wage jobs and employing low-income community residents after graduation.

With our social enterprises, members receive job skills and a work history, two things needed to enter the workforce. They train in our job skills programs and put their new knowledge to work in an authentic hands-on work environment.

Once the W.C. Reid Center renovation is finished in 2014, it will serve as a headquarters for GO’s social enterprises and business incubation activities.

WHAT IS A SOCIAL ENTERPRISE?
Social enterprises are businesses whose primary purpose is the common good. They use the methods and disciplines of business and the power of the marketplace to advance their social, environmental and human justice goals.

2013 PROGRAM HIGHLIGHTS

$292,875 in wages earned by GO enterprise workers and trainees
24,970 on-the-job hours
89 Individuals, organizations and municipalities hired GO social enterprises to fulfill their home and business needs
OUR COMMUNITY ENGAGEMENTS
Boosting stakeholder assets and resource networks

We don’t just train residents of low-income neighborhoods, we engage them on multiple levels, working to help build community capacity and completing hands-on projects that make these neighborhoods healthier and more sustainable. With block parties, community meetings, mobile marketing campaigns, youth “street teams” and other activities, GO is working to build inclusive, community-based solution to environmental and economic problems. Our primary strategies for impact include:

- **Public education and activation** within the greater community to support our programs and trigger institutional change
- **Novel and effective partnerships** that bridge neighborhood resource gaps and build capacity
- **Youth engagement and job-readiness activities** that leverage and connect existing community resources

We believe that nonprofits can advocate as well as serve. While we work to prepare people for transitions out of poverty and joblessness, we also seek to address the social, economic and historical causes for those conditions.

SOME OF LAST YEAR’S COMMUNITY PROJECTS:
- **Evergreen Community Charter School**, Cob Outdoor Classroom
- **Klondyke Apartments**, Community Playground Installation
- **William Randolph School**, Green Roof Tool Shed
- **Triangle Park Downtown**, Mural Painting

2013 PROGRAM HIGHLIGHTS

- **23** community service projects completed
- **29** community education/outreach events held
- **13** new community and strategic partners recruited
THE W.C. REID CENTER aims to serve as an innovative demonstration of community sustainability. Once complete, the center will be an asset for the Southside neighborhood and other community residents for decades to come.
A green jobs training center in the heart of Asheville’s lowest income communities will ensure continued delivery of critical services to those who need them most. The process of renovating the facility itself has already provided on-the-job training opportunities and meaningful employment for low-income neighborhood residents.

Meanwhile, the renovation process itself is creating hands-on training and employment opportunities for Asheville’s public housing residents and other community members. Workforce development programs within the center will feature hands-on training in professional settings. Learning labs, business activities and active work crews will offer students job skills and work experience in applied settings while also serving to maintain the facility. On-site renewables sustainable agriculture, rainwater catchment, and energy-efficient design will serve as demonstration projects and enhance community space.

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On August 8th, 2012, we broke ground on a bold new project to develop a vital community asset. The $6.4 million HUD grant for renovating the W.C. Reid Center will kick-start the transformation of a historic African American school and community center into a state-of-the-art LEED-certified Green Jobs Training Center.
Curtis Dawkins has been a life-long resident of the Southside neighborhood. He came to GO in 2012 after struggling to find consistent work. It became clear as soon as he entered the program that he was driven towards more than just employment – Curtis came to learn and progress as an individual. He proved to be one of the most committed people in his class, spending extra time volunteering and studying course content. In doing so, he developed an interest in electrical work that he brought with him when he was hired on with the Reid Center Project. Currently working with A-American Electric on the renovation, Curtis is thriving and plans to attend AB-Tech to study electrical work.

OVER 40 GO MEMBERS HAVE WORKED ON THE RENOVATIONS OF THE REID CENTER.

REID CENTER SUCCESS STORY

There’s a reason Curtis is here. He learns so fast that he is doing what needs to be done before I have to ask him. I couldn’t be happier with his attitude and hard work.

- Andy Fro, A-American Electric
The Housing Authority is proud to be working with Green Opportunities on this transformational project for public housing residents in our community. We look forward to having a facility like the Reid Center and partnerships with GO and other community organizations committed to providing the training and job placement services our residents need.

- David Nash, COO

Housing Authority of the City of Asheville

We envision the center as a place where people from the surrounding neighborhoods can access education, job training, support services, and other resources that help them achieve greater self-sufficiency and empowerment.
In collaboration with local partners, Green Opportunities is now providing support and start-up capital for three food-related social enterprises: an urban agriculture enterprise, a community kitchen, and a grocery store. These ventures seek to create jobs while addressing food insecurity through access to fresh, affordable, nutritious foods in Asheville’s food deserts.

**URBAN GARDENS** - Gardens United, the urban agriculture enterprise, currently includes gardens in Pisgah View and Hillcrest housing developments. Green Opportunities, Bountiful Cities and other partners are working with growers to develop organizational structures and a business plan for year-round food production. Food grown will be sold through a variety of outlets and distributed to residents of the community. Additional garden space will be cultivated at the W.C. Reid Center once renovations are complete.

**COMMUNITY KITCHEN** - Building upon GO’s Kitchen Ready culinary training program, the Community Kitchen will prepare healthy meals from fresh, local produce. Sandwiches, wraps, and healthy snacks will be made from scratch and affordable to residents living in food deserts.

**GROCERY STORE** - The third food-related social enterprise will take the form of a distribution venue in a low-income neighborhood where access to fresh, affordable foods is limited. Feasibility studies for a grocery store are currently being conducted with local partners. The store will sell produce from the gardens and meals from the kitchen in addition to a variety of groceries.
**RESOURCES**

89% of expenses go to client services and community engagement

**$2,200** per client served by our training and placement programs

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**Income**

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<tr>
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<th>2011-2012</th>
<th>2012-2013</th>
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<tbody>
<tr>
<td>Grants &amp; United Way</td>
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<td>Services Income</td>
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<td>Program Contracts</td>
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<td>In-Kind Goods &amp; Services</td>
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<td>Donor &amp; Sponsor Contributions</td>
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<td>Other</td>
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**Expenses**

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<tr>
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<th>2011-2012</th>
<th>2012-2013</th>
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<tbody>
<tr>
<td>Training &amp; Placement</td>
<td>$496,050</td>
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<td>Social Enterprises</td>
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<td>Other Programs</td>
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*MELITA KYRIAKOU*

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*SCOT QUARANDA*

*DANIEL SUBER*

*TODD WILLIAMS*
At this point, Dee is about to begin his journeyman classes. When he finishes that, he’ll begin the process of studying for his license. When that happens, I can retire and know the business is in capable hands.

MARK PRUDOWSKY,
Lightning Bug Electric
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5 Walnut Wine Bar
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Blue Ridge Biofuels
Charlotte Street Computers **
Communication Mark **
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The Double Crown
Dry Pros LLC
French Broad Chocolate Lounge **

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BOUCHON
DRA LIVING **
FLS ENERGY
STRADA
TUPELO HONEY

GIFTS IN HONOR OF
Stephanie Monson & Darren Dahl (3)
Billy Schweig
Serena Shah
Diana Richards

Annual Report Design By: Dena Rutter Design
Photography by: Big E Photos

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Women’s Wellbeing Development Foundation
YWCA of Asheville
Z. Smith Reynolds Foundation **

** Funder
OUR MISSION:
Green Opportunities helps youth and adults living in poverty get and keep jobs that support their families and improve community and environmental health.

WHO WE SERVE:
100% are low-income
36% lack high school diplomas
35% lack work experience
66% are ex-offenders

HOW YOU CAN HELP

GIVE: 89% of every dollar raised goes directly to client and community services
greenopportunities.org/donate

HIRE: Our graduates are motivated and trained to meet your company’s needs
greenopportunities.org/hire-us

VOLUNTEER: You make our work possible.
greenopportunities.org/volunteer

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