Charting a Path Forward

It has been four years since we launched the pilot project that trained teens in the Burton Street neighborhood to weatherize the homes of seniors and a local church.

In the years that followed, GO has sought opportunities and worked diligently to produce meaningful outcomes in our communities. We have graduated 296 members from training programs and placed roughly half of them in jobs and higher education. We have invested over $622,000 in low-income Asheville neighborhoods through wages and stipends to community members. We have made tangible impacts through dozens of hands-on projects—installing gardens and playgrounds, weatherizing homes and churches, and cleaning up polluted creeks and rivers. We have engaged hundreds of community neighbors in dialogue about how they want their neighborhoods grow and change. And we helped secure funding to preserve the WC Reid Center and transform it into a job training center for community residents that also honors the history of local African Americans.

In September 2012 GO’s board and staff defined our future goals and charted our work strategies. This process is ongoing, but our guiding principles are clear. We will create more jobs by growing our social enterprises and supporting entrepreneurship. We will bolster relationships with businesses and community organizations that support our mission. We will strengthen training programs and supportive services to ensure lasting benefits to members. We will reach younger audiences. We will also focus added attention on community food security and urban agriculture.

Moving forward, GO will define priorities deliberately while nurturing our innovative, adaptive spirit. We have much work ahead. We are grateful to the partners, neighbors, donors, funders, members, staff and volunteers who have fostered our success so far. Working together, we will achieve meaningful, lasting results in our communities.

DeWayne Barton & Dan Leroy
GO Co-Founders & Co-Directors

“GO is the best thing in my life. It has been a life-changing, powerful experience.”

–Ed Holloman,
GO Member & Apprentice
Programs & Project Initiatives

TRAINING AND PLACEMENT
- GO Training Team – a paid, pre-apprenticeship program for young adults ages 18-24
- GO Forward – a free second level training regime that strives to place graduates in construction jobs.
- GO Kitchen-Ready – a free training and placement program in culinary arts.
- GO Weatherization Assistance Training Team (WATT) – a paid, DOL-registered apprenticeship program that prepares members for clean energy careers
- Hood Huggers International – a pre-job skills, afterschool program for youth.

SOCIAL ENTERPRISE
- GO Energy Team offers residential and commercial building performance services.
- GO Water Team offers stormwater management and water ecology services.
- GO Labor Crew serves as a temporary labor pool for GO members to gain paid work experience.

COMMUNITY ENGAGEMENT
- The East of the Riverway and WNC Grow / Sustainable Communities Initiatives – a collaborative effort with local and regional partners to build capacity and community engagement in neighborhoods along the French Broad River and beyond.
- W.C. Reid Center Renovation – a collaborative effort with partners to establish a LEED-certified Green Jobs Training Center in the Southside neighborhood.
- Cooking Oil Recycling Program – a pilot project that educated communities about oil recycling and collected waste cooking oil for processing into biodiesel.
“GO tackles big problems with hands-on solutions that build community power and individual self-sufficiency.”
–Danny Suber, GO Graduate and Board Member

2011 — 2012 Highlights

TRAINING AND PLACEMENT
• Launched 2 new programs: GO Kitchen-Ready and GO Forward
• 208 members took trainings
• 246 formal certifications attained by GO members
• 70 members placed in jobs or paid apprenticeships
• 13 GO members were hired to complete the W.C. Reid Center demolition and asbestos removal

SOCIAL ENTERPRISE
• Weatherized 59 homes and businesses, including 28 homes of low-income community residents and 14 local green restaurants
• Performed energy audits on 40 homes and businesses
• Achieved an estimated annual savings of 134,000 kilowatt-hours, 196,000 pounds of CO₂ and $13,400 on energy bills for low-income residents
• Installed 11 stormwater management projects

COMMUNITY ENGAGEMENT
• Hosted 23 community outreach and education events
• Installed 3 information kiosks in our service neighborhoods to share sustainability-related events, issues and opportunities
• In partnership with NCCDI, hosted a statewide “Green Jobs Training Retreat” for community organizations interested in launching GO-style programs
• Engaged 13 area youth in community events and other outreach activities with the GO Street Team
Success Story from the Field:

Tarrell Burton was a member of the first class of GO’s new Kitchen-Ready program, starting in March of 2012.

Before entering the program, Tarrell had struggled to stay in school and to support his daughter (born when he was 15). He had little culinary experience and few options. “Then I heard about this class and was like, ‘Let me look into it.’ Then I just fell in love,” Tarrell says.

“From the first day, my name for Tarrell was ‘Chef Rocket,’” Mark Rosenstein, GO Kitchen-Ready manager says. “Tarrell was a quick study.” After graduation he immediately caught the attention of Tupelo Honey owner/CEO Steve Frabitore. Tarrell soon impressed an interview panel of restaurant upper management. And within a month on the job he had already worked his way up to line cook.

Today, Tarrell continues his work at Tupelo Honey and recalls his Kitchen Ready time fondly. “With Mark, the effort you put in is the effort you get out,” Tarrell says. “It was just a great experience. I think it changed my life. I’m headed in a better direction than I was, I’m eating different, too – I’m not the biggest vegetable fan, but I’ll eat them now.”

He hopes to mentor others in the future, particularly young trainees. “Even if it’s just to sit with some students and tell them my story, where I came from, and where I’m trying to get to,” Tarrell says. “Some people just need somebody to push. Mark was my push.”

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
ARP/RHA
Artisan Builders Collective
Asheville Buncombe Community Christian Ministry*
Asheville City Schools District
Asheville City Schools Foundation
Asheville Design Center
Asheville GreenWorks
Asheville Independent Restaurants
Asheville-Buncombe Technical Community College
Bountiful Cities Project
Buncombe County*
Burton Street Community Peace Garden
Burton Street Neighborhood Association
Carolina Mountain Land Conservancy
Chaddick Foundation*
City of Asheville*
Clean Water for North Carolina
Community Action Opportunities
Community Foundation of Western North Carolina*
Pigeon River Fund*
Janirve Legacy Fund*
Conservation Fund*
Duke University Law Clinic
Goodwill Industries
Green Brothers Solar
Habitat for Humanity, Asheville Chapter
Hillcrest Apartments Community Garden
Housing Authority of the City of Asheville*
Janirve Foundation*
Land-of-Sky Regional Council
Metropolitan Sewerage District*
Motherland International Relations
Mountain Area Workforce Development Board*
Mountain BizWorks
Mountain Housing Opportunities
Municipal Sewerage District of Buncombe County
Naber Consulting
Norcross Wildlife Foundation*
North Carolina Community Development Initiative*
North Carolina Sustainable Energy Association
OnTrack Financial Education and Counseling Partners Unlimited
Pisgah View Peace Garden
Re-Entry Round table
RiverLink
Rolander Foundation*
Sisters of Mercy of North Carolina Foundation*
Souther Green Living Expo
Southside Community Advisory Board
United Services Credit Union
United Way of Asheville-Buncombe County*
University of North Carolina, Asheville
Upfront Management Sports Agency
Urban Arts Institute
Warren Wilson College
Western North Carolina Green Building Council
Women’s Wellbeing & Development Foundation
YWCA of Asheville
Z. Smith Reynolds Foundation*

*Indicates that the organization is also a funder
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HomeTrust Bank
Organic Think
The Hop Ice Cream Café
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828:design

GO Employers
Altitude Construction
Asheville Downtown Association
Asheville Playgrounds
Blue Ridge Biofuels
Blue Ridge Energy Systems
Bouchon
City of Asheville (Transit)
Community Action Opportunities
Connelly Builders
Construction Cleaning Corporation
Cox Construction
Curbie Recycling
D. H. Griffin Companies
Danny’s Durnpster
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Sundance Power Systems
The Local Joint
The Old Wood Co.
The Solar Connection
Tupelo Honey Café
UNC Asheville
Western North Carolina AIDS Project
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 environmentally 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. GO engages community members from the Burton Street, West End / Clingman Avenue and Southside neighborhoods, as well as public housing developments throughout the city, in conversations about how they want to see their neighborhoods grow and change.

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Financial Summary*  
Income Sources

Expenses

Financial Summary*

Income Sources

Expenses

How You Can Help
You can help GO solve economic and environmental problems by:
• Making a financial contribution
• Purchasing GO’s services; sharing GO stories
• Hosting an apprentice, hiring a GO graduate
• Volunteering, attending GO events

Your financial contribution helps GO to build a truly inclusive, sustainable economy in Asheville. Think globally, act locally. Please enlist now as a Green Opportunities partner!
“Green Opportunities is a family”
–Sheldon Collins, GO Member

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