SUSTAINABLE SOLAR EDUCATION PROJECT

Crowd-Financing Solar for Nonprofits Serving Low-Income Communities

May 25, 2017





Housekeeping



Use the red arrow to open and close your control panel

Join audio:

- Choose Mic & Speakers to use VoIP
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Submit questions and comments via the Questions panel

This webinar is being recorded. We will email you a webinar recording within 48 hours. CESA's webinars are archived at <u>www.cesa.org/webinars</u>









of Energy Resources









www.cesa.org

Sustainable Solar Education Project

 Provides information to state and municipal officials on strategies to ensure distributed solar electricity

1) Remains consumer friendly

2) Benefits low- and moderate-income households

 The project is managed by the CESA and is funded through the U.S. Department of Energy SunShot Initiative's Solar Training and Education for Professionals program.





Sustainable Solar Education Project Resources

The Sustainable Solar Education Project is developing a variety of educational resources solar equitability and consumer protection:

- Guides
- Webinars
- Online course material
- In-person training

The project publishes a free **monthly e-newsletter** highlighting solar equitability and consumer protection news and from across the country.

www.cesa.org/projects/sustainable-solar



Community Solar for Low- and Moderate-Income Consumers

Thursday, June 1, 1-2 pm ET

Because community solar can be made accessible to renters and can include flexible terms, it holds promise for spreading the benefits of solar to low- and moderate-income (LMI) consumers. In this webinar, Kelly Roache, Senior Program Manager at Solstoe, and David Miller, Senior Vice President at Alpine Bank, <u>cesa.org/projects/</u> sustainable-solar



Sustainable Solar Education Project Guides

- Solar Information for Consumers
- Publicly Supported Solar Loan Programs
- <u>Standards and Regulations for Solar</u> <u>Equipment, Installation, and Licensing</u> <u>& Certification</u>
- <u>Solar+Storage for Low- and Moderate-</u> <u>Income Communities</u>
- Bringing the Benefits of Solar Energy to Low-Income Consumers

Forthcoming:

Consumer Protections for Community Solar



NOVEMBER 2014

Panelists

Andreas Karelas Executive Director RE-volv

Todd Bluechel

VP - Marketing and Sales CollectiveSun

Nate Hausman

Project Director Clean Energy States Alliance









People-Funded Renewable Energy

Building solar through community. Building community through solar.

Contact: Andreas Karelas, Executive Director andreas@re-volv.org 415-579-3251







Nonprofits lack access to solar financing.





People-Funded Renewable Energy







ACTIVE PROJECT

Serenity House



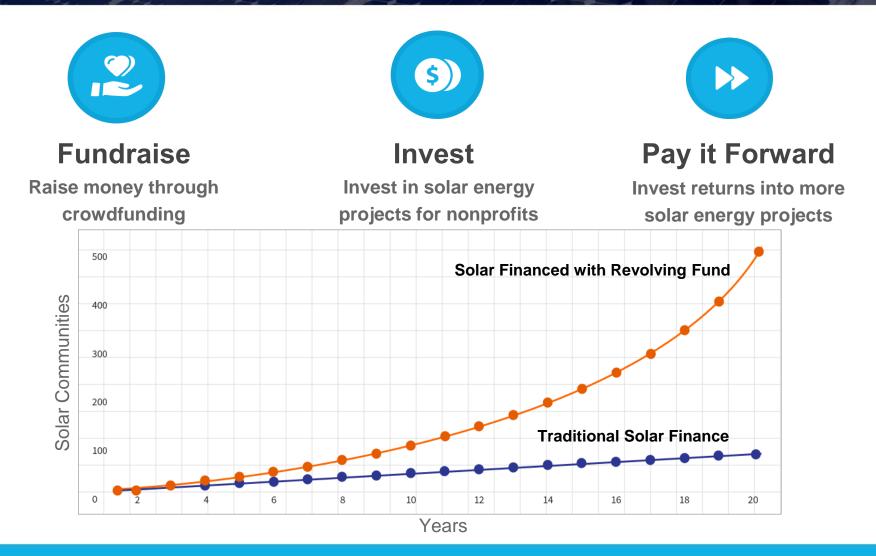
BACK THIS PROJECT		
Donate now to help Sereni	ty House go sola	arano
grow the Solar	Seed Fund	
Donation to the project		
50	٢	s
Optional support for F	E-volv	
15	•	96
Total		
57.5	\$	s







HOW THE REVOLVING FUND WORKS





WWW.RE-VOLV.ORG

RE

PROOF OF CONCEPT



7 solar projects financed in CA, ME, PA, WI, totaling 110 kW



Raised \$200,000 from 1,000 donors from 38 states and 22 countries.



Saving nonprofits \$1M in electric bills.



Our revolving fund is now worth \$500,000 in future lease payments, which will build 15 more solar energy projects.



WWW.RE-VOLV.ORG

RE-VO

RECOGNITION AND SUPPORT



PRODUCT DONATIONS





WWW.RE-VOLV.ORG

COMMUNITY ENGAGEMENT







WWW.RE-VOLV.ORG

Join the Movement.

9

SOULAR



www.re-volv.org



POWER BY THE PEOPLE

SOLAR POWER FOR LOW & MODERATE INCOME COMMUNITIES



Who Is CollectiveSun?

FORBES: Still Helping Nonprofits Finance Solar Power Systems, But With A Simpler Funding Model





Lee Barken, CPA Chief Community Officer

Matt Brennan VP of Operations

Todd Bluechel VP of Sales & Marketing

CollectiveSun

4685 Convoy Street, Suite #210-3 San Diego, CA 92111 - USA, 888-980-CSUN (2786)

✿ www.collectivesun.com ≤ info@collectivesun.com



Who Is CollectiveSun?

CollectiveSun Is The Only Company In America That Exclusively Helps Nonprofits Get Solar

We Don't Work With Residential or Commercial (for-profit) Businesses





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Who Is CollectiveSun?

CollectiveSun's platform not only makes getting solar simple but it's guaranteed to be the least expensive option for ANY nonprofit





Matt Brennan

VP of Operations

Lee Barken, CPA Chief Community Officer

Todd Bluechel VP of Sales & Marketing

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Who Is CollectiveSun?

CollectiveSun offers nonprofits intrinsic benefits including our expertise in: solar engineering, solar finance, project management and contracts void of any escalators

The Team

CollectiveSun



Lee Barken, CPA Chief Community Officer

Matt BrennanTodd BluechelVP of OperationsVP of Sales & Marketing

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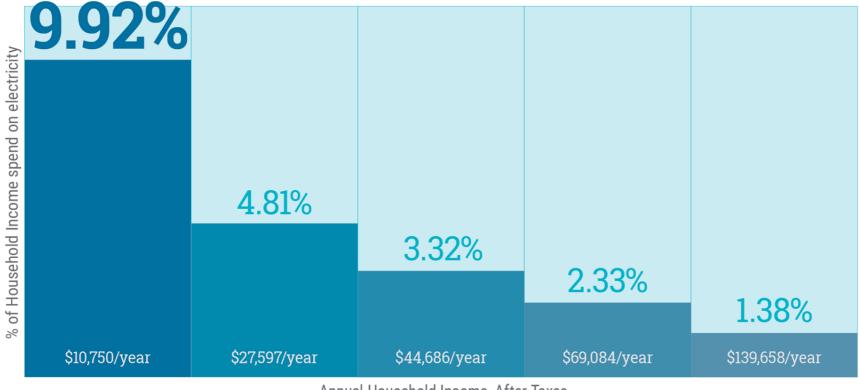
CHURCHES, SYNAGOGUES, ALL FAITH BASED ORGANIZATIONS, SCHOOLS, HOMELESS SHELTERS, MUSEUMS, ENVIRONMENTAL ORGANIZATIONS, VETERAN ORGANIZATIONS, ANIMAL SHELTERS, FOOD BANKS, YOUTH ORGANIZATIONS, HOSPITALS, MUNICIPALITIES AND LOW AND MODERATE INCOME COMMUNITIES



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The poorest families pay the highest percentage of their income for electricity.



Annual Household Income, After Taxes

*Source: Consumer Expenditure Survey, U.S. Bureau of Labor Statistics, September, 2015

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NONPROFITS NEED THREE THINGS TO GET SOLAR

- Nonprofits need a simple and user friendly process
- Nonprofits need a way to take advantage of tax credits available to commercial and residential customers to reduce their full cash purchase price
- Nonprofits need options to fund the solar project after CollectiveSun has applied tax credits to reduce the full cash purchase price by 15%

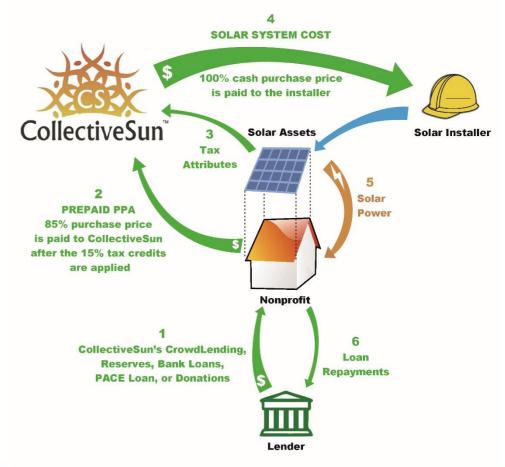


CollectiveSun



CollectiveSun Process Overview

- A nonprofit contacts CollectiveSun to learn how they can apply tax credits to reduce ANY installer's bid by 15%
- The nonprofit decides which option, or combination of options, they want to use to fund the remaining 85%: a loan from a Bank or a Nonprofit Specialty Lender, Reserves, Donations, PACE, or CrowdLending
- The nonprofit signs the prepaid PPA contract with CollectiveSun
- The nonprofit pays the 85% to CollectiveSun, and CollectiveSun pays the installer the full 100% cash purchase price
- The system is built, power is turned on



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Benefits of Funding Solar with CollectiveSun

We've designed a proprietary funding platform that offers several unique benefits

- CollectiveSun applies tax credits to reduce ANY installers bid nationwide by 15% **
- CollectiveSun transfers ownership of the system to the nonprofit at the end of the 6th year
- ** Projects must be over 20kW (about 70 solar panels) and the utility must allow PPAs



Why Pay 100% When You Can Pay 85% For The Same Thing?

CollectiveSun

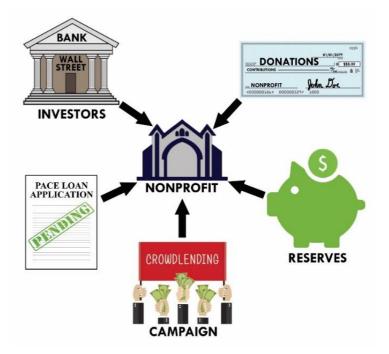
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Benefits of Funding Solar with CollectiveSun

Our mission is to help as many nonprofits as possible get solar nationwide

- CollectiveSun offers 5 ways to fund the remaining 85%, after the 15% reduction
- These include: a loan from a Bank or a Nonprofit Specialty Lender, Reserves, Donations, PACE, or CrowdLending



Why Pay 100% When You Can Pay 85% For The Same Thing?

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CrowdFunding vs. CrowdLending

- "CrowdFunding" supporters are asked to give money in support of a cause, but these donations are not returned
- "CrowdLending" supporters are also asked to financially support the nonprofit but, supporters of CrowdLending campaigns get their money back, they get their INVESTMENT back with interest
- CrowdLending Campaigns do not require nonprofit leaders to go to his or her supporters with their hands out asking yet again for another round of donations. Instead, they are able to offer an investment





CollectiveSun is ALWAYS going to be the nonprofit's least expensive funding option because no matter how the nonprofits want to pay for their system, CollectiveSun can reduce ANY installer's bid by 15%!

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CrowdLending Campaigns

- Facilitate direct loans between nonprofits and supporters
- Loans are paid back with interest
- Interest rate and term can be whatever the nonprofit wants them to be but most pencil best with a 4-5% interest rate and a 10-12 year term



CollectiveSun is ALWAYS going to be the nonprofit's least expensive funding option because no matter how the nonprofits want to pay for their system, CollectiveSun can reduce ANY installer's bid by 15%!

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CrowdLending Campaigns

- A nonprofit is paying \$20,000 a year to the utility company
- We swap out payments to the utility company with loan REPAYMENTS which are lower then they're paying the utility company
- Once the loan is paid off, there are no more payments and the nonprofit enjoys free energy for decades



CollectiveSun is ALWAYS going to be the nonprofit's least expensive funding option because no matter how the nonprofits want to pay for their system, CollectiveSun can reduce ANY installer's bid by 15%!

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CrowdLending Campaigns

CollectiveSun Understands all Nonprofits are Unique which is why Each and Every CrowdLending Campaign is Unique

- CollectiveSun project managers are experts at developing campaigns. Each project has a dedicated manager
- Campaign Managers provide: expertise, materials, best practices, and support throughout the entire community driven campaign
- Campaign Managers prepare a customized campaign playbook with step-by-step instructions specific to each nonprofit's unique needs



CollectiveSun Has a 100% Success Rate Funding Projects

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CrowdLending Campaigns

CollectiveSun Understands all Nonprofits are Unique which is why Each and Every CrowdLending Campaign is Unique

- Managers meet with nonprofit's weekly to review progress
- Managers create a unique online campaign page for each project
- CollectiveSun respects and doesn't ask for nonprofits confidential contact lists
- Campaigns are 40 days long



CollectiveSun Has a 100% Success Rate Funding Projects

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First Southern Baptist Church of Yucca Valley











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Brea Congregational United Church of Christ

Energy Savings! \$102,000









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Center for Spiritual Living, San Jose









ENERGY SAVINGS! \$272,000

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Oberlin Dance Collective

Energy Savings! \$314,000











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Rocky Mountain Institute











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Investments vs Donations

- CrowdLending offers a financial option that creates a fundamental shift away from the status quo.
- Funding capital improvements such as solar with donations will always be drawing from a limited pool of resources and it is not sustainable.



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Investments vs Donations







Investing in things that support an investor's beliefs vs investing in random Wall Street stocks is a benefit not only for that which is receiving the investment but for the investor and society as a whole.

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Investments vs Donations







Isn't it time nonprofits offer investment opportunities that encourage impact investing?

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Investments vs Donations







Isn't it time financing options incentivize and reward supporters who financially back the nonprofits they believe in?

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Contact Us



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Q&A?

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Q&A

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RE-volv

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Nate Hausman

Project Director Clean Energy States Alliance







Contact Information

SUSTAINABLE SOLAR EDUCATION PROJECT

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Visit our website to learn more about the Sustainable Solar Education Project and to sign up for our e-newsletter: <u>www.cesa.org/projects/sustainable-solar</u>

www.cesa.org/projects/sustainable-sola

Find us online: www.cesa.org

facebook.com/cleanenergystates

@CESA_news on Twitter





Upcoming Webinars

- Community Solar for Low- and Moderate-Income Consumers Thursday, June 1, 1-2pm ET
- Utility-Driven Solar Projects for Low-Income Customers Thursday, June 8, 1-2pm ET
 - Solar Risk: How Energy Storage Can Preserve Solar Savings in California Affordable Housing Thursday, June 15, 2-3pm ET



