



2022

IMPACT REPORT



OUR MISSION:

Accelerating Climate Solutions. For Everyone.

In 2022, we saw historic action from all levels of government to stave off the worst effects of climate change, and momentum has grown to advance equity across the public and private sectors.

An equitable transition to a world where all people live, work, and play in buildings powered by clean energy is within reach.

Alongside watershed funding opportunities and commitments to deliver a more inclusive future globally and locally, 2022 inspired a season of change for Slipstream. We welcomed CEO and President Sandra Henry and grew our team to deliver more impact at all levels.

We strengthened partnerships with Tribal Nations, community-based organizations, industry peers, community colleges, high-school instructors, state and local governments, workforce development leaders, food sovereignty experts, cooperatives, municipalities, funders, and others who accelerate, access, benefit from, and develop clean energy solutions.





Measuring our impact

Slipstream discovers, tests, and scales climate solutions in buildings and communities through work that:

- ▶ Delivers programs that reduce carbon emissions.
- ▶ Educates building professionals and other audiences to expand their capacity to advance the built environment.
- ▶ Researches and tests solutions to identify the best pathways to achieve a clean energy economy at scale.
- ▶ Helps people and our partners finance building improvements in homes and businesses.

This report organizes our impact into four areas:



INNOVATIONS: We've recapped several initiatives from 2022 that break from typical practice and are ready for likely and sustainable adoption by other organizations, partners, or communities.



SOCIAL IMPACTS: Energy efficiency programs impact real people through energy bill savings and better health and well-being for people and communities.



ENVIRONMENTAL IMPACTS: To measure the environmental benefits achieved within projects or programs we implement or administer, we track and calculate avoided emissions from greenhouse gases (CO₂, CO₂e) and other pollutants (PM_{2.5}, NO_x).



ECONOMIC IMPACTS: Programs and projects that result in new revenue or economic output have a positive impact on the economy. We track numbers such as jobs supported by energy savings to illustrate the way the clean energy transition supports economic growth.

U.N. Sustainable Development Goals + Project Drawdown

We commit to advance national and international climate goals by decarbonizing the built environment. Throughout this report, we map our impact onto two international blueprints for equitable climate change mitigation and adaptation:

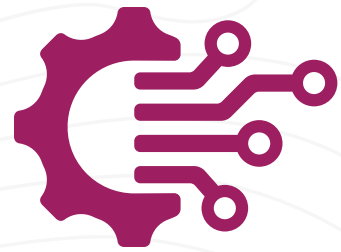


The **U.N. Sustainable Development Goals** hold us accountable to an equitable and sustainable future for all.



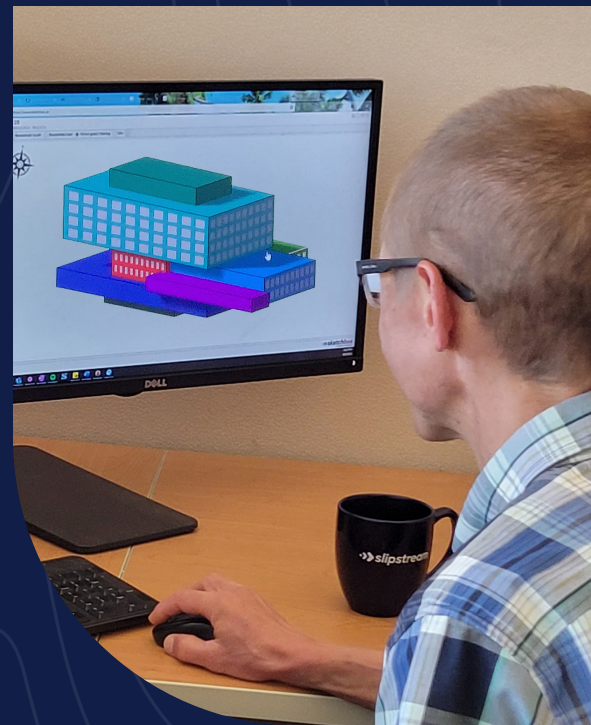
The solutions from **Project Drawdown** focus our impact on decarbonization and climate change.





Climate and Equity Innovations

A clean future for everyone demands new climate solutions. Our 2022 Innovations represent valuable ideas or breaks from typical practice that can impact energy programs today. These are tested, practical solutions that governments, utilities, and building owners can adopt to scale decarbonization, expand equity, and develop the clean-energy workforce.



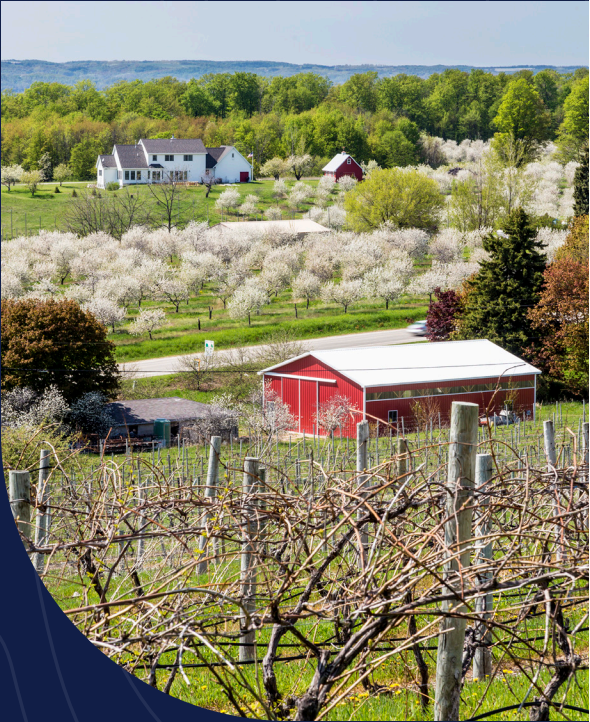
Sketchbox: Democratizing energy modeling with a simple online tool

We developed and released Sketchbox, a web-based energy modeling tool that makes it easier to analyze building performance at the design stage. Sketchbox enables faster, more efficient building energy analysis on new construction projects. Beyond its use in programs and by independent users, Sketchbox has also made its way into several technical schools and colleges—and even high schools—to help the future clean-energy workforce understand energy performance and analysis.



Deploying ASHRAE Guideline 36 for better HVAC retrofits

ASHRAE Guideline 36, High-Performance Sequences of Operation for HVAC Systems, reduces energy consumption, cost, and system downtime with more resilient systems, easier control sequence compliance, and better communication between specifiers, contractors, and operators. Dr. Joe Zhou, a director of research at Slipstream, was one of the primary volunteers for the development of Guideline 36, and Slipstream has deployed the concept through program pilots in Wisconsin and Minnesota as well as tech transfer initiatives funded by the U.S. Department of Defense for use in its facilities.



9

INDUSTRY, INNOVATION
AND INFRASTRUCTURE

11

SUSTAINABLE CITIES
AND COMMUNITIES

NET ZERO
BUILDINGS

BUILDING AUTOMATION
SYSTEMS

BUILDING
RETROFITTING

Tracking carbon reduction, not kWh, in utility programs

In 2022, Michigan cooperatives and Slipstream developed a system to track the reduction in carbon emissions achieved through co-op member energy efficiency programs. We determined carbon reduction at the measure level, including methods for energy efficiency, fuel switching (factoring in the co-ops’ fuel mix for electricity), and even non-building measures such as electric lawn equipment. Slipstream, our partners, and co-op staff are working to disseminate the information and approach to their members, boards of trustees, and legislators.

7

AFFORDABLE AND
CLEAN ENERGY

11

SUSTAINABLE CITIES
AND COMMUNITIES

12

RESPONSIBLE
CONSUMPTION
AND PRODUCTION

13

CLIMATE
ACTION

GRID
FLEXIBILITY

ELECTRIC
CARS

HIGH-EFFICIENCY
HEAT PUMPS

Uniting IOUs to promote heat pumps outside a regulated fuel-switching program

Slipstream worked with four investor-owned utilities—a group with disparate views and incentives—to launch the **Michigan Heat Pump Collaborative (MIHPC)**. The Collaborative set out to transform the ASHP market with multiple strategies: effective education and outreach, robust training, and deeper engagement with stakeholders to remove barriers to widespread adoption of heat pumps. The utilities within the Collaborative weren't mandated by regulators to form such a collective. Now, the success has inspired the Collaborative to enlist new stakeholders (including Commission staff) in the joint effort.



Setting up utilities and cities to collaborate on building performance standards

Utility energy efficiency programs and municipal climate policies—such as stretch codes and building performance standards—share similar goals but often have different timelines and ways they define success and impact. At the same time, many municipalities—especially those smaller than major cities—lack the resources to adopt or enforce these performance policies. In Illinois, Slipstream has begun integrating utility activities with municipal policy developments to foster collaboration instead of competition and ensure greater success for all stakeholders. This multifaceted approach has the potential to bring together utility partners and evaluators to develop a long-term market transformation initiative.





Social Impacts

To achieve a more equitable energy transition, climate solutions need to reach everyone, especially those whom traditional approaches often leave behind. Slipstream's projects and programs put people at the center to improve the health and well-being of communities and help our partners build a clean energy future.



By the numbers:

- ▶ Lighting programs saved **\$14 million in estimated utility bills** for people with low to limited incomes by placing bulbs in dollar stores, community stores, resale stores, and foodbanks—a 17% increase over 2021.
- ▶ Slipstream's Energy Finance Solutions (EFS) connected businesses and homeowners to financing resources to fund **8,945 renewable and efficiency projects** in 2022, helping people improve their buildings to lower energy costs and breathe cleaner indoor air.
- ▶ Our Information Center handled **80,651 calls** in 2022 related to the Wisconsin Home Energy+ program, which assists eligible households with their energy costs, furnace and water heater repairs and replacements, and water conservation measures.

Our largest residential new construction program supported 634 units in 2022. 94% were affordable housing units.



Environmental Impacts

Slashing carbon emissions by 2030 is the most important step to avoid the worst of climate change, but the clean energy transition also has many other benefits. In 2022, we expanded our research on the intersection of health and energy and renewed our focus on the importance of indoor air quality to people's lives.

Slipstream's work targets emissions directly—including gases that affect indoor air quality, such as nitrogen oxides—and enables partners to slash emissions in buildings, on the grid, and on the road.



By the numbers:

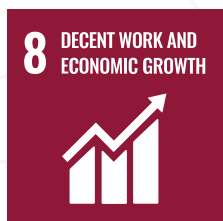
- ▶ Slipstream's programs avoided **256,341 metric tons in CO₂ emissions**, reducing greenhouse gases through energy savings and efficiency measures.
- ▶ We improved indoor air quality through **17.3 metric tons of avoided particulate matter (PM_{2.5}) emissions** and **217.8 metric tons of avoided nitrogen oxide (NO_x) emissions**.
- ▶ Our programs saved **517 million kWh in electricity**, reducing the overall demand for energy that derives from fossil fuels.

A slate of pilot programs in Michigan accounted for **12,103 metric tons in avoided CO₂ emissions**.



Economic Impacts

Lowering energy use doesn't just reduce carbon emissions. It cuts utility bills to lower energy burdens and help businesses and people thrive. The growth of the clean energy transition also requires a workforce with the knowledge and certifications to implement climate solutions at scale.



By the numbers:

- ▶ Slipstream's projects and programs eased energy burdens with **\$71.8 million in total annual energy bill savings.**
- ▶ Our energy savings supported **1,221 jobs.**
- ▶ Our educational videos and events attracted **6,146 on-demand video and webinar views**—including a growing YouTube presence to reach a wider audience.

Our Education + Training enhanced industry knowledge with 1,555 attendees at live webinars and in-person events and 1,648 USGBC course completions.

Other Impacts/Highlights

- ▶ In collaboration with utility partners, **we initiated efforts to educate contractors in air-source heat pumps** through on-demand webinars and live trainings.
- ▶ **We launched a new website and grew our social media presence to engage with the decarbonization movement.** Organic website traffic grew by 39% since the May launch, while Slipstream's engagement grew by 411.9% across all social media compared to 2021.
- ▶ **We held the Better Buildings: Better Business Conference in-person for the first time since the pandemic.** In Stevens Point, Wis., **258 people** attended the one-day event to grow their knowledge in heat pumps, Wisconsin building codes, and all-electric homes.
- ▶ PACE Wisconsin provided **21 sustainability projects** around the state with **\$40.88 million** in financing.



Financial Results

2022 was a transition year for Slipstream. Amid changes in leadership, shifting partnerships, and internal pivots, our organization experienced a net loss in assets for the fiscal year as we move towards additional sources of revenue and new opportunities for our financial resources.

As Slipstream adjusts as an organization post-pandemic, we recognize that our financial journey will also shift. To this aim, we are investing in technologies that will better protect us and our partners from cybersecurity threats. These technologies will also help Slipstream deliver programs more efficiently for our clients and customers. Slipstream is also moving away from dependency on a few large client contracts toward a greater diversification of collaborative relationships.

INCOME AND REVENUE

Revenue	38,369,110
Other Income	340,138
Total Revenue, Support, and Gains	38,709,248

EXPENSES AND LOSSES

Efficiency at Scale	23,941,620
Financing for a Low-Carbon Future	2,993,192
Emerging Technologies and Human Factors	2,486,371
Training and Education	2,187,624
Total Program Expenses	31,608,807
Management and General	8,039,233
Fundraising and Business Development	1,896,401
Total Supporting Services Expenses	9,935,634
Total Expenses and Losses	41,544,441

CHANGE IN NET ASSETS	(2,835,193)
NET ASSETS—BEGINNING OF YEAR	18,059,247
NET ASSETS—END-OF-YEAR	15,224,054



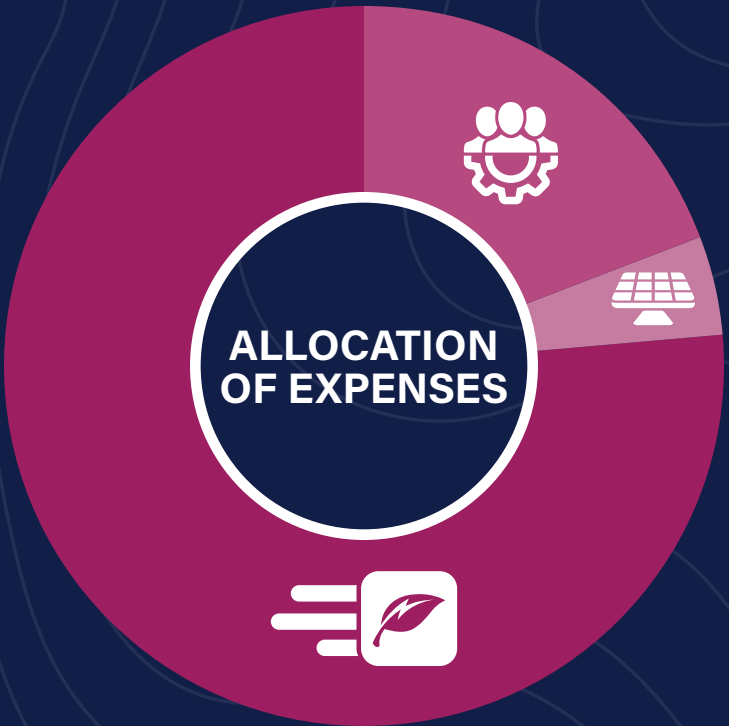
Financing Revenue \$3,700,000

Emerging Technologies \$3,200,000

Energy Efficiency Program Delivery \$22,700,000

Training and Education \$2,100,000

Grants & Other Revenue \$6,600,000



Management & General \$8,039,233

Fundraising & Business Development \$1,896,401

Programs \$31,608,807

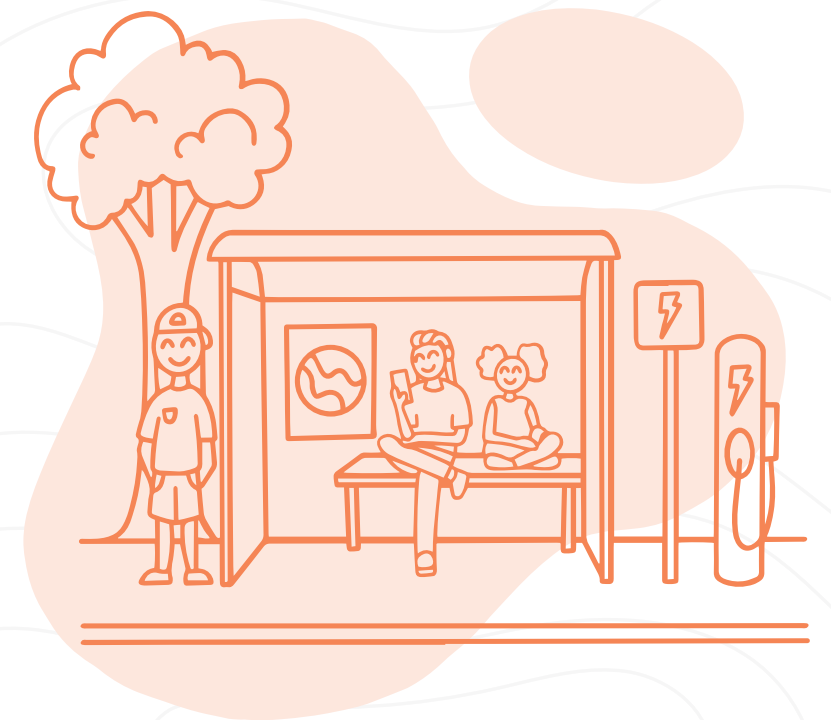


Looking Ahead

We're excited about the future of our organization and our industry. In 2023, we've built on the success of our 2022 initiatives with new innovations and impacts. We've established new partnerships and grown our staff to deliver more solutions to more people. And we're set to unveil a strategic plan that will position Slipstream to secure new revenues and grow our partnerships.

We're creating the future today. We invite you to join us in the decarbonization movement to deliver impact that will accelerate climate solutions. For everyone.

- ▶ **Visit our website** to learn more about the latest ways we accelerate climate solutions for everyone.
- ▶ Stay ahead of the curve on climate solutions with our newsletter, The Accelerator. **Subscribe here.**
- ▶ **Follow us on social media:**     
- ▶ Contact us at **info@slipstreaminc.org**



 **slipstream**

