THE CENTER FOR GREEN SCHOOLS

The Center for Green Schools at USGBC serves the people who are transforming our nation's schools and campuses. Here's a look at what we're doing to drive toward our vision of **green schools for everyone within this generation.**

www.centerforgreenschools.org

REPORT CARD
Q2 2012

PROGRESS AT A GLANCE

16,769,615
STUDENTS IN GREEN SCHOOL BUILDINGS

13,429
INDIVIDUALS EDUCATED

910,505
DOLLARS DEPLOYED

10,372,000
INDIVIDUALS ENGAGED

38,490,480
INDIVIDUALS REACHED

FOUNDING SPONSOR: United Technologies

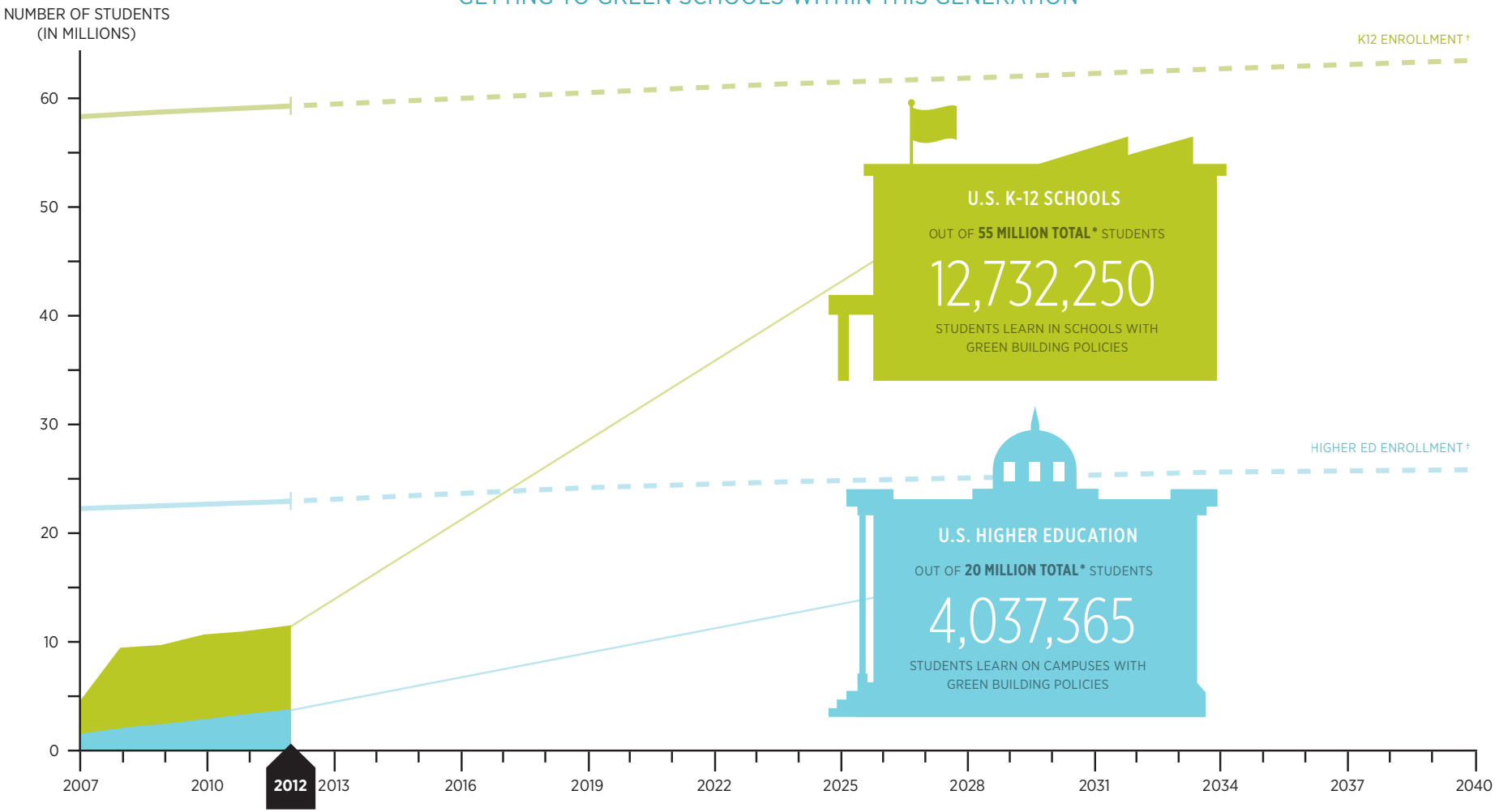
THE CENTER FOR GREEN SCHOOLS United Technologies

COMMITTED TO GREEN SCHOOL BUILDINGS

In 2012, 80 bills that seek to advance healthy, high-performing schools were introduced across 28 state legislatures, more than tripling the volume of activity from years past. As many as 28 of these bills have been enacted and signed into law, demonstrating that state lawmakers are putting differences aside to prioritize the importance of healthy, high-performing schools for our communities. A **full report** on this legislative activity was released at this summer's National Conference of State Legislatures.

Here's a look at the work ahead if we are to put every child in a green school within *this generation*, 33 years after the launch of our National Green Schools Campaign in 2007.

GETTING TO GREEN SCHOOLS WITHIN THIS GENERATION



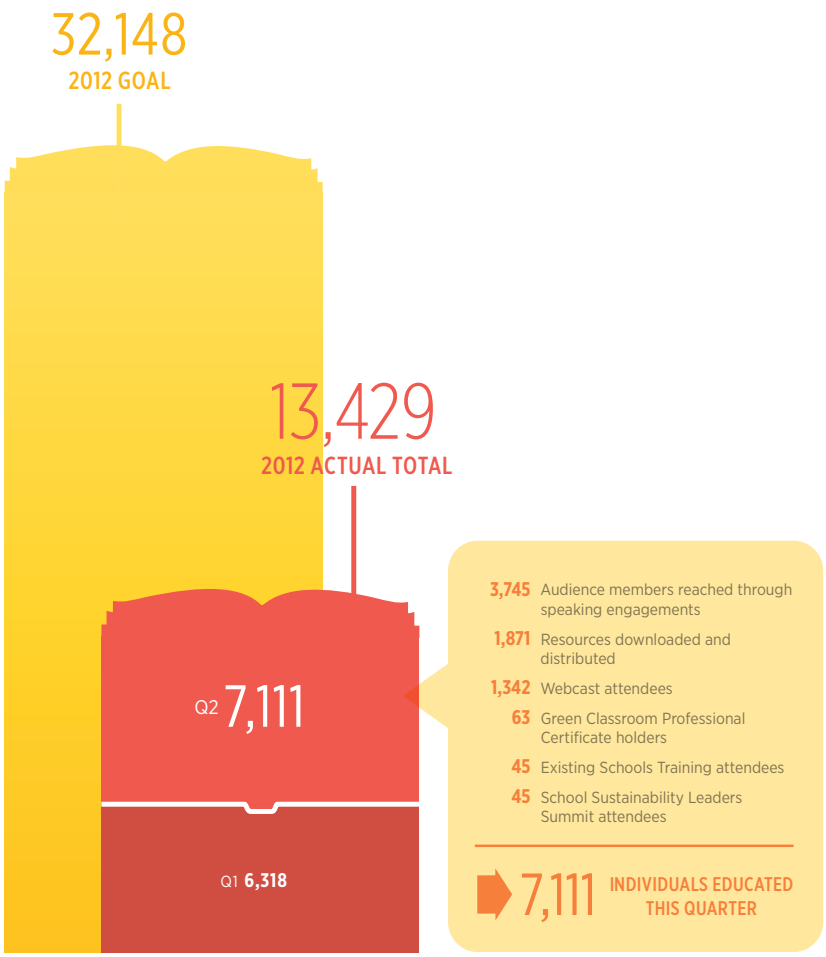
* SOURCE: U.S. DEPARTMENT OF EDUCATION, NATIONAL CENTER FOR EDUCATION STATISTICS (2011). DIGEST OF EDUCATION STATISTICS, 2010 (NCES 2011-015), CHAPTER 1.
† SOURCE: U.S. DEPARTMENT OF EDUCATION, NATIONAL CENTER FOR EDUCATION STATISTICS (2011). PROJECTIONS OF EDUCATION STATISTICS, 2011 (NCES 2011-017), SECTION 1.

WHO WE EDUCATE

"What a wonderful opportunity to be inspired by others and access a network of resources and experiences," said one attendee of our second annual School Sustainability Leaders Summit, which brought staff from 40 school districts across the country to USGBC headquarters in late June. Representatives whose districts collectively encompass more than 2 million students shared best practices for large-scale rethinking of school operations and decision-making. Almost half of these staff received travel assistance from the Center for Green Schools to attend.

Here's a look at the teachers, students, school leaders and green building practitioners we educated in the first half of this year.

INDIVIDUALS EDUCATED PER QUARTER

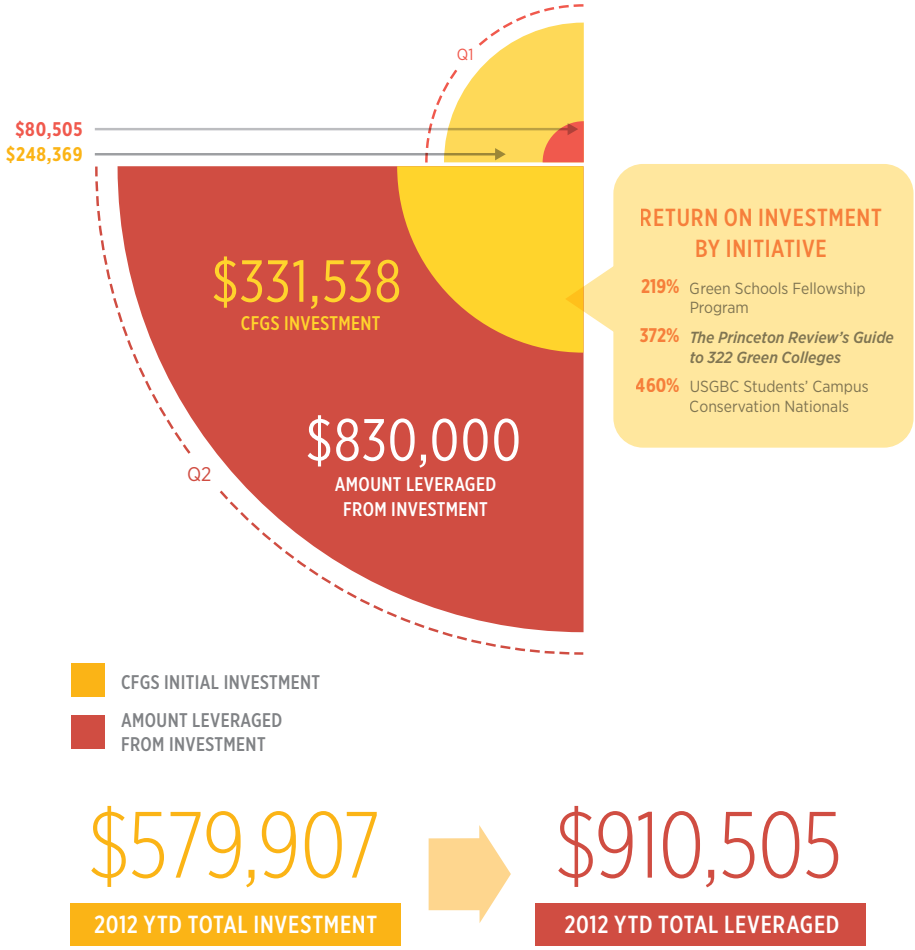


DOLLARS DEPLOYED

For the third year running, the Center co-produced and distributed ***The Princeton Review's Guide to 322 Green Colleges***. We distributed hard copies of the guide to 12,000 high schools representing over half a million students. Taking into account the retail value of the guide and the nearly $50,000 worth of advertisements sold, we were able to leverage $225,000 over the initial cost to produce the piece—nearly $3.75 for every dollar invested. Read about additional media coverage of the Guide's release in "Who We Reach."

Here's a look at the other initiatives that have deployed dollars for good in the first half of this year.

FUNDS LEVERAGED PER QUARTER



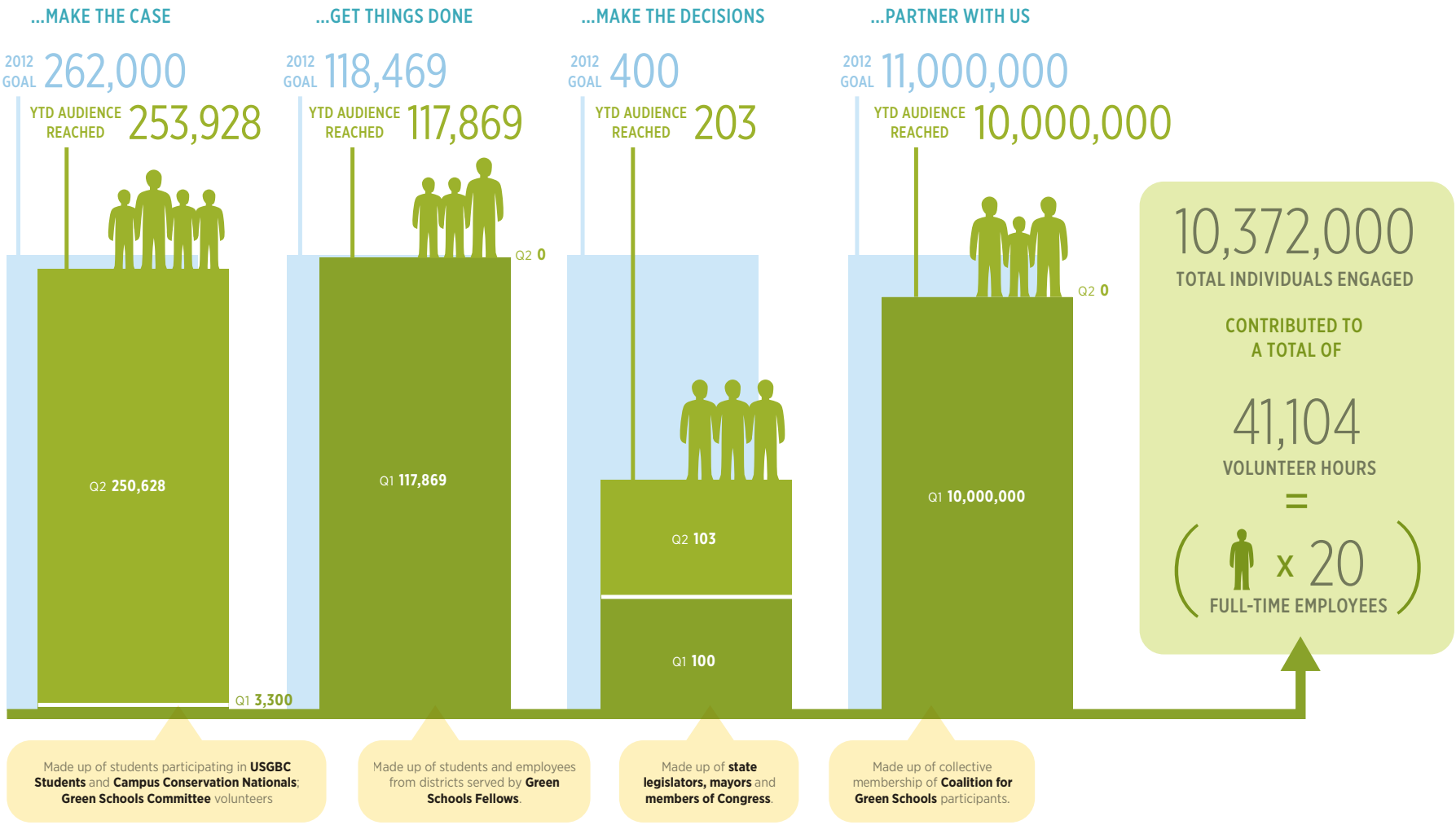
WHO WE ENGAGE

On the evening of June 4, the Center hosted a reception to honor the winning U.S. Department of Education **Green Ribbon Schools**. This event, which was held on the roof of the Newseum, featured remarks from United Technologies Climate, Controls & Security Chief Sustainability Officer John Mandyck, White House Council on Environmental Quality Chair Nancy Sutley, Center for Green Schools Advisory Board Member and National Education Association President Dennis Van Roekel, and National School Boards Association Executive Director Anne Bryant.

Among the 200 attendees were leaders from the winning schools, several members of Congress, and executives from the Coalition for Green Schools, all of whom were supporters of this voluntary federal recognition award created with extensive support from the Center for Green Schools.

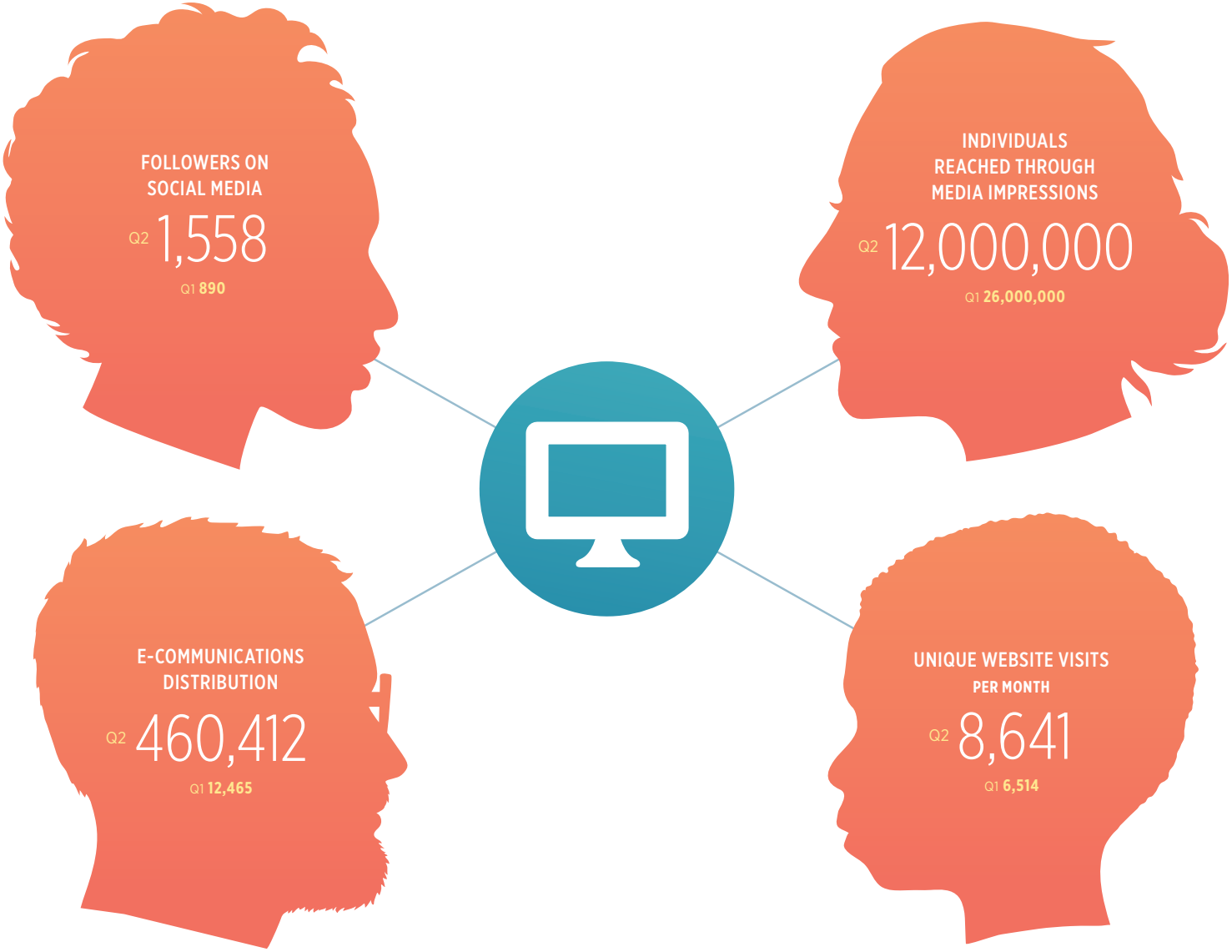
Here's a look at the other individuals we engaged in the first half of this year.

PEOPLE WHO



THE CENTER FOR GREEN SCHOOLS United Technologies

WHO WE REACH

Q2 brought great media successes for the Center, with the release of the third annual *Princeton Review's Guide to 322 Green Colleges* and Campus Conservation Nationals resulting in over 150 media placements in outlets such as *USA Today, the Boston Herald, Mother Nature Network, ED+C* and *Earth Techling*. The Center has also seen huge growth in online presence, with its collective social media accounts reaching nearly 2,000 people and its website traffic increasing 32 percent since Q1. Our new **mygreenapple.org** site was also launched, garnering over 19,000 page views in Q2.

Here's a look at the breadth of our media and outreach in the first half of this year.