

Dear <<First Name>>,

I hope you and your loved ones are staying healthy and safe amid the pandemic. I am writing to you today to ask for your support this giving season for a cause that is very important to me, and critical for our planet.

I founded Verdani Partners eight years ago to help clients build more sustainably, and marry their environmental and economic goals. This work has been tremendously rewarding and impactful. However, given that we only have ten years to hold global temperature rise to 1.5°C, and buildings are responsible for 40% of global carbon emissions, **I knew that we had to do more and quickly to make the building sector part of the solution, instead of a growing part of the problem.**

We established the nonprofit [Verdani Institute for the Built Environment](#) (VIBE) to channel our vast expertise in sustainable development into impactful projects designed to fulfill a bold mission: to position the global building sector as a powerful force for sustainable development, and climate change mitigation. We are committed to bringing the buildings industry together to make sustainable building practices the norm amongst sustainability professionals and the broader community—providing them with the tools and resources to take on

more climate-friendly projects.

Today, as a young but growing organization, **VIBE needs the support of generous people like you who understand the importance of building performance in improving resilience, health, and climate.** I ask that you consider a year-end gift to VIBE which will enable us to build a more robust organization, and undertake work in four focus areas including sustainable properties, resilience and risk management, education and research, and collaboration.

Donate

Your gift will help us to:

1. **Help us publish our Sustainable Real Estate textbook**, a resource for educators and professionals to scale building sustainability best practices, identify opportunities, and help drive immediate action on climate change.
2. **Launch our online course** for sustainability in the built environment to bring the key lessons of the textbook into a classroom setting and empower the next generation of sustainable building leaders.
3. **Publish Climate Heroes**, an illustrated book for young children to inspire them that climate change can be solved, and empower them to make a difference in their own homes and communities.
4. **Lay the analytical groundwork for building resilience tools** in development which will provide specific measures to improve building resilience to unique regional risks.

These are but a few examples of the impactful work that you can make possible.

Today, your gift can go much further thanks to a challenge match from Verdani Partners who are **matching gifts at 100% made before the end of the calendar year up to \$50,000.**

Thank you for your generosity this giving season.

Sincerely,



Daniele Horton

Founder

Verdani Institute for the Built Environment

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