



Your support will achieve cost savings and fulfill Habitat for Humanity La Crosse Area's goal of providing families with a place to call home.

Project Overview:

Project Name: Soak Up the Sun

Organization Name: Habitat for Humanity La Crosse Area

Mission: Habitat for Humanity La Crosse Area brings people together to build homes, communities, and hope.

Vision: For over 27 years, Habitat for Humanity La Crosse Area's programs have been providing safe, stable, and affordable housing for families in the Coulee Region. We operate a variety of programs to fulfill our mission: we build homes; we fix homes; we revitalize neighborhoods; we help the elderly and disabled; we reclaim materials; and we operate a ReStore.

System Size: 53.28 kW

Cost savings over 30-year life of system: \$228,609

System Cost: \$112,900

Grants, Rebates, Incentives: \$28,412

Donations Raised to Date: \$37,676

Donations Needed: \$46,812

Fundraising Deadline: July 31, 2020

Make an Impact:

Please help make this project possible.

Donate at:
www.giveeffect.com/campaigns/15211-soak-up-the-sun



Case Statement:

Habitat for Humanity La Crosse Area invites you to help us add a 53.28 kW solar array on the roof of our ReStore building in La Crosse. We strongly believe in reducing energy waste and structuring our programs in ways to maximize energy savings whenever possible.

The Habitat ReStore provides an outlet for the diversion of materials from the landfill by accepting donations from individuals and businesses. The ReStore is a discount home improvement store that sells new and gently used furniture, appliances, building supplies, home goods, and more. One hundred percent of ReStore profits help further Habitat's mission.

Since opening our doors in 2006, we have diverted over 3,160 tons of materials from the landfill. Habitat also constructs all new homes to meet Focus on Energy certification and completes energy assessments and follows all recommendations for our purchase-rehab homes.

The installation of solar panels on our ReStore/office building will offer a variety of benefits offsetting 100% of our current electricity usage:

1. Utility savings from the installation of solar will allow Habitat to focus those funds on providing more assistance to low-income families in our community.
2. The location of the ReStore in La Crosse is highly visible to the public. This project will highlight solar energy as a viable option for businesses and raise awareness of its benefits in our community.
3. Installing solar panels on our ReStore aligns with Habitat's overall commitment to reduce energy waste, furthering our stance on sustainability in the community.

Our installation partner currently plans to complete the installation by the end of summer of 2020. We will announce a date for a ribbon cutting ceremony as the installation timeline progresses.

Your Donation Helps Put Solar Here!

Please help make this project possible.
Donations Still Needed:
\$46,812.32

Donate by July 31, 2020:
www.giveeffect.com/campaigns/15211-soak-up-the-sun



The 53.28 kW system will help offset CO₂ emissions equivalent to:



Driving
3,155,575
fewer miles.



Conserving
1,392,166
pounds of coal.



Planting
33,412
trees.



"The 'Soak up the Sun' project allows Habitat for Humanity La Crosse Area to stand by its ongoing commitment to sustainability in our community. It's so important in this current climate to never lose sight of all the myriad ways we make an impact on sustainability both big and small, both obvious and not so obvious. Together we are all part of this holistic, integrated, complicated, and sacred goal to advance sustainability in whatever way we can."

- Kahya Fox, Executive Director
Habitat for Humanity-La Crosse Area

Project Partners



Midwest Renewable Energy Association (MREA) has provided logistical and financial support through its Wisconsin Solar Corps initiative. MREA's mission is to promote renewable energy, energy efficiency, and sustainable living through education and demonstration.



RENEW Wisconsin's Solar for Good initiative provided essential material support for the project. Solar for Good grants nonprofits up to 75 solar panels for solar arrays 75 kW and smaller, and up to 150 solar panels for solar arrays larger than 75 kW.



Solar Connection, Inc. has been installing solar energy systems since 2010. They have installed nearly 400 systems to date. They are a licensed general contractor and electrical contractor and they are NABCEP certified in photovoltaics.