



Annual Appeal Leverages Funds for Facility Improvements
Build with Purpose's annual appeal and PSEG grant leverage an additional \$70,000 from the New Jersey Office of Clean Energy

METUCHEN, NJ (January 8, 2014) – Build with Purpose (“Build”) announced today that the success of its annual appeal along with a \$10,000 grant from the PSEG Foundation have helped to secure an additional \$70,000 in state funding for facility improvements at The Senior Residence, Build’s affordable senior housing project in Bergen County.

“At a time when resources are so limited and families and business are struggling to make ends meet we at Build are overwhelmed with the generosity of our individual and corporate donors and the PSEG Foundation. This really was a case where every dollar mattered and every dollar counted. We were able to take \$30,000 in donations and grants and leverage \$100,000 of impact,” said Brian Keenan, Director and President of Build with Purpose.

Build started its annual appeal in November with a challenge to its donors and supporters - if it could raise \$30,000 it would qualify for an additional \$70,000 in state incentives from the New Jersey Office of Clean Energy to make significant energy improvements to Build’s affordable senior housing project in River Edge, NJ. With donations, grant funds and state incentives, Build will now be able to upgrade the senior residence with energy efficient lighting, and replace old air conditioning units and water heaters with high efficiency systems that will reduce utility usage and costs by 30% annually.

“Without our individual donors, the PSEG Foundation and the New Jersey Office of Clean Energy these improvements would just not be possible. We are working hard to keep rents affordable at The Senior Residence that often means forgoing needed repairs. These donations and this state program made something possible that otherwise never would have happened. It shows the power that individuals, companies and government can have when they work together. But that is not all!” Keenan said, “The PSEG Foundation put effort behind their grant and sent over a dozen volunteers to help paint our building! Remarkable! Truly remarkable!”

About the PSEG Foundation

The PSEG Foundation makes charitable contributions on behalf of PSEG in areas of Education, the Environment and Community and Economic Development. For more information on the PSEG Foundation please go to <http://www.pseg.com/info/community/nonprofit/foundation.jsp>

About the New Jersey Office of Clean Energy

New Jersey's Clean Energy Program is a statewide program that offers financial incentives, programs and services for New Jersey residents, business owners and local governments to

help them save energy, money and the environment. For more information go to www.njcleanenergy.com

About Build with Purpose

Build with Purpose has facilitated over \$120 million in real estate development financing for more than 25 community organizations over the course of its first ten years and has an established track record directly developing real estate, managing real estate projects for other nonprofits and bringing a variety of community real estate assets back to life. These projects have positively impacted over 6,000 people and helped to make the surrounding communities healthier and more vibrant. For more information about Build with Purpose go to www.bwpurpose.org