MISSOURI GREEN BANC

BRAND & PRESS KIT

Driving Sustainable and Equitable Decarbonization

www.MissouriGreenBanc.org | (866) 554-4083
16305 Swingley Ridge Rd, Suite 220, Chesterfield, MO 63017

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SECTION 1 — BRAND IDENTITY & GUIDELINES

1.1 Brand Story & Origin

Who We Are

Missouri Green Banc (MGB) was established as a publicly chartered 501(c)(3) nonprofit corporation — a non-depository financial institution defined under RSMO §362.010(3). MGB was born from the belief that a cleaner, more sustainable future is not just possible — it is imperative. Rooted in Missouri and focused nationally, MGB exists to close the gap between clean energy potential and the capital needed to realize it.

As a green bank, MGB bridges the worlds of public-purpose finance and private energy markets, unlocking federal grants, investments, and credit enhancements to fund decarbonization retrofits that communities and businesses could not access on their own.

1.2 Mission, Vision & Values

Mission Statement

"Our mission is to drive sustainable and equitable decarbonization initiatives for a greener future."

Brand Tagline:

"Markets set in motion. It all starts with collaboration."

Vision

A Missouri and national economy where clean energy is the backbone of economic prosperity — where every community has access to the capital needed to decarbonize, reduce energy costs, and build long-term resilience.

Core Values

- Equity — We prioritize underserved communities and ensure access to clean energy financing regardless of geography or size.
- Transparency — We operate openly with our partners, sponsors, and the public.
- Innovation — We continuously identify and deploy the most effective mechanisms for green finance.
- Impact — Every dollar we deploy is measured against real environmental and economic outcomes.
- Collaboration — We believe partnerships — not silos — drive transformation.

1.3 Official Logo System

MGB has four official logo configurations. All four are provided below. Use the appropriate version based on context and background color.

Primary — Stacked with Wordmark
Square format | White or light backgrounds

Icon / Mark Only
Clear background | App icon | Favicon | Social avatar

Horizontal — Text Right
Headers | Banners | Letterhead

Horizontal — Text Left
Presentations | Sponsor materials | Reports

Logo Version Selection Guide

Logo Version	Background	Preferred Use Cases
Primary Stacked (with wordmark)	White / Light Gray / Tint	Documents, letterhead, print collateral, email signatures
Icon / Mark Only	Clear / Transparent Background	App icon, favicon, social media avatar, watermarks, embossed print
Horizontal — Text Right	White / Light	Banners, website header, press release masthead
Horizontal — Text Left	White / Light Gray	Presentations, sponsor packages, proposals, reports

Clear Space Rule

Always maintain clear space equal to the height of the 'G' in GREEN BANC around all four sides of any logo. No text, graphics, or design elements may enter this zone.

Minimum Size

Stacked logo: 1 inch / 96px minimum width. Horizontal logos: 1.5 inches / 144px minimum width. Icon only: 0.5 inch / 48px minimum.

Prohibited Uses

- Do not stretch, skew, distort, or rotate any logo.
- Do not recolor the logo outside approved palette versions.
- Do not apply drop shadows, glows, bevels, or 3D effects.
- Do not place logos on busy photographic backgrounds without a clean container.
- Do not use low-resolution versions — always use the original PNG or vector source.
- Do not add text, taglines, or graphic elements to the logo lockup.
- Do not use outdated or internally modified versions.

1.4 Brand Color Palette

The official MGB color system is derived directly from the MGB logo. These are the exact HEX values used in all MGB brand materials. Use no other greens or color substitutes.

Primary Brand Colors

MGB Lime Green	MGB Mid Green	MGB Deep Green	MGB Charcoal
#A8CF45	#4EBB25	#009245	#484848
RGB 168,207,69	RGB 78,187,37	RGB 0,146,69	RGB 72,72,72
C:19 M:0 Y:67 K:19	C:58 M:0 Y:80 K:27	C:100 M:0 Y:53 K:43	C:0 M:0 Y:0 K:72
PMS 375 C	PMS 361 C	PMS 348 C	PMS Cool Gray 11 C

Extended Palette — Triadic Colors

For data visualizations, presentations, and infographics, MGB's triadic palette may be used for variety and contrast.

Triadic: Sky Blue	Triadic: Magenta	Triadic: Teal	Triadic: Purple
#45A8CF	#CF45A8	#45CFB1	#6C45CF
RGB 69,168,207	RGB 207,69,168	RGB 69,207,177	RGB 108,69,207
C:67 M:19 Y:0 K:19	C:0 M:67 Y:19 K:19	C:67 M:0 Y:14 K:19	C:48 M:67 Y:0 K:19
PMS 306 C	PMS 240 C	PMS 3265 C	PMS 2084 C

Color Usage Rules

- MGB Deep Green (#009245) — Primary brand anchor. Use for all major headers, section backgrounds, table headers, and key UI elements.
- MGB Mid Green (#4EBB25) — Secondary active color. Use for sub-headers, active states, icons, and visual accents.
- MGB Lime Green (#A8CF45) — Accent and highlight color. Use for accent rules, callout highlights, and infographic elements. Use sparingly.
- MGB Charcoal (#484848) — All body and paragraph text. Never use pure black (#000000).
- Triadic colors — Data visualizations, charts, and infographics only. Never use as primary brand color.
- White (#FFFFFF) — Reversed text on dark backgrounds; document backgrounds.

1.5 Typography System

MGB uses Montserrat exclusively as its brand typeface — consistent with the logo wordmark. This creates visual coherence across all brand communications.

Type Role	Typeface	Weight & Style	Size Range	Use
Display / Cover Title	Montserrat	Black (900) / ExtraBold (800)	36–72pt	Cover pages, hero headlines
Section Headline (H1)	Montserrat	Bold (700)	28–36pt	Major section openers
Sub-Headline (H2)	Montserrat	SemiBold (600)	22–28pt	Section sub-headers
Section Label (H3)	Montserrat	Medium (500)	18–22pt	Sub-topics, label headers
Body Text	Montserrat	Regular (400)	10–12pt	All paragraph content
Emphasis / Bold Body	Montserrat	SemiBold (600)	10–12pt	Key terms, bolded emphasis
Captions / Footnotes	Montserrat	Light Italic (300i)	8–10pt	Image captions, legal fine print
Data / Stat Callout	Montserrat	ExtraBold (800)	36–60pt	Impact stats, hero numbers
Table Headers	Montserrat	Bold (700)	9–11pt	Column/row headers in tables
Table Body	Montserrat	Regular (400)	9–10pt	Table cell content

Web-Safe Fallbacks

If Montserrat is unavailable (email clients, certain CMS), use: Arial Bold (headlines), Arial Regular (body text). Never substitute Times New Roman, Georgia, or decorative fonts.

Type Hierarchy in Practice

- One H1 per document section — never stack H1s.
- H2 introduces a major topic within a section.
- H3 is a subsection label or descriptive subhead.
- Body paragraphs: 1.4–1.6 line spacing. Maximum 3–4 lines per paragraph in presentations.
- Left-align all body text. Center-align only for cover headlines, stat callouts, and logo treatments.

1.6 Brand Voice & Personality

MGB communicates with authority, optimism, and urgency. We are not a charity asking for sympathy — we are a catalyst asking for partnership.

Trait	In Practice	Example
Authoritative	Lead with data, statute, and market expertise.	"MGB is a publicly chartered green bank operating under RSMO §362.010(3)."
Visionary	Speak to a future state and invite partners into it.	"The clean energy economy is being built now — position your organization to lead it."
Grounded	Practical, Missouri-rooted, results-oriented.	"We are on the ground identifying key sensitivities and levers for catalyzing investment."
Inclusive	Center underserved communities without being exclusionary.	"We work across commercial, agricultural, and underserved community property types."
Urgent	The window for decarbonization action is measurable and closing.	"The time to align with clean energy capital is before the market compresses margins."

Tone by Context

Context	Tone
Regulatory filings, legal agreements	Formal — precise, statutory, no colloquialisms
Grant applications, government correspondence	Professional — mission-forward, evidence-based
Media releases, sponsor packages	Authoritative + Accessible — clear, benefit-focused
Community outreach, social media	Conversational + Inspiring — real language, real impact
Crisis or sensitive topics	Measured — factual, controlled, direct

1.7 Iconography & Illustration Style

MGB uses a clean, line-based icon style. All icons must be consistent with brand color values and maintain visual coherence with the logo's geometric, modern aesthetic.

Style Rules

- Flat design — no gradients, no 3D rendering, no drop shadows.
- Stroke weight: 2px at 24px canvas size. Scale proportionally for larger applications.
- Rounded end caps preferred over sharp terminations.
- Color: Use MGB Deep Green (#009245) as primary icon color; Lime Green (#A8CF45) as accent.
- Never use multi-color icons that introduce non-brand colors.

Approved Icon Themes

- Renewable energy: solar panels, wind turbines, energy storage
- Buildings: commercial real estate, retrofit/construction, energy meters
- Finance: charts, growth lines, currency (geometric style only)
- Community: people silhouettes (diverse, geometric), hands, connection
- Environment: trees, earth, water (minimal, not decorative or literal)

Approved Sources

- The Noun Project (line/outline style with green palette)
- Feather Icons (open source)
- Custom commissioned work aligned to brand brief

1.8 Photography Direction

All photography used in MGB brand materials must reflect authenticity, diversity, and optimism — matching the mission and the communities we serve.

Approved Subjects

- Commercial and industrial buildings with solar or energy upgrades installed
- Retrofit construction in progress — workers, equipment, buildings
- Diverse community members: business owners, residents, municipal staff
- Missouri and national landscapes — both natural environments and urban skylines
- MGB team and leadership in professional and candid settings
- Government and finance settings — signing ceremonies, boardrooms, site visits

Style Rules

- Lighting: Natural light preferred. Warm tones, not oversaturated.
- Diversity: Always represent the communities MGB serves — racially diverse, intergenerational, urban and rural.
- No stock clichés: avoid anonymous handshakes, generic lightbulbs, or 'green globe' imagery.

- Approved overlays: MGB Deep Green (#009245) or Lime Green (#A8CF45) at 15–35% opacity over hero images.
- Resolution: 300 DPI minimum for print; 72 DPI / 1200px wide minimum for digital.

1.9 Co-Branding Rules

- Maintain equal visual weight with partner logos for equal partnerships.
- MGB logo appears first (left or top) where MGB is the lead organization.
- Minimum separation between MGB logo and partner logo: 1x the height of the MGB 'G'.
- Do not alter partner logos. Do not place logos on clashing or competing backgrounds.
- Co-branded materials require prior written approval: communications@missourigreenbanc.org
- Government agency logos must simultaneously satisfy their own identity standards.

SECTION 2 — ORGANIZATIONAL OVERVIEW

2.1 Fact Sheet

Field	Detail
Legal Name	Missouri Green Banc
Abbreviation	MGB
Organization Type	501(c)(3) Nonprofit / Non-Depository Financial Institution
Charter Authority	RSMO §362.010(3) — Publicly Chartered Green Bank
Headquarters	16305 Swingley Ridge Rd, Suite 220, Chesterfield, MO 63017
Phone	(866) 554-4083
Website	www.MissouriGreenBanc.org
Sponsor Page	www.MissouriGreenBanc.org/sponsor
Primary Focus	C-PACE Financing, Clean Energy Finance, Decarbonization
Geographic Scope	Missouri (primary); National expansion via NPCA
National Affiliate	National PACE Capital Alliance (NPCA)
Funding Sources	Federal grants, private investment, credit enhancements, sponsorships

2.2 Organizational Narrative

50-Word Version

Missouri Green Banc is a publicly chartered 501(c)(3) green bank dedicated to accelerating clean energy adoption in Missouri and nationally. We connect businesses, communities, and property owners with the capital and expertise needed to execute decarbonization projects — transforming energy costs into economic opportunity.

100-Word Version

Missouri Green Banc (MGB) is a publicly chartered 501(c)(3) nonprofit green bank and non-depository financial institution, authorized under Missouri statute. Our mission is to drive sustainable and equitable decarbonization initiatives for a greener future. We work at the intersection of public-purpose finance and private energy markets — leveraging federal grants, investments, and credit enhancements to fund clean energy retrofits for commercial properties, underserved communities, and state-wide infrastructure. Through our national expansion platform — the National PACE Capital Alliance — MGB is building the largest green bank-aligned C-PACE financing network in the country.

250-Word Version

Missouri Green Banc (MGB) is a publicly chartered 501(c)(3) nonprofit organization operating as a non-depository financial institution under RSMO §362.010(3). Founded on the conviction that a cleaner, more sustainable future is not just possible but imperative, MGB was created to close the critical financing gap that prevents businesses, communities, and property owners from transitioning to clean energy. MGB operates at the intersection of public purpose and private capital — combining the authority and community trust of a green bank with the agility and expertise of a specialized clean energy lender. Our core programs include Commercial Property Assessed Clean Energy (C-PACE) financing, technical assistance, market data analysis, and capital facilitation for decarbonization retrofits. For each technology sector, MGB deploys data-driven, sector-specific levelized cost and return models — equipping decision-makers with the insights needed to accelerate investment in green technologies. We focus particularly on commercial real estate, underserved communities, and markets where clean energy has been historically undercapitalized. Through the National PACE Capital Alliance (NPCA), MGB is expanding its platform to operate across more than 40 C-PACE-authorized states, creating a standardized, securitization-ready pipeline of green investments that can attract institutional capital, warehouse facilities, and bond market participation. Markets set in motion. It all starts with collaboration.

2.3 Programs & Services

C-PACE Financing

MGB administers and facilitates Commercial Property Assessed Clean Energy (C-PACE) financing — allowing commercial property owners to fund energy efficiency, renewable energy, and resiliency upgrades through long-term, fixed-rate financing repaid via property assessment.

- Eligible improvements: solar, energy storage, HVAC, lighting, insulation, roofing, EV infrastructure, water efficiency
- Property types: commercial, industrial, agricultural, nonprofit, mixed-use
- Financing range: $250K to $50M+ | Terms: 5–30 years, fixed rate

Technical Assistance

Free or subsidized feasibility assessments, financial modeling, sector-specific levelized cost/return models, contractor identification, and post-project performance guidance.

Market Development & Advocacy

C-PACE program development, legislative and regulatory engagement, and market data publication to expand the enabling environment for green investment.

Capital Aggregation — NPCA

Through the National PACE Capital Alliance, MGB is building a nationally scalable C-PACE loan aggregation platform designed to attract institutional investment and support securitization.

2.4 Impact Metrics & Milestones

Metric	Current Value	Target
Total C-PACE Projects Facilitated	>5,000	100+ annually
Total Capital Deployed	>$100,000,000	$500M+ by 2027
States Operational	Missouri	40+ via NPCA by 2028
CO_2 Emissions Reduced	[INSERT tons/yr]	[INSERT]
Jobs Created / Supported	[INSERT]	[INSERT]
Sponsor & Partner Organizations	[INSERT]	50+ by 2026
Underserved Community Projects	[INSERT]	30%+ of portfolio

SECTION 3 — LEADERSHIP PROFILES

Headshot requests and bio approvals: communications@missourigreenbanc.org | (866) 554-4083

3.1 Executive Leadership & Staff

Missouri Green Banc is led by an experienced team of clean energy finance, policy, and operations professionals.

Name	Title	Contact / Notes
John Harris	President	Primary media spokesperson
J.L. "Kris" Christopher	Director of Finance	Finance & C-PACE capital inquiries
Judy Baker	Vice President, Strategy	Strategy & policy inquiries
David Jackson	Vice President, Operations	Operational & program inquiries
Curtis Jahr	Director of Capital Engagement	Sponsor & capital partner inquiries
Jeffrey Yung	Graphic Designer	Brand & visual asset requests

Individual Bios — Fill In Prior to Distribution

Complete the bio template below for each team member. Approved bios should be filed in the MGB communications asset library.

John Harris | **President**

Long Bio (150–200 words):

John Harris is a seasoned public finance investment banker specializing in the municipal arena, with deep expertise in Green Bonds and environmental improvement financing. He brings a broad-based background spanning municipal finance, local government, not-for-profit organizations, and energy projects to his work advancing sustainable initiatives across Missouri.

Over the course of his career, John has served as a Municipal Securities Professional for several Midwest banks, developing a comprehensive understanding of the public finance landscape and the unique needs of communities pursuing infrastructure and clean energy investments. That experience now informs his contributions to the Missouri Green Banc (MGB) and the Missouri Clean Energy District (MCED), where he helps structure financing solutions that drive measurable environmental and economic outcomes.

John's work is grounded in a genuine commitment to environmental improvement and a deep familiarity with the mechanics of municipal markets. His leadership has been instrumental in the growth of both MGB and MCED, and he continues to play a pivotal role in expanding access to capital for clean energy projects throughout the region.

Short Bio (50 words):

[John Harris is a seasoned public finance investment banker specializing in Green Bonds and municipal finance. Drawing on extensive experience with Midwest banks, local governments, and energy projects, he helps drive the growth of the Missouri Green Banc and Missouri Clean Energy District, advancing sustainable financing solutions across the region.

Speaker Introduction:

"Please welcome John Harris, President of Missouri Green Banc..."

J.L. "Kris" Christopher | Director of Finance

Long Bio (150–200 words):

J.L. "Kris" Christopher serves as Director of Finance for Missouri Green Banc (MGB) and the Missouri Clean Energy District (MCED), where she leads finance and C-PACE capital operations across both organizations. Kris brings more than two decades of experience as an independent accounting consultant, with deep expertise spanning the public, private, and nonprofit sectors — including a strong track record of securing and stewarding donor and grant funding for mission-driven organizations.

Kris studied Mathematics at the University of Missouri-Rolla, and her commitment to continual learning later took her abroad, where she became proficient in Spanish — an asset in MGB's work across diverse communities and markets.

A specialist in administrative technology, Kris is fluent in modern accounting software and organizational platforms, allowing her to build the operational and reporting infrastructure that disciplined green finance demands. At MGB and MCED, she helps translate capital flows — federal grants, private investment, and credit enhancements — into measurable program execution. Her work underpins the financial transparency and rigor MGB requires to scale clean energy investment across Missouri and, through the National PACE Capital Alliance, nationally.

Short Bio (50 words):

J.L. "Kris" Christopher is Director of Finance for Missouri Green Banc and the Missouri Clean Energy District. With over 20 years as an independent accounting consultant across public, private, and nonprofit sectors, Kris brings the financial discipline and operational rigor that underpin MGB's C-PACE and clean energy capital programs.

Speaker Introduction:

"Please welcome J.L. "Kris" Christopher, Director of Finance of Missouri Green Banc..."

Judy Baker | Vice President, Strategy

Long Bio (150–200 words):

Judy Baker is Vice President, Strategy at Missouri Green Banc (MGB), where she leads strategy and policy initiatives across the organization's clean energy finance and decarbonization platforms. A seasoned executive, policy maker, consultant, and former Missouri legislator, Judy brings a distinguished record of public service and healthcare leadership — including a proven track record of advancing clean energy and sustainable finance policy during her tenure in the Missouri legislature.

Judy has served as Regional Director for the U.S. Department of Health and Human Services, where she advanced public health, cost reform, and environmental disaster response. She has also shaped the next generation of policy leaders as an Adjunct Professor of Health Policy and Health Systems at New York University and through teaching appointments in health policy, systems, and economics at Washington University in St. Louis and other institutions.

Most recently, Judy founded SEED Success, a nonprofit focused on addressing poverty, supporting positive youth development, and closing the asset gap in her community. That equity-first orientation directly informs her work at MGB — where she helps ensure that the clean energy economy is built with, and reaches, the communities most often left outside the capital markets.

Short Bio (50 words):

Judy Baker is Vice President, Strategy at Missouri Green Banc. A former Missouri legislator, healthcare executive, and policy consultant, she brings deep expertise in clean energy and sustainable finance policy, academic leadership at NYU and Washington University, and a community-rooted commitment to equity and economic opportunity.

Speaker Introduction:

"Please welcome Judy Baker, Vice President, Strategy of Missouri Green Banc..."

David Jackson | Vice President, Operations

Long Bio (150–200 words):

David Jackson is Vice President, Operations at Missouri Green Banc (MGB), where he oversees operational and program execution across the organization's clean energy finance platforms. He concurrently serves as a principal at Missouri's leading government relations firm, bringing more than two decades of policy and operational expertise to MGB's mission.

David entered the field at age 19, holding the distinction of being Missouri's youngest registered government relations professional. He earned his degree from Westminster College while working full-time, tailoring independent study programs to align with his client engagements, and later became the youngest graduate of the Executive MBA program at Olin Business School, Washington University in St. Louis. He now guest lectures at Olin, working with MBA students on the intersection of public policy and business.

Over his career, David has helped secure more than 150 policy changes at the state and local levels for clients ranging from major corporations and small businesses to nonprofits, philanthropic organizations, and business coalitions. That track record — translating policy into action — directly supports MGB's work building the legislative and operational scaffolding for clean energy investment in Missouri and nationally.

Short Bio (50 words):

David Jackson is Vice President, Operations at Missouri Green Banc and a principal at Missouri's leading government relations firm. Having secured over 150 policy changes at the state and local levels, he brings deep operational and policy expertise to MGB's clean energy finance and decarbonization programs across Missouri.

Speaker Introduction:

"Please welcome David Jackson, Vice President, Operations of Missouri Green Banc..."

Curtis Jahr | Director of Capital Engagement

Long Bio (150–200 words):

Curtis Jahr is Director of Capital Engagement at Missouri Green Banc (MGB), where he leads sponsor relationships and capital partner engagement across the organization's clean energy finance platform. Curtis brings a career built on relationship-driven sales and high-trust client service — most recently as a top-performing sales professional, where he consistently ranked among leading performers for which he earned a reputation for genuine, no-pressure client engagement.

That background — translating complex, high-consideration decisions into clear value for clients — directly informs Curtis's work at MGB. As Director of Capital Engagement, he is the primary point of contact for sponsors and capital partners, helping organizations understand how partnership with a publicly chartered green bank advances their ESG, market access, and business development goals. Curtis brings the same straightforward, relationship-first approach to MGB's sponsorship and capital partner conversations that defined his work in premium sales and construction markets, supporting MGB's mission to drive sustainable, equitable decarbonization across Missouri and nationally.

Short Bio (50 words):

Curtis Jahr is Director of Capital Engagement at Missouri Green Banc, leading sponsor and capital partner relationships across the organization's clean energy finance platform. A top-performing sales professional with a background in construction, Curtis brings a relationship-first approach to building MGB's sponsor and capital ecosystem..

Speaker Introduction:

"Please welcome Curtis Jahr, Director of Capital Engagement of Missouri Green Banc..."

Curtis Jahr | Director of Capital Engagement

Long Bio (150–200 words):

Jeffrey Yung is Graphic Designer at Missouri Green Banc (MGB), where he leads the visual identity and design execution that bring the organization's mission to life across print, digital, and presentation channels. He holds a BFA in Graphic Design from Truman State University and brings years of experience producing high-quality creative work for established Missouri brands.

At MGB, Jeffrey is the steward of the brand system — overseeing the application of MGB's logo, color palette, typography, and visual standards across press materials, sponsor packages, presentations, social media, and program collateral. His work ensures that every touchpoint, from a C-PACE program one-pager to a national sponsor proposal, reflects the authority and clarity MGB's mission demands.

With a sharp eye for detail and a strong instinct for visual storytelling, Jeffrey translates complex finance and policy concepts into design that engages partners, sponsors, and the communities MGB serves — supporting the organization's broader work of accelerating clean energy investment in Missouri and nationally.

Short Bio (50 words):

Jeffrey Yung is Graphic Designer at Missouri Green Banc, where he leads the organization's visual identity and brand execution across print, digital, and presentation channels. Holding a BFA in Graphic Design from Truman State University, Jeffrey brings years of experience producing high-impact creative work for established Missouri brands.

Speaker Introduction:

"Please welcome Jeffrey Yung, Graphic Designer of Missouri Green Banc..."

Jeffrey Yung | Graphic Designer

Long Bio (150–200 words):

Jeffrey Yung is Graphic Designer at Missouri Green Banc (MGB), where he leads the visual identity and design execution that bring the organization's mission to life across print, digital, and presentation channels. He holds a BFA in Graphic Design from Truman State University and brings years of experience producing high-quality creative work for established Missouri brands.

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Speaker Introduction:

"Please welcome Jeffrey Yung, Graphic Designer of Missouri Green Banc..."

Headshot File Standards

- Minimum resolution: 300 DPI, 2400 x 3000 pixels
- Formats: TIFF (print), PNG transparent background (digital), JPG (web)
- Style: Professional, neutral background — white, light gray, or outdoor environmental
- Preferred attire: Dark green, navy, or charcoal — no busy patterns

3.2 Board of Directors

MGB's Board of Directors provides governance oversight, fiduciary responsibility, and strategic direction.

Name	Board Role	Bio Status
Tom Sadowski	Board Chairman	[ ] Bio to be added
Scott Wagner	Secretary & Asst. Treasurer	[ ] Bio to be added
Jeff Barber	Treasurer & Asst. Secretary	[ ] Bio to be added

Tom Sadowski | Board Chairman

Professional background, organizational affiliation, and areas of governance expertise:
Tom has held significant roles in accounting and administration. He served as the former Director of Accounting for both the State of Missouri and the University of Missouri, bringing his expertise to these institutions. Tom's career started at the Missouri State Auditor's Office, where he served as Director of Audits, lending his skills in financial oversight and evaluation. He later assumed the positions of Director of Administration and Director of Information Systems at the Missouri Department of Revenue, demonstrating his versatility and leadership in managing critical administrative functions. With his extensive background in accounting and administration, Tom has made significant contributions to the public sector in Missouri.

Scott Wagner | Secretary & Asst. Treasurer

Professional background, organizational affiliation, and areas of governance expertise:
Scott serves as the Director of Northeast Alliance Together (NEAT) in Kansas City. With a strong background in public service, he previously held the position of councilman for the 1st District and served as Mayor Pro-Tem of Kansas City. In addition, Scott played a pivotal role as the chairman of the Finance and Governance Committee, overseeing critical financial and administrative matters. His extensive experience in leadership and governance has equipped him with a deep understanding of community dynamics and effective decision-making. With his commitment to fostering collaboration and driving positive change, Scott continues to make a significant impact in the Kansas City area.

Jeff Barber | Treasurer & Asst. Secretary

Professional background, organizational affiliation, and areas of governance expertise:
Jeff is a professional architect who held the position of Housing and Environmental Design Specialist at the University of Missouri Extension. He is a registered architect and LEED AP, showcasing his commitment to sustainable communities and buildings. Jeff's expertise extends to various committees focused on community development and environmental initiatives. He contributed to the original Springfield Vision 20/20 – Center City committee and more recently served on the Field Guide 2030 – Housing Committee and Green Building Taskforce. Through his involvement in these committees, Jeff has played an instrumental role in shaping the future of housing and promoting sustainable practices. His passion for sustainable design and dedication to community-driven initiatives have made him a valuable asset in creating thriving and environmentally conscious communities..

3.3 Board of Advisors

MGB's Board of Advisors comprises leaders from energy finance, real estate, government, law, and environmental sectors who provide strategic guidance and market connectivity.

Name	Area of Expertise	Bio Status

Amy Chow	Philanthropist, Journalist, Entrepreneur	Amy's Bio
David Seidel	Professional & Design Engineer	David's Bio
Earl Pabst	State Energy Policy Director	Earl's Bio
Guy Barker	Tribal Governance Leader	Guy's Bio
Jonathan Ly	Investment Banker	Jonathan's Bio
Kip Killebrew	Tribal Fisheries Biologist	Kip's Bio
Michael Chippendale	Physiology & Biochemistry Research	Michael's Bio
Mike Smith	Carbon Offset Expert	Mike's Bio
Shomari Benton	Real Estate Attorney	Shomari's Bio
Steve Etcher	Economic Development Professional	Steve's Bio

SECTION 4 — KEY MESSAGES & TALKING POINTS

4.1 Elevator Pitches

15-Second Version

"Missouri Green Banc is a publicly chartered green bank that helps businesses and communities fund clean energy upgrades through C-PACE financing — turning energy costs into long-term economic opportunity."

30-Second Version

"Missouri Green Banc is a 501(c)(3) green bank authorized under Missouri law to finance clean energy and decarbonization projects. We use C-PACE financing — backed by federal grants and private capital — to fund solar, energy efficiency, and building retrofits for commercial properties. We don't just help businesses go green — we help them access capital they couldn't get anywhere else."

60-Second Version

"The energy transition is the largest economic opportunity of our generation — and most businesses don't have access to the capital to participate in it. Missouri Green Banc was created to fix that. We're a publicly chartered green bank — authorized under Missouri statute — and we use C-PACE financing to fund clean energy upgrades for commercial properties with no upfront cost. Through our national platform, the National PACE Capital Alliance, we're scaling this model to over 40 states — building a pipeline of green projects that attracts institutional capital and supports securitization. We're not just writing checks. We're building the infrastructure for a clean energy economy."

4.2 Core Message Pillars

Pillar	Core Message	Supporting Proof Point
1. Market Need	There is massive, unmet demand for clean energy capital in Missouri and nationally.	Commercial real estate accounts for 40%+ of U.S. energy consumption; most owners lack access to specialized clean energy financing.
2. MGB Solution	MGB is uniquely authorized and positioned to close the green financing gap.	Publicly chartered under Missouri statute; C-PACE administrator; technical assistance provider; national aggregation platform.

3. Economic Impact	Clean energy investment creates jobs, reduces costs, and builds resilience.	Retrofits reduce operating costs 15–40%; generate construction jobs; protect against climate risk.
4. Partnership Value	Sponsoring and partnering with MGB positions organizations at the forefront of the green economy.	Access to deal flow, federal incentives, market data, and co-branding with a public-purpose institution.
5. National Scale	MGB's national expansion creates a first-mover advantage for early partners.	NPCA targets 40+ states; institutional-grade securitization pipeline; government-backed capital.

4.3 Audience-Specific Messaging

For Corporate Sponsors

- Lead with: Brand visibility, ESG alignment, market leadership positioning.
- "By sponsoring MGB, your organization is not just supporting clean energy — you are positioning yourself as a changemaker in the most important economic transition of our time."
- Emphasize: Logo placement, networking, customizable packages, PR value.
- Close with: ROI framing — clean energy is growing; be ahead of it.

For Energy Sector Vendors & Contractors

- Lead with: Access to a pipeline of funded, ready-to-execute projects.
- "MGB financing means your customers can say yes. We remove the capital barrier so you can focus on delivering the work."
- Emphasize: Referral relationships, pre-qualified leads, reduced sales cycle.
- Close with: National expansion = growing opportunity for those in the network now.

For Government & Municipal Partners

- Lead with: MGB's statutory authority and public-purpose mandate.
- "MGB is not a private lender — we are a publicly chartered green bank, aligned with federal and state clean energy goals."
- Emphasize: CRA eligibility, federal incentive compatibility, community impact.
- Close with: Partnership creates a multiplier effect for local clean energy investment.

For Lenders & Finance Partners

- Lead with: Deal quality, standardization, and securitization readiness.
- "MGB offers institutional-grade C-PACE origination with public-purpose protections and multi-state pipeline depth."
- Emphasize: NPCA aggregation, underwriting standards, portfolio diversification.
- Close with: First-mover advantage in a rapidly growing asset class.

4.4 Media FAQ

Q: What is a green bank?

A: A green bank is a specialized financial institution — public, quasi-public, or nonprofit — designed to accelerate private investment in clean energy. Green banks use public funds and authority to reduce financial risk and attract private capital into underserved markets.

Q: What is C-PACE financing?

A: Commercial Property Assessed Clean Energy (C-PACE) allows commercial property owners to fund clean energy improvements through a long-term assessment on their property, repaid alongside property taxes. It is non-recourse to the borrower's credit.

Q: Is MGB a government agency?

A: MGB is a publicly chartered 501(c)(3) nonprofit — not a government agency. We operate under Missouri statutory authority (RSMO §362.010(3)) and work in close partnership with federal, state, and municipal government programs.

Q: How is MGB funded?

A: Through federal grants, private investment, philanthropic contributions, sponsor partnerships, and program fees generated through its financing and technical assistance activities.

Q: How does a company become a sponsor?

A: Visit MissouriGreenBanc.org/sponsor or contact (866) 554-4083. All packages are customizable.

SECTION 5 — PRESS & MEDIA MATERIALS

5.1 Media Contact

Media Inquiries: communications@missourigreenbanc.org
Phone: (866) 554-4083
Website: www.MissouriGreenBanc.org
Press Room: www.MissouriGreenBanc.org/press
Sponsorship Inquiries: sponsorship@missourigreenbanc.org

5.2 Standard Boilerplate

Full Version

Missouri Green Banc (MGB) is a publicly chartered 501(c)(3) green bank and non-depository financial institution operating under RSMO §362.010(3). MGB's mission is to drive sustainable and equitable decarbonization initiatives for a greener future. Through C-PACE financing, technical assistance, and capital aggregation, MGB accelerates clean energy investment across Missouri and nationally through the National PACE Capital Alliance. For more information, visit MissouriGreenBanc.org or call (866) 554-4083.

Short Form (50 words)

Missouri Green Banc (MGB) is a publicly chartered 501(c)(3) green bank dedicated to accelerating clean energy investment in Missouri and nationally. Through C-PACE financing and capital aggregation, MGB helps communities and businesses decarbonize and build economic resilience. Learn more at MissouriGreenBanc.org.

5.3 Press Release Template

FOR IMMEDIATE RELEASE

Contact: [Name, Title] | communications@missourigreenbanc.org | (866) 554-4083

[HEADLINE — Bold, Compelling, 12 Words Maximum]

[Sub-headline — one supporting sentence]

CHESTERFIELD, MO — [Date] — [Lead paragraph: Who, What, When, Where, Why in 40–60 words.]

[Body paragraphs — 2–3 paragraphs of context, supporting facts, and detail.]

"[Approved executive quote — 20–35 words. First-person, forward-looking, mission-aligned.]"

— [Name, Title], Missouri Green Banc

###

About Missouri Green Banc: [Insert standard boilerplate]

5.4 Approved Evergreen Quotes

"Missouri Green Banc was built on the belief that the clean energy transition is not a burden — it is the single greatest economic opportunity of our generation."

"Access to capital should never be the barrier between a business and a cleaner, more efficient future. That is what MGB exists to fix."

"We are not asking the private sector to sacrifice returns for the environment. We are showing them that the environment is where the returns are."

"C-PACE financing is not a subsidy — it is a market mechanism that allows commercial property owners to invest in their buildings without upfront cost."

"The National PACE Capital Alliance is our commitment to making this work not just in Missouri, but everywhere clean energy investment is needed."

SECTION 6 — PROGRAM & IMPACT CONTENT

6.1 C-PACE Program One-Pager

WHAT IS C-PACE FINANCING?

Commercial Property Assessed Clean Energy (C-PACE) financing allows commercial property owners to fund clean energy improvements through a long-term property assessment — not a traditional loan. The assessment is repaid alongside property taxes, making it non-recourse to the borrower's personal credit.

Key Features:

- 100% project financing available — no upfront capital required
- Repaid through property tax assessment — non-recourse to borrower
- Terms: 5–20+ years, fixed rate | Financing: $250K to $50M+
- Transfers with the property at sale — no due-on-sale triggered
- Does not impact owner's credit score or debt-to-income ratios

Eligible Improvements:

Solar PV | Energy Storage | HVAC | LED Lighting | Insulation | Roofing | EV Infrastructure | Water Efficiency | Resiliency

6.2 Case Study Template

CASE STUDY

[Project Name / Property Type]

Location: [City, State]
Property Type: [Commercial / Industrial / Nonprofit]
Project Size: $[X]M
Financing Term: [X] years, [X]% fixed rate
Improvements: [List key upgrades]
Annual Energy Savings: $[X] / [X]% reduction
CO_2 Reduction: [X] tons/year
Jobs Created: [X] construction / [X] permanent

"[Insert owner or stakeholder testimonial — 1–2 sentences.]"

6.3 Testimonial Placeholders

"[Insert quote from energy contractor or vendor]"

— [Name, Title, Company]

"[Insert quote from property owner or beneficiary]"
— [Name, Title, Property]

"[Insert quote from government or municipal partner]"
— [Name, Title, Agency]

"[Insert quote from lender or financial partner]"
— [Name, Title, Institution]

SECTION 7 — VISUAL CONTENT & TEMPLATES

7.1 Asset Library Checklist

Asset Type	Format Required	Status
Logo — Stacked with Wordmark	PNG, SVG, EPS, PDF	✓ Available
Logo — Icon / Mark Only	PNG, SVG, ICO	✓ Available
Logo — Horizontal (Text Right)	PNG, SVG, EPS	✓ Available
Logo — Horizontal (Text Left)	PNG, SVG, EPS	✓ Available
Brand Color Swatches	ASE, PDF reference	[ ] To Create
Montserrat Font Files (licensed)	TTF/OTF	[ ] Confirm License
Icon Set (brand-aligned)	SVG, PNG @2x	[ ] To Create
Pattern / Texture Files	PNG tileable	[ ] To Create
Photography Library	JPG 300DPI+	[ ] In Progress
Executive Headshots	TIFF 300DPI, PNG	[ ] In Progress
C-PACE Explainer Infographic	PDF, PNG	[ ] To Create
Mission Video	MP4, MOV	[ ] To Create
PowerPoint Master Template	PPTX	[ ] To Create
Email Newsletter Template	HTML	[ ] To Create
Social Media Templates	PSD, Canva, Figma	[ ] To Create
Letterhead Template	DOCX, PDF	[ ] To Create
Business Card Design	PDF print-ready	[ ] To Create
Event Banner / Pull-Up	AI, PDF	[ ] To Create

7.2 Presentation Deck Guidelines

- Cover slide: Deep Green (#009245) background, white stacked MGB logo, Lime Green rule line.
- Section dividers: Full-bleed Deep Green or Mid Green background; white Montserrat headline.
- Content slides: White background; Charcoal (#484848) body text; Deep Green H2 headers.
- Data slides: Use Mid Green (#4EBB25) or Lime Green (#A8CF45) for key statistics callouts.

- Footer: MGB horizontal logo (text-left) bottom left; page number bottom right.
- Never use default PowerPoint themes or clip art.
- Minimum body font: 18pt Montserrat Regular in presentations.
- Maximum bullet points per slide: 5.

7.3 Social Media Templates

Template	Platform	Dimensions	Purpose
Standard Post	LinkedIn, Facebook	1200 x 1200px	News, announcements, stats
Horizontal Post	Twitter/X, LinkedIn	1200 x 628px	Article shares, press releases
Story / Reel	Instagram, Facebook	1080 x 1920px	Events, campaigns
Profile Banner	LinkedIn, Twitter/X	1500 x 500px	Organization branding
Event Promo	All platforms	1200 x 628px	Sponsorship events, webinars
Quote Card	All platforms	1080 x 1080px	Executive quotes, testimonials
Impact Stat Card	LinkedIn, Instagram	1080 x 1080px	Data, milestones, metrics

SECTION 8 — DIGITAL & SOCIAL PRESENCE

8.1 Digital Footprint

Platform	Handle / URL	Priority	Status
Website	www.MissouriGreenBanc.org	Primary	[ ] Active
LinkedIn	@MissouriGreenBanc [verify]	High	[ ] Active
Twitter / X	@MissouriGreenBanc [verify]	Medium	[ ] Active
Facebook	/MissouriGreenBanc [verify]	Medium	[ ] Active
Instagram	@MissouriGreenBanc [verify]	Low–Med	[ ] Active
YouTube	Missouri Green Banc [verify]	Medium	[ ] To Create
Press Room	MissouriGreenBanc.org/press	High	[ ] To Create

8.2 Social Media Content Strategy

Content Pillar	% of Posts	Examples
Mission & Impact	30%	Project spotlights, community stories, CO_2 reductions
Education & Thought Leadership	25%	C-PACE explainers, green finance, policy updates
Partner & Sponsor Recognition	20%	Sponsor spotlights, partnership announcements
News & Announcements	15%	Press releases, milestones, events
Engagement & Culture	10%	Team highlights, behind the scenes

Brand Hashtags

- Brand: #MissouriGreenBanc #MGB #GreenBankMO
- Program: #CPACE #CommercialPACE #GreenFinance #CleanEnergyFinance
- Mission: #Decarbonization #CleanEnergy #EnergyTransition #SustainableFinance
- Community: #MissouriEnergy #GreenMissouri #CleanEnergyJobs

SECTION 9 — SPONSORSHIP & PARTNER INFORMATION

9.1 Why Sponsor MGB

Motivation	MGB Benefit
Enhanced Brand Visibility	Logo placement across events, materials, digital channels, and press releases
ESG & CSR Alignment	Demonstrate leadership in environmental sustainability and community investment
Networking & Market Access	Connect with energy leaders, government partners, and institutional investors
Business Development	Access to C-PACE project pipeline, contractor networks, and deal flow
Tax Benefits	Contributions to MGB's 501(c)(3) programs may qualify for charitable deductions
Federal Incentive Positioning	Early-mover advantage in a sector growing via federal investment
Access to Expertise	MGB's technical assistance, market data, and policy intelligence
Positive Public Relations	Association with a public-purpose, government-aligned green finance leader

9.2 Sponsorship Tiers

Tier	Investment	Key Benefits
Platinum Founding Partner	$[X]+/year	Named presenting partner; keynote speaking; premier logo placement; co-branded content; quarterly leadership briefings; custom package
Gold Sector Leader	$[X]+/year	Logo on all materials; speaking opportunity; sector spotlight; monthly updates; featured partner profile
Silver Market Builder	$[X]+/year	Logo on digital platforms; networking events; bi-monthly updates; sponsor listing
Bronze Community Ally	$[X]+/year	Logo at events; sponsor acknowledgment; annual update
In-Kind Partner	Services/TBD	Recognition commensurate with value; negotiated case-by-case

All packages are fully customizable. Contact MGB to design a package aligned with your goals.

9.3 How to Become a Sponsor

- Visit: MissouriGreenBanc.org/sponsor
- Email: sponsorship@missourigreenbanc.org
- Call: (866) 554-4083
- Mail: 16305 Swingley Ridge Rd, Suite 220, Chesterfield, MO 63017

SECTION 10 — LEGAL & COMPLIANCE

10.1 Legal Status Documents

Document	Description	Status
IRS 501(c)(3) Determination Letter	Confirms federal nonprofit status	[On file with legal]
Missouri Corporate Charter	State certificate under RSMO §362.010(3)	[On file with legal]
Annual IRS Form 990	Public annual filing	[Available at MissouriGreenBanc.org/transparency]
State C-PACE Program Authorization	Statutory authority for C-PACE administration	[On file with legal]
State Good Standing Certificate	Confirms active status — updated annually	[On file with legal]

10.2 Trademark & Logo Usage

The name 'Missouri Green Banc,' the abbreviation 'MGB,' and all associated logos and marks are the intellectual property of Missouri Green Banc.

- Media organizations may use MGB's name, logo, and approved materials when reporting on MGB activities.
- Partner and sponsor logo usage is governed by the applicable sponsorship agreement.
- Third parties may not alter, modify, or create derivative works from MGB logos without written permission.
- Co-branded materials require prior written approval: communications@missourigreenbanc.org

10.3 Standard Disclosures

Nonprofit Disclosure

Missouri Green Banc is a publicly chartered 501(c)(3) nonprofit corporation and non-depository financial institution registered in the State of Missouri. Contributions may be tax-deductible to the extent permitted by law. This communication is for informational purposes only and does not constitute a solicitation for a security or investment product.

C-PACE Financing Disclosure

C-PACE financing is subject to property eligibility requirements and local program authorization. Terms, rates, and availability vary by jurisdiction. This is not an offer of credit. Consult a qualified financial advisor before making financing decisions.

Data & Privacy

Missouri Green Banc collects and uses information in accordance with its Privacy Policy at MissouriGreenBanc.org/privacy. MGB does not sell personal data to third parties.

10.4 Key Contacts

Area	Contact	Email
Media & Communications	Judy Baker	communications@missourigreenbanc.org
Sponsorship	Curtis Jahr	sponsorship@missourigreenbanc.org
Legal & Compliance	JL Kris Christopher	email@missourigreenbanc.org
C-PACE Program	Curtis Jahr	email@missourigreenbanc.org
General Inquiries	Curtis Jahr	communications@missourigreenbanc.org

MISSOURI GREEN BANC

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Markets set in motion. It all starts with collaboration.