

Shaping the future



— OUR IMPACT ON THE INDUSTRY —

HISTORY

During the mid-1990s, the board of trustees of the National Roofing Foundation understood they were at a crossroads. The Foundation, created about 20 years earlier by the National Roofing Contractors Association (NRCA), had a fund balance of about \$250,000 and was trying to operate with the investment income from that fund. The board wisely determined this was not the best approach and decided to retain a consultant to conduct a feasibility study to determine whether there was enough interest among members of the roofing industry to build a more substantial endowment fund.

Charlie Fazio of Fazio & Associates was retained and spent nearly 20 percent of the Foundation's funds to conduct his research. After a year, he reported back to the board with an encouraging recommendation: He believed there was sufficient interest in creating a new, invigorated organization to secure commitments in excess of \$7 million. His recommendation was to ask for significant commitments over a five-year period, spend \$1 million in projects along the way and leave an endowment fund with a balance of at least \$6 million. The board quickly agreed with the plan and determined the new organization would be called The Roofing Industry Alliance for Progress.

Its mission would be to provide oversight and fund projects to advance the roofing industry with a focus on education, workforce, training and philanthropy, as well as technology and research. Further, it was agreed the Roofing Alliance would be created so all segments of the roofing industry—contractors, manufacturers and distributors—had equal rights and responsibilities. It became the first such organization in the roofing industry.

"The good work of the Roofing Alliance is fundamental to the transformation of the roofing industry. It funds important scholarships, sponsors innovative research to advance the roofing industry and partners with members from all walks of the industry who care deeply about what the future holds. Who wouldn't want to be a part of that?"

Tom Saeli
CEO
Duro-Last Roofing Inc.
Saginaw, Mich.



MEMBERS	
Contractors	117
Manufacturers/ Distributors	35
Service Providers	6
Individuals	7
Supporting	2
Total	167

STRATEGY

The Roofing Alliance's strategy was to secure funding from a core group of contractors first to demonstrate to suppliers this wasn't just another funding request. Twenty contractors committed \$50,000 each—over a five-year period—before any suppliers were approached.

Fazio told the Roofing Alliance's leadership fundraising could only succeed if a widely recognized individual were to lead the effort. That person, he said, must have universal respect and be willing to commit a significant amount of time during the next two years. Only one person was seriously considered for the task, and it didn't take much for Melvin Kruger to be persuaded to take it on.

Fundraising then began in earnest, and by the end of the Roofing Alliance's first year, more than \$8 million in pledges had been secured. Since its inception, the Roofing Alliance has raised more than \$13 million, has spent \$5.4 million on projects and currently manages an endowment fund worth about \$10 million.

In 2007, the Roofing Alliance's board of trustees decided to establish a separate endowment fund within the Roofing Alliance to award postsecondary school scholarships to people interested in pursuing a career in the construction industry. That fund currently has a value of more than \$1.5 million, enabling the Roofing Alliance to provide 11 \$5,000 scholarships annually. The fund was named the Melvin Kruger Endowed Scholarship Fund to honor the Roofing Alliance's fundraising chairman who has devoted much of his life to the advancement of education.

“The level of investment and commitment from our members speaks volumes about their generosity, commitment and dedication to the industry, which will allow the Alliance to move forward with an even more aggressive campaign to shape, advance and improve the future of the roofing industry.”



Rob McNamara, president
F.J.A. Christiansen Roofing,
a Tecta America Co.
Milwaukee

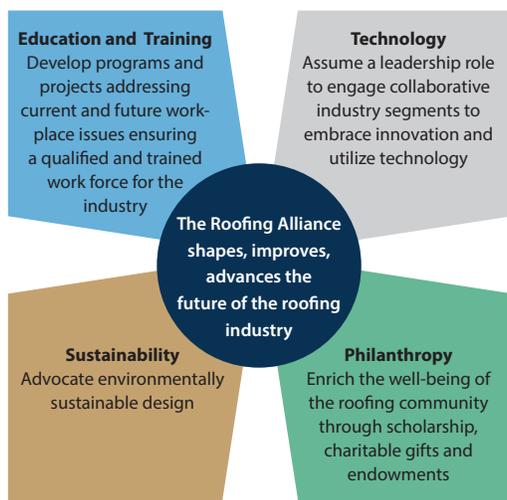
To make the Roofing Alliance work, member participation is vital, and we are continually seeking new members.

PROJECTS/RESEARCH

The first project funded by the Roofing Alliance was a series of state-of-the-art roof application training modules to raise awareness and train skilled workers. Developed jointly by the Roofing Alliance and NRCA, more than 18,000 modules currently are in use nationwide.

Some other Roofing Alliance-funded projects include:

- A 2005 study of the roofing industry in the year 2025. The study predicted, among other things, severe worker shortages, consolidation of companies in the roofing industry and a new emphasis on energy conservation in buildings.
- Partnerships with the top U.S. construction management schools to incorporate more roofing-specific curriculum into construction management undergraduate degree programs, provide student and faculty scholarships, and create internship programs.
- Cultural and leadership training program opportunities through Bilingual America for companies with Spanish-speaking workers to address the industry’s labor challenges and make specific recommendations for workplace improvements.
- Research studies on such things as roof system reflectivity, field performance of photovoltaic roof systems, roof system longevity and replacement activity, as well as moisture in concrete roof decks.
- An ergonomics study that included recommendations on how to mitigate musculoskeletal injuries among roofing workers.
- Sponsorship of five successful Construction Management Student Design Competitions to promote careers in roofing industry management.
- The creation of the Most Valuable Player Awards Program, which recognizes field, plant and warehouse workers for their contributions to their companies, the industry and their communities.
- A formal partnership with Ronald McDonald House Charities to provide regular roof system inspections, repair and replacement for the 165 stand-a-lone Ronald McDonald House locations in the U.S.
- The creation of the Helping Our Own fund, which allows funds to be appropriated to those in the roofing industry who face difficult circumstances.



INVOLVEMENT

Currently, the Roofing Alliance has 160 member companies, as well as seven individual members. To make the Alliance work, member participation is vital, and we are continually seeking new members. The Roofing Alliance offers varying levels of membership to encourage small-, medium- and large-sized firms to join and have a voice in determining the roofing industry’s future.

In addition, roofing professionals are encouraged to support the Melvin Kruger Endowed Scholarship program, and the Roofing Alliance also provides roofing professionals the opportunity to fulfill their philanthropic goals through a variety of planned giving opportunities for those who want to remember the Roofing Alliance in their estates.

And as always, the Roofing Alliance continues to look for ways to elevate the roofing industry in ways that involve all its key stakeholders. With the active engagement of the roofing industry’s best, the future excellence of the roofing industry is bright indeed.

GET INVOLVED—GIVE BACK!



www.roofingalliance.net



(800) 323-9545



bjudson@roofingalliance.net