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IREM Foundation launches Elaina's Sustainability Fund

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Chicago, IL The Institute of Real Estate Management (IREM) Foundation has introduced Elaina's Sustainability Fund, named for Elaina Tattersdale of Toronto, Canada. One June 5, Elaina Tattersdale passed away after a short battle with cancer. She leaves behind two young daughters, a loving husband, and a devoted family including her mother, 2020 IREM president Cheryl Gray, CPM.

Elaina was an enterprise project manager for Canada-based real estate firm, Morguard Investments. Her dream was to improve the impact buildings have on our environment by promoting sustainability initiatives. To honor that dream, Elaina's parents, Rick and Cheryl Gray, have donated \$50,000 to the IREM Foundation to launch Elaina's Sustainability Fund.

The fund will support initiatives in commercial real estate that reduce demand for resources, increase recycling efforts, or improve occupant wellness. Since Elaina believed that any effort can make a difference, funding will be available to all initiatives, big and small.

"It was important for us, as a family, to honor Elaina's short time here with something that had meaning to her," said Gray. "Elaina's legacy will be to encourage those in the industry to improve the environmental footprint that the buildings we manage have on our world." Sustainability initiatives in real estate not only have a positive impact on the environment, they also reduce energy costs while increasing property value.

"Cheryl and her family have turned an unspeakable tragedy into an inspiring call to action," said Denise Froemming, IREM Foundation executive director. "We're honored to be entrusted with Elaina's legacy by supporting sustainability in the real estate industry."

To make a donation to Elaina's Sustainability Fund, visit the IREM Foundation website.

and choose Elaina's Fund from the dropdown box. For more information about the fund, its mission, and its work, please contact Rebecca O'Brien, at robrien@irem.org or (312) 329-6008.

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