Grassroots Network Grant Proposal

The Sierra Club Grassroots Network seeks proposals for grants of up to $12,000 from Sierra Club entities working to engage new people, build new leaders, and win conservation victories. We are especially interested in proposals that do one or more of the following:

- Tackle national, regional, or international issues **not currently** receiving significant Club funding.
- Bring together **multiple Club entities** focused on a common regional issue.
- Reach out to and engage **new communities**.
- Promote new or **innovative approaches** to meeting a conservation goal, and/or could serve as an example that other entities could apply to their own conservation issues.
- Build grassroots **leadership capacity** and grow the numbers of activists.
- Demonstrate a commitment to movement building and growing leadership in an **inclusive, just and equitable way**.

**General Instructions**

- **Only Sierra Club entities may apply for Grassroots Network Grants.**
- Applicants must use the format provided below and answer all questions.
- You may make a copy of this application and save to your own Google Drive or download as an MSWord or other format document and complete electronically. (Please change the file name to reflect your entity/grant project!)
- The GNST reserves the right to reject incomplete proposals. **Applications that do not follow the format provided will be rejected.**

**IMPORTANT: GRASSROOTS NETWORK FUNDS CANNOT BE USED FOR STAFF SALARIES, CAPITAL EQUIPMENT PURCHASES, ELECTIONS OR SIMILAR EXPENSES.** If you are not sure about whether a budget item would qualify, please contact Gwyn Jones (gwyn.jones@sierraclub.org).

- **RETURNING GRANTEES AND CHARGED TEAMS** - If you received a grant in 2019, or if you are a Grassroots Network Charged Team, you must submit a 2019 year-end report by the required deadline: **Dec. 31, 2019**. You can **download the report template here**.
- Email completed proposals to Gwyn Jones at gwyn.jones@sierraclub.org and/or Luther Dale (lutherdale@gmail.com).

**The deadline to submit proposals is 11:59 p.m. Pacific Time, Friday, Dec. 6, 2019. LATE APPLICATIONS WILL NOT BE ACCEPTED.**

**SECTION 1 - GENERAL INFORMATION**
1. Team Information

Team Leader Name (person applying for the grant): Dave Raney
Sierra Club Team/Entity: Climate Adaptation and Restoration Team
Grassroots Team Page URL, if applicable: https://content.sierraclub.org/grassrootsnetwork/teams/climate-change-adaptation-team-0
Other URLs (e.g., campaign page on a chapter website, Facebook Page, etc.)

Team Leader Email: d.raney108@gmail.com
Team Leader Phone Number: 808-218-6006

2. Will the Team Leader be the primary person responsible for the oversight/implementation of this project?

__X__ Yes _____ No
If you answered “No,” please provide the name and contact info for the responsible Sierra Club leader:

Name: ______________________________________
Email: _______________________________________ Phone No: ___________________________

Additional Core Team Members (please list):
➤ Steve Crowley, Co-Team Leader  ➤ Coleen Kaelin
➤ Paul McCullough  ➤ Bruce Melton
➤ Elaine Packard  ➤ Matt Williams

3. Type of Funding for which you are applying (note: you may only apply for one type of funding per proposal; you may, however, submit two proposals for parallel c3/c4 campaigns)

__X__ We are applying for 501(c)3 Funds
___ We are applying for 501(c)4 Funds
If you are not sure of the difference between c3 and c4 funds and the category your proposal might fall into, please contact Gwyn Jones. More on c3/c4 funding on Campfire Community.

4. Compliance Review (proposals must receive approval from Compliance prior to award)
For more information about Compliance and why it’s important, click here.

- This proposal has been submitted to compliance.review@sierraclub.org
  __X__ Yes _____ No
  Date submitted: ______________________
- This proposal has been approved by compliance.review@sierraclub.org
  _____ Yes __X__ No
  Date Approved____________________

SECTION 2
Executive Summary

Use this section to provide a summary of your proposal. This summary should be no longer than 1 page, 10-point type or larger, or approximately 400 words.

Feel free to use this section to provide additional context for your proposal, why your proposal is a good fit for the Grassroots Network Grant program, what does success look like/how you think you will win, etc. [Hint: You may want to do this section last, after you've written the rest of your proposal.]

The purpose of this grant is to accelerate achievement of Sierra Club’s climate adaptation goals, including support for the six priority campaigns identified by the Board in their Tackling Climate Change Report adopted March 2, 2019, i.e. Climate Adaptation Planning and Implementation, Extreme Weather Preparedness and Recovery, Forest Protection and Restoration, Wetlands and Peatlands Protection and Restoration, Healthy Carbon-rich Soils, and Protect and Restore Climate Resilient Ecosystems.

Our Team was originally formed in 2013; however it was re-invigorated with modified goals in response to the Board’s statement on page 26 (Next Steps) of the Tackling Climate Change report, which “urges the volunteers who have been involved in the Climate Adaptation Landscape Analysis and its information sharing network to establish a team within the Grassroots Network to carry this volunteer leadership forward.” Four of the priority campaigns will be promoted and implemented under work plans within existing Grassroots Network Teams with compatible missions, e.g. the Healthy Carbon-Rich Soils campaign falls within the scope of the Food and Agricultural Grassroots Network Team. Our Core Team includes leaders from each of those four Teams. Thus, the Climate Adaptation and Restoration Team acts as a sort of umbrella team to foster outreach, communication, and coordination with other Grassroots Network Teams. Our Core Team membership does not include leaders from The Forest Protection and Restoration campaign, which is within the purview of the Forests and Climate Team, or the Our Wild America team which is responsible for the Protect and Restore Climate Resilient Ecosystems campaign. We will invite participation by both those entities in our workshop, and for purposes of this grant the term Core Team includes them as members.

The grant will be used for two major purposes: (1) conduct a workshop to coordinate and accelerate the work of Sierra Club Grassroots Network Teams engaged in climate adaptation and restoration efforts and (2) allow the Climate Adaptation and Restoration Core Team members to meet in person to update and refine the Team’s 2020 work plan, including suggestions from meetings with the other GRN Team members and Chapter and Group leaders from the Pacific Northwest region. Seattle area is a geographically appropriate venue to facilitate participation by our Core Team members, who reside as far east as Vermont and as far west as Hawaii.

We will seek to recruit additional members to our Grassroots Network Team and identify potential leaders to carry out adaptation action plans at the Chapter and Group levels and as individual members of the Team. This would occur in the morning and early afternoon of the second day.

The Core Team will meet in the latter part of the afternoon, and over dinner, to update and revise the Team’s work plan to incorporate suggestions and opportunities gleaned from the workshop.

Our success will be measured in tangible terms by (1) the number and diversity of new Team members we recruit, and including activists willing to serve as points of contact with our Team and assume leadership roles on climate adaptation initiatives within their Groups and Chapters, and (2) the refinements to our work plan resulting from our face-to-face Team meeting.
(b) BRIEF DESCRIPTION

Please provide a brief (75-100 words), 1-paragraph summary of your project/campaign, which would give other Sierra Club entities (e.g., Chapters, national staff, the Board) a good sense of your project and how you intend to reach your goals.

This grant is for a two-day workshop in Seattle to coordinate and accelerate climate adaptation actions by our Core Team, identify climate change challenges and opportunities specific to the Northwest Pacific, and recruit additional climate change activists, especially those from the Oregon and Washington State Chapters, Groups, and general membership. The workshop will include a presentation on community-based climate adaptation and resiliency planning, and useful toolkits for this purpose. It will conclude with a Core Team review of our actions in support of the priority climate adaptation campaigns identified by the Board, and revision of our Team’s 2020 work plan. During this session, it will also address how we can increase representation and participation of members of marginalized communities and implement the Jemez principles better in our work.

SECTION 3 - PROPOSAL INFORMATION

1. Goals

(a) Conservation:

What measurable (conservation) outcomes are you aiming to achieve in the world? 1 sentence per goal, please! Goals should be specific and measurable.

**Best Practice: Limit the number of goals to no more than 5 (and fewer is better!) to help focus your efforts.**

(Examples: Stop new nuclear plants and close down existing plants. Get a 5-cent disposable bag fee established in Mytown, Ohio.)

The conservation outcomes we seek are to

- Avoid or reduce environmental and social impacts from sea level rise, storm surges, floods, hurricanes, droughts, elevated temperatures, and other climate change stressors.

- Increase removal and sequestration of existing atmospheric carbon dioxide and improvement in the quality and quantity of carbon-rich soils, forests, wetlands, oceans, and public spaces.

- Establish a clearing house of information that will be available to Sierra Club Chapters, Groups, and other teams addressing climate adaptation and restoration issues.

We will do so through achieving the following goals:
• Coordinate and expand efforts of Grassroots Network Teams engaged in the six priority campaigns identified by the Board of Directors (Climate Adaptation Planning and Implementation, Extreme Weather Preparedness and Recovery, Forest Protection and Restoration, Wetlands and Peatlands Protection and Restoration, Healthy Carbon-rich Soils, and Protect and Restore Climate Resilient Ecosystems)

• Expand participation in the priority campaigns at national, regional, state, local, and individual activist levels, including the addition of points of contacts within Chapters and Groups to facilitate the sharing of lessons learned, best practices, toolkits, and other resources.

• Collect climate adaptation and restoration information from Chapters, Groups, and teams through listserves, outreach opportunities, and social media.

• Work to increase representation and participation of marginalized communities’ membership in our work across the sectors identified above; as well as within the team.

(b) Organizational:

How will this project engage new people, build new leaders, grow your team and strengthen the Sierra Club? How will your team be integrating the Jemez Principles in your work?

Please include specific numbers, e.g., “5” vs. “several” (Example: Will recruit ten people to host house parties, and add two new leaders.)

1 sentence per goal, please! Goals should be specific and measurable.

• Add a minimum of 20 new members to our Grassroots Network Climate Adaptation and Restoration Team and/or the associated BOD-CLIMATE-ADAPTATION-GENERAL-INFO listserv.

• Add additional new contacts from Sierra Club Chapters and Groups from outreach opportunities provided by the 2018 Task Force on Climate Change and the Subsequent 2019 Climate Policy Task Force.

• Recruit at least five Sierra Club activists from the Pacific Northwest to lead Chapter or Group climate adaptation teams and serve as points of contact with our Team. Since this region has a rich population of indigenous people, we will use this opportunity to seek points of contact within that community as well.

Integration of Jemez Principles in our work:

• We will include a copy of the Jemez Principles as part of the workshop materials, and in our opening address for the workshop we will refer to those principles and also the need to comply with the Club’s principles of climate justice and equity in the selection of climate adaptation alternatives.

• We will also provide information about other equity, inclusion, and justice tools available on the Sierra Club’s website at https://www.sierraclub.org/equity and seek resources and best management practices from participants of the workshop and established Chapter and Group points-of-contact.
- We note that many climate change adaptation actions must occur at the local level, as encouraged by Jemez Principle #2, Emphasis on Bottom-Up Organizing (which would include working with marginalized communities’ members). Our climate adaptation outreach efforts will especially seek to engage activists at the Chapter and Group levels, and will encourage coalition building per Jemez Principle #4 Work Together in Solidarity and Mutuality.

**Best Practice: Limit the number of goals to no more than 5 (and fewer is better!) to help your team focus its efforts.**

(Leaders are individuals who can speak for the team, recruit and engage volunteers, and coordinate team efforts. Activists are individuals who participate in on-the-ground activities promoted by the team.)

**SECTION 3 - PROPOSAL INFORMATION (CONT'D)**

**2. Target(s)**

Who is/are your target(s)?:

A “target” is a person or persons (get specific and provide names, please), typically a decision-maker who has a direct impact on your project. If you do not have specific people yet, how will you identify your target(s)?

Who has the power to achieve this outcome/goal? How will you influence this target? Who are your secondary targets (those who can influence your primary target)?

**Example of Primary Target:** Maryland Governor Martin O’Malley has the power to sign off shore wind lease agreements.

**Example of Secondary Target:** Tom Johnson is a Club member and serves as the Treasurer of the O’Malley for Maryland PAC.

The targets for achieving our goals of increasing participation in climate adaptation initiatives are Sierra Club activists at the Chapter, Group, and individual levels. Rather than targeting specific named decision makers, we will be targeting Sierra Club activists at all levels of the Club to encourage them to make the decision to engage with our Team to further the Club’s climate adaptation efforts.

*Every Sierra Club Chapter and Group faces climate change impacts, including Coastal Chapters and Groups--which all face the challenge of adapting to sea level rise and ocean acidification. We seek to recruit Chapter and Group points of contact to work with us to share lessons learned, best practices, toolkits, and other resources among Club entities. This grant will especially focus on recruiting activists from the Pacific Northwest Chapters – Washington State (12 Groups) and Oregon (four Groups).*

**3. Message:**

What is your message in two sentences or less?
This is your “elevator speech” -- why your campaign matters. Does it inspire people to act? NOTE: This is your public, outward-facing message about why this is important, not an explanation to internal Club audiences.

(Example: By designing our streets for everyone, no matter who they are or how they travel, we make our communities safer, more convenient, and more comfortable, and we reduce our dependence on fossil fuel.).

The Climate Crisis is real, and its impacts are being felt across the country in the form of sea level rise, ocean acidification, increased occurrence and severity of storms, floods, droughts, extreme temperatures, and other climate change impacts often affecting our most vulnerable and marginalized communities. While we must expand our climate mitigation efforts to address the causes of climate change, we must also take actions to adapt to climate change using just, equitable, and environmentally appropriate means, including measures to remove and sequester carbon dioxide.

SECTION 3 - PROPOSAL INFORMATION (CONT’D)

4. Strategy, Tactics and Timeline:

Strategy is how you use the resources you have to get the results you seek. Tactics are those activities you engage in to realize those results. Tactics should be related to your strategy, not just “activity for activity’s sake.”

Thinking about your Theory of Change, what is your overarching strategy -- How do you plan to win?
What activities will you do to spread your message, influence your target, build power for your campaign and achieve your goals?
When will these activities occur?
Who is responsible for making sure they happen?
Do your tactics add up to a winning strategy?

You may use the table below (add as many rows as you need!) or create and attach your own, but please provide the information listed here, at a minimum.

<table>
<thead>
<tr>
<th>Activity/Tactic</th>
<th>Related Milestone (e.g., public hearing date)</th>
<th>When will this happen? (specific date, month or quarter)</th>
<th>Who is Responsible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reserve workshop venues. Confirm workshop speakers and participants.</td>
<td>Workshop venue confirmed.</td>
<td>Beginning February 1, 2020</td>
<td>Dave Raney and Team</td>
</tr>
<tr>
<td>Book travel for participants covered by grant.</td>
<td>Travel booking complete</td>
<td>Second quarter 2020</td>
<td>Steve Crowley and Team</td>
</tr>
<tr>
<td>Adopt final agenda and publicize workshop via Oregon and</td>
<td>Cutoff date for Workshop RSVPs</td>
<td>Second quarter 2020</td>
<td>Team</td>
</tr>
</tbody>
</table>
Grassroots Network 2020 Grant Application

**Section 3 - Proposal Information (cont'd)**

5. Budget

How much do you anticipate spending, and on what will you be spending in order to accomplish your goals? Remember, your budget should relate directly to your Strategy (No. 4, above).

*(Please list by type of expense and provide a total for your request. Feel free to use the table below or attach a separate spreadsheet, if you choose. Please be as specific as possible, including any fees for consultants, travel, meetings, and memberships.)*

*Feel free to change/add budget line items as you feel appropriate to your proposal - the ones listed below are provided only as suggestions/examples.*

**IMPORTANT: GRASSROOTS NETWORK FUNDS CANNOT BE USED FOR STAFF SALARIES; CAPITAL EQUIPMENT PURCHASES, OR SIMILAR EXPENSES.** Grant funds may be used for intern provided the internship complies with Club policy governing interns. If you are not sure about whether a budget item would qualify, please contact gwyn.jones@sierraclub.org.

<table>
<thead>
<tr>
<th>Budget Item</th>
<th>Description/Purpose</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteer Travel-Air and Ground Transportation</td>
<td>Air and ground transportation for 14 workshop participants.</td>
<td>7,000</td>
</tr>
<tr>
<td>Volunteer Travel - Lodging</td>
<td>Includes lodging for out of state participants arriving the day before the 1st day of the workshop</td>
<td>1,900</td>
</tr>
<tr>
<td>Facility/Venue Costs</td>
<td>Workshop venue in Seattle area for 2-day workshop. Will seek a venue which provides</td>
<td>200</td>
</tr>
</tbody>
</table>
facilities in connection with overnight lodging. Budget items are primarily audio visual equipment and other requirements not provided with facility.

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food/Catering</td>
<td>Meals for Core Team and invited workshop beginning with breakfast the first day of the workshop, through lunch the second day. Day one workshop includes workshop includes lunch for up to 30 participants,</td>
<td>1,600</td>
</tr>
<tr>
<td>Materials/Postage</td>
<td>Flyers, workshop materials</td>
<td>300</td>
</tr>
<tr>
<td>Consultant/Expert Fees (should not comprise more than 50% of your total budget request)</td>
<td>Possible consultants/experts include Eco-Adapt and University of Washington experts (honoraria). EcoAdapt is a 501(c)(3) tax-exempt nonprofit organization based in Washington, USA, which specializes in promoting community-based engagement in climate adaptation actions.</td>
<td>1,000</td>
</tr>
</tbody>
</table>

$12,000