

Climate Action Conference  
September 16, 2017

# CREATIVE FUNDRAISING MODELS TO EMPOWER LOCAL COMMUNITIES

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# New England Grassroots Environment Fund

Dollars



Stories



Trainings  
& Tools



Collaborations



New England  
Grassroots  
Environment Fund

[www.grassrootsfund.org](http://www.grassrootsfund.org)





## Food



## Energy & Climate



## Environmental Health



## Land & Water



## Regenerative Economy





# GRASSROOTS FUND SMALL GRANTS PROGRAM



seed

- \$250 - \$1,000
- Rolling online application
- Dedicated to help innovative, largely volunteer groups launch projects and build the group.



grow

- \$1,000 - \$3,500
- Online application deadline: March 15 & September 15
- Dedicated to help established groups increase capacity, collaborate, and leverage impact.



harvest

- Up to \$7,500
- Youth Level & Innovation Level
- Next round expected to launch in spring 2018



# GRASSROOTS FUND GUIDING VALUES

Just Transition

Shifting Power: Transparency, Accountability, Democracy

Lowering Barriers

Flexibility and 'Risk'-Taking

Change Versus Charity

Community-Based

Process is the Product



# **BECOME A GRASSROOTS GRANTMAKER!**

**Sign up to be a  
Grow Grant Reviewer or Grant Making Committee Member**

- Participate in a 1-hour online Grant Reviewer Training
- Review 5 – 10 grant applications online
- Provide online evaluations for reviewed applications

## **Grant Making Committee Members Only:**

- Review summaries of evaluations and recommendations
- Attend an in-person Grant Making Committee Meeting



# RETHINKING FUNDING MODELS





# MOVING FROM SCARCITY...





...TO ABUNDANCE





# SHARED GIFTING



“Imagine you are sitting in a room with a group of strangers used to competing with each other to get funding for their charitable work. Now imagine that this group is given a large amount of money to distribute amongst its members with no other authority than what they create together...” – RSF Social Finance



# MAINE NETWORK OF COMMUNITY FOOD COUNCILS

WORKING TOGETHER ACROSS MAINE

## Maine Network of Community Food Councils

Strengthening Maine's Community Food  
Systems

[CONTACT US](#)

[MAINE COUNCIL MAP](#)

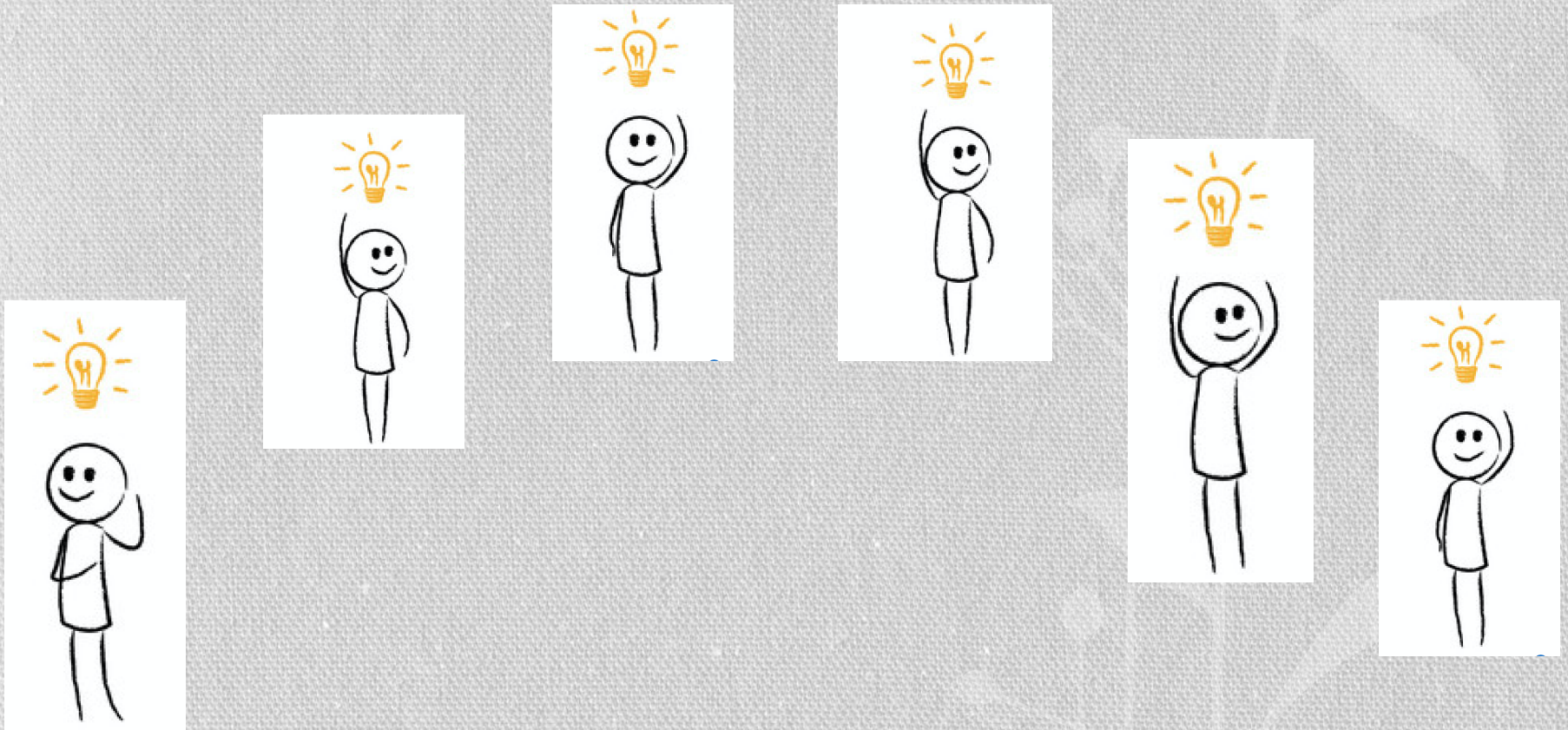
[NETWORK FACEBOOK](#)

[MAINE FOOD ATLAS](#) [HOME](#)





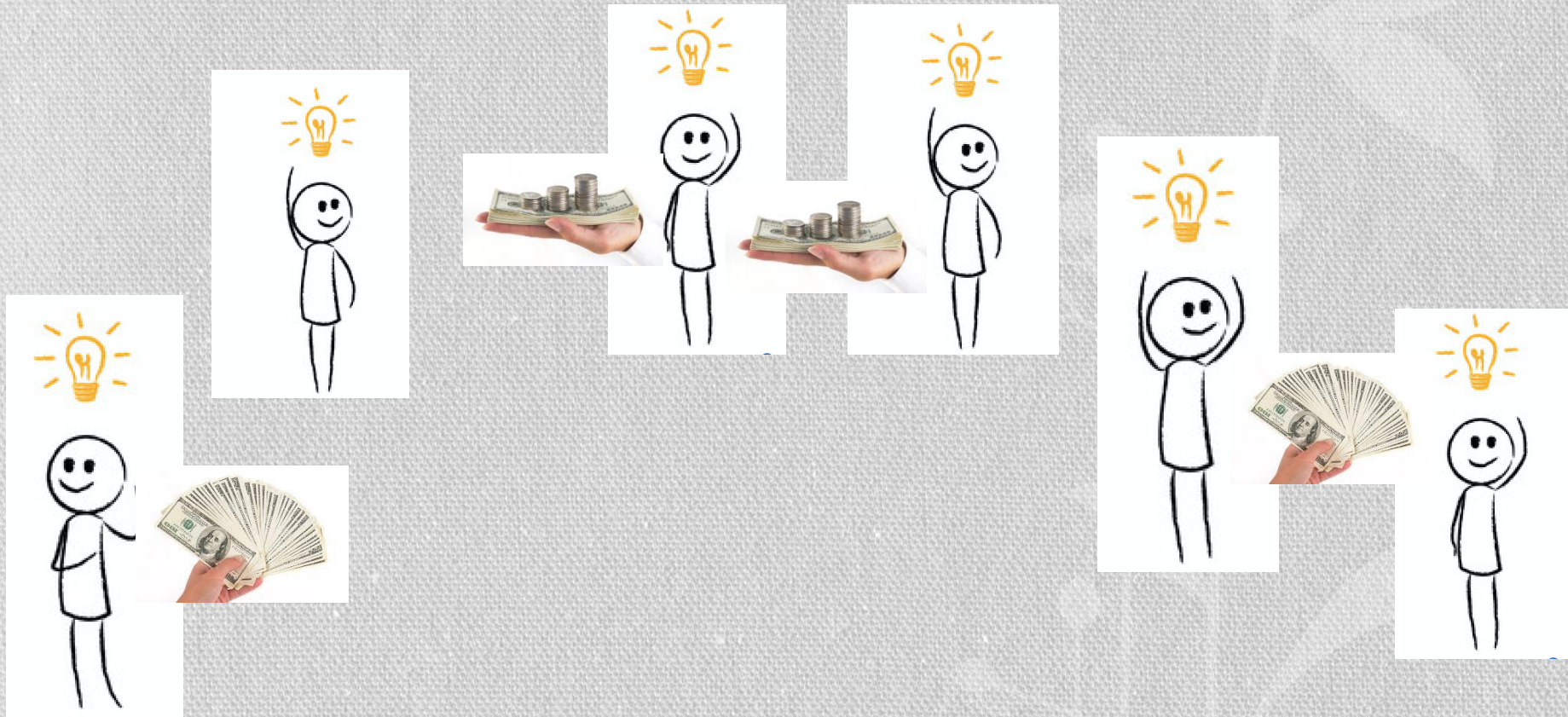
# HOW DOES IT WORK?



Peer community groups present their ideas to *each other*.



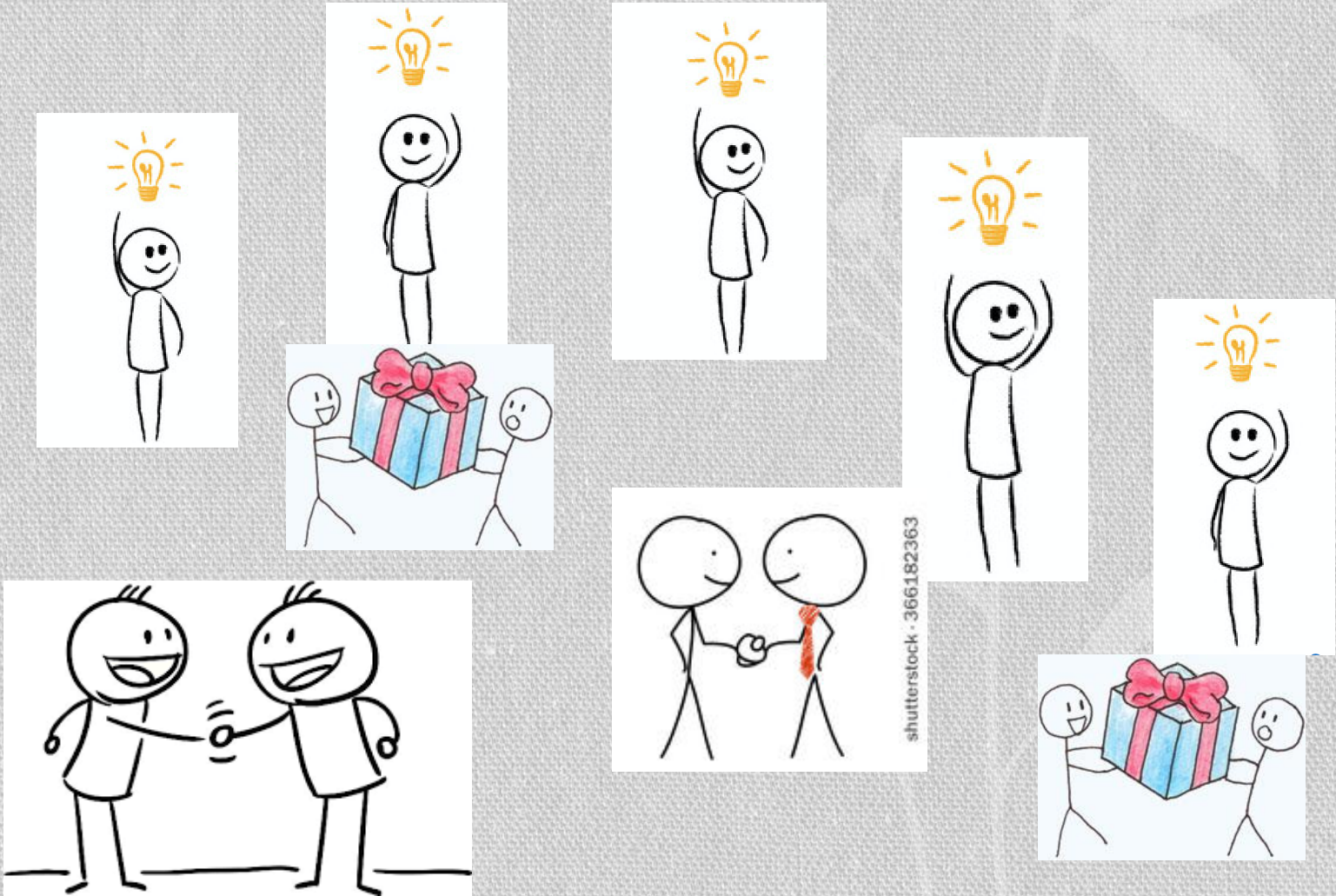
# HOW DOES IT WORK?



Peer community groups decide which projects should receive funding and how much.



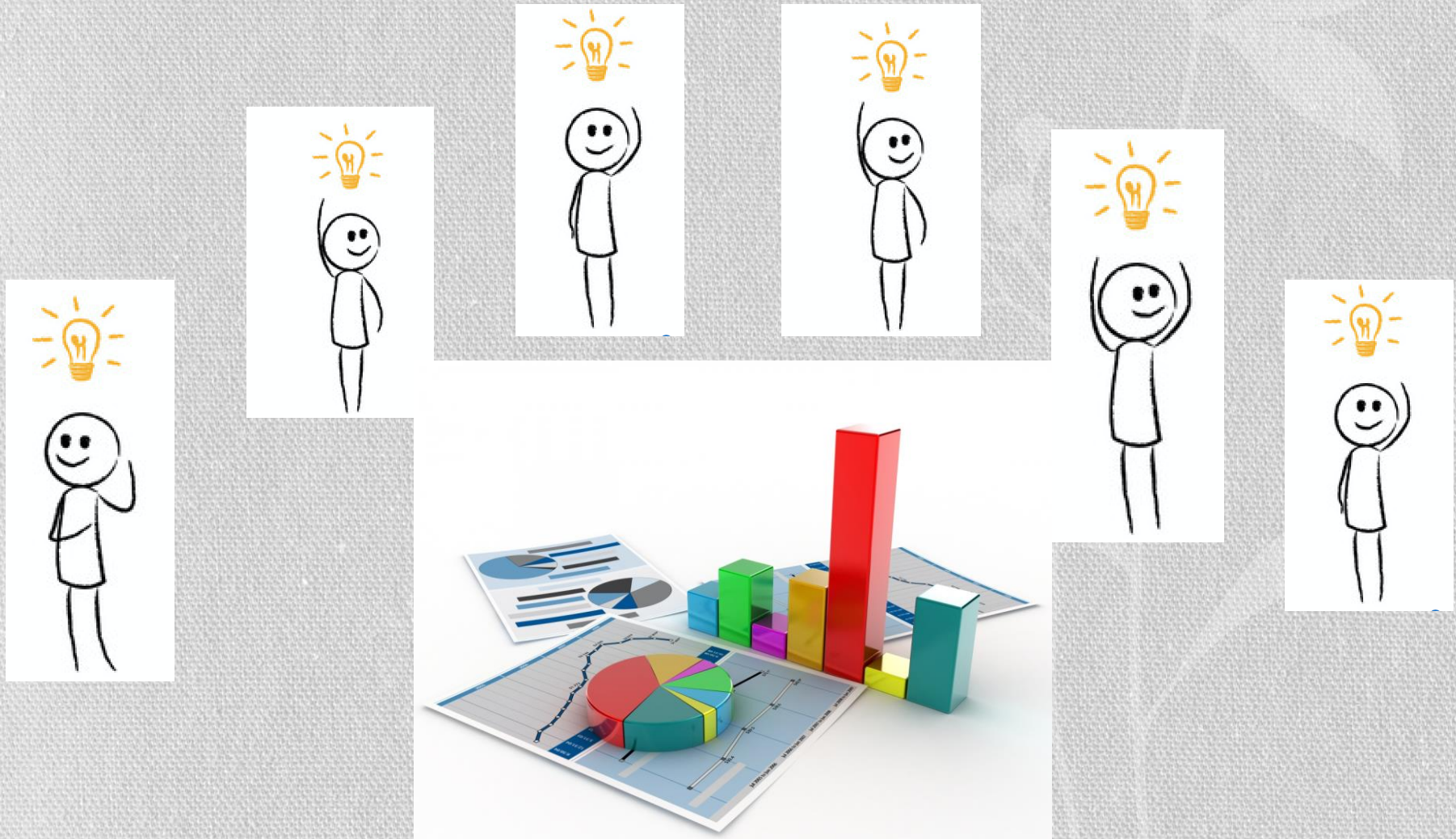
## HOW DOES IT WORK?



... but many other things get exchanged beyond just money!



# HOW DOES IT WORK?



Peer groups develop shared metrics & evaluate their work as part of shared learning.



# WHY SHARED GIFTING?

## Traditional Fundraising

- Decision-making power lies with one foundation/organization
- Decision-making power held by those with \$
- Can create competition among groups
- Stems from scarcity mindset
- Encourages independence
- Project outcomes feel like successes or failures

## Shared Gifting

- Decision-making power shared among many
- Decision-making power held by implementers
- Creates cooperation between groups
- Stems from abundance mindset
- Encourages interdependence
- Project outcomes feel like shared leanings
- Peer accountability
- Builds community
- Creates transparency & trust



# GRASSROOTS FUND ROOTED COMMUNITIES PROGRAM

*In Development - Expected to Launch in 2018!*

**PROPOSED PROGRAM IN DEVELOPMENT – THIS IS A DRAFT ONLY**

## PHASE I:

- Up to \$10,000 Capacity Grant
- Up to \$2,000 Grants of Services for Facilitation Support

## PHASE II:

- Up to \$25,000 Pool of Funding for Shared Gifting
- Up to \$5,000 Capacity Grant

## PHASE III:

- Up to \$3,000 Capacity Grant
- Up to \$2,000 Grants of Services for Alternative Funding Technical Assistance
- Up to \$5,000 Community Revolving Loan Fund Seed Money



**THANK YOU!**

**QUESTIONS?**