Funding Local Action

Climate Action Conference
December 12, 2015

Leigh Cameron, New England Grassroots Environment Fund
Philanthrop WHO?

You are a philanthropist!
...Why?

• You like the person, you like the cause, it feels good, it’s relevant.

• ...AND because somebody asked.
KEEP CALM AND GET OVER YOURSELF
TELL YOUR STORY
trapped in spreadsheets
Why Budget?

• Gives donors confidence in your work
• Accountability, transparency, good faith
• Helps you focus on both short- & long-term goals
• Can help you tell your story to audiences who might not otherwise “get it”
• Will likely be required by outside stakeholders
A Good Budget...

• Tells your story
• Reflects the priorities of the campaign plan
• Operates on a specific timeline
• Is easily understood by everyone
• Is accompanied by a good fundraising plan

Realistic, Consistent, Flexible, Measurable
Creating A Strong Budget

1. Identify budget categories
2. Determine which costs can be in-kind
3. Get actual numbers for costs & income
4. Have others review
5. Re-evaluate & shift as needed
6. Establish a clear timeline
7. Create a cash flow and fundraising plan
8. Review and adjust assumptions – keep budget actuals current
## Telling Your Story

### The ECO Group

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>INCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff</td>
<td>NEGEF Grant</td>
</tr>
<tr>
<td>$ 2,000.00</td>
<td>$ 1,000.00</td>
</tr>
<tr>
<td>Materials</td>
<td>Contributions</td>
</tr>
<tr>
<td>$ 1,500.00</td>
<td>$ 2,000.00</td>
</tr>
<tr>
<td>Fees</td>
<td>$ 1,000.00</td>
</tr>
<tr>
<td>TOTAL</td>
<td>TOTAL</td>
</tr>
<tr>
<td>$ 3,500.00</td>
<td>$ 4,000.00</td>
</tr>
</tbody>
</table>
### The Ellisville Community Orchard Group

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>INCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orchard Coordinator</td>
<td>NEGEF Seed Grant $ 1,000.00</td>
</tr>
<tr>
<td>Storage Shed</td>
<td>Garden Potluck Fundraisers $ 1,000.00</td>
</tr>
<tr>
<td>Wood for 40 Raised Beds</td>
<td>End of Year Appeal $ 1,000.00</td>
</tr>
<tr>
<td></td>
<td>Plot Fees (40 plots x $25) $ 1,000.00</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>TOTAL</strong> $ 4,000.00</td>
</tr>
<tr>
<td><strong>$ 3,500.00</strong></td>
<td></td>
</tr>
</tbody>
</table>
# Telling Your Story

The Ellisville Community Orchard Group

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>INCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orchard Coordinator $ 2,000.00</td>
<td>NEGEF Seed Grant $ 1,000.00</td>
</tr>
<tr>
<td>Storage Shed $ 750.00</td>
<td>Garden Potluck Fundraisers $ 1,000.00</td>
</tr>
<tr>
<td>Wood for 40 Raised Beds $ 750.00</td>
<td>End of Year Appeal $ 1,000.00</td>
</tr>
<tr>
<td></td>
<td>Plot Fees (40 plots x $25) $ 1,000.00</td>
</tr>
<tr>
<td><strong>TOTAL</strong> $ 3,500.00</td>
<td><strong>TOTAL</strong> $ 4,000.00</td>
</tr>
</tbody>
</table>

**IN KIND**

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteer Labor (10 people x 4 hours x $20/hr)</td>
<td>$ 800.00</td>
</tr>
<tr>
<td>Discount on wood from local hardware store</td>
<td>$ 400.00</td>
</tr>
<tr>
<td>Pro-bono legal advice for lease</td>
<td>$ 500.00</td>
</tr>
<tr>
<td>Compost from local garden center</td>
<td>$ 200.00</td>
</tr>
<tr>
<td>Seeds from local nursery</td>
<td>$ 50.00</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$ 1,950.00</td>
</tr>
</tbody>
</table>
# Telling Your Story

## Budget Expenses

<table>
<thead>
<tr>
<th>$ Amount</th>
<th>Budget Item</th>
<th>Covered by NEGEF Grant</th>
</tr>
</thead>
<tbody>
<tr>
<td>$210</td>
<td>Plumbing fittings and pipe</td>
<td>y</td>
</tr>
<tr>
<td>$300</td>
<td>Administrative expenses</td>
<td>y</td>
</tr>
<tr>
<td>$100</td>
<td>$85 Soldering equipment (map gas, solder, flux, fitting brushes, and sand cloth)</td>
<td>y</td>
</tr>
<tr>
<td>$85</td>
<td>Fire Extinguishers (2 @ $40 each)</td>
<td>y</td>
</tr>
<tr>
<td>$80</td>
<td>$70 Pipecutters</td>
<td>y</td>
</tr>
<tr>
<td>$16</td>
<td>First Aid Kits (1 @ $16 each)</td>
<td>y</td>
</tr>
<tr>
<td>$200</td>
<td>$70 Pipecutters</td>
<td>y</td>
</tr>
<tr>
<td>$60</td>
<td>$16 First Aid Kits (1 @ $16 each)</td>
<td>y</td>
</tr>
<tr>
<td>$27</td>
<td>$85 Wrenches (standard and metric box end, and adjustable set)</td>
<td>y</td>
</tr>
<tr>
<td>$22</td>
<td>Wire Strippers</td>
<td>y</td>
</tr>
<tr>
<td>$60</td>
<td>Tool Box (2 @ $30 each)</td>
<td>y</td>
</tr>
<tr>
<td>$30</td>
<td>Volt meter and voltage detector</td>
<td>y</td>
</tr>
<tr>
<td>$60</td>
<td>Flashlights (2 @ $30 each)</td>
<td>y</td>
</tr>
<tr>
<td>$40</td>
<td>Extension cords (2 @ $20 each)</td>
<td>y</td>
</tr>
<tr>
<td><strong>$2455 Total Expenses</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Sources of Income...
Sources of Income

• Grants
• Earned Income
• Individual & Community Contributions
Grants

• Foundations
• Corporations
• Government
• Service clubs
• Faith-based

+ larger amount
project credibility
 guilt free  

- lousy odds
  too few people involved
Who Gives?

2011 contributions: $298.42 billion by source of contributions
(in billions of dollars – all figures are rounded)

- Individuals: $217.79, 73%
- Foundations: $41.67, 14%
- Bequests: $24.41, 8%
- Corporations: $14.55, 5%

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New England Grassroots Environment Fund
Small Grants Program

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

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

Coming soon!
Eligibility Criteria

• 3+ core volunteers
• No more than two paid full-time staff equivalents
• Annual operating budget <$100,000
• Local efforts!
  – We do not fund regional, statewide, or national projects
Energy & Climate

Sample Project Ideas

• Energy Challenges
• Energy barn raisers
• Neighbor to neighbor weatherization programs
• Walk / bike campaigns
• Energy workshops / roundtables
Food

Sample Project Ideas

• Community gardens
• Eat local guides
• Farm to school projects
• Food coops
• Gleaning
• Permablitzes
Sample Project Ideas:

- Land conservation
- Recreational trails
- Protecting and monitoring wildlife
- Creative approaches to balance built environment, working landscape and wilderness
Environmental Health

Sample Project Ideas:

- Preventing and eliminating waste, chemical and toxic pollutants
- Raising concerns about health impacts of power plants, landfills, etc.
- Creative approaches to prevent and eliminate toxic pollution
New Economy

Sample Project Ideas

- Community swaps
- Community loan funds
- Local currencies
- Time banks
- Reskilling
- Repair Cafes
And Many More!

"Receiving the grant also helped us to have the confidence necessary to extend the conversation about neighbors investing in neighbors to other groups in Maine."

Bowdoinham Community Development Initiative (ME)

2014 Grantee Map

ISSUE AREAS:
- Energy/Climate Change: 12%
- Food Systems: 17%
- Environmental Health: 13%
- Land & Water: 5%
- New Economy: 53%

Find a searchable/filterable group map at: www.grassrootsfund.org/stories/search
Thank you!

Leigh Cameron

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603-905-9915