



# DO YOU KNOW WHAT'S IN YOUR PERSONAL CARE PRODUCTS?

Rose Awards Grants To Help You Find Out

by Jasmine Amons

*What chemicals are you putting into your body during your daily routine?*

Mainstream soaps, shampoos, toothpastes, and lotions contain chemicals with a host of harmful health effects. And if you are a woman, particularly a woman of color, the chemicals in your cosmetics, hair care, and feminine care products may be particularly insidious, containing endocrine-disrupting chemicals and carcinogens.

Here at Rose Foundation, we are supporting groups working to educate everyday consumers and change the status quo when it comes to what can be included in our personal care products. This spring, we awarded over \$600,000 in grants benefitting organizations promoting consumer awareness throughout the United States. The grants were awarded through our Consumer Products Fund, a nationwide grantmaking fund created with the goal of helping consumers understand product labeling and the potential health impacts of product ingredients.

Consumer Products Fund grantees will use awarded funds to educate consumers on a breadth of pressing consumer topics, such as the harmful effects of plastic microbeads, health risks from hair care and feminine care products, and the implications of nanotechnology, an emerging technology that involves reconstructing products at the atomic and molecular level. The Consumer Products Fund also supported groups working with underserved communities most impacted by harmful chemicals in consumer products, like domestic workers, hair care professionals, and nail salon workers. [Continued on page 5, bottom](#)

## TURNING GREEN



Grantee Turning Green embarks on its annual Conscious College Road Tour.

## BLACK WOMEN FOR WELLNESS



Black Women for Wellness collaborates on health issues with fellow Rose Foundation grantee California Healthy Nail Salon Collaborative.





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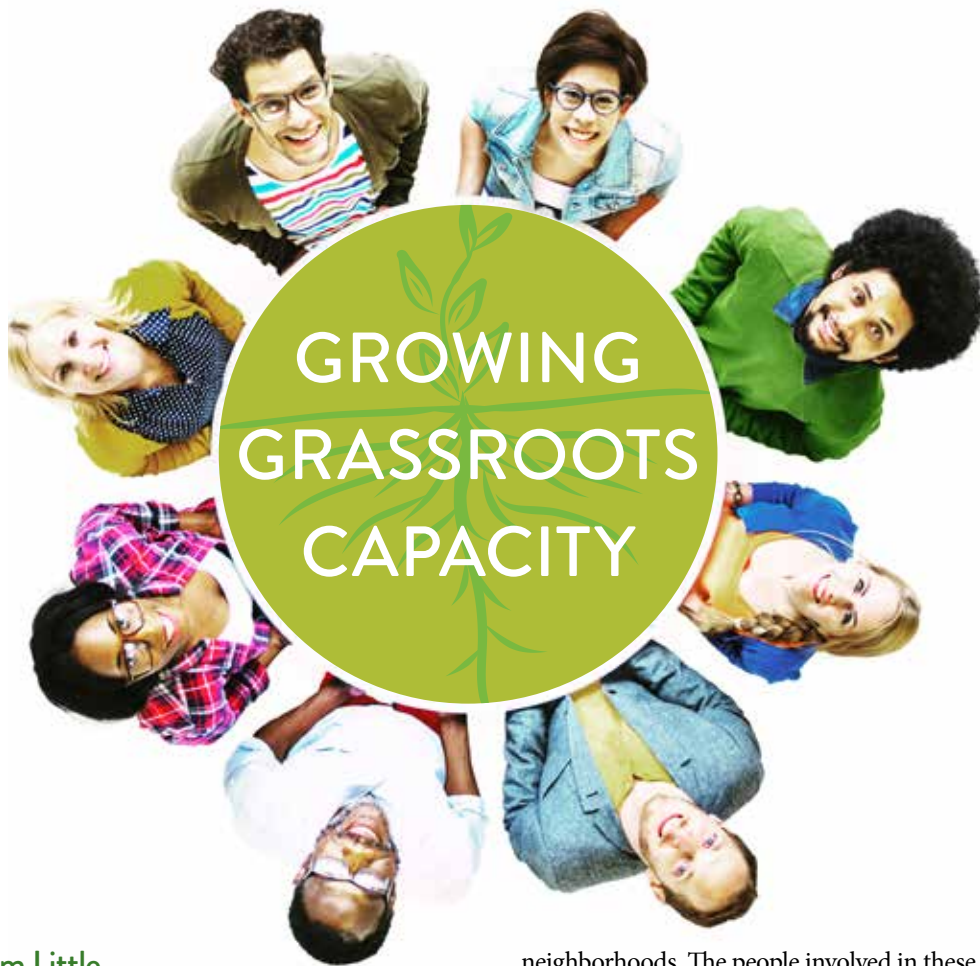
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# GROWING GRASSROOTS CAPACITY

## By Tim Little

Small grassroots groups across California are working passionately to make their communities healthier and safer, and to protect the natural environment. They are at the forefront of tackling tough environmental and social justice problems including toxic pollution, urban sprawl, equity, climate justice and the degradation of our rivers, wild places and

neighborhoods. The people involved in these groups have the most at stake because this is where they live, work, and play. They have the local knowledge to get things done and they have the vision, creativity, and connections to be successful.

At Rose Foundation, we know from a long history of funding these grassroots groups that a small grant can go a long way. These groups have been in the

## WELCOME JACKIE, STELLA, AND KYLE



**Jacqueline Cuevas** is Rose Foundation's Grants & Administrative Assistant. She graduated from UC Berkeley in 2014 with a B.A. in Rhetoric, a casual interest in Mathematics, and a passion for community work. In

the summer of 2014, she served as our Consumer Financial Education Fund Intern, processing and evaluating applications to the Fund. A great deal of her time in college was dedicated to working with the Pilipin@-American community on campus, and she also interned at the UC Berkeley Student Legal Clinic, which assisted the community at large.



**Stella Kim** provides mentorship and logistical and administrative support for the *New Voices Are Rising* program. She graduated from UC Berkeley with a dual degree in Society & Environment and Sociology,

as well as a minor in Education, and dedicated her time to environmental education and youth development before joining Rose Foundation. Stella enjoys chasing new experiences with friends, learning new skills, and sharing stories, and though a SoCal native, Stella fell in love with the Bay and is determined to continue making it a healthier and more resilient home for everyone.



vanguard of stopping pesticides from drifting onto elementary schools, protecting remote wilderness areas, and blowing the whistle on pollution impacting vulnerable neighborhoods. But we also know that these organizations need more than money; they need help building an organizational structure that allows them to efficiently advance their mission, and they need access to development, communications, legal, IT, and HR help.

## The Grassroots Training Institute

To fill this gap, Rose Foundation is getting ready to launch a new training institute that will represent a dynamic leap in the capacity building that has always been at the core of our grantmaking programs. The Grassroots Training institute (GTI) will combine our experience with the Northern California Environmental Grassroots Fund, our Fiscal Sponsorship Program, and intensive participation in the Community Leadership Program (CLP), a \$10 million initiative of the Hewlett, Packard, and Irvine Foundations to strengthen grassroots organizations that serve low income people and communities of color. The GTI's goal is to help grassroots environmental and social justice groups build power in their communities and achieve greater impact by providing them with the skills, training, systems, and resources they need for long-term success.

## 2014 GRASSROOTS CONVENING



Grantees at our 2014 Grassroots Convening came together for a training focused on fundraising and activism

Grassroots organizations will participate in a capacity-building learning program in focus areas such as fundraising, communications, board development, or technology. The GTI will create a customized approach for each cohort member based on their specific needs, which will be determined through an organizational assessment tool. Each participating grantee will translate

their assessments into a written action plan that identifies the steps, resources, timeline and workplan for at least one primary capacity area. The GTI will help these groups “graduate” to another level of success as nonprofit organizations, helping them effectively achieve their goals with the dollars they have while also positioning them for success with larger funders.

We're still raising the rest of the money we need, but are on track to launch in 2016. If you are interested in supporting the GTI please visit [rosefdn.org/donate](http://rosefdn.org/donate) and refer to GTI in the comments section. And if your organization is interested in participating in the initial cohort, stay tuned for more details and the launch announcement!

## TO ROSE FOUNDATION!



**Dr. Kyle Livie** is Rose Foundation's Development Director. Kyle is a lecturer in history at San Francisco State University and previously the Dean of Academics and Dean of

Teaching and Learning at the Bentley School, a Bay Area independent high school. He has worked with high school and college students for over 15 years, through teaching and mentoring students at various institutions, including UC Berkeley's Early Academic Outreach Program, and UC Berkeley's Summer Bridge program, which helps students from underserved academic

backgrounds transition from high school to the University's extremely rigorous and competitive academic environment. Kyle is currently researching community development and cultural formation in early twentieth century American cities, with special interest on how marginal groups shape collective identity and economic production. His recent work focuses on curriculum development and teacher mentoring, helping to develop new approaches to classroom learning in government, politics, and cultural studies.

## FAREWELL



**Thank You and Farewell, Marion**

For two and a half years, we were honored to work with Marion Gee as our Development

and Communications Director. From launching our new website, to hosting three film festivals, to growing our development and communications team, it was a fun ride and absolute pleasure to work together. We look forward to tracking Marion's career development as she works as a Non-Profit & Philanthropic Consultant in the San Francisco Bay Area.

# New Voices Are Rising

# TURNS 10!

By Stella Kim

This summer marks the 10th year of the *New Voices Are Rising* program, which started with just five students and a mission to increase civic engagement among youth. In the beginning, the students dedicated their efforts to increasing youth voters through outreach. Over time, students learned how to chase down hearings to testify and let their stories be known. Now, our powerful cohort of student leaders participate in meaningful ways, shaping policies that have impacted their communities by going on field trips, externing at various nonprofits, and organizing their own summit. Many *New Voices* alumni have continued to develop as environmental leaders as they pursued education, activism and nonprofit work. A couple of them even started their own initiatives, such as the EAT GRUB project, which offers low-income community members an opportunity to raise their own bed gardens.

## Our Partnerships

Since its inception in 2005, the *New Voices* summer cohort has grown to 16 students and garnered support from schools, nonprofits, and members of the community, presenting the program with wonderful opportunities. The 2015 Summer Climate Justice Leadership Academy was led in partnership with local nonprofits doing amazing work to create a more resilient and healthy community, including key members of the Oakland Climate Action Coalition (Bay Localize, West Oakland Environmental Indicators Project, and Urban Biofilter) and Friends of the River. Our program partners helped us grow



our capacity and also brought a tremendous amount of experience to different topics covered by the Summer Academy's six-week curriculum. Program partners had deep experience in environmental justice organizing (West Oakland Environmental Indicators Project), community advocacy and asset mapping (Bay Localize), and technical expertise (Urban Biofilter). Each organization took in our students as externs and contributed their expertise, allowing our students to be exposed to the daily operations of an organization and to participate in various activities, such as monitoring the water quality of Lake Merritt, speaking at the No Coal in Oakland rally and surveying trees in West Oakland.

## Field trips

Field trips were integral to the program and helped bring Mother Earth closer to our students' fingertips as they learned about the environmental issues our communities are facing today. The trips included hiking in the Devil's Gulch after propagating redwood saplings to restore the Lagunitas Creek watershed, storytelling while sitting in the green space by Lake Merritt, camping overnight at Camp Lotus, and rafting with Friends of the River on the American River.







These experiences strengthened the bonds among our students, and brought the earth to their fingertips, helping them realize it was truly theirs to protect. Tracing our water source to the Pardee Reservoir and Mokelumne River also triggered conversation within the context of the California drought. Who or what is using the most water? Who is suffering the most from the drought? These were some of the guiding questions that challenged our students to think critically about individual vs. collective impact, systemic changes needed to protect natural resources, and how change can be achieved.

## Youth are the Truth Summit

At the end of the Summer Academy, our students led a summit, in which they drew on their personal experiences from the field trips to spread awareness and call their community to action. Students presented on topics ranging from water conservation, to fracking, to asthma. Our students demonstrated their strong capacity to be leaders as they reinforced the lessons learned from our field trips, demonstrating a lasting impact extending beyond the Summer Institute. The summit allowed students to practice organizing and



outreach; developing an invitation list and recruiting participants, making presentations, leading a workshop and audience participation session. Altogether, more than 45 community members participated in the event, which included presentations on asthma in low income communities and communities of color, as well as discussions of water issues, green infrastructure, and the impact of hydraulic fracturing in the Central Valley.

## Moving Forward

A select group of our 2015 Summer Academy cohort will continue developing their skills and solidifying the lessons learned as our second class of the *New Voices* Fellowship program, which launched last year. Fellows will participate in community outreach projects with *New Voices* and coalition partners that increase community capacity to engage in environmental decision-making. We hope to continue keeping alumni engaged so that they build a community of support for each other in advocating for the kinds of changes we need to see. Help us empower the activists of tomorrow by supporting *New Voices* with a donation today!

### *Continued from front page*

great example of this is our grant to Black Women for Wellness to support the Healthy Hair Initiative, a program aimed at educating black beauty professionals about the risk of chemical exposure and empowering them to take action. Black women contribute to an annual \$9 billion beauty industry and have historically consumed products containing the most toxic chemicals. “Black women have tremendous health issues across the board,” explained Black Women for Wellness Executive Director Janette Robinson Flint. “The challenge is there’s little to no research or data to say, ‘Hey maybe your beauty regime or your products are impacting your health in a negative way.’ So that’s where we came in. Our

voice is affirming, documenting, and providing information that beauty professionals are seeking.”

Another grantee, Turning Green, works to inform, engage, and inspire young adults to stand for environmentally sustainable and socially responsible choices, practices and communities through their annual Conscious College Road Tour. Every year, Turning Green visits over 15 college campuses to educate students about the implications of their purchases on their health and the environment. “We go about teaching youth to be vigilant, informed consumers so that they can understand what the impacts might look like,” noted Judi Shils, Executive Director of Turning Green. “We fit in a very unique place because

when students raise their voices, everyone pays attention.”

Rose Foundation used a volunteer funding board composed of True Nature Botanicals’ CEO Hillary Peterson and MovetheMarket.org Consulting’s Stacy Malkan to provide guidance and hands-on assistance during the grantmaking process.

“This fund is helping to really move the market and broaden awareness,” Stacy said. “The work of these grantees can help cause a revolution among consumers and change things in a real, dynamic way.”

The Consumer Products Fund represents an exciting opportunity to amplify the voices of groups working to remove the most toxic products on the

market and present alternative narratives about what it means for a product to be “organic,” “natural,” or “green”.

“From my perspective our grantees will be as effective as their ability to break through the clutter and reach the consumer with their message,” Hillary remarked. “In the end, the quantity of marketing dollars that are influencing people daily – that’s a lot to go up against. So their challenge is standing out in the crowd and getting their message to the people who are interested in hearing it.”

*To find out more about our Consumer Products Fund and the work of our grantees, check out <http://rosefdn.org/consumer-products-fund>.*

## CHANGING THE WORLD, ONE PERSON AT A TIME: Spotlight on the *New Voices* Summer Crowdfunding Campaign



Left Photo: *New Voices* Summer Crowdfunding participants Corey Ruzicano and Zoe Westbrook.

Right Photo: Mary Recendez enjoys Rose Foundation's 2015 Wild & Scenic Film Festival On Tour with friends.



What does it take for one person change the world? This question drives much of the work we do with young people in Oakland during the *New Voices Are Rising* Summer Climate Justice Academy, a program that inspired students to dedicate themselves to environmental justice and community action.

This summer, we decided to take this notion of changing the world one person at a time beyond the confines of the summer program and share it through our wildly successful crowdfunding campaign. Spearheaded by *New Voices* Program Director Jill Ranter, a group of dedicated individuals swam, biked, hiked, and walked to demonstrate their support of our *New Voices* students. We spoke with a few our crowdfunding veterans — Corey Ruzicano, Zoe Westbrook, and Mary Recendez — about their experience this summer.

Why did you get involved?

**Corey:** I wanted to get involved because, bottom line, I really believe in what Rose Foundation does and stands for and I would do most anything to further their mission. I think the *New Voices* Campaign is an important and well structured cause and I felt lucky to even be a small help. On a more personal level, I'm a really active person. I probably would have biked at least half of my goal just for fun, so getting involved in the campaign was sort of a perfect situation for me.

**Mary:** I heard about *New Voices* through Rose Foundation when I attended the Wild & Scenic Film Festival On Tour in 2014. I was really inspired by one of the speakers, Pamela, who was featured in a film that you can watch online at [rosefdn.org/pamela](http://rosefdn.org/pamela). I shared the video with my personal network. When Jill started talking about her swimathon for the Summer Campaign, so many people got involved, and she really motivated me to do it, too.

**Zoe:** I have known about *New Voices* since it started and I think it's a hugely important project. I got a chance to help out with a *New Voices* Summer Barbecue about five years ago. It was amazing to hear directly from the youth who had attended the program how excited they were to fight for environmental justice and how they were working to have a real impact on their own communities for the better.

What did you do? What was your experience like?

**Corey:** I biked 275 miles in a month and sent friends and families correspondence about what I was doing and why I needed their help. I posted it on my Facebook page and thanked all my donors publicly. Biking for *New Voices* was a lot of fun and right up my alley.

**Mary:** I joined late in the campaign and I was already registered to run the SF Marathon so I figured I had a good solid month to raise as much money as I could. It was inspiring for me to look at the campaign page and read the other fundraising partners' stories as we all worked toward this common goal of supporting *New Voices*.

**Zoe:** I participated in the swim-a-thon. Jill and I had a bi-weekly date to go swimming. It was great to get a workout and simultaneously help out a great cause. It made me push myself harder because I knew that others were counting on my success. I struggled at first to get back in the pool but once I hit my stride (so to speak) it was fantastic. For a couple weeks we were in the pool more than 3 times a week! I also reached out to my friends on Facebook to get them to donate. I was amazed at the response I got and that people who don't even live in the Bay Area or have seen *New Voices* in action felt compelled to contribute.

What did you learn?

**Corey:** I discovered right away that there were incredibly heartening moments, like when friends who didn't live anywhere near California donated just because they heard I was biking. Biking is significant for those



who know me, because I only just very recently learned to ride. Crowdfunding makes absolute sense for the age we're living in — some things take off and word of mouth can really be powerful, especially when we're all connected. I think it's about not being afraid to ask, and like in any fundraising effort, it's about each conversation, each person, and each connection. I can't wait to do a campaign for Rose Foundation again!

**Mary:** What I enjoyed most about this process was the opportunity to meet the *New Voices* students and see firsthand what they're doing and how it impacts them. I think next time, having meetups and happy hour nights during the crowdfunding campaign would be helpful to keep people engaged.

**Zoe:** Right away, my friends and family were excited to donate to something that had a local impact. I don't do a lot of fundraising and I found that the people who were excited to donate to the cause were ones who try to raise money a lot and know how hard it is. It was really nice to be able to be able to raise that much money for *New Voices* because I know that on my own I would not have been able to contribute in that way. Crowdfunding helped me push myself in a fun way that helps a great cause!

*The New Voices Summer Crowdfunding Campaign shows how each individual can do something powerful for their community by supporting young people working toward environmental justice. Even though the campaign is over, you can still support New Voices Are Rising and its pathbreaking work to change our world and achieve environmental justice. Please contact Kyle Livie at [klivie@rosefdn.org](mailto:klivie@rosefdn.org) or call 510-658-0702, ext. 304 for more information or visit [rosefdn.org](http://rosefdn.org)/donate to make a quick and easy donation to New Voices Are Rising.*



## WILD SUCCESS

Thank you to all of our supporters for making this year's Wild and Scenic Film Festival a spectacular success. This year, a SOLD OUT crowd watched films that inspired us to renew our efforts for environmental justice and social activism at home and across the globe. We also had a chance to share our own experiences and reactions to the films while learning more about the incredible work done by our Grassroots Grantees and *New Voices Are Rising* Fellows. Festival attendees sampled delicious food, wine, and beer while helping support Oakland high school students in the *New Voices Are Rising* Summer Institute to become the activists and leaders of tomorrow.

Please mark your calendar NOW for next year's film festival:  
Saturday, April 30, 2016 at Historic Sweet's Ballroom in Oakland!

Interested in sponsoring, donating a silent auction item, or helping select the film's for next year's film fest? Contact Kyle Livie at [klivie@rosefdn.org](mailto:klivie@rosefdn.org) or call 510-658-0702, ext. 304 for more information. Sponsor packets will be available shortly on the Rose Foundation website.

See all of the 2015 Film Festival photos at [facebook.com/RoseEnvironment](https://www.facebook.com/RoseEnvironment) and make sure to tag yourself and your friends!





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## WILD & SCENIC<sup>®</sup> FILM FESTIVAL

**April 30, 2016**  
at the historic  
Sweet's Ballroom  
Oakland, CA

Near 19th Street  
Oakland BART Station

