

# Rose Foundation Theory of Change

## PROBLEMS/NEEDS

- People are often disconnected from nature.
- The interests of communities and the environment are usually ignored by those with the most political and economic power.
- Disadvantaged communities are shut out of decision-making processes.

- Public policies and corporate practices can contribute to environmental degradation, erode health, and undermine consumer rights.
- Government and corporations promote the belief that economic and environmental interests stand in opposition to one another, often driving wedges between environmental and social justice advocates on the one hand, and business and/or labor, advocates on the other.
- People often lack the information and resources they need to advocate for actions and policies that protect the environment and disadvantaged communities.

- The environment is being destroyed, and much of this damage will be irreparable.
- Environmental degradation is harmful to people's health, especially people who live in communities that are heavily polluted.
- Consumers are not sufficiently protected.

## DESIRED IMPACT

- Elimination of environmental and health disparities among communities.
- A healthier environment for all living things.
- Protection of California's wild places.
- Communities are engaged, empowered, and organized to advocate for environmental and community interests.
- Business practices, environmental regulation, and consumer products all follow the precautionary principle.
- Consumer rights are protected.

## STRATEGIES/PROGRAMS

### General Strategies:

- Be flexible, nimble, and responsive.
- Build, fund, and maintain a portfolio of grantmaking and direct projects that approach the problems from multiple levels, using a variety of strategies.
- Promote alliances between community groups, environmental and social justice activists, business, and labor.

### Specific Strategies:

- Protect and restore the environment through stewardship and advocacy.
- Promote community education, and empower advocacy about environmental health and consumer protection.
- Provide hands-on environmental education, leadership development, and policy advocacy training to youth living in disadvantaged communities.
- Incubate grassroots groups and build capacity through fiscal sponsorship and technical assistance.
- Promote structural changes in financial and consumer markets that will facilitate more sustainable corporate and consumer choices.

## OUTCOMES

- Protection of the natural environment, public health, and community and consumer rights.
- Public policies protect community and the environment, and regulations to implement these policies are enforced.
- Corporate policies and practices become precautionary, and corporations are held accountable for their impacts on the environment and human health.
- Community is empowered to advocate for environmental resource protection, and environmental health and justice.
- Cultivation of a new generation of environmental leaders.
- Collaboration of labor, environmental organizations, business, and social justice organizations working to align and advance environmental, human, and economic interests.

## VALUES – BELIEFS – PRINCIPLES

- The natural world has a right to exist that is independent of its usefulness to humans.
- People have a basic right to clean air, earth, and water.
- Time is short – we need to pursue solutions aggressively.
- People usually want to “do the right thing” – therefore, we need to offer practical solutions.
- People need to be involved in the decision-making processes that affect them and their communities.

- It is important to work with youth – not only for their potential as future leaders but as current participants in their communities.
- Health is an environmental issue.
- A healthy economy requires both a healthy environment and good jobs.
- Strenuous advocacy work may be required to make corporations and government agencies act in ways that benefit the larger community and environment.
- Foundations are better at grant-making when they stay in touch with grassroots efforts.
- Our work should be fun, valuable and inspiring, and our workplace policies should model the change we want to see in the world.