



# ROSE FOUNDATION

CELEBRATING 20 YEARS OF GROWING THE GRASSROOTS

SPRING 2013

COME  
CELEBRATE  
20 YEARS  
WITH US!

DETAILS  
INSIDE!

## 20/20 Vision

By Tim Little & Jill Ratner



Jill Ratner, Tim Little, and their daughter Allyson Rose at Temescal Community Garden in Oakland, one of the early Rose Foundation grantees.

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### A Rose by Any Other Name

Rose Ratner was a kick-ass activist, and a lot of it had to do with her roots. Before World War I, her parents fled Poland in search of safety and opportunity. Growing up in rough and tumble Chicago, Rose strongly believed in the America described in her textbooks, a country where government acted by the consent of the governed, where everyone was created equal, where rights were inalienable.

In the late 1960s, Rose threw herself into the movement to end the war in Vietnam. It was a scary time in America. Police violence against demonstrators exploded at the 1968 Democratic National Convention; a group of activists staying at Rose's apartment returned covered with blood. Rose picked up her daughter Jill outside convention headquarters where she was gagging on tear gas. It made Rose mad.

Rose was fierce when she got mad, and stubborn to the point of relentlessness – traits that could be hard on family members, but also made her one hell of a kitchen table activist. She threw herself into door-to-door politics. During campaign season, her card files, one for every voter in the precinct, lived in shoeboxes on the table; they were pushed aside for meals.

By 1991, the shoeboxes were long gone from Rose's tabletop and it was years since Rose had visited an elected official. On the same day we brought our daughter Allyson into the world, Rose went to the hospital 2,000 miles away. She died just days after Allyson Rose was born. So when we decided to strike out on our own to create a new organization, we named it the Rose Foundation. We both have a lot in common with Rose. We too are stubborn as hell.

### Communities AND the Environment

Rose Foundation didn't have an endowment at the start, or an office - we carved out the only space available, setting up a card table next to the laundry machine. This defined our daily routine – run a load of wash to warm up the office, then turn on the computer and settle into work. From these homespun beginnings, the Rose Foundation blended hands-on activism on local, state and national campaigns with strategic grantmaking. Our first campaign – and win – focused on transitioning Alameda's closing naval air station to open space; today our *New Voices Are Rising* program is advocating for affordable transit in Alameda and Contra Costa Counties.

## 20/20 Vision (Continued)

Our first year's budget was \$12,000. This year, we expect to give away \$3 million in grants – much of it from court-ordered polluter penalties and consumer protection settlements. Every time we receive one of these settlement awards, we acknowledge a huge debt of thanks to Mike Herz, founder of San Francisco Baykeeper, who gave us the inspiration for the program. The hard-won successes of watchdog groups like Baykeeper, Communities for a Better Environment, and California Sportfishing Protection Alliance allow us and our grantees to have a far greater impact than we could without them.

### Growing the Grassroots

We believe in the power and passion of communities most affected by pollution to make a difference, whether preserving parks, growing local food or stopping unwise development. But these communities often lack the resources they need to spark change. That's why we started the Grassroots Fund, to make small grants to kitchen-table activists, like Rose Ratner, who are making the world a better place. After granting \$2 million dollars over 10 years, we've seen the success these groups can have with a little money and lots of support.

Take Oakland Food Connection. Their founder Jason Harvey had the passion when he applied to the Grassroots Fund, but he needed help finding the resources. He had a vision for his hometown, in which empty storefronts and crumbling infrastructure transformed into a vibrant community with gardens, farmer's markets, and healthy food stores.



Jill and Tim's children, Allyson and Woody, carry on the family tradition of community activism, mobilizing voters in 2012 for Prop. 30 to fully fund California education.

We were inspired by Jason's vision, funding Oakland Food Connection through the Grassroots Fund and another three-year project. As a result, they have a more successful organization, recruiting dedicated staff and community board members, partnering with other nonprofits, and receiving larger grants. "Because of the Rose Foundation's support, we had the confidence to secure a two-year grant from The California Endowment. They previously turned us down, but with coaching from [Rose Foundation], I was able to articulate how we fit within their strategy." The Grassroots Fund supported Jason's vision of empowering people of color; now his organization is making East Oakland a healthier and more vibrant community.

### Nurturing New Voices

Our *New Voices Are Rising* program cements Rose Ratner's legacy, sharing what we've learned with a new generation of community leaders. Not everyone has such a fierce and stubbornly persistent advocate to show the way. We've filled that gap in young people's lives in Oakland and Richmond high schools. We teach students why their vote matters, and recruit them to get their neighbors to vote. Our program builds the skills they need to succeed at school, at work, and as advocates for their communities.

Pamela Tapia first worked with us during her sophomore year at McClymonds High School. She was shy, isolated and unengaged, but our interactive lessons lit a spark in her. We

saw her grow into a confident, determined community advocate, displaying Rose Ratner's tenacity when she felt something was unjust. "I finally found a class that challenged the students' minds and allowed them to express their own ideas and opinions instead of just spewing facts at them and expecting them to memorize them for a quiz."

Pamela is currently a health correspondent with the *Oakland Tribune* – researching the connections between air quality and health in West Oakland and helping her community advocate for a healthier future. And she won't stop any time soon, "I will absolutely continue to do environmental justice work. I believe that it's an issue that affects everybody and we should fight for and inform our community about." These young people have so much to say about our shared future, and we are so proud of how well they say it.

### Looking Back, Looking Forward

These past 20 years have been an amazing ride. As roses go, we're a hybrid – part lawyer, part organizer; rooted in the community, but comfortable in a boardroom. Mix the gravitas of a policy wonk with a canvasser's knack for the five-second sound bite, and add in a healthy dose of impatience. We've brought this unique blend of characteristics to all the campaigns we've run. We brought shareholder activism into a long campaign that saved Humboldt County's Headwaters Forest, the last big stand of California's old-growth redwoods. We petitioned to make companies tell the truth about expensive environmental liabilities – and won national accounting standards for better corporate environmental disclosure. We trained hundreds of high school students to register voters. We found innovative ways to invest in our communities and the environment; with your help that now comes to \$25 million and counting.

We can't say exactly what Rose Foundation will be doing in 20 years, but we are excited for the possibilities. Our new Community Leadership Project, supported by the William & Flora Hewlett, David & Lucile Packard, and James Irvine Foundations, will allow us to fund grassroots groups and help them grow into stronger organizations after the grant is spent. We're launching new Donor Advised Funds that help people of wealth pursue philanthropic visions that are grounded in environmental and social justice values. And we are expanding our *New Voices* program, empowering East Bay high school students to take the lead in making their schools and communities sustainable and resilient in the face of climate change.

We've been leading the Rose Foundation for 20 years and we look forward to celebrating all that we accomplished together with you at our party on May 4, 2013! As we look ahead, we know that 20 years from now others will be at the helm. But we're sure that the Rose Foundation will still be trying to save the world one small grant at a time, and that our *New Voices Are Rising* students will be leading the way.

# COME CELEBRATE 20 YEARS

## PARTY & FILM FESTIVAL MAY 4, 2013

The New Parkway Theater  
474 24th Street, Oakland, CA

We are very excited to be hosting our birthday bash at The New Parkway, Oakland's beloved, quirky, two-screen speakeasy cinema serving up movies, good clean fun, and a heavy dose of community.

Join us for the Party where you will get a chance to bid on fun, one-of-a-kind silent auction items, catch up with old friends, watch our new movie about the Rose Foundation, drink lots of good beer and wine, and celebrate some big successes that we couldn't have done without you! The food truck Streatery will provide their signature and delicious "glorious peasant food".

Then hang out for our first film festival, Action! Movies that Motivate Change, and get inspired for the next twenty years. We look forward to partying with you soon!

**PARTY** 3:00-6:00 PM  
Silent Auction, Private Screening  
Meet the Filmmakers  
Food, Wine and Beer

**FILM FESTIVAL** 6:30-9:45 PM  
Action! Movies that Motivate Change

**BUY TICKETS ONLINE**  
[www.rosefdn.org/20years](http://www.rosefdn.org/20years)

Film Fest \$15 • Party & Film Fest \$75

**BEST  
DEAL!**

**TWO tickets:**  
**Party & Film Fest \$100**

## FEATURED FILMS

### Trashed starring Jeremy Irons

Academy Award winning actor Jeremy Irons explores the extent and effects of waste in this sprawling documentary tracing the scope of trash and pollution throughout the world today. Trashed is a film that transforms horror into hope, as Irons searches for solutions to the great sustainability problem of our time.



### A Fierce Green Fire

From director Mark Kitchell, the Academy-Award nominated director of Berkeley in the Sixties, comes A Fierce Green Fire, a look at the evolution of the environmental movement.

### 16 Seeds

Local filmmaker Melinda James explores the role of people of color within the growing Bay Area food justice movement. Eschewing statistics and interviews with professionals, the film instead lets three local activists - Gail, Mia and Mickey - tell their own stories to demonstrate the complex and at times contradictory world we all live in.

### Rose Foundation 20th Anniversary Film

How well do you know the Rose Foundation? Directed by CB Smith-Dahl at Community Bridge Video, our film tells the origin story of the Rose Foundation and explores the inspiring successes of our Grassroots Fund grantees, *New Voices Are Rising* students, and past campaigns like Save the Headwaters.

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Learn more at  
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## SILENT AUCTION SPOTLIGHTS

### Food & Fun in Oakland

2 Tickets to Savor  
Oakland Food Tasting  
& Walking Tour

Explore Oakland with two tickets to a guided 3.5-hour trek through some of the city's best food and drink locations! Discover all that "The O" has to offer, learn about the soulful city's history and culture while also enjoying tantalizing bites at restaurants like Pan-American Bocanova and Home of Chicken and Waffle.



## NEW LOGO/ NEW OFFICE

Longer days, warming soils, and blooming wildflowers always make spring a symbol of new directions and replenished spirit. It is especially true here at the Rose Foundation as our 20th spring begins with a new logo and a new office. Be on the lookout for the new logo and its story as we roll it out across our website, social media, and publications in the next few months!

After May 1, we will also be leaving our cozy nook in Rockridge and moving downtown to our new office: 1970 Broadway, Suite 600, Oakland, CA 94612. We are excited to get to know our new downtown Oakland neighbors - stay tuned for information on an office-warming party in June!



### Sun, Sand & Sea

7 Nights in an  
Ocean-Front Suite in  
Cabo San Lucas, Mexico

Enjoy this opulent, two-bedroom presidential suite featuring unobstructed views of the Pacific Ocean, full amenities, a private deck, kitchen, and living and dining room. Donated by Amy Lyons, Rose Foundation Board Member, this luxurious suite is steps away from the beach, pools, and spa, and a short walk to Cabo San Lucas and its lively bars. Invite your friends, as the suite sleeps six, or keep these impressive digs all to yourself!

### Paradise by Yellowstone National Park

1 Week in a  
Riverfront  
Cabin

in Paradise Valley, Montana

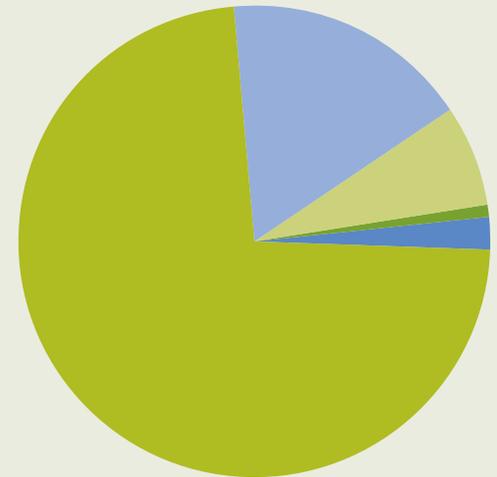
Journey to Paradise Valley in southwest Montana and spend a week on the banks of the Yellowstone River just north of Yellowstone National Park. Use this 5-bedroom cabin with breathtaking mountain views as a base to enjoy fly-fishing, whitewater rafting, horseback riding, hiking and day trips to the world's first national park.



## FINANCIAL SUMMARY 2012

**INCOME** \$5,735,070

Restitution Funds	74%
Grants Received	17%
Donations	7%
Return on Investment	2%
Other	1%



**EXPENSES** \$5,011,459

Environmental Grants	68%
Fiscal Sponsorship Grants	9%
Grassroots Fund	6%
Program Expenses	5%
Admin & Fundraising	5%
New Voices Are Rising	4%
Coast to Crest Trail Project	1%
Donor Advised Grants	1%

