



# Rose Foundation

*For Communities and the Environment*

Supporting grassroots initiatives to inspire community action for environmental protection and public health

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## News • May 2007

### “Hot Metal” Confrontation Caught on Camera:

### New Voices Students Take on West Oakland Polluters

*The Rose Foundation co-founded the New Voices Are Rising Project in 2004, initiating a series of programs to engage low-income youth in voter registration and environmental protection. As Rose Foundation President Jill Ratner explains, “The very communities that are most underrepresented at the polls tend to be the same ones that are disproportionately impacted by pollution. Our idea was to give local kids a way to learn a variety of organizing and advocacy skills, to help bring environmental justice to their communities.”*

At McClymonds High School in West Oakland, there is an extremely high rate of asthma among students. Rose Foundation board member Ina Bendich, who directs the Excel Law Academy at McClymonds and serves on the New Voices Advisory Board, organized a group of students to locate neighborhood polluters that might be contributing to the asthma problem.

On March 2, guided by another New Voices board member, Denny Larson from Global Community Monitor, the students tracked down the source of a heavy stench of burning metal: a scrap metal processing facility just blocks from the school.



Denny Larson of the Global Community Monitor points out suspected pollution problems at a West Oakland scrap facility. Photo by J. Johnson KQED

As the students approached the fence surrounding the facility, they were met by two tough-looking men in black jackets who ordered them away, using abusive language peppered with profanity. The students kept their cool, stayed on the public sidewalk, and completed their observations of the company’s operations.

The entire incident was captured by a KQED camera team covering New Voices for a special Earth Day segment of *Quest* that features interviews with the students.

Meanwhile, New Voices youth will continue to investigate and research possible polluters in the neighborhood, and they’ll report their findings to their city council representative. In the summer and fall, they will meet with local government agency staff and with representatives from polluting companies to try to arrange

voluntary activities to reduce emissions. They also will consult with volunteer attorneys and with the Center for Environmental Health to explore the possibility of legal action to reduce neighborhood pollution.



Above: KQED reporters interview New Voices students during a neighborhood pollution inspection. Photo by J. Johnson KQED

## Anthony Grassroots Prize

The Rose Foundation’s 2007 Anthony Prize has been awarded to Jim Brobeck of Chico for his tireless community advocacy and consensus-building on difficult forestry and water use issues in the Lassen Area. Congratulations Jim! This year’s prize will be split between the Lassen Forest Preservation Group and the Butte Environmental Council.

The Anthony Prize is a yearly \$1000 cash prize for outstanding grassroots activism and is named after prize founder, Juliette Anthony. Previous winners include Kids Against Environmental Pollution for their efforts to reduce air pollution in Rodeo, and Sandra Meraz, who led the successful campaign for safe drinking water in the small California farming town of Alpaugh.



Jim Brobeck and a giant manzanita tree.

## Calling All Applicants!

The Rose Foundation is preparing to award over \$1 million in grants this summer.

The following funds are now accepting applications:

**Sacramento/San Joaquin Delta Fund:**

Supporting California-based projects that preserve or protect the Delta and related watersheds.

**San Francisco Bay Fund:**

Supporting local projects that protect the Bay ecosystem.

**Richmond Watersheds Fund:** Supporting projects that benefit watersheds or communities within the City of Richmond.

**Northern California Environmental Grassroots Fund:**

Supporting grassroots environmental groups in Northern California.

For more information and application instructions, please visit [www.rosefdn.org](http://www.rosefdn.org).

## Training Grassroots Activists

The Northern California Environmental Grassroots Fund, a collaborative fund supported by 20 foundations and hosted by the Rose Foundation, gives \$5,000 grants to community groups that are too small or too new for most foundations to fund. This year, Rose is adding a training program to help grassroots grantees build their "back office" capacity. Highlights include:

**Training Scholarships:** Grantees choose the organizational or administrative training they want to attend.

**Annual Grantee Convening:** This October, in Sacramento, Rose will co-host a one-day conference, *Making Your Voice Heard: Effective Communication of Your Group's Vision & Program*.

**Professional Fundraising Training:** Rose will provide expert trainers for grassroots activist conferences.

For more information and application instructions, please visit [www.rosefdn.org](http://www.rosefdn.org).



Grassroots Fund grantees practice talking to donors at a fundraising seminar.

## Fiduciary Guide to Toxic Chemical Risk

Rose Foundation Executive Director Tim Little, in conjunction with the Investor Environmental Health Network, has co-authored the *Fiduciary Guide to Toxic Chemical Risk*, a major new report that examines the financial dimension of toxic risk in consumer products, companies' supply chains and investment portfolios. The *Guide* provides investment managers with a detailed policy roadmap for avoiding or reducing liabilities associated with companies that make or sell products containing PVC, phthalates, brominated



flame retardants, mercury and other dangerous compounds. The report describes growing pressure from investors for cleaner and greener companies, and shows how marketplace demand can influence the world's largest corporations to offer safer products. The report is available at [www.rosefdn.org](http://www.rosefdn.org).

## Rose Foundation Co-hosts Reception for Goldman Prize Winners



Jill Ratner, president of the Rose Foundation, with Goldman Prize winner Orri Vigfússon of Iceland.

The Goldman Environmental Prize is awarded annually to an environmental "hero" from each of the world's six inhabited continental regions. Each winner receives \$125,000, making it the world's largest prize honoring grassroots environmental activism. Mr. Vigfússon brokered huge international fishing rights buyouts with governments and corporations in the North Atlantic, effectively stopping destructive commercial salmon fishing in the region.

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