Northern California Environmental Grassroots Fund Statistical Report
January-December 2018

By: Miranda Kraus

Rose Foundation for Communities and the Environment
January 2019

Photo credit: Spring 2018 Northern California Environmental Grassroots Fund grantee California Alliance for Community Composting
Executive Summary

Every year, the Rose Foundation for Communities and the Environment analyzes trends within the Northern California Environmental Grassroots Fund in order to streamline our service delivery, as well as collect insights from grantee’s patterns and feedback. Data are collected from the Grassroots Fund applications and self-evaluations through our grants management software, Foundant. This year, the statistical report is centered around Microsoft Excel-produced data visualization and charts in order to create a more accessible and aesthetically enjoyable report. In 2018, a total of $175,000 were granted to grassroots organizations tackling issues ranging from neighborhood food insecurity, to rapid fossil fuel infrastructure development. Key takeaways from the 2018 Northern California Environmental Grassroots Fund statistical report include:

• **59% of Grassroots Fund applicants were awarded grants in 2018**, with 78 applications and 46 total grants awarded.

• **One quarter of grant funds went to organizations that focus on Water Resources and Protection**, the biggest funded area of emphasis. The smallest proportion of grant funds went to organizations that focus on Sustainable Forestry, at 3%. **Over the past 5 years, the fastest growing area of emphasis has been Toxics, Environmental Health, and Justice.**

• The Central and Sacramento Valley regions are underrepresented in grants awarded compared to population; while the North Coast and Sierra Nevada regions are overrepresented in grants awarded compared to population.

• Since the fund’s inception, **an average of 60% of Grassroots Fund grantees serve and/or represent diverse and underserved communities.**

• Since 2011, the number of grantees that serve and/or represent underserved and diverse communities has increased by 53%.

• **39% of 2018 grantees run their organization with only volunteers.** Out of the 61% of grantees with paid staff, the average number of employees is 1.2.

• While the 2018 percentage of grantees with previous year expenses between $0-$25,000 was 41%, **the percentage of grantees with previous year expenses between $0-$25,000 has decreased by 36% since the fund’s inception.**

• Almost two-thirds of Grassroots grantees had an outside fiscal sponsor in 2018. The increase in Fiscal Sponsorship availability and accessibility of establishing as a 501c(3) has reduced the need for the Grassroots Fund to act as a Fiscal Sponsor.

• Of the grantees who indicated that the Grassroots Fund was their first grant in their self-evaluation, **71% reported that the Grassroots Fund application process helped secure other funding and organizational connections.**

• The Rose Foundation continues to give re-applying applicants the tools to secure funding from the Grassroots Fund and beyond. **Applicants who were previously denied a Grassroots Fund Grant were 60% likely to be funded in 2018.**
Total 2018 Applications: 78
Total Grants Awarded: 46
59% of Grassroots Fund applications were awarded grants in 2018
Total Amount Granted 2018: $175,900
2018 Percentage of Total Funds Awarded by Area of Emphasis

- **Water Resources and Protection**: 25% (14 Grants)
- **Agriculture, Gardens, Food Security**: 10% (5 Grants)
- **Environmental Education**: 17% (10 Grants)
- **Habitat, Wilderness, Preservation**: 6% (2 Grants)
- **Toxics, Environmental Health**: 10% (10 Grants)
- **Land Management, Urban Sprawl, Open Space**: 6% (3 Grants)
- **Climate Change & Energy**: 12% (6 Grants)
- **Environmental Justice**: 13% (12 Grants)
- **Sustainable Forestry**: 3% (1 Grant)
- **Water Resources and Protection**: 25% (14 Grants)

Grantee's Area of Emphasis by Year

*As of Winter 2018 Round, grantees were given the option to choose up to three environmental issues with which their organization is involved
**Environmental Justice became its own category in Winter 2018 round
The Central and Sacramento Valley regions are underrepresented in grants awarded compared to population; while the North Coast and Sierra Nevada regions are overrepresented in grants awarded compared to population.
Since inception, an average of 60% of Grassroots Fund grantees serve and/or represent diverse and underserved communities. Since 2011, the number of grantees that serve and/or represent underserved and diverse communities has increased by 53%.
Staff: 39% of grantees run their organization with all volunteers. Of the 61% of grantees with paid staff, the average number of employees is 1.2.

Although grantees with expenses between $0-$25,000 remains the largest plurality, the amount of organizations with previous year expenses between $0-$25,000 has been steadily decreasing through the decade. Since inception, the percentage of grantees that report previous year expenses between $0-$25,000 has decreased by 36%.
Since the fund’s inception, the amount of organizations that already have an outside Fiscal Sponsor has increased by 24%. The increase in Fiscal Sponsorship availability and accessibility of establishing as a 501c(3) has reduced the need for the Grassroots Fund to act as a temporary Fiscal Sponsor.
2018 Applicant History

- First Time Applicant Grants
  - Funded 44%
  - Not Funded 56%

- Reapplying Applicant, Not Previously Funded
  - Funded 60%
  - Not Funded 40%

- Reapplying Applicant, Funded Before
  - Funded 56%

Of the previous year grantees who indicated that the Grassroots Fund was their first grant, 71% reported that the Grassroots Fund application process helped secure other funding and organizational connections. The Rose Foundation continues its friendliness toward new applicants through ongoing outreach to emerging organizations and involved application support.

Previously Denied Applicant Grants

Through honest feedback and coaching to previously denied applicants, the Rose Foundation continues to give re-applying applicants the tools to secure funding from the Grassroots Fund and beyond.

Applicant Grant History by Year

- First Time Applicant
- Reapplying Applicant Not Previously Funded
- Reapplying Grantee Previously Funded
Application Comments and Suggestions Based on Frequency

*See Appendix A for detailed comments.*
Appendix A: Grassroots Fund Application Feedback

Application Comments and Suggestions 2018

- Make it clear whether each question refers to the project or the overall organization. Make suggested minimum character counts, not just maximum. Thank you so much!

- For renewals, developing a program that will save the organization's core and background information from the last application, so it does not need to be re-entered.

- Incorporating the Diversity section into the flow of our application was difficult. Perhaps consider relocating this section?

- The application is fairly understandable. It may be helpful if more of the information from other funds was stored on our organization page so that efforts did not have to be duplicated.

- The 3 questions about the issue, why addressing, and why important seem to be different aspects of the same question. Perhaps they can be combined.

- You might look at combining some of the questions as a few seemed to be slightly redundant. This was the most detailed and time-consuming application that I have filled out on behalf of KCL. I appreciate your wanting to know many details about prospective grantees.

- Everything was clear and easy to understand - the explanations of everything were very helpful and left little room for confusion. We were very appreciative to get feedback from our previous grant, and to have the opportunity to get insights and support from the staff - in particular, Megan Mubaraki was very helpful in helping us fully understand the questions and how we can best convey the impact our organization has on the community.

- It's a little long but it's good to review all the good things we are going each year. Good that we can go back to earlier grants to copy info like staff/volunteer lists, etc. It would be nice to be able to download a word version first to work from.

- Because WAWA's mission is very focused and our primary goal is to reimburse our stellar legal team for their out of pocket expenses, we may be in a unique situation. It might be helpful if there were a minimum as well as maximum number of suggested characters below every box. It is our goal to be informative, yet not repetitive. Poetry and distilled essence is far more challenging than extensive descriptions, particularly in the case of legal complaints.

- It would be helpful to combine the questions above that relate to the issues we are addressing and why those issues are important to us. Our description of each of those things are interrelated.

- The questions about "What is the issue your organization is addressing?" and "Why are you addressing the problem" don't seem clearly defined, overlapping and ask for long answers. Seems like this can be streamlined more.

- Include financial templates.

- Permitting one to upload the work plan rather than fitting it into the box provided would have saved lots of time cutting and pasting and counting characters.

- It might be nice to have a streamlined application for returning applicants, which focuses on what has changed in the past year.

- I would prefer fewer questions, that are focused on understanding the project and ensuring the applicant will be able to follow through. Overall it was clear and understandable. Thank you!
• Your application is pretty straightforward, and the questions are understandable. The challenge is that every grant application is different, and requires retooling an organization's information into different formats, word limits and structures. Perhaps more of a free-flowing narrative would take less time or having a page limit instead of word limits for each section. Also, requiring the grant to be submitted through an online portal makes it difficult for the average person to access, engage or provide edits to the application.
• We suggest that you combine questions about issues we are addressing why we are addressing it, and why it's important, since it's helpful to answer all at once.
• I would find it easier to have a separate Excel sheet for the project budget, i.e., a second tab in the same worksheet. The line items are considerably different than those listed for the organization and it would be cleaner. I was unclear about the difference between the Financial Statement and the Budget and if both were required. The program officer clarified that completing the budget template was sufficient.
• Thank you for being available for consultation during the application process.
Appendix B: List of 2018 Grants

Winter 2018

Alliance for Environmental Leadership
For Funding to Develop a Citizen-Initiated Smart Growth Plan for Western Placer County, CA
Fiscal Sponsor: Planning & Conservation League
Placer County
$5,000
To create a climate resilient-oriented alternative Master Plan for the Placer County Board of Supervisor's proposed 11,000-acre industrial growth area in Western Placer County.

Brown Girl Surf
For General Support
Fiscal Sponsor: Social Good Fund
Alameda County
$4,000
To build a diverse and environmentally reverent local women’s surf community through accessible, culturally resonant beach-based programs, conservation efforts, and community celebrations that connect us to the ocean.

California Environmental Justice Coalition
For General Support
Fiscal Sponsor: Social and Environmental Entrepreneurs
Statewide
$5,000
To mobilize and organize grassroots environmental groups and communities to engage governmental stakeholders to protect health and promote justice and resilient communities.

Campesinas Unidas Del Valle De San Joaquin
For General Support
Kern County, Los Angeles County, Tulare County
$5,000
To conduct outreach and communication regarding pesticides and clean water in the community through educational community meetings and coordinating with local media outlets.

Committee for a Better Alpaugh
For General Support
Fiscal Sponsor: Environmental Justice Coalition for Water
Tulare County
$5,000
To continue to educate the Alpaugh community on issues that affect health and quality
of life, including water infrastructure needs, impacts of industrial operations, and air quality issues.

**Gaviota Coast Conservancy**  
For Gaviota Coastal Trail Alliance  
Santa Barbara County  
$5,000  
To advocate the opening of the currently private state-owned beaches at Hollister Ranch by fortifying their grassroots alliance and undergoing litigation.

**We Advocate Thorough Environmental Review**  
For General Support  
Siskiyou County  
$4,000  
To promote sustainable economic development in the region around Mount Shasta, defend against corporate privatization of natural resources, and encourage a community-wide democratic role in decision-making.

**Fall 2018**

**350 Bay Area Climate Education Fund**  
For Youth Versus Apocalypse  
Alameda County, Contra Costa County, Marin County, San Francisco County, Sonoma County  
$3,500  
To support “Youth Versus Apocalypse”, which will train a team of youth leaders around the Bay Area to become a network for social and environmental justice in their schools and communities.

**AsianWeek Foundation/Florence Fang Asian Community Garden**  
For Phase 3 of the Florence Fang Asian Community Garden Build Out  
San Francisco County  
$4,500  
To improve one of the city's largest urban farms in Bayview/Hunters Point through increased crop harvests, food distribution, outdoor activity, and diverse community interaction.

**California Trade Justice Coalition**  
For Fair Trade Green Stories Campaign  
Fiscal Sponsor: Earth Island Institute  
Alameda County, Contra Costa County, Monterey County, Sacramento County, Sonoma County  
$3,000  
To strategically utilize the voices within CTJC’s community to highlight stories of people impacted by trade in order to mobilize Californians into action in pushing for trade deals that put people and the planet first.
Committee for a Better Arvin
For General Support
Kern County
$5,000
To provide community input to the Kern General Plan update, addressing inequities in housing, transportation, and infrastructure investments in rural Kern County, and to participate in county budget approvals to advocate funds for Arvin and other Kern County disadvantaged communities.

Foundations and the Future
For Celebrating Women’s Leadership in the Food Movement
Fiscal Sponsor: Food First/Institute for Food and Development Policy, Inc.
Sonoma County
$2,000
To fund the third annual synopsium of Foundations and the Future: Celebrating Women’s Leadership in the Food Movement; which will lift up the leadership of women in the food movement and catalyze inter-generational dialogue that weaves together policy, advocacy, art, and farming.

Friends of Pinole Creek Watershed
For General Support
Fiscal Sponsor: The Watershed Project
Contra Costa County
$1,000
To mitigate illegal dumping and trash by collaborating with agencies and providing opportunities for people to directly protect, experience, and learn about Pinole Creek.

Klamath Forest Alliance
For General Support
Del Norte County, Humboldt County, Shasta County, Siskiyou County, Trinity County
$5,000
To protect watersheds and wildlife on the Klamath and Six Rivers National Forests through active participation in planning, commenting, monitoring, and litigating projects; while applying traditional ecological knowledge, science, law, policy, place-based knowledge and community needs.

Lead to Life
For Lead to Life: A People’s Alchemy Regeneration
Fiscal Sponsor: Planting Justice
Alameda County
$1,500
To support an event that transforms weapons into shovels for ceremonial tree plantings at sites impacted by violence and sites of spiritual significance across Oakland, as well as offering education centered on disrupting environmental racism.

Mycelium Youth Network
For General Support
Fiscal Sponsor: Planting Justice
Alameda County
$2,000
To empower young people to proactively respond to the realities of climate change using hands-on skills training in disaster preparedness, urban homesteading, permaculture, and ecological sustainability and leadership.

**Oakland Climate Action Coalition**
For General Support
Fiscal Sponsor: Social & Environmental Entrepreneurs (SEE) Inc.
Alameda County
$4,500
To unify Oakland community organizations in creating equitable climate solutions that advance racial, economic, environmental, and climate justice through leading and facilitating community-driven climate resilience planning.

**Raptors Are The Solution**
For General Support
Fiscal Sponsor: Earth Island Institute, Inc.
Statewide
$2,000
To continue a lawsuit against the California Department of Pesticide Regulation, as well as continuing public education and outreach activities about the ecological effects of pesticides.

**Regeneration/Regeneración**
For General Support
Fiscal Sponsor: Social Good Fund
Monterey County, Santa Cruz County
$5,000
To continue to empower local residents in the Pájaro Valley to respond to the changing climate as projects prioritized by the community are carried out.

**Rooted in Resilience**
For General Support
Fiscal Sponsor: Earth Island Institute
Alameda County
$4,000
To develop programming for youth to plan and lead a session at the California Adaptation Forum to support planning professionals communicating solutions to frontline communities in ways that empower lived experience and local expertise.

**Save California Salmon**
For The North Coast Salmon People and River Flows Project
Fiscal Sponsor: Trees Foundation
Del Norte County, Humboldt County, Mendocino County, Siskiyou County, Trinity County
$5,000
To provide outreach and support for Tribal people and youth on issues that impact salmon and clean water on the North Coast and in the Klamath River system.

**The Plant Exchange**
For General Support
Alameda County
$3,000
To continue educational programs focusing on reuse, recycling and conservation, while expanding into providing community gardens for underserved populations and educating other agencies and neighborhoods on how to replicate the Plant Exchange event.

**Washoe Meadows Community**
For Protect Washoe Meadows
Fiscal Sponsor: Resource Renewal Institute
Alpine County, El Dorado County, Sacramento County, San Francisco County, San Mateo County, Santa Barbara County, Santa Clara County, Santa Cruz County
$3,000
To protect Washoe Meadows State Park from the impacts of a proposed golf course through analysis demonstrating alternative projects that would be better for the environment and community.

**Summer 2018**

**AGUA Coalition**
For General Support
Fiscal Sponsor: Environmental Justice Coalition for Water
Fresno County, Kern County, Kings County, Madera County, Merced County, Tulare County
$5000
To secure safe, clean, and affordable drinking water in California’s San Joaquin Valley by working to clean up existing pollution and preventing further pollution. Funds will support AGUA’s Movement Building and Safe and Affordable Water Campaign.

**California Urban Streams Alliance**
For The Stream Team
Butte County
$2500
To engage members in citizen monitoring, stream-side restoration, storm water management actions, data analysis, and watershed education in Butte County.

**Eel River Recovery Project**
For Restoration, Recreation, and Education in the Lower Eel River Salmon Parkway
Humboldt County
$4000
To promote the restoration of lower Eel River habitat to protect Chinook and Coho
salmon, erect a Lower Eel River Salmon Parkway trail to connect communities with the river, and involve local students in the study of the Eel River.

**Filipino American Coalition for Environmental Solutions (FACES), Inc.**  
For Youth Community Garden Project  
Alameda County  
$4000  
To grow a vibrant community garden in Union City that will serve as a hands-on space to engage youth in growing solutions to local health issues, as well as an educational center where Filipino youth can make connections between their communities and broader issues of environmental justice, climate change, and resiliency.

**Greywater Action**  
For Water Justice Track at Localizing California Waters Conference  
Fiscal Sponsor: The Ecology Center  
Alameda County, Tuolumne County  
$2000  
To develop a “Water Justice” track and bring community leaders working in this field to an existing water reuse conference, as well as record and post the sessions to make available to the public.

**OneFam/Bikes 4 Life**  
For “On the Bricks” Youth Bike Mechanic Training  
Alameda County  
$2500  
To fund the Youth Bike Mechanic Training program, which provides leadership development for adolescent African Americans, as well as provides the cohort with a range of experiences associated with bicycle maintenance and safety, health, and ecological awareness.

**Redwood Empire Trout Unlimited**  
For Laguna de Santa Rosa Coho Salmon Monitoring Project  
Sonoma County  
$2500  
To conduct a PIT tag survey in the central Laguna de Santa Rosa to determine whether endangered coho salmon are utilizing potentially high-quality habitat in the Laguna, which will help inform management and habitat restorations in the central Laguna and Russian River.

**Sama Sama Cooperative**  
For General Support  
Alameda County, San Francisco County  
$3500  
To support the organization’s 4-week multidisciplinary environmental and cultural summer camp for 28 Filipino American youth from the Bay Area, aimed to nurture a healthy sense of self as a vital part of the Philippine diaspora and as stewards of the Earth.
Small World
For General Support
Fiscal Sponsor: Social Good Fund
El Dorado County
$2500
To expand Tahoe Food Hub to South Shore, support Liberty Energy to be the first 100% renewable utility agency, complete Green Spaces at 4 elementary schools in South Lake Tahoe, and to promote safe biking and walking in the community.

SustainUS
For California Allegory Youth Fellowship
Alameda County, San Francisco County
$5000
To support the California Allegory Youth Fellowship, an action-oriented, arts-activism fellowship for California youth working from the grassroots for climate justice.

The Green Life
For Environmental Leadership Training and Education Program for Formerly Incarcerated Adults
Fiscal Sponsor: Earth Island Institute, Inc.
Alameda County
$5000
To fund the Environmental Leadership Training and Education Program for Formerly Incarcerated Adults, which engages in grassroots environmental training, education, and community outreach with men and women who have been recently released from prison and are reentering the community.

The Wild Oyster Project
For General Support
Fiscal Sponsor: Earth Island Institute, Inc.
Alameda County, Marin County, San Francisco County, San Mateo County
$2000
To support the aim of bringing native oysters back to the San Francisco Bay through restoration, community engagement, and thoughtful urban planning.

Tolowa Dunes Stewards
For General Support
Fiscal Sponsor: Friends of the Dunes
Del Norte County
$5000
To engage youth, tribal members, and other community members for targeted, urgently needed restoration at the mouth of the West’s largest coastal lagoon and other activities within Tolowa Dunes State Park and the State Lake Earl Wildlife Area.
Spring 2018

350 Sacramento
For Continued to Capacity Building Leading Sacramento Region to Carbon Zero
$3,500
To accelerate the transition to a just and sustainable future by making the Sacramento region a leader in the race to carbon zero.

All One Ocean
For Ocean Warriors and Beach Cleanup Program
Fiscal Sponsor: Earth Island Institute
$2,500
To educate communities about the destructive effect of litter on oceans and waterways by providing effective methods to reduce our impact. By focusing on youth through the Ocean Warriors program, All One Ocean aims to create a sustainable approach to changing behaviors at the source and creating a new generation of environmental leaders.

California Alliance for Community Composting
For General Support
Fiscal Sponsor: Sustainable Economies Law Center
$3,500
To engage in education and advocacy to support the growth and diversification of small-scale and community-based composting in California. Members of the Alliance represent compost micro-enterprises and nonprofits that face a growing number of legal barriers. The Alliance raises a collective voice for emerging small-scale composting operations, shares resources, educates regulators, and advocates for community compost friendly regulations and policies.

Comite Progreso de Lamont
For General Support
Fiscal Sponsor: Greenfield Walking Group
$5,000
To participate in the Kern County General plan update and budget approval to advocate for funds as well as looking for county, state sources of funds to improve infrastructure in unincorporated communities.

Community Health Watch Lake Almanor
For General Support
$4,000
To protect the community, as well as the North Fork Feather River, headwaters to many downstream recreational, drinking supply, and habitat needs.

Foothills Water Network
For Save Bear River: Stop Centennial Dam
Fiscal Sponsor: American River Watershed Institute
$5,000
To lead a coalition of groups in a coordinated grassroots campaign to stop the proposed Centennial dam. If built, this new dam would be located on the Bear River and would flood the last free-flowing and publicly accessible stretch of the Bear, destroying the native fishery, over 100 Native American cultural sites, popular recreation opportunities and over 25 homes.

**Nature Rights Council**  
For General Support  
$5,000  
To purchase water quality monitoring testing kits and GPS mapping software to track environmental issues and local resources, to restore relationships and responsibilities between tribal families and local communities.

**Safe Strawberry Monterey Bay Working Group**  
For General Support  
Fiscal Sponsor: Pesticide Action Network  
$5,000  
To strengthen the pesticide reform movement in the rural south county, home to some of the poorest, most disenfranchised and most heavily impacted people in the region.

**SPAWNERS**  
For General Support  
Fiscal Sponsor: The Watershed Project  
$3,500  
To connect community members of all ages to their natural spaces, provide hands-on ecosystem education and the fundamentals of restoration, and foster appreciation and stewardship of the San Pablo Creek Watershed.

**Wolf Creek Community Alliance**  
For General Support  
$4,000  
To protect and restore Wolf Creek and its watershed to a condition of optimal health and integrity for the benefit of present and future generations.