

## Students Integrate Sustainable Planning with Environmental Justice

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included local food shops, restaurants, neighborhood gardens, retail, a neighborhood school, mixed use buildings, bike lanes, and shaded bus stops for convenient public transportation.

One student proposed creating a “Green Park” in West Oakland that would provide a community gathering area where neighbors could relax, and that would improve air quality, beautify the area and help keep the temperature down by counteracting the urban heat island effect that causes temperatures to rise in neighborhoods with lots of pavement and few trees.

We look forward to seeing where our New Voices students take the work they started this summer. It is an honor and a privilege to work with all of the students. To hear what the youth thought of the program, please visit our blog at: <http://newvoicesarising.blogspot.com>

RIGHT: At the Eco-Center at Heron’s Head Park in San Francisco, we studied maps detailing various environmental issues facing the Bayview/Hunters Point community. This photo captures students talking about the heavy concentration of toxic facilities in the neighborhood.



RIGHT: What’s Freight Got To Do With It? Students explored the long journey an item takes from where it is created to our community’s retail stores. Students assembled the Freight Transport Chain, and then examined the environmental and health impacts on workers and communities. Our New Voices solution? The US should encourage more domestic production of products, reducing transportation pollution, and creating more local jobs.



RIGHT: Ready to study the waterways of the Delta with California Delta Water Education, a Rose Foundation grantee. Students learned about California water supply and demand, the history and current state of the Delta, got a close-up view of levees around some of the islands, and noticed the contrast between the windmills on one side and the fossil fuel-powered plants on the other.



## Congratulations to New Voices Alumni!

We want to congratulate three 2011 summer program participants who graduated from high school this June, and are now stepping into new roles: Salvador Mateo as the co-founder and co-leader of a new food justice advocacy organization, EAT GRUB; and Pamela Tapia and Taylor Murray as new college students. We also congratulate this year’s summer associate, Christina McGhee, on completing her AA degree. Christina, a graduate of the 2007 Summer Institute, was an inspiring peer leader throughout this summer’s program. We wish her well as she starts her first year as a transfer student at UC Santa Cruz. Finally, just weeks after completing the summer program, Brenda Barron, a senior at Oakland’s Emiliano Zapata Street Academy, rejoined us as New Voices Are Rising’s latest intern. Welcome Brenda!

## Federal Employees!

Support the Rose Foundation Through the Combined Federal Campaign



This year, the Rose Foundation is a nonprofit participant in the Combined Federal Campaign (CFC). CFC is the workplace-giving program for federal and military employees. If you are a federal employee (or know someone who is), you can support Rose Foundation programs by designating a tax-deductible contribution to us during the open enrollment period (September 1 – December 15, 2011). Our CFC number is 21393. Thank you!

Fall 2011



# Rose Foundation

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

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ABOVE: At the Self-Reliant House at Oakland’s Merritt College, New Voices students saw how the building saves energy and water. Professor Robin Freeman (left) demonstrates a water catchment container. He also explained how their graywater system reuses the water from indoor sinks for native plants outside.

## Students Integrate Sustainable Planning with Environmental Justice

By Myesha Williams & Jill Ratner

The Rose’s Foundation’s *New Voices are Rising* project just wrapped up its sixth annual *Summer Advocacy Training Institute*. This summer, 13 amazing students from five East Bay high schools explored what it takes to plan communities for climate protection, environmental health, and environmental justice.

This year’s jumping off point was SB 375, a 2008 California law that requires regional agencies to integrate transportation, housing and land-use planning in order to come up with “sustainable community strategies” that reduce driving and associated greenhouse gas emissions. We asked the students to tell us how the Bay Area should grow for the next 25 years. We also asked them to think critically and creatively about their own neighborhoods; to point out the things they liked; things they would like to change; and to offer a vision for a sustainable community.

We went on a series of field trips to investigate planning issues such as water supply, housing, energy use and traffic. After the trips, the students participated in group brainstorming sessions where they made posters illustrating their visions for an ideal sustainable block. The posters

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## GIVING MORE THAN JUST MONEY

By Karla James & Tim Little

Ask anybody who works for a non-profit group what they need most and everyone will tell you the same thing – “more money!”

The money is crucial. Community-based organizations throughout California desperately need financial resources, and one of the Rose Foundation’s main programs is to raise money that we then give away as grants to protect our health, the environment, and our rights as consumers. In fact, last year we raised and gave away over \$3 million! But this only scratches the surface of the support and guidance we provide to our grantees throughout California.

### FISCAL SPONSORSHIP

For a new group, earning their first grant is a major milestone. In addition to helping pay for programs, the prestige often helps attract additional funds. But many developing organizations need a lot of help before that first grant. Some groups have a vibrant vision, but need help developing a step-by-step workplan. Others have a robust volunteer network, but lack the management experience needed to unlock the full potential of their human resources. Others need a bookkeeping system, database or website. In fact, each group has their own unique needs in order to successfully grow from an idea to an organization.

Our fiscal sponsorship program provides newly formed groups with one-on-one mentorship and allows them a way to receive tax-deductible support for their project, even though they don’t yet have government recognition of their nonprofit status. Some of these groups have gone on to do incredible work!

For example, we extended fiscal sponsorship to the Community Water Center (CWC) in Tulare County, and gave them their first grant in 2007. Since then, CWC has helped several low-income Central Valley farm worker communities gain access to safe drinking water in areas where drinking water is heavily impacted by industrial agricultural pollution. In fact, they are now working locally in Tulare to incubate more community-based water advocates. Check them out at [www.communitywatercenter.org](http://www.communitywatercenter.org)!

Thank you for the scholarship that allowed me to attend the San Francisco Fundraising Summit...

I was able to create a year-long fundraising proposal for my board which we are now implementing.

The education also makes me a better, more self-directed employee and valuable community member.

*Donner Summit Area Association*

### GRASSROOTS LEADERSHIP INITIATIVE

Thanks to the support of the Community Leadership Project, a joint effort funded by The David and Lucile Packard, James Irvine, and William and Flora Hewlett Foundations, we are halfway through an intensive 3-year program with eight Central Valley and Bay Area environmental justice organizations. In addition to providing financial support to these groups, we are providing them with extensive technical assistance so that they

will become even more successful in their work with low-income communities and communities of color.

We started by leading each group through an in-depth self-evaluation process, and then helped craft detailed plans to address board recruitment, strategic planning, fundraising, staff training and more. We have helped them find and hire expert consultants, and purchase equipment and software to improve office and operational systems. Our one-on-one mentorship is now shifting towards helping each group plan a “smart exit” that will leave them fundamentally stronger at the end of the 3-year grant period.

### GRASSROOTS FUND TRAINING PROGRAM

The Grassroots Fund awards small grants to small groups that are too new, too remote, and often perceived as too risky by big foundations. Many of these groups have never applied to a foundation before, and some need our help just to submit a competitive

proposal. We give all applicants honest and constructive feedback about their applications – whether we can fund them or not. In return, we repeatedly hear from grantees that we didn’t just help them get money from Rose, we taught them how to raise funds from other foundations too.

But the application coaching is just a start. After a group receives a grant, we provide them with training and travel scholarships for classes on nuts and bolts topics like accounting, program evaluation, web-based outreach and other skills. And we provide each grantee with a subscription to the Grassroots Fundraising Journal, which is full of ideas on fundraising for small social change organizations.



Daniel Barth of Sutter Buttes Society accepts the check for the winning Reality Grantmaking proposal at the 2011 Grassroots Fund Convening. (l-r) Steve Hagler (Stewardship Council), Barth, Nancy Kami (Lisa & Douglas Goldman Fund), John McGuirk (Hewlett), Tim Little

### ANNUAL GRANTEE CONVENING

Each year we bring Grassroots Fund grantees together for a full day of training and networking. This year, over 100 activists came to Sacramento to learn the latest from fundraising and media experts. One highlight was an exciting “Reality Grantmaking” panel. Over 30 grantees submitted mini-proposals to representatives from three of our partner foundations. The result was priceless – a candid discussion of what veteran funders really need to see in a grant proposal. Participants were able to ask the funder panel questions about what they look for in proposals, and how their funding process works.

Sutter Buttes Society wrote the winning proposal, and received \$1,000 on the spot!

For copies of all workshop materials and to hear session recordings, visit [www.rosefdn.org/convening2011](http://www.rosefdn.org/convening2011)

## PACK TRAINS RETURN TO THE HISTORIC KELSEY TRAIL

By Kevin Hendrick

More than 100 years since the last mule train toiled up the steep slopes behind Crescent City on its way to supply the gold rush camps and forts in the upper Sacramento River Valley, the hoof beats of loaded animals sounded again along the historic Kelsey Trail. This time, the destination was a little closer – a California Conservation Corps (CCC) base camp deep in the Cant Hook Creek Canyon. The base camp is the final staging area for the completion of an 8.4 mile section of the Coast to Crest Trail which the Rose Foundation is rebuilding thanks to a grant from the California Resources Agency, the cooperation of the US Forest Service, and the hard work of CCC trail crews. During the final weeks of construction, a team of pack horses was hired to haul supplies to the CCC.

“As we work further into the backcountry it can take two hours each way to hike to the work site”, said Crew Supervisor Cedar Long, “Camping closer to the site allows us to complete more work and with less wear and tear on the crew.”



The Coast to Crest Trail follows sections of the Historic Kelsey Trail, built in the 1850’s between Crescent City and Fort Jones. “One hundred and fifty years ago trains of pack mules traversed this trail” according to Construction Supervisor, Clarke Moore, “Now horse trains may return to the trail to support tourism.” Pack horses were provided by Garrett Scott, doing business as GL Scott Mountain Horses. Scott volunteered to gain experience for his new business, providing packing services for campers and backcountry fire fighting.

“People are amazed at the luxury items that you can bring when you don’t have to carry it in on your back”, explained Scott, “You can eat steak, instead of freeze dried mystery meat.”

After the final trail construction work is completed, a series of interpretive signs and map kiosks will be installed. The trail will be officially open to the public later this year after all signs are installed.



## Welcome Amy Lyons!

We are pleased to welcome Amy Lyons to the Rose Foundation Board of Directors. Amy is the Executive Director of the Richard & Rhoda Goldman Fund and the Goldman Environmental Foundation, which administers the Goldman Environmental Prize. She has worked in the field of philanthropy for over twenty years. Through this work she has developed a broad understanding of numerous not-for-profit sectors including the environment, reproductive rights, civil society and Jewish affairs.

Through the Goldman Fund, Amy has been a long-time collaborator of the Rose Foundation, and helped Rose secure funding to help save the Headwaters Forest and launch a national corporate accountability campaign. Amy was also a leader in developing and launching the Grassroots Fund, and served as co-chair of the Grassroots Funding Board for several years. We’re really excited to have Amy join our board of directors. Welcome Amy!