

Sustainable Action Fund Grant Program

LARGE GRANT - FINAL APPLICATION

For applicants requesting over \$5,000. Submit applications via email to the SAF Grant Program Coordinator Nate.White@wwu.edu.

1. **PROJECT TITLE:** Bringing John Francis to WWU

2. **PROJECT TAGLINE** *[description of project in one sentence]:*

John Francis, an environmentalist focused on social sustainability, will come to Western on Earth Day 2017 to share his message, followed by a walk of silence with the community into Downtown Bellingham.

Name	Department/School Students also provide major/minor	Position Faculty/staff/student. Students provide expected quarter/year of graduation	Email
Project Advisor: Jill MacIntyre-Witt	WWU Peace Corps	WWU Peace Corps Volunteer	Jill.MacIntyreWitt@wwu.edu
Project Lead: Julia Henson	Environmental Studies Major	AS Environmental Center Coordinator	as.ecc@wwu.edu
Anna Kemper	Environmental Policy Major	AS Environmental and Sustainability Programs Director	as.esp@wwu.edu
Keiko Betcher	Geography Major, TESOL minor	Sustainable Action Fund Education Coordinator	as.sustainablefund@wwu.edu

4. **PROJECT DETAILS** *(reflecting any changes since conceptual application)*

a. Describe your proposed project. (1 paragraph)

The Environmental and Sustainability Programs wants to bring John Francis to Western Washington University for Earth Day 2017. Earth Day 2017 (April 22, 2017) will be a day that consists of a series of speakers and interactive engagement amongst the audience. John Francis would be the keynote speaker at Earth Day 2017, the theme of which is "Turning Empathy Into Action". The project would involve flying John Francis to WA, providing transportation to Bellingham, arranging a hotel for two nights, meals, a silent walk at the end of Earth Day 2017, and standard speaker fees and additional charges.

b. Describe the purpose of your project proposal. (1 paragraph)

The purpose of this proposal is to fund the speaker fee and other expenses to bring John Francis to Western for Earth Day. The purpose of John Francis' coming to Western is to educate the student body and larger community on human and environment relationships. Specifically, he teaches that the way we treat each other is the way we treat the planet, so we should treat each other well. Based on the Environmental and Sustainability Program's event *Dr. Vandana Shiva Speaks at Western*, and the wonderful turnout and feedback we received, the ESP wants to put on more large-scale, quality events that encompass all aspects of sustainability: the social, environmental and economic.

We will be charging \$2 for WWU students with ID, and \$6 for non-WWU students. Students, faculty, staff, and community members will be able to buy tickets at the PAC Box Office until tickets sell out. Tickets cost \$1/ticket to print. After this cost is accounted for, any sales made from tickets at this event will go back to the Sustainable Action Fund.

c. What are the goals and desired outcomes of your project? (Bullet format)

- Give people a better understanding of the different aspects of sustainability (social, economic, environmental, and health), emphasizing that it is more than just caring about trees.
- Bring the community together to celebrate Earth Day, while being mindful of our attitudes towards one another and the planet.
- Engage with a broader, more diverse group of students and community members compared to what is typically expected at an ESP event.

d. Does your project tie into any broader campus sustainability goals or initiatives? If yes, please describe how.

Yes. This proposal aligns closely the Sustainability Action Plan's second goal under campus and community engagement. This goal is for "Western's campus culture and community engagement [to] reflect a strong commitment to environmental stewardship and sustainability." By bringing John Francis to Western for Earth Day, environmental awareness will be a campus-wide dialogue, and will provide opportunities for action that will commit Western further in its sustainability efforts.

This project also ties into the vision statement for the (working) Student Life Chapter of Western's Sustainability Action Plan. The vision states: "At Western we foster student learning, engagement, and leadership for a sustainable campus, community, and world." Earth Day 2017 featuring John Francis will be an excellent way to foster the learning about ecological, social and economic sustainability. These aspects will be tied together through our theme, "Turning Empathy Into Action".

e. Provide a chronological timeline listing the steps and tasks it will take to implement this project. Insert additional rows as necessary.

Step/Task	Completed by Who	Estimated Completion Date
Reservation of the VU MPR for the evening of April 22, 2017	Anna Kemper	Done
Reserve banner space for week of 4/14/17-4/22/17	Michael Goldberg (ESP Marketing)	Done
Sustainable Action Fund grant approval	SAF Committee	February 10, 2017
AS Large Event Fund grant approval	Anna Kemper	Done
Contract sent to John Francis' booking agent and approval of contract	Keiko Betcher	November 15, 2015
Publicity Center request	Michael Goldberg (ESP Marketing)	Done
Events created on social media, reach out to Western & local press and radio	Julia Henson, Anna Kemper	March 31, 2017
Schedule of speaking event confirmed, volunteers for event confirmed	Julia Henson, Anna Kemper	April 7, 2017
Day of Earth Day		April 22, 2017

5. METRICS AND MEASURABILITY

a. How will the success of the project be measured? Describe the quantitative and/or qualitative sustainability metrics you will use to measure the success of your project. Insert additional rows as necessary.

Metric (qualitative or quantitative)	Description	Impact
<i>Example: Energy Saved in kWh/year</i>	<i>We plan to replace the 1 incandescent lamp in our office with an LED lamp. Will measure the energy savings/year</i>	<i>Total =2,500 kWh of savings per year. (Incandescent lamp uses 3,000kWh per 50,000 hours and LED lamp uses 500kWh per 50,000 hours of usage. Source = www. EPA .LED lamps, org)</i>
Students, staff, faculty, and community members who attended	We plan to require tickets for admission (\$2 for students, \$6 for non-students). A total of 350 tickets will be available. We plan	People attending Francis' talk will hopefully end the day with a new, or different perspective of environmentalism. They will feel

	to sell out in confidence that 350 people will have attended.	that it is not an exclusive movement, but rather, a real issue that each and every person is a stakeholder for. Flopefully Francis' message will be spread by word of mouth, as well as on social media (discussed below).
Social Media interactions: Facebook, Twitter, Instagram	All 3 social media platforms offer an analysis that allows you to see the number of interactions. We plan to share the video live on Facebook and Instagram, and share links to both events on twitter. Additionally, once the video has been recorded, it will be available for anyone to watch after the event has passed. Social media analytics will allow us to see how many views/likes/retweets/etc the videos have received.	Social media is a great way to share the event for those who could not make it, or were not able to buy a ticket in time. We want to make sure that Francis' message is available to everyone. In addition, sharing the video on the social media platforms belonging to the ESP may invite new people to "like" or "follow" our pages, furthering student involvement.
Post-event Survey	A survey will be distributed after the event, asking questions about the overall response to the event, as well as ways to improve. This would be a qualitative measure, to see what the audience gained from this event.	Surveys help with future events, making sure any concerns were addressed as thoroughly as possible. Because Francis is a speaker, his impact is likely most measurable through the experience of those who engaged in the event.

b. Describe your project's education, publicity and outreach plan here. Then complete the table below outlining the proposed results of your education, publicity and outreach efforts. Insert additional rows as necessary.

Education Outreach, Publicity Effort	Who will Make this Flappen?	Flow Will this Effort be Implemented?	Who is the Intended Audience?	Frequency of implementation. One-time/daily/weekly?
Facebook event,	Michael	Through AS	Any Western	Posted once

twitter post	Goldberg (ESP Marketing Coordinator)	Environmental Center Facebook page, ESP twitter page; other group's social media: SAF, Huxley, Fairhaven, OS	student, staff or faculty, as well as community members, with a Facebook page or twitter account	(Twitter may be more frequent reminders)
Flyers passed out in Red Square	Environmental center interns, ESP staff, led by Anna Kemper	These volunteers will hand out flyers in Red Square during busy hours	Western students	Week leading to event
Email blast to ESP email list	Michael Goldberg (ESP Marketing Coordinator)	Email newsletter sent out weekly will focus on this event	ESP email list (mostly Western students)	Once
Posters with event information	Julia Flenson, Keiko Betcher, Anna Kemper, Michael Goldberg	Publicity request sent to AS Publicity Center who will work with ESP staff, then post posters two weeks before event	Western students, faculty, staff	Posted once, posters stay up for two weeks around campus
Email blast to SAF, OS, Fluxley, Fairhaven Listservs	Michael Goldberg (ESP Marketing Coordinator) to: Ryan Peterson, Victoria Monreal, Kathy Patrick, Fairhaven Bulletin Coordinator	Information will be sent to listserv contact, they will publish to their contacts	Mostly Western students, faculty, staff	Once each
Press: AS Review, Western Front, KUGS, Bellingham Flerald	Amber Carrow, Michael Goldberg (ESP Marketing Coordinator)	Press releases	Western students, staffy faculty, and Bellingham community members	Once each
Class Raps	Led by Michael	Volunteers will	Western	As many as possible

	Goldberg (ESP Marketing Coordinator)	promote the event the week leading up to the event through class shout-outs	students, faculty	
--	--------------------------------------	---	-------------------	--

c. How will your project involve students? How many students, or what percentage of the student body, will be affected by the project?

John Francis will create an aware and engaged campus community, a goal outlined on the Sustainable Action Fund website, as he will be giving a presentation for up to 350 people. We expect the majority of these attendees (250-300) to be students, since student tickets are notably cheaper than community tickets, and most of our advertising will be aimed at students.

The event will include local speakers, engagement by local organizations, a follow-up gathering and debrief at the Downtown Depot Market, food, and also John Francis's talk. Students will come away from the event aware of how humans and the environment are inherently linked and will be motivated to follow Francis' teaching of treating other people and the environment with respect.

6. BUDGET

a. Provide an itemized list of the budget items required for this project. Include Equipment and Construction Costs, Education Publicity and Outreach Costs, Personnel and Labor Costs, and any other costs. Insert additional rows as necessary.

Item	Cost per Item	Quantity	Total Request
John Francis Speaker Fee	\$11,000	1	\$11,000
\$100/day per diem	\$100	2	\$200
Speaker's originating city ground transportation	\$200	1	\$200
TOTAL REQUEST			\$11,400

b. If the project is implemented, will there be any ongoing replacement, operational, maintenance or renewal costs? If yes, what sources have you identified to cover those costs?

N/A

c. Outside or Matching Funds. List pending, approved, and denied applications for funding from other sources. List amounts requested from those sources.

Publicity	\$150	ERT
-----------	-------	-----

Food	\$1,000	ERT
Event set up	\$400	ECA
Prizes	\$200	ERT
Bands	\$600	ERT
Decor	\$150	ERT
Depot market	\$400	ERT
Touch tank	\$150	ERT
Interpreters	\$700	ECA
JF flight/hotel	\$800	ERT
MC	\$400	ECA
Speaker comp?	\$300	ECA
Total outside funding for Earth Day 2017 event:	\$5,250	

d. **Project Scalability.** Can this project be scaled to be smaller or larger? *No If yes, complete the section below.*

i. If this project was smaller, what would be the minimum budget for this project: _____

ii. If this project was larger, what would be the maximum budget for this project: _____

iii. How would the project outcome be affected if the project was scaled to be smaller or larger?

Hypothetically, we could scale the event larger, but realistically we cannot. We have searched into all room options with considerations of size, attractiveness, and most importantly, disability access. There can not be any change in scale which changes the amount of money paid, since the contract for bringing John Francis here will be set in stone at the determined amount.

7. PROJECT STAKEHOLDERS N/A

a. If your project involves or requires permission from other organizations, departments, individuals, or stakeholders, list them below and describe their involvement in the project. Insert additional rows as necessary.

Stakeholder/Project Owner Name	Department or School and Position	Involvement in Project

--	--	--

b. For every Stakeholder/Project Collaborator listed, have the individual complete a Project Stakeholder Form. Form can be found on SAF website: www.edu/sustain/programs/saf/apply/ under the tab "Forms, Documents, and Guidelines." N/A

Number of Project Stakeholder Forms attached to Final Application _____

c. If your project team is proposing a temporary or permanent facility or property modification, then a Project Owner Form must be submitted with the application. For every Project Owner listed, have them complete a Project Owner Form. N/A

Form can be found on SAF website: www.edu/sustain/programs/saf/apply/ under the tab "Forms, Documents, and Guidelines."

Number of Project Owner Forms attached to Final Application _____

Sustainable Action Fund Grant Program

LARGE GRANT - FINAL APPLICATION

PROPOSAL REVIEW

Once your project proposal is complete, you must print and receive hand-written signatures from the individuals listed below. After signatures are received, applications can be delivered as a hard copy to the SAF Grant Program Coordinator, Nate White at Viking Commons Room 24 or by scanning the application and emailing it to Nate.White@wwu.edu.

8. Please set an appointment with the Sustainable Action Fund Grant Program Coordinator to review your draft proposal before submitting your application.

Sustainable Action Fund Grant Program Coordinator, Nate White
Viking Commons, Room 24

Office Hours: Mondays and Thursdays 2-4pm or by appointment

Email: Nate.White@wwu.edu

Phone: (360)650-4501

Signature: _____ -

Date:

This signature does NOT indicate that you have received funding, but it does confirm that the proposal has been reviewed and is approved for funding review by the Sustainable Action Fund Committee.

Comments:

9. After meeting with the Sustainable Action Fund Grant Program Coordinator, please set an appointment with the Campus Sustainability Manager who will review and sign your proposal application.

Campus Sustainability Manager, Seth Vidana

Viking Commons, Room 25

Phone: (360)650-2491

Signature: _____ -

Date:

This signature does NOT indicate that you have received funding, but it does confirm that the proposal has been reviewed and is approved for funding review by the Sustainable Action Fund Committee.

Comments: