

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

johnathan.riopelle@wwu.edu

1. PROJECT TITLE: Majora Carter Speaks at Earth Day

2. PROJECT TAGLINE *(description of project in one sentence):*

Name	Department/School Students also provide major/minor	Position Faculty/staff/ student. Students provide expected quarter/year of graduation	Email
Project Advisor: Greg McBride	Assistant Director of Viking Union Facilities		greg.mcbride@wwu.edu
Project Lead: Hanna Bridgham	Huxley college/ Environmental Science	AS Environmental Center Coordinator/ graduation 2020 springtime	as_ecc@wwu.edu briahh@wwu.edu
Katie Winkelman	AS Associated Students Environment and Sustainability programs	AS Environmental and sustainability programs coordinator / graduation 2019 springtime	as.esp@wwu.edu

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

1. Describe your proposed project. (1 paragraph)

For this project the Environmental Center will bring Majora Carter to campus to speak at this year's Earthday celebration.

She has a wide background in environmentalism and sustainability. She has been featured in two TED talks and is a powerhouse in sustainability in her south Bronx community. In 2006 her TED talk “greening the ghetto” what the sixth video ever posted to the site, accumulating almost 2 million views on that platform alone. Carter is a professional real estate developer, revitalization strategy consultant, a [Peabody Award winning broadcaster](#), as well as accolade in groups as diverse as Rupert Murdoch’s News Corporation, John Podesta’s Center for American Progress, Goldman Sachs, the MacArthur “genius” Fellowship, National Audubon Society, The Environmental Protection Agency and the National Resources Defense Council. She is a founder of social enterprise and economic development in low-income status communities. Her practices are focused on green-infrastructure projects that train and provide people with jobs. Carter shares the ideas of pride in community, in her case the south Bronx. This pride in her own community resulted in the founding of the non-profit environmental justice corporation Sustainable South Bronx in 2001 to empower her community thought environmentally focused revitalizing work. Some successes of the project include the South Bronx Greenway leading to the South Bronx waterfront park.

Traditionally earth day has had a keynote speaker as the highting to the speaker series. This year for earth day we have the theme of community, food, and social justice. Majora Carter is a good pick for this event because off all her work in communities within the U.S. and in her own. Her projects are typically centered around farming in communities both urban and suburban, as well as how our relationship with food ties into larger sustainability conversations like access to food (an ongoing issue in Bellingham) and eating local (another ongoing conversation related to the Birchwood Food desert)

We want her to come and talk about sustainability in the community and how people can be involved in their community's while being and success. This year our Earth Day theme is centered around community, food, and social justice; all areas in which Carter is extremely knowledgeable in. Her projects all are centered with these ideas in mind. On monday we would fly her in. on Tuesday we will set up a dinner with her and environmental club leaders to allow face to face student engagement and have her do class Raps to promote earth day and give student exposure to her. On Wednesday she will participate in Earthday activities like the DIY workshops. Then she will give her keynote speech called “home(town) security”. On Thursday she will do a creative workshop or activities in the morning to give student an opportunity to talk with her on eon one, then we will fly her home.

2. Describe the purpose of your project proposal. (1 paragraph)
3. What are the goals and desired outcomes of your project? (Bullet format)
 - to increase campus awareness about intersectional sustainability
 - increase awareness about community involvement and sustainability in the greater Bellingham community
 - provide students with education opportunities to better their understanding of the world they inhabit
4. Does your project tie into any broader campus sustainability goals or initiatives? If yes, please describe how.

This event directly aligns with values or goals outlined in the sustainable action plan for western. In the plan it describes

- “Western supports scholarship and teaching that contribute to the understanding and promotion of sustainability.”

Bringing Majora Carter to campus helps support this shortterm sustainability goal outlined in the sustainability action plan. Carters talks help understand the relationship between food (a staple to living), waste, and sustainability. Further, she often ties in themes of community which are vital to help western students understand how sustainability directly ties into the places that they inhabit.

- “Western’s culture and community engagement efforts reflect a strong commitment to environmental stewardship and sustainability. And are easily accessible to the public”

Carter especially emphasizes stewardship and responsibility in environmental conversations surrounding community. Additionally this event will be open to the public and will be advertised in Bellingham as well as the surrounding community.

- Social, Economic, and Ecological (SEE) sustainability principles are integrated in student career and lifelong practices.

Interacting within your community sustainably is a lifelong practice that students deserve to be educated on. Providing students and the community the opportunity to learn these skills is vital to meeting this sustainability goal and can be achieved through Carter's presentation

There are numerous other goals that Carter aligns with alongside the sustainable action plan issued by Western.

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

→ send a contract to Majora Carter and have it signed

→ arrange travel and accommodations for Majora Carter including a hotel contract and finding out food accommodations

→ creating a schedule for Majora Carter for the event the day of

→ execute the plan

5. METRICS AND MEASURABILITY

Step/Task	Completed by Who	Estimated Completion Date
Send contract to Majora Carter	Hanna Bridgiam and Greg McBride	3/28/18
Arrange travel and food accommodations	Katie Winkelmann and Hanna Bridgiam	4/1/2018
Creating schedule for Majora Carter for the event the day of	Katie Winkelmann and Hanna Bridgiam	4/05/2018

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- 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
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Example: Energy Saved in kWh/year	We plan to replace the 1 incandescent lamp in our office with an LED lamp. Will measure the energy savings/year	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. LEDlamps. org)
Example: outreach	This will describe who we are reaching with this message and what the impact was through utilizing things like card swipe and a post event survey	Impact of this is student opportunity and education opportunities being increased through exposure to new and exciting ideas in sustainability
Qualitative comments	Student feedback is huge when looking at programs and often times they are not afraid to voice their opinions	This would help us gauge campus interest and passion with this topic to better provide appropriate opportunities for them

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 Happen?	How Will this Effort be Implemented?	Who is the Intended Audience?	Frequency of implementation. One-time/daily/weekly?
Publicity w/handbills, posters, etc	Julia Henson	Through the help of the publicity center and communications office we hope to reach the majority of campus	Students outside of Huxley	2 weeks prior
Huxley email blast	Huxley college admin	Emailing students directly serves as a direct reminder for events and often yields high turnout	Students inside Huxley and sustainability leaders	2 weeks prior

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

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
Speaker fee (1/2)	11,550	1	11,550
TOTAL REQUEST			\$ 11,550

2. If the project is implemented, will there be any ongoing replacement, operational, maintenance or renewal costs? If yes, what source have you identified to cover those costs?
3. Outside or Matching Funds. List pending, approved, and denied applications for funding from other sources. List amounts requested from those sources.

i. Source of outside or matching funds: _____ Approved from large event opportunity: 10,000, students for renewable energy sponsorship council: \$500, Urban planning club: \$500, Environmental center: \$2500 _____

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ii. Date request was submitted: _____ 02/26/18__ (large event opportunity fund _____

iii. Status or amount received:

10,000 _____

iv. If funding was denied, please state the reason:

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

- i. If this project was smaller, what would be the minimum budget for this project: 24,150 _____
- ii. If this project was larger, what would be the maximum budget for this project: _____ 30,000 _____
- iii. How would the project outcome be affected if the project was scaled to be smaller or larger?

If it were scaled larger the added cost would likely be venue costs, however it is important to note that we would likely be getting the same reach. We intend to reach about 300-400 students with this and if we had the added costs of using the PAC we would likely have to sell tickets so we don't run funding dry, this means less accessibility to students who cannot afford tickets.

7. PROJECT STAKEHOLDERS

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
Katie Winkelman	Environment and Sustainability program director	Oversight of the project details will be seen by Ms. Winkelman
Greg Mcbride	YU assistant director	Will also provide oversight and we receive permission from greg to go ahead on large projects such as these

b.

c.

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

→ signed stakeholder form will be provided at the SAF meeting where this application is heard

Number of Project Stakeholder Forms attached to Final Application 2 _____

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. Form can be found on SAF website:

www.wvu.edu/sustain/programs/saf/apply/ under the tab "Forms, Documents, and Guidelines."

Number of Project Owner Forms attached to Final Application _____

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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, Johnathan Riopelle at Viking Commons Room 24 or by scanning the application and emailing it to johnathan.riopelle@wvu.edu.

An Applicant Team / Advisor partnership is a relationship of substance between the project applicant(s) and a faculty or staff advisor involving shared responsibilities and mentoring in undertaking the project funded by the SAF Grant Program. To ensure that the project runs smoothly and achieves its objectives, the SAF Committee requires project applicants and the faculty/staff advisor to demonstrate their commitment to the project by acknowledging the principles of good partnership practice set out below and identifying the nature and role of the partners.

Principles of Good Partnership Practice

1. Project partners must have read the Rules of Operation for the SAF Program (found on this webpage: <https://sustain.wvu.edu/saf/>, under the tab, "guiding documents"), reviewed the Large Grant Application Toolkit, and understand what their role in the project will be before signing the partnership statement.
2. The project lead must consult with the partners regularly and keep them fully informed of the progress of the project.
3. Substantial changes to the project should be agreed upon by the partners before being submitted to the SAF Committee. Where no such agreement can be reached, the applicant must indicate this when submitting changes for approval.

4. The partners authorize the project lead to sign the proposal application and represent them in all dealings concerning the project's development, review, and implementation.
5. Project partners must have read the project proposal before signing the completed application.
6. All partners must receive copies of any report submitted to the SAF Committee.
7. All project partners agree to be present during the team's presentation to the SAF Committee in case input is needed or requested.
8. If the grant is awarded, partners shall take part in the development, implementation and review of the project under clearly identified roles and responsibilities.

We will comply with the principles of good partnership practice during the development, implementation, and review of this project.

_____ Project Lead Name

_____ Team Member Name

_____ Team Member Name

_____ Team Member Name

_____ Faculty/Staff Advisor Name

_____ Project Lead Signature Date

_____ Team Member Signature Date

_____ Team Member Signature Date

_____ Team Member Signature Date

_____ Faculty/Staff Advisor SignatureDate