



**County of Marin
Community Service Fund Program
Application Form**

Application Date September 29, 2016

Fiscal Year July 1, 2016 - June 30, 2017

Organization Information

Full Legal Name: Environmental Forum of Marin

Organization URL: <http://www.marinEFM.org>

Mission/purpose of your organization:

Environmental Forum of Marin (the Forum) promotes a sustainable world through environmental education. The Forum has been dedicated to the protection and enhancement of the environment by educating its members and the Marin citizenry about environmental issues for 44 years. In furtherance of this purpose, the goal of the Environmental Forum is to conduct programs on environmental issues, provide continuing education for its members and the public, and influence decision-making. The Forum provides exceptional education programs about environmental issues: a Master Class for a comprehensive training focused on Marin's natural landscapes, ecosystems, and promotion of environmental advocacy; a Lecture Series offering objective, in-depth examination of current environmental topics, encouraging an understanding of underlying issues and the taking of appropriate actions.

Grant Request Information

Program/Project Name: Lecture Series 2017

Amount Requested Dollar: \$10,000.00

Total Project Cost: \$20,600.00

Description of the proposed project/program, including the proposed project's goal(s), and the nature of the costs in specific terms, i.e. materials, labor costs, etc. Specifics of how the requested County funds will be used.

The Forum is revamping its Lecture Series to reach beyond the environmental community to those citizens of Marin who are concerned about climate change but don't know where to turn in terms of addressing it. From January - April the Forum will provide six to eight lectures on the impact of climate change on such areas as housing/land use, transportation, water, drought, wildlife and energy. We will use speakers who can present clear, scientific explanations in "lay" terms and action steps individuals and families can take. The Forum believes many, many more citizens of Marin need to be engaged in grappling with the issues and solutions of climate change. With a 40+ year history of educating advocates for Marin's environment, we are uniquely positioned not only to address this need but to serve as a hub for engaging these citizens with other environmental organizations offering citizen action opportunities for addressing climate change (e.g. Resilient Neighborhoods, Time to Lead on Climate). In order to build and retain an audience which will attend the entire series of lectures, the Forum needs to ensure comprehensive project oversight/overhead, retain really good (TED Talk quality) speakers and expand Lecture Series marketing. County funds will be used to offset approximately half of the program costs and will be directed specifically to ensuring top-quality speakers and implementing a broad county-wide marketing program. We are requesting \$10,000 to cover \$300 for complementary tickets to underserved communities, \$2,000 for computer/projection/a-v equipment, \$3,000 for venues, \$500 for printing flyers, \$1,500 advertising and marketing, and \$2,700 toward speaker honoraria. If the Forum does not receive all of the funding requested, the program will be scaled back accordingly to accommodate a lower budget.

List of all community interests that will be affected by the proposed project/program and the public benefit to be derived from it:

The public benefit will be: • a broader base of citizens who are informed and engaged in taking action to mitigate climate change • this broader base of citizens' greater awareness of and, hopefully, participation in other environmental organizations addressing climate change • recruitment of the Lecture Series audience as members of the Forum and participants in its Master Class, which has trained environmental advocates for 44 years Broadly speaking the community interests affected will be all residents concerned about climate change, the environment and all the specific topic areas covered in the individual lectures (e.g. housing, land use, transportation, water etc.). More specifically, the Forum has been successful in the past three years in engaging some key residents of Marin City in participating in its Master Class. We have kept the ticket price very low (\$10/free to students) and are offering some complementary tickets to be as inclusive as possible. We plan to promote the 2017 Lecture Series extensively

in Marin City and the Canal District.

This organization has never received Community Service funds.

No County funding was received for this project or others.

Project/program can be completed if amount received is less than requested amount of Community Service funds.

Applicants are encouraged to leverage funding from other non-County sources, and priority will be given to requests that represent no more than 50% of total project cost. To demonstrate all sources of project funding, including other County sources, please provide a project/program budget below. Please fill in as applicable, and round to the nearest dollar.

Project Funding Sources	Funding Agency	Funding Requested	Received	Notes
County CSF	County CSF	\$10,000		
Federal Grant				
State Grant				
Individual Contributions	Forum Members, supporters	\$5,600	\$5,600	
Other Local Agencies		\$0		
In kind services				
Other	Wells Fargo, Bank of Marin, Ticket Sales	\$5,000	\$0	
Total Sources		\$20,600	\$5,600	
Project Expenses		Budgeted	Spent to Date	Notes
Personnel Costs		\$7,500	\$1,500	<i>Program Management</i>
Services and Supplies		\$12,800	\$0	<i>Venues, Graphic Design, A/V Equip., Mktng, Spkrs</i>
Capital		\$0	\$0	
Other		\$300	\$0	<i>Ticket Sales</i>
Total Expenses		\$20,600	\$1,500	