

**NEW ENGLAND GRASSROOTS  
ENVIRONMENT FUND**  
*Small Grants Program Application*

Please email the application to your program officer or mail a hard copy to:  
P.O. Box 1057 / Montpelier, VT 05601

We copy all applications for our grantmaking committee members. Please print the application single-sided, please don't staple materials together, and please don't use any folders or binders.

**DATE:** 8 SEPTEMBER 2009

**CONTACT PERSON:** Michael W. Hammond

*(please list one person who will be available to answer questions)*

**NAME OF APPLICANT ORGANIZATION:** Sustainable Braintree Inc.

**ADDRESS:** 1 JFK Memorial Drive  
Braintree MA, 02184



**PRIMARY PHONE #:** 781-794-8338

**ALTERNATIVE PHONE #:** 617-653-9687

**EMAIL:** [michaelh@sustainablebraintree.org](mailto:michaelh@sustainablebraintree.org)

**FAX #:** N/A

**WEBSITE:** [www.sustainablebraintree.org](http://www.sustainablebraintree.org)

**AMOUNT OF THIS REQUEST:** \$ 2,500

**TOTAL PROJECT BUDGET:** \$ 10,000/3 years

**TOTAL CURRENT ORGANIZATIONAL BUDGET:** \$ 10,000

**TOTAL AMOUNT YOUR ORGANIZATION SPENT LAST YEAR:** \$ 8,162 (Startup and Fund raising Expenses)

**NUMBER OF EMPLOYEES, FULL AND/OR PART-TIME:** 0

**PROJECT PROPOSAL SUMMARY** *(No more than 3 sentences – please start with, "To..." ):*

To kick start Sustainable Braintree's Cool Mass campaign. Grant monies would be used to purchase (100) Low Carbon Diet Workbooks, (10) Kill-A-Watt meters, and purchase (1,000) next generation CFL bulbs.

**HOW DID YOU HEAR ABOUT NEGEF?**

An e-mail from Sustainable South Shore colleague, Marcia Geyer.

**CHECK ONE OF THE FOLLOWING THAT BEST APPLIES TO YOUR ORGANIZATION:**

☐ Ad Hoc group

☐ Ad Hoc group with fiscal agent *(name of agent):* \_\_\_\_\_

☒ Incorporated as a nonprofit in your state

☐ 501(c)(3) status with the IRS

**If you are an ad hoc group and do not have a checking account or fiscal agent, you will need to set up an account or agent upon receipt of a grant. You do NOT need to have an account or agent when you apply.**

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**PROJECT NARRATIVE & BUDGET** *(no more than 2 pages please)*

**EXECUTIVE SUMMARY**

Global Warming and Climate Change is the name given by scientists for the gradual increase in the temperature of the Earth's surface. Considerable evidence exists that most of the warming has been caused by human activities, markedly since the industrial revolution and stimulated by our dependence on fossil fuels. Although Local and Federal governments and responsible corporations have started to take steps to reverse the negative effects of our greenhouse gas emissions (GHG), lifestyle changes towards conservation have the largest most immediate impact.

The Massachusetts Climate Action Network (MCAN) has partnered with the Empowerment Institute to create a campaign strategy for local communities to facilitate carbon reduction.

**Vision**

The "Cool Mass" Braintree Campaign will help Braintree households address global warming, reduce energy expenses, meet their neighbors and build community. By December 31, 2012, 25% of Braintree households will have participated in the campaign with an average reduction in greenhouse gas emissions from January 1<sup>st</sup>, 2010 of 25% or more.

**Ownership**

Sustainable Braintree Inc, will own responsibility of the Cool Mass Campaign for Braintree. Sustainable Braintree, Inc. is a community advocacy group committed to helping Braintree residents, businesses and local government conserve energy, promote clean and renewable energy, protect the environment and live sustainably. This team is uniquely positioned to guide partner organizations and the community, helping each to reduce their carbon footprint. A number of Sustainable Braintree members have themselves embarked on the Low Carbon Diet (LCD).

**Strategy**

The Campaign will consist of residents grouped into Eco Teams lowering their carbon footprint by following the guidelines of the *Low Carbon Diet Workbook*, written by well known international author David Gershon. Sustainable Braintree, working with the Mayor's office, will hold a kick-off Global Warming Café in November, 2009, bringing Partner Organization Leaders together to outline the effects of Global Climate change and our opportunity to make a significant difference. Sustainable Braintree will facilitate the Global Warming Café and teach community leaders how to form Eco Teams within their membership. Sustainable Braintree has already gathered the support of the Mayor's office, Town Council, School Superintendents office, and All Souls Church. Future organizations we are already scheduled to appear in front of include Hawthorn Condo Association, Liberty School PTO, and Rotary. Other organizations included in our strategy, but as of submission of this paperwork not yet contacted include but are not limited to, the Elks, Disabled American Veterans, South Braintree Business Association, American Legion and other faith based groups. Sustainable Braintree will determine a baseline carbon footprint of the residential sector of the community to be completed August 2009. Empirical data will be gathered from recent census information and energy providers. Sustainable Braintree will develop a community map of potential partner organizations capable of starting EcoTeams. Sustainable Braintree will reach out to identify any existing carbon reduction activities currently going on in the community and look for ways to integrate them into the campaign to maximize synergy. During the Summer and Fall of 2009, Sustainable Braintree will reach out to partner organization and present a high level Cool Mass vision and strategic plan for achieving the goal over the next three years. During the Fall of 2009, Sustainable Braintree, in conjunction with the Mayor's office, will host and facilitate a three hour partner organization capacity-building training which includes leading a Global Warming-Café. Sustainable Braintree will develop and execute a multi-media strategy for reporting results of ongoing Eco-Team recruitment and inspiring stories related to the campaign.

**Outreach Goals**

Total Braintree:	100%	12,275
2010 (Year 1):	4.5%	552
2011 (Year 2):	16%	1,964
2012 (Year 3):	4.5%	552
<b>Total Participating:</b>	<b>25%</b>	<b>3,068</b>
<b>Households</b>		

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### Metrics

Total carbon reduction will be measured in two ways.

Qualitatively, residents will have the opportunity to upload their own conservation activities into their online Eco Team profile on a new site to be created by MCAN. Eco Teams will enter their activities into their profile and the CO2 calculator will track progress. During training sessions prepared by and performed by either Sustainable Braintree or Partner Organizations, EcoTeams will be taught how to upload their new carbon lifestyle data into a Carbon Aggregator. The Carbon Aggregator, still in development, but expected by the end of Q3 2009 will roll up Carbon savings from households to Eco Teams, to Cool Communities (Sustainable Braintree) to the state level (MCAN). Quantitatively, Sustainable Braintree, working with local groups, will track actual change. Braintree Electric Light Department (BELD), National Grid, and Rosemary Nolan from the Braintree Recycling Committee have agreed to provide empirical data. Our intent is to produce a Carbon Thermometer placed strategically in a common area of Braintree to visually highlight our collective progress.

### 2. If your project is successful, what changes will occur in your community and its environment? Please include a timeline/steps for its completion.

When our project is successful, we will have reduced 25% of the overall carbon footprint (8,435 tons) from the residential sector by 25% by 2012. As stated above, our goal is to reach 4.5% of the population in 2010, 16% in 2011, and the remaining 4.5% in 2012.

### 3. Project Budget

- Itemize anticipated expenses and income for this Project Proposal. Also note in-kind services (donated materials and/or labor) you may receive for this proposal.
- Please specify what expenses will be covered with NEGEF's funds (underline, bold, italicize, or \* those items).

EXPENSES	INCOME	IN-KIND SERVICES
Global Warming Café (custodial & refreshments)	\$500	
Global Warming Café (printing/copying)	\$250	
*Low Carbon Diet Workbooks (\$10/book)	\$1000 (\$1000 from NEGEF)	\$1,000
*Kill-A-Watt Meters	\$500 (\$500 from BEGEF)	
Town Wide Carbon Thermometer	\$250	
Cable TV Interview / Advertising		\$1,000
*CFL Bulbs (.99c/bulb)	\$5000 (\$1,000 from NEGEF)	
Website ( <a href="http://www.sustainablebraintree.org/coolmass">www.sustainablebraintree.org/coolmass</a> )		\$250
Direct Emailing ( <a href="http://verticalresponse.com">verticalresponse.com</a> )		\$180
<hr/>		
(total expenses) =	(total income) \$ 1500.00	(total in-kind services) 2 430.00

- Principal sources of support (E.g. Membership dues, individual donations, grants, special events, etc.) Please list any grants that your group has received.

Sustainable Braintree has been able to operate primarily on funds raised during a "Green Gala" event hosted in January 2009. During that Black Tie event, over 100 local citizens and town leaders attended to learn more about Sustainable Braintree and our ambitious goals. Sustainable Braintree also charges a yearly \$15 due for personal memberships.

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**APPLICANT PROFILE**

**1. What is the mission or the goals of your group?**

Sustainable Braintree, Inc. is a community advocacy group committed to helping Braintree residents, businesses and local government conserve energy, promote clean and renewable energy, protect the environment and live sustainably. We do this through three task force teams.

The goals that Sustainable Braintree's Energy Task Force has established are to promote energy conservation within our community and work cooperatively with municipal government to encourage the use of renewable energy. For example, the Task Force has started a free incandescent lamp swap for the new T2 Compact Fluorescent Lamps (CFLs) for town residents at the weekly Farmers Market. We have a goal of swapping 1,000 bulbs within two months as well as setting aside 10-15% for low income and shut-ins through local elder services. The long term goal is to swap 15,000 bulbs over the next three years to reduce 1,500,000 lbs of residential carbon emissions as part of our Cool Mass campaign. Another example is a new continuing education course offered this fall at our high school. Sustainable Braintree will lead four 1 ½ hour sessions on lowering carbon emissions while maintaining a quality lifestyle.

The Food Task Force is hosting a Farmers Market every Saturday from June 27<sup>th</sup>, 2009 through October 31<sup>st</sup>, 2009 at Town Hall Mall. Six months in the planning, the Task Force worked with the Mayor's Office to gain support and secure permits to make this community's Farmers Market a real success. Not only are local foods offered at reasonable prices, the Market has promoted a sense of community where neighbors and friends can meet for casual conversation.

The Recycling Task force encourages all Braintree residents and businesses to recycle under the Town's single-stream recycling. They have developed a small group presentation and host "Trash Talks" at varied community forums and at the schools. At the Farmers Market, they provide outreach materials and stickers to promote curbside recycling.

**2. How long has your group been in existence?**

Sustainable Braintree Inc has been in existence since November 2008.

**3. What issue/issues got your group going?**

Sustainable Braintree Inc was brought together by our current President, Mary Mitchell's call to action within the community. Under her leadership, within 3 months a steering committee was formed, and shortly thereafter articles of organization were filed with the State of Massachusetts.

**4. How many people started the group?**

Sustainable Braintree Inc began with a 14 person steering committee.

**5. Is this the first time that the group's "founders" had been "activated"?**

**If not the first time, with what other issues had they been involved?**

This is not the first time our group leaders have been activated for a cause. Our President, Mary Mitchell formed an ad hoc group of concerned residents as part of her Church in early 2008. That group pioneered Braintree's first Eco-Team using David Gershon's Low Carbon Diet book as a mission to curb personal carbon emissions. The group sponsored other activities to bring visibility to environmental issues, including participation in NESEA's Green Building House Tour and gathering signatures on a Wind Power petition. This visibility brought the individuals together who formed the core group that became Sustainable Braintree, a community advocacy group for sustainable living and environmental stewardship.

Steering Committee member Angela Nuss has extensive experience as a volunteer in the Braintree Community. She is active with the Braintree Food Pantry and hosts a program on Braintree cable television called "Braintree Cares". On her show, she interviews people who volunteer with community organizations.

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Co-Chair of the Recycling Task Force, and as the first President of the newly revitalized Granite Park Association, Eileen Campbell has been instrumental in making a group of connecting streets a neighborhood. She encouraged others to be interested in their neighborhood by organizing Potluck dinners, block parties, donations for the food shelter and many other events. The Granite Park neighborhood is a major cut through for commuters. Eileen worked closely with town officials to get another route, where there are no homes and no children, opened to traffic. This significantly cut down on the dangers of speedy commuters. Eileen and her husband were the driving force behind protecting the stream waters through educating neighbors about what should and should NOT be dumped down the storm drains. Working with town officials, they also painted signs on the streets as a reminder to others to think before they dump.

**6. How many people are currently involved as the core group of leaders/workers?**

Within the fourteen-member Steering Committee, Sustainable Braintree Inc has a four-person officer group, and five task force chairs and co-chairs. One member focuses on programming our bi-monthly community meetings and the remainders are active participants on one or more task forces.

**7. Is this a membership organization? If so, how many members do you have?**

Sustainable Braintree Inc is a membership organization. There are currently 45 dues paying members and over 500 friends on our mailing lists.

**8. Do you have any paid staff? If yes, how many full-time equivalents? No.**

**9. Approximately how many people in your community can be “activated” to support your issue – i.e., go to a meeting, sign a petition, call a selectperson, etc.?**

The Energy Task Force, primarily responsible for the Cool Mass Campaign, has five active members. Sustainable Braintree’s Steering Committee has also volunteered to assist with their individual specialties for the Cool Mass Campaign. We have members of our group that have experience with campaign fund raising and others with media relations. We will have seven individuals who will spearhead the Cool Mass campaign.

Outreach into the community is continually growing. Bi-monthly Community Meetings generally draw thirty or more people. Our Weekly Farmers Market draws nearly 2,000 people every week. We expect to “activate” over 3,000 households to take concrete action to reduce their carbon footprint.

**10. Has the focus of your group broadened or changed at all since it first started?  
If so, in what ways?**

Sustainable Braintree’s overall mission and goals have remained consistent since forming late last year. In this short time since inception with our dedicated members, we have been able to broaden the outreach activities and services provided to the community. Hosting a successful Farmers Market, calculating the town’s carbon footprint, and promoting single-stream recycling represent the commitment of Sustainable Braintree and its core members. We have also been able to gain Mayoral and Town Council support in our efforts motivating us to move onto more ambitious opportunities like Cool Mass.

**11. Have any members of your group run for or been appointed to public office since they started working on your issue/issues?**

**If so, for what office? Elected or appointed? No.**

**12. Describe the size and make-up of your community.**

Braintree is a town with a recently changed Mayoral form of government. It is 14.5 square miles with 33,836 people in 12,275 households. We have only a slight population density of 2,436 people per sq mile. Braintree has six districts with councilors and three Councilors at Large.

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**13. Have you networked or shared information/resources with other groups?**

**If so, with whom and how did you find out about them?**

Sustainable Braintree is affiliated with Sustainable South Shore, a regional consortium of community-based, grass-roots environmental advocacy groups. The founders of Sustainable Braintree received considerable inspiration and support from the sharing of ideas that takes place at the quarterly meetings of Sustainable South Shore.

Sustainable Braintree Inc met with 11 other communities and the Massachusetts Climate Action Network (MCAN) for a two-day training session to kickoff the Cool Mass campaign. Integral to the success of Cool Mass is the collaboration of the various communities to develop synergy and leverage the collective powers of numbers. Monthly since the first meeting in April, Cool Mass community leaders have met via conference calls to update each other on progress made to date. Cool Mass is the brainchild of David Gershon and MCAN. Sustainable Braintree was invited to join this groundbreaking initiative.

**14. How have you gained knowledge about your issue?**

Global Climate Change is a broad discipline that requires us to concentrate individual and collective talents and imagination to bear real solutions within our community. Many members of our group have been eco-conscience for years. Our team has bi-monthly meetings with the local community and subject matter experts in their field. During those meetings, experts from community businesses and organizations present current events and trends regarding Global Climate Change. In addition, Sustainable Braintree members attend conferences, exhibit shows, and local learning events to keep current and relevant.

**15. If your organization is more than a year old, can you quantify any of your "successes"? Examples might be number of acres preserved, miles of trails, increase in recycling rates in town, toxic sites cleaned up, greenspaces/community gardens created, amount of money raised, legislation passed, etc.**

Although Sustainable Braintree is less than a year old, we have had a number of visible successes. The Food Task Force has successfully hosted and continues to host Braintree's first Farmers' Market, which is drawing nearly 2000 shoppers every Saturday morning. The Recycling Task Force, through street by street canvassing has assisted in raising Braintree's Single Stream recycling participation from 13% to 21%. The Energy Task Force's new "Taking Watts Off the Street" program, though just getting started, has received community support and is expected to meet its initial goal of removing 100,000 lbs of carbon "off the street" permanently.

**16. What are the biggest challenges your community faces?**

Global Climate Change is not readily apparent. It is sometimes hard to convince people that even little changes can have a big impact on this global threat. It is also difficult to keep people engaged in long term lifestyle changes when the results are just as hard to see. Major challenges that face any community are the initial capital outlay needed to "green" your spaces, and potential longer term return on investments. Many people make decisions with their wallets. When gasoline was \$4 per gallon, it was easier for the community to see the effect of our dependence on oil for energy and the move to more renewable energies seemed within fiscal grasp. Fossil fuel prices have since decreased and lengthen the ROI even for small capital projects like insulating an attic. Although many people we speak with understand the need and importance of what we are doing, they often say it is the dollars and cents that drive their current decisions. Sustainable Braintree wants to use the Cool Mass campaign as an opportunity to take a global issue like climate change and bring it down into a dollar and cents approach with positive local environmental impact.

**17. What skills do you feel you and/or members of your group could use to help move your issue forward?**

We understand that not everyone on our board can be experts in every field related to Global Climate Change. Our goal is get people to ask questions and we'll find the answers working directly with the community or through local government. We

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