Green Funds 1.0: Getting a Fund Started

Presenters:
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What is a Green Fund?

- A green fund is a sum of money specifically set aside for campus sustainability projects.
- Funding may come from:
  - student fees
  - campus operation budgets
  - administrative funds
  - alumni donations
Green Fund vs. Green Revolving Loan

- A green fund usually awards grants with no requirement or expectation of a return on funds.
- A revolving loan fund is a contract that funds projects whose financial savings or profits will be returned to the fund for future projects - i.e. Lighting retrofits, low water irrigation projects, solar panels.
Presentation Outline

- School and Fund Profiles
  - Details about our institution
  - Details about our Green Funds
    - Source
    - Approval process
    - Challenges

- Trends

- Recommendations/Suggestions

- Q & A Session
School Profile:
College of Charleston

Location: Charleston, SC
Setting: urban, downtown Charleston
Carnegie Classification: public 4-year, Masters granting
Student Population:
~11,500
10,000 undergraduate
1,500 graduate
Green Fund Profile: College of Charleston

**Fund Started:** Approved June 2010 by BoT, implemented Fall semester 2010

**Fund Amount:** $10 per student per semester, totals to ~$200,000/year

**Fund Uses:** Feeds to the ECOllective Fund which supports sustainability initiatives on campus

**Fund Administrators:** Office of Sustainability and ESPC student committee

**Initiated By:** Students and Faculty
Gathering Support — The Early Years

First put on the table in 2007 by Sustainability Committee

2008 student survey of over 1,000 students

- >90% support for the fund
- >70% supported at least $20/semester

Back to the Drawing Board
Green Fund Story: College of Charleston

- SGA referendum – Support Builds
  - 2009 “Cougar Pulse” survey by student government showed > 70% support for the fund
  - In response, passed a referendum in support of the fee

- Enter New Blood
  - Fall 2009
  - Proposal

- Presentation to the Financial Committee from the Board of Trustees
  - March 2010

- APPROVAL!!!
Biggest Challenges: College of Charleston

- Crafting the message effectively
- Getting the ear of someone who could make a decision
- Finding and keeping a champion for the cause
- Coping with set backs
ECOllective Fund Projects
School Profile:
University of California, Berkeley

Location: Berkeley, CA
Setting: urban, downtown Berkeley
Carnegie Classification: public, 4 year, Masters and PhD granting, large research university
Student Population: 35,000
Green Fund Profile: University of California, Berkeley

**Fund Started:** 2007

**Fund Amount:** $5.50/student/semester; 10 year allocation; ~$325,000/yr

**Fund Uses:** The Green Initiative Fund awards grants for campus sustainability projects, including facilities & operations, student internships, and education & behavior change campaigns.

**Fund Administrators:** ASUC Auxiliary, TGIF Coordinator

**Initiated By:** Students- ASUC elections
In 2007, a group of UC Berkeley students came together to author a bill called ASUC Bill 61a TGIF, calling for the creation of The Green Initiative Fund at UC Berkeley, modeled after UC Santa Barbara’s TGIF.

The students ran a grassroots campaign, educating the campus about TGIF and encouraging students to vote in favor of the bill during the April ASUC elections.

ASUC Bill 61a TGIF passed with 69% of student votes in favor of creating TGIF and was approved by the Chancellor and UC Regents during summer 2007.

Committee formed, wrote bylaws, staff Coordinator hired.
Biggest Challenges: University of California, Berkeley

- Having a core group of student leaders driving the campaign - it is a LOT of time and effort
- Being able to articulate what the funding will be used for - build student trust
- Timing and fee amount - financial state of campus
- Getting students to vote in student elections
Location: Tacoma, WA
Setting: Urban
Carnegie Classification: private, 4-year, Masters granting
Student Population: 3,500
Green Fund Profile:
Pacific Lutheran University

Fund Started: 2007
Fund Amount: $10 per student, per semester
Fund Uses: very open
Fund Administrators: Student representatives from ASPLU, RHA and GREAN
Initiated By: Student Government (ASPLU)
Green Fund Story:
Pacific Lutheran University

- Began in 2007 with a Student Government Resolution.
- The University administration appreciated the fact that this was entirely student driven.
- There was push back from our Business Office in creating a fund managed only by students.
Fee Breakdown

Total fund 2010

Total fund 2012
- Green Power in Res Halls
- Green Fees
Biggest Challenges: Pacific Lutheran University

- Moving from Green Fees to Sustainability Fees
- More money after less RECs
- Keeping people aware
School Profile:
College of Lake County

Location: Grayslake, IL
Setting: Suburban district, metro Chicago
Carnegie Classification: Large, Public, 2-year, Associate's Degree Granting
Student Population: 17,575 students (15,000 credit) with 9,500 FTE
Green Fund Profile:
College of Lake County

Fund Started: approved Spring 2012, kicked off Fall 2012

Fund Amount: $20,000 annually; commitment for next 3 years; source is a portion of the comprehensive fee paid by every student

Fund Uses: green projects that positively impact students and that promote sustainable thinking

Fund Administrators: Green Fund Committee (6 students, 2 faculty/staff)

Initiated By: Students!!!
Green Fund Story:
College of Lake County

Chapter 1:
2011 AASHE Annual Conference

Chapter 2:
Inspiration Fuels Outreach

Chapter 3:
Who's Got the Money? Student Government Association's Got the Money!
Green Fund Story: College of Lake County

Chapter 4: Green Fund Committee and Promotion Efforts Take Shape

Chapter 5: CLC's Green Fund Future...What's on the Horizon?
Biggest Challenges: College of Lake County

- Keeping the momentum once you establish the source of the fee and obtain approval to move forward.
- Anticipated challenge: Effectively marketing the fund to attract projects with strong potential to change behavior.
- Anticipated challenge: Getting proposals for projects that can be closed out in 6 – 8 months.
- Anticipated challenge: Effectively assessing the effectiveness of projects to guide future decisions about what to fund.
Green Funds are not limited to one type of school.
- Of 4 schools represented here have diversity in size, public/private, type of degree granted, location
- 111 schools have a Green Fund*
  - 25 are private, 86 public
  - 22 Pacific coast, 22 Midwest, 20 Southeast, 11 Southwest, 9 Northeast, 8 Mid-Atlantic, 8 Rocky Mountains, 7 Canada

Students play a MAJOR role in getting funds established!

Student government associations are good allies.

Timing is important.

Fund size and collections methods vary – find what’s right for your school.
- Average cost is around $13*
- Can you leverage matching funds?

*Data from North American Green Fund Index
Starting your Green Fund

- **Step One: Do Your Research**
  - Surveys
  - Focus groups
  - Talk to fellow students
  - See what other schools have done - call and email green fund committees and staff; use online resources

- **Step Two: Build Stakeholders & Starting your Campaign**
  - Students
  - Faculty
  - Staff
  - Administration
Campaign Tactics

- Build campus partners
- Choose your audience
- Make sure the price is right for your campus
- Tie the campaign to key issues
- Create selling points
- Evaluate possible challenges
- Define method for evaluating success
Starting your Green Fund

- Step Three: Create a professional proposal
  - State benefits clearly and concisely
  - Provide facts and figures to provide support
  - Indicate support for the fund
  - Provide examples of what could be funded
  - Embed a way to evaluate success of projects into your proposal
  - THINK AHEAD!
Suggestions for a successful Green Fund

- A decision-making body
- A paid staff member/coordinator (preferable)
- Publicity and community outreach
- Website and marketing tools
- Grant applications
- Metrics and project evaluation/follow-up
- Archives for past projects
- A network of fellow green fund staff/students at other universities
Starting your Green Fund

- Step Four: Present Proposal to Decision Makers
  - Present a professional, well informed image
  - Be succinct
  - Highlight the support for the fund
  - Think of yourself as a sales person
What happens if you are not approved?

- **Evaluate results:**
  - How close was the vote?
  - Can you determine how your different audiences voted?
  - Was there enough publicity and education? Are people not ready?
  - Was the price right for your campus?
Green Fund Resources

- Green Fund Google Map and Various Fund Reports - Mieko Ozeki, UVM
- Student Green Funds - Jacob Bintliff
- NYU Study - David Seaward
- CoFED Report - Delo Freitas
- TGIF Green Fund Resources Page

AASHE Resources
- Dedicated Student Fees for Renewable Energy and Energy Efficiency
- Campus Sustainability Revolving Loan Funds (AASHE member-view only)
- Creating a Campus Sustainability Revolving Loan Fund: A Guide for Students

Green Fund Networking Group/Listserv - Sign up!
Question & Answer Session
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