



TO: Students, Staff, and Faculty
UC Santa Barbara

FROM: Grant Making Committee
The Green Initiative Fund (TGIF)

DATE: October, 2008

RE: TGIF Funding Applications for 2008-09

Supported by a quarterly lock-in fee paid by all UCSB students, The Green Initiative Fund (TGIF) provides funding for projects that “green” our campus and reduce the University’s impact on the environment. For example, TGIF supports projects that increase the amount of renewable energy, increase energy efficiency, conserve water, and reduce the amount of waste created by our University. In addition, a portion of the fund will be allocated to support education initiatives and student internships.

Any UCSB student, staff, or faculty member may submit a proposal for consideration. All proposals will be reviewed by a student-majority governance board. The board will select projects based on the following guiding principles:

1. Projects shall reduce UCSB’s impact on the environment.
2. Projects shall have publicity, education, and outreach components.
3. Projects shall have received all necessary *written approval* by appropriate campus officials prior to consideration.
4. UCSB students, staff, and faculty are able to submit project proposals, as long as they are under the umbrella of a campus department. Individuals and organizations outside the University are not able to submit project proposals.
5. TGIF funding will not support projects that are already mandated by law or UCSB policy/directive. TGIF will only fund projects that are not currently paid for by the University or through existing rebate programs.
6. TGIF is limited in its funds and therefore will be more likely to support projects which have secured partial funding via others means.
7. Preference will be given to projects that demonstrate the greatest reduction of UCSB’s greenhouse gas emissions and/or resource usage for the least cost.
8. Preference will be given to projects located on the main UCSB campus where students are able to see their money at work.
9. Projects that are able to repay the fund are encouraged to do so when appropriate.
10. Student participation is encouraged in all projects.
11. Projects shall positively impact both social and environmental sustainability and take into account all impacts.
12. Projects must give a final presentation and poster session to the campus community.

If you would like to submit a proposal, please email the attached funding application to the TGIF Grants Manager, Jill Richardson, at jill.richardson@vcadmin.ucsb.edu by **January 26, 2009**. Also, feel free to contact Jill with any questions regarding TGIF or the review process.

We look forward to reading your proposals!



The Green Initiative Fund Funding Application

APPLICANT INFORMATION

Project Title: **The Real Food Challenge at UCSB**

Sponsoring Organization (must be part of a campus department): **UCSB Housing & Residential Dining Services**

Primary Contact

Name: **Megan Carney**

Title: **graduate student**

Phone: **805 729-2452**

Email: **megcarney@gmail.com**

Secondary Contact

Name: **Bonnie Crouse**

Title: **Assistant Director of Residential Dining Services**

Phone: **805 893-3315**

Email: **bcrouse@housing.ucsb.edu**

Start Date: **July 2009**

End Date: **July 2010**

How did you hear about TGIF? **Katie Maynard, David Cleveland**

PROJECT DESCRIPTION

(1) Give a brief overview of the project (*3-4 sentences*). Please state specifically what the funding will be used for.

The Real Food Challenge is a national student campaign to shift the dining budgets - \$4 billion annual - of college and university campuses toward "real" food. Real Food is a holistic term used to describe food that is local, ethically produced, ecologically sound, and humane. The target of the Real Food Challenge is to redirect 20% of all food purchased by colleges and universities towards real food by 2020. The focus of this TGIF project is to help UCSB achieve this target by hiring a sustainable food coordinator who will oversee and implement the following: (1) develop/increase the capacity of UCSB dining services to purchase real food; (2) develop educational materials and use them in an outreach program with students, staff and faculty in collaboration with programs such as the Food for Thought and Action Series; (3) stimulate student support for the Real Food Challenge; and (4) further the development of UCSB's community based food stakeholder group, the Community Sustainable Foods Group (CSFG), as an institutionalized organization to ensure the long-term sustainability of reaching the RFC, and even going beyond it.

(2) How do the project goals meet the TGIF mission statement and guiding principles (see cover letter)? *Please be brief (3-4 sentences).*

This project will reduce UCSB's impact on the environment by transitioning to food procurement that emphasizes organic, local, fair trade, and socially responsible production. We will reduce our contribution to greenhouse gas emissions by curtailing our dependence on food that has been produced, manufactured, or transported with the aid of fossil fuels. Publicity, outreach and

education are essential to the success and implementation of these procurement goals and to the overall improved health of our campus community. With our publicity, outreach and educational initiatives we aspire to help students, staff and faculty make more informed nutritional decisions and to demonstrate the social and environmental impacts of their decisions.

- (3) How does this project support other sustainability efforts on the campus and help move the university beyond its current programs? *Please be brief (3-4 sentences).*
This project complements other sustainability efforts by UCSB housing and residential dining services, including increasing procurement of organic and local food, greening dining and residential facilities with energy-efficient equipment and powered by renewable energy, and educating students through outreach efforts (Sustainability Week; Waste Initiative programs). The goals of this project have been developing for several years but have yet to reach fruition due to budget constraints.
- (4) What sources of labor will your project use? Consider the labor involved manufacturing and recycling any project materials in addition to the labor here at UCSB. *Please be brief (3-4 sentences).*
The sustainable food coordinator will oversee and implement the goals of this project with the assistance of the dining service directors, operators, and some faculty on campus who have preexisting working relationships with dining services. We will also hire student interns to assist with the development of the CSFG, the Food for Thought and Action Series, and other outreach programs. We will also be critically examining the labor ethics of how our food is produced and transported in our purchasing practices and in our educational programs.
- (5) What materials will you need for your project? Where do these materials come from and what are the plans for safe disposal of any products or byproducts of your project? *Please be brief (3-4 sentences).*
We will build on the current relationships we have with farmers in local agriculture to develop our capacity to source local food, but we will also foster new relationships with growers that we have yet to have much interaction with. Bonnie Crouse and David Cleveland are members of the Santa Barbara Ag Futures Alliance (AFA) and we have ties with the S'cool Food Initiative. We foresee our membership in these networks as being very useful to the success of the TGIF project. In terms of the education, outreach, and CSFG development, we will need minimal, but some signage. These would be posted in dining and residential halls. We do not foresee significant waste from this project.

EDUCATION AND PUBLICITY PLAN

- (1) Please give a brief overview of your educational and publicity program.
Our educational and publicity program is three-tiered. 1) We will host the Food for Thought and Action and focus groups at the residence halls to engage underclassmen on these issues. 2) We will coordinate with existing academic courses on food, agriculture, and the environment to bring student awareness to these issues and to engage them in class-related projects. 3) Our Community Sustainable Food Group will develop outreach and education programs for students and the larger campus community.
- (2) Who is your audience, and what do you hope to communicate to them?
Our audience is UCSB students. It is only with their informed support that we can meet and go beyond the demands of the Real Food Challenge. While they are not necessarily our audience, we will connect local farmers to the Real Food Challenge and demonstrate how in meeting the RFC goals will positively affect their business.
- (3) How will you engage UCSB students in the education and publicity components of your project?

We will host educational programs and focus groups in the context of the residence halls. We will also partner with existing academic courses that focus on food, agriculture, and the environment to recruit students for research and development that will enhance their overall academic experience. Potential activities include taking students on trips to local farms and farmer's markets.

(4) Will there be a hands-on and/or service component?

We will encourage students to get involved in food preparation in campus kitchens on a voluntary, demonstration basis. We will also provide training and learning opportunities to dining service student employees on food systems.

PROJECT INDICATORS

(1) How will the success of the project be measured? Consider both quantitative and qualitative measures. **Using the Real Food Calculator (see online at realfoodchallenge.org) we will evaluate our current procurement practices and track the proportion of "real" food procured over time. We will administer a student survey at both the start and end of the academic year to provide an indicator of student learning and behavioral change. Finally, we will also conduct an analysis of overall reduction in negative environmental impact, especially of our estimated CO₂ reduction.**

(2) Do you anticipate the project will result in Greenhouse gas reductions? If yes, use the CO₂ calculation spreadsheet and include it with your application.

We anticipate that the project will result in greenhouse gas reductions in that we will curtail some of our dependence on food that has been produced, manufactured, or transported with the aid of fossil fuels.

(3) Do you have examples of similar projects that were successful on other campuses or elsewhere?

Stanford University and Arizona State University are two examples of similar projects. Both schools have hired part-time and full-time sustainable food coordinators and have actively worked on and integrated the Real Food Challenge into their procurement practices. Since TGIF provides only the first year of funding, to ensure the sustainability of the project dining services and the sustainable food coordinator will work together to develop a formal student intern progra. These student interns would carry on the work of the sustainable food coordinator through future years with the mentorship and assistance from campus dining administration and the Environmental Studies Program.

(4) Payback and cost savings.

- o Describe projected cost savings to the University, if any.
- o What is the payback timeline (in years), if any?

APPROVALS

(1) What approvals are needed to ensure project implementation? (Example: Campus Planning Committee, Design Review Committee, or Department approval)

We do not anticipate needing any approvals other than the support we already have through UCSB residential and dining services and faculty in the Environmental Studies Program. Professor David Cleveland from Environmental Studies will be submitting a letter of support of this project.

(2) If your project requires modification to existing campus structures, have you contacted Design and Construction Services for input and "real cost" estimation?

Select One Below

(3) Do you have confirmed support from all departments involved in the project?

Yes

Please include all letters of support with your proposal, if applicable. Applications missing them will be considered incomplete.

Updated 10/22/2008
jkr

The Green Initiative Fund Budget Form

If this project has been on-going or occurred before, please describe previous year's budgets, including total amount spent and sources of funding. Please also include any justifications for increasing previous year's budgets and seeking funding from TGIF as oppose to using only the previous year's funding sources.

If you are funded, will your project need any on-going funding after the completion of this grant? What is your strategy for supporting the project after this initial period to cover replacement, operational, and renewal costs?

**TGIF is unlikely to renew funding year to year for the same project.*

Use the spreadsheet below to list all budget items for which funding is being requested. Include cost and total amount for each item requested. Attach additional pages if necessary.

Please note: TGIF will not fund food or drink for events.

ITEM	COST	REQUEST
Infrastructure (Capital expenses, etc.)		
Education (Outreach, publicity, etc.)		
Personnel (Salary/wage, benefits, etc.) – show detailed breakdown		
	TOTAL	\$

OTHER FUNDING SOURCES

(1) List all sources of funding (pending and approved) for this project including grants, volunteer efforts, and in-kind donations.

No current funding exists for this project.

Include:

- Fund description
- Date submitted
- Status or amount received that applies to this proposal

(2) Would your project still be viable if it does not receive complete funding from TGIF? **Yes**

(3) Is your project scalable? **Yes**

(3) What is the minimum amount of funding required for a successful project? **\$18,900.**