

# Education for Sustainability

---

*FY 2018 Buncombe County Community  
Funding*

## ***Asheville GreenWorks***

---

Samantha Bowers  
PO Box 22  
Asheville, NC 28801

rachel@ashevillegreenworks.org  
O: 828-254-1776  
F: 828-253-5427

## ***Mrs. Dawn Chavez***

---

2 Sulphur Springs Rd  
Asheville, NC 28806

dawn@ashevillegreenworks.org  
O: 828-254-1776  
M: 617-595-8050  
F: 828-253-5427

# Application Form

---

## Project Name\*

Name of Project

Education for Sustainability

## Amount Requested\*

Amount Requested

\$50,000.00

## Service Area\*

Which Commissioner Districts are served by this program?

Access a map of Buncombe County Commissioner districts [here](#).

District 1

District 2

District 3

## Which county sustainability goal aligns best with the goals of this project?\*

Based on the Buncombe County Sustainability Plan, select a Category, Goal & Objective that align with the focus of the project and the specific results that will be achieved.

Access the Buncombe County Sustainability Plan [here](#).

Environment > Partnerships for Conservation/Preservation/Restoration of Natural Resources > Educate the public to help them reduce their environmental footprints

## If applicable, select a second sustainability goal that aligns with project goals.

**Result 2 is optional** - Select if project aligns with more than one Sustainability Category, Goal & Objective.

Environment > Pollution and Waste Prevention > Manage waste - reduce, reuse, recycle

## If applicable, select a third sustainability goal that aligns with project goals.

**Result 3 is optional** - Select if project aligns with more than one Sustainability Category, Goal

& Objective.

## **Project Description**

---

### **Project Description\***

#### **Description of Project**

Asheville GreenWorks' proposed project will expand upon our successful efforts to educate county residents, especially children and youth, on the benefits of waste reduction, recycling and composting, water quality and conservation, and urban forests and their impacts on air quality and our carbon footprint. "Education for Sustainability" supports learning and leadership among students in the classroom and the general public with plenty of opportunities to put into practice pro-environmental behaviors. Classroom-based environmental education lessons on waste reduction and recycling, watersheds and water quality, and urban forest ecology aim to increase environmental literacy and stewardship. Students participating in a series of relevant environmental education lessons at school or individuals receiving information informally through public outreach activities will be armed with the knowledge necessary for making an informed decision (environmental literacy) and skills for taking action if they so choose.

The overarching goal of the proposed program is to improve environmental health and quality of life for residents in Buncombe County. We aim to reach this goal by:

- Providing source reduction education to encourage children and their families to purchase less and make purchases that produce less waste and recycling education to demonstrate options for disposing waste with minimal environmental impact;
- Teaching about the why's and how's of environmental stewardship behaviors;
- Educating children about the French Broad River watershed, factors contributing to water quality and the impact our actions have on water quality;
- Helping children build an understanding of the role urban trees play in environmental health and quality of life in Asheville and their connection to storm water management; and
- Engaging individuals throughout the County in hands-on learning opportunities to build environmental awareness.

### **How many people will this project serve?\***

State the number of individuals or households in Buncombe County that will be served by this project. Also state the number of people that will experience the desired result. For example, if dropout prevention services are being delivered to 100 students, how many will successfully graduate from high school?

The proposed project will serve the entire county and all 247,912 residents. The results of our Education for Sustainability programming will be of benefit to not only to those individuals who directly participate in our programs, but to everyone who lives, works and visits Buncombe County through enhanced environmental benefits. GreenWorks plans to deliver environmental education programming to at least 5,000 students in 25 schools in Buncombe County and reach 500 adult residents through workshops, presentations and educational outreach events available to the general public.

## Describe the people this project will serve.\*

Characterize the demographics of the project's target population in terms such as age, gender, income, race, ethnicity, geographic area, etc. Include information about method of referral/recruitment of the target population.

We intend to serve the entire County population. The 2012 demographics were found to be as follows:

Black or African American alone, 6.5%

Two or More Races, 1.9%

Hispanic or Latino, 6.3%

White alone, not Hispanic or Latino, 84.1%

Persons under 18 years, 20.1%

Persons between 18-65 years, 62.9%

Persons 65 years and over, 17.0%

The 2012 demographics of BCS students are as follows:

Black or African American alone, 6.13%

Asian alone, 1.4%

Native American, 0.31%

Two or More Races, 1.9%

Hispanic or Latino, 11.99%

White alone, not Hispanic or Latino, 75.64%

We plan to build upon our existing relationships with Buncombe County Schools teachers and administrators to expand our environmental education programming within the school system. We will also leverage our relationships with entities such as BC Parks and Recreation (Fall Festival), the Soil and Water Conservation District (Environmental Education Field Days, NC Envirothon) to increase the impact of our work around our shared goals.

## What key steps will you take to achieve the results of this project?\*

Describe the core elements of your implementation plan, including milestones that will take place within the funding timeframe.

Sept-Oct 2017

Teach schools how to implement a successful lunchroom composting system; Lead activities at the county Fall Festival and Environmental Education Field Days

Sept 2017-May 2018

5,000 students in ACS and BCS K-12th grades participate in lessons about: waste streams, waste reduction and recycling practices; how to identify trees in their local surroundings and the ecological benefits trees provide; water conservation and improving water quality in the French Broad; steps they and their families can take to improve environmental quality in Buncombe County. GreenWorks organizes field trips to the Landfill, Curbie and Danny's Dumpster for classes.

Sept 2017-May 2018

Offer five workshops to Buncombe County residents covering topics such as residential composting, urban trees and water conservation. Provide information on waste reduction and recycling at public outreach events for 500 individuals.

## **Describe the evidence of success that backs this project's approach.\***

What evidence of success (i.e. evidence-based research, practice model, accreditation, industry standards, and/or other framework) are you using as a basis for your project design?

Over the past decade, Buncombe County has made great strides in solid waste reduction and recycling, increasing the amount of residential waste recycled from 14.5% in 2008 to nearly 18% in FY 2011. There is still much work to be done to reach sustainability goal of 0.87 tons waste production per capita set by Buncombe County in 2012. The key to achieving long-lasting waste reduction goals is EDUCATION, especially a hands-on, multi-faceted approach that targets young children and their families.

GreenWorks' highly skilled environmental education staff has much experience educating children and adults about waste reduction, urban forestry and water quality. This year, we have reached nearly 6,000 students throughout the county. Our approach combines fact-based information with hands-on opportunities to put knowledge into practice. For over four decades, we have been the leader in environmental education, and the only organization focusing on waste reduction and recycling, in the area.

## **Describe your data collection, tracking, and reporting procedures.\***

Explain your methods for documenting project, service and client information. Include a description of any software or other tools utilized.

GreenWorks utilizes QuickBooks accounting program to track income and expenses. We will obtain Memoranda of Understanding with our project partners with clearly stated and mutually agreed upon guidelines for participation. In addition to creating a detailed timeline to guide the project, GreenWorks will maintain Excel spreadsheets specific to this project to track progress towards project goals. GreenWorks uses an online time clock application to track project hours for staff and interns, and a volunteer management program to track any volunteer time related to the project. Our Education staff maintains a detailed log of schools, number of students, number of hours of engagement, and data on public outreach events. We collect feedback on our programs through surveys and administer pre- and post-tests to ascertain students' gain in knowledge and skills as a result of our programming.

## **Explain your technological resources and capacity.\***

Explain your current technological strengths and barriers and how this impacts your ability to track data and report outcomes. Who is responsible for adaptation and use of technology within your organization?

We have fully functional technology and all staff members keep records up to date on project metrics. The Office Manager, in consultation with the Executive Director and the Director of Operations, is responsible for adaptation and use of technology within our organization.

## Organizational Profile

---

### How does the proposed project support your mission and strategic plan?\*

State your mission and the date of your most recent strategic plan, and explain how the proposed project helps advance your organizational goals.

Our new mission statement, adopted in October 2016, is: Asheville GreenWorks inspires, equips and mobilizes individuals and communities to take care of the places we love to live. With more than 200 members and thousands of volunteers, we engage the community in grassroots projects such as cleanups, anti-litter and waste reduction education and the care and preservation of Buncombe County's natural resources. The proposed project advances our organizational goals of keeping Buncombe County "clean and green" by addressing environmental issues from an approach that builds awareness and knowledge through education. Educating children and adults about the part they play in caring for our environment is critical to our sustainability goals. The proposed project seeks to reach even more children and adults than ever before, engaging thousands of people in learning experiences designed to build an environmentally literate citizenry that's prepared to take environmentally responsible actions.

### What expertise/accomplishments do you have that are relevant to the proposed project?\*

List your organization's strengths as well as accomplishments from the past 3 years that position the organization to be successful with the proposed project.

GreenWorks is the leader in Buncombe County in waste reduction and recycling. Drawing upon decades of experience while keeping abreast of the County's changing needs, we lead the way to a clean, green and healthy environment. From young children to retired adults, people participating in our education programming are actively engaged in making Buncombe County a better place to live, work and play.

Education Program accomplishments to date include:

- Environmental Education programs for 5,946 students from January-December 2016.
- Developed new curriculum units on urban forestry, water quality, and waste reduction;
- Created Tree Detective Kits and Pre-School Storytime Bags for county and school libraries to lend out to families and teachers;
  - Supported the implementation of lunchroom composting programs in six schools and yard waste composting in two schools in Buncombe County
  - Reached 4,350 people in Buncombe County through community outreach on recycling and its benefits

### Describe partners that are critical to the success of your organization.\*

List any external partners, intermediaries or advisors important to your success, and describe their role and evidence of their commitment. Describe successful collaborations with these people or groups.

GreenWorks participates in Environmental Education Field Days, coordinated by Buncombe County Soil and Water Conservation District, to engage hundreds of BCS students in hands-on educational activities.

Teachers and administrators throughout Buncombe County Schools partner with us to bring experiential learning into the classroom and take students outdoors. Teachers provide the context and the curriculum

connections for the environmental education that we provide. School and lunchroom staff help make composting programs, pollinator gardens and tree plantings at schools possible.

Buncombe County Landfill, Danny's Dumpster and Curbside Management work closely with us to bring lunchroom composting and school recycling to BCS students and to lead field trips to their facilities.

GreenWorks has an agreement with the Land of Sky Regional Council to operate the Recycling Education Vehicle, bringing waste reduction and recycling education to children and adults throughout the county.

## ***Financial Information***

---

### **Nonprofit financial assurance requirements:**

Financial statements, prepared using a recognizable basis of accounting (i.e., modified accrual) and IRS Form 990s must be submitted to Buncombe County annually.

- Organizations with annual revenues of \$300,000 or greater must submit financial statements audited in accordance with generally accepted auditing standards.
- Those with revenues between \$100,000 and \$300,000 must submit financial statements reviewed in accordance with SSARS 19.
- Those with revenues of less than \$100,000 must submit non-disclosure financial statements compiled in accordance with SSARS 19.

All financial statements must be reported on by a certified public accountant and include a full balance sheet, income statement, and cash flow statement.

These requirements are considered minimum requirements. Organizations may submit a higher level of assurance than is required.

### **IRS Form 990 - Upload Here**

Click Choose File to upload a copy of the 990 form you most recently completed.

990 FY14-15.pdf

### **If your organization does not have a 990, briefly state the reason.**

Include a statement of intent to comply with nonprofit financial assurance requirements as listed above.

## Financial Statements - Upload here

Click Choose File to upload a copy of the most recently completed financial statements (audit, compilation or review).

Audited Financial Statement 2015 - PDF.pdf

## If your organization does not have financial statements, briefly state the reason.

Include a statement of intent to comply with nonprofit financial assurance requirements as listed above.

*[Unanswered]*

## Complete Budget Worksheet - Upload Here\*

Download the budget form [Here](#).

Complete the budget form for this project/program and the overall agency. Save it to your computer, then upload it by clicking Choose File.

fy18-community-funding-budget-form-education.xlsx

## Budget Narrative\*

Describe all differences between current year and proposed year. List all pending funding sources with expected date of notification. Please detail any other information that may help clarify the budget.

Pending Funding Sources (Expected Amount) -- Dates of Notification are too far in the future to predict at this time.

Lovett Foundation: \$3,000  
 Huisking Foundation: \$3,000  
 French Broad River Garden Club: \$1,000  
 Duke Energy Foundation: \$25,000  
 New Belgium Brewing Company: \$6,000  
 Tree Fund: \$5,000  
 Beattie Foundation: \$10,000  
 Duke Energy Foundation: \$25,000  
 Cornell Douglas Foundation: \$10,000  
 Project Learning Tree: \$1,000

## What (if any) portion of requested funds will be used to support capital expenses?\*

Capital projects are defined as those used to acquire or upgrade physical assets such as property, buildings, or equipment. Please detail.

No portion of requested funds will be used to support capital expenses.

## Employee Wages

Please provide information about the wage breakdowns of your employees. Living wage for Buncombe County has been identified as \$11.00 per hour for employees with employer-provided health insurance and \$12.50 per hour for employees without.

### Employees with employer-provided health insurance\*

List the number of employees in your organization with employer-provided health insurance in each wage category. For salaried employees, use hourly wage equivalents.

\$7.25 - \$10.99 per hour

\$11.00 - \$14.99 per hour

\$15.00 - \$19.99 per hour

\$20.00 - \$24.99 per hour

\$25.00 - \$29.99 per hour

\$30.00 - \$34.99 per hour

\$35.00 - \$39.99 per hour

\$40.00+ per hour

Not applicable.

### Employees without employer-provided health insurance\*

List the number of employees in your organization without employer-provided health insurance in each wage category. For salaried employees, use hourly wage equivalents.

\$7.25 - \$12.49 per hour

\$12.50 - \$14.99 per hour

\$15.00 - \$19.99 per hour

\$20.00 - \$24.99 per hour

\$25.00 - \$29.99 per hour

\$30.00 - \$34.99 per hour

\$35.00 - \$39.99 per hour

\$40.00+ per hour

\$7.25 - \$12.49 per hour: 20 youth interns working part-time in the summer months  
\$12.50 - \$14.99 per hour: 2 adult interns working part-time (less than 20 hours/week)  
\$15.00 - \$19.99 per hour: 6 full-time employees  
\$20.00 - \$24.99 per hour: 1 full-time employee

GreenWorks also has two AmeriCorps volunteers through Project Conserve serving an 11-month term of service. Each AmeriCorps member receives a living allowance of \$8,870/year.