

# BEN & JERRY'S FOUNDATION

30 Community Drive • South Burlington, Vermont 05403-6828 • (802) 651-9600

Rebecca Golden  
Foundation Director

## Employee Board

Jay King  
Sarah Forbes  
Al Hutchins  
Alice Sweet  
Pam Hakey  
Maurice Goodell  
Lori Nelson  
Carol Steria

*The Mission of the Ben & Jerry's Foundation is to make the world a better place by empowering Ben & Jerry's employees to use available resources to support and encourage organizations that are working towards eliminating the underlying causes of environmental and social problems.*

*Dear Friends,*

*thank you for your interest in the Ben & Jerry's Foundation. If you would like to seek funding from us, please read the following guidelines carefully and thoroughly. They have been established in order to help us in our selection process. Due to the great volume of grant requests we receive, we regret that we will be unable to review any requests that do not conform to these guidelines.*

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## Guidelines

Ben and Jerry's Foundation was established in 1985 through a donation of stock in Ben and Jerry's Homemade, Inc. These funds are used as an endowment. In addition, Ben and Jerry's Homemade, Inc. makes quarterly donations at its board's discretion of approximately 7.5% of its pre-tax profits. The Foundation receives a portion of those funds. (An additional portion is earmarked for employee Community Action Teams. The CATs distribute small grants to community groups within the state of Vermont. Please write to the Community Action Teams c/o Ben & Jerry's Homemade, Inc. at the address above for more information.)

The Ben & Jerry's Foundation offers competitive grants to not-for profit organizations throughout the United States which facilitate **progressive social change**, by addressing the **underlying conditions** of societal or environmental problems.

We realize that there are many fine organizations that provide direct services to disenfranchised groups. However, **we do not offer grants to support basic or direct service programs.**

## AREAS OF INTEREST

The Foundation will consider proposals that address issues affecting the following areas:

1. **Children and families**
2. **Disenfranchised groups**
3. **The Environment**

The Foundation supports projects that are models of systemic change and examples of creative problem solving.

Grant applicants need to demonstrate that their projects will lead to **societal, institutional or environmental change**, help ameliorate an unjust or destructive situation by empowering constituents, and address the root causes of social or environmental problems.

We seek **grassroots** models that can demonstrate a plan for long-term viability, strengthen and support the self-empowerment efforts of those who have traditionally been disenfranchised in our society, and will lead to new ways of thinking and acting.

**The Ben & Jerry's Foundation does not offer grants to support direct social service programs.** How do we define the difference between social change and social service? Social change addresses the root causes of problems; social service addresses the consequences of those problems. Social change addresses communities, systems and institutions; social service aids and assists individuals.

**For example:** we would look more favorably on a youth-led effort to train minority youth leaders than an afterschool program for minority youth. We would look more favorably on a project that seeks funds for low income and homeless people to organize for affordable housing, than a request for money to sustain a shelter for the homeless. We would look more favorably on an effort to change local industrial practices that create pollution, than to clean up one factory's toxic waste. (Please see enclosed Grant Recipients List.)

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- religious projects
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**Full Grants** - Awards are granted ranging from \$1,000 - \$15,000.

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2. An outline of the project, including:
  - a. Who it will benefit ✓
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3. A brief (2 or 3 lines) overview of your budget, income sources and expenses for this project. ✓

*Note: Letters should employ a readable font size and standard margins.*

**Please submit two (2) copies each of your Letter of Interest and the Cover Page that is provided for you!**

## DEADLINES

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Quarterly deadlines to submit a full proposal (*for invited applicants only*) are:

- January 1st
- April 1st
- July 1st
- October 1st

Final grant decisions, for both small and full grants, will be announced approximately 10 weeks after each quarterly deadline.

We cannot expedite a funding decision.

Please submit applications to:

Ben & Jerry's Foundation  
c/o: Rebecca Golden  
30 Community Drive  
S. Burlington, VT 05403-6828

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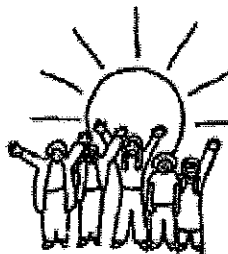
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Ice cream, low fat ice cream, frozen yogurt, soft-serve ice cream cones, and ice cream sandwiches



# BEN & JERRY'S FOUNDATION

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## Letter of Interest Cover Page

**Ben & Jerry's Foundation**  
30 Community Drive  
S. Burlington, VT 05403-6828  
(802) 651-9600

Date \_\_\_\_\_

Name of Organization \_\_\_\_\_

Name of Project \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Contact Person \_\_\_\_\_

Phone Number (\_\_\_\_\_) \_\_\_\_\_

Amount Requested \_\_\_\_\_ Total Budget \_\_\_\_\_

Have you ever applied for funding from the Ben & Jerry's Foundation before?  
Yes \_\_\_\_\_ No \_\_\_\_\_

If you did apply and received funding:

Amt received \_\_\_\_\_ Date of Application \_\_\_\_\_

**(If you received funding, please attach a copy of your final report)**

Do you have 501(c)3 status? \_\_\_\_\_ Sponsoring Agent? \_\_\_\_\_

This application is for funding in the following focus area(s):

- Children and Families
- Disenfranchised Groups
- The Environment

**Application Checklist - be sure to submit:**

\_\_\_ Two (2) copies of this cover page, with your one-page letter of interest copied onto the backside of, or stapled to each copy.

\_\_\_ Two (2) copies of your final report, if you have previously received funding from the Ben & Jerry's Foundation.

\_\_\_ The Ben & Jerry's Foundation likes to facilitate networking. Check here if you do **not** wish us to share your name with others.

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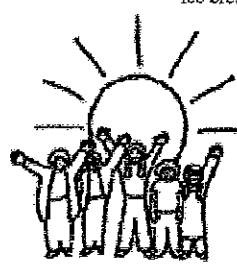
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## Helpful Tips on Writing a Successful Grant Application

- Carefully consider the foundation's guidelines to ensure there is a good fit between your work and their funding criteria. Don't bother to apply if there isn't.
- Be explicit. Don't assume the reader is familiar with the issues you address.
- Provide examples of outcomes and impacts of your work.
- Be succinct and detailed.
- Although this may seem obvious, be sure to fulfill all stated application requirements.

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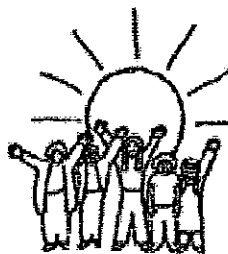
30 Community Drive • South Burlington, Vermont 05403-6828

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*Do not fund international organizations.*  
~~Do not~~ *Maybe we can pick a project that is part of CWIS that doesn't sound international?!*



Ice cream, low fat ice cream, frozen yogurt, sorbet, ice cream cone, and ice cream sundae.



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## Grant Recipients List for the Quarter Ending July 1, 1997

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### Full Grants

**Black Men for the Eradication of Sexism \$4,000**

PO Box 11078, Atlanta, GA 30310

BMES is a collective of students and youth striving to provide young people with the skills needed to monitor, discourage and interrupt violence against women and other forms of sexist oppression. BMES provides political education on the ills of domestic violence and sexism and its relationship to racism and facilitates hands-on community service in prevention and intervention programs and projects.

**Buckeye Forest Council \$5,000**

PO Box 99, Athens, OH 45701

The mission of BFC is to protect and restore the native forests of Ohio. Funds were given in support of the Coalfield Citizens Organizing Project, a grassroots education and organizing campaign directed at empowering coalfield citizens with the skills they need to protect themselves and the land from the effects of mining.

**Centro Independiente de Trabajadores Agricolas \$10,000**

Box 78, Florida, NY 10921

Initiated and run by farmworkers and former farmworkers, this farmworker organizing group seeks to empower farmerworker field leaders to bring their first hand perspectives to the debate on food safety and the use of pesticides in agriculture. Project ACCESS will provide farmworkers with the skills and knowledge base to contribute to a database to be used to document pesticide abuses and illegal pesticide use, as well develop farmworker policy advocates and trainers.

**Chinese Staff & Workers' Association \$5,500**

5411 Seventh Avenue, Brooklyn, NY 11220

The National Mobilization Against Sweatshops (NMASS) is a bold attempt to bring together working people, women and youth in particular, to highlight the abusive impact of long-hour, exploitative work conditions. The Project integrates a local organizing component targeted at women garment workers and a national education component aimed at fostering a connection between youth and communities of working people.

**Equality Colorado \$5,000**

PO Box 300476, Denver, CO 80203

Equity Colorado is a statewide grassroots organization working to develop community organizing and public education activities around lesbian, gay, bisexual and transgender equality and justice in the face of radical right anti-gay initiatives and hate motivated activities in the state of Colorado.

**Friends of Nitassinan \$3,000**

PO Box 804, Burlington, VT 05402

Dedicated to the protection of the Quebec-Labrador Peninsula (Nitassinan) and the Innu people who live there, Friends of Nitassinan is working to educate the public on the connections between our consumption patterns--particularly energy use--and the rivers, forests, and communities of the north. In coalition with other groups in New England and Canada, the Vermont Consumer's Campaign for Energy Responsibility is developing a regional campaign against new and revived Hydro Quebec projects and for the promotion of renewable, local energy sources.

**Greater Boston Regional Youth Council \$5,000**

186 Lincoln Street, Suite 815, Boston, MA 02111

The Teens Training Teens program is a teen-led peer leadership training program for inner-city kids, providing a process for teens to develop strategies and skills to help themselves and their peers deal with social and personal conflicts around such issues as racism and violence.

**Klamath Siskiyou Wildlands Center \$5,000**

PO Box 332, Williams, OR 97544

KSWC is dedicated to protecting the biological diversity of the Klamath Siskiyou bioregion of Southwest Oregon and Northwest California. Funds were provide in support of their Road Density Reduction Campaign, intended to ensure that government land management agencies are complying with environmental regulations, laws and procedures pertaining to the impacts of roads on public wildlands. In light of these laws, KSWC works to pressure these agencies to close and decommission roads with biologically destructive impacts.

**Maine Forest Biodiversity Project \$10,000**

328 Main Street, Suite 205, Rockland, MRE 04841

The MFBP is a collaboration of diverse forest stakeholders who are not traditional allies, including representatives of industry, government, environmentalists, recreation advocates, landowners, scientists and citizen activists. They are working to maintain viable populations of existing native species through a combination of baseline ecological reserves and managed forests and to develop working relationships among individuals representing a diversity of forest management and conservation interests, in order to make these goals possible.

**Powder River Basin Resource Council \$5,000**

PO Box 1178, Douglas, WY 82633

PRBRC is a citizens action group working to preserve Wyoming's clean land, minerals, water and air. Funds were provided in support of the "Don't Hog Wyoming" Campaign, working to encourage counties to adopt strong, enforceable land use planning and zoning regulations, and to educate the public about the devastating environmental effects of the corporate hog industry in other parts of the country.

**REACH Project \$10,000**

1545 W. Morse, Chicago, IL 60626

The REACH project will organize tenants, families, community groups, and conscientious landlords to create an innovative new community development financial institution, a Renters Escrow And

Community//Housing (REACH) Fund. Tenants will pool their existing security deposits in the REACH Fund and their landlords sign a contract which waves a cash deposit. REACH will provide the landlords a guarantee of reimbursement for legitimate damages. By combining the deposits, the REACH Fund will become a substantial pool of capital which can increase the rate of return, leverage low-interest community development loans through "linked deposits", and support grassroots tenant organizing with a portion of net earnings. Funds were provided for the pilot project.

## Small Grants

### **Annunciation School \$500**

3536 Lafayette Street, Denver , CO 80205

The Annunciation School has expanded it's role to provide afterschool services for families in it's low-income inner-city neighborhood. Funds were provided for the Families and Literature Project, in which mothers who have not experienced school success in their own lives are trained to become role models for their children as well as taught skills they may not know, such as good children's authors, and letter, color and number recognition strategies. Along with educational activities, the program will send home with the mothers books to share with the family.

### **Ecumenical Interfaith Council \$1,000**

PO Box 3125 4950 E. Wabash Ave., Terre Haute, IN 47807

EIC is a coalition of religious and lay community leaders of all faiths. Funds were provided in support of "Reconciliation: Social Justice and Racial Equality in Religion", an all day conference to promote racial and social tolerance. The goal of the conference is to assist congregations to begin conversations about racism and encourage the undoing of racism in people's everyday lives.

### **Project Trust Wilmington College \$1,000**

Pyle Center Box 1293, Wilmington, OH 45177

Project Trust is a collaborative process of the Wilmington Middle School, Wilmington College and Wilmington High School faculty and students. Middle school faculty identify student group "opinion leaders", whether their influence is positive or negative. These leaders attend an intense 3-day retreat to build foundation of trust and respect. This is achieved as students begin building relationships with peers outside of their normal affiliations. Project Trust leaders return to school and to their cliques ready to influence others to be more respectful and understanding of those not included in their peer groups. The process continues throughout the year.

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<Picture: Ben & Jerry's Foundation>

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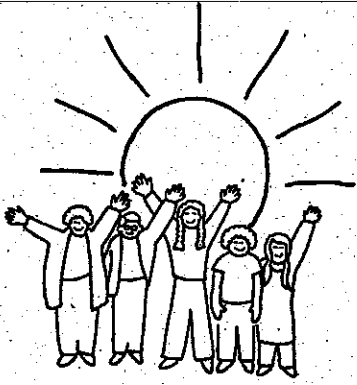
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March 31, 1999

Greg Grove  
Center for World Indigenous Studies  
1001 Cooper Pt. Rd. S.W.  
Olympia, WA 98502

Dear Greg:

Thank you for your letter of interest. After careful consideration, the review committee has decided not to invite you to submit a full proposal. This decision does not necessarily reflect dissatisfaction with your work as you presented it, but rather is an indication of an excessive number of applicants and a limited amount of funds on our part.

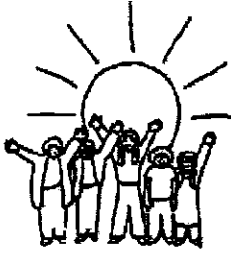
When we receive such a large number of applications, the selection process is very difficult. We regret that we are not in a position to consider a full proposal from your organization at this time.

We wish you success with your work.

Sincerely,

Rebecca Golden,  
Director

Rebecca Golden  
Foundation Director



# BEN & JERRY'S FOUNDATION

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## Letter of Interest Cover Page

**Ben & Jerry's Foundation**  
30 Community Drive  
S. Burlington, VT 05403-6828  
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Date 1/28/99

Name of Organization The Center for World Indigenous Studies

Name of Project Kowlitch Hlahee Mapping Project

Address 1001 Cooper Pt. Rd SW 140-214

City, State, Zip Olympia, WA 98502

Contact Person Greg Grove or Deanna Notaro

Phone Number (360) 754-1990

Amount Requested \$15,000 Total Budget \$55,000

Have you ever applied for funding from the Ben & Jerry's Foundation before?

Yes \_\_\_\_\_ No X

If you did apply and received funding:

Amt received \_\_\_\_\_ Date of Application \_\_\_\_\_

**(If you received funding, please attach a copy of your final report)**

Do you have 501(c)3 status? X Sponsoring Agent? \_\_\_\_\_

This application is for funding in the following focus area(s):

- Children and Families
- Disenfranchised Groups
- The Environment

**Application Checklist - be sure to submit:**



1001 Cooper Point RD SW Suite 140-214 • Olympia, WA • 98502 • U.S.A.

Tel: 360/754-1990 □ Msg: 781-643-1918 □ Fax: 360-786-5034 □ E-mail: cwisfwi@halcyon.com

Rebecca Golden  
Ben and Jerry's Foundation  
30 Community Drive  
S. Burlington, VT 05403-6828

January 28, 1999

Dear Rebecca:

I am writing to introduce you to our exciting local project with the Pacific Northwest tribe of Cowlitz Indians. Kowlitchk Illahee Mapping Project is a project of the Center for World Indigenous Studies (CWIS), an independent, non-profit [U.S. 501(c)(3)] research and education organization dedicated to a wider understanding and appreciation of the ideas and knowledge of indigenous peoples and the social, economic and political realities of indigenous nations. CWIS was founded in 1984 and has an Indian controlled board of directors and founding advisory board. The Cowlitz people, culture and homeland have suffered the ill effects of assimilation and genocide. We witness the manipulation of our foods, medicines, water, trees, wildlife, sacred places, ceremonies and the Cowlitz people. This project helps us to better address the annihilation of Cowlitz knowledge and our homeland. To counter these negative impacts the Kowlitch Illahee Mapping Project was started in 1993 because of the strong need to reclaim, restore and preserve the Cowlitz culture. Our goal is to document our traditional lands, foods, language and sacred places which are essential to this generation and generations to come. Since 1993, a team of volunteers has been working to get the project started.

The first stage of this project is to gather all possible documents including: ancient and current maps, archive records, recorded stories (written and spoken), documentary anthropological and archaeological tracts, satellite photos of land use and floral, faunal and soil/subsoil characteristics. These materials serve to document the original territories of the Cowlitz including sacred sites, cultural usages, historical sites, original village sites, traditional foods and areas requiring protection as wild places. As a people, we need to learn more about our history and heritage, actively restore our traditional practices and provide education about our native ways. The essential link is how education and practice of our traditional ways nourishes and validates our ancient aboriginal commitment as stewards of the land and its resources. The findings thus far, have been presented to schools in the community and other at other public events. We have begun to gather resources to produce a project newsletter. The second stage of this project is to provide a resource map that will accurately depict our place among other native peoples and our ties and relationships with our lands. A gathering of Cowlitz members will be organized after the first draft of the resource map is completed to undertake a three day discussion of it's accuracy and organize further activities to promote cultural education. The third stage will show the impacts modern developments have had on our homeland. Three tribal workshops will be organized at three sites; the headwaters, the mouth and the praries along the Cowlitz River. These workshops will be three-day cultural education sessions using the maps, documents and stories gathered in stages one and two. Not only will the Cowlitz people benefit but so will other tribes closely related to the Cowlitz in both location and tradition. These tribes, the Chinook, Chehalis and Shoalwaters, in addition to the Cowlitz, will have these resources available for cultural use. This work will also be used in the ongoing effort to educate the non-Indian communities neighboring the Cowlitz tribe via public presentations and the project newsletter. Finally, we plan to put these resources on our CWIS web site to make the information accessible around the planet.

We are requesting multi-year support from Ben and Jerry's Foundation in the amount of \$15,000 for stage one of this project. The project budget for stage one is \$55,000 and includes the project director's salary, operational and administrative costs. We have recently received local support for this stage of the work from the Olympia Community Sustaining Fund, have sent a letter of intent to the Lannan Foundation (for multi year support) and applied to A Territory Resource in Seattle for funding. As well, the entire project has received in kind support from the University of California - Berkeley Geography Department under the direction of Dr. Bernard Q. Nietschmann, a member of our Founding Advisory Board. Thank you for your time and consideration.

Sincerely,

Greg LaDue Grove  
Director, Kowlitch Illahee Mapping Project

Greg LaDue Grove is a seventh generation family member of the Louskion/Katompkion/La Due of the Cowlitz Indian Nation. He is a Tribal Drum Keeper and Medicine Staff Carrier.

# DEVELOPMENT REPORT

## PROJECT FUNDING SOURCES:

### Phone Conversations:

Date	With Who	Comments
3/17/99	Called to follow up on letter of interest	Jason Parkes left message
3/17/99	Dev. director	they recieved letter but have changed funding cycle we may be in for next cycle if letter approved