

California Consumer Protection
 Foundation
 Consumer Organics Fund



Background

In July 2016, the California Consumer Protection Foundation (CCPF) received a Cy Pres award of \$967,500. The trust fund was created by Lexington Law Group as a result of a lawsuit brought against The Hain Celestial Group for falsely advertising, marketing, selling and labeling cosmetic and other products as organic.

Program Areas and Goals

CCPF recognizes that communities increasingly face myriad challenges in their efforts to maintain a healthy environment. There are numerous examples of programs that have been designed to ensure that among other things - consumers have access to healthy food, clean drinking water, clean air, and consumer products that are free of harmful chemicals and toxins. The nexus between a safe environment, human health, consumer knowledge and an ability to act when there is a threat to human health or misrepresentation of what is healthy underlies the basis of the Hain Celestial Group class action and the start-up of the Consumer Organics Fund. Projects that engage in research, education, advocacy, coordination and policy in the area of organic products, environmental safety as related to human health will be considered under this new fund. These are admittedly very broad areas that we anticipate are being addressed from a variety of perspectives utilizing varying strategies across California.

For our purposes, given the limited amount of funding available, coupled with our desire to maximize the impact of this one-year responsive grantmaking program, we will evaluate each proposal based on the guidelines and priorities noted below.

Organizational Eligibility Criteria (Applicants <u>must</u> have the following to qualify)	Y/N
<ul style="list-style-type: none"> - Be incorporated as a 501(c)3, 501(c)4, be a Tribal Government or Public Agency 	
<ul style="list-style-type: none"> - Serve consumers in California (California-based applicants are preferred, but others may be considered given their unique expertise, and the potential impact or benefits of the project on <u>consumers in California</u>, and the extent of their <u>relationships with California-based community-based organizations</u> that may be engaged in a similar field 	

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If you answered "yes" to each of the above, your organization is eligible to apply for funds. Please see the Project Guidelines below to determine if your project is aligned with the requirements and priorities of the Fund.

Project Guidelines

Term: Grants will be considered for one year. While we may consider multi-year projects, the requested grant funds and respective guidelines should be tied to the first year of the project. .

Need: Proposals should present a very clear understanding of the issue being addressed, including metrics that define that need.

Methodology: Proposals must relate to an existing program with (1) demonstrable successes, and (2) a plan for current work with clear evaluation metrics that examine work outcomes. CCPF will not consider support for early phase/start-up projects.

Objectives: We understand that the significant change communities seek in making their environments healthier cannot be achieved in the short-term. Proposals should clearly articulate the incremental short-term changes each organization is looking to achieve, how that change will be measured and its relation to the larger goal of the project. Objectives should be relevant, measurable and achievable – not a list of activities.

Evaluation: The design of the project should include an evaluation component that speaks to outcomes and effectiveness. Project that cannot be validated with data and/or other evaluative measures will not be considered.

Grantmaking Priorities

The Foundation shall give priority to those projects that meet the above guidelines and:

- Demonstrate the potential for leveraging grant funds with other resources. Projects in which these funds are used to match larger funds or expand an organization's ability to achieve project objectives will be given the greatest priority. Projects that use CCPF funds as the sole funding for the project will have a lower priority.

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- Demonstrate the potential for *measurable* benefit or positive impact. (For research, demonstrate practical applicability relative to policy or consumer understanding.)
- Result in increased coordination and collaboration among organizations from a variety of related issue areas.
- Propose an innovative or creative approach, or replicate successful models and/or best practices.
- Incorporates civic engagement, community organizing and public policy advocacy as an integral part of their program strategy.
- Demonstrate the use of planning and data collection tools to address the priority program issues.
- Work with a variety of communities to advance change. CCPF is particularly interested in projects that are led by and include under-served communities.

Please note: The Foundation does **not** fund building acquisitions, renovations, endowments, annual campaigns, or fundraising events. Operating support for existing programs may be considered when there are clear goals and objectives for the program, consistent with the applicable trust fund.

The Foundation may decide to award less funding than requested by an applicant, in which case applicant shall have the opportunity to modify their budget and project objectives accordingly, or decline to accept the grant.

Timeline

Letters of Intent (LOI) Due: Friday, November 18, 2016 (LOI format is available on our website at consumerfdn.org)

Proposals (invited) Due: Monday, December 12, 2016

Notification of Awards: February 2016

Questions

If you have additional questions, feel free to contact Cassandra Malry at 323-630-4492 or pcmalry@consumerfdn.org or Heather Bernikoff at 925-918-1718 or hbernikoff@consumerfdn.org.