



The Campaign for Sustainability

Join the Conversation – Be Part of the Solution



ENVIRONMENTAL LITERACY

Children's Environmental
Literacy Foundation



About CELF

What is CELF?

The Children's Environmental Literacy Foundation - CELF - is a not-for-profit educational organization that works with schools to prepare students to be active and responsible citizens of a sustainable world. CELF was founded based on the vision of a citizenry with a deep understanding of the dynamic interdependence between human and natural systems and the critical role education plays in establishing a healthy and equitable future.

Our Mission:

To make education for sustainability an integral part of every school's curricula and culture from kindergarten through high school.

Nationally recognized as a leader in the field of Education for Sustainability (EfS), CELF prepares future citizens and leaders through education that not only informs, but also stretches minds and inspires new ideas. We believe education has the power to transform students into agents of change, helping to create a sustainable future for us all.

Since 2003, CELF has worked with public and private schools from across the U.S. through programs that respond to the wide range of specific educational needs of urban, suburban and rural schools.

Awarded with membership to the **Clinton Global Initiative** in 2012, CELF's work with New York City Public Schools is recognized as a **CGI** Commitment to Action Project.

Why CELF Matters

CELF's EfS Program Model is critical to helping K-12 students increase their interest and knowledge in STEM (Science, Technology, Engineering, and Math) subjects. By means of EfS, students acquire necessary academic skills within the context of their local and global communities as they explore how social systems relate to the economy and the environment.

Teachers report that using sustainability as a context for teaching and learning STEM and other subjects results in students who are more motivated to learn, are increasingly engaged in class discussions and projects, and demonstrate investment in their communities.

CELF's approach is one that fosters creative thinking, multiple perspectives, and a deep-rooted sense of intergenerational responsibility. Once students grasp the connections between a stable economy, a healthy environment, equitable social systems, and their role as global citizens, they are successfully launched into a world that they are empowered to protect and enjoy.

We are preparing the next generation for things they can't even know yet.



Flagship Programs



Annual CELF Summer Institute

Educators from around the globe participate in the Summer Institute to gain technical and scientific background, curriculum framework and materials necessary to integrate sustainability into existing K-12 school curricula. CELF's expert practitioners lead the intensive workshop in an academic setting that provides teachers with strategies, resources, and guided planning to enhance their individual curriculum, with particular focus on STEM subjects. Teachers learn how to reframe their curriculum to encourage student inquiry, establish local-global connections and to promote positive, community-based action.

CELF's partnership with teaching colleges allows the course to be offered for continuing educational or graduate credits.



Student Ambassador Program

CELF Student Ambassadors (SAMs) receive training in sustainability issues, gain hands-on experience and develop interpersonal skills while making a difference in their own community and communities around the globe.

Ambassadors build relationships with students from other high schools while representing CELF at local, regional and national conferences and expos.



NYC DOE Leadership Training in Sustainability Curriculum and Assessment Model

In partnership with the NYC Department of Education, CELF's Leadership Training in Sustainability Curriculum program complements and supports Common Core and STEM standards and fosters student engagement through the lens of sustainability. This unique model of professional development provides selected schools with extensive on-going support:

- Exemplary professional learning programs
- On-site visits for technical assistance and support
- Collaboration with other educators and leaders in sustainability education
- A strategy for students to embrace 21st century problem-solving and adopt "upstream thinking"
- Real-world STEM learning through current sustainability challenges
- Cultivation of civic responsibility and a global learning community



Flagship Programs



Train-the-Trainer Online Toolkit

Building on CELF's exemplary model of professional development that builds environmental literacy while improving STEM teaching and learning, the Train-the-Trainer program offers an online toolkit to schools across the U.S..

Broad distribution of this rigorous, in-depth program through a digitized web-based platform leads to enduring educational impact on thousands of students, teachers and administrators – and schools in urban areas nationwide –making sustainability an integral part of their STEM education and community experience.



- Increases teachers' content knowledge of sustainability issues, their impact on the future, and the discovery skills needed to support students as innovators
- Increases teachers' ability to utilize the school community outdoor spaces to teach interdisciplinary content as an enhancement to NextGen Science and Common Core Learning Standards
- Increases students' understanding of the complexities of climate change and its impact on natural resource use, public health, economic progress, sustainable product design and how all these issues are interrelated through project- and place-based STEM curricula



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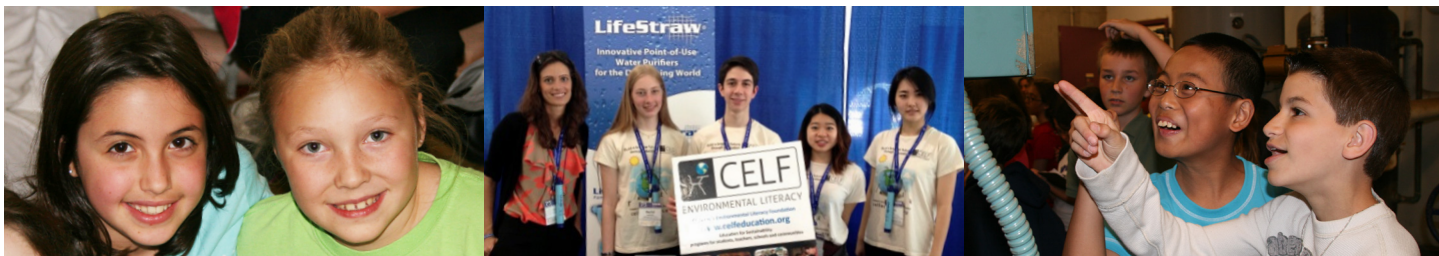
The Campaign for Sustainability comes at a critical time for our organization. We have established highly successful programs, but need the infrastructure and enhanced technology to ensure CELF has the capacity to grow and reach more schools, teachers and students across the country.



The Board of Directors is launching a new fund development initiative, the Campaign for Sustainability, a three-year, \$1.8 million effort that will build upon CELF's history and success, and ensure that we secure the resources CELF needs to:

- **Increase our annual operating budget for effective fiscal planning, developing CELF's infrastructure, hiring critically needed staff to meet our high educational standards and provide an optimal experience for teachers and their students.**
- **Develop advanced technology for CELF's Train-the-Trainer digitized toolkit that will allow CELF to expand services across the country, and eventually across the planet.**
- **Replicate our successful NYC "Leadership Training in Sustainability Curriculum" in partnership with the Los Angeles Unified School District.**
- **Re-develop and re-launch CELF's website to make it more user friendly and helpful for our teachers and educators.**
- **Expand the number of schools to which CELF is able to provide direct services from 50 per year to 1,000 per year.**
- **Increase the number of teachers trained in CELF's program from 7,800 to 30,000.**
- **Increase the number of students taught EfS from 530,000 to 1.5 million.**





CELF Impact

“The CELF program exceeded my highest expectations. You have inspired, challenged and equipped us for a tremendous school year filled with sustainability education programs for our students.”

**Dr. Steven Frantz, District Sustainability Coordinator,
Former Principal Scarsdale School District, NY**

“The Children’s Environmental Literacy Foundation is an amazing catalyst. They bring high quality people together in high quality programming to transform visions and compel action for a sustainable future. From my beginnings as a participant in CELF’s 2009 Sustainability Education Summer Institute to my current role as member of the Summer Institute faculty I have been inspired by CELF’s dedication to helping educators from all walks of life understand sustainability as an urgent and compelling context for learning. Unlike others who market pre-packaged programs and curricula, CELF works tirelessly to understand the shifting tides of state and national education policy, to understand the context in which teachers are being asked to perform and to develop programming that will meet the needs of the people who most need and want to be involved in education for a sustainable future.”

**Sherie McClam, PhD, Director, Center for Teaching and Learning Assistant
Professor, School of Education, Manhattanville College**

“Adults are always telling us that change begins with us, the ‘young people’. CELF helps us ‘young people’ do exactly that – make and do good in the world, and enact change –through education, which is such a vital and large presence in the lives of so many ‘young people’ in the world, that working with CELF makes me feel as if I really do make a difference.”

CELF Student Ambassador, Sara Gourevitch, Edgemont High School, NY

“The speakers, conventions, local events, galas, and event trainings are all very informative and continue to expose SAMs to the endless possibilities to incorporate sustainability into our lives.”

CELF Student Ambassador, Matt Rubito, Ardsley High School, NY

PARTNER SCHOOL PROFILE

CELF’s Partner School PS 57 in Staten Island developed several sustainability and STEM initiatives while participating in CELF’s NYC Leadership Training in Sustainability Curriculum Project. Their success resulted in national recognition as one of only three NY U.S. Department of Education Green Ribbon Schools.

PARTNERSHIP WITH NYC DOE

As a result of CELF’s demonstrated impact on relevant, robust curriculum and instruction, the NYC Department of Education invited and accepted CELF as a Professional Learning Partner. Thanks to this designation, CELF is included in the DOE’s catalogue of approved professional development courses for STEM teachers, increasing reach and enabling CELF to scale up its proven program and approach to professional development and whole school improvement.

IMPACT ON TEACHING & LEARNING

Evaluation surveys show that the CELF program supports deeper awareness and understanding of sustainability concepts and strategies for a range of teachers, despite different initial levels of familiarity with sustainability concepts.

Teachers report that using sustainability as a context for teaching and learning STEM and other subjects results in students who are more motivated to learn, are increasingly engaged in class discussions and projects, and demonstrate investment in their communities.



The Campaign for Sustainability

Working with Corporations, Foundations, and Individual Private Donors - this is the roadmap to achieve CELF's campaign goals:



*gifts over \$1,000 are based upon contributions made over 3 years

GOALS FOR 2015 - 2017

FY 15

\$500,000 - \$525,000

FY 16

\$575,000 - \$600,000

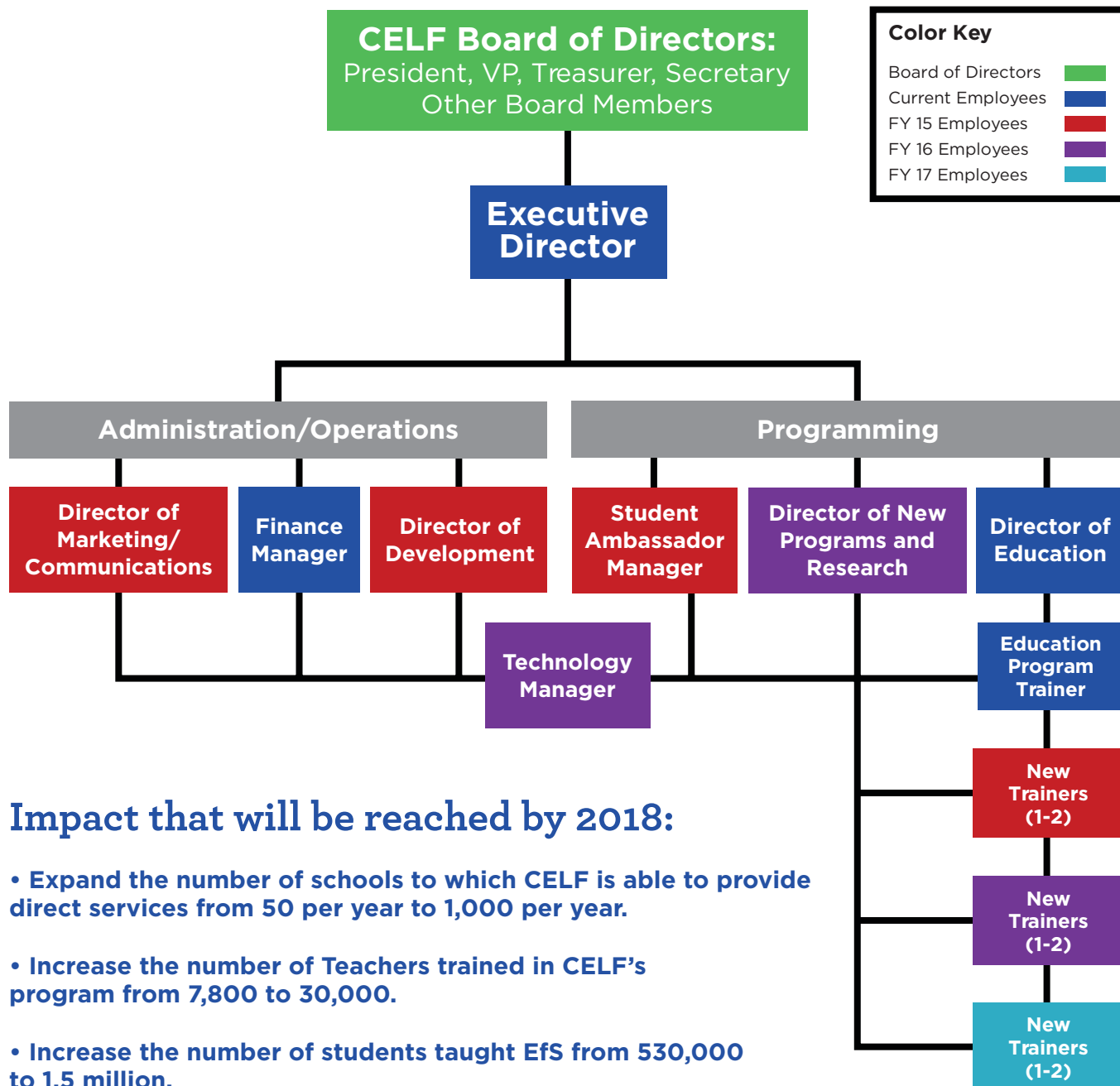
FY 17

\$650,000 - \$675,000



The Campaign for Sustainability

Organizational Chart FY 2015-2017



CELf Individual Giving Leadership Program

Green Ambassador

\$100,000 +

(payable over 3 years)

Benefits

- Naming Opportunity: Prominent recognition as a benefactor of the Train-the-Trainer Toolkit Program
- Prominent recognition as a Green Ambassador on the dedicated Leadership Page of CELF website
- Opportunity to select school to implement CELF programming (school to be mutually agreed upon)
- Dedicated eblast recognizing Green Ambassadors
- Profile in CELF e-newsletter
- Special Green Ambassadors gift
- Recognition in CELF videos
- Special recognition in CELF Annual Report
- Introduce CELF to the school of your choice
- Opportunity to visit school classroom to see CELF in action
- Invitation to the Fall Donor Appreciation Event

Ecological Ambassador

\$75,000

(payable over 3 years)

Benefits

- Naming Opportunity: Prominent recognition as a benefactor of the CELF Student Ambassadors Program (SAM)
- Recognition as an Ecological Ambassador on the dedicated Leadership Page of CELF website
- Dedicated eblast recognizing Ecological Ambassadors
- Profile in CELF e-newsletter
- Special Ecological Ambassadors gift
- Recognition in CELF videos
- Recognition in CELF Annual Report
- Introduce CELF to the school of your choice
- Opportunity to visit school classroom to see CELF in action
- Invitation to the Fall Donor Appreciation Event

Conservation Ambassador

\$30,000

(payable over 3 years)

Benefits

- Naming Opportunity: Prominent Recognition as a benefactor of the Summer Institute
- Recognition as a Conservation Ambassador on the dedicated Leadership Page of CELF website
- Dedicated eblast recognizing Conservation Ambassadors
- Recognition in CELF e-newsletter
- Special Conservation Ambassadors gift
- Recognition in CELF videos
- Recognition in CELF Annual Report
- Introduce CELF to the school of your choice
- Opportunity to visit school classroom to see CELF in action
- Invitation to the Fall Donor Appreciation Event



CELF Individual Giving Leadership Program

Environmental Ambassador

\$15,000

(payable over 3 years)

Benefits

- Naming Opportunity: Prominent recognition as a benefactor of the CELF Adopt A School Program
- Recognition as an Environmental Ambassador on the dedicated Leadership Page of CELF website
- Recognition in CELF eblasts
- Recognition in CELF e-newsletter
- Special Environmental Ambassadors gift
- Recognition in CELF videos
- Recognition in CELF Annual Report
- Introduce CELF to the school of your choice
- Opportunity to visit school classroom to see CELF in action
- Invitation to the Fall Donor Appreciation Event

Climate Ambassador

\$7,500

(payable over 3 years)

Benefits

- Recognition as an Climate Ambassador on the dedicated Leadership Page of CELF website
- Recognition in CELF e-blasts
- Recognition in CELF e-newsletter
- Recognition in CELF videos
- Recognition in CELF Annual Report
- Invitation to Fall Donor Appreciation Event

Energy Ambassador

\$3,000

(payable over 3 years)

Benefits

- Recognition as an Energy Ambassador on the dedicated Leadership Page of CELF website
- Recognition in CELF eblasts
- Recognition in CELF e-newsletter
- Recognition in CELF videos
- Recognition in CELF Annual Report
- Invitation to Fall Donor Appreciation Event

Organic Ambassador

\$1,500

(payable over 3 years)

Benefits

- Recognition as an Organic Ambassador on the dedicated Leadership Page of CELF website
- Recognition in CELF e-newsletter
- Recognition in CELF Annual Report
- Invitation to Fall Donor Appreciation Event





A Smart Investment of Your Dollars

In addition to private donors, CELF has developed a diversified financial plan to amplify every gift to our organization.

- **Foundations**

- **Corporate Partners and Sponsors**

- **Fee based programming – allows schools to be more invested in CELF’s programs and gives them a positive return on their investment.**

CELF’s focus on Professional Development and training teachers allows the teacher to reach an exponentially greater number of students than if CELF focused directly on students.

Creating advanced technology with our enhanced website and the “Train-the-Trainer Toolkit” allows CELF to scale our program to expand in areas of the U.S. and abroad with a smaller financial commitment than would be possible without these tools.

“In the media, they like to call us Gen Lay-Z. We’ve been labeled “politically unengaged,” even “apathetic.” Together, we can prove them “wrong!” Become a CELF student ambassador and join others who recognize our future hinges on the wise and compassionate stewardship of an environmentally educated public. Together, we can protect what sustains us, our families, our communities, and future generations.”

CELF Student Ambassador, Karina Franke, Hackley School, NY



Program Partners



Corporate & Foundation Partners

