

Grant Proposal

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Cover Letter

12/05/2008

National Collegiate Inventors and Innovative Alliance

100 Venture Wary

Hadley, MA

Re: Advanced E-Team Grant

How Many Earths, an organization aimed at promoting energy awareness at Illinois Institute of Technology, is very pleased to submit this proposal for your review. In 2008, it is more critical to raise awareness to young adults that energy conservation is a serious concern they must integrate into their day-to-day lifestyle. This drives us towards raising awareness about energy and resource consumption, the rationale being a reduction in energy consumption by a change in consumption habits. We look forward to your partnership and support in our efforts to realize this goal.

Our proposal requests a total sum of \$1000.00 to help fund our project. This resource will be of great benefit to our organization, helping us further develop and improve our Teaching Kit, guiding educators on how to effectively disseminate the information to their students.

This project began three semesters ago and it has been very successful in promoting energy awareness by educating high school students in the Chicago area on energy consumption. During the spring 2008 semester, we presented our energy education module to over 10 high schools in the Chicago area. During the presentations, we conducted pretests and posttests to gauge the effectiveness of the education module. From the results of the posttest, we noticed a 34% pass improvement, showing that the information was easily assimilated and retained. Our test results also showed that high school students make less energy-conscious choices and are thus in need of further energy awareness. We are currently expanding our audience to include junior high school students so they could learn about the consequences of their energy decisions at an early age and start making critical choices.

To help support and ensure the long term continuity of this initiative, we have already secured funds for our project through fundraisers and corporate sponsorship. Last semester, we succeeded in securing a total sum of \$200.00, which greatly helped seed the program.

We strongly believe this information is critical and can help change people's energy consumption habits. Your investment in our project will enable us to continue educating our audience by creating better energy focused education modules and Teaching Kits to be used by educators for effective teaching on the subject.

Thank you for reviewing our proposal and for your interest in our organization. We are excited to promote this information and with your support and collaboration, we are certain to succeed.

Sincerely,
How Many Earths

Executive Summary/Cover Sheet

Date of Application:
December 8th, 2008

Purpose of grant:

How Many Earths will use funds from your organization to help promote its energy initiative by developing and testing education modules and by creating Teaching Kits to help guide educators on how to effectively teach the subject. The fund will be used to purchase CDs to load information about our work and distribute these CDs and other marketing brochures to better advertise our organization. The funds will also help us register for public events, giving us a chance to diversify our audience by presenting at several expos. Finally, the funds will help purchase the necessary software to design our website and will also be used for maintaining the web server.

Address of Organization:
3424 S. State Street
Central Building, 4th floor
Chicago, IL, 60616

Telephone number: (312) 567-5002

Project Coordinator: Prof. James Braband

Is your organization an IRS 501(c) (3) non-for-profit? Yes

Grant request: \$1000.0

Total Project Budget: \$775

Budget Period: 08/21/2008-12/08/2008

Project name: How Many Earths

Narrative

Project Description

A) Problem Statement

With a growing need to raise awareness of rising energy demands, the challenge to harvest such understanding among young people has been placed before us. A foundation for solving such a problem has been established for this Interprofessional Projects Program (IPRO) by previous teams with the establishment of a website and two class period presentations for students concerning the topics of the Ecological Footprint and Cradle to Cradle, which was presented to several high schools in the Chicago metropolitan area. It is now the challenge of the current IPRO to investigate and implement tactics for generating awareness on a much greater scale. In order to achieve such a goal, questions need to be addressed and answered, such as, (1) how can

this information be conveyed in ways other than by physical presentation; and (2) how can this information be tailored to each individual's intellect and interest level?

B) Goals and Objectives

(1) Present the Ecological Footprint module to ten high school classrooms, including revisiting classrooms from previous semesters, and visit five junior high school classrooms.

(2) Enhance and finish the Cradle-to-Cradle module and present it to five classrooms to get audience feedback, and establish an outline for a third educational module to be developed in future semesters.

(3) Collect and evaluate response from students and teachers concerning both of the modules, presentation style and the teaching kit materials, especially by implementing the feedback worksheet, and use this information to continually improve presentations.

(4) Finalize and market a Teaching Kit containing materials for presenting the Ecological Footprint and Cradle-to-Cradle modules, including curriculum plans and instructional worksheets, and use the Teaching Kit as a means of spreading our module beyond our initial audience of high school students to younger students and more community- and volunteer-based groups.

(5) Promote the "How Many Earths" brand and education on resource consumption by developing and distributing a press kit, publishing stories in local media outlets and participating in three public events in the Chicago metropolitan area.

(6) Establish a partnership with a national organization sharing a similar mission, acquire a grant for the upcoming year, and secure \$1000 in sponsorship and funding.

(7) Improve interactivity of HowManyEarths.com website by including new links, a frequently updated calendar, a feedback forum, and new graphics.

(8) Create new "Kids' Corner" website feature with fun facts and games.

(9) Create two new short films, showing the impact of energy consumption choices on a local daily level and on a long-term global scale.

C) Target Population

Initially, senior high school students in the Chicago area were our primary audience. However, we have expanded that audience to include junior high school students as well. Upon completion of our Teaching Kit, the information will be made available to teachers in Chicago and other cities. This will allow us to promote the initiative extensively.

D) Project Activities

To promote this initiative, each semester, we take part in several activities hosted by different organizations. Chicago's Earth Day celebration at Lincoln Park Zoo was our first major event. At this event, we had displays and the Ecological Footprint calculator to explain the effects of

energy consumption. We also attended the media expo at Columbia College in downtown Chicago. At this event, we were able to display the different mediums we use in reaching our audience such as videos, power point presentations and our website. Then, we also attended Earth Day hosted by IIT in the McCormick Tribune Campus Center, giving us the opportunity to present our information to our peers. We also attended the 17th Annual Harvest Festival at North Park Village Nature Center. At this event, we helped children make masks using old magazines and other everyday materials. Our goal for the event was to show our audience that we could reuse materials instead of immediately recycling them, which saves more energy. Finally, we are very active and committed to presenting our work to a variety of high schools and junior high schools in the Chicago area, introducing them to some of the basic ideas of energy and consumption.

E) Staff

The project is organized by the Interprofessional Projects (IPRO) department at IIT. Each semester, it is run by about 10 students from a variety of academic disciplines and coordinated by a faculty member. Every semester, new students join and participate in the project and contribute new ideas, which helps improve our work. The students work in different teams, including the Educational Team, the Marketing Team, and the Web/Media Team.

Plan For Measuring Project Results

The three subteams will accomplish the process of documenting and testing our products and services separately because each subteam will be able to interact well with different audiences.

The Education Team will continue using previous techniques, including a pretest, posttest, and the Ecological Footprint Calculator. The process will be built upon by creating a feedback worksheet for each student to complete that will examine the individual's energy use in his or her home and how much it has improved after the presentation's completion. We will document the results of the presentation, as well as accumulate feedback from teachers on teaching techniques. This data will be archived according to school and date. After studying the feedback and test results, the Education Team will have a summary of the good and bad aspects of the presentation and kit.

The Marketing Team is responsible for accumulating feedback from the general public, mainly by attending public events. We plan to attend three public events, each of which will have a mailing list and comment sheet to be filled out. The main objective of the Marketing Team is to promote our cause as a whole, so the main method of measuring and documenting our results is through the response obtained from different organizations and our public audience.

The Web/Media Team has a similar approach to the Marketing Team, except the feedback will be obtained electronically. A feedback forum and an interactive version of the Ecological Footprint Calculator will be created for public access on the website. These results will be tabulated and updated weekly by the Web/Media Team.

Through the accumulation of these test and research results, each subteam will bring its results back to the entire team where each member will have the opportunity to brainstorm ideas on how

to improve the project. Once the solutions have been discussed, each subteam will readjust and create an update to its section of the project.

Budget

Budget purpose: fund project activities and needs

Budget period: August 21st, 2008-December 5th, 2008

Item	Cost	Purpose		
Expenses			Income Sources	Amount
Marketing Team			Individual Donations	
Press Kit(CD demo, envelopes, postage)	\$40	Collecting sponsors and funding	Fundraisers	\$200
Posters	\$75	Advertising public events	Corporate Sponsorships	
Business Cards	\$25	Team use and distribution	Grants	
Flyers	\$25	Advertising public events	Raffle	
Calculators/Stickers	\$50	Classroom presentations		
Public Event Registration	\$100	Event appearances		
Team items(Shirts, bags and pins)	\$50			
Education Team				
Teaching Kit	\$180	Distribution to teachers to guide them on how to teach the subject		
Gas	\$60	Transportation to schools		
Posters	\$20	Placing in classrooms		
Web/Media Team				
Website server	\$30	HowManyEarths.com		
Film equipment rental	\$120	To make a video on energy consumption		
Total	\$775		Total	\$200.0

Organization Background

Energy can neither be created nor destroyed. This is one of two things one can know for certain about energy. The other is that energy has become increasingly scarce.

It is no surprise, then, that in the recent past, “sustainable” and “energy conscious” became buzzwords in every media outlet around the world, signifying a shift to mass interest in anything environmentally friendly. These words are often tied to appliances, automobiles, houses, and services to advocate energy saving in the noble act of conserving our planet. The IPRO 332 Fall 2008 project believes in the mission of educating young adults in becoming more energy-consumption conscious.

IPRO 332 is in its fourth semester and continues to evolve and lay the foundation for becoming an established self-sufficient organization. This semester’s team will work in moving forward to achieve this goal. For the past three semester’s each team has worked to achieve their mission of creating an energy future through education. Starting with extensive research, preparation of materials, and proper promotion and publicity, all three previous teams created a well-rounded program that is now ready to be refined, expanded, and widely promoted.

The project will utilize existing material available via the World Wide Web and organize the information in an easy-to-understand and concise way. The bulk of the presentation will include improved PowerPoint presentations to introduce students to the ideas of recycling, reusing, energy consumption, and, most importantly, to the idea of the Ecological Footprint. The presentations will become more interactive, allowing the students to take part in surveys, quizzes, and games.

Because this is a continuing IPRO, this semester's team will evaluate the pros and cons of the previous semesters’ methodologies via returning team members and the analysis of previous semesters’ project outcome. The team will also integrate new ideas that members of the team may have, allowing the project room for improvement.

Ethics remains one of the most important issues during the development of the project, and all presentations and media will be handled in an unbiased and informative way. The team plans to build on previous semesters’ methods of collecting feedback while remaining unbiased as new materials and methodologies are added to the project.

Finally, the team wants to maintain a strong sustainability-oriented look by improving the existing official website, marketing values and goals, and educational tools such as the PowerPoint presentations and Teaching Kit.

Conclusion

Today, it is impossible to go about our daily activities without using energy. However, the amount consumed is critical and many people do not know the effects of unwise energy consumption. Those who are really handicapped on this topic are the youth and it turns out they are active energy consumers.

This brings about the need for promoting energy awareness to those who know little about it. Succeeding at effectively spreading this information will translate into better energy consumption choices.

Using a methodical approach to help solve this problem, How Many Earths has been involved in several activities. The organization is committed to doing extensive research on the subject, creating energy modules and presenting the information to high school students.

A grant from your foundation will ensure long term continuity of the project. This will allow us to extend our audience, improve our education modules and our teaching kit so the information is easily assimilated by our audience.