



STUDENT SUSTAINABILITY COMMITTEE

Micro Grant Application (Under \$750)

Funding Criteria

A. General Rules

1. Undergraduate and graduate students are encouraged to submit requests for funding up to \$750. All projects require stakeholder support in order to have funds awarded.
2. Funding can only go to university-affiliated projects on university property submitted from students.
3. All SSC projects must make a substantial impact on students. This may be a direct impact or an indirect impact through education and engagement. All SSC funding is 100% from student green fees, so the projects funded by the students must benefit them.
4. SSC encourages innovation and new technologies – creative projects are encouraged to apply.
5. Unless a type of expense is specifically listed below as having restrictions, SSC can generally fund it. The items referenced below should not be taken as comprehensive.
6. SSC generally won't fund reimbursement requests.

B. Things SSC Can Fund, On A Case-By-Case Basis

1. SSC can fund feasibility studies and design work; however, it must work toward ultimately addressing a sustainability need on campus.
2. SSC can fund outreach events with a central theme of sustainability, provided their primary audience is the general campus community.
3. SSC can fund repairs and improvements to existing building systems as long as it works toward the goal of improving campus sustainability; however, a preference is shown to projects utilizing new or innovative ideas.

C. Things SSC Will Not Fund:

1. SSC will not fund projects with a primary end goal of generating revenue for non-University entities.
2. SSC will not fund personal lodging, food, beverage, and other travel expenses.
3. SSC will not fund tuition or other forms of personal financial assistance for students beyond standard student employee wages.
4. SSC will not fund micro grant proposals that solely request staff, faculty, or student stipends.
5. SSC will not fund capital projects using micro grant funding.
6. SSC will not fund staff or faculty projects using micro grant funding.

Your SSC funding application should include this application and a detailed itemized budget.

Please submit this completed application and any relevant supporting documentation to Sustainability-Committee@Illinois.edu. The Working Group Chairs will be in contact with you regarding any questions about the application. If you have any questions about the application process, please contact the Student Sustainability Committee at sustainability-committee@illinois.edu.

General Information

Project Name: Eco-Olympics Energy Conservation Competition Marketing

Total Amount Requested from SSC (\leq \$750): 750

Project Topic Areas: Land & Water Education Energy
 Transportation Food & Waste

Contact Information

Applicant Name: Julianne Yang

Campus Affiliation (Unit/Department or RSO/Organization): Eco-Olympics RSO

Email Address: jyang222@illinois.edu

Check one:

This project is solely my own **OR**

This project is proposed on behalf of (name of student org., campus dept., etc.): Eco-Olympics

(Optional)

Name of Faculty or Staff Project Advisor: Gerard (Paul) Foote

Advisor's Email Address: fandsgfoote2@mx.uillinois.edu

Advisor's Phone Number: (217)-244-1048

Project Information

Please review the proposal materials and online content carefully. It is highly recommended you visit a working group meeting to talk through your proposal before you submit it.

1) Provide a brief background of the project, its goals, and the desired outcomes.

[Eco-Olympics](#) is a three-week long competition between residence halls that centers around "Think globally, act locally", the idea that individual behavioral changes can coalesce to reduce the overall environmental impact of the community. Last year, we reduced energy consumption by over 16,000 kWh, enough energy to power 26 American homes for the same time period (Energy Information Administration). Beyond focusing on energy reduction, we also focus on student participation in activities led by building captains that both promote the competition's mission and build a sense of community. Using a weighted scale (30% energy reduction, 70% student participation), the top team is awarded a cash prize to be utilized for their hall.

We would like financial support from SSC for these two marketing materials: \$500 for digital displays of updated competition results inside the residence halls, and \$200 for CUMTD ads, to run during the 3-week competition.

2) How will this project improve sustainability at UIUC?

Through Eco-Olympics, residents are encouraged to make energy-conscious choices for the duration of the 3-week competition, with the hope that following the 3 weeks, these choices will become habitual. Examples of such choices include turning off hallway lights, unplugging power strips when not in use, taking the stairs over the elevator, and washing clothes in clean water. Our efforts help reduce energy usage campus-wide, and the efforts within the residence halls can be tracked through meter readings.

3) Where will the project be located? Do you need special permissions to enact the project at this site? If so, please explain and attach a letter of support to your application.

The project will be located within the residence halls, though participants do not need to live in the residence halls to join a team or commit to energy conscious habits on their own, if they are living off-campus or in private housing. However, we can only quantify the efforts of individuals located within the residence halls. We have contacted University Housing personnel Mr. Bryan Johnson for approval and marketing support of our competition, and we work closely with Illinois Facilities and Services for metering information.

4) Other than the project team, who will have a stake in the project? Please list other individuals, groups, or departments indirectly or directly affiliated to this project. This includes any funding entities (immediate, future, ongoing, etc.) and any entities that will be benefiting from this project

Students hold the biggest stake in this competition. They are the competitors trying to win awards. University Housing also benefits from our competition because their energy costs are lowered when residents reduce their energy usage as much as possible, and because they strive to build a sense of community, which our competition actively promotes. iSEE has helped support the software, awards and printed marketing materials, and we have their logo and SSC's logo on our website, and we have always acknowledged our supporters in the results and closing letter of previous years.

5) How will you ensure the sustained existence/maintenance of this project (including reporting requirements) once you are no longer involved? If the project will conclude while you are involved, what will happen to the materials purchased for the project and how will you return the project site to its original condition?

The Eco-Olympics organization team continues to grow every year, due to successful recruiting efforts aimed at past participants. This year, we are operating with a team of 6 talented students, each with a specific area of expertise – which is our largest team since the start of the campus-wide competition in 2017. Students on the team from the previous year remain on the team the following year to guide new recruits, in addition to receiving advice from our founder. Materials get passed down from year to year, and we reuse all of our posters. Should the competition unexpectedly conclude this

year, the materials will be saved for the following year. However, as we have already secured funding for the software we rely on and support from multiple campus organizations, we expect to have another successful competition.

6) Please indicate how this project will involve or impact students. What role will students play in the project?

Educating students on steps they can take to reduce their personal carbon footprint is our primary focus. Those who take on active roles by joining a residence hall team gain valuable leadership and networking skills, recognized by a leadership certificate signed by the Chancellor. Additionally, the top two teams last year won \$400 cash prizes each, to be spent on their residence hall. We are also working on writing articles on interviews of students on the top two teams, and will release those articles on our website and social media. Lincoln Avenue Residence chose to purchase 10 solar-powered phone chargers, that are permanently available at the front desk for student use. Florida Avenue Residence purchased refillable water bottle fountains with their cash award. Eco-Olympics strives for lasting positive impact for the students, which we have consistently demonstrated. It is our hope that SSC will join us in doing so once again this year.

Our organizational team is also student-led. Speaking from personal experience (Julianne), I started out as the Technical Chair last year. Because of my work in Eco-Olympics, I have gained technical writing skills, which I have applied to my work in a non-profit and will be applying towards funding my research in graduate school. I also overcame my fear of public-speaking – though I am not necessarily comfortable in front of a large crowd, I can remain calm when speaking about why our competition is a worthy cause to support. I am now a co-director of Eco-Olympics and have learned a lot about my leadership style, and am actively working on areas I should improve.

7) Have you applied for funding with SSC previously? If so, for what project?

In 2018, we applied for a microgrant with SSC to secure financial support for displaying the competition on hall monitors; at the time these results went up, caused an notable spike in participant count within the last three days. Prior to that, we also applied for a SSC Grant- Small Proposals for awards for the top two teams, which was unsuccessful.

Scope, Schedule, and Budget Verification

What is the plan for project implementation? Describe the key steps of the project including the start date, target completion date, target date for submitting a final report, and any significant tasks or milestones. Please be as detailed as possible.

Here is our current plan, which includes the steps undertaken by the organization team leading up to competition launch.

By March 8th- we will get in touch with the existing residence hall teams and help them secure funding from Hall Council for their events. We will also be sending out a call to action newsletter to the participants already signed up.

By March 14th/ 15th- we will organize tabling events within the residence halls to help building captains recruit participants to their teams.

March 24th- April 14th- duration of Eco-Olympics competition, competitors reduce their energy use as much as possible, while we track the energy expenditure from each residence hall and update the energy usage dashboard daily. Active team members will be organizing events. We will send out one newsletter per week with the results of who is at the top of the dashboard, and which teams will be organizing events.

By April 21st- report with final results of top two winning teams will go out to all participants and supporters.

List all budget items for which funding is being requested. Include cost and total amount for each item requested. Please be as detailed as possible. You are welcome to submit a separate budgeting document.

We would like financial support from SSC for these two marketing materials: \$500 for digital displays of updated competition results inside the residence halls, and \$200 for CUMTD ads, to run during the 3-week competition.

If the project is implemented, will there be any ongoing funding required? What is the strategy for supporting the project in order to cover replacement, operation, or renewal costs? (Note: SSC provides funding on a case by case basis and should not be considered as an ongoing source of funding)

We do not require ongoing funding; however, as the support of SSC greatly improved the visibility and increased the impact of the competition last year (up from 5,000+ kWh saved to 16,000 kWh saved), we are applying again this year for financial support for marketing. However, in upcoming years, our new strategy will be to secure corporate sponsorship and host fundraisers of our own.

Please include any other sources of funding that have been obtained or applied for, and please attach any relevant letters of support.

Eco-Olympics is receiving \$1000 from the Institute for Sustainability, Energy, and Environment (I-SEE) to go towards printing of marketing materials, participation awards, and LucidTech software.

What is the plan for publicizing the project on campus? In addition to SSC, where will information about this project get reported?

Here is what we have already accomplished:

1. Co-sponsoring the Sustainability Film Fest headed by Jane Halloran, a Sustainability LLC intern
2. Spoke about the competition to SECS (done on 2/27/2019)
3. Hosted a table at Quad Day and Sustainability Quad Day
4. Co-hosted an Eco-Shabbat in conjunction with Illini Hillel (done on 2/22/2019)
5. Our resident advisor, Megan Resurreccion, on the organization team, has told her residents about the organization, and is in the process of reaching out to the Resident Director for approval to train the other RAs.
6. Placed a blurb in the University Housing newsletter
7. Updated our Facebook page (that can be viewed [Here](#)), and Wix website (that can be viewed [Here](#))

Successful marketing tactics that we've done in the past and plan to implement:

1. Displaying competition results on hall monitors, **hopefully with the help of a SSC microgrant (the appearance of these ads was directly correlated with a big spike in sign-ups in the last week of the competition)**
2. Placing a blurb in the iSEE newsletter and on their social media, with approval already secured from Micah Kenfield
3. Putting up posters in the residence halls, with approval already secured from Mr. Bryan Johnson
4. Reaching out and collaborating with building captains to help organize events to promote the competition.
5. Continuing to reach out to student organizations (ActGreen, American Chemical Society, and ENACTUS)
6. Placing ads in CUMTD buses, which a number of students ride every day.

Eco-Olympics

2019 Budget

As of Feb 8, 2019

| <u>Expense</u> | <u>Cost</u> | <u>Targeted Funding Source</u> | <u>Confirmed?</u> |
|--|--|--------------------------------|-------------------|
| Lucid Competition Tracking Software | \$1365 | ISEE | |
| Door Hangers- 2 per sheet of paper (50) | \$1.25 * 50 =\$62.5 | ISEE | |
| *Green Posters- 11x17 (25) | \$40 | ISEE | |
| Prize Banquet (optional) | Will depend on caterer: ~ \$1,000 | Housing | |
| Awards/ Prize package- | \$500 | ISEE | |
| Housing Monitors Digital sign display | \$500 | SSC | |
| T-Shirts | \$500 | ISEE | |
| CUMTD Ads | \$250 | SSC | |

Other funding sources

- \$1,000 from ISEE
- SSC- Application for micro-grant Pending submission results

* Print shop Paul is familiar with

** ISEE covered these items, hopefully they continue to cover \$1000 for marketing and awards and \$1365 for Building OS Lucid technology software.