



STUDENT SUSTAINABILITY COMMITTEE

Funding Award and Acceptance Letter

February 29, 2016

Project Leaders: Sean Hennessy
Project: Dietary Leafleting on Campus

Dear Mr. Hennessy:

On behalf of the University of Illinois at Urbana-Champaign Student Sustainability Committee (SSC), I would like to thank you for considering the funds raised by the Sustainable Campus Environment Fee to implement a project that improves the sustainability of our campus. SSC is pleased to inform you that we are recommending to the Institute for Sustainability, Energy, and Environment (iSEE) that the Dietary Leafleting on Campus project **receives \$4,700 in grant funding**.

In order to remain eligible for this award, you must agree to the following conditions:

1. A final report of all work completed should be provided to the SSC Program Advisor by January 31, 2018.
2. Project status updates and detailed account statements must be provided at the end of each semester until the project is completed.
3. The CFOP provided for this award shall strictly be used for the money awarded in this proposal.
4. Alternative means of distributing the information proposed in the leaflet be considered.
5. Any substantial modifications to project scope, budget, or timeline must first be approved by SSC. These requests must be submitted in a formal letter to the Chair and Program Advisor.
6. All projects will be expected to follow campus policies and procedures as well as any applicable State and Federal laws.
7. SSC reserves the right to revoke funding if the project does not comply with the terms and conditions outlined in this letter.
8. Any press releases or educational/promotional materials involving the project should acknowledge SSC funding.
9. All pamphlets issues acknowledge SSC funding as well as information encouraging students to recycle or share the pamphlet when done reading it.
10. Projects must participate in the Campus Sustainability Symposium at least once before June 30, 2018.

If you agree to the terms and conditions for the funding, please sign on the designated line at the bottom of this letter. If you have any questions regarding these requirements please contact the Chair, Paul Couston, at pcousto2@illinois.edu or the SSC Coordinator, Micah Kenfield, at kenfield@illinois.edu. You will be notified when the Institute for Sustainability, Energy, and Environment and Vice Chancellor for Student Affairs officially approves this project. Again, thank you for your interest in improving the sustainability of the University of Illinois at Urbana-Champaign. We look forward to working with you in the future.



STUDENT SUSTAINABILITY COMMITTEE

SSC Signatories

Paul Couston

Paul Couston, Chair
Student Sustainability Committee

Marcous Phillips

Marcous Phillips, Treasurer
Student Sustainability Committee

Awardee Signatory

Sean Hennessy

Sean Hennessy
Agricultural and Consumer Economics

iSEE Signatory

Evan DeLucia

Dr. Evan DeLucia, Director
Institute for Sustainability, Energy & Environment

Student Affairs Signatory

Renee Romano

Dr. Renee Romano
Division of Student Affairs



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Project Information

Project: Dietary Leafleting on Campus (*Student-Led Small Project*)

Funding Source: Sustainable Campus Environment Fee

Funding Amount: \$4,700

Receiving Campus Unit: Agricultural and Consumer Economics

Unit Financial Contact: Susan King

E-mail : sbking@illinois.edu

Primary Contact: Sean Hennessy

E-mail: srhenne2@illinois.edu

Secondary Contact: Dr. Ben Crost

E-mail: bencrost@illinois.edu

Project Description:

The goal of this project is to promote sustainable food choices by spreading awareness of the positive impacts of a vegetarian or vegan diet, and to measure the impact of the information treatment on diet while doing so. Toward this end, the project involves three main components:

1. Distributing leaflets with information about the ecological sustainability and convenience of a vegan diet
2. Working with UIUC Dining Services to promote vegan options with the help of the University Vegans registered student organization
3. Surveying individuals who receive the leaflets to measure the impact on their consumption of animal products.

Incentives for survey completion will take the form of vouchers for fresh produce from the Sustainable Student Farm's farm stand.

This proposal directly funds:

1. Printing materials for leaflets promoting a vegetarian lifestyle
2. Incentives from the Sustainable Student Farm for students to complete surveys measuring the impact of the leafleting campaign