

# Faith2Green.com



**The Coalition on the Environment and Jewish Life  
of Southern California**



## Partnership Opportunities

We rely heavily on partnerships and community support to continue our efforts to protect the environment on a national and international level. We hope you will fulfill your obligation to care for creation by participating in one of the partnership opportunities listed in this pamphlet.

As a partner, you will receive significant exposure to thousands of individuals, faith institutions, environmental organizations, political entities, sustainable businesses and corporations, and much more. Your logo will be prominently displayed on marketing materials, and you will receive year-round partnership benefits.



Clinton Global  
Initiative Partner



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## I. Green Sanctuaries Program

The Green Sanctuaries Program addresses the issue that faith institutions are using resources such as energy and water while using much needed funds to pay for overconsumption. Through the Green Sanctuaries Program, participating institutions, such as synagogues, churches and mosques, as well as hospitals, daycares and schools, will experience incredible cost savings and see measurable cost stabilization. **The demand for this program is very high, and these institutions are seeking our assistance in fulfilling their moral obligation to the environment while creating a healthier environment for our youth.** Our faith institutions value the work of our organization because they are nonprofits and are low on manpower and resources. **Our work allows them to do their part for the environment without taking away from their current efforts. In fact, the money that they save through energy efficiency measures is then used towards their core mission.**

These institutions will develop “Green Teams”, adopt energy efficiency, participate in a green bulk purchasing program, practice conservation, and use renewable energy to protect the environment and improve their bottom line. For 2,000 religious institutions, a reduction in energy use and costs of 25% will save a total of \$3,257,328 and reduce CO2 emissions by 32,573 tons, the equivalent of planting 9,121 acres of trees (US Department of Energy). **Green Sanctuaries ultimately motivates hundreds of thousands of faith institutions’ members to implement sustainable practices in their homes and businesses.**

The estimated first year budget for the program is \$476,700. **Currently, the Clinton Global Initiative is a partner in securing a three year commitment for this program.**

## II. Green Bulk Purchasing Program

The Green Bulk Purchasing Program is one aspect of our larger Green Sanctuaries Program, and is a dynamic blend of Sustainable purchasing meets Costco and Amazon.com. **Through the Green Bulk Purchasing Program, nonprofit faith institutions will be able to utilize and purchase environmentally friendly products and services at reduced costs.** Green Bulk Purchasing aggregates the faith communities’ buying power for green sustainable products and services at a negotiated lower price. Faith2Green will develop bulk purchasing contracts with numerous environmental companies, and the institutions will be able to receive pre-determined prices and pre-screened products or services. Participating environmental companies will range from solar companies to office supplies to printer services to recycling services and much more.

**Aggregated faith institutions will see incredible cost stabilization and savings through the green bulk purchasing program and other aspects of our Green Sanctuaries Program.** The problem we are addressing is that faith institutions are trying to go green but don’t have the expertise to identify the best sustainable products and services or the manpower to research, access and negotiate a lower price for them. The reality is that most of the nonprofit institutions will not be able to afford solar power systems, new energy efficient HVAC units, major lighting retrofits, etc. without Faith2Green making them affordable by avoiding additional expenses through our cooperative purchasing program.

The major costs associated with the program are the development of a Green Bulk Purchasing catalogue and web program, dedicated staff members, any costs associated with meetings and communication tools. Once the bulk contracts are developed, put in place, and set into motion, costs will mainly be associated with maintenance of the program. The estimated first year program budget is \$365,500.



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### III. Solar Ner Tamid Project

The Solar Ner Tamid (or Green Eternal Light) Project is one aspect of the larger Green Sanctuaries Program that focuses on energy. **The project looks at the overall needs of an institution through energy audits and retrofits and also works on specific solar vendor contracts through the Green Bulk Purchasing Program. Through Solar Ner Tamid, we also work on local, state, and federal regulatory issues to address difficulties that our institutions face in acquiring and making use of solar energy.** The Solar Ner Tamid Project also generates grass roots community awareness and diverse media coverage. Faith institutions on which solar panels are installed hold events that commemorate each project milestone. Each of these events is an opportunity to generate awareness among members and garner community support for solar power and environmental programs.

The estimated first year project budget is \$186,700.

### IV. US-Israel Eco-Technology Development Program

Faith2Green **generates widespread support for Israeli environmental technology companies' business goals** by (1) **leveraging relationships** with business leaders, investors, interest groups, governmental agencies, and elected officials; (2) **leading economic development missions to Israel** for US government officials, venture capitalists, investors, religious leaders, and community leaders; and (3) **co-hosting the semi-annual California-Israel Eco-Technology Forum**, which fosters discussion of emerging technologies, potential partnerships, and funding opportunities among Israeli environmental companies and the business community.

In the last year, **Faith2Green was instrumental in over \$80 million in client sales and in the creation of hundreds of jobs** in the Israeli technology sector. The breadth of Faith2Green's vast experience includes, but is not limited to, assisting clients in the following technical areas: waste management, solar power, water desalination, water treatment, and hydroelectric power. Faith2Green was instrumental in assisting early stage environmental technology companies such as Solel, the world leader in solar technology for central power generation. During our last trip Governor Arnold Schwarzenegger signed an environmental technology partnership agreement that Faith2Green authored and advocated for.

Faith2Green seeks funding to complete and evaluate the program, create a self sustaining model for replication on the national level, and implement the model across the United States. The estimated first year program budget is \$325,000. **Currently, the Clinton Global Initiative is a partner in these efforts.**

### V. Messaging and National Marketing Campaign

**Although Faith2Green has been extremely successful in its environmental efforts over the past several years, we have not effectively communicated our successes to the community at large.** Advertising and mass email marketing costs alone cut deep into our total organizational budget. In an effort to develop our environmental messaging and national marketing campaign, we will create a campaign comprised of a series of specific efforts: a monthly column in the Jewish Journal, articles to appear in the Israeli Consul General's newsletter, expand the functionality and exposure of our website, and launch a facebook and myspace messaging campaign, marketing and communication efforts will allow us to better communicate with our members, keep the public informed about important environmental work, and increase participation in our events and programs.

The estimated first year campaign budget is \$185,000.



## VI. Green Business Seal Program

CoejISC and the IEC present businesses throughout Los Angeles with Green Seals as recognition of their efforts and as a public sign of companies that are paving the way for Los Angeles businesses to fulfill their moral and ethical responsibility to care for creation by becoming more environmentally conscious. **The program recognizes local businesses that have incorporated exemplary environmental practices.** These companies receive a Green Seal decal to be displayed in their place of business as well as year-round exposure in CoejISC and IEC marketing materials and publications.

Funding for the program will be used for research and evaluation of potential recipients and the implementation of green seal related activities. The estimated program budget for one year is \$186,000.

## VII. Environmentalist of the Year Awards Reception

The annual Environmentalist of the Year Awards Reception, in partnership with the City of Los Angeles, is CoejISC's main fundraising event. **Our honorees are individuals and/or corporations that have shown dedication in sustaining our natural resources and caring for the environment. Each recipient has demonstrated a life long commitment to leadership, education, advocacy, environmentalism, and philanthropy.** The reception requires a planning committee to nominate and evaluate award recipients as well as event coordinate event activities.

Prior honorees have included Former Cabinet Secretary Terry Tamminen, Gray Davis, Pacoima Beautiful's Marlene Grossman, Founding President of Heal the Bay Dorothy Green, Toyota, NRDC's Gail Ruderman Feuer, Councilmember Ruth Galanter, Heal the Bay's Executive Director Mark Gold, Emil Lawton, TreePeople's Founder Andy Lipkis, Former Assemblymember Fran Pavley, Arden Realty's Richard Ziman, Former Speaker of the California Assembly Robert Hertzberg, Coalition for Clean Air's Tim Carmichael, BP, Senator Barbara Boxer, Congressman Henry Waxman, Joe Edmiston, The Honorable Al Gore, Davis Guggenheim, Laurie David, Lawrence Bender, Scott Z. Burns and Lesley Chilcott, and Hewlett-Packard. The total estimated event sponsorship are \$48,000.

**VIII. Rabbi in Residence-** CoejISC is searching for a Rabbinical Fellow to oversee and expand the activities of The Interfaith Environmental Council (IEC). The Rabbinic Fellow will also bring important liturgical value to all of our programs and efforts. The estimated program budget for one year is \$185,000.

### Additional Programs Include:

**Faith and Parks Program-** The Faith and Parks program is designed as a faith-based stewardship partnership program with the city to build parks and have the faith communities maintain and supervise the parks.

**Campus Coejl-** Campus Coejl seeks to bring our organizational activities to the forefront of college campuses. The Campus Coejl program will focus on advocacy, programming, events and education that specifically relates to individuals at the college level. It is designed to prepare these individuals to become active environmental stewards within the larger community upon graduation.

**CoejISC Fellows– Internship Program with Hebrew Union College & USC Annenberg School-** CoejISC will select young Jewish leaders to participate in a prestigious CoejISC Fellowship Program. The program is a highly competitive fellowship training future Jewish leaders in environmental activism. The program is a partnership with Hebrew Union College and the USC Annenberg School of Communication.

**Faith2Green Eco-Chamber–** The chamber serves as a convening function for business and community leaders to network and to advance CoejISC's local, national, and international goals. Activities include informative environmental breakfast series and networking events. The Faith2Green Eco-Chamber will also facilitate expansion of the Green Sanctuaries Business Services and Bulk Purchasing Programs.

*All of these programs are part of our overall \$2,250,000 capital campaign to broaden our efforts and streamline our organizational structure. Our partnerships help us carry out our mission, and we hope you will join us in strengthening our foundation and continuing our progress.*

**For details regarding partnership benefits and opportunities, please contact us at (310) 841-2970 or email [info@faith2green.com](mailto:info@faith2green.com)**