

# INVEST IN THE GRASSROOTS

THE STORY OF  
**STUFF**  
PROJECT

For nearly 20 years, The Story of Stuff Project has inspired changemakers around the world with our storytelling and campaigns. **But did you know we have a Grassroots Grants Program that's awarded \$500,000 to local environmental groups?** In 2025 we're looking for additional donors to help us invest in local partners working on some of the most pressing issues of our time.

## THE NEED:

History teaches us that great power lies in the hands of everyday heroes united for a common goal. Local communities directly affected by environmental problems have powerful ideas. They're invested in improving their neighborhoods and are best poised to bring about innovative, scalable, impactful solutions. **Yet these frontline communities frequently lack the funding and capacity to realize their vision.** This is particularly relevant for underresourced groups led by and serving Black, Indigenous, People of Color (BIPOC); youth and retirees; and low-income communities.



Plantation Park Heights Urban Farm | Baltimore, MD

## OUR SOLUTION: THE GRASSROOTS GRANTS PROGRAM



AGUA | Visalia, CA

In a little under 10 years **our Grassroots Grants Program has already sown the seeds of transformation in countless communities.** We believe in the power of local action and are committed to empowering those on the groundworking closest to the challenges we face to create meaningful change. We offer:

- Seed funding to start up organizations
- Financial support for special projects and campaigns
- Capacity building support in communications, campaigns, and networking
- Visibility and promotion to our Community on social media.

## IMPACT AND SUCCESS STORIES

Our Grassroots Grant Program evolved alongside half a dozen community groups fighting back against water privatization by bottling giant Nestlé. Story of Stuff learned quickly that for these local groups, **a few thousand dollars can have a significant impact.** In addition to funding, The Story of Stuff Project built the capacity of these local champions through storytelling, campaign strategy development, coalition building, and legal support, resulting in **historic water justice victories** in places like Oregon, California, Pennsylvania, and Canada.





# TENACIOUS UNDERDOGS

Our Grassroots Grants Program leverages our global Community of changemakers to provide direct financial **support to grassroots environmental sustainability and justice initiatives**. Our often volunteer-led grantees have fought to protect half a dozen rivers and creeks from being drained by the largest global water bottling companies. We've provided rapid response grants to frontline communities experiencing climate emergencies ranging from devastating hurricanes, irreversible industrial accidents, and displacement in urban and rural places. And whether it's an intergenerational project to promote urban farming in Baltimore, a student organization protesting toxins and waste incineration, or an all volunteer organization of seniors fighting illegal corporate takeovers of public lands, we've invested in tenacious underdogs. **To date, we have awarded half a million dollars through 150 grants averaging \$3,500 in every region of the U.S.**

## CREATING CHANGE AT THE GROUND LEVEL

Your support matters! We're seeking additional philanthropic partnerships in 2025 to ensure community-led projects have the support they need to succeed. **In 2025 we will award \$100,000 in direct grants and provide capacity building support**, including campaign strategy development, media profiles, design & communications services, and amplification within the Story of Stuff Project's global Community.

By investing in this program, you are:

- Equipping local communities with resources they need to take on the biggest corporate polluters of our time
- Supporting innovative and sustainable solutions, like the launch of a pilot Reuse Fund in April
- Strengthening the voices and agency of local communities who are majority BIPOC led and serving
- Building a more equitable, resilient, and healthy future



## HOW TO DONATE

To learn more about our Grassroots Grants Program, visit our website [storyofstuff.org/grassroots-grants](https://storyofstuff.org/grassroots-grants). Our Grassroots Grant Program Manager and Chief of Staff Elisa Ringholm ([elisa@storyofstuff.org](mailto:elisa@storyofstuff.org)) or our Development Manager Smruti Aravind ([smruti@storyofstuff.org](mailto:smruti@storyofstuff.org)) would love to have a call with you.

Thank you for your consideration. Your generosity will help us build up our communities, protect our environment, and cultivate a more sustainable and just future together.

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