



## **Animal Advocacy: Building Movement via Small Grants 2017 Proposal to Open Philanthropy Initiative**

### **OVERVIEW:**

Since its inception, The Pollination Project has made over 1,800 startup grants (ranging from \$500-\$5000 each) in 98 countries, plus provided an additional \$700,000 in grantee capacity building and leadership training services. Our goal is to strengthen movements by identifying, funding and supporting emergent leaders across a wide range of social change efforts, from global human rights and social justice, to environmental sustainability and climate change to animal advocacy.

We propose launching a grant-making program in partnership with Open Philanthropy Initiative that identifies and supports new leadership in the global animal advocacy movement. This program will leverage unique funding opportunities where small amounts of money have the potential to make significant impact, while simultaneously lifting up emergent leaders in the space.

To achieve this, we will rely on a decentralized grant-making model where trusted advisors, existing grantees and partner organizations are given funds to redistribute to grassroots animal activists within their own networks. This grant-making network will identify new leaders and help us create peer-supported, regional networks within the global animal advocacy movement.

For the past four years, this decentralized structure has allowed us to find and fund innovative people and early-stage projects unlikely to appear on the radar of other institutional or foundation funders. We successfully run four similar programs in partnership with other funders (see examples below). With a leadership team who is deeply steeped in animal rights and grassroots movement building, we are particularly enthusiastic about and well-suited to launch this unique animal advocacy program with Open Philanthropy Initiative.

## **PROPOSED BUDGET:**

**We propose an 18 month pilot budget that includes a planning, implementation and evaluation phase.**

### **PHASE I: Planning**

Months 1-3: Identify and train grant-making partners to participate in the program.

### **PHASE II: Implementation**

Months 3-12: Support our grant-making team to identify and fund grassroots projects around the world. Host leadership development, project management and movement building trainings and workshops for grant-making team members and grantees, create a global networking hub for program participants to cross-pollinate and share best practices.

### **PHASE III: Evaluation**

Months 13-18: Host grant-makers retreat to evaluate the program, gather and evaluate grantee reporting, conduct site visits, assess project and determine next steps.

### **Proposed Project Budget:**

Grant-Making Team Stipends (\$6000 per team member/organization)	\$ 60,000
Small Grants for Redistribution (Typically \$1000 per grant)	\$100,000
Travel, In Person Retreats, Site visits, Regional Gathering & Trainings	\$ 38,000
Program Coordination (18 months)	\$ 35,000
<b>Total 18 month budget</b>	<b><u>\$233,000</u></b>

## **PROGRAM EXAMPLES**

Below are similar programs we have run in partnership with other funders. The Animal Advocacy Program would operate similarly.

**Global Youth Environmental Hub:** <http://thepollinationproject.org/youth>

**Domestic Youth Leadership Hub:** <https://thepollinationproject.org/youthleaders/>

**East Africa Hub:** <https://thepollinationproject.org/eastafrica/>

**CA Youth Grant-making Program:** <https://thepollinationproject.org/cayouth/>