

Jonathan Schechter – “Corpus Callosum” Column
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In my last column, I wrote about 1% for the Tetons. In particular I focused on “One28,” our effort to raise \$300,000 in the 28 days ending June 5. With that money, we hope to fully fund 19 different projects, each contributing to the long-term sustainability of the Tetons region.

One28 marks a new approach for 1% for the Tetons’s efforts to fund sustainability-related projects, and the column generated a number of questions. Today I’ll address the most frequently-asked ones.

What is 1% for the Tetons?

1% for the Tetons is comprised of member businesses which donate one percent of their gross sales to the organization. 1% for the Tetons aggregates those donations and uses them to fund sustainability-related projects in the Tetons region.

The focus of **1% for the Tetons** is our Statement of Ideal, an unambiguous expression of what the organization aspires to and how we evaluate our efforts: **1% for the Tetons** awards high-leverage grants to forward-looking projects sustaining the Tetons area’s natural resources and related qualities.

Currently, there are around 80 members of 1% for the Tetons. In its first three years, 1% for the Tetons has donated \$372,000 to 27 different sustainability-related projects in the Tetons area. These have ranged from providing free copper bullets to big-game hunters to composting food waste from local restaurants and grocery stores. A complete roster of 1% members, and a complete description of the 27 projects funded between 2007-2009 can be found on our website: 1PercentTetons.org

What is the relationship between 1% for the Tetons and 1% for the Planet?

1% for the Planet was the inspiration for 1% for the Tetons, and 1% for the Tetons is the initial and currently only local chapter of 1% for the Planet.

Members of both organizations donate one percent of their sales to help sustain the Earth’s environment. 1% for the Tetons members give their donations to us; 1% for the Planet members can direct their donations to any or all of 1500 different environmental organizations worldwide, including sixteen in the Tetons region.

Members of 1% for the Tetons are also members of 1% for the Planet. The reverse is not true.

What is One28?

One28 stands for “1% for the Tetons; 28 days of Funding Our Future.” During the 28 days of One28 (May 8 to June 5), 1% for the Tetons hopes to raise \$300,000 to fund 19 different sustainability-related projects.

Why did you change your grantmaking and fundraising process from what it was to One28?

1% for the Tetons enjoyed great success in its first three years. But as with any start-up, once it became established, we saw ways to make it better.



During our first three years, the grants process was pretty mechanical. Members donated one percent of their sales; grant applicants submitted applications; and our grants committee determined which applications deserved funding.

While this worked well, some members wanted to be able to direct their donations to specific grant applicants. As a result, we broke the grant application process into two parts: an initial screening to determine whether an application met our Statement of Ideal; and a second phase during which members could, if they chose, direct their donation toward particular “Finalist” applications.

Once we designed this process, we realized it could address another issue: non-members who wanted to participate in our funding process.

The projects funded by 1% for the Tetons have caught the eye of many non-members, both individuals and businesses. With One28, 1% for the Tetons has developed a system which allows non-members to help fund our projects without compromising the special status reserved for our members. In particular, One28 allows anyone in the world with a credit card and internet access to go to 1PercentTetons.org and securely donate to any or all of our 19 projects.

By adding non-member funding, we realized we could raise a lot more money and fund a lot more projects. So we went for it. This year, we’re aiming to raise \$300,000 to fund 19 separate projects, twice our previous record.

So how does the One28 funding and grantmaking process work?

1% member businesses will continue to donate one percent of their gross sales to fund sustainability-related projects. With One28, we’ll supplement members’ donations with tax-deductible contributions by individuals and non-member businesses.

For a non-member, donating to one or more Finalist projects is simplicity itself:

- 1) Go to 1PercentTetons.org.
- 2) Peruse the information about the 19 Finalists: the written applications, the video presentations, and the blog.
- 3) Use your credit card to donate.

You are trying to raise twice as much money and fund twice as many projects as you ever have. What if you fall short?

For three reasons, we think we’ll be able to fully fund all 19 of our Finalists’ projects:

- 1) We have 19 great projects.
- 2) To draw attention to these projects, 1% for the Tetons is making a big push on behalf of all 19 of our Finalists, and each Finalist is making a big push on its own behalf.
- 3) We live in a remarkably generous community.

All that noted, we might fall short: These are tough economic times, and like any new venture, the first year is always the hardest (e.g. donations through Old Bill’s Fun Run doubled between years one and two).

Funding for each grant application will come from two different donor sources: members and non-members. Finalists will be able to keep all the money donated by non-members, even if those donations take the Finalist past 100 percent of what they requested. Members’ donations will be used to take Finalists up to, but not over, 100 percent of what they requested.



With luck, when One28 ends at midnight on June 5, all 19 projects will be fully funded through a combination of members' and non-members' donations. If not, those which fall short will go into a second round, one similar to our old grantmaking process. In round two, we'll use the remaining members' donations to fund as many of the second round projects as we can.

Why should I donate through 1% for the Tetons? Doesn't it just duplicate the Community Foundation/Old Bill's?

1% for the Tetons has the highest regard for the Community Foundation, and we see our efforts complementing theirs. We also have undertaken our work with their blessing.

So how do we differ? For starters, while both organizations welcome the support of both businesses and individuals, 1% for the Tetons emphasizes fundraising from businesses. In contrast, the preponderance of Old Bill's donations are made by individuals.

Another difference is that 1% for the Tetons funds just projects, while the Community Foundation of Jackson Hole funds both projects and operations. 1% for the Tetons funds projects throughout the Tetons region; the Community Foundation and Old Bill's focus exclusively on Teton County, Wyoming.

Most importantly, though, 1% for the Tetons has a much narrower focus: funding sustainability-related projects which meet our very specific criteria. In contrast, the Community Foundation has a variety of granting mechanisms, including a competitive grants program which funds projects in all fields of interest, and Old Bill's Fun Run, the proceeds from which often fund general operations.

What's the philosophy underlying 1% for the Tetons?

The key to understanding 1% for the Tetons is to know it came out of Sustaining Jackson Hole, an effort which developed a vast reservoir of ideas for how to help sustain the Tetons region. However, that process also identified that there was no money to fund such ideas; hence 1% for the Tetons.

In particular, as it examined our community, Sustaining Jackson Hole reached three conclusions. First, the Tetons region is one community divided into three counties in two states. Second, the region faces a variety of issues that cut across political, geographic, economic, and other boundaries. In order to successfully address these issues, solutions need to be as multi-faceted as the problems and opportunities. Third, spending a little bit of money on challenging issues today can keep small problems from becoming big ones, or nurture small opportunities into major successes.

1% for the Tetons funds projects reflecting these ideas, and each one of our 19 Finalists has developed proposals along such cross-disciplinary, small-effort-today-for-big-reward-tomorrow lines. Each is deserving of funding, but we need your help to get there.

For more information about 1% for the Tetons, One28, and all 19 of our 2010 Finalists, go to 1PercentTetons.org. Thanks in advance for helping support these projects, and with them the long-term sustainability of our community and region.