



# The Student Environment Centre

Student Resource Group  
University of British Columbia

Room 2106 - 6133 University Blvd  
Vancouver, BC V6T 1Z1  
HYPERLINK "<mailto:sec.ubc@gmail.com>"[sec.ubc@gmail.com](mailto:sec.ubc@gmail.com)

## Eco-Initiatives Form: Above \$500

<b>Name:</b>
<b>Date Submitted: September 1, 2017</b>
<b>Contact Email or Phone:</b>
<b>Club or Group Affiliation(s): UBCC350</b>
<b>Amount Requested: \$500</b>
<b>TREASURER USE ONLY:</b>
<b>Approved</b> <b>Modified</b> <b>Denied</b>
<b>Submitted as of:</b>
<b>Notes:</b>

### 1. Please fill in the fields below to give us an overview of your project:

- Name of Project: Operational funding for the 2017-2018 year
- Objective or Purpose: To have enough funds to operate comfortably from September 2017 to September 2018
- Brief Description: UBCC350 is an environmental activism group committed to spreading awareness about the destructive nature of our reliance on fossil fuels and of the fossil fuel industry's lethargy in changing its ways. We focus on initiatives such as fossil fuel divestment at UBC, we establish our presence at anti-pipeline rallies, we organize sustainable voting campaigns at the provincial and federal level, and we have recently started focussing on the decolonization of the climate movement with our "Climate Intersections" initiative. For our club to operate effectively, we will need

funding for our website, storage space on campus, buttons/pins, Facebook ads, and chart paper and markers (these for signs for marches).

- Project Date(s): September 2017-September 2018
- Expected Attendance: Summing up all our events and meetings throughout the year, there may be as many as 1000 people in attendance.

**2. Outline how your project pertains to the environment and/or contributes to sustainability at UBC (approximately 200 words).**

Over the course of our club's five-year history, we have continually pressured the UBC Board of Governors to divest their holdings from fossil fuels. Within the past year, we have achieved a degree of success, with the Board agreeing to create a Sustainable Futures investment Fund (SFF), which will be presented to potential UBC donors who are concerned with keeping their investment away from funds associated with fossil-fuel companies. Over the next year and few years, we will be continuing our efforts with the Board to improve the SFF, see that it is fairly presented, and that donors are encouraged to donate their money in its direction. We are also planning to organize events with green-energy groups on campus so as to direct our clubs focus towards spreading awareness of green solutions in addition to our current focus on climate problems. Another of our big projects this year will be working with Dr. Ono on developing the Sustainability portion of his strategic plan (UBC Next Century). To highlight this movement, we will organize information sessions on campus to update students on its progress and to explain its importance. In the wake of Vancouver-wide climate events and marches, we spread the word across campus and invite people to form a presence with us.

**3. How will you document the successes and challenges of your project? In what ways do you foresee this documentation aiding future environmental and sustainability initiatives (approximately 200 words)?**

The first way we will document our successes and challenges is by archiving them on our website. We will place a stronger focus on staying on top of that this year by documenting each event in the immediate days succeeding it. We hope to draw more attention to these archives by boosting the popularity of our website. We also reach out to the Ubyyssey after our events to extend recognition of our activities to the general UBC populace. Finally, we do so verbally by doing a timeline of UBCC350's history up until the present at all of our social events, our annual general meeting, and some of our regular meetings. We particularly stress this last way of spreading the word, as we are firm believers in the power of face-to-face conversation and communication. Therefore, we will be directing a portion of our budget to putting on events so we can do just that; inspire people directly.

- 4. For most funding requests of this amount, SEC would like to see other sources contributing to the financing of your project. Are you pursuing any other sources of funding? If so, what are those sources, how much are you expecting to receive from them, and what will those funds be put toward? (We can help you identify other sources of funding.)**

We are certainly pursuing other sources of funding. What we would like from SEC is operational funding for the year, but we will be applying to other organizations (both on and off campus) for specific individual events that we will be putting on throughout the year. Some of these organizations and corporations include the Student Initiatives Fund (max. \$500), AMS Sustainability Projects Fund (max. \$1000), Utown at UBC (max. \$1000), Connect to Community (\$250-\$1500), Greenest City Small Grants (max. \$500), UBC Global Fund (max. \$2000), The Awesome Foundation (max. \$1000), Lush (uncertain), Patagonia (uncertain), and MEC (uncertain). If you are aware of any others that we should be looking into, it would be great if you could let us know!

- 5. What aspect(s) of your project will SEC funding be used for? Be as specific as possible with the allocation of funds.**

- The UBCC350 website is \$12/month so we would need \$144 to operate that for the whole year
- Storage space in Buchanan is \$25/year so we would need \$25 for that
- We would like about 500 buttons and pins (which will be used post-2018 as well), which will cost around \$225
- We would like to advertise over Facebook, for which we would like \$65 (\$65 gets us 100 clicks on a given ad)
- Although we know it is not very environmental, we do need some chart and poster paper and coloured markers to advertise our campaigns and to use in our weekly meetings. We would only need about \$35 for this, as we would only use the poster paper as a back-up to go with our online campaigns.

This brings us to a total of \$494, rounding up to \$500 just to be safe!