



smallchange fund

QuickTime™ and a
decompressor
are needed to see this picture.

our founders

MARY MCGRATH, CO-FOUNDER + EXECUTIVE DIRECTOR

- Executive Director, Citizens' Environment Watch
- Acting Executive Director, Environmental Defence Canada
- Board/Advisory Committee, Sustainability Network, Ontario Non-Profit Network
- Assistant Manager of Environment and Corporate Affairs, Unilever Canada
- Toronto Vital People Award

RUTH RICHARDSON, CO-FOUNDER

- Program Director, Metcalf Foundation
- Manager of Environmental & Corporate Affairs, Unilever Canada
- Advisory Committee Member, Laidlaw and Greenbelt Foundations
- Founding Chair, Canadian Environmental Grantmakers' Network
- Founding Board Member, Prince Edward County Community Foundation

smallchange fund

Small Change Fund believes in people. We believe people know how to figure out and fix the problems in their villages, their cities, their countries. We believe people can make change happen without long studies, thick reports, and big money. We believe people want to help each other. We believe in making that simple.

1. Canada has **major environmental and social challenges** to confront
2. **Community leaders - those closest to the ground - are best placed** to confront those challenges at the local level
3. But **they don't get the support** they need because often:
 - many funders don't fund them
 - the public doesn't know how to find out about them OR
 - the public can't reach them because of lack of infrastructure, trust, and/or awareness

extraordinary advisors

NATHALIE ZINGER QUEBEC

- Regional Vice-President, Nature Conservancy QC
- Executive Director, Heritage Montreal
- Director QC Office, World Wildlife Fund
- Co-Chair, joint WWF-Department of Fisheries and Oceans project
- Director, Appalachian Corridor

KAREN KUN ALBERTA

- Publisher, Corporate Knights
- Founder + Executive Director, Waterlution
- micro-enterprise development in Colombia, Costa Rica, Bolivia, and South Africa with Oxfam-Quebec and CUSO

extraordinary advisors

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ANNE LEVESQUE BRITISH COLUMBIA

- Director of Strategic Partnerships, Canadian Boreal Initiative
- National Executive Director, CPAWS
- Executive Director, Wildsight
- MBA in 2006 specializing in Public Relations and Communications

GLADYS NETRO YUKON

- Member of the Vuntut Gwich'in First Nation, Old Crow
- Community Liaison, CPAWS Yukon
- Northern program advisor, Walter and Duncan Gordon Foundation
- Yukon College's Board of Governors

we build a bridge to supporters

- we post local projects on our website for funding and promote them across the country
- we create a direct link between those who can offer support and those who need support
- multiple ways to engage
- backing of our advisors

We believe people want to help each other.

where does the money come from?

- Individual Canadians
- Institutional funders
- SCF discretionary fund



how else we can help

- Marketing (social media, journalism)
- Partnership (helping groups reach out to their networks)
- The power of video



what we're looking for

- Grassroots
- Youth driven
- From First Nations Peoples
- Brave
- Urgent
- Honest
- Reflect real costs



what a successful proposal looks like

- Plain language
- Minimal jargon
- Reflective request amount
- The Big Picture
- Shows how you are changing the world



the Fundy Baykeeper

a small amount of money making a big difference





smallchange fund

www.smallchange fund.org

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