



**GREENPOINT  
COMMUNITY  
ENVIRONMENTAL  
FUND**

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**To:** Community Advisory Panel (CAP), Greenpoint Community Environmental Fund (GCEF)  
**From:** GCEF Administrators (National Fish and Wildlife Foundation and North Brooklyn Development Corporation)  
**Date:** August 2, 2016  
**Re:** GCEF Update, January 1, 2016 – July 30, 2016

We hope you are enjoying the summer. As discussed at the February CAP meeting, we'd like to provide you with an update of GCEF activities from January 1 to July 15 of this year.

### **GCEF Events**

The following are community outreach activities led by GCEF:

- **GCEF CAP Meeting.** A CAP meeting was held on February 9, 2016 at the Newtown Creek Wastewater Treatment Plant, Greenpoint. The meeting addressed: 1) the 2016 GCEF Draft Workplan; 2) the GCEF 2016 Community Open House; 3) the role of the CAP in 2016 and beyond; and 4) the State and the General Administrators gratitude for the CAP's service and contribution to GCEF.
- **GCEF Community Open House.** GCEF held a community open house and project networking event on April 30, 2016 at the Warsaw, The Polish National Home, Greenpoint. A total of 55 community members were able to meet with grantee representatives to learn about the 30 active environmental projects funded by GCEF; and ways to join them in greening Greenpoint. A grantee networking session was held following the open house aimed at fostering information exchange and collaboration between projects to increase their value to the Greenpoint community.
- **GCEF at Go Green! Greenpoint.** GCEF had a table at the Go Green! Greenpoint event on June 4, 2016 in McCarren Park, Greenpoint. GCEF provided general information about: the grant program; the 42 grants provided to projects focused on the Greenpoint community's environmental priorities; and ways the public can get involved with ongoing GCEF-funded projects – several of which also participated in the event.
- **Events with GCEF Grantees:**
  - o On June 10, 2016, Audubon New York, For the Birds! held a schoolyard planting event at PS 110 focused on teaching schoolchildren the importance of native flora and fauna through hands-on activities, including native tree planting. Coverage of this event by the *Greenpoint Star* and *Brooklyn Eagle* can be found in the "News Archive" section of the GCEF website. Go to: [gcefund.org](http://gcefund.org).



- o On June 9, 2016, Newtown Creek Alliance, Newtown Creek SAMPLES project held an event focused on students participating in water quality sampling of Newtown Creek, and a visit to the LaGuardia Community College Laboratory, where samples are analyzed in order to gain in-depth knowledge of the process and project goals. View a video interview associated with the event at:  
<https://www.youtube.com/watch?v=GZyDU0aZdVs>

## GCEF Materials

The following are materials developed for community education and outreach:

- Finalized GCEF 2016 workplan based upon feedback from the CAP and New York State Office of the Attorney General.
- Developed a summary note from the February 9, 2016 CAP meeting and added it to timeline in the “In the Community” section; and added the February 2016 CAP meeting notes to the GCEF website. Go to: [gcefund.org](http://gcefund.org).
- Updated both the English- and Polish-language versions of the GCEF General Brochure. The updated brochure may be found in the “About” section of the GCEF website. Go to: [gcefund.org](http://gcefund.org).
- Created a spreadsheet hand-out containing information related to each individual GCEF project, including grantee, project description, location, community engagement opportunity, and grantee contact. The handout was distributed at the GCEF Community Open House and Go Green! Greenpoint.
- Created a flyer promoting the GCEF Community Open House and delivered the flyer to community, social, educational, and cultural institutions around Greenpoint.
- Managed content, translation, and graphics development and delivery of one advertisement for the GCEF Open House in Polish and English to local and regional media (*Greenpoint Gazette, Kurier Plus*).
- Produced a video interview concerning the McGolrick Park Restoration featuring the New York Horticultural Society grantee. View the video at:  
<https://www.youtube.com/watch?v=GZyDU0aZdVs>
- As discussed, produced a video interview concerning the Newtown Creek SAMPLES Project with Newtown Creek Alliance/LaGuardia Community College. View the video at:  
<http://gogreenbk.org/2016/07/testing-waters-newtown-creek/>
- Developed a *GCEF Grants Management* PowerPoint presentation (go to: <http://www.nfwf.org/gcef/Documents/GCEF%202016%20Grants%20Management%20Webinar%201-13-2016.pdf>); and the *GCEF Grant Management Handbook* (go to: <http://www.nfwf.org/gcef/Documents/GCEF%202015%20Grant%20Award%20Management%20Guide.pdf>) for GCEF 2015 Large and Legacy grantees.
- Developed a 10 question “Survey Monkey” designed to assess further resource and support needs and preferences of GCEF grantees.

## GCEF Social Media

The following are community education and outreach was conducted through GCEF social media:



- GCEF ramped up its use of Twitter to reach a public and media primed to receive information through mobile devices on social media platforms. It produced content and formatted infographics for 52 tweets about funded projects (leading to an increase in followers of @gcefund from 50 to 143). GCEF also prepared content for and disseminated individual eblasts promoting and supporting 23 project-related events conducted by GCEF grantees.

## **GCEF Grantee Outreach and Grants Management**

The following are outreach and grant management support was provided to GCEF grantees:

- Contacted grantees monthly to collect photos for a photo archive of GCEF-funded activities and events for future education and outreach use.
- Contacted grantees monthly to develop and update a calendar of project-related events. This calendar is shared with the Go Green Hub, used for media outreach, and serves as the basis for supporting GCEF eblasts and tweets.
- Conducted a “Survey Monkey” poll of grantees to determine the need for and type of activities that would be most valuable in promoting information-sharing among them and fostering project sustainability. The results of the survey, as well as any GCEF follow-up activities, will be discussed in the next CAP update.
- Provided feedback to interested 2015 applicants who did not receive funding on the reasons for the decision. The feedback was offered so that these applicants so that they could improve their proposals for potential submission to other funding programs.
- Completed all GCEF contracting with only one project remaining in pending contract status for Large, Legacy, and Small grants awarded in 2015.
- Conducted a GCEF grants management webinar for GCEF 2015 grantees. The webinar was recorded and posted at:  
<https://attendee.gotowebinar.com/recording/2371544698467675906>.
- Continued to manage active GCEF projects including: grantee amendments, request for payments, and all forms of program and financial reporting.
- Conducted two quarterly in-depth reviews of interim reports and timelines associated with active GCEF Large and Legacy grants.

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As always, we thank you for your interest in, and support of, GCEF. If you have any questions about this update – or any other element of GCEF – please feel free to contact Filip Stabrowski at [fstabrowski@gmail.com](mailto:fstabrowski@gmail.com) or 510/388-4757.

