

GCEF at the Go Green! Greenpoint Festival



HOW HAS GCEF WORKED?

GCEF is a grant program that has worked by engaging members of the Greenpoint community every step of the way. This has included:

- Developing a program that reflects the environmental improvement priorities of the Greenpoint community.
- Soliciting grant proposals from as many Greenpoint residents, organizations, and institutions as possible.
- Providing workshops, webinars, one-to-one technical support, and other assistance to help prospective applicants develop and refine proposals.
- Carrying out a proposal review process that identified the best environmental improvement projects, and gave Greenpoint residents an opportunity to voice their preferences among these projects.
- Overseeing the implementation of each funded project to ensure its success.



For the Birds!
Greenpoint



INVESTING IN A GREENER GREENPOINT!

WHAT IS GCEF?

The Greenpoint Community Environmental Fund (GCEF) is an environmental grant program created by the **NY State Attorney General's Office** and **Department of Environmental Conservation**. Funding for GCEF was obtained by the State in a settlement with ExxonMobil over its Greenpoint oil spill.

HOW DO I GET MORE INFORMATION ABOUT GCEF?

For more information about GCEF and how to get involved in "greening" Greenpoint:

- Visit www.gcefund.org online
- Contact GCEF at gcefund@nfwf.org
- Follow [@GCEFund](https://twitter.com/GCEFund) on Twitter for more updates

GCEF'S GOAL

The goal of GCEF is to secure significant environmental improvements in Greenpoint, and more specifically:

- To support projects that address the Greenpoint community's environmental priorities, such as improving air, water, and groundwater quality, creating and enhancing open space, and reducing toxic pollution.
- To engage and partner with the Greenpoint community in a transparent and objective grant-making process, ensuring the community has a direct, continuing role in guiding GCEF's development and implementation.

Java Street Community Garden



HOW HAS GCEF BEEN ADMINISTERED?

GCEF is administered for the State through a partnership between the **National Fish and Wildlife Foundation** (NFWF) and the **Greenpoint-based North Brooklyn Development Corporation** (NBDC). The GCEF administrator was selected by the State through a competitive process.

HOW HAS THE GREENPOINT COMMUNITY BEEN INVOLVED IN GCEF?

GCEF has committed to not only informing the Greenpoint community about the grant program, but also encouraging and facilitating the community's active participation in it. To this end, GCEF has:

- Relied on a Community Advisory Panel (CAP)—a group of Greenpoint residents, representatives of local organizations, and elected officials—to provide direct and ongoing input to the State, and to play a central role in guiding GCEF's development and implementation.
- Hosted community “preferencing” events to give Greenpoint residents an opportunity to support the environmental improvement projects they want to see in their community.
- Organized meetings, workshops, and other forums in Greenpoint to discuss GCEF with the community, assisted prospective grant applicants, and solicited feedback from residents on the program's implementation.
- Maintained a website for the program, which is regularly updated with information on GCEF, its progress, and its achievements.
- Used an extensive contact and partner list for e-mail and social media to keep thousands of Greenpoint residents regularly updated on the program.

In total,
GCEF has invested
\$54,000,000
in the Greenpoint community's
environmental improvement
priorities!

As **GCEF concludes granting**, we focus on overseeing the implementation of each funded project to ensure its success.

GCEF'S ACCOMPLISHMENTS

To date, GCEF has awarded:

- **\$1,352,244 in Small Grants** (ranging from \$5,000 to \$100,000)—and leveraged **\$689,065** in matching grantee contributions—to **35 projects** addressing the Greenpoint community's environmental improvement priorities, including enhanced open space, neighborhood greening, and environmental education and stewardship.
- **\$15.5 million in Large and Legacy Grants** (from \$101,000 to \$5 million)—and leveraged **\$36.9 million** in matching grantee contributions—to **11 projects**, including the establishment of an environmental education center at the Greenpoint Library, a campaign to fight neighborhood litter, a program to promote stewardship of Greenpoint parks, and the creation of natural habitat along Newtown Creek. **These 11 projects were the top vote-getters at two community “preferencing” events organized by GCEF.**