GreenRoots is a resident-led organization working to address environmental, public health, and social justice challenges in Chelsea and East Boston.

In Chelsea, the smallest and second most densely populated city in the Commonwealth, 73% of residents identify as ethnic minorities and 24% live below the poverty line. East Boston faces similar challenges, with 53% of residents identifying as Latino and 17% living below the poverty line. The Chelsea Creek connects these two culturally rich communities, but it is also home to a Designated Port Area and various industries, such as:

- Storage tanks for 100% of the jet fuel used by Logan Airport and 70-80% of the region’s heating fuel
- A 400,000+ ton salt dock used by 350+ New England cities and towns
- The largest privately owned produce center in the United States serving all of New England and some mid-Atlantic and southern Canadian states
- The collective activities of these industries over many decades have caused air, noise, land, and water pollution in Chelsea and East Boston and have compromised public health. The industries’ presence along the Chelsea Creek has also blocked residents’ access to their own waterfront.

GreenRoots Two-Year Goals

- Develop three waterfront parks or public access points along Chelsea Creek and Mill Creek
- Develop three new urban agricultural spaces in Chelsea and East Boston
- Grow staff from 14 to 23 by increasing the Community Organizing team and the ECO Youth Crew, and adding a Development Coordinator and Communications Manager

Ways to Invest

**FINANCIAL**

- $825,000 to develop three new waterfront parks or public access points along the water
- $225,000 to build three new urban agricultural spaces
- $318,750 to hire four Community Organizers, a Development Coordinator, and Communications Manager
- $38,575 to hire three ECO Youth Crew members

**IN-KIND**

- Pro bono assistance (legal, database, and IT support; landscape architects)
- Kayaks, canoes, life jackets, and other marine-related equipment
- Retreat/meeting space
GreenRoots has helped me to make a difference in my community. No one should wait for the right time to make a difference, that time is now.

STEPHANIE ALVARADO  
ECO Youth Crew, GreenRoots
Supporting grassroots organizations like GreenRoots is about investing in building leadership in the community and requires long term commitment in order to have impact.

MARIELLA PUERTO
Co-Director of Climate,
Barr Foundation

IMPACTING SOCIETY

GreenRoots’ goal is for residents to be informed, engaged, and have a seat at the decision-making table for all developments in their communities, particularly along the Chelsea Creek waterfront. Its ultimate vision is for Chelsea and East Boston to become communities that are healthy, clean places where everyone can live, work, and play.

Over the course of GreenRoots’ 20 years of community organizing, the organization and its members have amassed an impressive track record of victories. Most notable among them are:

- Defeated a dirty power plant from being constructed along the Chelsea Creek and across from Chelsea’s elementary school complex
- Eliminated 2,000 tons of annual pollutants through the replacement or retrofitting of 132 dirty diesel engines at the New England Produce Center and throughout Chelsea
- Developed the Creekside Commons Park, Chelsea’s most dynamic and active open space along Mill Creek
- Co-led Chelsea’s successful application for a Robert Wood Johnson Foundation Culture of Health Prize in 2017

GreenRoots has also been successful in building strong working relationships with many of the industries along the Chelsea Creek, organizing a quarterly business roundtable meeting of all seven of the oil storage facilities, and having regular dialogue with businesses like the New England Produce Center, Harbour Food Service Equipment, PreFlight Parking, Eastern Minerals, the Admirals Hill Marina, and many others.

FINANCIAL SUSTAINABILITY

GreenRoots is funded largely through foundation grants along with contributions from corporate and individual donors, and federal, state, and municipal contracts. In order for GreenRoots to expand its presence and influence in Chelsea and the surrounding communities, the organization seeks to increase and diversify its revenue streams in the upcoming years.

Revenue by Source

Note: GreenRoots conducted its first financial audit in FY17 after becoming an independent, 501(c)(3) non-profit organization in 2016.
PROGRAM PERFORMANCE AND ORGANIZATIONAL HEALTH

Below is a summary of the key measures GreenRoots tracks to demonstrate progress, create internal accountability, capture lessons learned, and adjust strategy as necessary. Note: Fiscal Year is July 1 to June 30.

<table>
<thead>
<tr>
<th>INDICATOR</th>
<th>FY 2018</th>
<th>FY 2019 (P)</th>
<th>FY 2020 (P)</th>
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</thead>
<tbody>
<tr>
<td>Increase Number of Waterfront Parks/Public Access Points and Urban Agricultural Spaces</td>
<td>9</td>
<td>12</td>
<td>15</td>
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<tr>
<td>Increase Total Number of Community Leaders</td>
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<td>100</td>
<td>150</td>
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<tr>
<td>Increase Total Number of Active Members</td>
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<td>Staff Members</td>
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<td>Board Members</td>
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<td>9</td>
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<tr>
<td>Advisory Board</td>
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<td>3</td>
<td>5</td>
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<tr>
<td>Total Revenue</td>
<td>$748,000</td>
<td>$1,388,450</td>
<td>$1,662,000</td>
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</tbody>
</table>

SOCIAL IMPACT

While GreenRoots focuses on the communities of Chelsea and East Boston, the positive changes achieved over the last 20 years have influenced regional policies and created replicable models being implemented across the country. GreenRoots’ model and impact helped contribute to the successful pursuit of the prestigious Robert Wood Johnson Foundation Culture of Health Prize for the City of Chelsea in 2017. This annual prize honors communities throughout the U.S. for their unwavering, innovative, and collaborative efforts to ensure all residents have the opportunity to live healthier lives.

Success Story: GreenRoots Defeats Construction of Dirty Diesel Power Plant

In the fall of 2006, Energy Management Inc. filed plans with the Commonwealth of Massachusetts proposing the construction of a two-stack 250-megawatt, dirty diesel power plant on Eastern Avenue along the banks of the Chelsea Creek and directly across from Chelsea’s only elementary school complex.

GreenRoots mobilized a community grassroots campaign against the power plant, citing numerous environmental and health concerns. Residents ranging from elementary school-aged children to the elderly engaged in broad-based opposition, which included a student letter-writing campaign to the governor, appearances at numerous community meetings, and protests. These community-organized efforts led to Energy Management withdrawing its plans for the power plant in November 2007.