Organizational Overview + Vision for Growth & Impact
MISSION

Establishing sustainability as an integral part of every child’s K-12 learning experience.
Since launching in 2003, CELF's small but mighty team has reached ...

**OVER 1.5 MILLION STUDENTS**

**BY TRAINING OVER 16,000 TEACHERS**

**IN OVER 5,000 SCHOOLS...**
...equipping teachers with systems thinking mindsets and pedagogical tools...

SUMMER INSTITUTES

CIVIC SCIENCE

GREEN CAREERS

PROFESSIONAL LEARNING
...with award-winning programs supporting school sustainability...

*CELF has supported 6 schools that have gone on to win the US DOE Green Ribbon Award!
...to empower young people to explore sustainability issues in their communities through inquiry and hands-on learning

“I thought that the Student Symposium was amazing and we got to hear other kids our age, and some kids older. We also learned more about what other people would like to change in the world. It was fun to just be a part of and be there.”

-Middle School Student
Young Women's Leadership Academy, Grand Prairie, TX

“This project was really eye-opening. I had no idea that I lived in an area called Asthma Alley, but now I do. I really want to continue this project and learn more about air quality in my community.”

-High School Student
Comprehensive Model School Project
The Bronx, NY
Over our 20-year history, we've seen students explore & address sustainability challenges in numerous ways...
Exploring disparities in air quality and connections to childhood asthma rates...

SCHOOL CAMPUS AIR QUALITY STUDY
HARMONY SCHOOL OF FINE ARTS & TECHNOLOGY
SUGAR LAND, TX

Driving (Inquiry) Question
What are the pollution levels at our campus?

Legend
AQI < 20
AQI 21-50
AQI > 50

Lunch Outdoor Air Quality
Why do we study the air quality by the road?

We study the air quality by the road of our campus to see what the air quality would be, which was not very good as expected.

March 2021

Presented By:
Steven R & Zion C
Mrs. Kulow
HSART
8th grade

April 2021
...studying water quality in coastal communities...

Presentation by students from Rio Grande City High School
...conducting cafeteria food waste audits to reduce waste sent to landfills...
...and tackling pedestrian safety concerns by advocating for walkable cities...
The impact of CELF-trained teachers multiplies year after year for systemic change

- Becomes Superintendent/DOE official, applying Efs across education systems, impacting magnitudes of students
- Becomes school Principal, instituting Efs into school vision & mission, impacting thousands of students
- Spreads knowledge of Efs beyond classroom to fellow teachers and community leaders
- Brings Efs lens to their students, impacting ~25-150+ students/year
Support students' civic action projects to drive local- and state-level solutions
  - i.e. NY Climate Education Bill, HISD Zero-Waste initiative

Incentivize teacher participation to increase accessibility and support project implementation

Grow corporate, foundation, individual donor support + community partnerships to enable equity in access to CELF programs in under-resourced schools
  - i.e. Houston's Complete Communities, communities along the ship channel
Areas for Program Development

- Blended learning models that support local, place-based learning
- Integration of GIS and other ed tech and digital storytelling tools
- Educator and student exchanges across the country & globe
- Student leadership and training opportunities (CELF Scholars)
- New corporate partners, including in ed tech sector
- New public partners, including green spaces for experiential learning, and agencies using geospatial data in decision-making
- Online curriculum and courses to reach 1000s of teachers remotely
- Consultation services to state DoEs, school districts
- Enhanced revenue streams from curricular resource development, professional learning at scale
Cumulative student reach projections

- **2024**: Approximately 30,000,000 students
- **2025**: Approximately 45,000,000 students
- **2026**: Approximately 55,000,000 students
- **2027**: Approximately 68,000,000 students

**Students (all-time reach)**
# KPI Focus to Track Progress

## Impact
- **Participant metrics** - disaggregate new v. repeating participants, master teachers for multi-year impact
- **Collab w/ thought-leading orgs to reach new educators**
- **Teacher + student artifacts**
- **Track educational, career, community outcomes**
- **Educator recognition**

## Financial Sustainability
- **Donor retention rates**
- **Growth in giving - conversion from one-time to sustained, multi-year donors**
- **Program & recurring fees as % of total revenue**
- **Maintain target revenue mix**
- **Program expense ratio - target 70-80%**
- **Maintain or build cash cushion relative to beginning of year (5 months)**

## Scale and Innovation
- **Collab with orgs to amplify CELF thought leadership**
- **Digital ed resources developed (case studies, video, EfS curriculum updates)**
- **Membership growth + engagement**
- **LMS platform metrics**

## Reach
- **Educator re-engagement**
- **Social media engagement**
- **eBlast success rates**
- **Part-time marketing support, further develop impact narrative**
# CELF Program Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Program Area</th>
<th>Request</th>
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<tbody>
<tr>
<td>Support customized professional development and year-round teacher coaching for 5 schools during the 2024-25 school year</td>
<td>$30,000</td>
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<tr>
<td>Sponsor participation of 20+ K-12 educators in the 2024 CELF Summer Institute</td>
<td>$25,000</td>
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<tr>
<td>Sponsor the Spring 2025 Civic Science Student Symposium</td>
<td>$25,000</td>
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<tr>
<td>Sponsor field trips to local green spaces, along with provision of education resource kits, for 5 schools</td>
<td>$15,000</td>
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Benefits of Sponsoring CELF

Employee Engagement Opportunities
CELF facilitates authentic opportunities throughout the year to engage program partners and their employees to leverage their unique professional experience, including:

- Engaging directly with students through CELF’s Green Careers Speakers Series and research mentorship opportunities, addressing future-ready skills for the workforce of tomorrow
- Serving as Expert Panelists during Student Symposium events where students showcase their research findings and proposed solutions
- Outdoor Volunteer Opportunities: investing time with the CELF educator team in cleaning up and beautifying green spaces near participating schools, and during Days of Action such as Arbor Day and Earth Day

Brand Awareness & Year-round Visibility

- Feature story in CELF newsletter to 16,000+ subscribers
- Opportunity to provide a brief video message to kick-off events
- Logo inclusion on webpage, materials, and digital communications
- Acknowledgment as year-round partner on CELF website, annual report
- CELF social media mentions highlighting your company’s commitment to sustainability and community support
- 100,000+ impressions on CELF’s website, social media, e-news
- Scores of Local & National Program partners such as National Geographic Education, National Science Teachers Association, and North American Association of Environmental Educators
- Leadership participation in CELF’s Leadership Circle of ESG and other industry professionals across sectors
Join CELF’s esteemed program partners...
...AND VALUED INSTITUTIONAL SUPPORTERS

First Reserve
Linde
EPA
TRICON
National Academies
National Geographic Society
Gulf Research Program
Impact 100 Houston
Neuberger Berman
PNC
TC Energy
Fluor
Howard Family Foundation Inc.
McMac Cx
nr
CEO Foundation
conEdison, inc.
Baker Hughes