

# Green Kids Inc.

Children Changing the World



## Proposal for Funding 2011

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# I. OVERVIEW

## A. Who are we?

Green Kids Incorporated (Green Kids) is a non-profit, live-theatre group, and the only charity in Canada dedicated solely to environmental education for young people through performance. Green Kids was established in 1991 to address the need for entertaining, educational programming for school aged children about the importance of environmental stewardship. Geared towards inspiring a new generation of environmentally conscious adults, the first Green Kids tour was only one week long and reached 2,000 children. In the last 19 years Green Kids has grown in vision and scope and has entertained over 1 million students, their educators, and local communities in over 1,000 schools. Additionally, we have been nominated three times for the Sustainable Development Award of Excellence. We are now planning our 2011 season, and we are aiming to produce an interactive two-month, live theatre tour, that spans five provinces and reaches more than 100,000 children (budget dependant). Dedicated to spreading positive, pro-active environmental message to Canadian children, Green Kids will present a short play with educational content using humour, talent and a passion for the environment.



Actors perform in Ebb & Flo.

## B. What do we do?

We emphasize community spirit and individual action. We at Green Kids believe that every little bit of help is an invaluable contribution. Our environmental education presentations are designed to allow young people to understand that they can and do make a difference.

Our project consists of four major components:

1. School Tour
2. Teachers' Kit
3. In-class workshops
4. Bio-bus

(We will go into more detail for all of these components in Section II of the proposal.)

Utilizing the talents of the theatre community, the education community, and the scientific community, Green Kids creates an entertaining and informative program that focuses on proactive behaviour, and avoids scare tactics and finger pointing. An environmental review committee, comprised of experts in the field, continues to ensure the quality of Green Kids programming. A team of writers and dramaturges work on the script until it is ready to be rehearsed. By the end of the process, Green Kids produces a two-month theatre tour that spans five provinces. Our plays, usually running about 45 minutes, are interactive, funny, and packed with useful information.

We provide an educational packet to teachers to prepare the children for what they will see, and



to help the class process all the information they received after the show is over. The Teacher's Kit is a valuable resource that outlines the ways in which the Green Kids performance adhere to school curriculum and achieve specific learning outcomes. This year, for the first time, the Green Kids team will be offering drama workshops that help kids explore environmental issues through creativity and self-expression. By bringing our environmental message in the form of theatre, Green Kids engages in the age-old tradition of using metaphor, allegory and performance to teach our most valuable lessons to the next generation.

Green Kids is also often one of the first jobs for aspiring actors who are just starting out. We take pride in giving new professional actors their first paying contracts. Although Green Kids is a volunteer run organization, we pay our talent, and therefore our product is top notch.

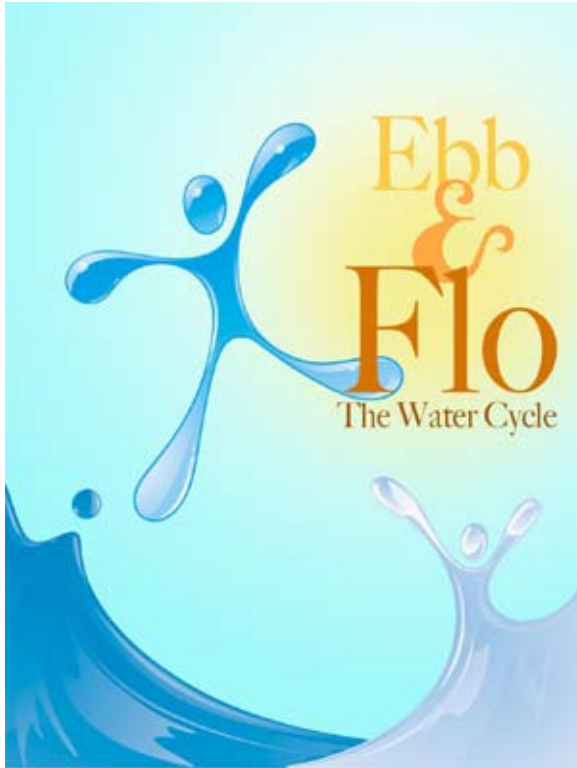
### C. Why now?

Green Kids has never been more relevant, timely or necessary. As the challenges facing our environment emerge to the forefront of Canadian and global consciousness, it is imperative that we teach children about our environment and the positive impact they can still have on the future of our planet. With all of the talk in the media about global-warming, extreme weather and other environmental crises facing the world, the negative news can be scary for children. For Green Kids, the goal is to see the next generation of Canadians growing up with "green dreams" on their mind, not nightmares. Green Kids seeks to empower children by providing them with facts about environmental issues in a positive manner, and then equipping them with simple but effective tools to live "greenly".

Practically, we also believe that by spreading this information among children, Green Kids will bring about immediate, tangible change in the amount of green house gases output and carbon emissions by the students and families that are reached through our programming. (We will talk more about how this change will be measured in the Project Evaluation section.)



## II. 2011 PROJECT SUMMARY



Green kids is the only registered charity in Canada that addresses environmental issues for children through performance.

Green Kids perform a play called *EBB & FLO, The Water Cycle*. The play examines the roles water plays in the lifecycle of the planet and will run about 45 minutes. Comedic duo Ebb and Flo are two drops of water who have been around since the beginning of time. These two are always on the move, experiencing different parts of the planet from urban living to industry to nature, and sometimes finding themselves in sticky situations. With the help of their friend and mentor Proteus, they manage to learn something about the world, and themselves. We will also be offering a workshop with our performers that help kids further explore the themes in the play through drama exercises. Also, we will be providing bus tours so the students can see alternative energies and environmentally responsible technology in action.

### A. The need for the project

Environmental issues are complicated and sophisticated, and even some adults are still struggling to understand many of them. Through our live, 45-minute school play, we will begin to discuss climate change and the challenges that face our environment in a way that children can understand, and even share with their parents. The need for this kind of project

grows as our government begins to discuss and to pass legislation regarding climate change and energy conservation; in order to educate the future citizens and voters of Canada, it is important to introduce these complicated concepts early.

### B. Project objectives

1. Our project will increase audience awareness about environmental issues, specifically issues about water pollution and consumption, and the immediate steps that can be taken to live more greenly.
2. Our project will also increase audience awareness regarding the environmental issues specific to the communities and regions we are visiting thereby stimulating positive action.
3. Our project will give students tools and facts to take home with them to make immediate changes or additions, and to share with their families.
  - a. It will also introduce vocabulary involved with climate change and conservation so that students will be familiar with and understand stories and information they come in contact with in the media and in their every day lives.



4. Our program will introduce or maintain relationships with schools in Manitoba, Saskatchewan, British Columbia, Ontario and Alberta. This will allow us to return with further plays and other programs that Green Kids initiates in the future.
5. By educating children about simple but effective actions they can take to reduce their footprint on the planet, our goal is to reduce carbon emissions.

### C. Project description

1. The play. Each year we create and perform a live, interactive 45-minute play. Three actors tell a fun and accessible story based on an environmental theme. The year's theme is determined by the Green Kids Board of Directors, and based on the environmental issues most relevant at the time. This year, it focuses on water and the role it plays in the life cycles of our planet. Once the theme is determined, our writer (or team of writers) creates the play. A panel of experts that consists of professors and scientists review all our scripts to ensure accuracy. Once the first draft



is finished, it goes through a series of workshops with a script committee, composed of other artists, environmentalists, teachers, board members and sponsors. Together with the writers and actors, the script committee makes suggestions on how to clarify and simplify the play while maintaining the humour and scientific content.

- a. Rehearsal. Recently, we began paying Equity scale to our actors. This has helped attract even more experienced on demand actors and make the Green Kids tour a more sought after job. Once the play is completed, the director and writers hold auditions and the actors and director take over for a month of rehearsal. A month is a standard amount of rehearsal time for this kind of tour, and we find that the time is important for the actors to get to know each other, and the piece. Because the play will be performed to a range of ages, the more comfortable the actors are with the material and facts, the better they can adapt the show depending on their audience. Our experience with younger audiences has shown us that it is imperative that the actors be able to add or drop what they feel is necessary at a moment's notice on stage. What might work with a group of five year-olds, will not work with a group of 11 year-olds. That said, the script does not stray greatly from the original text.
- b. The set. Our set consists of a 12' X 22' backdrop which functions as a rear projection screen. The canvasses have Velcro strips where set décor can be suspended, added or removed for various scenes. We also own 3 large adjustable staging pieces, which can also be decorated using Velcro attachments. We also



have a digital projector, which will allow the use of images and video in the plays if necessary. The staging can be piled up or strewn about and covered to create height and depth. The set and costume design for our upcoming show will be solidified after the playwright's first draft of the show is completed.

2. Workshops. This year we are once again offering the option of workshops. Our performers will work with individual or combined classes, using theatre exercises to further explore the themes of the play and environmental issues. Even if schools choose not to engage in the workshops, there will be opportunities for discussion and exploration.
  - a. The show is followed by an opportunity for students to talk with the actors during a question and answer period.
  - b. The teacher's resource kits include a terrific variety of educational activities and lessons all based upon the theme of the annual tour. Many quizzes, activities, terms, contests, resources and other items are included that will help support the teachers in their the curriculum and educating children about environmental issues.
3. Bio-Bus. Our diesel school bus, which runs on vegetable oil and solar panels is currently undergoing renovations for use in the fall tour.. Whenever possible this vehicle will be our touring bus for all shows. The Bio-Bus will virtually eliminate our expenditures on van rental, restaurant food and decrease fuel costs.

- a. The bus will be more than a way to travel; it will be an intrinsic part of our environmental education programming, as a demonstration of alternative fuels and energies and their viability. Through this project, we hope to educate people on the important issues of air pollution and climate change. Some of the features that will be effective teaching tools are:

1. On board recycling and composting
2. Juicer run on solar power
3. Construction from eco-friendly materials
4. Fuel efficiency of 120 km/liter



#### D. Project evaluation

1. Green Kids staff will make sure that we met project objectives first by calculating the number of shows performed to make sure we reached our goal
2. We will also calculate the number of children that viewed the show.
3. We will analyze the data of four surveys to determine how effective the Green Kids' programming was at teaching environmental concepts and proactive tools.



4. The surveys will also be used to calculate the reduction of carbon emissions due to the Green Kids' tour.
  - a. The first survey will be included in the Teacher's Kit and will be filled out by the students shortly before the Green Kids tour comes to the school. It will ask simple, targeted questions to determine the average carbon emissions of the students who will see the play.
  - b. The second survey will be filled out by students immediately after the performance (that day or the day following) and will assess the impressions from the show by asking simple targeted questions about the show and the concepts communicated within.
  - c. The third survey will be filled out a month after the Green Kids show and will ask specific, targeted questions regarding change in behaviour due to the information shared by Green Kids.
    1. Using the information from this survey, the first survey, and a carbon emissions calculator, we can estimate actual carbon offset generated from the Green Kids tour.
  - d. Teachers will fill out the fourth survey once the whole process is over in order to incorporate their feedback in the following tour.
5. Green Kids staff will also make follow up phone calls to schools to get feedback.



*Ebb & Flo, The Water Cycle* will educate students about the incredible journey of water and the things they can do to help conserve our most valuable resources



### III. YOUR SPONSORSHIP

#### A. Why is your sponsorship important?

Green Kids is an independent, charitable (registered-charity), environmental theatre group that is reliant on independent funding. We are counting on organizations like you to recognize the vital importance of educating children about environmental issues, and the value in training the adults of tomorrow to be environmentally minded when making their choices. Your sponsorship has never been more vital. At the moment, many schools don't have money in their budgets to pay for our performances. That's why it is imperative that we find funding; so that we can continue to tour and bring the environmental facts to school aged children and their communities. We continue to expand our programming to the betterment of our society, but we are completely dependant on funders in order to do so.



Green Kids inspires young people to change their behaviour, which will reduce their carbon emissions.

#### B. Why does supporting Green Kids make sense for you?

Green Kids programming has proven both successful and sustainable for sponsors for the following reasons:

1. By associating with Green Kids, you are linking your organization to a well-known, proactive earth-friendly charity that is making strides in the education of environmental issues.
2. Your organization will gain exposure through Green Kids on both a provincial and a national level.
3. Each season features a completely original show continually changing the content while maintaining the "green" focus and mission.
4. The cost of a Green Kids live performance (for 2011) will average about \$1.00 per child making it affordable and viable to reach as many children as possible.
5. We cater to four major areas of interest: youth, environment, theatre and education, making our appeal and marketability far reaching.
6. Our overhead is extremely low at about \$100,000 per year (based on the 2009 year).
7. We strive to keep our offices and staff on a shoestring budget, allowing 90% of all funds donated to go directly to programming.
8. By supporting programming that will produce positive change and a likely reduction in carbon emissions, you are contributing to carbon offset of other organizations, including any carbon emissions your own organization may be responsible for.





Your donation to Green Kids will help us teach kids how to reduce their footprint on the planet.

### C. Where does your money go?

When you support Green Kids, your money will be helping us reach thousands of children throughout Canada in a positive way. As stated earlier, your funding goes to help us produce an original, entertaining, live theatre performance aimed at teaching children about environmentalism.

For the first time this year, we are offering funders the chance to target their money at a certain program. They have the opportunity to donate to our general funds, which will allow us to direct the money towards the area it is most needed. You can also target your money to sponsoring our Bio-Bus operations and maintenance, or you can target your money at sponsoring schools to either have a basic performance, or to purchase the performance package, which includes workshops and the school bus tour.

## IV. SPONSORSHIP LEVELS

### A. Redwood Tree Partner-\$25,000 minimum

#### 1. LOGO RECOGNITION:

- a. Your organization will receive primary logo recognition on our tour poster, above the title, next to the Green Kids logo (Our posters are printed in colour and are distributed to our affiliates, sponsors, and all elementary schools for which we perform).
- b. Any print advertising we do during the year
- c. On the side of our tour vehicle (if any)
- d. On the homepage of our website (including a link to your website)
- e. On the cover of our Teacher's Kit.

#### 2. PROMOTIONAL MATERIALS:

- a. You will be able to promote your organization in a full page section of our Teacher's Kit including flyers, coupons and promotional materials
- b. Green Kids will also distribute up to 30,000 promotional items (to be provided to Green Kids free of charge) during the course of our school tour.



**3. CROSS PROMOTION:**

Green Kids would be open to developing cross promotion ideas that would be appropriate to our mission.

**4. ARTISTIC INPUT:**

Your organization will be invited to send a representative(s) to script workshops and to contribute ideas to the writing of our tour performance for the script committee to consider.

**5. FREE PERFORMANCES:**

The Green Kids Troupe will perform three times at any of your company's events free of charge at your option (subject to Tour Schedule).

**6. TAX RECIEPT:** You will receive a tax-deductible receipt for your contribution.

**B. Sequoia Tree Partner-\$15,000 minimum**

**1. LOGO RECOGNITION:**

- a. Your organization's logo will be included at the bottom of our tour poster
- b. We will also include you on our sponsors' page on the Green Kids Website.

**2. PROMOTIONAL MATERIALS:**

We will also include your logo on a half page section in the Teacher's Kit, which is distributed amongst the teachers we perform for and our sponsors.

**3. FREE PERFORMANCES:** The Green Kids Troupe will perform twice at any of your company's events free of charge, at your option (subject to Tour Schedule).

**4. TAX RECEIPT:** You will receive a tax-deductible receipt for your contribution.

**C. Eucalyptus Tree Partner-\$5,000 minimum**

**1. LOGO RECOGNITION:**

- a. Your organization's logo will appear at the bottom of our tour poster
- b. Your logo will appear on the sponsorship page of our website.

**2. PROMOTIONAL MATERIALS:**

Your logo and website will be included on the sponsorship page included in our Teacher's Kit, which is distributed amongst the teachers we perform for and our sponsors.

**3. FREE PERFORMANCE:**

The Green Kids Troupe will perform once at any of your company's events free of charge at your option (subject to Tour Schedule).

**4. TAX RECIEPT:** You will receive a tax-deductible receipt for your contribution.

**D. Elm Tree Partner-\$1,000 minimum**

**1. LOGO RECOGNITION:**

Your organization's logo will appear on the sponsorship page of our website.

**2. PROMOTIONAL MATERIAL:**

Your organization logo and website will be included on the sponsorship page our Teacher's Kit, which is distributed amongst the teachers we perform for and our sponsors.



3. **TAX RECIEPT:**

You will receive a tax-deductible receipt for your contribution

E. School Tree Partner-\$450- \$800

1. **PERFORMANCES:**

Based on \$450.00 sponsorship (per show), this option would allow you to sponsor Green Kids Performance at a school, free of charge, including a question and answer session with the actors, and follow-up materials. For \$800.00 sponsorship, the Green Kids team will also provide in class workshops and on board bus tours.

2. **WEBSITE:**

The school you have sponsored will be listed on our website as a School Tree Partner.

3. **PUBLIC RECOGNITION:**

School partners will have the option of being recognized in the introduction prior to the show(s).

4. **TAX RECIEPT:**

You will receive a tax-deductible receipt for your contribution.



Green Kids depends on sponsors like you to help us educate the environmental stewards of the future.



## V. 2011 PROJECTED BUDGET

Projected Costs	Totals
Tour Vehicle Bio-Bus Renovations	\$20,000.00
Vehicle Fuel, Maintenance and Contingency	\$5,000.00
Script	\$2,500.00
Dramatist	\$500.00
Director	\$3,000.00
Road Manager	\$6,000.00
Actors	\$15,000.00
Understudy	\$1,000.00
Per Diems	\$3,000.00
Accommodations	\$5,000.00
Staging & Costumes	\$1,500.00
Teacher's Kits (3/school)	\$1,000.00
Posters (5/school)	\$500.00
Executive Director	\$24,000.00
Website Designer and Support	\$2,000.00
Accountant	\$1,000.00
Rent	\$4,000.00
Insurance	\$1,000.00
Office Phones (including long distance)	\$1,000.00
Printing	\$500.00
Postage	\$500.00
Travel	\$2,000.00
<b>Total:</b>	<b>\$ 100,000.00</b>
Projected # Shows	100
Projected # Children performed for live	100,000
Projected cost per live show	\$ 1,000.00
Projected cost per child	\$ 1.00

### Expected Sources of Funds 2011:

Ziptrek Eco Tours - Confirmed	\$ 10,000
Moksha Yoga - Confirmed	\$ 2,500
Winnipeg School Division - Confirmed	\$ 2,500
Natures Path - TBC	\$ 5,000
Manitoba Hydro - TBC	\$ 5,000
RBC Foundation - TBC	\$ 5,000
Richardson Foundation - TBC	\$ 5,000
Others - TBC	\$ 10,000
TD Friends of the Environment Foundation- TBC	\$ 7,000
Private Donations - TBC	\$ 23,000
Sponsors - TBC	\$ 25,000

TOTAL FUNDS \$ 100,000



## VI. OTHER FUNDING SOURCES

### Sequoia Tree Partners



Ziptrek Ecotours  
[www.ziptrek.com](http://www.ziptrek.com)

### Eucalyptus Tree Partner



Summit Lodge & Spa  
[www.summitlodge.com](http://www.summitlodge.com)



Manitoba Hydro  
[www.hydro.mb.ca](http://www.hydro.mb.ca)



Investors Group  
[www.investorsgroup.com](http://www.investorsgroup.com)



Sustainability Television  
[www.SustainabilityTelevision.com](http://www.SustainabilityTelevision.com)



RBC Foundation®

RBC Foundation  
[www.rbc.com](http://www.rbc.com)



Manitoba Community  
Services Council  
[www.mbcsc.ca](http://www.mbcsc.ca)



RICHARDSON  
FOUNDATION

Richardson Foundation  
[www.jri.ca](http://www.jri.ca)



TD Friends of the  
Environment Foundation  
[www.fef.td.com](http://www.fef.td.com)



Nature's Path  
[www.naturespath.com](http://www.naturespath.com)



## Elm Tree Partners



CTV  
[www.ctvwinnipeg.ca](http://www.ctvwinnipeg.ca)



EJLB Foundation  
[www.ejlb.qc.ca](http://www.ejlb.qc.ca)



Honda  
[www.honda.com](http://www.honda.com)



Wpg School Division #1  
[www.wsd1.org](http://www.wsd1.org)



Vita Health  
[www.vitahealthstores.ca](http://www.vitahealthstores.ca)



Moksha Yoga  
[www.mokshayogawinnipeg.com](http://www.mokshayogawinnipeg.com)



West Jet  
[www.westjet.com](http://www.westjet.com)



## Evaluation from 2010 - 2011

Administration Report - Submitted by Program Coordinator Daina Leitold

2010 saw Green Kids expand our programming and explore new avenues for environmental education through theatre.

Our most recent production, *Ebb & Flo : The Water Cycle*, by Manitoba playwright Brian Richardson, toured throughout 2010 and into 2011. We have found that a great play with Green Kids can sometimes go for two years when demand is high, and in 2011 we were able to run *Ebb & Flo : The Water Cycle* in different schools than in 2010 so that everyone who wanted to see it could. 2011 performances included locations in Winnipeg, Portage, Brandon, San Francisco, Seattle, Vancouver, Whistler, Squamish, Chicago, Edmonton plus summer festivals at folk festival, children's festival and matlock music festival. On the last tour of *Ebb & Flo : The Water Cycle* over 15,000 students and educators in Manitoba and British Columbia experienced the show live. We are confident many thought more about their use of water and making positive changes to protect our earth's water supply after seeing the play.

In the fall of 2010 we kicked off the Green Kids In Your Classroom Workshop Series, a first-ever initiative of Green Kids to create a more personal and interactive classroom learning experience. Inspired by the Manitoba Science Curriculum, these workshops explore water, our use of it, and effect on it, through drama. Workshops are available for grades 3 through 8 and are being offered on an ongoing basis. In the first six months of this new program, we have visited almost 40 classrooms in Winnipeg, Portage La Prairie, and Brandon schools for over 1,000 children.

We offered workshops at both the San Francisco and the Washington DC Green Festivals in 2010. We will be returning to the Green Festival circuit in 2011, travelling to San Francisco, Seattle and Chicago. In addition to offering workshops at these events, Green Kids will also be playing host at the family stages. Ebb and Flo, the two main characters from *Ebb & Flo : The Water Cycle*, will be keeping crowds of children, parents and educators entertained and inspired between acts. Over 30,000 people attend each Green Festival event.

Greenkids will also perform on the children's stage at Earthday San Francisco in April 2011.

In addition to getting our cast, crew, and set from one performance to another, our bio bus made an appearance at some summer festivals in 2010. The Winnipeg Folk Festival, Matlock Music Festival and the Harvest Moon Festival had the bus on site, providing solar power as well as exposure to and education on bio fuel. We will be returning to The Winnipeg Folk Festival and others in 2011.

Artistic Report - Submitted by Playwright Brian Richardson

In researching for a play about water one fact emerged that was to form the core of the work:



There is a specific quantity of water on the Earth and over the millennia, eras, and epochs, that same water circulates throughout the planet. bearing in mind that humans are approximately seventy percent water in composition, we are part of the planet's circulatory system. However, as a recently emergent species we have an enormous impact upon that water, and continue to do so.

The idea of using actors as water drops as characters was inspired by a short piece presented at the Minnesota Museum of Science in St. Paul-Minneapolis, explaining the major aspects of the Earth's circulatory system. Borrowing that concept the playwright chose to portray the tremendous span of time the water has been circulating by taking the audience to some of the times, places, and life (including people) that it has circulated through. Ebb and Flo journey from the early development of the Earth to the present day. Along the way, and through their adventures and misadventures we come to see how human activity is affecting the life of that water.

## VIII. FUTURE PLANS



#### A. New play

Starting in the summer of 2011 we will start working on a new show to start touring in fall 2011 or spring 2012 depending on funding. The direction and subject of the play will be determined by the board, advisory committee and with the input of supporters.

#### B. First Nations Tour

Green Kids is currently planning to expand our tour to include fly-in and Northern communities. We hope to create a project focused on aboriginal relationships with the earth and employ a primarily aboriginal cast.

#### C. Green Kids Day Camps

We would like to run a day camp for children. We have run camps before to great reviews from communities and kids. The morning will be theatre games and group activities and the afternoon will be outdoor hikes and other environmental activities. At the end of the week there will be a final theatre presentation combining what was learned in both the theatre and environmental segments.

Running a theatre camp through Green Kids is a great way to put the philosophies and lessons of Green Kids into action. By combining theatre game fun with outdoor exercise and appreciation for the environment, we will be creating not only lasting memories, but also valuable lessons for school aged children.



## PHOTOS



*Ebb and Flo* cast perform at a school.



Ebb and Flo get caught up in a storm.





A business man makes his pitch.



Proteus holds a pitcher of water.



Our Bio-bus is both functional and educational.

