



Press Release

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1% for the Tetons opens 2010 grants process; makes significant changes to overall grants process

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The Jackson, WY-based Charture Institute made three announcements today regarding its **1% for the Tetons** project:

1. On Monday, January 25, applications for **1% for the Tetons** 2010 grants will be available for download from the **1% for the Tetons** website: 1PercentTetons.org. Applications are due at 5:00 pm MST on February 22.
2. **1% for the Tetons's** 2010 grants process will feature four significant changes from the process used during its first three years (2007-2009):
 - The grant application process will now consist of two rounds. Round 1 asks applicants to provide a two page general description of the proposed project. Applicants invited to participate in Round 2 (i.e. the "Finalists") will be asked to provide a more detailed written description of their projects.
 - Finalists will also be required to make a 5 minute oral presentation of their proposal at the Charture Institute's first annual Sustainability Grants Conference, to be held Saturday, May 8, 2010.
 - **1% for the Tetons** member businesses will be able to direct up to 100% of their annual **1% for the Tetons** donations to Finalists of their choice.
 - Individuals and businesses which do not belong to **1% for the Tetons** will be able to help fund Finalists' projects through donations made via links on the **1% for the Tetons** website.
3. To accommodate these changes, as well as all of **1% for the Tetons's** other activities, the organization has completely revamped its website: 1PercentTetons.org

"In our first three years, **1% for the Tetons** has been exceptionally successful, donating \$372,000 to 27 different projects working to sustain the Tetons region's essential qualities," observed Jonathan Schechter, Executive Director of **1% for the Tetons**. "Like any start-up, though, we realized there were things we could do better. The changes we're announcing today will allow us to do an even better job fulfilling our essential mission of providing funding to help sustain the Tetons region."

Members of **1% for the Tetons** donate one percent of their annual sales to the organization, which uses members' donations to fund high-leverage grants awarded to forward-looking projects sustaining the Tetons area's natural resources and related qualities.

Schechter continued: "Our new process will make it easier for everyone involved with **1% for the Tetons**. Our members will find it easier to direct their donations toward projects which capture their interest. Non-members will find it easier to help us, because now anyone with internet access and a credit card can support projects funded by **1% for the Tetons**."

"Finally, organizations applying for grants will find the process easier, because we've split it into two rounds. Round 1 requires just a simple two page statement. Those selected for Round 2 will submit a more detailed application, as well as make a five minute oral presentation at our May 8 Sustainability Grants Conference. We'll tape those presentations, then post the videos and written applications on our website. Using that information, anyone – member or non-member – can simply click a link on our website and donate to any or all of the Finalists' projects. Thanks to these changes, we'll further leverage our members' donations, and generate even more money for regional sustainability projects."

Over 70 Tetons-area businesses belong to **1% for the Tetons**. Members range from restaurants and retailers to photographers and professional firms. **1% for the Tetons** is also the only local chapter of the international organization **1% for the Planet**, and members of **1% for the Tetons** belong to both organizations.

For more information about **1% for the Tetons** and its grants process, go to 1PercentTetons.org, or contact Jonathan Schechter: (307) 733-8687 • js@1PercentTetons.org

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ADDRESSING ISSUES OF GROWTH, CHANGE, AND SUSTAINABILITY IN PLACES OF ECOLOGICAL AND AESTHETIC SIGNIFICANCE

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