

## ENVIRONMENTAL SUPPORT CENTER

1731 Connecticut Avenue NW, Suite 200 • Washington, DC 20009 • (202) 328-7813 • Fax: (202) 265-0492

January 17, 1992

Dear Colleague:

Apple Computer has awarded 100 computer packages to the Environmental Support Center for distribution to regional, state and local organizations working on environmental issues. Enclosed is information and an application for this program. Applications must be postmarked by March 31, 1992.

Under this program Apple Computer will provide 100 computer systems, each consisting of the following equipment:

- Mac LC 4MB Hard Disk 80 CPU
- Keyboard
- 12" RGB Monitor
- Imagewriter II Printer
- Peripheral 8-cable.

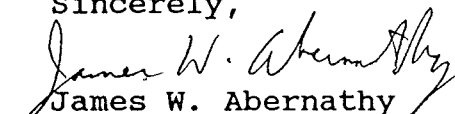
(Note: Of interest to those who use computers other than Apple, the Mac LC has capability to share files with most of them.)

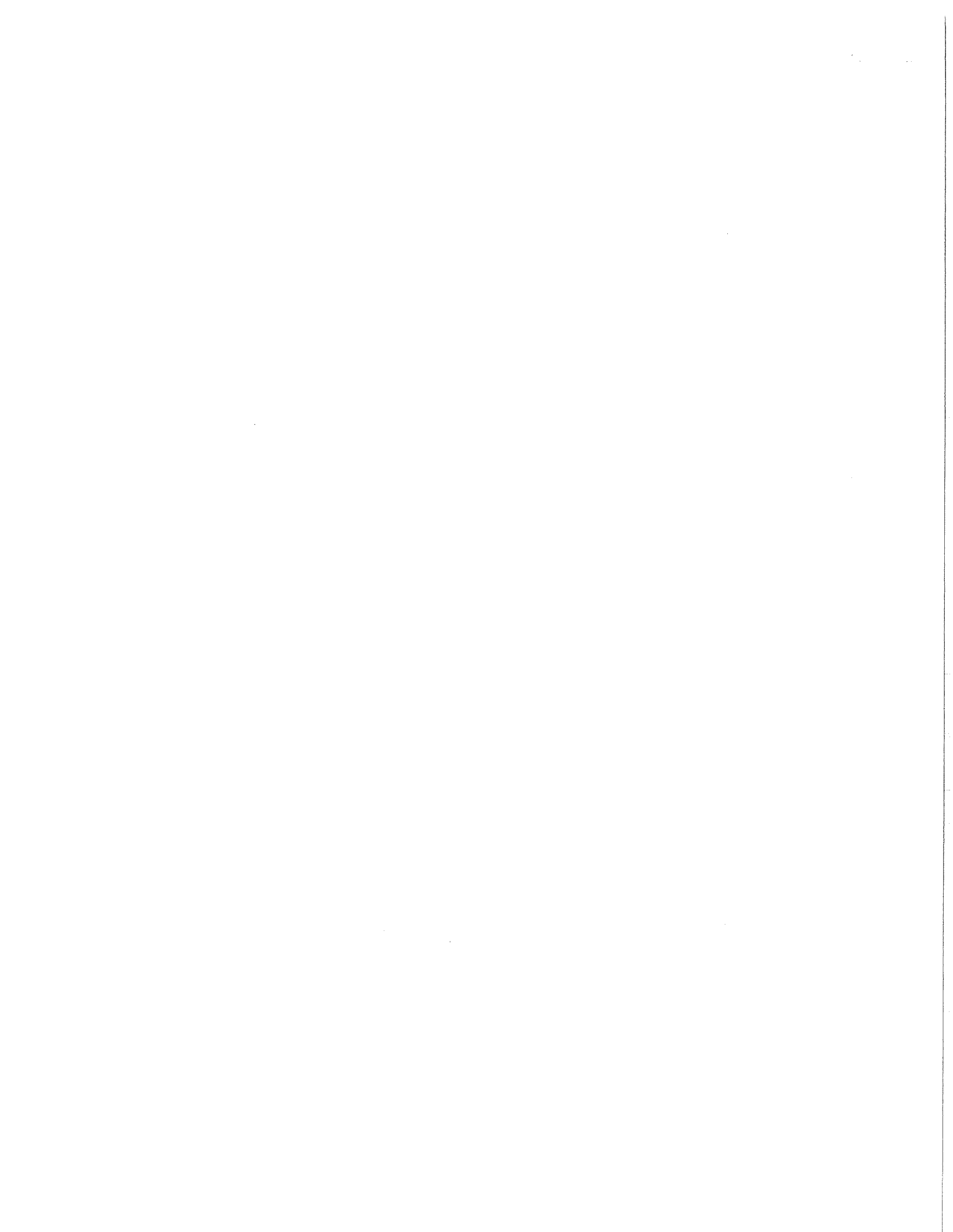
Each package is valued at \$4,352.00. Additionally, an integrated software package will be provided that includes word processing, spreadsheet and database management. To apply for a system, please carefully review this information regarding eligibility and the application process. **If you believe your organization qualifies, complete the enclosed application and return the original and two copies (three total) to the Environmental Support Center. Applications must be postmarked by MARCH 31, 1992.**

The Environmental Support Center is very pleased to administer this donation from Apple Computer and extends its sincere appreciation to Apple for its support of environmental organizations. We encourage all eligible organizations to apply. Please note that applications received after the deadline will not be considered.

If you have questions about this application or if you would like additional information about ESC's other programs, please call Melissa Hippler at the Environmental Support Center at 202-328-7813.

Sincerely,

  
James W. Abernathy  
Executive Director



APPLE COMPUTER/ENVIRONMENTAL SUPPORT CENTER

INSTRUCTIONS FOR APPLICANTS

PROGRAM PURPOSE

The Environmental Support Center (ESC) was created in 1990 to strengthen the organizational capabilities of regional, state, local and grassroots organizations working on environmental issues. Despite the importance of the work of these organizations, many lack the resources they need to build solid infrastructures.

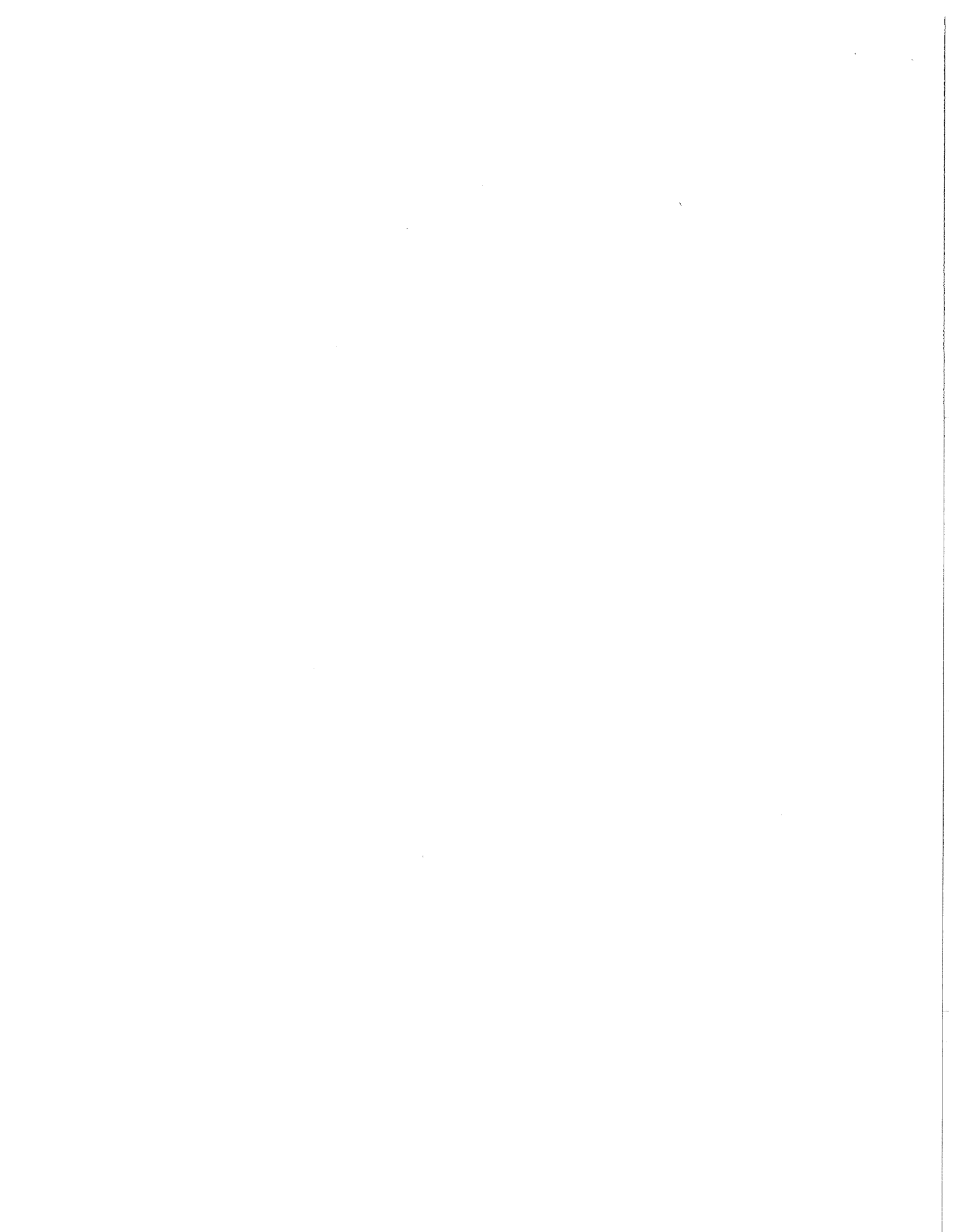
ESC helps meet the organizational needs of groups through several programs: contracting with professionals to provide training and technical assistance; obtaining low-cost professional assistance; seeking equipment donations; establishing communications networks between state, local and national environmental organizations in strategy development and joint media releases; and promoting workplace solicitation as a fund raising tool where it is cost-effective.

In this project, we seek to address our goal by securing equipment and technology for our constituency to help them work faster and more efficiently to make progress towards achieving their environmental goals.

Many of the groups we seek to support either do not have computers, have old equipment donated to them, or have insufficient numbers of computers. Efficient equipment is critical to strengthen groups' capabilities to accomplish their work. We expect the equipment to serve a variety of purposes from word processing to database management to desktop publishing.

In this application, we expect applicants to demonstrate (1) how the applicant's organizational capabilities will be strengthened in internal management tasks (fund raising, membership development, preparation of financial statements, proposal development, strategic planning, or other areas); and/or (2) how the applicant's work on environmental issues will be enhanced (preparation of newsletters, educational materials, policy papers, database management of technical information, or other areas).

Another component of this project is training. Applicants awarded computer systems through this project will be required to attend a three day training session sponsored by the Environmental Support Center (dates and location to be determined). The session will cover a spectrum of training needs



from computer basics to database management to accessing computer networks. The Environmental Support Center will underwrite the entire cost of the training and will subsidize a portion of travel for each organizational representative to attend the training. The recipient will be required to pay the balance of travel, lodging and food, estimated to cost \$400 to \$600, possibly less depending on the location of training.

Proposals will be evaluated by a series of reviews conducted by Environmental Support Center staff, a Review Committee that consists of two ESC Board members appointed by the Chair of the Board, the full Board of Directors of ESC, and Apple, Inc.

### ELIGIBILITY CRITERIA

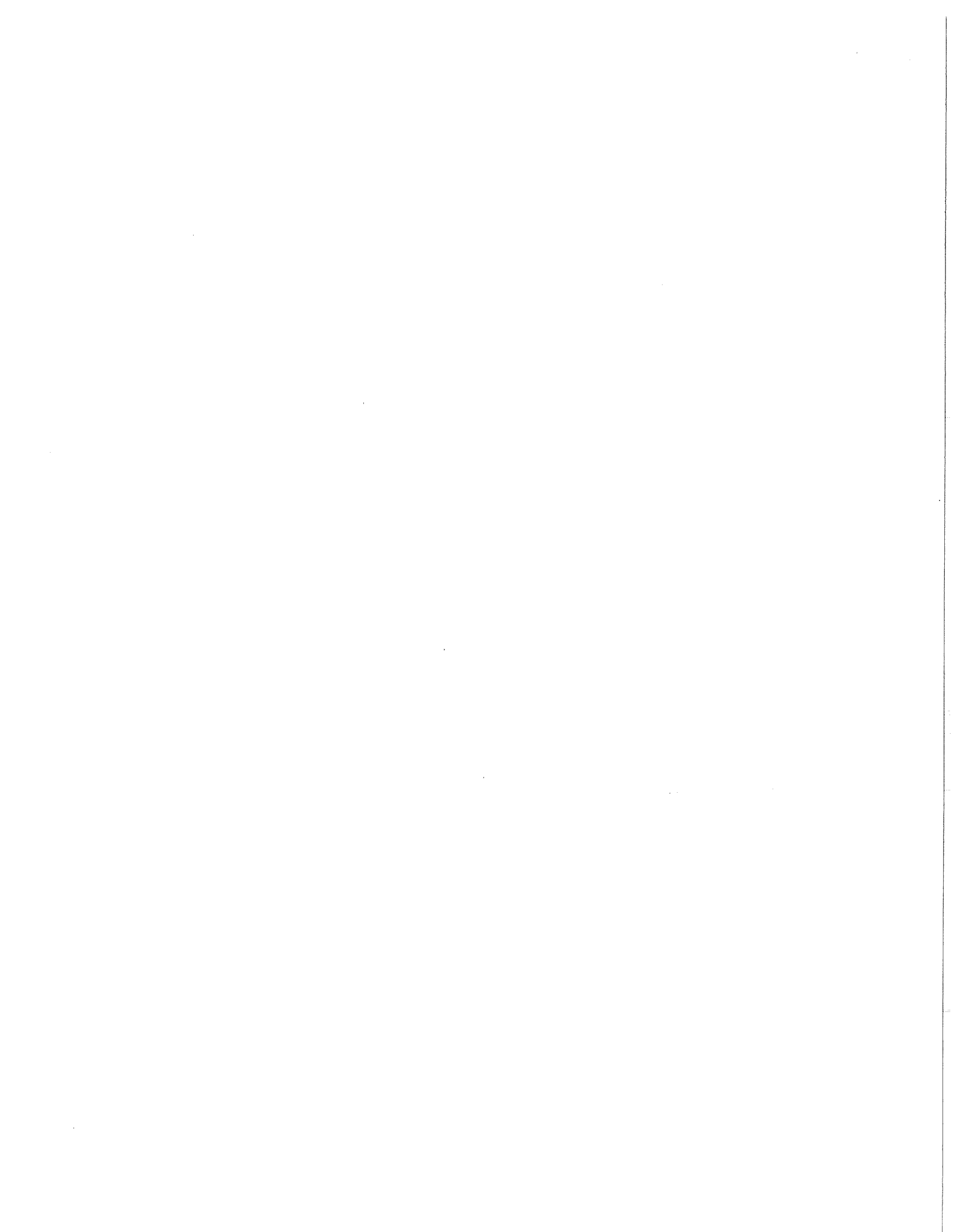
Organizations eligible to receive equipment in this program must be:

- either an environmental organization or an organization doing substantial program work on environmental issues;
- addressing environmental issues that affect the general public or a variety of special population groups, such as people of color, minority groups, low-income people or underserved rural communities;
- regional, state or local;
- 501(c)(3) as determined by the Internal Revenue Service;
- and staffed with at least one full-time equivalent staff person.

Organizations that are international, national, chapters or affiliates of national organizations, or government agencies are not eligible to apply.

Additionally, eligible organizations must be organized on a permanent basis and not for only a task-specific, time-limited project. Organizations will not necessarily be excluded because of budget size or number of years in service. However, some guidelines used to demonstrate permanence will be:

- for organizations that have been providing their environmental services for three or more years, a budget of over \$100,000;
- for organizations that have been providing their environmental services for less than three years or have a budget under \$100,000, demonstration of the organization's viability can be shown by its ability to consistently raise revenue over a period of time, broad base of support, establishment of an organizational structure with a Board that regularly meets, membership or membership development plan, or funding commitments from foundations, individuals, or other donors.



## PROGRAM PRIORITIES

In selecting recipients, the Environmental Support Center will give priority to coalitions of eligible organizations. This emphasis addresses one of the goals of the Environmental Support Center, that of supporting more collective and cooperative actions by our constituency on environmental issues.

Only those coalition members making application for an award must meet ESC's grantee criteria. (For example, a coalition of 10 organizations -- only seven of which meet ESC's eligibility criteria -- can make application only for those that meet the eligibility criteria.) Additionally, preference will be given to those coalitions where a majority of members are eligible.

The maximum number of computer systems awarded to a coalition is 25.

Second priority will be given to individual organizations meeting the eligibility criteria. Twenty five computer systems of the 100 available in this program will be awarded to individual organizations. There is a limit of one system per organization.

In reviewing applications, ESC will consider the following:

- 1) the applicant's demonstration that the equipment will strengthen the organizational/institutional capacity in fund raising, management, strategy development or other areas. This information will weigh heavily when determining whether one applicant is more likely than others to make significant advances with new equipment;
- 2) that the equipment will enhance the organization's work on environmental issues; and
- 3) that the applicant currently lacks sufficient computer equipment to support its work, that it is under-computerized with either inadequate numbers of computer stations or insufficient equipment.

The Environmental Support Center will also take into consideration whether or not the community served by the applicant organization is represented on the applicant's board. ESC will also consider the location of applicants, striving to achieve a geographical representation of the United States.

## COMPUTER RECIPIENT RESPONSIBILITY

To address the goals of the Environmental Support Center and of this program, recipients of equipment will be responsible for the following.

- 1) Recipients must send one staff member to attend a three day training course sponsored by the Environmental Support Center to be held in July, 1992 (exact dates and location to be determined).

The training will be designed to meet the needs of both experienced computer users and those not familiar with Apple equipment and will include basic office automation, beginning orientation to the equipment, word processing, data management, beginning desktop publishing, utilizing existing computer networks to further the organization's environmental work, review of software, an exploration into other financial, training and support resources that exist, and some individualized training.

The Environmental Support Center will underwrite the entire cost of the training and will subsidize a portion of travel for each organizational representative to attend the training. The recipient will be required to pay the balance of travel, lodging and food, estimated to cost \$400 to \$600, possibly less depending on the location of the training.

- 2) Recipients must sign a legal contract with the Environmental Support Center before distribution of the computer equipment can be made (as required by Apple Computer). The contract includes conditions relevant to maintaining the equipment in good working condition, providing sufficient personal property insurance coverage to replace the equipment if damaged or stolen (the equipment carries a one-year warranty), and returning the equipment to the Environmental Support Center in good working order if the recipient does not fulfill its responsibilities or if the organization is dissolved within the term of the contract.

The contract also includes a clause holding the Environmental Support Center and Apple Computer harmless from any liability, costs, claims, or damages resulting from ownership or use of the equipment.



## TIMELINE AND PROCESS

Important dates for applicants are:

- March 31            Applications must be postmarked by March 31, 1992.
- May 25             Notice of awards/declines made to applicants by the Environmental Support Center.
- June 15            Deadline for receipt of signed contract with the Environmental Support Center; equipment then shipped from Apple.
- July                Training (exact dates and sites to be determined).

## INSTRUCTIONS FOR COMPLETING THE APPLICATION

Two applications are enclosed. One is for coalitions of organizations working on environmental issues, see page 1-A (Coalition). The other application is for individual organizations, see page 1-B (Individual Organization). Applicants are requested to apply as either a member of a coalition or as an individual organization.

Applicants are requested to use only the space provided in the application. Also, please submit an original and two copies (three total). Finally, in addition to the 501(c)(3) letter, applicants can submit up to two pieces of informational material with their application, such as a newsletter, brochure or annual report, but additional material is not necessary.

Applicants may fill out the application by typing or legibly printing on the application provided or duplicating the application in their computer.

All completed applications must be postmarked by March 31, 1992.

### Instructions for organizations applying as a coalition.

To promote collaboration among local, state and regional groups, priority consideration will be given to coalitions of eligible organizations. As stated previously, only those coalition members making application for an award must meet ESC's grantee criteria. For example, a coalition of 10 groups, only seven of which meet the grantee criteria, can make application only for those that meet the eligibility criteria. Additionally, preference will be given to those coalitions whose majority of members are eligible.

For purposes of this project, a coalition is defined as a minimum of five distinct organizations already working on environmental program issues of common concern. The geographic scope of a coalition can be national, multi-state, state-wide, or county-wide, or cover a metropolitan area.

Organizations applying as a coalition should select a lead agency to coordinate the application process. The lead organization would submit all application materials to the Environmental Support Center, postmarked by March 31, 1992.

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