After Dock

Climate Change: Global and Local Explorations A evening with Scott Denning and Nolan Doesken

Agenda:

Products & Services

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Fundraising Avenu

After Dark

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Foundation and corporate

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Community Even

Progress and Plans

- A Business plan has been developed
 Will include detailed sub-plans for each program and activity
 Subaward provided by state funding
- Agreements have been finalized with CSII Administrat
- Created plan for transition of current programs to profitability
- Prenared to launch new events and ornorams



Reach educates the Front Range community about the science of climate in our changing world.

Reach will provide a distinct voice based in science, systems thinking and a constructive outlook

Reach will capitalize on supporting activities to increase accessibility to and interest in climate science.

Agenda:

Progress Culture

Vision for Sustainability

Objectives

Products & Services

Fundraising Avenues

Culture

The culture of Reach is focused on ed not despair. All members, from board learning in Reach programming and a belief. It is in this upbeat, science-ba

Objective

- Provide a wide range of programs and activities to attract and some diverse audiences to increase knowledge and awareness of climate science.
- Deliver our message to youth, families and seniors in an engaging, understandable and entertaining manner.

3. Serve minority and disadran populations by providing schol acquired through corporate an foundation relationships for 10 attendees of paid events.

 Develop metrics for each pro measure the success and qualiactivity and program in relation fulfillment of the Reach mission

Vicino for Suctainability

1: Utilize support from CMMA? to test the market for all program

. Consistent affering of community amount



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Agenda: Progress Culture Vision for Sustainability **Objectives** Products & Services **Fundraising Avenues**

Progress and Plans

- A Business plan has been developed
 Will include detailed sub-plans for each program and activity
 Subaward provided by state funding
- Agreements have been finalized with CSU Administration
- Created plan for transition of current programs to profitability
- Prepared to launch new events and programs

Culture

The culture of Reach is focused on education not advocacy, climate not environment and hope not despair. All members, from board to volunteers, are dedicated to continued exploration and learning in Reach programming and a respect for participants, regardless of background or belief. It is in this upbeat, science-based culture that the Reach mission will be fulfilled.

Objectives

1. Provide a wide range of programs and activities to attract and serve diverse audiences to increase knowledge and awareness of climate science.

2. Deliver our message to youth, families and seniors in an engaging, understandable and entertaining manner.

- 3. Serve minority and disadvantaged populations by providing scholarships acquired through corporate and foundation relationships for 10% of attendees of paid events.
- 4. Develop metrics for each program to measure the success and quality of each activity and program in relation to the fulfillment of the Reach mission.

Vision for Sustainability

Year 1: Utilize support from CMMAP to test the market for all programs

- Consistent offering of community events
- Constant, focused marketing

Achieves objective of creating science-literate citizens

Target market is students, teachers, community-not scientists

Social media: post 5x/week for event advertising and information

Update website weekly

Support and advertise other groups and events

Overhaul website to match branding strategy

Design and order Reach materials to increase branding

Products

Apps
Summer Camps
Teacher Trainings
Colorado Global Climate Conference
Continuing Education Courses on Climate Science
Science Kits

Community Outreach

Teen and Senior Science Cafes ClimateSense Magazine Community Outreach Events

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September 17

Climate Change: Global and Local Explorations A evening with Scott Denning and Nolan Doesken

Old Town Library
7-9 pm
Free to all, refreshments provided

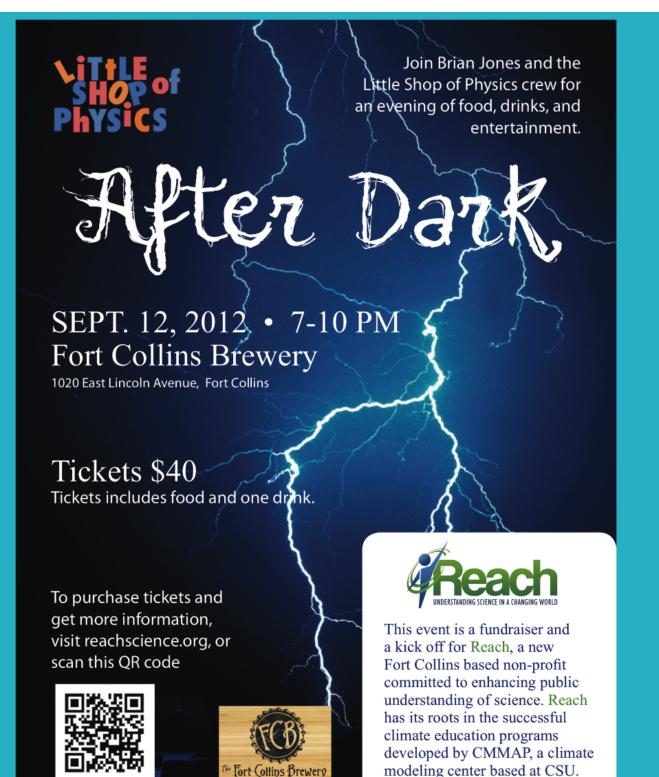
Fundraising Avenues

Grants
Foundation and corporate

Private donors

Community Events

Fun-filled and entertaining events Target Adults only Previous attendance over 100 AfterDark 2013: October 17, 2013



Fun-filled and entertaining
Target Adults only
Previous attendance over 1
AfterDark 2013: October 1

Conclusion

Business Plan developed
License obtained for programs
Subaward is in place
Events on the calendar!

Questions?