

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

Questions?

## 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 **open, 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 **outlets** for each program to measure the **success and quality** of each activity and program in relation to the fulfillment of the Reach mission.



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

### Fundraising Avenues

- Grants
- Foundation and corporate
- Private donors
- Community Events

Interested donors  
to discuss potential programs,  
funding opportunities,  
please contact us at  
(970) 520-3388 (x244)



### September 17

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

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

### Products

- Apps
- Student Kits
- Teacher Trainings
- Colorado Global Climate Conference
- Continuing Education Courses on Climate Science
- Science Kits

### Community Outreach

- Teen and Senior Science Clubs
- Climate Change Response
- Community Outreach Events

### Vision for Sustainability

Year 1: 60% support from CMRAP to foot the needed for all programs

- Consistent offering of community events
- Consistent, focused marketing

At-Risk objective of creating science librarians citizens  
Target market is students, teachers, community and scientists  
Social media and SciAccess for event advertising and information  
Outlets website weekly  
Support and advertise other groups and events  
Download website to match branding strategy  
Design and order Reach materials to increase branding



Community Events  
For the information of our members  
Target Audience  
Persons of all ages 18+  
#Reach2023 8-10th 17, 2023

### Fundraising Avenues

- Events
- Foundation and corporate
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### Culture

The culture of Reach is focused on education and not despair. All members, from board to staff, are learning in Reach programming and a belief. It is in this spirit, science-based

### 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 scientific education acquired through corporate and foundation relationships for 10 attendees of paid events.
4. Develop metrics for each program to measure the success and quality of activity and program in relation to the fulfillment of the Reach mission.

### Vision for Sustainability

Year 1: 100% support from DMAP to test the market for all programs

Considered effective if consistently meets

17

Global and Local Explorations  
Matt Denning and Nolan Doeshen

Presentations provided

Climate Science

### Community Outreach

- Teen and Senior Science Cafes
- ClimateScience Magazine
- Community Outreach Events



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## 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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Teen and Senior Science Cafes

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Grants

Foundation and corporate

Private donors

Community Events

# Community Events

Fun-filled and entertaining events

Target Adults only

Previous attendance over 100

AfterDark 2013: October 17, 2013

**Little  
SHOP of  
Physics**

Join Brian Jones and the  
Little Shop of Physics crew for  
an evening of food, drinks, and  
entertainment.

# After Dark

SEPT. 12, 2012 • 7-10 PM  
Fort Collins Brewery

1020 East Lincoln Avenue, Fort Collins

Tickets \$40

Tickets includes food and one drink.

To purchase tickets and  
get more information,  
visit [reachscience.org](http://reachscience.org), or  
scan this QR code



This event is a fundraiser and  
a kick off for **Reach**, a new  
Fort Collins based non-profit  
committed to enhancing public  
understanding of science. **Reach**  
has its roots in the successful  
climate education programs  
developed by CMMAP, a climate  
modeling center based at CSU.

## Community Events

Fun-filled and entertaining

Target Adults only

Previous attendance over 1

AfterDark 2013: October 17

# Conclusion

Business Plan developed

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Questions?