

TRANSFORMING PASSION INTO ACTION

Following Earth Day 1990, a wave of environmentally minded college graduates left academia looking for a way to put their values to work. These young people had the passion and desire to make a difference in the environmental movement, but faced a big obstacle – how do you find a job with minimal experience? In response to this need, the Public Interest Network launched Green Corps in 1992 as a **graduate school for environmental organizers.**

Our program not only gives participants a solid academic grounding in the craft of organizing; it provides concrete campaign experience with leading environmental and social change organizations—who often lack the experience or expertise running their own field organizing program—and even pays participants to enable them to engage full-time in their chosen work.

WINNING CAMPAIGNS AND TRAINING LEADERS FOR TOMORROW

Fast forward more than two decades: Green Corps has trained and **graduated nearly 400 organizers** who are putting their skills to work with **Sierra Club, Greenpeace, Environment America, Food & Water Watch, Rainforest Action Network** and other groups on issues ranging from global warming to reforming our food system, from fighting for clean water to protecting the Arctic. Much of today's environmental movement is being led by young women and men who understand the power and necessity of organizing, a life lesson they learned through their hands-on training with Green Corps.

Our graduates' impact reverberates through every corner of the environmental movement, but it's still not enough. **We need to keep recruiting the people with the passion and desire to make a difference,** and train them on the time-tested skills of organizing to tackle the problems we face today like climate change, and the ones around the corner we can't even imagine.



Fighting to keep our resources from being exploited and destroyed requires trained organizers that have the skills to develop strategic campaigns. It requires deep commitment, drive, and sharp organizing skills. Green Corps trained organizers exhibit these qualities and have the skills and the spirit necessary to get the job done.

—Wenonah Hauter, Executive Director, Food & Water Watch

GREEN CORPS

CAMPAIGN SPOTLIGHT

ORGANIZING TO STOP PALM OIL EXTRACTION WITH FOREST HEROES

Green Corps organizers worked on behalf of the Forest Heroes campaign with a goal of convincing Michigan-based Kellogg's to demand that its palm oil supplier Wilmar International adopt a deforestation and exploitation-free palm oil sourcing policy. Green Corps organizers developed over 35 volunteer leaders and engaged over 100 coalition partners. They also generated critical grassroots pressure with more than 5,000 postcards and 500 targeted phone calls to Kellogg's CEO John Bryant. The campaign culminated in a "Cereal Bowl" rally in front of Kellogg's headquarters. The rally was picked up by the *Associated Press*, *The New York Times*, and *The Washington Post*. Two weeks after the rally, Wilmar International publicly announced a new policy committing them to an immediate end to deforestation. Kellogg's announced their own policy soon after.



The "Cereal Bowl" rally, an event to pressure Kellogg's to use more sustainably sourced palm oil. The event generated more than 90 media stories across the country.



A STRATEGIC APPROACH TO MAKING CHANGE

With every partner organization, we set out to help them educate and organize key decision makers, stakeholders, local leaders, and the public to win on their campaign, and also to build a durable environmental movement and raise awareness over the long-term. We train our organizers to place a premium on recruiting and training groups of volunteers to carry on the project long after our organizers move on to a new campaign.



HOW YOU CAN HELP

Through our robust recruitment campaign, rigorous training program, strong field work, and job placement program, Green Corps continues to make a significant contribution to the broader environmental and social change movement. We're looking for increased support to enable us to hire and train more organizers, partner with more organizations, and make the biggest impact we can to build a greener future for generations to come.