The Mission of the Ben & Jerry’s Foundation is to support grassroots progressive social change organizations; engage and empower Ben & Jerry’s employees in philanthropy and social change work; and to give back to our Vermont communities.

The Ben & Jerry’s Foundation, a separate entity from the company, makes grants to non-profit organizations in Vermont and throughout the country. The Foundation is funded through an annual contribution made by Unilever, the parent company of Ben & Jerry’s, based on a formula that is calculated using sales volume and the inflation rate from the previous year. For 2013 that amounted to $2,530,080, a 13% increase from the previous year.

In 2013 the Foundation made 229 grants from our five core funding programs. These included the Grassroots Organizing for Social Change national grant program, the National Movement Building grant program, the Vermont Community Action Team grant program, the Vermont Capacity Building grant program, and the Vermont Economic Justice Grant program. In addition, the Employee Matching Gift Program made 212 contributions to 61 organizations.

The bulk of our grant making decisions are made by employee committees. In 2013, 53 employees of Ben & Jerry’s participated on a Foundation committee as a grant-maker. This included 12 employees on our National Grants Program committee, 29 on our three Community Action Teams located at each of our Vermont plants -- St. Albans (9), Waterbury (9)--and at our corporate offices in South Burlington (11) and 12 serving on our Vermont Economic Justice Grant committee. In addition 86 or 21% of our 418 employees participated in our Matching Gift Program.

Our Core Grant Programs

The Grassroots Organizing For Social Change program (GOSC), our largest grant program, supports grassroots, constituent-led organizations across the country that are using community-organizing strategies to accomplish their goals. The Foundation believes that people most directly impacted by a problem are in the best position to determine the solutions to that problem. Also, that people who historically have not had their perspectives heard by decision-makers should have a voice at the table. Proposals must align with the Foundation’s broad interests in social and environmental justice and sustainable and just food systems. In 2013 the Foundation Grant-making Committee made grants to 103 organizations totaling $1,550,000. Here are just a few GOSC grants made in 2013.

A $15,000 grant was awarded to Young Voices (YV), Providence, Rhode Island. YV is an organization that aims to transform urban youth into powerful advocates who partner with their State’s major leaders to create systemic reform and policy change that improves the lives of thousands of youth across the state. YV trains low-income youth of color to become effective organizers who push for education equity at the school, district and state level. General support funding was provided in support of building a statewide coalition to fight against a discriminatory, high-stakes test that could unjustly deny many youth of color, low-income, English language learners and special-ed students their diploma. Also, within five of Rhode Island’s lowest-performing schools that are
identified as “turnaround” schools, youth will be involved in developing the redesign to improve the school.

Click Here to see Young Voices in action.

A $15,000 grant was given to Got Green, Seattle, Washington, for their Women in the Green Economy/Access to Healthy Foods Campaign. Got Green works to ensure that low-income people and communities of color in Seattle/King County can gain equal access to and reap the benefits promised by the green movement and the green economy – green jobs, access to healthy food, energy efficient and healthy homes, and quality public transportation. This is achieved by cultivating leaders of all ages to educate, advocate, organize and build coalitions. The Women in the Green Economy Project/Access to Healthy Foods Campaign is organizing to give low-income women and women of color a voice in the food justice movement and to make fresh, local food accessible to low-income families. Got Green will lead a grassroots campaign to elevate the voices of families on food stamps and call on the City of Seattle to make the "Fresh Bucks" pilot a permanent, year-round program. If successful, this campaign will result in thousands of low-income families having the ability to get their dollars matched when they shop at local farmers' markets.

A $20,000 grant was given to Brandworkers, Long Island City, New York, for general operating support. By integrating leadership development, training, and grassroots organizing, Brandworkers facilitates worker-led campaigns that protect and advance the rights of food processing and distribution employees in New York City. They work to address wage theft, health and safety violations, and discrimination in this indispensable, yet largely unseen, part of New York's food system. Funding will support Brandworkers efforts to grow their base and extend their members’ reach beyond the shop floor and into the policy arena. They are developing three new campaigns at key industry locations while advancing a policy campaign to persuade the NYC Economic Development Corporation to incorporate a public disclosure protocol in its Food Manufacturers Growth Fund.

Congratulations
Kimberly Wasserman! We were excited to learn that Kimberly Wasserman Nieto, the executive director of Little Village Environmental Justice Organization (LVEJO) and a 2012 grant recipient of the Foundation, was awarded the prestigious 2013 Goldman Environmental Prize, which recognizes grassroots leaders from around the world working to protect the environment and their neighborhoods.
Kimberly Wasserman led local residents in a successful campaign to shut down two of the country’s oldest and dirtiest coal plants — and is now transforming Chicago’s old industrial sites into parks and multi-use spaces.

Kimberly is one of six of the Foundation’s grant recipients who have been recognized for this award over the years. Some of our other grantee award winners include Lois Gibbs (1990), Center for Health Environment and Justice, Sarah James (2002), Gwich’in Steering Committee, Craig Williams (2006), Chemical Weapons Working Group, Maria Gunnoe (2009), Ohio Valley Environmental Center, Hilton Kelley (2011), Community In-Power Development Association (CIDA). The Foundation provided early grant support to these organizations and leaders.

In 2013, we launched The Movement Building Grant Program. This program supports larger organizations that provide critical resources to the grassroots organizations, many of whom we also fund. This is a proactive grant program that identifies organizations and alliances that can significantly advance the Foundation’s broad goals for social justice and invites them to apply. The program is interested in organizations that are working across sectors and implementing approaches, knowledge and models that build Social Justice Movements nationally and will lead to positive societal change. In 2013 the Foundation granted $250,000 to eight organizations whose work we know to be effective and strategic. A couple of highlights:

**Global Community Monitor:** Founded in 2001, this organization trains citizens and supports communities in the US and internationally in the use of environmental monitoring tools to understand and address industrial toxic pollution threats to their health and the environment. $40,000 was provided in support of Building the National Bucket Brigade Movement to help Global Community Monitor build the national movement of “fenceline” communities, - those communities living with polluting industries. The grant supports capacity building assistance to community-based organizations, networking these groups across issues and regions to strengthen their effectiveness at creating policy changes, and developing and making available more advanced monitoring tools to address a broader range of pollutants.

**The National Staffing Workers Alliance** is a new coalition of organizations that fight to increase the power of temporary and staffing agency workers through organizing, education, leadership development, legal strategies and alliance building. Steering Committee members include the Chicago Workers Collaborative, New Labor, Warehouse Workers for Justice, and Warehouse Workers United. $35,000 was provided to help grow the coalition and develop an alliance between the steering committee organizations and their members.

The **Vermont Capacity Building** program provides one- three year grant of $25,000 per year to a Vermont-based, statewide non-profit organization that has both a vision and a strategic plan to extend its influence and enhance its long term viability. The organization’s goals must resonate with the Foundation’s mission to further social justice, protect the environment or support the working landscape.
The 2013 Capacity Building award went to **Watersheds United Vermont**, a newly formed network that connects community-based watershed groups in Vermont with the knowledge, tools, and networks needed to more effectively enhance and protect the health of Vermont water resources. By facilitating collaboration among 34 community-based watershed groups, increasing communication, building capacity, and expanding their effectiveness. Vermont Watersheds United will advance the health, resiliency, and integrity of Vermont’s watersheds. Tropical Storm Irene exposed the lack of coordination and communication between watershed groups, and the absence of organized groups in some watersheds. The seeds of Watersheds United were sown in the wake of that disaster. Multiple planning sessions with stakeholders helped develop a prioritized list of watershed group needs and goals and preferred strategies to accomplish them. This Capacity Building grant will help launch and staff this timely startup.

In 2013, the **Vermont Workers Center** completed their third and final capacity grant year. The VWC is building a statewide grassroots movement by organizing low-income and working Vermonters to create a sustainable network of leaders and organizing committees in communities across the state. By organizing to make healthcare a public good in Vermont, through the Healthcare is a Human Right Campaign, they are empowering low-income and working Vermonters to build power for change on a range of issues affecting working people and expanding their campaigns to include Paid Sick Days and a People’s Budget.

“The three year capacity building grant was huge for us. It came at the start of our rapid growth as an organization, and knowing we had a multi-year grant provided much needed financial stability. Through this grant, we were able to hire organizers, and in 2011 hire a Lead Organizer. We brought on a fundraising consultant who has helped us create and implement a realistic development plan, identify new funders, and stay on top of our networking”.

*James Haslam, Executive Director, Vermont Workers’ Center*

2013 marked **VTDigger.org**’s second capacity grant year. VTDigger.org is an online-only nonprofit news organization that provides in-depth coverage of Vermont politics and public policy across a range of views. Capacity funding is for their ongoing development of the VTDigger.org website and the interactive news gathering platform, Tipster. In addition, they have used the funds to create and maintain a database of documents from state government and the legislature that will be readily available to the public, and a member-subscriber donor system that will enable them to financially support ongoing tech development.
The Vermont Community Garden Network (formerly Friends of Burlington Gardens) completed its first Capacity grant year in 2013. VCGN leads the state’s community garden movement by educating, supporting and connecting garden leaders. VCGN provides hands-on garden education for youth and adults in Burlington and training, technical assistance, resources, and networking opportunities for garden leaders across the state. Capacity funding is supporting their efforts to complete a strategic planning process, focus their messaging and branding with the new Vermont Community Garden Network organizational name, and increase staff capacity.

In 2013, thinking that a number of Ben & Jerry’s employees who might become involved with the Foundation would increase if we provided a less time demanding opportunity to do that, we piloted a new Vermont grant program, The Vermont Economic Justice Grant Program (VEJG). This program does only one round of grantmaking per year. The grants are directed at organizations working to alleviate the impacts of poverty and toward social, environmental and economic justice in the state of Vermont. Employee interest in this initiative surpassed our expectations. Thirty employees expressed interest and 12 signed up to participate in the process. We received 17 applications and funded seven. The program will further serve to encourage employee engagement with the Foundation through onsite presentations at Ben & Jerry’s from the funded organizations. Here is a sample grantee:

Vermont Works for Women, Fresh Food Program received a VEJG grant of $18,000. VWW’s programs address the needs of women seeking self-sufficiency: those interested in pursuing a career in fields nontraditional to women; those leaving public assistance and seeking work for the first time; and those re-entering the community after serving time in prison. VWW also offers programs for middle and high school girls to help them develop the capacities and confidence to meet life’s challenges and opportunities. The VEJG provided funding to support the FRESH Food program, which provides job training for women while also addressing an important community need: increasing access to nutritious meals for children from low and moderate income families. FRESH Food currently provides meals for sixteen childcare centers and youth programs in Chittenden County and has served 90,000 wholesome meals since its inception in 2011. This program serves multiple bottom lines: providing critical on-the-job training for women while also addressing an important community need: increasing access to nutritious meals for children from low and moderate income families.

The Vermont Community Action Team grant program allows employees to support organizations in the places where they live and work. Each site gives away $75,000 and has a CAT that consists of 8-12 members. The CATs meet monthly and make grants between $500 to $2000. The CAT’s focus their decisions based on these guidelines; underserved populations including seniors, at-risk youth, and low-income people; needs of underserved communities; basic human needs; and organizations that are primarily volunteer-led. The CAT’s reviewed 188...
proposals and made grants totaling $180,500 to 152 organizations. Here are a few Community Action Team grants made in 2012.

With a grant of $500 from the Waterbury CAT, The CERV’s (Community Emergency Relief Volunteers) Summer Lunch Program provided meals to children in and around Northfield, Vermont who would otherwise go without during the summer vacation months. Entering its 9th year in action, serving over 100 children in the Northfield area, recipients were provided breakfast and lunch assistance via weekly deliveries.

The Central Support CAT made a $1000 grant to Girls Rock Vermont (GRVT), a volunteer-based non-profit music organization dedicated to empowering girls and young women in Vermont through music education and activities fostering self-respect, leadership skills, creativity, critical thinking, and collaboration. Grant helped provide a one-week summer day camp. Camp targets girls’ musical development through lessons on the instrument of their choice, self-esteem enhancement, creation of original music, friendship and community building, and nurturing individual talents within a cooperative atmosphere by working in bands and writing original songs.

The St. Albans CAT, with a grant of $1500, supported River Arts of Morrisville, Inc. Summer Youth Programs for children and youth ages 4-17. River Arts' Summer Youth Program allows children from Lamoille County and surrounding areas access to a diverse and affordable offering of camps, enabling them to build positive relationships with experienced artist-mentors, develop new skills and confidence, and demonstrate their skills to others through exhibitions and performances.

This program focuses on building a culture of participation among children and adolescents who feel disconnected from adults, academic expectations, or sports-focused culture. The arts provide at-risk youth opportunities to experience the emotional release found through creativity.

“Knowing that I can help positively affect local Vermont communities through the Ben & Jerry’s Community Action Team is motivating and inspiring. I’m reminded constantly of how unique and special the opportunity to be a part of something like this is.”

Elizabeth Stewart – Public Relations Central Support CAT

The Employee Matching Gift Program recognizes employees’ individual generosity. The Foundation matches dollar-for-dollar contributions employees make to organizations they care about. In 2013, 21% or 86 of the company’s 418 employees participated by making 212 contributions to 61 organizations totaling $45,700.

The Foundation also provides a $10,000 allocation to plant leadership to make small grants that build plant-community relationships. In 2013 these grants totaled $10,050 to 11 organizations including Vermont Make-A-Wish Foundation and the Vermont Foodbank. In addition the allocation is used to support incentives and programs that plant employees care about.
Other Foundation Grant Programs

The Foundation also makes small grants that do not necessarily fit within the specific guidelines of our core grants programs. In 2013, grants totaling $55,250 were made to 28 organizations. These include: Common Good Vermont in support of their annual Vermont Non-Profit conference; and a grant to Vermont Housing & Conservation Board for their Manufactured Homes Project, a pilot program of national interest providing mobile homes that are better constructed and energy efficient. This initiative was inspired by the tragic events around Hurricane Irene.

Employee Engagement

To encourage visibility for the Foundation, the ten annual grantmaking meetings of our core Grassroots Organizing for Social Change program are rotated around the three Vermont sites. Staff of the Foundation also presented at site meetings, to the leadership team, the Global Gathering, and at the Hospitality Orientation. The Foundation contributes a regular Foundation column for the plant newsletter, and invites all interested employees to hear from grantees whenever they come to present to the grantmaking committee. In 2013 the Foundation hosted two lunchtime presentations with Capacity Building grantees, the Vermont Community Garden Network and VTdigger.org.

Annual Foundation Field Trip: In late October the Foundation Grantmaking Committee, Staff and Trustees visited Tucson, Arizona and Nogales, Mexico to learn first-hand about the plight of migrants, US immigration policies, Border Patrol practices and Arizona laws that negatively impact immigrant and native born communities. The delegation’s report on this trip is available at the Foundation’s website. Click here to view.

“I want to thank you all for a truly informative and inspirational trip to Tucson. The Foundation continues to enable me to experience first-hand the many important issues we are facing in this country and the world. So many people trying to make the changes necessary to enable everyone to have a better life. I am so proud to be able to be part of the Foundation.”

Brenda Noyes – St. Albans Production
# Ben & Jerry's Foundation at a Glance

<table>
<thead>
<tr>
<th>Grant Programs</th>
<th># of Proposals Reviewed</th>
<th># of Grants</th>
<th>Total Granted</th>
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<tr>
<td>Grassroots Organizing for Social Change</td>
<td>120</td>
<td>103</td>
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<td>Vermont Economic Justice</td>
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<td>Vermont Community Action Team</td>
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<td>Employee Matching Gift</td>
<td>21% Participation Rate</td>
<td>212*</td>
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<td>Plant Manger Grants</td>
<td>St. Albans &amp; Waterbury</td>
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<td>Other Grants</td>
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<td>Totals</td>
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<td>$2,412,075</td>
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*Not included in total

## Operations Data

- **Ben & Jerry's Homemade, Inc. Contribution to the Ben & Jerry's Foundation**
  - $2,530,080
- **Grants Distribution as % of Income**
  - 95%
- **Administrative Expenses as a % of Income**
  - 12.6%
- **2012 Total Assets**
  - $5,184,496
- **# of Letters of Interest submitted**
  - 639
- **# of visitors to our website (www.benandjerrysfoundation.org)**
  - 86,880

## Ben & Jerry's Foundation Trustees
- Jerry Greenfield
- Jeff Furman
- Liz Bankowski
- Anuradha Mittal

## Ben & Jerry's Foundation Staff
- Rebecca Golden
- Lisa Pendolino
- Dana Jeffery

## 2013 GOSC Committee Members
- Amy Weller
- Blair Austin Bradley
- Brenda Noyes
- Brian Edwards
- Chris Rivard
- Duncan MacAuley
- Jason Rigano
- Kelly Mohr
- Leslie Arroyo
- Mary Lynn Kemp
- Nolan Titcomb
- Pete Rasetti
- Amanda Stasiowski
- Ave Glasstetter
- Chris Miller
- Chris Rivard
- Gwen Bruns
- Kathy Cromie
- Kirsten Schimoler
- Leslie Arroyo
- Liz Stewart
- Marianne Corcoran
- Maria Hogan

## 2013 Central CAT Members
- Billie Davis
- David Guyette
- Ellen Trahan
- Jennie Bockus
- Kathy Jochim
- Nathan Lang
- Pam Hakey
- Paulette Tipper
- Tom Burrows

## 2013 St. Albans CAT Members
- Blair Austin-Bradley
- Bob McCarthy
- Charlie Sayah
- Dan Bragg
- Francis Jacobs
- Pete Rasetti
- Ricky Thompson
- Rick Stafford
- Tristen Beliveau

## 2013 Waterbury CAT Members
- Andrea Asch
- Charlie Sayah
- David Guyette
- Dena Wimette
- Gwen Bruns
- Jeremy Harrington
- Joe Robertson
- Mike Graning
- Paulette Tipper
- Sarto Greenwood
- Wendy Steager

## 2013 Vermont Economic Justice Grant Committee Members
- Andrea Asch
- Charlie Sayah
- David Guyette
- Dena Wimette
- Gwen Bruns
- Jeremy Harrington
- Joe Robertson
- Mike Graning
- Paulette Tipper
- Sarto Greenwood
- Wendy Steager