

Theory of Change

The Blue Sky Funders Forum is a diverse network of funders that inspires, deepens, and expands philanthropy to advance opportunities that connect people and nature and promote environmental literacy.



The Need for Blue Sky

- As a field, environmental literacy has untapped potential: it is under-resourced and not well understood. In 2015, only 194 of 140,000 (0.1%) U.S. grantmakers identified “environmental education” as a field of interest, in part because it falls through the cracks of funding for the environment and funding for education.
- People who feel connected to the environment make decisions that will protect it for current and future generations.
- Environmental literacy achieves a range of outcomes from conservation and stewardship to better grades in science to improved health and well-being.
- We have a unique opportunity to close the bridgeable gap across the many impact areas that environmental literacy advances – such as conservation, education, health, social justice, and youth development – to build a unified, nonpartisan movement to protect our environment and improve our communities.

Blue Sky’s Tools, Core Strategies, and Outcomes

□ Tools

- National convenings
- Regional meetings
- Online learning opportunities
- Case studies
- Member and advisor directories
- Grants database
- Curated research and policy resources
- Communications guides

□ Core Strategies

ENGAGE

Connect and convene funders, providing opportunities and resources for learning

ACTIVATE

Create opportunities for regional and national funder collaboration, facilitate partnerships between members, and promote opportunities to leverage funder assets beyond grantmaking

SHOWCASE

Highlight successful and innovative projects, facilitate sharing of lessons learned, and improve the tracking and knowledge of funding for connecting people and nature

□ Outcomes

As a result of our work, we contribute to these outcomes for funders:

- Greater motivation to fund environmental literacy
- More contact with practitioners and funders, deepening relationships and increasing the flow of information
- Greater ability to coordinate funding for environmental literacy
- More coherent strategies for achieving impact
- Access to a centralized knowledge bank of approaches that successfully achieve environmental literacy outcomes
- Increased understanding of environmental literacy, including best practices and promising approaches