

Napa Green Matching Grants for Sustainability & Climate Action Leadership

As a part of the RISE Climate & Wine Symposium in April 2023, Napa Green partnered with three champion members (Spottswoode, Chimney Rock, and Boisset Collection) to host a series of fundraising dinners to support regional industry sustainability and climate action. In total, these dinners raised over \$60,000 to provide small matching grants (\$1,000-6,000) for growers and vintners with the greatest financial need to implement impactful sustainability and climate action projects. We recognize that sometimes a financial incentive is necessary to move a project, particularly if it's innovative or new, from concept to reality.

Our Napa Green nonprofit is dedicated to supporting our members in implementing critical stewardship practices. Our team provides valuable services including Carbon Farming and Irrigation Assessments and recommendations reports; Integrated Resource Assessments that baseline and track energy, water, waste diversion, and Scope 1 & 2 emissions; Educational and training workshops; Targeted resources and financial incentive opportunities. This matching grant program is another way for Napa Green to support our members in taking urgent climate action.

Funding Guidelines

1. Maximum award amount is \$6,000. Grant proposals of between \$1,000 and \$6,000 will be accepted.
2. Napa Green will award up to \$60,000 for the FY2024 grant cycle (Feb. 1, 2024-Sept. 30, 2024).
3. Projects must be fully implemented within 12 months of award.
4. Proposals must include an estimated project cost, preferably with quotes or bids for the proposed project work.
5. Successful proposals must include an applicant cost match of at least 33% of the total award amount. For example, to receive a grant of \$6,000 the applicant must commit to a minimum matching investment of \$2,000.
6. If awarded a grant, 50% will be provided up front and the remaining 50% at project completion.

Eligibility

1. Applicants must be certified as Napa Green Vineyard and/or Napa Green Winery, or at the Action Plan stage of the certification process.
2. Landowner approval *or* proof of right to manage the land is required for all applicants proposing projects in the vineyard and/or on vineyard-adjacent land.
3. Current Napa Green Board of Directors and their immediate family members are not eligible for funding.

4. Due to a limited funding pool, applicants must make a case for financial need.

Application Deadlines

April 2024 – Request for Round II Applications Released

Round II Deadline – May 3, 2024

June 2024 – Round II grant awards announced

Proposal Evaluation

1. Projects are evaluated by the degree that they advance Napa Green's Mission and make a positive impact across one or more of the Six Pillars of Sustainable Winegrowing Leadership (See #3).
2. All eligible proposals will be reviewed by a review committee comprised of one Napa Green team member and four industry and community volunteers from Napa Resource Conservation District (RCD); Napa Climate NOW!; Salvestrin Winery; Rutherford Hill Winery.
3. Proposals will be evaluated, scored, and ranked by the Selection Criteria listed below. The broad categories that the project should have impact on are: Water Efficiency; Energy Efficiency; Waste Prevention & Supply Chain; Proactive Farming, Soil Health & Biodiversity; Social Justice, Diversity & Inclusion; Climate Action & Regenerative Agriculture.
4. Ideally, grants will fund projects with the potential for growth/expansion. For example, proposed pilots, that, if successful, would be implemented on a larger scale.
5. Grants will fund materials, equipment, services but will NOT fund *internal* labor (i.e., grant funds could be used toward a consultant or external expert advisor).
6. Napa Green may request to visit the proposed project site as part of any project consideration.
7. Any and all necessary permitting will need to be pursued by the applicant as part of the project.
8. A non-exhaustive list of Potential Projects can be found below.

Grant Awards

1. Napa Green will enter into a Grant Agreement with the grant recipients (and landowner, if different).
2. The Grant Agreement will include a detailed project scope, the grant amount, and property owner approval.
3. At project start, the grantee can request the first 50% of the grant award. The remaining 50% will be disbursed upon successful implementation of the proposed project, as determined by Napa Green staff after a site visit. All projects must be fully implemented within 12 months, unless otherwise noted in the executed grant agreement.

4. Grant recipients must allow Napa Green to photograph any completed projects, develop narratives around the project, and permit Napa Green to use such photographs and project narratives for fundraising and PR purposes.
5. Grant recipients may be asked to participate in workshops to share implementation experience and results, and/or be part of a social media post/live/reel.

Reserved Rights

- o Napa Green reserves the right to request clarification and/or supplemental information from any applicant to facilitate evaluation of the proposed project.
- o Napa Green reserves the right to award funding it deems fit. This reservation includes and is not limited to: the right to reject any or all applications for any reason; the right to award funding in different amounts to varying applicants; and the right to request an applicant to reapply to remedy errors in submission.
- o Napa Green shall not be held liable for any expenses incurred by applicants before the date of the grant agreement.
- o Napa Green reserves the right to modify these guidelines, the attached exhibits, and any of the procedures at any time.
- o Napa Green reserves the right to terminate the program at any time and shall not be held liable for any projects without an executed grant agreement at the time of termination.

Selection Criteria

- o Napa Green Certified members (or at the Action Plan stage of certification) current on all program fees.
- o Proposed projects must be feasible to start within nine months and be implemented within 12 months.
- o Proposed projects, once implemented, must be able to show benefits across one or more of the Six Pillars of Sustainable Winegrowing Leadership.
- o Proposed projects must have clear metrics or indicators of success and/or be able to show visual proof of positive impact (particularly for projects related to enhancing soil health and carbon sequestration, we recognize a longer time horizon will be necessary to see results and benefits).
- o Preference to projects that show innovation or cutting-edge industry leadership.
- o Preference to projects with multiple co-benefits (e.g., Water savings that will also reduce energy use, and associated greenhouse gas (GHG) emissions).
- o Preference to projects where there are no other readily available financial incentives (e.g., Healthy Soils; SWEEP; Clean Off-Road Equipment (CORE); MCE EV Charger rebates, Zero Foodprint).
- o Preference to projects that leverage partnerships to enhance impact.
- o Given limited fund availability, applicants must make a strong case for financial need.

Potential Project Examples

- o Purchasing equipment/tools to reduce/eliminate herbicide use
- o Implementing grazing to reduce/eliminate herbicide and/or equipment emissions and generate co-benefits (e.g., soil fertility; fire resilience)
- o Applying a compost:biochar blend
- o Utilizing burn services that reduce air pollution and emissions and generate a co-benefit of biochar (e.g., flame-cap kiln, BurnBoss) – See *list of regional services*
- o Installing bird boxes, with plans for monitoring and maintenance
- o Shifting to a lighter-weight glass (must be minimum 100g lighter than existing glass)
- o Implementing equipment/technology innovations that dramatically improve efficiency (e.g., waste heat capture for water heating)

To Apply

Please respond to the questions in this [Google Form](https://forms.gle/CXVhniUgFHmuLFux6) (<https://forms.gle/CXVhniUgFHmuLFux6>), and submit any relevant attachments (e.g., cost quotes).

Round II Deadline: May 3, 2024