

# KIDS ECO CLUB



*“Unless someone like you cares a whole awful lot, nothing’s going to get better. It’s not.”*

– the Lorax –

*“What you do today can improve all your tomorrows.”*

– Ralph Marston –

Innovate Engage Empower Lead

## KEC MISSION:

The mission of KEC is to increase the eco-consciousness and social responsibility of K-12 children by providing them access to the natural world, state of the art social media, innovative educational programs and resources. Through diverse collaborative partnerships, KEC will develop the next generation of leaders who will have the knowledge, passion and skills to promote and work toward environmental sustainability.

PROGRAM NAME	PURPOSE
<b>On-Campus EcoClubs</b>	Establish and support after school and classroom clubs on the campus of lower, middle and high schools where kids can participate in environmental projects and gain exposure to the EEI curriculum and other sustainability principles.
<b>Volunteer Match</b>	Connect schools and clubs with volunteers that support KEC's mission and vision via a match.com type of database.
<b>Eco Field Trips</b>	Support and fund eco-educational field trips for low-income schools.
<b>Eco School Projects</b>	Support and fund eco-enhancing classroom and club needs.
<b>Youth Eco Leadership Training</b>	Offer leadership workshops, seminars, and conferences to develop and train kids involved in EcoClubs nationwide, focusing on developing the next generation of environmental leaders.
<b>Green Youth Council</b>	Provide leadership opportunities and training to 60 National Green Youth Council and 4,000 Regional Green Youth Council.
<b>Ask an Expert</b>	Establish partnerships with universities, corporations, and foundations to create video shorts designed to improve environmental awareness and share innovative energy solutions. Video shorts will be broadcast to clubs and classrooms who can participate in forum and blog discussions with Scientists, Engineers and Artists.
<b>KidConnect</b>	Engage, connect and mobilize kids, clubs, classrooms and volunteers using custom cutting edge social media.
<b>Eco Share</b>	Inspire and empower youth to share information through articles, photographs, film, blogs, forum chats, Facebook, Twitter, Skype, U-Tube and social networking to increase collective eco-consciousness.

KEC is uniquely qualified to succeed based on quality programs, committed and talented leadership, and top organizational collaborations.



KidsEcoClub is a 501c3 organization. For more information, contact Susan L Guinn, KEC President at: [sguinn@kidsecoclub.org](mailto:sguinn@kidsecoclub.org) or visit: [www.kidsecoclub.org](http://www.kidsecoclub.org)

Printed on 100% Recycled Paper, 100% Post Consumer, Process Chlorine Free