

**Project Name:** Generation Green: 21st Century Leaders for a Just Green Economy  
**Rotary Member Name:** Tiffany Hecklinski (Boys & Girls Clubs of South County)  
**Project Location/City:** Imperial Beach, Chula Vista, and surrounding communities

Areas of Focus (Circle all that apply, at least one)

- |                                             |                                       |
|---------------------------------------------|---------------------------------------|
| 1. Peace and conflict prevention/resolution | 2. Disease prevention and treatment   |
| 3. Water and sanitation                     | 4. Maternal and child health          |
| 5. Basic education and literacy             | 6. Economic and community development |

**Describe how your project supports the area(s) of focus selected above:**

This project prepares youth ages 12–19 for careers in the growing green economy, focusing on underserved communities to promote inclusive economic growth. By providing hands-on training in sectors like clean energy, public transportation, and environmental conservation, it builds a skilled workforce ready to meet local industry needs.

The program also fosters community development by empowering youth with leadership, financial literacy, and advocacy skills, encouraging civic engagement and sustainable solutions. This strengthens the local economy by creating pathways to meaningful jobs, supporting small businesses, and cultivating environmentally conscious leaders who drive positive change.

**Project Summary: Short description to explain the project. This project description should provide information about what activity is being funded, who is benefiting from the activity, and the name of the location of the project or activity, including the city or country. For example, "Five computers provided to schools for children in Addis Ababa, Ethiopia."**

This project is a green workforce readiness and youth empowerment initiative designed to prepare youth ages 12–19 from underserved communities, for careers in the green economy. It provides hands-on training in green industries like clean energy and environmental conservation through workshops and mentorship with local businesses. The program includes hiring qualified instructors, developing a comprehensive curriculum, providing technology and tools, and supporting transportation and meals to ensure accessibility. Outreach efforts engage historically marginalized youth, offering them meaningful real-world experience, leadership development, and exposure to sustainable career pathways. This initiative strengthens the local economy by building a skilled, future-ready workforce that supports sustainable business growth and community resilience.

**Project Description:**

**Needs Identified:**

Underserved youth lack access to training, mentorship, and real-world experience needed for green economy jobs – a highly competitive and advantageous professional sector. Barriers like transportation, technology, and outreach limit participation, while local businesses need a skilled workforce in sustainable industries.

**How the Project Meets These Needs:**

The project provides exposure to green skills training and mentorship with local partners. It offers technology,

transportation, and meals to ensure access, while outreach engages marginalized youth. This builds a skilled, diverse workforce ready to support economic growth and community resilience.

**Please specify what the project funds will be used for and how club members will be involved.**

Funds will be used to hire qualified instructors and mentors, develop curriculum and training materials, provide technology and tools, cover transportation and meals for participants, and support outreach to engage underserved youth. Club members can be involved by volunteering as mentors, assisting with outreach events, helping coordinate internships, or supporting workshop facilitation.

**What is the timeline for your project? Is it flexible? (All projects receiving district funds need to be completed and closed by April 30 of the Rotary Year)**

The project is planned to run over a 9- to 12-month period, starting shortly after funding is secured. It is flexible and can be adjusted to ensure completion by April 30 of the Rotary Year, including all final reporting and wrap-up activities.

**Proposed budget. How much are you asking our Club to contribute? - \$3,000**  
**Total project amount (including the matching district funds: - \$6,000**

If partnering with another Rotary Club please provide project contact person:

District Number: \_\_\_\_\_ Rotary Club Of: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_  
Phone Number: \_\_\_\_\_

If not partnering with another Rotary Club, please provide your Contacts Organization details.

Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_  
Phone Number: \_\_\_\_\_ Organization Website: \_\_\_\_\_  
Organization Social Media: \_\_\_\_\_

Project Co-Managers (members of our club who want to help you with your project for accountability purposes) & job responsibilities:

**Person #1 :** Tiffany Hecklinski Helping with: Business Partners  
Person #2: \_\_\_\_\_ Helping with: \_\_\_\_\_  
Person #3: \_\_\_\_\_ Helping with: \_\_\_\_\_

**How will we be able to sponsor this project long term, what is the BIG picture? In a year when we check back in with organization we sponsored, what should we be able to see?**

Long term, this project will create a sustainable pipeline of skilled youth ready to enter the green economy, supporting local business growth and community resilience. After one year, you should see increased youth engagement, successful completion of training programs, strengthened partnerships with local businesses, and early employment or internship placements for participants. This foundation will enable continued program expansion and ongoing community impact. The Rotary Club can support this project long term through ongoing volunteer mentorship, leveraging its professional network for youth opportunities, and securing additional funding.

**What fundraising event(s) do you have in mind specifically related to your project?**

We plan to organize community awareness events such as green job fairs, workshops featuring program participants, and partnership fundraisers with local businesses focused on sustainability. These events will showcase youth achievements and raise funds to sustain and grow the program.

**Which Club projects will you support financially or through service to ensure our Club has the resources to support this and other grant proposals?**

We commit to supporting Rotary Club fundraising events and volunteer initiatives by promoting them within our networks. Additionally, we will explore opportunities for collaborative projects that align with both our missions, enhancing mutual support.