



# Eagle Eye Institute

Providing access to hands-on exploratory learning on the environment and career bridging to natural resource fields for urban people with an emphasis on underserved youth.

## EEI's Summer 2000 Successes

*Wings Initiative, Learn About Programs, and Rainbow Stewards Reach 240 Youth*

Eagle Eye Institute can look back on the summer of 2000 as a time of expansion and growth of its programs. A brand new program, Learn About Agriculture, was offered for the first time to a total of 30 youth who participated in two sessions held at Great Brook Farm, a 100-acre working dairy farm in Carlisle, MA. EEI also expanded its Learn About Water program to eight sessions that reached 120 youth. These were held at the Quabbin Reservoir and the Cronin Salmon Research Station, Sunderland, MA.

Groups from YouthBuild and Worcester's EcoTarium participated in two Learn More About Forests programs held in Peru, MA. LMAF is a three-day, two night program that includes camping, arboriculture, tree-climbing, and leadership development.

During the summer EEI also took its first steps toward the national expansion of the LAF programs through its Wings Initiative. Audubon's Broadmore Sanctuary in Natick, W. Haywood Burns Environmental Center in W. Albany, NY, and four natural resource professionals headed by Bill Labich championed the Learn About Forests programs using EEI's LAF "how-to" manuals as a guide. Sixty youth participated in six LAF programs held in Natick, MA, Albany, NY, and Colrain, MA.

Closer to home, 13 Somerville youth participated in EEI's Rainbow Stewards program learning to care for Somerville's street trees (see the *Rainbow Stewards Update* on page 3). In all, approximately 240 youth participated in EEI Learn About programs this summer. Numbers are one way to demonstrate how the program has



grown, however the **youth can** explain simply and directly. **When** asked why it is important for city youth to experience nature, one youth participant replied: "Because you learn more."

*Photo: Somerville Rainbow Stewards are learning to care for Somerville's street trees.*

## Message From the Director

Eagle Eye Institute has been receiving confirmation about the need for programs that engage urban youth, especially youth of color, in learning about, becoming involved with, and caring for the environment.



I heard this from folks at the Grassroots Summit and The Alliance for Community Trees annual meeting in Nebraska as well as at The National Parks Mosaics Conference held in Santa Fe. There is great interest in what EEI is accomplishing and a genuine desire to champion the Learn About Forests program (developed by EEI over its nine-year history) in communities in various parts of the country.

Although we have positioned ourselves to accomplish the goal of offering the Learn About Forests program to youth all over the nation and developed the necessary tools to do so, we are still in need of \$100,000 to support EEI's Wings Initiative. Our commitment is great, as is our network of supporters who helped us raise last year's \$25,000 annual campaign goal for general operating expenses.

EEI is fortunate to have community volunteers like Edna, Kai, Holladay and Molly and corporate sponsors like Buehler Management, Fleet Bank Harvard Square Branch, and Ionics, Inc. However, it is not enough. We need more individuals, corporations and foundations to join the family of Eagle Eye Institute and be part of our commitment to diversity so that more urban young people can be involved in the conservation of our natural resources.

—Anthony Sanchez

## Travel Drawing Raises Funds for EEI

Winners were drawn for the "Take a Chance for a Cause" travel drawing on November 5. The Travel Specialists of Somerville sponsored this fundraising effort which raised just over \$2000 in conjunction with British Airways, American Airlines, and Continental Airlines to benefit EEI. Dale Bryan of Tufts University won the first prize of two tickets on British Airways to London. Dale has been involved with EEI for several years in providing summer interns from the Tufts Peace and Justice Studies program. Sung Yun Lee of Somerville won two tickets on American Airlines to Central or South America. Cliff Feigenbaum, publisher of Green Money Journal, Santa Fe, NM won two tickets on Continental Airlines for travel anywhere in the US, Canada, and Alaska.

## Environmental Award to Eagle Eye Co-Founder

At the American Society of Travel Agents' (ASTA) 70th World Travel Congress in Las Vegas on Sept. 25, 2000, EEI co-founder MaJa Kietzke, who is also the founder of The Travel Specialists, Somerville, MA, was presented with the 2000 ASTA Environmental Award. The award, which honors an individual, company or country that has made a significant impact in preserving and protecting the environment, was given to MaJa for her pioneering efforts in creating and promoting eco-tourism programs and her work with Eagle Eye Institute. The Travel Specialists is a full-service travel agency that specializes in international business and vacation travel, doing more than \$2 million in sales annually. ASTA President and CEO Joe Galloway said, "M.J. Kietzke has a long professional history as an active member of the ecotourism movement. She has taken environmental preservation to new heights and has worked tirelessly to bring her vision of eco-friendly travel to the forefront of the industry."

## Ninth Annual Awards and Benefits Brunch Held Sunday, Nov. 5

In celebration of Eagle Eye Institute's ninth successful season founders Anthony Sanchez and MaJa Kietzke honored youth, community volunteers, city officials, and sponsors whose dedication to the environment and urban youth have enabled the organization to thrive. The award ceremony was part of the ninth Annual Eagle Eye Institute (EEI) Awards Benefit Brunch held at the Cambridge Boat Club.

Sixteen year-old Raymond Jenkins, a peer leader over the past two years in EEI's summer Learn About programs was the master of ceremonies. Rodney Stone, director of the Urban Forestry program of Southern University Baton Rouge, LA was the keynote speaker. He applauded EEI's efforts in connecting urban youth of color to the environment. "We have to get youth to understand that their life, their quality of life is going to be heavily dependent on their conservation efforts, their knowledge base and their ability to manage natural resources in the future. Nothing should be more important than guiding and directing our youth in that way. "

Somerville Aldermen Joe Curtatone and Kevin Tarpley attended the brunch and presented the city of Somerville's Volunteer Citations to 13 youth members of EEI's Rainbow Stewards 2000 program. Bradly Bifulco, Holladay Weiss, and Edna and Kai Doggett were also honored for their volunteerism.

## PSA Campaign Goes National

The *Trees Are My Friends* campaign will be released in six key cities (Los Angeles, Chicago, Philadelphia, Atlanta, New York, Boston) in April. The campaign features televised PSAs with accompanying website and poster. EEI staff member Brent Ranalli (see *Welcome New Staff* page 3) is coordinating this national campaign. The Plowshare Group of Stamford, Ct., known for its work with non-profit groups and whose PSAs receive top Nielson ratings, is working with EEI on this campaign. The *Trees Are My Friends* campaign is funded by the USDA Forest Service.





## Productive Summer and Fall at the Eagle's Nest in Peru, MA

Late last spring Jeff Fowler, site coordinator, designed a building plan for Peru with input from Anthony and MaJa. We now have running water, toilets, and a roof under which to eat meals. In May, Jeff reclaimed an old spring in the woods, built a new spring box, and ran pipe, giving the site nine gallons per minute of gravity fed, delicious pure water.

On several weekends, Anthony, MaJa, Jeff, and Chris Cato pulled logs from the woods and built a 16' x 20' log framed kitchen pavilion with a cedar deck for the floor. A hundred feet away Jeff and his son Terry built and plumbed a bathhouse consisting of two toilets and a sink that are fed from the spring water and drain into the existing septic system.

In August, YouthBuild put in two days of community service finishing the roof on the bathhouse, grading the kitchen pavilion area, and cleaning up the construction site. Through the fall Jeff and Terry put a metal roof on the shed, painted and sealed the new buildings, made walkways, built a stone wall, cut and stacked firewood, and in general whipped the whole site into a well-groomed, rural environmental program training facility.

Jeff is currently working on design plans for a 30' x 30' barn to be built between May and September of this year near the entrance of the land. Volunteer carpenters and helpers are needed. Contact Jeff at: (413) 238-5561 [orfowlr@cs.com](mailto:orfowlr@cs.com).

## Rainbow Stewards Update

EEI's Rainbow Stewards program coordinated by Abdu Salaam Moulta Ali educates youth about the value of urban trees while conducting a tree survey and inventory of all Somerville's street trees. Two youth groups are currently enrolled in the after school Rainbow Stewards program. One in conjunction with the Somerville YMCA and the other in conjunction with the Somerville Powderhouse School's Families and Schools Working Together program. Joe Jewett, Rainbow Stewards assistant, is coordinating collected tree data entry into an Excel database to be later translated into a Global Information System (GIS) with the assistance of Tuft's University GIS lab. Rainbow Steward graduates of the summer program were awarded certificates of volunteerism from the City of Somerville. The Rainbow Stewards program is partially funded by the Mass Service Alliance and the Greater Boston Urban Resources Partnership. *(Photo on page 1.)*

## Grants Received in 2000

### Organizational Support

Mass Cultural Council \$2960  
Jack Forté Foundation \$1000  
Orville Forté Foundation \$5000  
Fleet Bank Harvard Square Branch \$1000  
Crossroads Community Foundation \$808.28

### Rainbow Stewards

Mass Service Alliance \$20,000  
Boston Urban Resources Partnership \$10,000  
City of Somerville Neighborhood Improvements \$800

### Ongoing grants:

USDA Forest NUCFAC \$98,000 over 3 years to produce the "Trees Are My Friends" PSA campaign

### Special Thanks For In-Kind Donations:

The Cambridge Boat Club, Hallie's Flower Garden, Gourmet Caterers, Graphic Printers, Teak Media, Buehler Management, The Open Road, Ricky's Flowers, Carol Dirga, Bradly Bifulco, Heater Advertising, Mystic Watershed Collaborative and its New Century Environmental Leadership Institute

## Grant Awards For 2001

### Wings Initiative

National Tree Trust \$25,000  
Massachusetts Dept. of Environmental Management \$7,000

## Welcome New Staff

Joe Jewett joins EEI as the part time Rainbow Stewards assistant. He has a Master of Music in violin performance from New England Conservatory of Music, and a B.A. from Ohio University. He says music is intimately connected with nature and sees working with EEI as an opportunity to educate youth about their connection to the earth.

Widmine Remy joins EEI as a part time office assistant. She is a student at UMass Boston majoring in American studies and English. She is excited that working with EEI allows her to combine her interests in the environment and youth.

Brent Renalli joins EEI full time as the office administrator and *Trees Are My Friends* national campaign coordinator. He has an M.S. from Budapest University, and a B.A. in the History of Science from Harvard University. He says that coordinating the national campaign is giving him the opportunity to make a difference by getting urban people interested in the environment.

# Summer 2000 Photo Highlights...



*YouthBuild students perform community service with EEI. Here they are putting the roof on the new bathhouse in Peru, MA.*



*Climbing a tree as part of the Learn More About Forests program, Peru, MA.*



*Examining a crayfish in the Learn About Water program at Cronin Salmon Station.*



*The River Ambassadors youth group of Lowell participates in the Learn About Water program at the Quabbin Reservoir.*

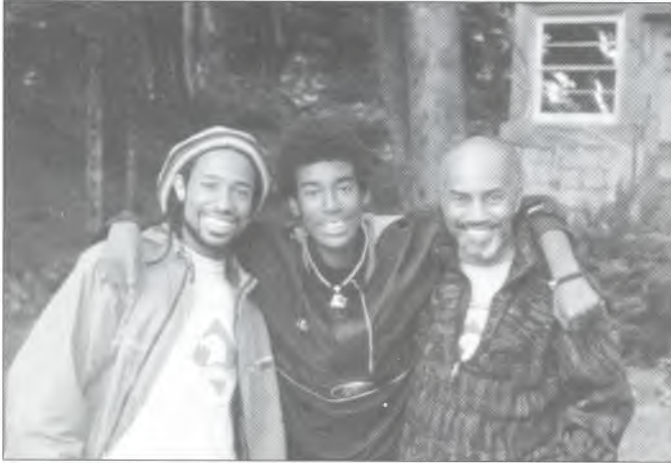
**"This taught me to not waste water and remember where it comes from and all the hard work it took."**

**—15-year old, Harbor Visions crew**



"All professionals should share their experience—with young people especially. It's a big opportunity for them to let people know that there are a lot of different types of jobs...

—Astrid Martinez, soil scientist



*Eagle Eye Institute staff: Abdu Salaam Moulta Ali, Raymond Jenkins, and Anthony Sanchez.*



*Learn About Water participant plants tree to control erosion at Swift River, Quabbin Reservoir.*



*Learn More About Forests program: Ken Gooch, of the MA Dept. of Environmental Management, instructs youth on knot tying for safe tree climbing.*



*Learn About Water participant engaged in erosion control stewardship project at Swift River, Quabbin Reservoir.*



## Summer 2000 Photo Highlights continued...



*Eagle Eye co-founder MaJa Kietzke with Dina and Salamat—participants from Worcester’s EcoTarium in Learn More About Forests.*



*Learn About Water program: participants learn about soil types from Fresh Pond ranger, Jean Rogers, at the Quabbin Reservoir.*



*Wings Initiative Springfield youth from Martin Luther King Center uses increment borer to determine tree age at Dennison Center with forester Dave Celino.*



*Youth milking a cow for the first time in the Learn About Agriculture program at Great Brook Farm.*



## Special Thanks to Eagle Eye 2000 Donors

### SPONSOR (\$2500+)

Chris Proulx & Rachel McGuire  
Ionics, Inc., The Open Road, Lee Irving  
MaJa Kietzke

### BALD EAGLE (\$1000+)

Fleet Bank  
Gail Strand, Anthony Sanchez  
Mark Niedergang & Marya Axner, Joel Sachs

### GOLDEN EAGLE (\$500+)

Winter Hill Federal Savings Bank  
Carl Hanson & US Advisory Group  
Forté Foundation  
Cambridge Public Health Commission  
Joanne Peckarsky & Lisa Menconi  
Lesli Gordon, Justin Freed, Sarah Doering  
Karen & Irwin Berkley

### EAGLET (\$250+)

Cambridge Trust Company  
HomeFirst Charitable Corporation  
National Parks Conservation Association  
RedBones Barbecue  
Wedgewood-Crane & Connolly Insurance  
National Hispanic Environmental Council  
National Park Conservation Association  
Richard Cash, Cathy England  
Douglas Hamilton, Carol Pine  
Alice Stowell, Mary McNerney  
Susan & Gary McGonagle

### NESTLING (\$100+)

Capuano for Congress, Bread & Circus  
Foodstores, Foodmaster Supermarkets  
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Jay Larson, Lucinda Gruber  
Axner Company, Inc., Ginny Dorne  
Ellen Breen & William Clogher, Jr.  
The Home Depot, Somerville  
Lynn Whittemore, Henry Vandermark

## Volunteers Needed—Give the Gift of Time

Join our community of like-minded individuals who support EEI's mission!



EEI needs volunteers to assist the organization in nearly all aspects of its operations, including fundraising, public relations, administrative support as well as building and site work. There are several levels of commitment possible. *Much needed is a volunteer recruiter and coordinator: someone able to motivate and coordinate those who are willing to assist EEI.* Work from home or the EEI office by phone and email. Ideally this person would build the volunteer community for EEI by organizing special volunteer events.

Volunteers who are able to meet about eight times a year are needed to assist with fundraising campaigns. Volunteers are also needed to plan and coordinate EEI's 10th anniversary celebration for 2002, and for office work and evening mailing parties held 4-5 times a year. In Peru, MA volunteers are needed to assist with site and building work—this is often hard physical work, but a lot of fun and a chance to meet some new people. Please call EEI or send us an email at [eeaglei@aol.com](mailto:eeaglei@aol.com) if you are willing to volunteer and let us know in what area you are interested in working.

Thank you to current volunteers who continue to contribute their time and talents to EEI's work: Edna and Kai Doggett, Molly Ruggles, Kira Sherwood, Alice Alisme, Chris and Rachel Proulx, and Holladay Weiss.

## EEI Featured in CYD Journal

The cover story in the Fall issue of the *CYD Journal* entitled: "*The Power of Nature, Using Trees to Build Community*" is about the work EEI is doing, in partnership with YouthBuild USA, to promote personal growth, environmental stewardship, and community service. YouthBuild programs offer young adults who have dropped out of school an opportunity to obtain a GED, learn marketable skills, and perform community service. *CYD Journal* promotes community youth development in which youth and adults work together in partnership to create just, safe, and healthy communities by building leadership. Read the article at [www.cydjournal.org](http://www.cydjournal.org).

## Community Woods Work Days in Peru, MA

Join us to assist Eagle Eye Institute with development and forest management at our rural training site.

*It's cold! We will resume work in Peru, MA in the spring.*

**For more info and our spring schedule of workdays call EEI:**

**(617) 666-5222**

## Help Eagle Eye Institute provide opportunities for urban youth to learn about the environment!

### Donors

Bald Eagle	\$1000
Golden Eagle	500
Eaglet	250

### Supporters

Nestling	\$100
Egg	50
Nest Builder	25

*A donation of \$1500 dollars will pay the stipend for EEI's youth peer leader this summer. \$1000 will pay half of EEI's cost to sponsor one summer intern. \$50 will buy food for a picnic supper at a "Learn About" program.*

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Amount enclosed: \_\_\_\_\_

*Please send your tax-deductible contribution to:*

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Joe Jewett  
Brent Ranalli  
Widmine Remy

*Eagle Eye Institute's  
newsletter is published  
three times per year.*

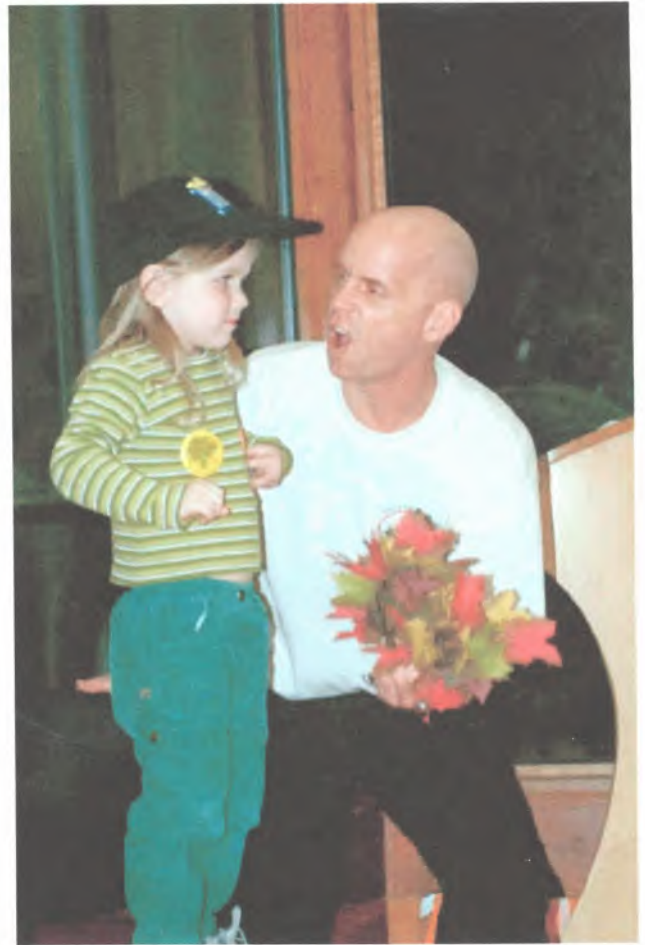
[www.eagleeyeinstitute.org](http://www.eagleeyeinstitute.org)

*Trees are our friends and youth are our future!*





Brent Ranalli, Eagle Eye  
"Trees Are My Friends"  
National campaign coordinator



Tim Womick, (Trail of Trees) educates and entertains urban youth in the Greater Boston area about the importance of trees. Sponsored by The National Tree Trust

