

Fund for Climate Solutions Talking Points

Our *Relentless By Nature – For Nature Campaign* identifies three critical funding priorities that fuel our scientists, policymakers, communicators, and partners working at the nexus of climate, people, and nature.

Each campaign funding priority is essential to our strategy to develop and deploy science-driven solutions, **but only the “Fund for Climate Solutions” (FCS) focuses on funding early-stage, cutting edge projects with high potential for impact.**

Key Facts & Background

- Launched in 2018 and originally envisioned as a bridge-fund for less reliance on Federal funds to something new and more stable.
- The inaugural campaign was Chaired by Trustee Emeriti members Joe Mueller and Connie Roosevelt and raised ~\$10 million.
- FCS is a competitive internal grant program that enables early investment in high risk/high reward climate research.
- Grants are announced 2 x year: Winter and Summer.
- Average grant size: \$125,000.
- FCS has awarded **\$8.7 million in grants** to support **79 projects**, unlocking more than **\$55 million in external follow-on funding.**
- **\$1 invested internally generates \$6.41 in external research funding.**
- **Our Goal:** to raise \$25M in a both endowed and immediate-use funds.
- **Total Raised (1/2025 through 12/2025):** \$256,732 (1%)
- We will reassess the FCS Goal against our progress before the Campaign launch.

FCS Success Stories

- *Permafrost Pathways* - a \$180,456 FCS grant helped launch a \$46 million international effort to monitor and respond to permafrost thaw, an **ROI of 257:1.**
- *Boreal Wildfires* – a \$37,817 grant resulted in \$1.4 million in follow-on funding, an **ROI of 37:1.**
- *Amazon Forest Emissions* – a \$137,929 grant resulted in \$1.75 million in follow-on funding, an **ROI of 13:1.**

Challenge Grant Messaging

- **Immediate Opportunity:** through June 30, every \$3 you contribute, an additional \$1 will be unlocked by an anonymous donor, up to \$250,000.
- **What counts:** all new gifts to the FCS are eligible for the match; including gifts from new donors, increased gifts from previous FCS donors, gifts to the endowment designated for the FCS, and planned gifts designated for endowed support for the FCS.
- **Your contribution will help FCS to:**
 - Respond quickly to emerging opportunities to explore bold ideas
 - Seed, extend, or scale up projects that offer breakthrough policy or scientific impact
 - Enable immediate follow up on promising research results
 - Allow startup projects to get off the ground to show proof-of-concept work for outside funding opportunities
- **Examples of Follow-on External Funding:** Google.org, National Fish and Wildlife Foundation (NFWF), NASA, NSF, and private institutional foundations.
- Total FCS Raised (7/2025 – 12/2025): \$154,231
- **Total Match Raised (7/2025 – 12/2025): \$112,500**

FCS Sample email

Option 1 - For Donors

Email subject: Woodwell Climate: Matching Opportunity

Hi XXX,

I hope you're well. [add personal note]

Thank you for your donation this year, and for being part of the Woodwell community. Simply put, we could not pursue the caliber of science-driven climate solutions we're advancing without partners like you.

During the year ahead, you'll be hearing more stories about the Fund for Climate Solutions and the scientists and projects it supports, and how this work helps scale timely, actionable climate research. Thanks to the generosity of an anonymous donor, we have an opportunity to unlock \$250,000 through a match challenge by June 30.

Closing Option 1 There are a few nuances around how the match is structured that may be easier to discuss by phone, and I'd welcome your thoughts on how this opportunity might align with your interests.

Closing Option 2 I'm including a short overview of the matching opportunity for your review, in case this aligns with your interests.

Option 2 - For Prospects

Email subject: Woodwell Climate: Matching Opportunity

Hi XXX,

I hope you're well. [add personal note]

For more than XX years, I've served on the Board of Woodwell Climate, a research center based in Woods Hole focused on science research at the nexus of climate, people, and nature. It's been a privilege to support the organization with my time and resources.

In the year ahead, I'd like to share more about the Fund for Climate Solutions and the scientists and projects it supports, work that helps accelerate timely, actionable climate research. Thanks to the generosity of an anonymous donor, we now have an opportunity to unlock \$250,000 through a matching challenge by June 30.

A bit of background, in case it's helpful: the Fund for Climate Solutions was launched to provide flexible, donor-supported funding for early-stage climate research. Since 2018, it has supported dozens of high-potential projects, including [Permafrost Pathways](#), an effort that began with a modest seed grant and has grown into a \$46M international initiative.

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Closing Option 2 I'm including a short overview of the matching opportunity for your review, in case this aligns with your interests.



FCS Sample Monthly Newsletter Note

Woodwell Climate monthly newsletters drop at the end of each month and are a great way to introduce your network of personal and professional relationships to the organization. The newsletter includes a message from Max, stories on research projects, selected news coverage, and a link to the **Fund for Climate Solutions Challenge web page**. Simply forward the newsletter to your network with a personalized note (Option 1) or as a bcc group email with a short note (Option 2).

Thank you for considering how you might introduce Woodwell and the Fund for Climate Solutions Challenge to your network. These samples are meant to be a guide and personalized.

Note: the January newsletter dropped on 1/29/26.

Option 1 – Personalized Note

Hi XXX,

[open with personal note]

Option for January Newsletter I'm writing to share Woodwell Climate's recent newsletter. You may already be subscribed, but I thought you might enjoy reading this month's stories on the polar vortex – especially timely given our recent weather in the Northeast, the Clean Water Act, and a look at three Fund for Climate Solutions grants that are integral to Woodwell's climate solutions work.

Option for February Newsletter I'm writing to share Woodwell Climate's recent newsletter. You may already be subscribed, but I thought you might enjoy reading this month's stories that focus climate solutions and our Fund for Climate Solutions seed grants for high risk/high reward climate research.

The Fund for Climate Solutions was launched to provide flexible, donor-supported funding for early-stage climate research. Since the program launch in 2018, the program has funded 80+ projects that push the boundaries of scientific knowledge, influence decision makers, and attract additional funding for critically important work. The ROI is powerful! For every \$1 invested internally generates \$6.41 in external research funding.

Right now, we have an opportunity to unlock \$250,000, if we can raise the matching \$750,000 by June 30. I hope you might consider supporting our cause if this aligns with your interests. I'm including a link to the donation page [here](#).

Many thanks for your consideration.

Option 2 – BCC Note

Friends,

[open with personal note]

Option for January Newsletter I'm writing to share Woodwell Climate's recent newsletter. You may already be subscribed, but I thought you might enjoy reading this month's stories on the polar vortex – especially timely given our recent weather in the Northeast, the Clean Water Act, and a look at three Fund for Climate Solutions grants that are integral to Woodwell's climate solutions work.

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FCS Communications Schedule

January	Dedicated FCS webpage for the match on “Ways to Give” (complete)
January	FCS Top 3 “Listical” for FCS for Newsletter (complete)
February	FCS Stewardship Report - December 2025 Reporting Period
February	FCS Grantees Announcement for Newsletter – Winter 2026/Round 16
March/April	To be planned
May	FCS Grantees Announcement for Magazine – Winter 2026/Round 16
July	FCS Stewardship Report – May 2026 Reporting Period
August	FCS Grantees Announcement for Newsletter – Spring 2027/Round 17
September/ October	To be planned
December	FCS Grantees Announcement for Magazine – Spring 2027/Round 17