



Effective Organizations - Daily Acts

Problem: Where do I start? For many people, the environmental problems—maybe even the solutions—are obvious but getting started and knowing where to find resources can be daunting when it seems the problems are so big, so global.

Solution: Local, hands-on resource for education, action and community building for sustainability and resilience.

“We get stuff done!” says Daily Acts’ website and it’s not an empty slogan. From its earliest beginnings in 2002, Daily Acts’ working premise has been that change begins at home, with the simplest acts by individuals. “We can be the change we want to see in the world,” Founder Trathen Heckman says, and reminds us of the power that individuals or small groups possess for making a big difference through small changes.

Encouraging, supporting and leading hands-on, local action by individuals and groups has always been at the forefront of the Daily Acts programs and projects, but in the spring of 2010 they launched an overwhelmingly successful program which today is known as the Community Resilience Challenge. This community mobilization campaign set a goal of inspiring the building of and planting of 350 new gardens in a single weekend and resulted in an amazing 628 gardens or garden actions being “registered”!

The Challenge has grown significantly since then and asks us now to take action, individually and collectively, to save water, grow food, conserve energy, reduce waste and build community. The actions that count toward your pledge start with everyday behaviors, like hanging laundry on a clothesline rather than putting it in the dryer or riding public transit, and range to big resource-saving projects, like installing rainwater harvesting tanks or putting in a Laundry-to-Landscape greywater system. When you register online, there is a suggested list of actions to choose from or you can create your own.

Each year, the Challenge exceeds the annual goal with thousands of home, garden, business and community actions and leading to the building of an ever-growing network of organizations, civic groups and community partnerships. In Sonoma County, the Challenge has inspired over 5,000 people to pledge 22,949 sustainability actions saving approximately 14,722,500 million gallons of water a year from lawn transformed to sustainable landscaping and gardens alone. The program is so successful that groups from across the country have joined in the Challenge, inspiring similar efforts, collaborations and building networks for lasting change.

Organization: Daily Acts Organization



because every choice matters

Daily Acts is a sustainability non-profit that inspires action to create more nourishing, connected, and resilient communities. Their education programs, action campaigns, and strategic alliances connect people to each other and to their own power to grow food, conserve resources and build local resilience. Daily Acts partners with the Sonoma County Water Agency and cities of Petaluma, Cotati, Windsor, Healdsburg, Santa Rosa and Sebastopol to bring more education to a wider audience.

The Community Resilience Challenge runs from mid-March through May every year and you can participate by signing up online. Its fast, its easy, and you can sign up from anywhere in the U.S. To learn more about Daily Acts and the Community Resilience Challenge, please visit the website at www.dailyacts.org.



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