



Introducing

THE EQUATION CAMPAIGN

Funding movements on the ground to keep fossil fuels in the ground.



Photo: Eamon Ryan

E THE OPPORTUNITY

We cannot solve our problems with the same thinking we used when we created them.

— Albert Einstein

The Equation Campaign is a new ten-year funding initiative working to bring about a safe and just future by enhancing **the power of movements to keep oil and gas in the ground**. The science is irrefutable: to avert the worst effects of the climate crisis, carbon emissions must be cut in half by 2030. While supporting the rapid growth of renewables and energy efficiency is essential, this support cannot solve the climate problem alone. There is a missing piece of the equation: stopping oil and gas at the source.

The fossil fuel industry has used its immense power, wealth and political influence to keep expanding, by selling the lie that we cannot live without their oil and gas. To counter this power, the climate movement needs to channel the kind of unstoppable momentum we have seen in social justice movements throughout history. Only this scale of mobilization can disrupt the industry's continued obstruction of climate action.

The Equation Campaign supports the climate movement by funding resistance on the ground and diminishing the industry's sources of financial support. We also make grants for strategic litigation and the legal defense of activists. And we work to revoke the industry's social license by countering their deception with fact-based projections that a clean and just economy is attainable now.

We will keep it in the ground by funding movements on the ground. We will amplify the voices of people on the frontlines, for whom the expansion of the oil and gas industry is a matter of life and death. This includes young people fighting for their future, indigenous people defending their land and water, black and brown communities living in the shadow of the industry's operations, and poor people who are not responsible for global warming but who bear the brunt of its effects. *But the truth is that in the climate crisis, we are all on the frontline; none of us can escape the impacts of climate change.*

As a society, we know exactly how to avert the worst impacts of the climate crisis: We have the science, we have the data, we have the money, and we have the technology to



PHOTO: Mary Anne Andrei

shift course right now. We have everything we need to transform our future, except for one thing: the power to make it happen, quickly.

Movements can change this equation. The potential for mass mobilization around climate is unprecedented, and so is the need. Our strategies support the transformational change required, in the time science demands.

Our land, our air, our water, our climate, & our people are the 'critical infrastructure' we need to protect – not liquefied natural gas terminals.

— Carrizo Comecrudo Tribe of Texas

OUR PROGRAMS

The Equation Campaign supports strategies and initiatives that disrupt the power of the oil and gas industry and build the power of movements and people on the frontlines. We do this using the very levers that have given the industry its unprecedented power: finance, media, law and politics.

We are making grants and raising funds for the following portfolios:

Financial Power: Shifting Risks, Benefits and the Bottom Line

The Equation Campaign was one of the early supporters of the [Stop The Money Pipeline](#) campaign, pressuring institutions like JP Morgan Chase and Liberty Mutual to stop investing in and underwriting the expansion of the fossil-fuel industry. We have funded [Mazaska Talks](#) and [Giniw Collective](#), indigenous groups that play leadership roles in these campaigns.

In the future, our finance-related grants will seek to support campaigns aimed at specific institutions financing oil and gas infrastructure projects, such as insurance companies and banks.

Media Power: Rewriting the Narrative

We helped launch Fossil Free Media, an organization working to counter the lies of the industry's multibillion-dollar public relations machine. We have supported Season 4 of

Drilled and Inequality Media's video on The Solutions to the Climate Crisis No One is Talking About.

In the future, our media portfolio will support programming to reach critical audiences, alerting them to the dangers and deceit of the industry, and to projects that illuminate how a just transition is not only necessary but holds the promise of a better future for all.

Legal Power: Changing the Rules

We have established a Climate Legal Defense Fund to support a standing army of lawyers to defend activists facing legal repression and retaliation from the industry. We provided seed funding for the new Center for Protest Law and Litigation to represent people demanding racial, social and environmental justice.

In the future, we will support legal actions to challenge laws that suppress free speech and association, and we will deploy rapid response grants to activists and organizations on the receiving end of industry intimidation.

Political Power: Building the Movement

All three of the above tactics — financial, legal and media — rely on the momentum and power of a movement to demand and achieve rapid and transformational change. That means funding local organizations and communities hit hardest by the human rights, health and environmental abuses of the fossil fuel industry. We believe those closest to the harms are closest to the solutions, and hold the power to create change. In our work with the parents and youth movements, we pioneered Fossil Free University and the Climate Parent Fellowship to train, network and fund these new leaders. We dispatched urgent support during the COVID19 pan-



Ayisha Siddiqi, co-founder of Equation Campaign collaborator Polluters Out and youth activist leader. PHOTO: Polluters Out



PHOTO: Matthew Hinders-Anderson

democratic to indigenous and rural landowner organizations, including the [Carrizo Comecrudo Tribe](#) in Texas, as well as groups within the [NDN Collective](#) and the Promise to Protect coalition, to reinforce their opposition to the Keystone XL pipeline. We helped establish the [Pipeline Fighters Hub](#), which provides legal, technical and organizing expertise to local communities fighting oil and gas infrastructure across the country.

In the future, we will invest in the power and leadership of people who live where oil and gas expansion is planned, and in the infrastructure of movement organizations that connect local struggles to legal, media and financial campaigns.



PHOTO: Fernando Lopez, Survival Media Agency

THE TEAM

The founders of the Equation Campaign are Rebecca Rockefeller Lambert and Peter Gill Case, two Rockefeller family members who recognize the urgency of the moment and the window of opportunity. Moved by their fierce love for their children, communities and the natural world, they are greatly accelerating their philanthropy, digging deep to disarm the fossil fuel industry from its destructive course. Recognizing the need to raise far greater resources for this battle, they hope to inspire others to do the same.

The Equation Campaign is housed at the Rockefeller Family Fund (RFF) and benefits from RFF's years of experience building excellent initiatives from modest means, and its leadership in the fight for climate accountability, and gender and racial justice.

The Equation Campaign uses grantmaking as a tool, but at its heart it is a campaign to fast-track promising strategies, support movements, shift power, and develop and implement the initiatives that can dramatically reduce extraction and weaken the fossil fuel industry's grip on our political processes. Our Executive Director, Katie Redford is no stranger to these battles. As a founding Director of EarthRights International, she spent decades as a human rights lawyer winning "impossible" victories against the same industries the Equation Campaign and its partners confront head on. Annie Plotkin-Madrigal, our Program Manager, supports the coordination of our work and brings experience in highlighting and uplifting bold, innovative ideas from her previous work as Director of U.S. Fellowship at Ashoka.

The Equation Campaign is intended to last ten years, the same amount of time that scientists say that we have to halve carbon emissions on our march towards a fossil-free future.

Our kids have bravely raised awareness and mobilized global public opinion to unprecedented levels. They have given us hope. We now owe it to them to act, for hope without action is wishful thinking.

— **Parents for Future Global Plea** ([link](#))

We Can Do This.

The industry would like us to believe that stopping oil and gas at the source will destroy our quality of life. We believe otherwise — based on the overwhelming data and the feeling in our hearts. Let's shut down the wells and improve our lives, our communities and our planet. By halting new investments and infrastructure, slowing the extraction of existing reserves, and holding the industry economically and morally accountable, we can stop emissions at their source, make room for the transition to renewable energy, and weaken the power of the industry to hold back climate solutions.

Join us.

For more information, contact Katie Redford at katie@equationcampaign.org or visit equationcampaign.org for more. Note: We do not review unsolicited proposals.