

Dear local business,

Hello from the SEC Earthlings! We are a group of Sonoma locals in conjunction with the Sonoma Ecology Center who are passionate about inspiring and impacting positive change in Sonoma Valley. We are devoted to empowering our community and want to bring together through environmental education, collective efforts, and a growing hope for the future of the planet.

WHAT IS THE HEAL THE VALLEY INITIATIVE?

An effort we are spearheading to foster greater sustainability in the workplace! Heal the Valley is a project in which the Earthlings work with local Sonoma businesses to both assess and recognize current sustainable efforts and further increase these practices! We call & visit businesses with the aim of helping them adopt more eco-friendly behavior in a feasible, affordable way. As a volunteer group, we wish to give you the tools of *how* to aid the planet and serve as an outlet for support. We not only aim to increase sustainability, but to bring our businesses and therefore community together in a conscious effort to make Sonoma greener.

WHAT DO YOU GAIN BY JOINING?

Alongside helping the health of our beautiful Earth, you will also receive:

- ✔ Community recognition & appreciation; being a part of a collective effort & creating new relationships through that
- ✔ Publicity in the newspaper, Sonoma Ecology Center's website, and Earthlings Instagram
- ✔ The highly valued customer selling-point of sustainability
(In a recent polling of over 600 locals, 97% voted that they would be more inclined to eat/shop at a local business they knew was making more sustainable choices, and 93% said they would still be more inclined to support them even if it costs a few cents more)

Thank you for your time!

THE SEC EARTHLINGS



Please email us at earthlings@sonomaecologycenter.org for more info &/or feel free to message us on Instagram [@SECearthlings](https://www.instagram.com/SECearthlings)