



G R O U N D E D

OVERVIEW

Grounded empowers nonprofits, philanthropists, and mission-driven brands to accelerate climate solutions by harnessing the power of culture. They build campaigns and fund organizations focused on engaging new audiences around three core priorities: upgrading our energy systems, regenerating nature, and protecting people.

[Website access](#)

Contact Point

Geographic Focus
United States

HQ Location
Santa Rosa, CA, USA

Thematic Priorities

Energy	Nature	People
<i>Transitioning to renewable energy sources, including initiatives ensuring that there is a skilled workforce to support it (i.e., Tradesforce)</i>	<i>Restoring forests, oceans, and soil to capture and store carbon.</i>	<i>Strengthening local economies and the rights of people who protect our lands and waters.</i>

Services Offered

Campaign Development	Philanthropic Empowerment	Nonprofit Support	Brand Partnerships
<i>Creating cultural campaigns to accelerate climate solutions</i>	<i>Helping philanthropies use cultural strategies for climate action</i>	<i>Providing pro bono support to nonprofits on nonpartisan initiatives</i>	<i>Partnering with mission-driven brands to drive climate action</i>

Main Engagement / Stakeholders

- Nonprofits: Pro bono support, bolstering their strategic communications and scaling their efforts.
- Philanthropies: Helping them harness cultural superpowers for climate action.
- Brands: Partners with mission-driven brands to drive climate action by facilitating collaborations, connecting with new audiences, and accelerating sustainability goals.