2016-2017 Grant Program Informational Guide
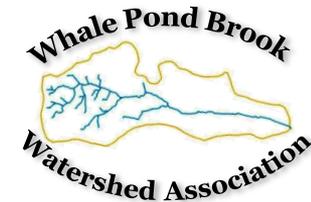
The Watershed Institute

A Program of the Stony Brook-Millstone Watershed Association

Grants Program

Sponsored by the Geraldine R. Dodge Foundation

Kate Hutelmyer
Watershed Institute Coordinator

Special Thanks

(Grant Program Sponsor)

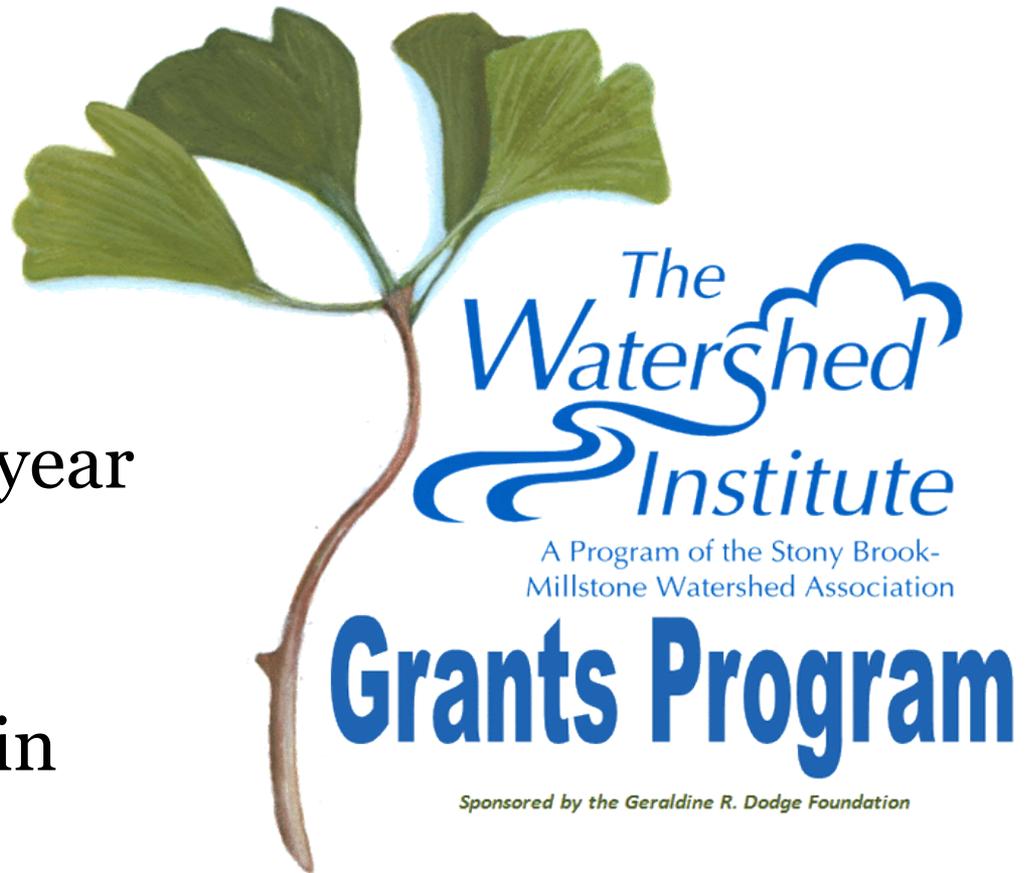*(Current Project Grantees)*

Promoting the *Health* and *Resiliency* of New Jersey's Watershed Organizations Since 2000

The primary goals of the Watershed Institute are to:

- Strengthen the organizational and mission-critical program capacity of NJ's watershed organizations to protect and restore the State's watersheds

- Connect NJ's watershed organizations and allies in a way that promotes community and meaningful collaboration

- Mobilize NJ's watershed organizations to address distinct priority issues affecting clean and plentiful water and healthy habitats throughout the state

Watershed Institute Grants

- Sponsored by the Geraldine R. Dodge Foundation
- TWIG (for short) is currently in its 14th year
- Hundreds of grants awarded
- Nearly **$1 million** in funds awarded

The **Watershed Institute**

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⭐ <u>IMPORTANT</u> ⭐

If you have not yet reviewed the
2016-2017 Grant Program Description and Eligibility Requirements,
please do so at this time. This guide is supplemental to the official program description, and does not override anything contained within that document.

Program Description and Eligibility Requirements document available on our Grants page or through this link:
http://thewatershedinstitute.org/wp-content/uploads/2016-2017-Grant-Program-Guidelines.pdf

2015-2016 Funds Still Available!

- Some Expertise Grant funds still available from 2015-2016 grant cycle
  - Funds available for organizations to increase their capacity to implement the targeted actions through attendance at workshops and conferences, OR to bring in external expertise on issues related to the targeted actions
    - Up to $500 per organization (first come first serve)
  - Available until November 2016, apply online through web application – link available on our website:

    www.thewatershedinstitute.org/twig

2016-2017 Grant Cycle

- Focus on education and outreach around the Watershed Institute's targeted actions
  - **Water Quality Science and Education**: Promote data-to-action efforts of organizations monitoring water quality, increase accessibility of water quality information, and improve communication to the public on why good water quality is important to environmental and community well being

  - **Stormwater Policy**: Promote collaborative efforts with state, county, and municipal officials (where practical) to advocate for improved stormwater rules and ordinances beyond the current requirements

Targeted Actions (cont.)

- ▫ **Green Infrastructure**: Educate landowners and municipal decision-makers on the role of impervious cover in flooding, using green infrastructure as a solution, and green infrastructure best practices (including the importance of long-term maintenance)

- ▫ **Climate Change Resiliency**: Incorporate resiliency and adaptation into all aspects of future projects, planning, and policy efforts, and increase the accessibility of information and appropriate tools regarding climate change impacts

Types of Available Funding

- Project Grants ⭐
  - **$1,000 - $10,000**
  - Projects/initiatives that directly implement Actions
  - Must be a 501(c)(3) and work on water issues in NJ
    - NEW THIS YEAR: Priority given to non-Dodge Grantees
  - LOI due on August 5th!

- Expertise Grants ⭐
  - **Up to $500**
  - Used for **one of two purposes**:
    - Increase internal expertise through attendance at conferences, workshops, training sessions, etc.
    - Access external expertise through consultants, professionals, etc.*
      - *MATCHING GRANTS!
  - Must be a 501(c)(3), cannot have received Dodge $ in past year
  - Rolling application deadline opens in November 2016

Project Grants - Examples

- Organize events, comprehensive outreach campaigns, and associated communications
  - Municipal official/landowner trainings and outreach campaigns related to *green infrastructure, stormwater, water quality science* or *climate change* actions
- Translate water quality data for the public and decision-makers
  - design watershed-specific outreach materials like a water quality report card
  - launch a clean water public education campaign
  - use water quality data for advocacy related to *stormwater policy* or *green infrastructure* actions
- Conducting project-specific water quality monitoring*
  - monitoring the effectiveness of infrastructure
  - monitoring restoration efforts and outcomes
  - targeted monitoring to inform future study areas or projects
- Utilize technical/expert assistance during project implementation
  - Consult soil or plant expert, climate change expert, GIS specialist, or communications consultant for outreach and media strategies

*DEP-approved QAPP not required (and in some cases, may not be appropriate), but written SOPs are

Project Grants – Acceptable Uses

- **Grants May Be Used For**: Staff time, travel, project or event supplies/equipment, and consultant/expert time

- **Grants May Not Be Used For**: Capital projects (e.g., rent, site improvements), endowments, general operating support, land acquisition, entertainment, organizational health/general capacity building, lobbying, political activities, or litigation

Project Grants - Deadlines

- Letter of Inquiry (LOI) due August 5th, 2016
  - Organizations must submit an LOI in order to be invited to submit a full proposal
  - The LOI process provides opportunity for feedback from Institute Coordinator
- Full proposal (invitation only) due September 16th, 2016
  - Grant recipients notified by early November, projects officially begin in December

Expertise Grants - Examples

- Internal Expertise Building
  - Event has theme or work sessions that relate to one or more of the Targeted Actions
    - New Jersey Land Conservation Conference, ANJEC Environmental Congress, Train the Trainer workshops, etc.
- External Expertise Access
  - Organization has a project relating to one or more of the Targeted Actions and needs an expert opinion that can't be supplied internally
    - Environmental consultant, GIS specialist, botanist, engineer, etc.

Expertise Grants – Acceptable Uses

- **Grants May Be Used For**: Registration/participation fees, travel costs, expert/consultant time.

- **Grants May Not Be Used For**: Capital projects (e.g., rent, site improvements), endowments, general operating support, land acquisition, entertainment, organizational health/general capacity building, lobbying, political activities, or litigation. Event planning falls under the Project Grants.

*For external expertise, 50-50 match required

Expertise Grants – Deadlines

- Rolling deadline
  - Web-based application opens early November
  - Must apply at least two weeks in advance for internal expertise grants (events)
  - Grants awarded as approved, first come first serve
  - Grants must be used (events attended, external expertise consulted) between December 2016 and December 2017

2015-2016 Grantees

- 6 Project Grantees, $43k in grant awards
  - 2 on water quality monitoring projects with students
  - 3 on watershed health and stewardship educational workshops for residents
  - 1 on water quality and watershed education for school children
- 4 Expertise Grantees (so far), $1,700 in grant awards
  - 3 internal – Urban Waters National Training Workshop, NJ Land Conservation Rally, 2016 Watershed Congress along the Schuylkill
  - 1 external – translating watershed signage and outreach materials to reach a more diverse audience

2015-2016 Grantee Examples

- Citizens United to Protect the Maurice River and its Tributaries, Inc.
  - "Empowering Citizens to Become Maurice River Watershed Stewards"
- Great Swamp Watershed Association
  - "School Water Monitoring on the Passaic (SWaMP)"
- Save Barnegat Bay
  - "This Way to Barnegat Bay!"

CU MAURICE

Their project focuses on building a Watershed Stewards education and outreach program targeting riverfront and watershed property owners. Through a series of events, outings, and informational resources, this project encourages residents to care for their properties in ways that benefit water quality and protect the unique characteristics of the region.

Great Swamp

Their project focuses on enhancing and expanding the School Water Monitoring on the Passaic (SWaMP) program, which provides high school and college students with the opportunity for real-world water sampling, data analysis, and environmental outreach experience. This year, the program will expand into urban areas along the Passaic, including the city of Paterson.

Save Barnegat Bay

Their project has two parts: The first part takes SBB educators into classrooms across the watershed to teach students about the ecology and importance of the Barnegat Bay. For the second part, SBB provides free resources and training to teachers so that they can lead the charge in adding Barnegat Bay materials into their lesson plans.

The Grant Process

- Expertise Grants
  - Web-based application process
    - Click on the Expertise Application Form link on our Grants Website and fill out the web form (to be posted in Nov.)
    - The Institute Coordinator will review and process your application as soon as possible
      - Short turnaround time for notice on funding
  - If you receive funding, a brief overview of the funded activity once it is completed due to the coordinator via email

Coming November 2016

The Grant Process (cont.)

- ## Project Grants
  - Step #1: Letter of Inquiry
    - Mini proposal, eligibility screening before full proposal invitation*
      - First opportunity to receive feedback and strengthen proposal before it reaches Grant Review Committee
      - Got questions? ASK!
        - The Institute Coordinator is here to help you, don't be afraid to take advantage of the resource **BEFORE** you submit your LOI (it's harder to help afterwards)

Form available online at :

www.thewatershedinstitute.org/twig

*Projects that do not meet eligibility requirements may be rejected at this point

The Grant Process (cont.)

- Project Grants
  - Step #2: Proposal
    - Expansion of the LOI, includes greater project details and more organizational background
    - Should incorporate LOI feedback from Coordinator
    - Reviewed by the Grant Review Committee based on the following criteria:

Grant Review Criteria

- Extent to which project address Targeted Actions
- Presence of clearly stated, relevant project goals
- Feasibility and accuracy of budget, timeline, outputs, and outcomes
- Impact of project on environment, community, and the organization
- Extent to which project could serve as a model for replication
- Extent to which project builds partnerships
- Qualifications of organization to carry out project
- Past performance on grant projects (if applicable)
- Type of organization (watershed vs. non-watershed)
- Dodge Foundation status (current grantee vs. not)

Funding Decisions

Grant Awarded

- Applicant will be notified by email or phone call
- Grant agreement will be sent for you to sign and resubmit
- Funds distributed after signed grant agreement is received by the Institute Coordinator

Grant Not Awarded

- Applicant will be notified by email or phone call
- If applicant is interested in Grant Review Committee's feedback, notify Institute Coordinator
- Other options exist:
  - Expertise Grants
  - Watershed Institute Grant Finder Database
  - GrantStation

Project Grants Deadlines

Funded Project Grant Cycle for 2016-2017

- LOI Due – August 5th, 2016
- Proposal Due – September 16th, 2016
- Signed Grant Agreement Due – November 18th, 2016
- Midterm Meeting – April 2017
- Interim Narrative & Financial Reports – July 10th, 2017
- Final Narrative & Financial Reports Due – December 15th, 2017

Tips for a Strong Proposal

- Know your ($) numbers
- More eyes on the final draft
- Explain new focuses or shifts
- Visualize the process
- Focus on need, outputs, and outcomes
- Don't forget evaluation

And remember, it's not all or nothing with us!

Know Your ($) Numbers

- A realistic (and correctly calculated) budget
  - Strongly recommend using Excel to keep track of and calculate budget
  - Ask for what you need, no more, no less
  - If grant amount requested is large compared to general operating budget, consider submitting optional budget addendum

IDEAL CLASSROOM BUDGET

Classroom Item	Total Items	Cost Per Item ($)	Total Cost Per Item
Student Desk 27"	27	60.71	1639.17
Fixed Leg Computer Table	9	119.37	1074.33
Student Chairs 15" back	27	43.35	1170.45
Teacher Desk 30" x 48"	1	345.47	345.47
Area Rug 6' x 6' (Midnight Blue)	19	79.95	1519.05
White board w/ graph 4' x 16'	1	1223.12	1223.12
Smart Board w/ projector 55"	1	4399	4399
Dell Inspiron Desktop Computer w/ 20" monitor	9	569	5121
Kidney Desk	9	114.74	1032.66
		Total Budget	17524.25

More Eyes on Final Draft

- Have at least three people review the final draft (narrative AND budget) for:
  - Spelling
  - Grammar
  - Completeness
  - Correctness
  - Formatting

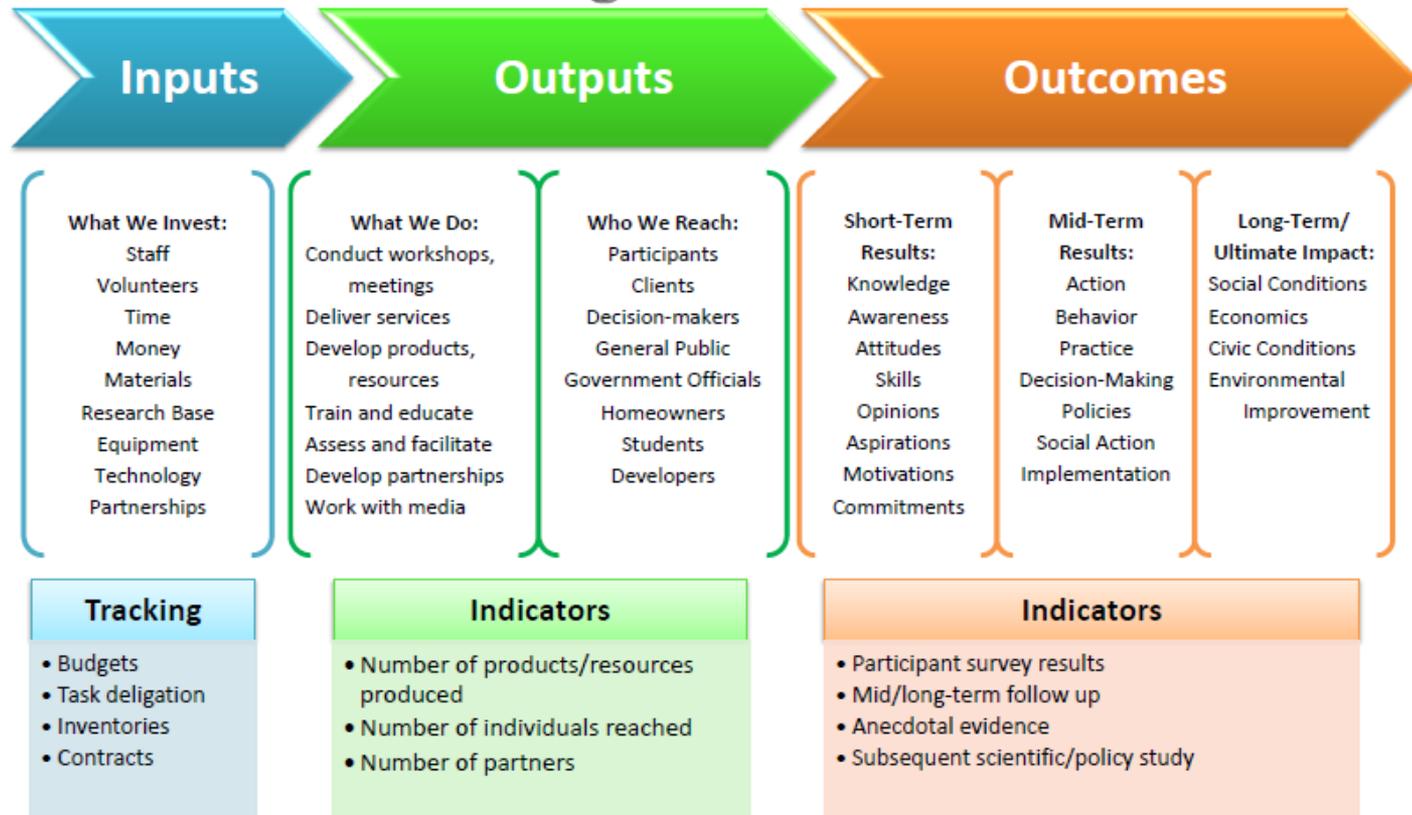Let your project shine! Minimize distractions.

Explain New Focus or Shift

- Important to avoid mission creep
  - Mission creep = a shift or diversion of efforts from an organization's core mission
  - Doesn't mean you can't expand into new areas and do new things!
    - Explain in body of LOI or proposal (or as an addendum) why you're shifting and how this fits into current mission/programming

Visualize the Process

Logic Model

Inputs	Outputs		Outcomes		
What We Invest:	**What We Do:**	**Who We Reach:**	**Short-Term Results:**	**Mid-Term Results:**	**Long-Term/ Ultimate Impact:**
Staff	Conduct workshops, meetings	Participants	Knowledge	Action	Social Conditions
Volunteers	Deliver services	Clients	Awareness	Behavior	Economics
Time	Develop products, resources	Decision-makers	Attitudes	Practice	Civic Conditions
Money	Train and educate	General Public	Skills	Decision-Making	Environmental
Materials	Assess and facilitate	Government Officials	Opinions	Policies	Improvement
Research Base	Develop partnerships	Homeowners	Aspirations	Social Action	
Equipment	Work with media	Students	Motivations	Implementation	
Technology		Developers	Commitments		
Partnerships					

Tracking	**Indicators**	**Indicators**
• Budgets	• Number of products/resources produced	• Participant survey results
• Task deligation	• Number of individuals reached	• Mid/long-term follow up
• Inventories	• Number of partners	• Anecdotal evidence
• Contracts		• Subsequent scientific/policy study

**The situation should guide your priorities!**
A thorough understanding of how and why things are the way they currently are is crucial to developing a project that will change something about the status quo.

Focus on Need, Outputs, Outcomes

- Spend time crafting the need statement
  - Best chance to sell the Review Committee on why you (out of everyone) should get funding for this project (as opposed to any other project)
- Outputs = direct, immediate products of your activities (usually numerical)
  - E.g., # of training events and # of participants
- Outcomes = Who/What is going to change over the short and long term, and how?
  - Knowledge, attitudes, behaviors, policies, conditions

Don't Forget Evaluation

- Types of evaluation:
  - Surveying
  - Raw numbers (participants, deliverables, etc.)
  - Follow-up correspondence
  - Anecdotes
- Be sure to collect data that will be helpful for you and future programs!

Training Evaluation
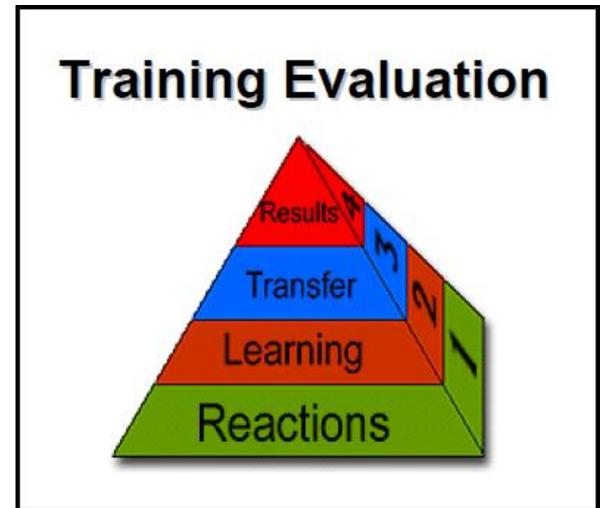
Not All Or Nothing

- Grant Review Committee will not throw out project because of one component
  - Proposals can be partially funded
    - But still only ask for what you need!

Other Tips to Consider

- Keep printing budget to a minimum
  - Unless you can provide concrete reasons why your target populations has limited web access!
- Utilize the power of the web for education and outreach efforts
- Avoid submitting proposals where all (or most) funds are funneled straight through to outside consultants

Other Resources

- Watershed Institute Grant Finder
  - http://thewatershedinstitute.org/twig/grant-finder/
- New Jersey Conservation Foundation's Franklin Parker Grants
- New Jersey American Water's Environmental Grant Program
- GrantStation, Foundation Center, etc.

The Watershed Institute is happy to provide letters of support for current and former grantees seeking funding from other grant makers

Thanks for your interest!

Feel free to contact us with questions about the process, the application, specific project ideas, etc.

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