

2015-2016 Grant Program Informational Session



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Watershed Institute Coordinator
June 17th, 2015

Overview

- Welcome and Introductions
- Grant Program Overview
- Presentations from Current Grantees
 - Great Swamp Watershed Association, Hunterdon Land Trust, New Jersey Tree Foundation, Rahway River Watershed Association, Sourland Conservancy
- Lunch Break
- Grant Process – Application to Close Out
- What Makes a Strong Proposal
- Other Resources
- Q&A, Workshop Wrap Up

Special Thanks

The Geraldine R.
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FOUNDATION

IMAGINE A BETTER NEW JERSEY

(Grant Program Sponsor)



CITRIN COOPERMAN

(Workshop Program Sponsor)



Hunterdon Land Trust
Protecting the places you love



(Current Grantees, Presenting Today)



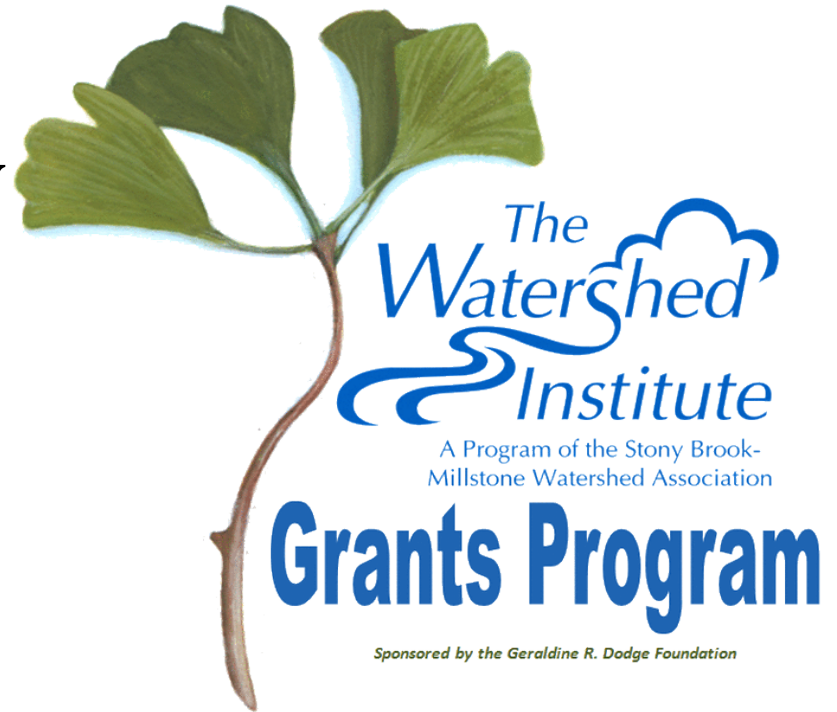
Promoting the *Health* and *Resiliency* of
New Jersey's Watershed Organizations
Since 2000

The primary goals of the Watershed Institute are:

- Strengthening the organizational and mission-critical program capacity of NJ's watershed organizations to protect and restore the State's watersheds
- Connecting NJ's watershed organizations and allies in a way that promotes community and meaningful collaboration
- Mobilizing NJ's watershed organizations to address distinct priority issues affecting clean and plentiful water and healthy habitats throughout the State

The Watershed Institute Grants

- Sponsored by the Geraldine R. Dodge Foundation
- TWIG (for short) is currently in its 13th year
- Hundreds of grants awarded
- Nearly \$1 million in funds disbursed
- Building on last year's re-visioning



2014-2015 Funds Still Available!

- Some engagement grant funds still available from 2014-2015 grant cycle
 - Funds available for organizations to increase their capacity to implement the targeted actions through attendance at workshops, conferences, training sessions, etc.
 - Up to \$500 per organization (first come first serve)
 - Available until November 2015, apply online through web application

www.thewatershedinstitute.org/twig

2015-2016 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 minimal and often ineffective 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
 - LOI due in early August
- 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.
 - Must be a 501(c)(3), cannot have received Dodge \$ in past year
 - Rolling application deadline

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 but strongly recommended

Project must be combined with education/outreach program around data collected

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 3rd, 2015
 - Organizations must submit an LOI in order to be invited to submit a full proposal
- Full proposal (invitation only) due September 7th, 2015
 - Grant recipients notified by early November, projects officially begin in December

Expertise Grants - Examples

- **Type #1: 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.
- **Type #2: 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 Grants,
50-50 match required



Expertise Grants - Deadlines

- Rolling deadline
 - Web-based application opens November 2nd
 - 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 2015 and December 2016

Questions so far?



2014-2015 Grantees

- 9 grantees, 8 projects (1 collaborative project), \$42,500 in grant awards
 - Currently half way through the grant cycle
 - <http://thewatershedinstitute.org/twig/2014-funding-cycle/>
- Grantees presenting today:
 - Great Swamp Watershed Association
 - Hunterdon Land Trust
 - New Jersey Tree Foundation
 - Rahway River Watershed Association
 - Sourland Conservancy

The Grant Process

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

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!
 - Coordinator is here to help you, don't be afraid to take advantage of the resource

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
 - Submitted to and 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



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 and projects officially begin by December, 2015

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 2015-2016

- LOI Due – August 3rd, 2015
- Proposal Due – September 7th, 2015
- Signed Grant Agreement Due – November 20th, 2015
- Midterm Meeting – April/May 2016
- Interim Narrative & Financial Reports – July 8th, 2016
- Project Completion – December 2nd, 2016
- Final Narrative & Financial Reports Due – December 16th, 2016

*May also be networking and other events for grantees once or twice per cycle

Tips for a Strong Proposal

- 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



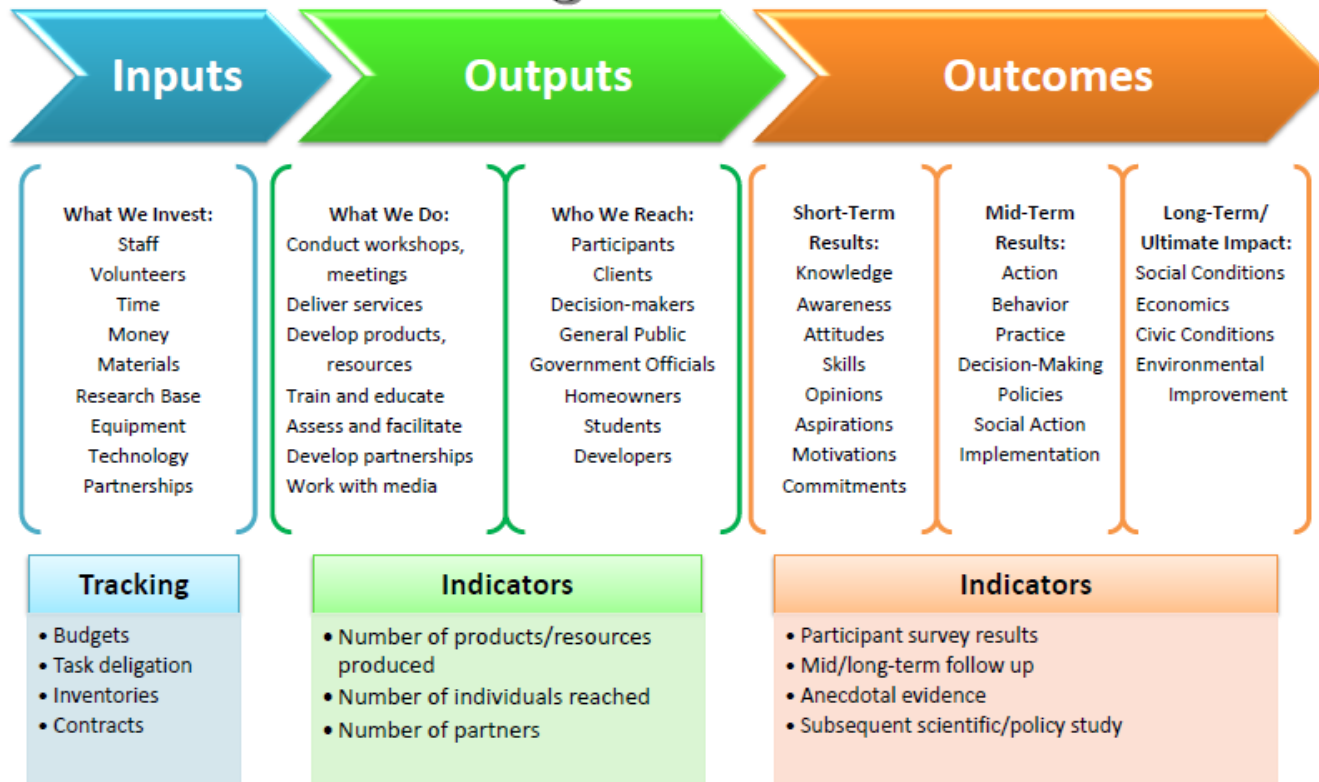
Let your project shine!
Minimize
distractions.

Explain New Focus or Shift

- Important to avoid appearance of 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



The situation should guide your priorities!

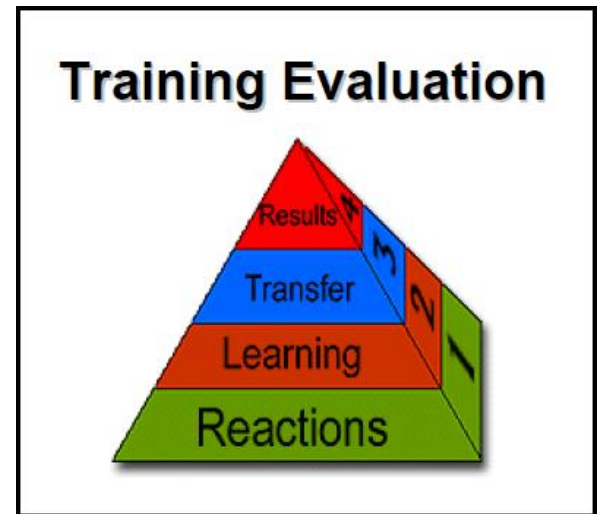
A thorough understanding of how and why things are the way they currently are is crucial to developing a project that will change something about the status quo.

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
 - 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!



Not All Or Nothing

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

Other Tips to Consider



- Keep printing budget to a minimum
- 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



Thank you for your time!

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

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Thank you to everyone who attended this workshop! For networking purposes, below is a list of attendees.

- Jim Baye, **Whale Pond Brook Watershed Association**
- Kimberly Belfer, **Save Barnegat Bay**
- Clea Carchia, **Rahway River Watershed Association***
- Eric Clark, **Delaware River SPLASH Floating Classroom**
- Heather Fenyk, **Lower Raritan Watershed Partnership**
- Jessica Franzini, **New Jersey Tree Foundation***
- Jennifer Gannett, **Hackensack Riverkeeper**
- Dave Harding, **Hunterdon Land Trust***
- Caroline Katmann, **Sourland Conservancy***
- Ray Nichols, **Delaware River SPLASH Floating Classroom**
- Kristen Pakonis, **Flat Rock Brook Nature Center**
- Richard Porter, **Great Swamp Watershed Association***
- Karla Rossini, **Citizens United to Protect the Maurice River**
- Sally Rubin, **Great Swamp Watershed Association***
- Robert Sandberg, **Whale Pond Brook Watershed Association**
- Kathleen Shea, **Raritan Headwaters Association**
- Lauren Swern, **New Jersey Highlands Coalition**
- Art Vespignani, **Whippany River Watershed Action Committee**

*Indicates a current Watershed Institute grantee