

Watershed Funding Sources and Strategies

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GET A COPY!!!

AT VALLEY FARMERS COOP
IN LOUDON, AND SIMMONS
GULF (BP) AT THE
PHILADELPHIA EXIT (68).



This trailer sits on one of
our movie locations. It is
on the roadside south
on I-75, between
Chattanooga & Knoxville.



Watch the trailer

FARM BLOOD



STORY
CAST
STORE

Funding Tips

- While nothing is a guarantee, there are several strategies you can follow to improve your chances of funding success





Funding Tips

- Create a working relationship with funders.
- Identify funding that is appropriate for your goals, OR
- Realign your goals to be similar to what the funding agencies want.





Funding Tips

- How can YOU help funding sources meet their goals?





Funding Tips

- Follow all proposal directions including format directions
 - Page requirements
 - Font size
 - Margins
 - Mailing
 - # of copies
 - Stapled or not stapled



Funding Tips

- Proposals should always be neat, orderly, and easy to read – check for typographical and formatting errors



Funding Tips

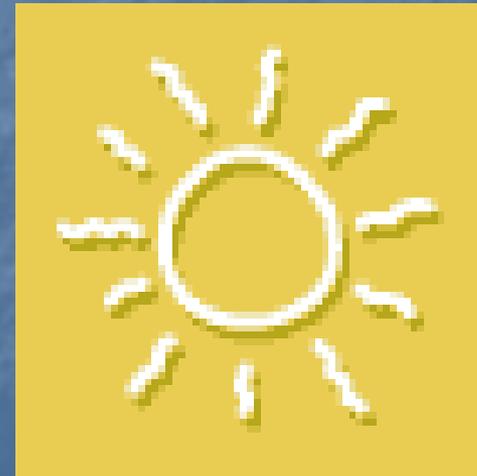
- Keep the language of the proposal clear and simple. Define terms when necessary.
- Minimize ACRONYMS.





Funding Tips

- Be upbeat. Don't complain. We've all got problems, how are you proposing to solve the one you've got?





Funding Tips

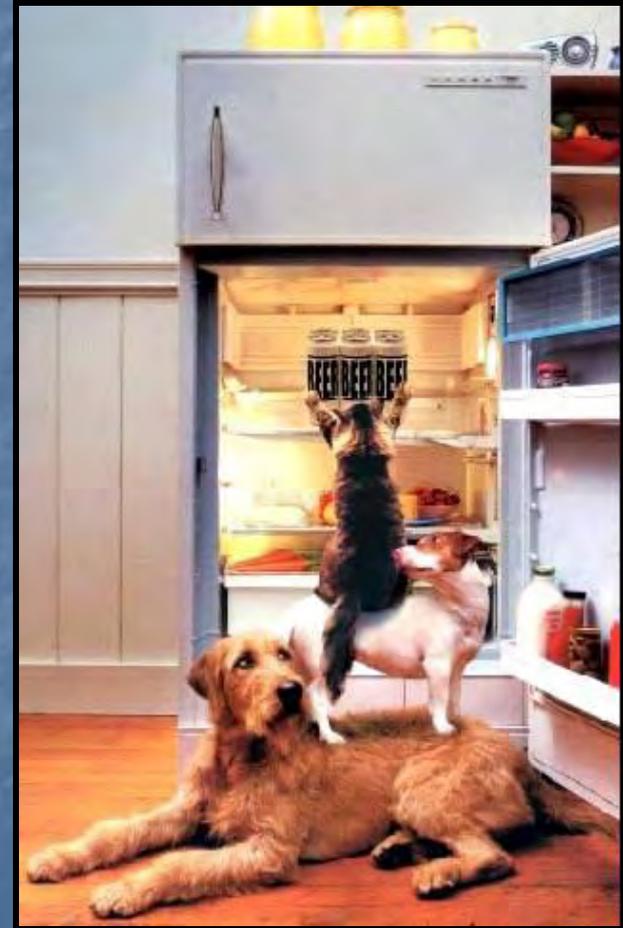
- Seek reviews and comments from others. Dumb eyes are invaluable.





Funding Tips

- Collaboration – find partners who can share the burden and improve the project.





Funding Tips

- Have a clear **GOAL** –

Goals chart future directions. They are broad statements that reflect priorities of a group.





Funding Tips

- Follow up with measurable **objectives**

Project outcome objectives are the measures by which the success of your project will be evaluated.

Clear **targets** for specific action.



Example

- Goal: Improve water quality in Alabama
- Measurable outcome objective:
Reduce nutrients in local streams
- Methods:
 - Partner with at least 3 landowners to implement best management practices such as replanting streamside forests.
 - Partner with Auburn University to identify and install stormwater practices.



Funding Tips

- Once you receive funding, turn in your reports on time.
- Keep a positive relationship with the funding institutions.



Take lots of pictures ...

Watershed Funding Sources

- Local, State, and Federal Agencies
 - Clean Water Act
 - Threatened and Endangered Species
- Private Foundations



EPA Office of Wetlands, Oceans, & Watersheds

<http://www.epa.gov/owow/funding.html>

U.S. Environmental Protection Agency



Watershed Funding

[Recent Additions](#) | [Contact Us](#) | [Print Version](#) Search: **GO**

[EPA Home](#) > [Water](#) > [Wetlands, Oceans, & Watersheds](#) > Watershed Funding

- Watershed Funding Home
- Requests for Proposals
- EPA Watershed Funding Programs
- Additional Federal Funding Opportunities
- Databases and Funding Opportunities
- Sustainable Funding
- Sustainable Funding Planning Tools
- Resources for Nonprofit Organizations
- Resources for State and Local Governments
- Resources for Funders



Committed watershed organizations and state and local governments need adequate resources to achieve the goals of the Clean Water Act and improve our nation's water quality. To support these efforts, the U.S. Environmental Protection Agency (EPA) has created this Web site to provide tools, databases, and information about sources of funding to practitioners and funders that serve to protect watersheds.

Features

New! [2005 Targeted Watershed Grant recipients announced](#)

New! [Exchange ideas on sustainable financing at the new Watershed Discussion Forum](#)



[Requests for Proposals](#)



[Sustainable Funding Planning Tools](#)



[EPA Watershed Funding Programs](#)



[Resources for Nonprofit Organizations](#)



[Additional Federal Funding Opportunities](#)



[Resources for State and Local Governments](#)



[Databases of Funding Opportunities](#)



[Resources for Funders](#)



[Sustainable Funding](#)

Sustainable Funding for Watershed Groups

Sponsored by: U.S. EPA Office of Wetlands, Oceans, & Watersheds, Watershed Academy

<http://www.clu-in.org/conf/tio/owsusfund/>

Web casts offer easy access to updated information with online resources

CLU-IN Home

Go to Seminar

Links

Feedback

CLU-IN Studio

EPA United States Environmental Protection Agency

Technology Innovation Program

Sustainable Funding for Watershed Groups
Sponsored by: U.S. EPA Office of Wetlands, Oceans, & Watersheds, Watershed Academy

Time/Date of Presentation:	March 22, 2006, 1:00 PM - 3:00 PM, EDT (18:00-20:00 GMT)	Register
Presentation Overview:	This Webcast will explore how watershed groups can achieve long-term financial sustainability. Presenters will provide basic information about charitable giving and the most promising sources of funding for watershed groups. They will also review the essential elements your group needs to successfully raise money, examine productive fundraising strategies, and outline how to create a fundraising plan.	
Presenters:	Instructors: <ul style="list-style-type: none">• Wendy Wilson, Organizational Program Development Director - River Network (wwilson@rivernetwork.org)• Pat Munoz, Program Manager - River Network (pmunoz@rivernetwork.org) Moderator: <ul style="list-style-type: none">• Ron Ohrel, Tetra Tech, Inc (ron.ohrel@tetrattech-ffx.com)	
Participation Tips and Suggestions	View tips and suggestions for registrants	
Go to Seminar	Press the "Go to Seminar" button to view the seminar. Please be at this location at the beginning of the conference call.	
Download Seminar For Future Reference	The seminar is available for download in both Microsoft PowerPoint and Adobe Acrobat formats. Both formats include the instructors' notes.	

After the seminar is complete, please view:

http://www.grants.gov/

The screenshot shows the Grants.gov website homepage. At the top left is the Grants.gov logo. To the right is a navigation menu with links for Grantors, Applicants, EBiz, About Us, Resources, P.L. 106-107, Privacy, FAQs, Site Map, and a HELP button. Below this is a secondary navigation bar with four colored tabs: 'Get Started' (orange), 'Find Grant Opportunities' (yellow), 'Apply For Grants' (red), and 'Customer Support' (blue). The main content area features a large blue graphic with the text 'FIND. APPLY. SUCCEED.' and a small box containing 'Find, Apply, Succeed.' Below this is a paragraph describing Grants.gov as the single access point for over 900 grant programs. To the left of the main content is a sidebar with sections for 'WHAT'S NEW' (including a webcast replay, newsletter sign-up, and survey results), 'QUICK LINKS' (with a dropdown menu), and two columns of links for 'Find Grant Opportunities' and 'Apply For Grants'.

GRANTS.GOVSM

Grantors Applicants EBiz About Us Resources P.L. 106-107 Privacy FAQs Site Map HELP

Get Started Find Grant Opportunities Apply For Grants Customer Support

WHAT'S NEW

Listen to the replay of Grants.gov's first [Webcast!](#)

[Sign up now](#) to receive our latest Succeed Newsletter!

Review [Wave 4](#) Customer Satisfaction Survey Results.

View the [February Stakeholder Meeting Materials](#).

Learn more about [P.L. 106-107](#).

[Grant Opportunities](#) posted in the last 7 days.

[Grant Application Packages](#) available on Grants.gov today.

QUICK LINKS

Access the most requested information and features.

Select A Topic

FIND. APPLY. SUCCEED.SM

Find, Apply, Succeed.

Grants.gov allows organizations to electronically find and apply for competitive grant opportunities from all Federal grant-making agencies. Grants.gov is THE single access point for over 900 grant programs offered by the 26 Federal grant-making agencies. The US Department of Health and Human Services is proud to be the managing partner for Grants.gov, an initiative that will have an unparalleled impact on the grant community.

Navigation of Grants.gov is simple. Use the colored tabs and/or links at the top of the screen to access primary sections of the site or the links to the left and below to access information on specific topics.

Find Grant Opportunities

- [Search for Grant Opportunities](#)
- [Register for Email Notification of Grant Opportunities](#)
- [Resources for Grants](#)
- [Find Information on Government Benefits for Individuals](#)

Apply For Grants

- [Prepare to Apply for Grants Through Grants.gov](#)
- [Access Active Grant Application Packages](#)
- [Download Grant Application Packages](#)
- [Complete a Grant Application Package](#)
- [Submit a Completed Grant Application Package](#)
- [Check the Status of an Application Submitted via Grants.gov](#)

FedGrants

<http://www.fedgrants.gov/>

Federal Grant Opportunities



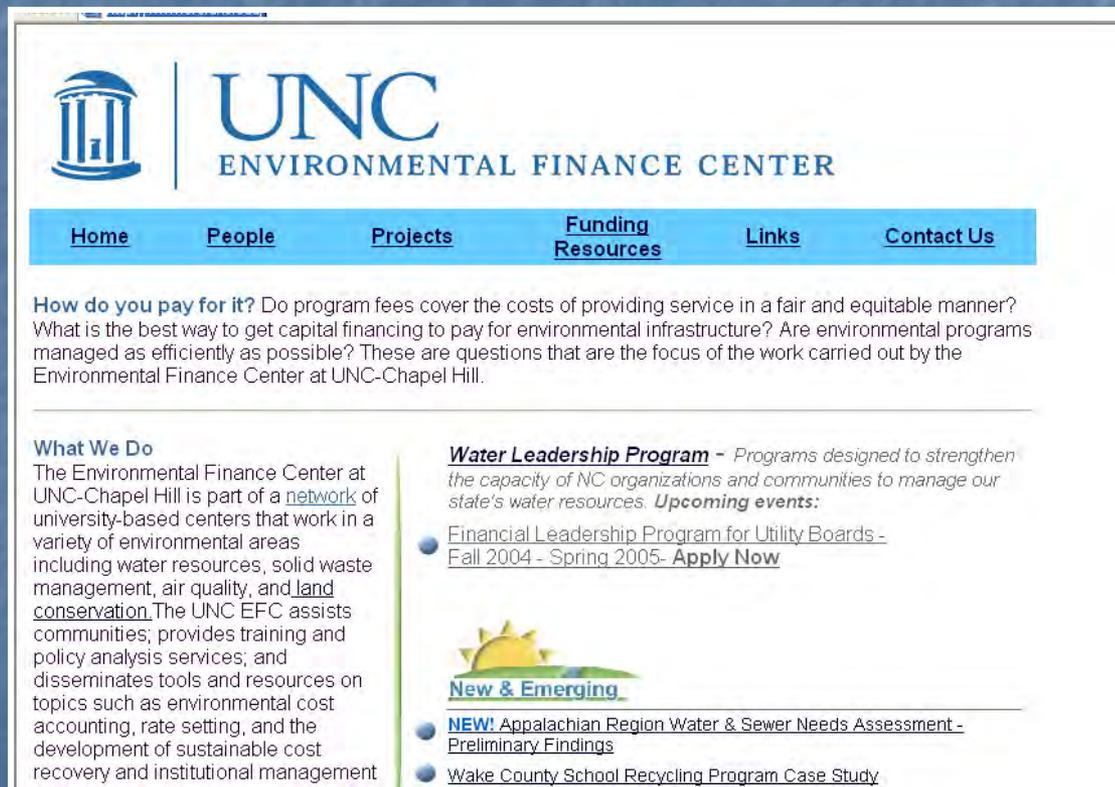
[Grantor](#) | [Applicant](#)

This site gives grantors a means to post solicitations for grants. It also gives applicants a single site for obtaining these solicitations.

For support or questions, please contact FedGrants support at support@grants.gov or call the FedGrants Help Desk at 1-800-518-4726

UNC Environmental Finance Center

<http://www.efc.unc.edu/>



The screenshot shows the homepage of the UNC Environmental Finance Center. At the top left is the UNC logo, a stylized building with columns. To its right, the text "UNC ENVIRONMENTAL FINANCE CENTER" is displayed in a serif font. Below this is a blue navigation bar with white text for "Home", "People", "Projects", "Funding Resources", "Links", and "Contact Us". The main content area has a white background. A section titled "How do you pay for it?" contains a paragraph of text. Below that is a section titled "What We Do" with a paragraph of text. To the right of this section is a "New & Emerging" section with a sun icon and a list of bullet points, each with a blue circular icon. The first bullet point is "Financial Leadership Program for Utility Boards - Fall 2004 - Spring 2005- Apply Now". The second is "NEW! Appalachian Region Water & Sewer Needs Assessment - Preliminary Findings". The third is "Wake County School Recycling Program Case Study".

UNC ENVIRONMENTAL FINANCE CENTER

[Home](#) [People](#) [Projects](#) [Funding Resources](#) [Links](#) [Contact Us](#)

How do you pay for it? Do program fees cover the costs of providing service in a fair and equitable manner? What is the best way to get capital financing to pay for environmental infrastructure? Are environmental programs managed as efficiently as possible? These are questions that are the focus of the work carried out by the Environmental Finance Center at UNC-Chapel Hill.

What We Do
The Environmental Finance Center at UNC-Chapel Hill is part of a [network](#) of university-based centers that work in a variety of environmental areas including water resources, solid waste management, air quality, and [land conservation](#). The UNC EFC assists communities; provides training and policy analysis services; and disseminates tools and resources on topics such as environmental cost accounting, rate setting, and the development of sustainable cost recovery and institutional management

Water Leadership Program - Programs designed to strengthen the capacity of NC organizations and communities to manage our state's water resources. **Upcoming events:**

- [Financial Leadership Program for Utility Boards - Fall 2004 - Spring 2005- Apply Now](#)

New & Emerging

- [NEW! Appalachian Region Water & Sewer Needs Assessment - Preliminary Findings](#)
- [Wake County School Recycling Program Case Study](#)

- Searchable database to assist watershed restoration in AL, FL, GA, MS, NC and SC

Clean Water Act Section 319

- Administered by delegated state authority (DHEC, DENR, GA EPD, ADEM, etc.)
- Projects eligible for funding include education, training, technology transfer, and demonstration projects.



Partners for Fish and Wildlife

- The Partners for Fish and Wildlife Program provides technical and financial assistance to private landowners to restore fish and wildlife habitats on their lands.





National Fish and Wildlife Foundation General Matching Grants

- Conserve and restore fish, wildlife, and native plants through matching grant programs.
 - priority actions promoting fish and wildlife conservation and the habitats on which they depend
- At least a 1:1 match, higher ratios are more competitive.
- Also have Special Grants program ...
go find some salmon!





Fish and Wildlife Service Landowner Incentive Program

- Available to state wildlife agencies (who pass it on to private landowners); \$25.8 million awarded nationally in '04.
- Establish or supplement existing landowner incentive programs that provide technical or financial assistance, including habitat protection and restoration, to private landowners for **species at risk**.



5-Star Restoration Program



- EPA, National Fish and Wildlife Foundation, the National Association of Counties, NOAA's Community-based Restoration Program and the Wildlife Habitat Council.
- Strong on-the-ground habitat restoration component that provides long-term ecological, educational, and/or socioeconomic benefits to the people and their community.
- Projects must involve contributions from multiple and diverse partners.





NOAA Community Based Restoration Program

- Provides funds for small-scale, locally driven habitat restoration projects that foster natural resource stewardship within communities.
- Restore habitat or improve habitat quality for populations of marine and anadromous fish.
- \$10,000
- 1:1 match



EPA Wetland Program Development Grants

- Encourage comprehensive wetlands program development by promoting the coordination and acceleration of:
 - research
 - investigations
 - experiments
 - training
 - demonstrations
 - surveys
 - studies



relating to the causes, effects, extent, prevention, reduction, and elimination of water pollution. Projects build the capacity of states, tribes, and local governments to effectively protect wetland and riparian resources.

Curtis and Edith Munson Foundation



- Conservation of natural resources in North America and the Caribbean Basin with emphasis on the United States

- Major Program Areas (in descending order)
 - Marine resource conservation and management with a particular interest in fisheries
 - South Florida Ecosystems (Everglades, Biscayne Bay, Florida Bay, and Florida Keys)
 - Alabama environmental issues
 - D.C. Metro area environmental issues*
 - Population and environment initiatives with a focus on U.S. immigration issues*
 - Interests of the donor/board*

Giving
Helping
Doing

WAL-MART
good.
WORKS.

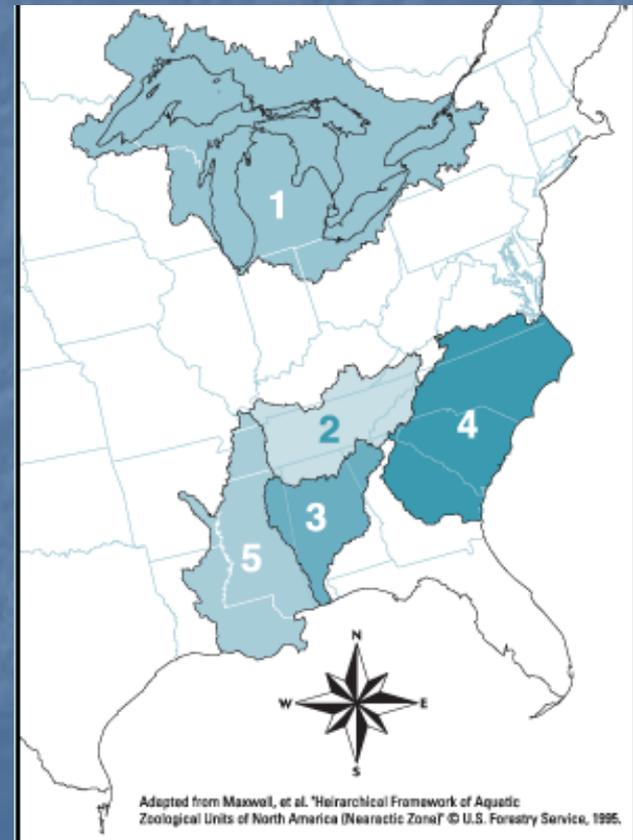
*We're committed to the communities we serve.
We live here, too. And we believe good, works.*

- \$170 million donated in 2004
- Look for ways to help improve the local communities where Wal-Mart associates and customers live.
- Actively preserve the environment in the communities that they serve



■ Conservation of Freshwater Ecosystems in North America

- Focuses on the Great Lakes region and portions of the **southeastern United States**.
- The Great Lakes contain 20 percent of the world's fresh water supply.
- *Freshwater ecosystems within the Southeast have among the highest levels of species diversity in the world.*





World Wildlife Fund

- Southeast Rivers and Streams Project
 - The Tennessee/Cumberland and Mobile Basins encompassing portions of Alabama, Georgia, Kentucky, Mississippi, North Carolina, Tennessee and Virginia.

www.worldlife.org/wildplaces/sers/index.cfm



Lowe's Charitable and Educational Foundation



- Outdoor Classroom Project
 - \$2K - \$20K
 - Available in 2005 –2006 to K – 12 schools
 - Partners: International Paper and *National Geographic Explorer!* Magazine
- <http://www.lowes.com/community>
 - Check for other special funding opportunities that may fund local watershed projects

Other resources ...

- Check on regional foundations:
 - Hugh Kahl – Birmingham, AL
 - RJ Reynolds, NC
 - Your area?
- Patagonia Environmental grants

Group Suggestions

- What are other funding sources you have acquired?
- What are the major stumbling blocks to implementing watershed projects ...
 - Funding?
 - Technical Expertise?
 - Landowner Cooperation?

