



# 2010-2011 Outreach and Community Engagement Grant Program Application Package

[www.chesapeakebaytrust.org](http://www.chesapeakebaytrust.org) / 410-974-2941

## AT A GLANCE

The 2010-2011 Outreach and Community Engagement Grant Program is designed to engage Maryland citizens in activities that raise public awareness and participation in the restoration and protection of the Chesapeake Bay and its rivers.

### ***In this Application Package:***

**Section 1:** Program Overview

**Section 2:** Application Instructions

### ***Deadline:***

5 p.m., July 2, 2010

### ***Grant Requests of:***

\$5,001 - \$20,000

### ***Submit Your Application on-line:***

[www.cbtrustgrants.org](http://www.cbtrustgrants.org)

[www.bayplate.org](http://www.bayplate.org)



## Introduction

The Chesapeake Bay Trust promotes public awareness and participation in the restoration and protection of the Chesapeake Bay and its rivers. We envision a future in which the citizens and communities of Maryland and the broader Chesapeake Bay region will have achieved the levels of individual and community stewardship necessary to restore and protect the lands and waters of the Chesapeake Bay. Since 1985, the Trust has awarded over \$30 million in grants to schools, nonprofit organizations, and public agencies throughout Maryland.

The Trust is supported by purchases of the *Treasure the Chesapeake* license plates, the Chesapeake Bay Fund tax check-off option on the Maryland State income tax form, and donations from individuals and corporations. The Trust greatly appreciates your support which makes our programs possible.

The Trust encourages you to learn more about how to apply for a Trust grant.

## Goals of the Outreach and Community Engagement Grant Program

The Trust's highest priority is to increase individual and community stewardship of land and water resources. The Outreach and Community Engagement Grant Program provides accessible funds to organizations and agencies to implement community-led stewardship efforts that increase public understanding of watershed challenges, build ownership of local watersheds, engage more individuals and organizations in stewardship practices and projects, and expand the base of citizen support necessary to advance the restoration of the Bay.

In light of the Trust's commitment to the advancement of diversity in its grant-making and environmental work, the Trust strongly encourages grant applications for projects that increase awareness and participation of communities of color in the restoration and protection of the watershed.

## Sample Eligible Activities

The following is a list of activities that may be supported through the Outreach and Community Engagement Grant program. Preference will be given to projects that are a component of a clearly defined communications plan and/or watershed plan that engages communities, raises awareness, and ultimately changes citizen behaviors.

- Workshops that engage communities and promote watershed restoration and protection best practices
- River awareness and public engagement events
- Print, web, video, and/or audio materials promoting river and Bay awareness
- Public engagement activities such as stream/trash clean-ups, storm drain stenciling and native plantings
- Water quality monitoring leading to awareness products, such as state of the river reports or river report cards
- Forums, projects, training programs, and materials that expand the dialogue between leaders in the minority and environmental communities, advance solutions to environmental problems particularly relevant to communities of color, and/or increase participation of underrepresented groups in on-going efforts to restore and protect the watershed
- Other efforts that engage the public, increase awareness and lead to defined program outputs, such as individual behavior change, support for organization's causes or increased community engagement.

The above list is not exhaustive. If you have a project idea that is not listed above, but meets the goals of the Outreach and Community Engagement Grant Program, please contact Trust staff to discuss your idea before applying. For applicants interested in restoration- or school based education-related grants, please see our Restoration Grant Program or the Environmental Education Grants Program, or contact Trust staff for more information.

## Criteria

The following criteria will be used by the Trust to evaluate proposals under the Outreach and Community Engagement Grant Program. Preference will be given to those proposals that meet multiple criteria.

### *Outcomes*

- Proposals must clearly identify the intended message of the project. The message should lead to citizen and/or community behavior change.
- Proposals must define the target audience(s).
- Proposals must clearly explain and justify the methodology (workshop, training, print publication, innovative media, etc.) used to deliver the message to the target audience.
- Projects must increase public understanding of watershed challenges, build ownership of local watersheds, and engage more individuals and organizations in stewardship practices and projects.
- Projects should have quantifiable outputs, such as number of people reached, number of attendees, number of media hits, etc. at levels appropriate to the full project scope and request amount.
- Proposals should describe how the project's impact will be evaluated or assessed.

### *Technical merit*

- Applicants are encouraged to rely on known communications best practices. Applicants should justify the selection of their particular outreach and engagement tactics and provide examples of similar programs that have demonstrated success using these tactics.
- Qualified technical experts, agencies, or organizations must be identified as partners or contractors.
- Required information for all outreach and engagement tactics is provided as outlined in the project narrative.

*Innovation and Sustainability*

- Projects will be ranked on the likelihood that the proposed project has the potential for lasting impact, can serve as a model that could be replicated elsewhere, or that outlines a plan to be sustained beyond the term on the grant.

*Community engagement and partnerships*

- Engagement with the community is paramount. Partnerships with agencies, schools, churches, non-profits, and other groups in the community that leverage impact and broaden the base of support are strongly encouraged.
- The best projects will involve community residents and local. Activities designed to educate volunteers and lead to engagement of such volunteers in future stewardship activities (i.e., behavior change) are strongly encouraged.
- The best projects will connect to other existing community watershed stewardship efforts, such as school-related projects, restoration projects, and volunteer projects. Applicants are encouraged to contact the Trust for a list of other Trust-funded projects in the area.
- **Projects initiated by and/or involving underrepresented groups are strongly encouraged.**

*Budget and Match*

- Cash and in-kind match is not required, but match is a criterion on which the project will be evaluated. Preference will be given to projects showing matching contributions of funds or in-kind services from project partners and other sources (See budget section on Application Form below).
- Appropriateness and scale of budget will be evaluated. Requests for staff time are often appropriate; however, be sure to justify clearly the amount of staff time required for the project.

## Eligible Applicants

The Trust welcomes requests from the following organizations:

- 501(c)3 Private Nonprofit Organizations
- Faith-based organizations
- Community Associations
- Service, Youth, and Civic Groups
- Municipal, County, Regional, State, Federal Public Agencies
- Soil/Water Conservation Districts & Resource Conservation and Development Councils
- Forestry Boards & Tributary Teams
- Public and Independent Higher Educational Institutions

An Executive Offer and Project Lead must be identified for all proposals. Both individuals must be staff or board members of the applicant organization. Individuals associated with for-profit entities to be engaged in the project cannot serve in either role.

The strongest proposals will show committed partnerships that provide funding, technical assistance, or other in-kind services to support the successful implementation of the project.

## Funding Availability and Restrictions

Approximately \$385,000 is available for the 2010-2011 Outreach and Community Engagement Grant Program. Requests may be in the range of \$5,001 - \$20,000. For requests under \$5,000, please consider applying for a Trust Mini Grant.

The Trust does not fund the following:

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- Projects and programs located outside of Maryland.
- Budget items that are considered secondary to the project's central objective. These items include, but are not limited to, cash prizes, cameras and video equipment, and microscopes.
- Funding is generally restricted to projects on public property, property owned by non-profit organizations, community-owned property, and property with conservation easements, unless otherwise specified in a grant program.

The Trust evaluates each proposal on a case by case basis. The Trust reserves the right to fund projects and budget items that advance its mission and meet its specific funding priorities and criteria.

## Project Timeline

Projects should be completed within approximately one year upon receipt of the grant award.

## Contact

Contact Jamie Baxter at (410) 974-2941 ext. 105 or [jbaxter@cbtrust.org](mailto:jbaxter@cbtrust.org) and Kacey Wetzel at (410) 974-2941 ext. 104 or [kwetzel@cbtrust.org](mailto:kwetzel@cbtrust.org).

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Applicants must submit proposals using our new Online Grants System, located at [www.cbtrustgrants.org](http://www.cbtrustgrants.org) by **5:00 pm on July 2, 2010**. Late applications will not be accepted, and the online funding opportunity will close promptly at 5:00 pm. To use this system, applicants must register at least 24 hours in advance of submitting an application. **Applicants are strongly encouraged to submit at least a few days prior to the deadline** given potential for high website traffic on the due date. The Trust cannot guarantee availability of Online Grant System technical assistance on the deadline date.

***Grant awards will be announced in September 2010.***

All applicants will receive a letter stating the funding partnership's decision. An application may be declined, partially awarded, fully awarded, or placed on hold for more information. If approved, the Trust will send a grant agreement letter with grant conditions and due dates of status and final reports. Grantees must sign and return the grant agreement letter with original signatures. The Trust will mail the check to the requesting organization following (a) the Trust's receipt of the signed grant agreement and (b) satisfaction of any award contingencies. In cases where the grantee fails to submit a status report or final report by the due date, the Trust reserves the right to terminate the grant agreement and require a refund of funds already transferred to the grantee.

When the project is complete, grantees are required to complete final reports. Organizations with outstanding final reports will not be awarded additional grants.

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The Online application process will ask for the following information:

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- 1) Mission of Organization
- 2) Name of Executive Officer of Requesting Organization
- 3) Title
- 4) Address, phone, email
- 5) Name of Project officer
- 6) Title
- 7) Address, phone, email

An Executive Offer and Project Lead must be identified for all proposals. Both individuals must be staff or board members of the applicant organization. Individuals associated with for-profit entities to be engaged in the project cannot serve in either role.

### **Grant Information:**

- 1) Amount of Trust funding requested:
- 2) Grant Period: enter project start and end dates
- 3) In which stream, river or watershed will the project be located?
- 4) In which county will the project be located?

### **Project Abstract:**

In a text box, you will be asked to provide a brief (3-4 sentences) summary of the project, including details such type of project, location, and main objectives. You may copy and paste from a word processing document, but you **MUST** use the paste plain text button in the rich text tool bar at the top of this box; this is necessary in order to remove all formatting (such as bullets, indentations, bold, etc.). You may format in the text box after pasting.

### **Project Timeline:**

You will be asked to fill in a project timeline including major tasks and their associated start and end dates. You are limited to eight entries (though not required to use all eight), and are welcome to combine steps if necessary.

### **Project Deliverables:**

You will be asked to fill in a number of project outputs, including number of people reached, media hits, workshops held, volunteers engaged, trees planted, etc.

### **Volunteer Involvement:**

You will be asked to complete a form that includes the following:

Description of volunteer activities, total # of volunteers engaged in each activity and an estimated amount of hours contributed by those volunteers.

### **Project Partnerships and Qualifications**

You will be asked to enter into a table, project partner organizations, individuals, their areas of expertise, and their role(s) in your project. Applicants are encouraged to upload a letter of support for the project from each partner outlining the partner's role in the project.

### **Project Narrative File Attachment**

You will be asked to upload an MSWord or PDF file containing a project narrative not to exceed five pages. Up to four additional file attachments may also be uploaded through this component. Only a total of five attachments will be

reviewed. Additional attachments (more than five total) will not be reviewed. You are encouraged to organize your narrative by the following points:

- 1) Objective: Define the specific objectives of the proposed project. What individual or community behavior change(s) are the intended outcome? (i.e., a trash-free stream; native plants used in residential landscaping)
- 2) Message: Identify the intended message of the project. (i.e., don't litter and clean your stream; use native plants). State the message in your own terms, as if you are writing it for your target audience. Think about why this project matters to the audience.
- 3) Audience: Define your target audience(s). Think about the types and groups of people most likely to absorb or benefit from your message, or more likely to transfer the message to others.
- 4) Methodology: Clearly explain and justify the methodology/tactics chosen to deliver the message to the target audience(s). Explain why the tactics are an effective way to reach your target audience(s). You are encouraged to rely on known outreach, engagement, and media best practices. Provide examples of similar programs that have demonstrated success and reference your organization's experience with these tactics. Examples include but are not limited to: workshops, innovative media, publications, individual outreach, etc.) .
- 5) Communications Plan: Indicate how this project supports the broader goals of your organization. Do you have an outreach, watershed, or communications plan for your organization? If so, how does this project support the plan? If applicable, describe how this project complements other activities led by your organization in support of the same goals.
- 6) Community Context: Please indicate how this project fits into other watershed stewardship activities occurring in the community. For example, are neighboring schools who may already be undertaking environmental education activities to be engaged in this project? Will this project complement a nearby restoration activity? For information on other watershed projects funded by the Trust in your community of focus, please contact us.
- 7) Assessment: Describe how you will assess the effectiveness of your message and the tactics chosen to deliver it. How will you know if this project has been successful (delivery of the message)? How will you evaluate progress toward achievement of your overall outcome of this project?
- 8) Demographic Information: In light of the Trust's commitment to the advancement of diversity in its grant-making, please provide demographic information about the community or population involved in or served by the project. Will the project engage traditionally underrepresented groups and/or a wide audience regardless of ethnicity, nationality, origin, culture, education, or socioeconomic status? If so, describe how.
- 9) Technical Information – Outreach and engagement components: Please provide *required information* as defined below. If possible, include this information in this section of the narrative as opposed to attaching separate files.
  - a) Workshops: recruitment strategy, a sample agenda and/or topics to be addressed, approximate date(s)
  - b) Publications: dissemination plan, including estimated number of copies for each audience, outline, draft text or mock up of proposed publication or examples of previously developed publications similar to the proposed.
  - c) Websites and on-line media: plan to drive traffic to site, site structure in context with larger site (if applicable), sample wire frames if available.
  - d) Events: promotion plans, location, outline of draft program, approximate date.

- 10) **Technical Information – Demonstration restoration components:** For projects that include a small restoration component, provide (within the same uploaded file):
- a) a site plan and conceptual design (site photos are encouraged),
  - b) a list of any native plants used (funding is restricted to native species only), and
  - c) for projects planned on properties other than your own, a letter stating that permission has been granted from the entity owning the land on which the project will be completed and that there is commitment to maintain the project (may be attached separately).

*\*Applicants proposing projects with significant restoration components should consider the Restoration Grant Program.*

### **Budget Upload**

You will be asked to upload your budget using the Chesapeake Bay Trust Budget Form, an excel file template. Copies of the form can be obtained in three ways:

- 1) from the "Attachments" section of the Online Funding Opportunity at [www.cbtrustgrants.org](http://www.cbtrustgrants.org);
- 2) by copying into your browser window the following link:  
[www.cbtrust.org/grantforms](http://www.cbtrust.org/grantforms) and clicking on "**Chesapeake Bay Trust Budget Form;**"
- 3) by visiting [www.cbtrust.org](http://www.cbtrust.org), clicking on " Grants," the "Grant Forms", and downloading the file "**Chesapeake Bay Trust Budget Form.**"

- Please be as detailed as possible. For example, elements of communications requests (e.g., staff costs, consultants, venue costs, print costs) must be listed separately.
- For any staff cost requests, please list the percentage of overall time devoted to the project by each staff member in the budget item column,
- Be sure to see "Eligible Budget Items" section of Application Instructions above.
- Do not evaluate volunteer hours in terms of dollars; instead, list them separately. Matching/leveraged resources are encouraged. Please indicate whether each match entry is applied for, pledged, or in-hand. Indicate in the narrative whether your organization has requested financial support from any other sources for the project not listed as match in the budget table.

### **Budget Category Information**

The final online grant program component will ask applicants to enter budget category totals. These totals will have been automatically calculated in the **Chesapeake Bay Trust Budget Form**. If personnel and/or contractual costs are requested, use the personnel/ consultant request description table to provide detailed information about the scope(s) of work. Err on the side of providing too much detail. You are limited to 15 entries. For additional tasks, use the Additional Budget Justification Box. Use the budget justification section to provide a several paragraph budget narrative. The narrative should include, in addition to general budget justification information, (a) detailed justification for staff cost requests, if requested, including a specific scope of work, specific tasks, and hours associated with those tasks and (b) the source of any construction cost estimates. Staff cost requests that are not fully justified will not be funded.



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- 9) Technical Information – Outreach and engagement components: Please provide *required information* as defined below. If possible, include this information in this section of the narrative as opposed to attaching separate files.
  - a) Workshops: recruitment strategy, a sample agenda and/or topics to be addressed, approximate date(s)
  - b) Publications: dissemination plan, including estimated number of copies for each audience, outline, draft text or mock up of proposed publication or examples of previously developed publications similar to the proposed.
  - c) Websites and on-line media: plan to drive traffic to site, site structure in context with larger site (if applicable), sample wire frames if available.
  - d) Events: promotion plans, location, outline of draft program, approximate date.

- 10) **Technical Information – Demonstration restoration components:** For projects that include a small restoration component, provide (within the same uploaded file):
- a) a site plan and conceptual design (site photos are encouraged),
  - b) a list of any native plants used (funding is restricted to native species only), and
  - c) for projects planned on properties other than your own, a letter stating that permission has been granted from the entity owning the land on which the project will be completed and that there is commitment to maintain the project (may be attached separately).

*\*Applicants proposing projects with significant restoration components should consider the Restoration Grant Program.*

### **Budget Upload**

You will be asked to upload your budget using the Chesapeake Bay Trust Budget Form, an excel file template. Copies of the form can be obtained in three ways:

- 1) from the "Attachments" section of the Online Funding Opportunity at [www.cbtrustgrants.org](http://www.cbtrustgrants.org);
- 2) by copying into your browser window the following link:  
[www.cbtrust.org/grantforms](http://www.cbtrust.org/grantforms) and clicking on "**Chesapeake Bay Trust Budget Form;**"
- 3) by visiting [www.cbtrust.org](http://www.cbtrust.org), clicking on " Grants," the "Grant Forms", and downloading the file "**Chesapeake Bay Trust Budget Form.**"

- Please be as detailed as possible. For example, elements of communications requests (e.g., staff costs, consultants, venue costs, print costs) must be listed separately.
- For any staff cost requests, please list the percentage of overall time devoted to the project by each staff member in the budget item column,
- Be sure to see "Eligible Budget Items" section of Application Instructions above.
- Do not evaluate volunteer hours in terms of dollars; instead, list them separately. Matching/leveraged resources are encouraged. Please indicate whether each match entry is applied for, pledged, or in-hand. Indicate in the narrative whether your organization has requested financial support from any other sources for the project not listed as match in the budget table.

### **Budget Category Information**

The final online grant program component will ask applicants to enter budget category totals. These totals will have been automatically calculated in the **Chesapeake Bay Trust Budget Form**. If personnel and/or contractual costs are requested, use the personnel/ consultant request description table to provide detailed information about the scope(s) of work. Err on the side of providing too much detail. You are limited to 15 entries. For additional tasks, use the Additional Budget Justification Box. Use the budget justification section to provide a several paragraph budget narrative. The narrative should include, in addition to general budget justification information, (a) detailed justification for staff cost requests, if requested, including a specific scope of work, specific tasks, and hours associated with those tasks and (b) the source of any construction cost estimates. Staff cost requests that are not fully justified will not be funded.