



## Water Resources Education Grant Application Package

Proposals Due: Friday, April 3, 2009

Grant Award Period: July 1, 2009 – June 30, 2010

This document and Grant Application Forms may be downloaded at: <http://wren.palwv.org>.

### About WREN

The Water Resources Education Network (WREN) is a project of the Citizen Education Fund of the League of Women Voters of Pennsylvania (LWVPA-CEF). WREN is a nonpartisan informal collaboration among organizations and public officials working for the protection and management of Pennsylvania's water resources, both surface and ground water, through grass-roots education and informed policy-making. WREN provides training and grants for local coalition building to promote community awareness and development of public policies necessary to protect Pennsylvania water resources. The WREN Program focuses on two initiatives: Watershed Education to prevent nonpoint source pollution, and Source Water Protection Promotion to raise awareness about the importance of protecting public drinking water sources.

Since 1992, LWVPA-CEF has provided over \$1.5 million in funding to over 250 community partnerships working to safeguard Pennsylvania water resources.

### Eligible Projects

You may apply for a grant through WREN for **Watershed Protection projects** that build awareness and educate Pennsylvania citizens and local officials about their role as environmental stewards to protect, improve, or remediate the watershed from the impacts of polluted runoff. Please apply if your project is focused on:

- Building watershed awareness about impacts of polluted runoff (nonpoint source pollution)
- Community-based watershed stewardship
- Promoting water-sustaining public /municipal policies and practices
- Educating and encouraging water-sustaining individual behavior change using social marketing concepts.

Grant awards may be up to **\$5,000** for each project. Funding will be awarded for:

**Watershed Protection** projects which educate about how to protect, improve, or remediate the watershed from the impacts of nonpoint source (NPS) pollution per PADEP's Nonpoint Source (NPS) Management Program 1999 Update.

*NPS pollution includes:*

- *drainage or runoff from resource extraction, abandoned coal mines, oil or gas wells;*
- *inadequate erosion control practices during construction and urban runoff;*
- *improper agricultural practices (erosion and sedimentation, nutrient management, pesticide application);*
- *improper timber harvesting practices;*
- *failing on-lot septic systems or other abandoned waste disposal sites;*
- *altered hydrology (changing the way water flows through an area.) due to impervious surface area, stormwater and floodplain management, riparian buffers, wetlands, natural stream channels.*

For more information about **PADEP's Nonpoint Source (NPS) Management Program**, contact the PA Department of Environmental Protection (PADEP) Bureau of Watershed Management at 717-783-2289 or visit <http://www.dep.state.pa.us> and go to **Non-point Source Pollution** under the "Water Topics." You can also contact your **County Conservation District Watershed Specialist**, located in your local telephone directory or provided by the PA Association of Conservation Districts at 717-545-8878. Visit PACD website at <http://www.pacd.org/districts/directory.htm>

## Who is Eligible to apply?

To encourage best possible use of both human and financial resources, all applications must be submitted by a partnership (two or more organizations). **Projects must include at least one municipality\*** as an active partner in the project (if the applicant is not a municipality.)

- Partners may include: watershed associations, civic groups, conservation organizations that promote local watershed efforts, Councils of Government, community water systems, government entities (including municipal authorities), educational entities such as schools or universities, or other governmental or non-governmental organizations. Individuals may also participate in a Partnership without a group affiliation. *To reiterate: **One or more municipalities must be an active member of the partnership.***
- A lead organization must be selected to handle financial matters and coordinate reporting.
- All partners should review the Grant Guidelines and completed Grant Application, and submit a **Partner Form** with the application to WREN. Meet with partners early during your proposal development to identify their roles, and answer questions. Be specific about what each partner will do (or individual) in the proposed project, and if any cash funds or in-kind match will be provided by the partner organization. Partner Forms must include a signature along with printed name of either the chief officer of the organization or someone who can commit the organization from a fiscal and/or programming perspective.

*\* Note: Throughout Pennsylvania, citizens have stated a desire to see greater awareness and participation by their municipal officials in programs to protect water resources. An important way to engage local officials in the process of watershed protection is for them to receive recognition via a WREN Grant, and see return of tax dollars in the form of a grant, for the benefit of their local community. Since grants are competitive, the strongest applications have municipal officials on board as key partners to show commitment to the community education outreach effort. Without the partnership of these groups, often the efforts will not build or be sustainable over time. Municipal participation bodes well for future support and ongoing efforts in the community. Priority is given to groups willing to engage and work together with these stakeholders.*

## Role of Partnership in WREN Grants

WREN experience has shown that the most successful projects are those run by a true collaborative partnership rather than by one agency or group acting for the whole. Consider other groups with similar interests, along with others who may benefit from your project. Be innovative! We look for signs that each partner identified in the application will be an ACTIVE contributor to the project, and hopefully willing to continue the effort after grant funding runs out. Develop a clear role for your partners.

- a. Grant projects must involve collaboration with people and groups that are affected by the problem, or have a role in solving it. ***Projects must include at least one municipality as an active partner in the project.***
- b. While there will be one lead partner for administering the project, each partner identified in the application is expected to be an ACTIVE contributor to the project. Partners may often provide access to additional stakeholders that may be difficult for you to reach directly and resources such as in-kind (i.e. non-cash) contributions to a project, such as meeting space, copying, etc.

## Eligible Activities

1. The project may be a new activity or may supplement existing activities as long as the activities proposed for funding meet all of the requirements of this grant application.
2. The project's activities and outcomes must be **educational**, with activities relating to watershed protection (addressing Nonpoint Source [NPS] pollution).

**Eligible activities** include, but are not limited to, the following:

- media or outreach campaign
- steering or advisory committee development and meetings
- educational exhibits, such as tabletop displays, signs, or wayside structures, either temporary or permanent
- informational presentations
- website development and publicity campaign
- workshops or seminars for citizens and local officials
- projects to identify potential nonpoint contaminant sources in the watershed and notify the community about impacts
- projects to identify best management practices and make them available to the public via demonstration projects such as rain gardens, rain barrels, farm tours, native plants, low impact development, or environmentally friendly building design and landscaping approaches.
- coordinate storm drain stenciling or marking events
- watershed festival/fair that include education
- written educational materials, including newspaper articles and inserts, newsletters, fact sheets, restaurant placemats, brochures, handbooks, etc.
- contests that include an education component (poster, poetry, logos, etc.)
- educational packets for teachers, residents, officials, etc.
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## Ineligible Activities

If eligibility for funding is in question, contact WREN. Project activities that are advocacy (for example, attempting to influence local, state, or national legislation) will not be funded by WREN grants.

**Ineligible Activities include, but not limited to:**

- |   |  |
|---|--|
| • land or major equipment acquisition             | • construction (except for project related signs)                          |
| • entertainment or food/beverages                 | • interest payments  |
| • clothing (except to <b>conduct</b> the project) | • lobbying (attempting to influence local, state, or national legislation) |
| • sealing of abandoned wells                      |  |

## Source of Funding

Funding for the watershed protection projects is provided by the PADEP Nonpoint Source Management Program through Section 319 of the federal Clean Water Act, administered by the Environmental Protection Agency (EPA.) The views expressed herein are those of the LWVPA-CEF and do not necessarily reflect the views of EPA, PADEP, or any of its sub-agencies.

## How to Apply for a WREN Grant

Use this application to apply for a WREN Watershed Education Grant. Copies of this document may be downloaded at: <http://wren.palwv.org>. Your Application must include: **The Application Cover Page, Partner Form (s), and Budget Summary Form.** **\*\* NOTE: Grant Match: A minimum 5% of the WREN Grant amount requested is required as an overall match. Match can include cash OR non-cash contribution such as volunteer time, facilities donation, food/beverage donations, professional support time.**

### Application Checklist

√	<b>Nine (9) hard copies to be submitted with pages in this order:</b>
	<b>1. Completed Grant Application Cover Page</b>
	<b>2. Budget Summary Form</b>
	<b>3. Signed Partnership Form(s) for each Partner</b>

Please Provide the Following as Attachments: (Please label attachments clearly)

	<b>4. List source and description of 5% overall WREN Grant match**</b>
	<b>5. Letters of Support</b>
	<b>6. If a Nonprofit Organization, Proof of Legal Status</b>

## Application Deadline

Applications must be postmarked (if mailed) or received (if hand delivered) by **4:00 p.m. EST on Friday, April 3, 2009. No faxes. In addition, please email a copy of your application on 4/3/09 to Julie Kollar at [juliekwren@verizon.net](mailto:juliekwren@verizon.net)**

### Send your application to:

League of Women Voters of PA - CEF

WREN Grant Application

226 Forster Street

Harrisburg, PA 17102-3220

League Phone: 800-692-7281

Julie Kollar Phone: 267-468-0555

We will email you to confirm we've successfully received your application by April 10, 2009, and provide notice of decision by May 15, 2009.

## Submittal Instructions

We must receive your full application with nine (9) hard copies (double sided is welcomed) with each copy stapled in the upper left corner at the League Office above by Friday, April 3, 2009. No binders please! Please email a copy of your application on 4/3/09 to Julie Kollar, WREN Program Director at [juliekwren@verizon.net](mailto:juliekwren@verizon.net). Do not include Partner Forms or other attachments when emailing.

Proposals should be no more than **FOUR (4) pages** in length, not including the Application Cover Page, Budget Summary Page, and Partner Forms. Please limit attachments to only those relevant to the proposed activities. A page is defined as one, single-sided 8.5 x 11" page using no smaller than 10 point font.

Assemble application in the following order: Application Cover Page as First Page, followed by Partner Forms, Budget Summary Page and Narrative. A cover letter, table of contents, and any other type of cover page is not necessary.

## Tell us about your Project

Please use the following outline to organize your Proposal Narrative. **The Application Cover Page, Partner Form, and Budget Worksheet can be downloaded at: <http://wren.palwv.org>.**

We need to understand the key elements of your project – the **who, what, where, when, why and how**.

### 1. What is your area of focus?

For example:

- Building watershed awareness about impacts of polluted runoff (nonpoint source pollution)
- Community-based watershed stewardship
- Promoting water-sustaining public /municipal policies and practices
- Educating and encouraging water-sustaining individual behavior change using social marketing concepts.

- Clearly identify the specific problems or needs your project will address. What presents the highest risk to water quality in your community?
- Establish that your partnership understands the problem and can address it. **Establish that a municipality will collaborate as an active partner.**
- Summarize what you currently know about your community's polluted runoff and its awareness of stormwater policies and issues. An informal survey of community awareness might be helpful to you to determine a focus for your project.

### 2. Where will your project take place? List the County, City, town, or municipality/municipalities and watershed

### 3. What key problems will your project help solve? What public policy or behavior do you want to change? Identify the barriers that prevent the desired behavior change; that is, what prevents people from taking action now? (social marketing approach)

### 4. Who is your target audience and why did you select them?

Explain how you selected your target audience and how you will reach them (partner role if any)

### 5. What is the key message your project will convey? In one sentence explain your overall message. Will you use "Water Words that Work?" See: <http://waterwordsthatwork.com/the-method/words/>

### 6. What activities will you undertake? Explain the activities you will undertake as specifically as possible. Identify any professional services or consultants you plan to employ in the course of conducting the project. The use of Professional Services where appropriate is strongly encouraged. *In particular, we strongly suggest working with professional graphics designers and editors on written materials.*

### 7. What are the specific goals of your project and what is the measureable result for each?

Specific Goal	Measurable Result

- How you will accomplish each goal?

**8. What are the key milestones for your project during the grant period?**

Milestone	Tasks	Target Date

Illustrate your plan with a **timetable**, including **major milestones and tasks** to be accomplished and their anticipated completion dates. Be as comprehensive as possible while realizing that plans can change throughout the course of the project.

**9. What educational tools/models will you need to purchase (if any) using Grant Funds and where will they be housed?**

**10. How will you evaluate your project?**

- a) Describe one or more methods that you will use to evaluate whether or not both individual activities and the project as a whole met the original objectives. Following are some ways of evaluating individual activities:
  - Distribute questionnaires and/or surveys at events to obtain attendees’ opinions of the programs, knowledge gained, recommendations, and interest in additional programs
  - Document the number of fact sheets, brochures, or information packets distributed and follow up to determine how they were used
  - Consider follow up interviews with public officials, media and participants to determine what discussion or activity may have resulted from the project
  - Track any additional requests for information
  - Track the development of spin-off projects and emergence of coalitions
  - Comment on any noticeable changes in citizen behavior
  - Comment on any government actions, either local or county, to protect the watershed
  - Track the number of volunteers and organizations involved in organizing the project
  - Keep attendance sheets at all events
- b) What are the critical questions the evaluation will address? Consider the following:
  - Have the necessary information and technical tools been made available for protection activities to occur at the local level?
  - Has citizen and public awareness for the need to protect the watershed on a regional basis increased?
  - Has the capacity of citizen organizations and government agencies to work cooperatively to address watershed protection increased?
  - Have citizens participated in the local government process regarding watershed management?
  - Have local officials increased or demonstrated their willingness to increase their efforts to protect the watershed?

An evaluation plan is intended to be a tool for both you and WREN to use to refine and improve water policy and education initiatives in Pennsylvania. Also, evaluation of the project can be a means for others to learn from your experience in conducting the project. Keep in mind that an evaluation plan need not be elaborate or complicated if it is to be useful both to you and others. *Local colleges and universities may have programs designed to help community groups in developing a project evaluation plan.*

## 11. Will your program continue after the grant runs out?

- Tell us how your project will have a longer-term impact in your community beyond the time period of this grant.
- What plans do you have for the future after the grant period ends?
- If you believe your project can be a model for others, tell us how it might be replicated or transferred.

## Application Cover Page

**12. Complete all sections of the Application Cover Page.** Give your proposed project a brief, descriptive title in 10 words or less. Avoid acronyms in title. Summarize the project's expected (measurable) outcomes to achieve with two or three sentences in the Project Summary space. Provide a more detailed description in the body of the narrative proposal.

## Source of Funding – Budget Summary Page

### 13. What is your budget?

- Use the **Budget Summary Page** included in the grant application package to organize your budget. Be as specific as possible about anticipated costs.
- The Administrative and Program Outreach Personnel budget lines refer to staff employed by the applicant or their partners. Please identify who will receive compensation through the grant to the best of your ability.
- The Professional Services budget category refers to consulting or contractual services for the project either from an individual or from a company. If your project budget requests funding for Professional Services, please indicate to the best of your ability the name of the contractor, what tasks they will be perform, and the expense to be incurred.
- Expenses for graphic arts designers and editors are eligible for WREN funding.
- Grant awards may be up to **\$5,000** for each project. Your breakdown for each line item, where applicable, should be:
  - Column 1: The amount requested from LWVPA-CEF
  - Column 2: Funding available from other sources for the proposed project, if any
  - Column 3: The known and estimated support in-kind contributions from local sources, cash contributions, and other sources of match (total in-kind must be at least 5% of the total amount requested from LWVPA-CEF)
  - Column 4: Total anticipated expenditures (the sum of the first three items.)
- A note about local contributions, or **in-kind support/service**: this is an important way to show local support for your project. You can include volunteer time as in-kind support/service by estimating the monetary “value” of volunteer’s time. A “reasonable” hourly wage can be based on local average wages or on the Independent Sector’s estimated value of a volunteer hour in 2007 of \$19.51 per hour. See [http://www.independentsector.org/programs/research/volunteer\\_time.html#state](http://www.independentsector.org/programs/research/volunteer_time.html#state) for details.

## Partner Form(s)

14. A Partner Form should be completed for each partner, indicating what role the organization (or individual) will play in the proposed project and if any cash funds or in-kind donation will be provided by the organization. **Projects must include at least one municipality as an active partner in the project.**

Partner forms must include the **printed name and signature** from either the chief officer of the organization or someone who can commit for the organization from a fiscal and/or programming perspective.

<b>Amount:</b>	Each award up to <b>\$5,000</b> . Covers activities undertaken <b>July 1, 2009 - June 30, 2010</b> .
<b>Deadline:</b>	<u>No faxes accepted.</u> Applications must be postmarked (if mailed) or received (if hand delivered) by <b>4:00 p.m. on Friday, April 3, 2009</b> at the following address:  <b>League of Women Voters of PA Citizen Education Fund, Attn: WREN 226 Forster Street, Harrisburg, PA 17102-3220</b>
<b>Reporting:</b>	Two copies of a <b>brief, interim report</b> summarizing and evaluating the project to date are required by <b>December 15, 2009</b> . Two copies of a <b>final report</b> are required no later than <b>July 15, 2010</b> . <b>Two copies of all public educational materials</b> produced with this grant should be forwarded with final report. Electronic versions of reports and work products are required. For summary, see WREN Grant Milestones and Deliverables section.
<b>Orientation/ Wrap-up Meeting:</b>	Project Leaders from successful proposals are expected to attend a <b>two day Orientation Meeting June 16 - 17 2009</b> and a <b>two day Wrap-up meeting MID JUNE 2010</b> (both at <u>no cost to the applicant</u> .) These meetings are organized to enable the project leaders to network with other WREN funded projects, current and past; and to learn about resources available to enhance project success.
<b>Source of Funds:</b>	Funding is provided by Pennsylvania Department of Environmental Protection (PADEP) by virtue of the PADEP Nonpoint Source Management Program through Section 319 of the federal Clean Water Act, administered by the Environmental Protection Agency (EPA.) The views expressed herein are those of the LWVPA-CEF and do not necessarily reflect the views of EPA, PADEP, or any of its sub-agencies.
<b>Contact:</b>	WREN Program Director Julie Kollar at (267) 468-0555 email: <a href="mailto:juliekwren@verizon.net">juliekwren@verizon.net</a> Communications Director Edith Stevens (570) 839-8130 email: <a href="mailto:estevens@ptd.net">estevens@ptd.net</a>  <b>The full application and guidelines for preparation can be downloaded at:</b> <a href="http://wren.palwv.org">http://wren.palwv.org</a>

## How does WREN Evaluate Proposals for Selection?

The goal of the WREN Project is to support community based efforts that build an informed citizenry who will encourage local officials to make decisions that protect water resources. LWVPA-CEF will give priority to partnerships that will accomplish one or more of the following objectives in the course of their project:

- a. Increase community's understanding of the existing public policies that protect the local water resources
- b. Increase community's understanding of its role in developing policies that protect the local water resources
- c. Increase community's understanding of the need to manage local water resources on a regional basis and the need for cooperation between neighboring communities
- d. Encourage cooperation between citizens, local government officials and private organizations in developing and implementing water resource protection policies and strategies
- e. Provide opportunities for citizens to participate in local government decision making
- f. Build awareness throughout the community with educational efforts that will encourage environmentally beneficial changes in habits or behaviors
- g. Offer a project that has the potential to benefit other Pennsylvania communities or citizens through re-use and information transfer of any skills, technology, or practices.

## How does WREN Rank Proposals for Selection?

Your proposal will be evaluated using the following criteria:

- **Does the project include a municipality(ies) as an active partner?**
- Does the project incorporate into its design one or more of the LWVPA-CEF WREN objectives and include only eligible activities?
- Does the project meet all of the requirements?
- Does the proposal demonstrate that the Partnership and Project Leader(s) have the ability to complete the project?
- Does the project meet a specific or identified community education need related to watershed protection and management?
- Will the proposed educational activities meet the project objectives?
- Does the proposal contain a list of the major milestones and tasks of the project?
- Does the project demonstrate evidence of being able to obtain necessary educational resources, technical information, and expertise?
- Does the proposal include a relevant project evaluation?
- Does the project have a potential to be replicated or adopted by other communities?
- Does the proposal include a discussion of possibilities for sustaining education efforts or spin-off activities after the end of the grant period?
- Is the budget consistent with the proposed activities?

Please note: It is acceptable to apply to the WREN grant program for funding to pay for educational activities which have also been proposed in a PA DEP Growing Greener program (or another funding program) grant application. Be sure when doing this, however, to prepare a proposal that is a WREN grant application, not simply a copy of another grant application.

## Key Expectations of Successful Applicants

Project Leader(s) will be expected to:

1. Be responsible for financial management (which may be delegated), project outcomes, and reporting
2. Attend (or send a delegate to) the **Orientation Meeting** to learn about WREN grant requirements, additional available resources, and to network with other funded projects; the two-day meeting will be June 16 - 17, 2009 in central Pennsylvania (LOCATION TO BE ANNOUNCED) **at no cost to the grantee. Lodging, meal and travel expenses for meetings will be paid by the LWVPA-CEF.**
3. Periodically update the WREN project director about the project's progress
4. Provide at least three electronic photos of events funded by the WREN grant in reports
5. Attend a final, "wrap-up" meeting at the end of the grant period, MID JUNE, 2010
6. **Two copies** of an interim report are due by **December 15, 2009** and **two copies** of the final report are due by **July 15, 2010**. Reports need to be signed by a representative from each organization in the Partnership to assure consensus about the progress of the project. Electronic versions of reports and work products, are to be submitted.
7. Because of certain legal and financial obligations that LWVPA-CEF must meet, all publications, pamphlets, video scripts or other public educational materials produced by the project must be reviewed and approved by LWVPA-CEF. This review is not meant to control the content of the materials but rather to ensure that LWVPA-CEF is able to meet the requirements that are imposed by the funders of our project. Reviewers will provide feedback on the readability and comprehensibility of the text and grantees must plan production of materials to incorporate review time.
8. Grantees must forward **two final hard copies and electronic files of all public educational materials** to LWVPA-CEF. Products produced as a result of your scope of work are to remain in the public domain for complete public access. Copyrighting is discouraged, but if it must be done, will be done in the name of the Commonwealth of PA.

**All materials developed, and any articles written about granted projects, must acknowledge LWVPA CEF and Pennsylvania Department of Environmental Protection as the funding source.**

## Financial Management of Grant

1. Management of the funds must be done by an organization with a 501(c) (3) status, a government entity, or a Conservation District. As soon as funds are available for disbursement, grantees will receive up to 50% of the grant award in order to begin project work as soon as possible. The first payment is anticipated to be made no later than September 30<sup>th</sup>, pending receipt of funds from DEP. Before a second stipend (up to 40% of the grant award) is disbursed, all midpoint requirements (interim report, financial report and appropriate meeting attendance) must be met.
2. Any fees collected from the sale of WREN funded educational materials or WREN funded workshops or event must be deducted from the project's total allowable costs to determine the net costs eligible to be charged to the WREN grant.
3. Adjustments between budget line items or changes to the approved deliverables require a Project Change Request approval if the adjustment is significant or changes the approved scope of work in any way.
4. A financial report will be required at the mid-point and the conclusion of the project. Financial reports need to be signed by a responsible fiscal officer for the project. This person, if it is someone other than the Project Leader, must also sign the Letter of Agreement and Guidelines Document that are issued with the WREN grant award.
5. Please note that ten percent (10%) of the total grant amount will be withheld until the final report has been submitted to LWVPA-CEF and when the Project Leader(s) have met all grant obligations (including attendance at Wrap Up Meeting in June 2010.)
6. Original receipts must accompany interim and final financial reports unless otherwise authorized by LWVPA-CEF in writing.
7. There will be a reimbursement allowance (to be determined) for mileage incurred related to the project.

## For more Information

Visit the WREN Local Project webpage at <http://wren.palwv.org/local.html> for examples of educational projects, listed by county, that have been funded by WREN during the last several rounds of grant awards. See the WREN On-Line Resource Page at <http://wren.palwv.org/resource.html> for additional information about water resources management and protection and links to NPS pollution website

A helpful website which contains information, tools, training and support to water resources education efforts can be found <http://www.epa.gov/nps/outreach.html>.

### For more information contact:

**Program Director** Julie Kollar (267) 468-0555  
email at [juliekwren@verizon.net](mailto:juliekwren@verizon.net)

**Communications Director** Edith Stevens (570) 839-8130  
email at [estevens@ptd.net](mailto:estevens@ptd.net)

**Copy all email to WREN's general email box at:** [wren@palwv.org](mailto:wren@palwv.org)

**This application can be downloaded at:** <http://wren.palwv.org>