



# 2018-2019 Community Engagement Mini Grant Program Application Package

## AT A GLANCE

### **Program:**

This grant program is designed to engage a diverse array of organizations in activities that both benefit your communities and raise public awareness of and engagement in natural resources issues.

### **Funding:**

Grant requests up to \$5,000

### **Deadline:**

Applications are accepted on a rolling basis until funds for this fiscal year are exhausted.

**Please note that the Trust must receive all applications a minimum of six weeks prior to the start of the proposed project.** The Trust cannot provide reimbursement funding for already completed projects.

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

[https://www.GrantRequest.com/SID\\_1520?SA=SNA&FID=35004](https://www.GrantRequest.com/SID_1520?SA=SNA&FID=35004)

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

1. Program Overview
2. Applications Instructions
3. Criteria for Specific Project Types

### **For assistance with project ideas and development contact:**

Bre'Anna Brooks at (410) 974-2941 ext. 112 or [bbrooks@cbtrust.org](mailto:bbrooks@cbtrust.org).

## Program Goals and Importance of Inclusion

Through this funding opportunity, the Trust seeks to engage new applicants and organizations from a diverse array of communities in small-scale projects that enhance communities, engage residents, and, ultimately, improve natural resources.

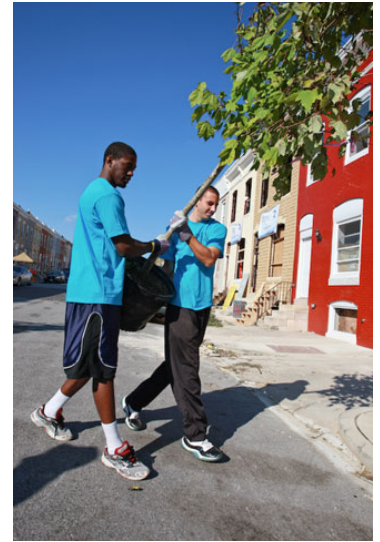
One of the Trust's core values is *Inclusion*: We feel that a broad range of communities can benefit from healthy natural resources, even if their primary focus is on other issues. Human health, the economy, jobs, community livability, education and our children are all connected with a healthy environment.

As a result, the Trust is investing in grants through this opportunity primarily to new applicants who have yet to frequently engage with the Trust. Our goals are:

1. To provide funding to groups that have traditionally been under-engaged with environmental issues, but who have a project idea that benefits both their communities and natural resources (such as native wildlife (birds, pollinators, and other species), greenery in local parks, rural or urban forests, streams, rivers, and other natural spaces);
2. To engage residents in community-based restoration and protection;
3. To provide an introduction to the grant lifecycle to applicants who may not be experienced in applying for grants.

The Trust is committed to the advancement of diversity and inclusion in its grant-making and environmental work. As a result, the Trust strongly encourages grant applications directly from underrepresented groups and for

projects that increase awareness and participation of communities that are traditionally underrepresented, such as communities of color. For a full description of the Trust's efforts to engage under-engaged groups, please see our 2015-2020 Strategic Plan.



## Sample Eligible Projects

The Trust encourages projects that seek to accomplish multiple benefits, such as meeting community goals and improving environmental health. This objective can be met through applications from organizations new to environmental work, groups engaging audiences through on-the-ground work, and new creative partnerships. We are willing to fund elements of projects that may not have a primarily environmental purpose but that have an ultimate connection or potential to improve natural resources.

Example ideal *goals* of a project proposed through this grant program may be (but are not limited to):

1. Educating residents about the connection between their communities and natural resources such as wildlife, local water bodies, local parks, or trees;
2. Involving new or under-engaged groups, connecting their goals with the goal to improve or protect natural resources
3. Engaging residents in community-based restoration and protection projects and encouraging behavior changes that benefit environmental health;
4. Promoting collaborative restoration solutions among multiple partners;
5. Encouraging organizations, when pursuing natural resource projects, to engage the communities in which they work.

Eligible projects *types* include (but are not limited to):

1. Projects that capture rain water and improve wildlife habitat such as pollinator habitat plantings and rain gardens;
2. Community greening projects, such as tree plantings, which have been shown to beautify communities, improve health via air quality improvement, save money due to energy reduction value of shade, and lead to reduced crime, as well as improve stormwater;
3. Community clean-ups that benefit both communities and local waterways;
4. Community gardens that combine a water quality practice, lessons about local food, and education about natural resources;
5. Projects that combine art with an increased awareness of stormwater issues, such as storm drain stenciling or rain barrel installations;
6. Projects that educate and get residents outdoors, which have been shown to improve human health.

These are not exhaustive lists. If you have an idea that is not listed above, but meets the program's goals, please contact Bre'Anna Brooks at (410) 974-2941 ext. 112, [bbrooks@cbtrust.org](mailto:bbrooks@cbtrust.org) to discuss your idea before applying.

\*This grant program does *not* support applications for school-related projects or requests for sponsorships for conferences or events. Applicants interested in Environmental Education projects targeting Pre-K-12 students should refer to the Mini Grant Application Package for K-12 Environmental Education requests available at <https://cbtrust.org/grants/environmental-education-mini/>. Requests for sponsorships for conferences and events should be submitted through the Chesapeake Bay Trust's sponsorship RFP, also found at <https://cbtrust.org/grants/sponsorship-program/>.

## Eligible Applicants

Only applicants who have received three grants or fewer from the Trust in the past are eligible to apply. Applications are particularly encouraged from organizations who have never received a grant from the Trust.

Organizations must be one of the following types:

- 501(c)3 Private Nonprofit Organizations;
- Faith-based Organizations;
- Community Associations;
- Service and Civic Groups;
- Municipal, County, Regional, State, Federal Public Agencies;

The Trust offers a mentorship opportunity to new applicants. If you are in need of a mentor to assist you in applying to this grant program, please see a description of the mentorship opportunity and a list of willing Mentors on the Mini Grant webpage found here <https://cbtrust.org/community-engagement/>.

**This grant program is an opportunity for the Trust to offer resources to less experienced applicants or groups newly engaging in environmental restoration or community engagement activities. Applicants experienced in community engagement or restoration activities (i.e., have successfully received four or more grants) are encouraged to consider the Trust's Outreach and Restoration Grant Program. If unsure of your organization's eligibility, please contact the Trust prior to applying.**

## Evaluation Criteria

The following criteria will be used to by internal expert reviewers to evaluate applications under the Community Engagement Mini Grant Program:

### Most Important Criteria:

1. **Consistency with Request for Proposal (RFP):** Is the project proposed consistent with the intent of the program? Are all required application components included for sound evaluation of the application?
2. **Cost Effectiveness /Budget:** Is the budget appropriate and cost effective? Are the line items budgeted justified in the project narrative? In-kind and cash match is not required but will be viewed favorably.
3. **Likelihood of Project Success:** What is the likelihood of success if this project were to move forward? Are methodologies sound and consistent with best practices?

### Important Criteria:

4. **Demonstration Value:** Will others be able to take lessons from this project, and perhaps replicate it in their own communities?
5. **Long-term Sustainability:** Will the project last for a long time or otherwise have lasting impact? Will additional resources be needed to maintain the value of the project, and if so, has that issue been addressed in the proposal?
6. **Partnerships and Community:** Are any key partnerships required, and if so, are the selected partnerships appropriate? Are any partners missing that should have been engaged? Is the community to be served involved appropriately in the project; i.e., was community buy-in obtained, were community needs and desires assessed, and are there individual(s) in the community committed to serving as community leads? If the lead applicant is not a member of the community served by the grant (e.g., an external non-profit doing work on land owned by another entity, such as a house of worship), is a transfer of "ownership" to the community built into the project and the ability of the community to carry the work forward developed?

### Also to be Considered:

7. **General Quality of Application:** What is the level of completeness and attention to detail?
8. **Supporting Documents:** Does the application include appropriate additional attachments? For on-the-ground projects, are a site plan, site photos, a native plant list, and a maintenance plan included?

## Funding Availability and Restrictions

Applicants may request up to \$5,000. The Trust evaluates every budget line item in every application. **The need for each budget line should be clearly justified and connected to the goals of the project.**

The following cannot be funded in this program:

- Projects and programs located outside the state of Maryland;
- Political lobbying or advocacy work;
- Indirect costs;
- Endowments, building campaigns, annual giving, or venture capital;
- Mitigation or capital construction activities such as structural erosion control measures;
- Reimbursement for a project that has been completed or materials that have been purchased;

## Project Timeline

Projects should be completed within one year upon receipt of the grant award. When the project is complete, grantees are required to submit a completed final report form with supporting materials.

## Deadline

Requests for this Program are accepted on an on-going basis until funds are fully expended for the fiscal year. Please check our website and sign up for our [grantee newsletter](#) for the most up to date information about the status of this rolling grant program. **Please note that the Trust must receive all proposals at least six weeks prior to the start of the proposed project. The Trust cannot make exceptions to this policy nor provide reimbursement funding for already completed projects.**

## Application Submission Instructions

The Trust uses an online system for the grant application process, and if awarded, grant management. To apply for a grant, you can access the application by clicking the following link:

[https://www.GrantRequest.com/SID\\_1520?SA=SNA&FID=35004](https://www.GrantRequest.com/SID_1520?SA=SNA&FID=35004).

Click on “New Applicant” and follow the on-screen instructions if you have not yet registered to use the system.

**Please note that the Trust must receive all applications at least six weeks prior to the start date of the proposed project.** For example, if you were to submit on August 1<sup>st</sup>, 2018 the earliest that your project may start is September 12<sup>th</sup>, 2018. The Trust cannot make exceptions to this policy nor provide reimbursement funding for already completed projects.

## Application Review Process and Notification

Each application is reviewed by a review committee composed of individuals who are experts in the fields supported by this RFP. Reviewers score all applications based on the criteria above.

The Trust reserves the right to fund projects and budget items that advance its mission and meet its specific funding priorities and criteria.

To set applicant expectations prior to investing time in application, the Trust provides historical application approval rates for the same or similar programs: The average approval rate from the last three years in this grant program is 72%, which includes fully and partially funded applications. The average approval rate of all applications to the Trust is 33%. Should your proposal not be funded, you are strongly encouraged to contact the Trust to discuss and obtain reviewer feedback, which will make your proposal stronger for a future submission.

**Award Notification, Funding Distribution and Final Reports:** All applicants will receive an emailed letter stating the Trust’s decision. An application may be declined, partially awarded, or fully awarded. If approved, the Trust will email an award agreement with grant conditions and the due date of the final report. Grantees must print, sign, scan, and upload the signed award agreement with original signatures to the online award management system.

The Trust will mail the check to the requesting organization following submission of the signed award agreement and any information necessary to meet contingency requirements. Please allow a minimum of four weeks (from the date the Trust receives the signed award agreement and any contingencies) for the check to be issued.

## Contact

For questions about the grant program, application, or project ideas contact Bre’ Anna Brooks at (410) 974-2941 ext. 112 or [bbrooks@cbtrust.org](mailto:bbrooks@cbtrust.org).

## Online Application Instructions

When completing the online application process, you will be asked for the following information:

**Project Title:** List the title of your project

**Organization Information:**

- 1) Organization name
- 2) Address
- 3) City, State, Zip
- 4) Phone
- 5) Mission of Organization
- 6) Organization Type
- 7) EIN Number

An Executive Officer and Project Leader must be identified for all applications and must be different individuals. The Executive Officer and Project Leader must be able to make decisions on behalf of the organization either as a board member, an employee, or other approved position. The Project Leader will be responsible for all project coordination and correspondence with the Trust for the duration of the project. The Trust cannot conduct any official correspondence with contractors, consultants, or other project partners. If at any time the Project Leader cannot continue in the position, the organization must contact the Trust and assign a new qualified project officer. To avoid conflict of interest issues, individuals associated with for-profit entities to be engaged in the project cannot serve in either role.

**Executive Officer of Requesting Organization:** Provide the Executive Officer name, title, address, phone, and e-mail.

**Project Leader:** Provide the Project Leader name, title, address, phone, and e-mail.

**Grant Information:**

- 1) Amount of Trust funding requested
- 2) Grant Period: enter project start and end dates (submit applications *at least six weeks prior* to the start of the proposed project for the application to be considered.)
- 3) In which stream, river or watershed will the project be located?
- 4) In which county will the project be located?

**Project Abstract:**

Provide a brief summary of the project, including details such as type of project, location, and main objectives. Please limit the abstract to 100 words.

**Project Timeline:**

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:**

Enter in a variety of metrics such as the proposed square feet of rain garden, volunteers engaged, trees planted, number of workshops held, etc. Please fill out only the project deliverables that apply to your project; leave the others (that are not applicable) blank.

**Volunteer Involvement:**

Provide a description of volunteer activities, indicate the number of volunteers that will be involved with each activity, and an estimated amount of hours contributed by those volunteers.

**Project Partnerships and Qualifications:**

List the project partner organizations, individuals, their areas of expertise, and their role(s) in your project. While not required, applicants are encouraged to upload a letter of commitment from each project partner outlining the partner's role in the project. Letters of commitment can be uploaded in the narrative file attachment section.

**Project Narrative Upload:**

Upload an MSWord or PDF file containing the project narrative questions, not to exceed five pages.

Please address the following narrative questions and then upload your narrative document through the project narrative file attachment section in the online system. We recommend that you copy and paste these questions into a word processing

document and work from this document to ensure that you do not omit an answer.

**Project Description** (answer each question in no less than three sentences):

- 1) **Goals and Objectives:** What are the big-picture goals and the specific objectives of the project?
- 2) **Background:** Describe the background of the project. Why is this project needed? How was it identified?
- 3) **Audience:** Identify the priority audience you will educate or engage, and describe how you will reach them and why you've chosen that method.
- 4) **Demonstration value:** Describe how this project might be used as a model in other areas? How might lessons learned from this project be transferred to others? For on-the-ground projects, describe the project location(s), why it/they were selected, and how visible to others the project will be.
- 5) **Long-term sustainability:** How will the future of the project be ensured and/or impacts of the project be long-lasting? Topics to discuss here include maintenance plans (for on-the-ground projects), long-term attitude or knowledge changes in a community, etc.
- 6) **Demographic Information:** In light of the Trust's commitment to the advancement of diversity in its grant-making, please provide demographic information regarding the community or population served by the project. Describe how the population and/or the community are involved in the planning, development, and implementation of the proposed project, and in the development of this application. If the lead applicant is not a member of the community served by the grant ((e.g., an external non-profit doing work on land owned by another entity, such as a house of worship), describe how "ownership" will be transferred to the community and how the ability of the community to carry the work forward will be developed.
- 7) **Experience:** Briefly describe your organization's experience in completing similar projects.
- 8) **Evaluation:** Describe how you will assess the effectiveness of your project. How will you collect information to refine and improve your project?
- 9) **Mentorship Program:** Did you participate in the Mentorship program? If yes, who was your Mentor organization? What role did your Mentor play (project development assistance, narrative creation, application submission assistance, etc.) and how much time did its staff spend assisting you?
- 10) **Required documentations for projects:** Are the following items included in your application where applicable?  
*Required for Restoration-type Projects:*
  - Site plan/ project design that includes species, area, spacing, etc.
  - Native plant list. Funds may be requested for native plant species only.
  - Photo of the site.
  - A detailed maintenance plan for short-term (first growing season) and long-term (three years) maintenance. Applicants proposing work on private property should have a particularly strong maintenance description. Proposals that demonstrate long-term commitment to keep and maintain the project will receive more favorable review.
  - Permits or other approvals: If permits or any other type of approvals are required, describe the status (i.e., permits pending review of application, permits secured).
  - Letters of Commitment*Recommended for Outreach-type Projects:*
  - For workshops: a draft agenda
  - Letters of Commitment
  - List of knowledge objectives

**Additional Attachments:**

We prefer that all documents be merged into one file for ease of reviewing; however, up to four additional file attachments may be uploaded in this section. Only a total of five attachments will be reviewed. Additional attachments (more than five in total) will not be allowed. **Planting project requests must include the following additional attachments: a site plan, site photos, a native plant list, and a maintenance plan that assigns specific tasks to specific individuals throughout the year.**



### **Budget Upload:**

Upload your budget using the Chesapeake Bay Trust Financial Management Spreadsheet Template, an excel file template. Copies of the form can be obtained by going to the Trust's Forms and Policies webpage at [www.cbtrust.org/forms-policies/](http://www.cbtrust.org/forms-policies/).

Indicate whether each match entry is applied for, pledged, or in-hand. Please do not list volunteer hours as match; these hours are captured in the deliverables and volunteer involvement sections. 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 and Additional Budget Justification:**

Enter the budget category totals as automatically calculated in the Financial Management Spreadsheet. Use the budget justification section to provide clear justification for each budget line item.

## **Guidelines for Project Types**

Please review the guidelines for specific project types below as you prepare a Community Engagement Mini Grant application. The Trust will continue to expand the criteria available on specific project types.

### **Greening/Garden Projects**

- All planting projects **must** include a plant list, site plan, project design, photo of the planting/restoration site, and a detailed maintenance plan.
- List plants that will be used in the planting/restoration project in the application. For non-edible projects, only native plants may be used. Funds may be requested for native plant species only.
- Projects can be completed on public property, property owned by non-profit organizations, community-owned property, and other property with conservation easements or signed long-term protection agreements.
- For projects planned on properties other than that of the applicant and/or private property, attach a letter of commitment stating that permission has been granted by the entity owning the land on which the project will be completed. Applications that demonstrate long-term commitment to upkeep, manage, and maintain the project will receive more favorable review. Projects planned on private property must have a high demonstration value for the site to be a fit into the Community Engagement Mini Grant Program.
- Requests for invasive vegetation removal as part of site preparation for native planting projects are permitted.

### **Publication, Printing, and Electronic Media Projects**

- Publication projects supporting the full scope of the Trust's activities are welcome. The ultimate project goal must be to help individuals take actions that can benefit the environment, community health, and rivers and streams. The message should be consistent with the mission of the requesting organization.
- Applicants must explain how the project and materials fulfill an unmet need for information that does not duplicate existing materials. Include a review of existing similar types of publications, and explain what is new about your materials and associated communications campaign. Applications that do not place a project in the context of existing materials will not be considered.
- The target audience must be clearly defined, and how the audience is expected to use the information must be articulated.
- The publication's distribution plan must be completed before the application is submitted and included with the application. This plan should include information such as:
  - (a) why the specific medium (web, print, other) was chosen to reach the target audience;
  - (b) the number of copies to be produced (or web hits to be generated);
  - (c) how the product will be advertised to the target audience (for example, if a new resource will be posted on your website, explain the plan to drive the target audience to the website); and

(d) fees that may be involved (applicant is not permitted to charge for project components funded by the Trust, such as charging for a publication that Trust resources are supporting).

- Applicants proposing print media are strongly encouraged to make an electronic copy of the publication available on a public website.
- For web-distributed footage, applicants must secure all required digital distribution rights.

### **Workshops and Trainings**

- Applicants must describe the knowledge objectives for project participants as it relates to natural resources and/or water quality education.
- A priority audience and number of attendees must be identified in the application, as well as a recruitment strategy based on assessment of the priority audience identified.
- A list of speakers, their qualifications, and a draft agenda should be provided in the application. If unknown at the time of application, submission of these supporting documents will be a contingency of an award.
- The Trust will consider speaker fees on a case by case basis. Applicants should clearly identify the speaker(s) for which funds are requested and list a rate per hour for the speaker in the budget.
- The Trust encourages applicants holding workshops or trainings to evaluate audience knowledge and self-efficacy with a combination of survey or other similar tools. The grantee must share results of the evaluation with the Trust and outline next steps resulting from the workshop or training in the final report.

### **Water Quality Monitoring Projects**

The Trust will consider monitoring projects in certain cases: (a) when data will be used to target future restoration projects; (b) when data will be used to increase public awareness of watershed issues, for example, in a “State of the Watershed” report; (c) when monitoring data will be used to help create or refine a watershed management plan; (d) when data will be used to address land use issues on a large-scale, in a way that will help local governments advance best management practices. In the latter case, letters of commitment from local governments are required. For all cases:

- Identify the purpose of the monitoring (i.e., which of the above four cases apply to your project).
- Describe who will use the data and how it will be used.
- Describe the monitoring protocol to be followed, including how sites were or will be selected for monitoring, what parameters will be measured, the methods and equipment for sampling, and the frequency of monitoring.
- Explain how the monitoring project provides new data or information not already understood. Put the project in the context of any existing state or federal monitoring programs.
- Preference will be given to monitoring projects that engage volunteers.
- We strongly recommend that water quality monitoring, Watershed Report Card, and State of the River Report projects follow water quality monitoring methodology recommendations established by the Mid Atlantic Tributary Assessment Coalition (MTAC) led by the University of Maryland. Contact the Trust for more information or to obtain a copy of the monitoring protocol document.