Water Quality Grant Writing

Presented by: Jane Rice and Erica Tauzer

June 8, 2018

Environmental Design & Research, D.P.C.

edr

Outline

Idea Development: Developing a Good Water Quality Project

- Problem statement
- Determining priority

Strategy Development: The Pursuit of Funding

- Selecting a funding source
- Initiating contact

Proposal Development: Honing your Ideas

- Identifying tasks needed to complete the proposal

IDEA DEVELOPMENT

problem statement

Identify problems and potential solutions. What are the public impacts of these ideas?

1. **Organically develop ideas with others**

   Network with others working on related initiatives, such as health, economic, or recreational

2. **Obtain data to evidence your ideas**

   Potential Avenues:

   - *NYSDEC Priority Waterbodies List and other sources citing impairments or issues*

   - *Local or regional plans outlining goals or priorities (LWRPs, Habitat Management Plans, Intermunicipal agreements, etc.)*

edr

IDEA DEVELOPMENT

needs assessment

How does your project relate to water quality?

Where is your project located?

Who does your project impact?

What is the priority for your project?

How can your project relate to other existing needs?

Example Water Quality Projects

Harmful Algae Blooms

Improving septic systems

Invasive Species

Chemical treatment

Educational campaigns

Habitat Restoration

Fish passage improvements

Funding Sources

Non-Grant

- Capital funds
- Bonds
- Utility service fees
- State revolving fund loans
- Special fees or taxes

Grant

- Government agencies
- Private foundations
- Businesses
- Service clubs

STRATEGY
DEVELOPMENT

selecting a funding source

Funding Sources

Non-Grant + **Grant**

- Capital funds
- Bonds
- Utility service fees
- State revolving fund loans
- Special fees or taxes

- Government agencies
- Private foundations
- Businesses
- Service clubs

Frequently you need both.

STRATEGY DEVELOPMENT

selecting a funding source

Grants

- State or Federal Agencies
- Earmarked Funds
- Charitable Foundations (Private/Not-for-Profit)
- Fundraising Events

Topics

- Not just environmental - Also could be health, recreation, economic development, transportation, arts, housing

STRATEGY
DEVELOPMENT

considerations for
different types of
grants

Source	Pros (+)	Cons (-)
Federal Agencies	• Good source for large projects	• Shifting political priorities, highly competitive, tedious application process
State Agencies	• Consolidated Funding Application can increase the predictability • Diverse array of programming	• Shifting political priorities, can be highly competitive, watch for match requirements
Earmarked Funds	• Relatively simple to access	• Highly competitive
Philanthropic Organizations	• Relatively easy to access, good for grants with social impact	• Can have strict funding cycles

STRATEGY DEVELOPMENT

considerations for public grant sources

Source	Pros (+)	Cons (-)
Fundraising Events	• Good for projects that need high visibility • Can bring in high return on investment with good planning	• Can require significant upfront costs
Crowd-Sourcing	• Low participation barrier • "Making a tax-deductible donation and getting something you want in return does make a big difference to people." citylab.com	• Can require significant upfront costs (marketing, reward system), average ROI is low. "It appears super-easy, but it's kind of like the Gold Rush…"

STRATEGY DEVELOPMENT

considerations for private grant sources

Determine Eligibility Requirements

- Goals and objectives

- Maximum award amount

- Applicant organizational structure

- Matching fund requirements

- Deadline for both submission and project completion

- *Local commitment and support *

  ➢ Leadership, financial, and political

Grant Eligibility

STRATEGY DEVELOPMENT

determining project feasibility

Consider Different Stakeholders

For Example:

- Volunteer groups
- Scientists
- Farmers
- Water/sewer utility managers
- Local advocates

Choose the Right Partners:

- Compatible goals and visions
- Commitment
- Understanding of the challenges and benefits
- Mutual gains
- Defined expectations

STRATEGY DEVELOPMENT

developing a project team

Questions to Ask Yourself

- What are you asking support for?

- What are the benefits?

    …to the community

    …to your organization

    …to the funding agency

Questions to Ask Potential Funding Agencies

- What is the funding program offering?

- Does your project complement the goals and objectives of the funding agency?

- Are webinars available?

STRATEGY DEVELOPMENT

initiating contact with potential funding agency

PROPOSAL DEVELOPMENT

general reminders

- Start early! Start with the basic components and the registration details.

- Carefully review all proposal components and utilize any provided templates.

- Organize your narrative around the selection criteria.

- Divide and conquer! Assign portions of proposal to project team (e.g., biographies, facility descriptions, budget justifications).

- Send drafts for review.

edr

Succinct, yet persuasive.

- Compile well-rounded facts to support your project.

- Instill a sense of realistic optimism.

  EXAMPLE: "Although integrated pest management addresses the symptom and not the source of invasive species, they are a recognized solution to address invasive species."

- Abandon circular arguments for linkages to broad issues.

  EXAMPLE: Instead of saying "The problem is that we have no way to access Lake Gorgeous. Building a trail the lake will solve this problem", link it to broad issues. For example, describe how local residents and visitors do not appreciate the natural features of the area or how local residents have few options for outdoor recreational amenities.

PROPOSAL DEVELOPMENT

needs statement

edr

PROPOSAL DEVELOPMENT

goals and objectives

Flows from the need statement.

- Goals: Related directly to the funder's purpose and priorities

  EXAMPLE: To control Eurasian watermilfoil.

- Objectives: Provide metrics on how goals will be achieved

  EXAMPLE: 60 acres will be treated and 50% of all milfoil will be removed.

- Flows from the goals and objectives

- What is it that you plan to do?

- Procedures, timeframe, personnel, target audience, outreach methods

- After this section is complete, a team-wide review/editing session is useful

PROPOSAL DEVELOPMENT

activities

edr
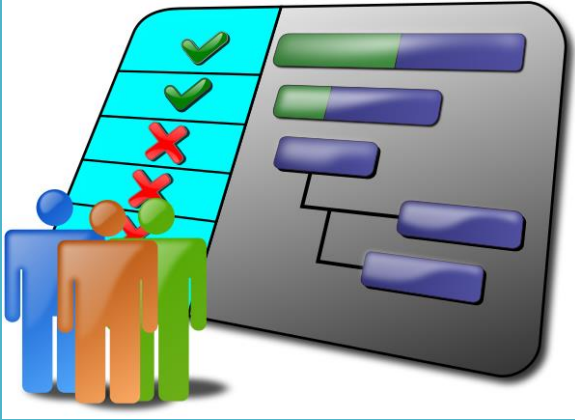
PROPOSAL DEVELOPMENT

budget

Typically consists of a cost summary sheet and a budget narrative.

Verify Details:

- Maximum requested amount and previous award amounts

- Allowable expenses (e.g. travel costs, consultants, etc.)

- Necessary overhead rates

- Match requirements and details

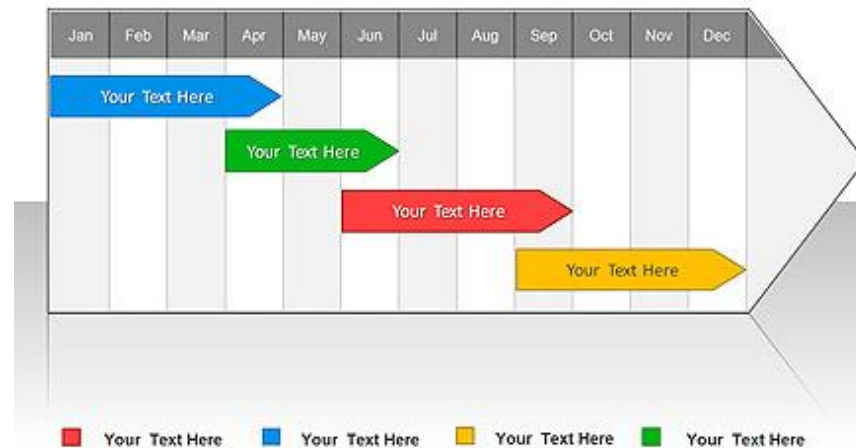Itemize according to activities and components/locations.

edr

- Verify funding period, award notification date, and reporting requirements.

- Itemize according to activities and components/locations.

PROPOSAL DEVELOPMENT

schedule or timetable

Project Timeline – Your Text Here

- Structure according to the metrics proposed in your objectives.

- Describe how data will be collected and analyzed.

- What will be done with project findings? For example, will it be used in final report? Uploaded to a public database?

PROPOSAL DEVELOPMENT

evaluation

PROPOSAL DEVELOPMENT

finishing touches

- Cover letter to pique interest by reviewer and associated graphics (map, photos, etc.)

- Internal review by project team and organization

- Quality Control Review: Read for completeness, accuracy, grammatical errors, formatting/filing, etc.

- Submittal details (deadline and submission process should be confirmed as part of the very first step)

edr

NYS Department of Environment and Conservation. n.d. *Tips for Writing Grant Applications for Watershed Restoration and Protection*. https://www.dec.ny.gov/docs/water_pdf/granttips3.pdf

NYSDEC and NYS Federation of Lake Associations. 2009. *Diet for a Small Lake. Chapter 11: Management Plan Development: Putting the Pieces Together.* https://www.dec.ny.gov/docs/water_pdf/dietlakech11.pdf

Pelley, V. The Rise of Public-Sector Crowdfunding. CityLab.com Accessed June 1, 2018 from: https://www.citylab.com/life/2017/09/the-rise-of-public-sector-crowdfunding/539244/

REFERENCES

Jane Rice, Director of Planning

jrice@edrdpc.com

and

Erica Tauzer, Community Planner

etauzer@edrdpc.com

Environmental Design & Research, D.P.C.
217 Montgomery Street, Suite 1000
Syracuse, NY 13202
315.471.0688

THANK YOU