



**EMBRACE A STREAM GRANT PROGRAM  
2017 Instructions and Application Form**

**I. PROGRAM OVERVIEW**

For the 2017 funding cycle, TU chapters and councils are asked to submit proposals for projects that best address the needs of native and wild trout following TU's Protect, Reconnect, Restore, and Sustain conservation model. Projects will be evaluated based on the following criteria: Conservation Impact, Strengthening TU Impact, Public Education and Outreach, and Technical Merit. Throughout the history of the EAS program, it has been our experience that the most effective and successful projects have included these elements and have focused on a more holistic approach to coldwater conservation. Please be sure to read each section carefully so that you understand any new guidelines or requirements.

**The schedule and associated deadlines for the 2017 EAS funding cycle are listed below:**

March 15, 2017:	Online training call (for EAS Committee and chapter/council leaders or others who will serve as main point of contact for EAS application) to discuss EAS applications at 8:00 p.m. Eastern, click <a href="#">here</a> to RSVP
April 15, 2017:	<b>Deadline</b> for chapter/council to make initial contact with EAS Committee Representative about proposed project
May 15, 2017:	<b>Deadline</b> for draft application to be sent to EAS Committee Representative. This step is intended to help chapters address shortcomings in and improve their applications prior to the final submission deadline.
July 15, 2017:	<b>Final deadline</b> for applications (e-mail date)
September 30, 2017:	Embrace A Stream Committee grant selection meeting
October 2017:	Grant announcement letters are mailed
October 2017:	Grant checks will be deposited in the chapter or council bank account. Please ensure that your bank routing information is on file with TU. Contact Kyle Smith ( <a href="mailto:ksmith@tu.org">ksmith@tu.org</a> ) to update your information, if needed.

**Final proposals must be submitted no later than July 15, 2017 via Email** in the form of Microsoft Word, PDF, or scanned application (with signatures) to [eas@tu.org](mailto:eas@tu.org). Please email the application in a single file.

Please note that project contacts will receive a confirmation email the following week when the application has been received and pre-screened.

**NEW THIS YEAR: Orvis and TU present the Embrace A Stream Challenge**

This year, the EAS program is getting bigger and better thanks to a \$25,000 donation from The Orvis Company. The Embrace A Stream Challenge is an online fundraising competition that will take place in early November. All winners of EAS grants in the above competitive process will be entered in a competition where they have the chance to win part of \$50,000 in total cash prizes to support their chapter's projects and important conservation and education programs.

The ONLY way to be eligible to win prizes is to first apply for an EAS competitive grant. More information on the EAS Challenge will be provided to grant winners in October 2017.

Don't wait to contact your regional EAS Committee representative to discuss your project and application!

## II. ELIGIBILITY

The EAS grant program supports the conservation projects of TU chapters and councils. A TU chapter or council must be the primary applicant, but government agencies, non-profits, and other groups are strongly encouraged to partner with TU. There must be significant TU involvement in the planning and execution of the project to warrant funding, and projects which include strong chapter capacity and/or community building components are highly encouraged. EAS will not make grants to individuals or non-TU projects. **Please note that TU chapters who have not filed final reports for projects that received EAS funding in the 2014-15 funding cycle or before will not be eligible to receive grants.**

The following are the EAS funding policies:

The maximum grant awarded for EAS projects is \$10,000.

- Applicants have two years to complete a proposed project. Final reports must be filed by September 30<sup>th</sup> two years following the award date (e.g.- projects funded in October 2017 must file a report by September 30<sup>th</sup>, 2019).
- Applicants must match, on a one-to-one basis, the EAS grant request. For example, for a total project budget of \$20,000, the applicant can request up to \$10,000 and must match the balance of \$10,000. Matching sources can include cash gifts, in-kind donations of materials, and/or volunteer labor.
- EAS will fund projects that use graduate students, contractors, and/or consultants if their portion of the project meets the *evaluation criteria* (specified on page 4) and if there is significant TU volunteer involvement.
- Chapters or councils undertaking multi-phase projects are welcome to apply for EAS funds. However, the EAS committee will only consider grant funding for a single phase at a time. **EAS is intended as a source of funding for the early stages of projects, not as a multi-year funding mechanism for long-term projects.**

**EAS will fund:**

- On-the-ground restoration, protection, or conservation efforts that benefit trout and salmon fisheries and their habitats
- Education or outreach projects that increase the awareness and support of coldwater conservation among a **non-TU audience**.
- Applied research, assessment, or monitoring that addresses the causes of fisheries or watershed problems and helps develop management solutions
- Advocacy efforts that will positively influence government planning or policy to benefit coldwater resources, including coalition building with other partner organizations
- Feasibility studies, campaign planning, or other tools that will directly contribute to TU's imminent ability to benefit coldwater resources
- Projects that increase the internal capacity of the chapter or council to directly benefit coldwater resources.
- Any other well planned and feasible project that will provide direct benefit to coldwater resources

**EAS will not fund:**

- Land acquisition efforts, including conservation easements.
- Salary expenses for government agency personnel or non-profit staff.
- Partially or fully completed projects that are seeking reimbursement for expenses.
- Advocacy campaigns that endorse a specific candidates or particular piece of legislation.
- Grant requests from a Chapter or Council with an EAS project that has yet to be completed and/or has not submitted a final report (a Chapter may not have two EAS projects occurring at the same time).

### III. REVIEW PROCESS

The Embrace A Stream review committee is comprised of TU volunteer representatives and scientific advisors. The committee evaluates all proposed projects and makes final funding decisions in October of each year. EAS Committee members are a valuable resource for potential grant seekers. Chapters and councils that receive money are often in contact with their EAS committee representative early on in the process. The members of the committee include:

<u>Name &amp; Term</u>	<u>Region (States)</u>	<u>Phone</u>	<u>Email</u>
Russ Meyer (I-2018)	Chair	775-852-6141	<a href="mailto:rfmeyer@unr.edu">rfmeyer@unr.edu</a>
Ron Rhodes (I-2019)	New England (ME, MA, NH, VT, CT, RI)	802-457-1247	<a href="mailto:rhodes@sover.net">rhodes@sover.net</a>
Greg Malaska (I-2017)	Northeast (NY, NJ, PA, DE)	570-657-7169	<a href="mailto:gregmalaska@gmail.com">gregmalaska@gmail.com</a>
Brian Bernstein (I-2019)	Mid-Atlantic (MD, VA, WV, DC, OH, KY)	410-262-4188	<a href="mailto:brianbernstein21093@gmail.com">brianbernstein21093@gmail.com</a>
Henry Koltz (II-2019)	Great Lakes (MI, MN, WI, IA)	414-331-5679	<a href="mailto:hek@sdelaw.com">hek@sdelaw.com</a>
Matt Tucker (I-2020)	Midwest States (IL, IN, MO, AR, KS)	314-704-4189	<a href="mailto:matt.tucker@ozarkcounciltu.org">matt.tucker@ozarkcounciltu.org</a>
Andy Brunelle (I-2019)	Northern Rockies (ID, WY, MT, ND, SD, NE)	208-334-1770	<a href="mailto:boisetrout@aol.com">boisetrout@aol.com</a>
Bill Schudlich (II-2018)	Southern Rockies (UT, AZ, NM, CO, OK, TX)	505-470-4878	<a href="mailto:highmesa@gmail.com">highmesa@gmail.com</a>
Paige Wallace (I-2017)	Pacific Northwest (WA, OR, AK)	503-593-9655	<a href="mailto:flyfishgirl@hotmail.com">flyfishgirl@hotmail.com</a>
Jann Williams (I-2019)	Southwest* (NV, CA, HI)	530-919-0384	<a href="mailto:jannwilliams@sbcglobal.net">jannwilliams@sbcglobal.net</a>
Tom McInnis (I-2019)	Southeast (TN, NC, SC, GA, AL, MS, FL)	864-654-4003	<a href="mailto:tomcatmc@bellsouth.net">tomcatmc@bellsouth.net</a>

By April 15, 2017, applicants are **required** to notify the EAS Committee member in their region by phone, email, or in person that they will be submitting a proposal. Grant seekers should use this opportunity to get advice and guidance on potential project applications before submitting a draft proposal.

Grant applications will be evaluated according to **four criteria**: Conservation Impact, Strengthening TU Impact, Public Education and Outreach, and Technical Merit. The Committee develops cumulative scores for each application and ranks all proposals based on the evaluation criteria before meeting to make final funding decisions. Besides focusing on the overall clarity and merit of the project description, proposals must address one or more of the proposal evaluation criteria. The most successful applications will effectively combine TU capacity-building elements with a focus on measurable coldwater conservation results, while educating the public about their efforts. **In other words, projects that address all four project criteria will be given greater weight than projects that do not.**

*The EAS Committee will use the following criteria to evaluate projects:*

**A. Conservation Impact-** Does the project address an important conservation issue for native or wild trout or salmon? Is the project nationally or regionally significant? Concrete measures for advancing coldwater conservation include but are not limited to:

- Building or strengthening a constituency for coldwater conservation
- Filling critical knowledge gaps to help inform management
- Influencing policy or management practices to benefit coldwater resources
- Improvements in in-stream, riparian, or watershed habitat, fishery health, water quality, flow regime, etc...

**B. Strengthening TU Impact-** Is a TU chapter or council leading the project? Is there significant involvement of TU volunteers in the project? Does the project incorporate measures to increase the internal strength of the organization? EAS projects can be an important part of a chapters plan to create new leaders, engage members, and to help improve a chapter's Chapter Effectiveness Index score. Concrete measures for increasing the strength of the organization include but are not limited to:

- Recruiting new members
- Engaging more members in chapter activities
- Developing new leaders
- Increasing credibility and making new alliances with partners
- Improving plans or skills to implement conservation campaigns

**(it's important to describe exactly how each of these will be accomplished)**

**C. Public Education and Outreach-** Is there a clearly articulated plan for communicating the project work or results with the broader community? What is the scope of impact? Concrete measures for increasing public education or outreach include but are not limited to:

- Increasing visibility in local and regional media (beyond TU newsletters and websites)
- Increasing the skills and knowledge of non-TU audiences about coldwater conservation issues
- Involving non-TU community members and organizations in project
- Communicating project work or results directly to non-TU audiences (i.e. via methods other than the media)

**D. Technical Merit-** Is the proposal based on the best available science or the current best practices in its approach? Is the work plan feasible? Are the costs detailed in the budget reasonable and commensurate with anticipated effort and benefit? Is there a clear plan to measure and evaluate project outcomes? Has the project been reviewed and approved by an appropriate and credible "Sponsoring Professional" (e.g. fishery biologist, restoration engineer, educator, watershed planner, policy expert, training coordinator, etc.) and by appropriate government agencies that are involved in administering or regulating the projects?

#### IV. APPLICATION PROCEDURES

Applicants are **required** to contact their regional EAS committee representative by **April 15, 2017** to discuss their project idea. Please contact them before you start writing the proposal – they can help you refine the concept for your project and structure the proposal. Regional representatives are also willing to review early drafts of the proposal, which often leads to a higher success rate in getting funded.

Project proposals should include the following items **in the order given below**:

**1. Application Form**

Use the application form (starting on page 9 of this document) for all EAS applications. Please note that all requested signatures are mandatory – **copies of emails with “approval” messages are acceptable and should be included.** For projects located in states with TU Councils, the Council Chair must approve the application. Applications without all required signatures will be ineligible for funding and **automatically rejected.** The form should be placed at the beginning of all your proposal documents.

**2. Executive Summary**

In *350 words or less*, please note the project name and location, name of the applicant TU chapter or council, amount requested, matching funds, background or purpose of the project, goals and objectives, proposed actions or methods, anticipated scope of impact, and partners. The executive summary should be brief and to the point. The EAS Committee will refer to it frequently during the review process. The executive summary should appear after the application form and before the full proposal.

**3. Background**

Describe the issue or opportunity being addressed. If applicable describe project location, including name of water body and salmonid species. Please show how this issue or opportunity has other regional or national significance. If the project is part of a TU National initiative, please explain the extent of coordination with TU National staff. If this project has received EAS funding in previous years, please provide a brief update of progress to date.

**4. Goals and Objectives**

Briefly describe the purpose of the project, resulting benefits for coldwater conservation and the TU organization, including scope of impact. Also describe any economic benefits that will result from your work. Please also:

- Note the overall **goal** of the project. (e.g. Restore critical habitat for a certain species of endangered salmonid, Build a local constituency to promote protection of a certain resource, Improve the scientific understanding of an issue to improve river or fishery management, etc...)
- List the specific **conservation objectives** of the project. (e.g. Restore X amount of habitat by Y method, Educate X number of people through Y means, Fill X information gap through Y research methods, Influence local or state governing body to adopt X policy/law to protect Y habitat or fish, etc... )
- List the specific **strengthening TU objectives** of the project. (e.g. Recruit X new leader or members by method Y, Develop an actionable plan for a conservation campaign, Increase TU coverage in local media by X%)

**5. Work Plan**

This section should describe the **actions** or **methods** you will use to implement your proposal. Make sure to include plans for implementing both the conservation and strengthening TU objectives. If applicable explain the scientific or technical methods utilized in the project. Note if the project uses innovative or unique solutions to address fisheries problems or if the results can be transferred elsewhere. Please also include:

- A **timeframe** or **schedule** of when major activities will occur, including a list of any permits that will be obtained.

- The **role of TU** leaders, volunteers, or staff in the project and the names and qualifications of the key participants. EAS projects require that TU volunteers have significant involvement.
- The **role of other partners** in the project and the names and qualifications of the key participants.
- An **outreach plan** to disseminate the results of the project to TU, project partners, and especially the general public.
- A description of how you will measure or **evaluate** project outcomes. Explain the scientific or technical methods used to evaluate project results, including the **indicators** (an indicator is a specific, measurable target or goal) for project success. Grant recipients will be required to evaluate the outcomes of their projects by measuring these indicators before and after their project.

## 6. Communications Plan

New for 2017, we ask that EAS applicants include a brief, one-page document outlining the applicant's plan for communicating the project and award to their local community. A robust communications plan will include press releases, social media posts, website updates, and posts to the blog on TU's homepage. We ask that successful applicants submit no fewer than two updates throughout the course of the project to Membership Engagement Manager Kyle Smith at [eas@tu.org](mailto:eas@tu.org).

## 7. Budget Form

The budget form spreadsheet can be downloaded on the [EAS page on tu.org](#) and is intended to assist applicants in writing project budgets and explaining project costs. **Please use this form.** Applicants are required to indicate total project costs, as well as EAS costs and non-EAS expenses. Please be as specific as possible when describing your project expenses and keep in mind that there must be a one-to-one match to qualify for an EAS grant. EAS looks favorably upon cash contributions from the chapter and other partnering organizations, as well as projects with high expected returns to justify the cost of the project.

Total project costs can be defined in terms of cash gifts, personnel and costs of materials and services. Applicants must identify all other contributors and indicate the type and amount of matched costs (e.g., \$500 cash, U.S. Forest Service). Estimates of direct cash costs and in-kind contributions to Embrace A Stream must be specified in the categories below:

- Personnel/Consultant Fees – Outline specific tasks, work to be performed by personnel/consultants, and the basis for their fees. Total fees should be broken down according to the amount of time spent on the project (e.g., hourly, weekly, or monthly rates). Trainers and facilitators are allowable expenditures. **Sponsoring professionals cannot be persons receiving money directly from an EAS grant.**
- Volunteer Labor – Identify all sources of volunteer labor, both TU and non-TU. Donated professional services can be valued at current market rates. General volunteer labor may be valued according to the most recent determination of the value of volunteer time by Independent Sector. As of 2017, this is \$23.07/hour.
- Contracts - Identify all work to be completed by contract. If a commitment to contract a particular vendor has been made prior to application for funding, explain how the vendor was selected, type of contract, deliverables, time frame, cost, and basis for the cost.
- Materials/Equipment – Please specify unit costs and quantities for materials and equipment. Identify specific materials and/or equipment necessary to complete the project. Costs are to be estimated according to the average market value of the equipment. Consumable office supplies may be included under the equipment category. Purchasing high cost capital equipment (chainsaws, waders, computers) is highly discouraged - rental of such items should be considered instead. Equipment for on-going stream and watershed monitoring projects will be considered given adequate justification of their need and lack of ready availability. EAS does not fund computer equipment, software, newsletters, or websites, unless given compelling rationale for how such tools are linked to the conservation objectives.

- Other Expenses - Identify any other specific costs associated with the project. Please note that transportation costs for volunteer labor (i.e., lodging, mileage and gas expenses) are not eligible for EAS funding. Travel may be counted as match at \$0.535/mi.

**Do not** submit lengthy background materials used in preparing the application. Visual aids (maps are highly suggested, along with diagrams, photographs, etc.) can be very helpful in explaining a proposed project.

#### **V. OTHER INFORMATION**

- Grant applicants should take a common sense approach to avoiding any real or perceived conflicts of interests. If a chapter or council board officer, board member, sponsoring professional, or other person in a position with decision making authority regarding the proposed project may appear to personally benefit either financially, materially, or otherwise through the project please explain what steps will be taken to avoid a conflict of interest.
- All grant recipients must submit to TU national a final report, including evaluation results, by **September 30, 2019**. For continuations, a progress report must be submitted, including a brief description of the delays and work plan.
- Amendments and extensions to an EAS project must be submitted to TU national *ahead of the final report deadline* and are subject to review and approval by the EAS Chairman and staff.
- Unexpended project funds must be returned to TU at the conclusion of the project. Such funds will be used in the EAS program for future projects.
- TU may use selected passages from successful applications in press releases and other media activities.

## VI. PREPARING AN EAS PROPOSAL - FINAL CHECKLIST

In order for an EAS proposal to be considered for funding it must include the following items:

- A. Contact made with the regional EAS Committee Member by April 15, 2017 to discuss proposal idea. Phone or email contact is acceptable and contact information is available on page 3 of this application.
- B. Draft proposal sent to EAS Regional Representative and ALSO to [eas@tu.org](mailto:eas@tu.org) by May 15, 2017.
- C. By July 15, 2017 submit the following via email to [eas@tu.org](mailto:eas@tu.org):
  - a. A complete **Application Form** including all of the required signatures:
    - \_\_\_ 1) Project Contact
    - \_\_\_ 2) Chapter President
    - \_\_\_ 3) Council Chair
    - \_\_\_ 4) Sponsoring Professional
    - \_\_\_ 5) Landowner (if applicable)
  - b. A complete **Proposal** document including:
    - \_\_\_ 1) Executive Summary (350 words or less)
    - \_\_\_ 2) Background
    - \_\_\_ 3) Goals and Objectives
    - \_\_\_ 4) Work Plan
    - \_\_\_ 5) Communications Plan
  - c. A complete EAS **Budget Form** that includes:
    - \_\_\_ 1) Detailed description of EAS expenditures
    - \_\_\_ 2) A 1:1 source of matching funds or in-kind contributions
    - \_\_\_ 3) Specific explanation of TU volunteer involvement and contributions

## EMBRACE A STREAM GRANT APPLICATION FORM

**Applicant:** (TU Chapter (include number) or Council)

**Project Title:**

**Project Location:** (e.g. Stream, Watershed, City, State – add GPS coordinates if available)

**Salmonid Species and Threatened/Endangered Status** (if applicable):

**Please indicate which conservation strategy your project best fits with:**

- Protect** (*Public lands policy, Land trust partnerships, Defense from unwise development defense, Pacific Salmon Treaty, etc...*)
- Reconnect** (*Passage barrier removal, Instream flow enhancement, Water law advocacy – surface or groundwater, etc...*)
- Restore** (*Watershed and habitat restoration projects, Policy to provide restoration incentives and funding, Improved hatchery design, Private landowner stewardship recognition, etc...*)
- Sustain** (*Youth education, Trout in the Classroom, Coalition building, Chapter or Council Strengthening, etc...*)

**Date initial contact made with regional EAS Committee Representative:**

**Amount Requested from Embrace A Stream:**

**Beginning & Ending Dates of Proposed Project:**

**Has chapter received EAS funds before?** If so, indicate project(s), year(s) and amount(s) for last five years:

**Has chapter submitted final reports for all projects outlined above? If yes, include date(s) submitted.** If not, please explain below:

**To help with EAS publicity please list the names of three or four local and state newspapers:**

**TU Project Contact:** (Person to contact if there are questions about the proposal. Cannot also be sponsoring professional.)

name email phone

signature date

**Sponsoring Professional:** (Agency official responsible for project oversight, if applicable. Sponsoring professionals CANNOT also be a funded consultant.)

name email phone

title agency

signature date

**TU Chapter President:**

name email phone

address city state/zip

signature date

**TU Council Chair:** (For states with an existing TU council - executive directors not eligible.)

name email phone

signature date

*(My signature shows that I have reviewed this application and am aware that it occurs within my council area and that the proposed project is consistent with TU national conservation policies.)*

**Landowner:** (if applicable)

name email phone

signature date



