



EMBRACE A STREAM GRANT PROGRAM 2019 Instructions

I. PROGRAM OVERVIEW

Since its inception in 1975, the Embrace A Stream (EAS) program has invested in more than 1,050 individual projects with over \$4.6 million in direct cash grants. For the 2019 funding cycle, Trout Unlimited (TU) chapters and councils are asked to submit project proposals that best address the needs of native and wild salmon, steelhead and trout following TU's protect, reconnect, restore, and sustain conservation model.

Projects will be evaluated based on their conservation impact, public education and outreach, technical merit and their ability to strengthen TU's impact. Throughout the history of the EAS program, it has been our experience that the most effective and successful projects have included these elements, described specifically how they will be accomplished, 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. Your regional EAS committee representative is available to support you in your application efforts.

The 2019 EAS funding timeline is as follows:

- March 19: Online training call (Overview of the upcoming EAS funding opportunity for EAS Committee, chapter/council leaders and/or points of contact for an EAS application) at 8:00 p.m. Eastern. Register at www.tu.org/training
- April 15: **Deadline** for chapter/council to make initial contact with EAS Committee Representative about proposed project. Online EAS application portal access becomes available.
- May 15: **Deadline** for draft application to be saved in the online portal. This step is intended to help chapters address shortcomings in and improve their applications prior to the final submission deadline.
- July 15: **Final deadline** for applications to be submitted to online portal.
- October 5: Embrace A Stream Committee grant selection meeting
- November: Grant announcement letters are sent. Grant checks will be deposited in the chapter or council bank account. Please ensure that your current bank information is on file with TU. Contact Lisa Beranek (Lisa.Beranek@tu.org) to update your information, if needed.

Final proposals must be submitted no later than July 15th via online portal.

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

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 November. All 2019 funded EAS applicants will be entered in the competition giving them the chance to procure additional funding to support their restoration projects as well as important conservation and education programs.

The ONLY way to be eligible to win additional Embrace A Stream Challenge funding is to first apply and be awarded funds for an EAS project in the same year. More information on the EAS Challenge will be provided to grant winners in October.

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 applicant. We strongly encourage chapters and councils to partner with government agencies, non-profits, and other groups to strengthen their EAS proposal. There must be significant TU involvement in the planning and execution of the project to warrant funding, and project proposals with 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 EAS reports for projects that received EAS funding in the 2016-17 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 funded project. Final reports must be filed by September 30th two years following the award date (e.g.- projects funded in October 2019 must file a final report by September 30th, 2021).
- Applicants must match, on a one-to-one basis, the EAS grant request. For example, for a total project budget of \$20,000 or more, 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* (see section III) 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.
- A project by a chapter or council that received a grant in the previous year if that chapter/council submits an interim progress report on their funded project along with their request for funding the new project
- 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. If you are interested in seeking funds for land acquisition, including easements, consider applying for [TU's Land Conservancy Fund](#).
- 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 candidate or particular piece of legislation.
- More than one project from any one chapter or council in a given funding year.
- Grant requests from a chapter or council with an EAS project that has yet to be completed if that chapter/council has not submitted an interim report. Chapters/councils seeking funding for a project must submit an interim report for on-going projects that are still within the two-year deadline along with the new project application.

III. REVIEW PROCESS

The EAS Committee is comprised of TU volunteer representatives and scientific advisors from across the country. The committee evaluates all proposed projects and makes final funding decisions at a meeting during the national conference where each project is discussed. EAS Committee members are a valuable resource for potential grant seekers as they provide coaching and support during the application process. Chapters and councils that receive funding are often in contact with their committee representative early in the process.

The members of the committee include:

<u>Name & Term</u>	<u>Region (States)</u>	<u>Phone</u>	<u>Email</u>
Russ Meyer (II-2022)	Chair	775-852-6141	rfmeyer@unr.edu

Ron Rhodes (I-2019)	New England (ME, MA, NH, VT, CT, RI)	802-457-1247	rhodes@sover.net
Greg Malaska (II-2021)	Northeast (NY, NJ, PA, DE)	570-657-7169	gregmalaska@gmail.com
Brian Bernstein (I-2019)	Mid-Atlantic (MD, VA, WV, DC, OH, KY)	410-262-4188	brianbernstein21093@gmail.com
Henry Koltz (II-2019)	Great Lakes (MI, MN, WI, IA)	414-331-5679	hek@sdelaw.com
Russ Meyer (II-2022)	Midwest States (IL, IN, MO, AR, KS)	775-852-6141	rfmeyer@unr.edu
Andy Brunelle (I-2019)	Northern Rockies (ID, WY, MT, ND, SD, NE)	208-334-1770	boisetrout@aol.com
Marshall Pendergrass (I-2023)	Southern Rockies (UT, AZ, NM, CO, OK, TX)	970-596-8602	redrocksman@gmail.com
Paige Wallace (II-2013)	Pacific Northwest (WA, OR, AK)	503-593-9655	flyfishgirl@hotmail.com
Peter Mangarella (I-2022)	Southwest (NV, CA, HI)	510-289-8163	pmangarella44@gmail.com
Tom McInnis (I-2019)	Southeast (TN, NC, SC, GA, AL, MS, FL)	864-654-4003	tomcatmc@bellsouth.net

By April 15, 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 and describe how their objectives will be accomplished 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, etc...

B. Strengthening TU Impact- Is a TU chapter or council leading the project? Is there significant TU volunteer involvement 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 chapter's plan to cultivate new leaders, engage members, and to help improve a chapter's Chapter Effectiveness Index score. Be prepared to fully describe how each of these efforts to strengthen TU's impact will be accomplished. 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

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 the 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** to discuss their project idea. Please contact them before you start writing the proposal – they can help you refine your project concept 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.

EAS applicants must use the online application form for all EAS submissions. The chapter or council’s online application account must be in the chapter or council’s name (e.g. Klickitat Trout Unlimited). This may require the creation of a general chapter or council email address if you do not already have one in use. Please note that all requested signatures are mandatory and can be uploaded to accompany your online submission. 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.**

Project proposals should include the following items:

1. Executive Summary

In *300 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.

2. Background

In *1,000 words or less*, 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.

3. Goals and Objectives

In *350 words or less*, 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** for 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 specific **TU strengthening objectives** for the project. (e.g. recruit X new members by method Y, develop an actionable plan for a conservation campaign, increase TU coverage in local media by X%)

4. Work Plan

In *650 words or less*, 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 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 key participants.
- An **outreach plan** to disseminate project results 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.

5. Communications Plan

In *650 words or less*, provide a brief outline for how the applicant will broadcast information about the project and EAS 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 EAS funded project to Leadership Development Manager, Lisa Beranek at eas@tu.org.

6. Budget Form

The EAS Committee will capture the project's budget through a detailed budget form that applicants will upload and a budget overview which will require the applicant to input data into fields. This portion of the application is intended to assist applicants in writing project budgets and explaining project costs. Applicants are required to indicate total project costs which include EAS costs and non-EAS expenses. Please be as specific as possible in the uploaded budget by describing your project expenses.

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 EAS must be specified in the budget overview 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 which is \$24.69/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 \$0.58/mi.

7. Visual Aids

Maps, diagrams, before photographs, etc. are extremely helpful in explaining a proposed project and are highly encouraged. Applicants can upload these files along with their online submission.

8. Signatures

Authorization and signatures from your TU project contact, sponsoring professional, TU Chapter President, TU Council Chair (if applicable) and landowner(s) (if applicable) are mandatory. The signatures can be uploaded to accompany your online submission.

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.**

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 an online final report, including evaluation results, by **September 30, 2021**. 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 the EAS Committee *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 for future EAS 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. Phone or email contact is acceptable.
- B. Draft proposal uploaded to EAS online application portal by May 15.
- C. By July 15 submit the following application via the online portal:
 - a. A complete **Proposal**:
 - ___ 1) Executive Summary (300 words or less)
 - ___ 2) Background (1,000 words or less)
 - ___ 3) Goals and Objectives (300 words or less)
 - ___ 4) Work Plan (650 words or less)
 - ___ 5) Communications Plan (650 words or less)
 - ___ 6) Budget
 - ___ a) Detailed description of EAS expenditures in uploaded budget
 - ___ b) Budget overview that reflects detailed budget data
 - ___ c) A 1:1 source of matching funds or in-kind contributions
 - ___ d) Specific explanation of TU volunteer involvement and contributions
 - b. All required **Signatures**:
 - ___ 1) Project Contact
 - ___ 2) Chapter President
 - ___ 3) Council Chair
 - ___ 4) Sponsoring Professional
 - ___ 5) Landowner (if applicable)
 - c. Before **Pictures** (optional but strongly encouraged)



Embrace A Stream Grant Application Information

It is helpful to collect your application information in one document so that when you are ready to apply online, you can easily enter your proposal information into the online platform.

Applicant: (Format: 123 – Chapter Name or XYZ Council Name)

Project Title:

Project Location: (e.g. Stream, Watershed, City, State – 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: