



EMBRACE A STREAM GRANT PROGRAM 2021 Instructions

I. PROGRAM OVERVIEW

Since its inception in 1975, the Embrace A Stream (EAS) program has invested in more than 1,120 individual projects with over \$4.6 million in direct cash grants. For the 2021 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 2021 EAS funding timeline is as follows:

- *March 15:* Online EAS 2021 funding opportunity training. Register at www.tu.org/training
- *April 15:* **Deadline** for initial contact with EAS Committee Representative about proposed project.
- *May 15:* **Deadline** for draft application to be submitted in the online portal. This step is intended to help applicants improve their proposals prior to the final submission deadline.
- *July 15:* **Final deadline** for applications to be submitted via the online portal. For applicants that have a standing EAS grant, an interim report update must be provided by this date.
- *November:* Grant announcements are sent. Grant funds 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 the EAS online portal.

The Embrace A Stream Challenge

The Embrace A Stream Challenge is an online fundraising competition that will take place in November. All 2021 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 be awarded EAS grant funds in the same year. More information on the EAS Challenge will be provided to grant winners in advance.

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, and as such, a TU chapter or council must be the applicant. We strongly encourage chapters and councils to partner with government agencies, non-profits (especially within TU), and other groups to strengthen their EAS proposal. There must be significant TU involvement, particularly in leadership roles, in the planning and execution of the project to warrant funding. 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 previous EAS funding 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 2020 must file a final report by September 30th, 2023).
- 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 TU staff for project management, 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.**
- Embrace A Stream holds all chapters and councils to the following conflict of interest policy:
 - No officer or board member of a TU chapter or council receiving EAS funds shall in any way financially benefit from the EAS award, including by receiving EAS funds personally, professionally or entering into a contractual relationship with the TU chapter or council awarded an EAS grant.
 - EAS funds may not be used for any contract or other transaction between the TU chapter or council and one or more of its directors or any other corporation, firm, association, or entity in which one or more of its director is an officer or is financially interested.
 - TU members who serve on other boards of non-profit organizations who may be project partners on EAS funded projects are not subject to this policy as long as no personal financial gain is obtained by said TU members. All chapter and council members are encouraged to report any real or perceived conflict of interest to the EAS Chair.

EAS will fund:

- On-the-ground restoration, protection, or conservation efforts that benefit trout and salmon fisheries and their habitats.
- In an effort to support and encourage TU collaboration (OneTU), TU staff time to supervise, manage or otherwise directly support EAS project development and/or implementation, in collaboration with other chapters and councils, will be considered as long as the project fits all other evaluation criteria.
- 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 (excluding TU staff employed for project management).
- Partially or fully completed projects seeking reimbursement for expenses incurred before May 15th.

- 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:

Name & Term	Region	Phone	Email
Russ Meyer (II-2022)	Chair	775-527-2873	rfmeyer@unr.edu
Ellen Smith (I-2021) (ME, MA, NH, VT, CT, RI)	New England	413-624-3483	NeEASTU@gmail.com
Greg Malaska (II-2021) (NY, NJ, PA, DE)	Northeast	570-657-7169	gregmalaska@gmail.com
Brian Bernstein (II-2023) (MD, VA, WV, DC, OH, KY)	Mid-Atlantic	410-262-4188	brianbernstein21093@gmail.com
Mike Kuhr (I-2024) (MI, MN, WI, IA)	Great Lakes	414-588-4281	mikek.trout@yahoo.com
Mike Kruse (I-2020) (IL, IN, MO, AR, KS)	Midwest States	775-852-6141	mkflyfishing@gmail.com
Andy Brunelle (II-2023) (ID, WY, MT, ND, SD, NE)	Northern Rockies	208-334-1770	boisetroutr@aol.com
Marshall Pendergrass (I-2022) (UT, AZ, NM, CO, OK, TX)	Southern Rockies	970-596-8602	redrocksman@gmail.com
Paige Wallace (II-2021) (WA, OR, AK)	Pacific Northwest	503-593-9655	flyfishgirl@hotmail.com
Peter Mangarella (I-2022) (NV, CA, HI)	Southwest	510-289-8163	pmangarella@protonmail.com
Tom McInnis (II-2023) (TN, NC, SC, GA, AL, MS, FL)	Southeast	864-654-4003	tomcatmc@bellsouth.net

By April 15th, 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
- TU staff, chapter(s) and council(s) collaboration
- 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 15th** 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 your chapter/council does not already have a general email 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.**

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 an online final report, including evaluation results, by **September 30th, 2023**, 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 committee.
- 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 15th. Phone or email contact is acceptable.
- B. Draft proposal uploaded to EAS online application portal by May 15th.
- C. By July 15th, submit the following application via the online portal:
 - a. A complete **Proposal**:
 - ___1) Executive Summary
 - ___2) Background
 - ___3) Goals and Objectives
 - ___4) Work Plan
 - ___5) Communications Plan
 - ___6) Budget
 - ___a) Detailed description of EAS expenditures in uploaded budget
 - ___b) 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)