EMBRACE A STREAM
GRANT PROGRAM
2022 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 $4.85 million in direct cash grants. For the 2018 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 2022 EAS funding timeline is as follows: (links and details online at www.tu.org/eas)

March 15 – Embrace A Stream training webinar
April 15 – Deadline to notify regional EAS representative of your intent to apply
June 1 – First draft applications sent to regional EAS representative (optional)
June 15 – Online application deadline
July 23 – Grants awarded at CX3 Portland Embrace A Stream Banquet

Final proposals must be submitted no later than June 15th via the online application form.

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, nonprofits (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.

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 within two years following the award date.
- 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 directors 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 (One TU), 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 nonprofit staff – other than TU staff. *(Note: The salary or expenses of the project Sponsoring Professional are not eligible for EAS funding.)*
- Partially or fully completed projects that are seeking reimbursement for expenses already incurred.
- 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.

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. 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. 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 regime, 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.   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, within two years of grant award. For continuation requests, 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 Committee 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.

V. 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 shared with EAS Representative by June 1 (optional)
C. By June 15 submit the following application via the online portal:
    a. A complete **Online Application at www.tu.org.eas:**
      ___ 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
        ___ b) A 1:1 source of matching funds or in-kind contributions
        ___ c) Specific explanation of TU volunteer involvement and contributions
    b. All of the required **Letters of Support:**
      ___ 1) Chapter President
      ___ 2) Council Chair
      ___ 3) Sponsoring Professional
      ___ 4) Landowner
    c. Uploaded **Supporting Documents** (optional but recommended)

Embrace A Stream Letter of Support Template

The following is a template of a simple letter of support – your project must have a letter of support from the following:

1) Chapter President
2) Council Chair
3) Sponsoring Professional
4) Landowner

TU Embrace A Stream Letter of Support

I, Name:_____ Email:_____ Phone:_____

fully support and am participating in the PROJECT NAME of the CHAPTER NAME.

As the (CHAPTER PRESIDENT, COUNCIL CHAIR, SPONSORSING PROFESSIONAL, LANDOWNER) my role in this project is to XYZ.

I look forward to working with the CHAPTER Name on this important local project and fully support it for an Embrace A Stream rant.

Signature:_____ Date:_____