

Chapter 7

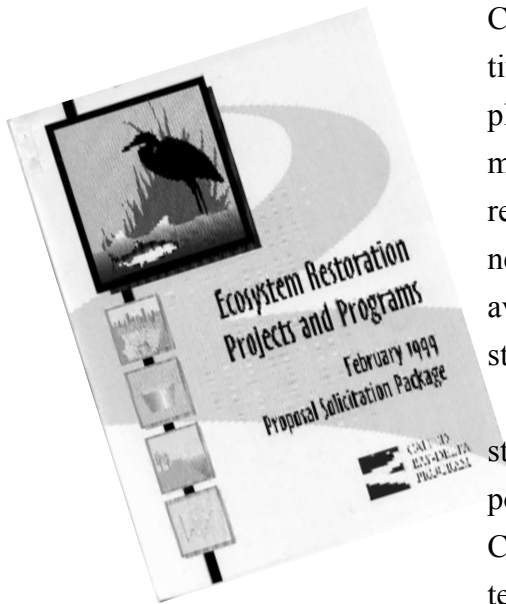
Start-up Funding

The shift to a more interrelated watershed approach for land use decision-making and resource management mirrors a “re-invention” movement within government to be more productive, more responsive and to work more closely and cooperatively with local communities and stakeholder groups. As a result, state and federal agencies are offering more and more funding to multi-stakeholder, community-based groups working on resource issues.

In some cases, the agencies actually make funding available specifically for organizational start-up costs, as in the case of the CALFED Bay-Delta Program in California. CALFED is a consortium of state and federal agencies working to develop a long-term plan for restoring ecological health and improving water management in the Bay-Delta. The CALFED agencies specifically recognized the importance of watershed stewardship as a component of the long-term solution and, therefore, made funding available to support the development of community-based, multi-stakeholder watershed groups in Bay-Delta tributary watersheds.

In other cases, you can include an organizational start-up or strengthening component in a larger, project-oriented grant proposal to government agencies or private foundations. A Yuba County watershed group did this, for example, when they submitted a proposal to another state funding program under Proposition 204, the Safe, Clean, Reliable Water Supply Act passed by California voters in 1996. The proposal included a number of action items designed to improve water quality in the lower Yuba watershed, one of which was half-time salary support for a watershed coordinator over a two-year period.

The Yuba Watershed Council (then called the Yuba Watershed Group) in the upper watershed also included funding for organizational start-up in its watershed health improvement and monitoring project proposal to Proposition 204. This group sought and received funds to establish a RiverKeeper program (including hiring a fulltime staffperson) responsible for working with agencies and community volunteers to monitor project impacts in the watershed. This same proposal included funding



for conducting baseline data collection and private landowner/public land user surveys. And, it asked for funds to establish communication vehicles, such as a web site, an action guide, and other components, to facilitate good communication between the watershed group and the public. Each of these items was included as part of a specific project task; but they were also actions that a start-up watershed group would likely have to fund anyway.

As long as you think creatively, there are myriad possibilities for getting start-up funding out of project-oriented grant proposals.

In addition to seeking funding through agency or foundation funding, you can also look closer to home, both for start-up and ongoing funding. Consider starting with the partnership members themselves, who are often in a position to offer at least in-kind support if not actual hard cash. For example, can one of the partners offer free use of their meeting room or perhaps even some office space and use of equipment like a computer and phone for the start-up group? Perhaps another member can donate funding to cover the first year's postage for sending out meeting announcement and minutes. Some members, like agencies, for example, may even offer grant programs to start-up groups like yours. It doesn't hurt to ask!

When you begin looking at soliciting start-up funding, you will need to develop a budget outlining your anticipated expenses, any income sources you already have or may be applying for, and any in-kind contributions you are getting from members or others in the community, including items mentioned above, as well as any copying, printing or other donations member groups may make.

The following is a partial list of state, federal and other funding programs to help you start thinking about whom to approach for organizational start-up and ongoing project funding. There are many more programs out there, both through the agencies and within private foundations and corporations -- but this sampling can get you started.

State Programs

Agricultural Land Stewardship Program. Provides grants for the purchase of agricultural conservation easements. Contact: Office of Land Conservation, 801 K Street, MS 13-71, Sacramento, CA 95814. 916-324-0862.

CALFED Bay Delta Program. Funds ecosystem restoration for Delta tributary watersheds. Local, state and federal agencies, non-profits and individuals eligible. Has some funding available for watershed capacity-building, including watershed councils and watershed coordinators. Contact: CALFED Bay-Delta Program, 1416 Ninth Street, Suite 1155, Sacramento, CA 95814. 916-657-2666.

Environmental Enhancement and Mitigation Program. Grants for mitigation of environmental impacts of transportation facilities. Local, state, or federal agency, non-profit or public/private partnerships eligible. Contact: California Resources Agency, 1416 Ninth Street, Room 1311, Sacramento, CA 95814. 916-653-5656.

Habitat Conservation Fund/Local Agency Grants. For acquisition, restoration, and enhancement of wildlife habitat and natural areas. Only local public agencies are eligible, although non-profits can partner. Contact: California Department of Parks & Recreation, PO Box 942896, Sacramento, CA 94296-0007. 916-653-7423.

Federal Programs

National Fish and Wildlife Foundation. Funds for acquiring significant resource lands for the protection and restoration of sensitive fish, wildlife and plant species. Federal, state, and local agencies and non-profits eligible. Contact: NFWF, 116 New Montgomery Street, 2nd Floor, San Francisco, CA 94105. 415-778-0999.

North American Wetlands Conservation Act. Eligible projects include acquisition and restoration of wetlands, among other activities. Proposals accepted twice a year in April and August and should be directed to the Coordinator of the North American Wetlands Conservation Council. Contact: US Fish & Wildlife Service, 703-358-1711.

Don't forget to talk with local representatives of state and federal agencies, such as the Forest Service, the US Environmental Protection Agency, your local Resource Conservation District or Natural Resources Conservation Service, and others. They are often good sources for information on local funding initiatives and programs.

Check with other non-profit organizations in your area, as well, to see where they got their start-up funding.

Transportation Enhancement Activities Program (TEA).

Funding for conservation projects related to transportation, such as acquisition of easement, construction of bicycle trails, etc.

Eligible projects must relate to a transportation facility and be above and beyond normal transportation projects or mitigations.

Contact: Caltrans TEA Office, 1120 N Street, Sacramento, CA 95814. 916-654-5275, or your local regional transportation planning agency.

Wetlands Reserve Program. Funding for acquisition of conservation easements on agricultural lands. Both permanent and 30-year easements can be purchased under the WRP, with priority given to projects that maximize wildlife values. Contact: Natural Resource Conservation Service at 916-757-8200.

Additional Federal Government Agency Funding Sources

NPS Rivers, Trails and Conservation Assistance Program. Program of the National Park Service that works at the request of communities, governments, and non-profit organizations nationwide, providing technical assistance for conservation and recreation projects, primarily on non-federal lands. RTCA does not give out grants, buy lands, or enforce regulations, but its assistance can help strengthen your organization. RTCA has 70 staff located in more than 20 offices nationwide. Contacts: Chris Brown, NPS, PO Box 37127, Washington, DC 20013-7127. Ph: 202-565-1200. Peg Henderson, NPS 600 Harrison St., Suite 600, San Francisco, CA 94107-1372. Ph: 415-427-1446.

USEPA Nonpoint Source Control Section 319 Grants.

Watershed-based approach to controlling nonpoint source pollution, such as restoration of wetlands and riparian areas to reduce nonpoint source pollution from agriculture, forestry and urban sprawl; money is administered through the state but is only available in “priority watersheds”; EPA provides flexibility for states to decide their own funding priorities and methods of choosing and implementing projects. Funds can be used for enforcement, technical assistance, financial assistance, education/outreach, training, technology transfer, demonstration projects and monitor-

ing to assess the success of specific nonpoint source implementation projects. In general, no 319 money is available specifically for monitoring or data collection. In the past, funded projects have involved technological innovations for restoration and remediation. A new focus is supposed to be on basinwide projects developed jointly with numerous stakeholders or watershed councils. Projects that leverage local matching funds are generally looked upon more favorably. Contact: EPA Nonpoint Source Branch, US EPA, 401 M Street SW, 4503F, Washington, DC 20460. Ph: 202-260-7100. www.epa.gov/OWOW/NPS/guide.html.



CHAPTER 7 - KEY CONTACTS/RESOURCES/REFERENCES

Starting Up: A Handbook for New River and Watershed Organizations. River Network, PO Box 8787, Portland, OR 97207-8787. Tel: 503-241-3506. Fax: 503-241-9256. Website: <http://www.rivernetwork.org>

Directory of Funding Sources for Grassroots River and Watershed Conservation Groups. Compiled by Alison Cook for River Network, PO Box 8787, Portland, OR 97207-8787. Tel: 503-241-3506. Fax: 503-241-9256. Website: <http://rivernetwork.org>

River & Watershed Conservation Directory, a cooperative project of River Network and the National Park Service's Rivers, Trails and Conservation Assistance program. National directory with more than 3,000 river and watershed conservation organizations, as well as key federal and state agencies. River Network, PO Box 8787, Portland, OR 97207-8787. Tel: 503-241-3506. Fax: 503-241-9256. Website: <http://rivernetwork.org>.

River Voices. quarterly journal published by River Network, PO Box 8787, Portland, OR 97207-8787. Tel: 503-241-3506. Fax: 503-241-9256. Website: <http://rivernetwork.org>.

River Fundraising Alert. quarterly publication from River Network to help river and watershed organizations support themselves financially. River Network, PO Box 8787, Portland, OR 97207-8787. Tel: 503-241-3506. Fax: 503-241-9256. Website: <http://rivernetwork.org>.

Kim Klein. ***Fundraising for Social Change.*** Chardon Press: Berkeley, CA. Third Edition, 1994. PO Box 11607, Berkeley, CA 94712. Tel: 510-704-8714. Fax: 510-649-7913.

Grassroots Fundraising Journal. bi-monthly magazine published by Chardon Press: Berkeley, CA. PO Box 11607, Berkeley, CA 94712. Tel: 510-704-8714. Fax: 510-649-7913.

Foundation Center, 79 5th Avenue, New York, NY 10003-3076. Tel: 212-620-4230. Fax: 212-807-3677. Call to find out location of associate center nearest you.

Support Centers of America (National Headquarters), 706 Mission St., 5th Floor, San Francisco, CA 94103. Tel: 415-974-5100. Provides training and management assistance to nonprofits.