

2009 Clean Water Grant Application INSTRUCTIONS

Application Checklist:

1. Carefully read the grant guidelines.
2. Read the Frequently Asked Questions at www.boatus.com/foundation/cleanwater/grants/faq.asp
3. Complete all sections of the application form.
4. **Be sure to include a detailed budget with your application.**
5. Obtain any necessary permission from controlling authorities needed to complete grant.
6. **Send your application on or before the February 2, 2009 deadline.** Applications may be e-mailed before midnight on February 2, 2009 or postmarked February 2, 2009 or earlier.

Optional:

- Enclose materials such as your organization's newsletter or examples of previous projects.
- Applications with a majority of the project devoted to the focus topic will be given preferential treatment.
- You may include proofs of any materials you wish to produce with grant funds. (Being awarded a grant does not, however, indicate that the proof has received final approval).

General Info:

- You may request any amount of funds up to \$4000.
- Applications (including supporting materials) will not be returned to you.
- Frequently Asked Questions about the grants are available on the Foundation website.

How to Complete Your Application

- Applications can be downloaded from <http://www.boatus.com/foundation/cleanwater/grants/>
- Save the application in Microsoft Word, complete it, and then e-mail it to akeating@boatus.com with **2009 Clean Water Grant Application** as the subject line. You may also mail a print out to the address below.
- Receipt of your application will be acknowledged via e-mail. If you have not received notification within one business day, please e-mail akeating@boatus.com to confirm your application was received.

Deadline and Return Information

**All applications must be e-mailed by MIDNIGHT or postmarked by
Monday, February 2, 2009**

**Return your application to:
cleanwater@boatus.com
or**

BoatU.S. Foundation Grants
147 Old Solomon's Island Road, Suite 513
Annapolis, MD 21401

2009 Clean Water Grant Application GUIDELINES

About the BoatU.S. Foundation Clean Water Grant Program

The Clean Water Grant Program funds projects that educate boaters about actions they can take to reduce their impact on the environment while boating. We look for projects that reflect a unique and repeatable way to reach the public with upbeat, clean boating messages. Allowable expenses may include artwork, printing, postage, educational materials, construction supplies, and other expenses directly related to your outreach activities.

The grant recipient is not required to provide matching funds. However, the Foundation requires that its grant represent at least 50% of a project's overall budget. Proposals that include in-kind donations of product and/or time are encouraged. A grantee must keep accurate accounting records and must maintain the reporting schedule as specified in the grant agreement. Surplus funds are to be returned to the Foundation unless you receive prior approval to spend the funds on other projects.

Who does the program fund?

- Volunteer boating groups, clubs, and associations
- Local non-profit/tax-exempt organizations, including chapters of national organizations

Who does the program NOT fund?

- Government agencies
- National or international organizations
- For profit businesses or individuals
- Private clubs not open to the general public

What types of projects are NOT eligible?

- Capital improvement projects or general operating funds.
- Salaries, transportation, meals, lodging.
- Debt repayment or reimbursement.
- Lobbying or political action.
- Money to start an organization, or promotional or membership drives for businesses or clubs.
- Funds are not awarded to sustain or repeat projects. Multi-year projects, or those that are likely to need additional funding in the future, should be planned to become self-supporting.
- Generally, grants are not given for specialized training or equipment unless it can be shown that this training will benefit the general public.
- Requests for Powerpoint projectors, electronic hardware/software, website design, boats, motors, or other expensive boating gear are not likely to be funded.

About the 2009 Focus Topic:

There is no Focus Topic for the 2009 Clean Water Grants program. This is your chance to propose your most innovative ideas to address your local area's clean boating issues. All applications will be given equal consideration.

2009 Clean Water Grant APPLICATION

Organization Information	
<i>Organization Name</i>	
<i>If USCGA, list following</i>	District # _____ Division _____ Flotilla# _____
<i>Water body served</i>	
<i>Year Organization Established</i>	
<i>Number of Paid Staff</i>	
<i>Number of Volunteers</i>	
<i>Organization's annual budget</i>	\$ _____
<i>Is your organization a non-profit 501 (c)(3):</i>	___ YES / ___ NO
<i>Organization's Web Address</i>	
Project Manager	
<i>Name and Title of Person Overseeing the Project</i>	
<i>Address for all Mailed Correspondence</i>	
<i>Telephone</i>	
<i>Email Address</i>	
Official Representative	
<i>Name and Title of Person Authorized to Sign for Your Organization</i>	
<i>Address</i>	
<i>Telephone</i>	
<i>Email Address</i>	

ABOUT YOUR ORGANIZATION

Please describe your organization in 150 words or less.

Tell us about the general nature, extent and location of your group's activities? Be sure to explain your current environmental activities. (Please be specific, but concise.)

ABOUT YOUR PROJECT

Tell us about your proposed project in 150 words or less. What do you hope to accomplish and who do you plan to reach?

In as many words as necessary, outline the steps that are necessary to complete your project within **one year's time**. (Feel free to use bullets points or an outline.)

Describe the waterway and boating population that your project is intended to reach.

If you are producing educational materials, what will be your method of distribution? (For example: Are you mailing out information? Handing flyers out at area events? Give us details.)

How do you intend to support and maintain the project if it is selected to be a grant recipient?*

(Remember, ideally, we are looking for projects that can continue after the initial funding period; however we will not provide more than one year of funding for your project.)

YOUR PROJECT'S BUDGET

☞ Budget Tips:

- *Be sure to read the grant guidelines to confirm that your expenses are allowable.*
- *If necessary, get prices for materials or quotes from printers before completing your budget.*
- *Include denominations of any printed materials – number of signs, brochures etc. that you will purchase with funds.*
- *Please note that BoatU.S. Foundation funds must be used for at least 50% of the overall budget.*
- *If your overall budget is more than \$4,000, specify what BoatU.S. Foundation grant funds will be used to purchase.*

Below, or on an attached page, please tell us in detail what funds will be needed to complete your project. List in-kind or matching funds if necessary or desired.

Total Grant Amount Requested: _____

YOUR PROJECT'S BUDGET CONTINUED

Are there any other sources of funding to be applied to this project? Are you still pursuing these sources or are they already secured? (If yes, list the sources and amounts including in-kind services.)

Has your organization received any grants from BoatU.S. Foundation within the past five years?

If so, what year?

- 2004
- 2005
- 2006
- 2007
- 2008

Has your organization received any other grants within the past five years? (If yes, provide a detailed list.)

How did you hear about the BoatU.S. Foundation Grants program? Select all that apply.*

(Select at least 1 response and no more than 9 responses.)

- Foundation Website
- Foundation's e-newsletter
- BoatU.S. Magazine
- BoatU.S. Member E-line
- Other magazine
- Coast Guard Auxiliary or Power Squadron newsletter
- Past grant recipient
- Other, please specify:

Your application is now complete! Before mailing, please check to make sure you have done the following:

- Completely filled out every question
- Provided a detailed budget
- Obtained permission from appropriate controlling authorities, if necessary.
- Included any supporting materials or proofs, as desired

Frequently Asked Questions 2009 Clean Water Grants



Q: What is the BoatU.S. Foundation for Boating Safety and Clean Water?

A: For over 25 years, the BoatU.S. Foundation for Boating Safety and Clean Water has promoted safe and environmentally sensitive boating. We work with boaters, marinas, and boating-related groups to reduce accidents and fatalities on the water, while increasing stewardship of our water resources. The BoatU.S. Foundation is a national 501(C)(3) nonprofit organization with nine staff members and an overall annual budget of about \$1.4 million.

Q: What is the BoatU.S. Foundation Grant Program?

A: In 1988, the Foundation started a Boating Safety grant program to support volunteers with community-based boating safety projects. Our environmental education support began in 1999.

Our grant-making activity is an extension of our mission. Each year, we allocate about 8% of our budget (\$100,000) to helping local groups who further our goals and help local communities.

Our grant program is funded primarily by small voluntary donations made by members of BoatU.S., the Boat Owners Association of the United States.

Q: What kind of groups is the Foundation looking to fund?

A:

- We want to work with small, local, volunteer-based nonprofits.
- We will fund volunteer boating groups, clubs, and associations, as well as local nonprofit organizations, including local chapters of national organizations.

Q: What kind of groups doesn't the Foundation fund?

A:

- We will not give grants to government agencies, national or international organizations, for-profit businesses or individuals, or private clubs not open to the general public.
- We have received requests in the past from nonprofits that have multi-million dollar budgets and dozens of staff members. While these nonprofits are clearly successful, our focus is more towards the small groups who couldn't do this outreach without our grant.

Q: What kind of projects does the Foundation fund?

A: The Foundation is looking for *new and innovative* ideas to reach local recreational boaters with safety messages. Key components of the project must be designing the information for the boater, and getting it to the boater; they shouldn't be an afterthought. In addition, the project should be designed to get wide exposure in the local community, and should be able to be duplicated by others. Projects that give us feedback about boater behavior are encouraged.

Q: What kind of projects does the Foundation prefer to fund?

A: The Foundation prefers to fund projects that use positive messages. We would like to work with groups that use positive "*do*" messages rather than negative "*don't*" messages. We also find that projects that focus on a particular issue are more effective than broad projects that try to address all "safety" issues in one fell swoop.

Q: What is a focus topic?

A: A focus topic is an issue we believe needs more public awareness. Through our Grant Programs, we will be able to reach more people at the local level educating them about an issue that affects all recreational boating. The Foundation may elect not to promote a focus topic for a given year. If there is a focus topic, it will be listed on the application.

Q: What happens if I propose a project on another subject?

A: All applications that educate boaters about Clean Water topics will be considered. Applications with a majority of the project devoted to the focus topic will be given preferential treatment.

Q: Is there a place where I can get ideas for possible projects?

A: Yes. You will find a list of funded projects from past years on the Clean Water Grants page of the BoatU.S. Foundation web site (<http://www.boatus.com/foundation/grants/>). Please use this list as a starting point, but remember that we are looking for innovation, not duplication of a past project in a new location.

Q: Are there limits on funds?

A: You may request any amount up to \$4,000. We find that proposals that do not request the full \$4,000 tend to be more successful.

Q: If I apply, do I automatically receive a grant?

A: No. Each year about 100 organizations apply for this limited funding. As a result, it is a highly competitive grant application process.

Q: If my grant proposal is accepted, will I receive all the funds I asked for?

A: Not necessarily. Although you are free to request the maximum \$4,000 available under the grant, in order to increase the number of grants funded each year, the Grant Committee may choose to fund parts of your grant, or specific items listed in your budget.

Q: Are there any expenses that are NOT allowable under the grant guidelines?

A: Yes. Please review the list in the grant guidelines carefully.

Q: What's the timetable?

A:

- The Boating Safety Grant applications must be sent by email or postmarked by midnight November 1, 2008. Applications will be reviewed, and final decisions will be announced by January 15, 2009. If your group receives a grant, you will be expected to complete all grant related work by January 31, 2010.
- The Clean Water Grant applications must be sent by email or postmarked by midnight February 2, 2009. Applications will be reviewed, and final decisions will be announced by April 15, 2009. If your group receives a grant, you will be expected to complete all grant related work by May 30, 2010.

Q: Does "postmarked" mean the Foundation has to receive the application by February 2, 2009?

A: No, it means you must have mailed it *on or before* February 2, 2009 and the postmark (or e-mail time stamp) will reflect that.

Q: Does the Grant Administrator decide whether or not I get funding?

A: No. The Grant Administrator oversees the grants themselves, but does not decide who is accepted. The Grant Administrator is there to answer questions from applicants and will handle your application when you apply. The Grant Administrator is also the person you will work with if you do receive funding for a grant.

Q: Who decides what groups will get funded then?

A: Grant applications are carefully reviewed by a committee of about 12 people, made up of staff from the BoatU.S. Foundation and BoatU.S.

Q: We've submitted a grant application, what happens next?

A: About 10 weeks after the grant deadline, you will receive notification of whether or not your group has been accepted for funding. In an effort to make the grant process as paperless as possible, you may receive notification by e-mail. *All groups will be notified.*

Q: We were accepted! Now what?

A: Congratulations! If your grant application is successful, you will be sent a contract, which you must sign and return. Throughout the year, the following will be expected from you:

- You will need to provide us proofs of your project for approval before you have anything printed.
- You will stay in close communication with the Grant Administrator.
- You must provide a short six-month written report including fund allocations.
- You must provide at least three photos documenting the grant project.
- At the end of the year, you will provide a final 12-month written report, copies of your products (if applicable), and an expense sheet detailing your purchases. Remember to save all receipts. Any surplus funds must be returned to the Foundation unless you receive prior approval to spend the funds on something other than what was listed in your budget.

Q: We were not accepted. What did we do wrong?

A: Because the grants are competitive, only a portion of those who apply will receive funding. If you would like more input on why your proposal was not funded, you may e-mail or call the Grant Administrator.

Q: Are matching funds required?

A: No, matching funds are not required. The Foundation requires that its grant represent at least 50% of a project's budget. Proposals that include in-kind donations of product and/or time are encouraged. You must include a *detailed* budget at the time you submit your proposal for it to be considered for funding.

Q: What are matching funds and in-kind donations?

A: Matching funds is the money your organization is putting into a project. An in-kind donation is the goods or services that your organization will add to the grant, like graphic design skills, products, or staff time spent distributing brochures, etc.

Q: What is a "proof" and why does the Foundation want to see it?

A:

- A proof is a draft of your project before it is printed. With your application, you may submit a proof of your project, but it is not required.
- Once you receive a grant, we must then approve a final proof before printing. We have a lot of experience educating boaters, so we want to help make sure the information you are conveying is accurate and complete.

Q: The application says I should get permissions from “controlling authorities?” What does that mean?

A: If your project will require the cooperation or permission of others, we'd like you to obtain that before you apply. For instance, if you want to hang signs at a marina or a park, get the permission of the property owner or manager, or the agency that oversees the park. You may also need permission to hold public events, distribute brochures in a state or national park, post signs at public launch ramps, etc.

Q: Still have questions?

A: We suggest that you read these questions and answers thoroughly and print out a copy of the application and read it before beginning the application. If something is unclear, please contact the grant administrator.

If you have questions about the Clean Water Grants, contact Alanna Keating at akeating@boat.us or 703-461-2878 ext. 8354.