



MAKING CONSERVATION MORE REAL, RELEVANT, AND VITAL

2104 COMPETITIVE FUNDING OPPORTUNITY

GUIDELINES AND APPLICATION

Purpose	To support the design or implementation of innovative community-based conservation projects that enhance capacity and provides opportunities for pursuing creative approaches that effectively engage new and underrepresented audiences, including those who have not traditionally been part of the conservation movement and/or the applicants organization.
Awards	With funding support from the C.S. Mott Foundation and the Bay Area Community Foundation, three land conservancy members of Heart of the Lakes, including one who's service area overlaps with the Saginaw Bay Watershed, will be selected from a pool of applicants for an award of \$7,500.00 each.
Grant Period	Successful applicants will have up to twelve months to complete projects and submit final reports. The grant period begins August 1, 2014. All projects must be completed and final reports submitted no later than July 31, 2014.
Workshop	June 7, 2014: Workshop at Saginaw Valley State University, 10:30 to 3:30 pm, required for all applicants. See eligibility requirements for additional details.
Deadline	June 27, 2014
Key Dates	July 15, 2014: Funding Decision and Notification of Applicants August 15, 2014: Finalized Letters of Agreement and Release of Funds
Reports	A final report on successfully funded requests will be due within 30 days of the completion of the project period, but no later than July 31, 2015.
Application	Please read the eligibility requirements, attend the June 7, 2014 workshop with at least one staff and one board member from your organization (two board members for all volunteer groups), fill out the attached application, and send an electronic copy via email no later than June 27, 2104 to <a href="mailto:jonathan@heartofthelakes.org">jonathan@heartofthelakes.org</a>
Inquiries	Please direct all inquiries to either Jonathan Jarosz at <a href="mailto:jonathan@heartofthelakes.org">jonathan@heartofthelakes.org</a> or Julie Stoneman at <a href="mailto:julie@heartofthelakes.org">julie@heartofthelakes.org</a>

## ELIGIBILITY REQUIREMENTS

- Heart of the Lakes Member in good standing and should be a ready organization.
- Three total awards – \$7500 per organization.
- One award designated for org working in the Saginaw Bay Watershed
- Preference given to projects where the Funds are invested internally.
- Funds should not be used to “fill gaps” in operation funding.
- Evaluate projects using the Center for Whole Communities “Whole Measures.”
- Must attend a one day workshop on June 7, 2014 – 1 staff and 1 board member.
- Projects should demonstrate a bias towards action.

## JUNE 7, 2014 WORKSHOP

Heart of the Lakes is pleased to provide a one-day training opportunity in advance of the June 27, 2014 application deadline. Its purpose is to provide useful community engagement tools and help organizations develop an outreach and engagement plan for the project they wish funded under this program. At least one staff and one board member must attend from each organization, or two board members from all volunteer groups. This is the only match required. The workshop is also open to any interested Heart of the Lakes member, even if not applying for these funds.

## PROJECTS MOST LIKELY TO BE FUNDED

Projects must be an innovative community-based conservation project that both enhances capacity of the land conservancy and engages new or underrepresented audiences. Those audiences may be new to the land conservancy or are those who have not traditionally been a part of the conservation movement and who have not had opportunities to connect with nature or take part in conservation action. Under-represented audiences can include (but are not limited to) people of color, low-income families, communities of faith, LGBT groups, certain sets of landowners, business leaders, people with disabilities, etc.

Projects should also be evaluated or measured against two or more Whole Measure Practices developed by the Center for Whole Communities. See <http://www.measuresofhealth.net> for more information and to download the Whole Measures Guide.

## LETTERS OF AGREEMENT AND REPORTING REQUIREMENTS

If selected for funding, Heart of the Lakes will execute a Letter of Agreement (a contract with scope of work based on application). Once the Agreement is signed and executed, the funds will be released to the organization to begin the project as defined and stipulated in the letter of agreement. A report form will be included with all funding awards. Interim reports may be required as outlined in the Letter of Agreement. The final report is due 30 days after completion of the project, but no later than July 31, 2015. Failure to provide any required reports may require return of funds.



Please answer all questions below. Use additional pages as needed but please limit application to 5 pages. Email proposals to Jonathan Jarosz at [jonathan@heartofthelakes.org](mailto:jonathan@heartofthelakes.org) by June 27, 2014.

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## PROJECT OVERVIEW

**Name of Organization:**  
**Contact Name and Title:**  
**Phone:**  
**Email:**

**Project Title:**  
**Project Period (including start and end date):**

End date cannot be later than June 30, 2015 to allow for a final report to be submitted no later than July 31, 2015.

**Are you a Heart of the Lakes member in good standing?**  
**Names and Title of Individuals Who Attended the June 7, 2014 Workshop:**

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## PROJECT NARRATIVE

- 1. Describe your community engagement project. Be sure to address the following:**
  - How does the project engage the community in a new or innovative way(s)?
  - Why is it needed?
  - How will it enhance capacity?
  - What new and under represented audiences or potential partners will be targeted and how will you engage them?
  - What are the specific outcomes and goals you hope to achieve?
  - What creative action steps will you take to meet your outcomes and goals and what is the timeline for each step?
- 2. What Whole Measures will be used to evaluate and define the success of your project? Describe the measurable objectives you plan to use.**
- 3. Although not a requirement for funding, would you be willing to share the outcomes of your project with Michigan's conservancy community, either as a presentation or other means as appropriate to your project? Briefly describe what you would be willing to do.**

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PROJECT BUDGET

**4. Pleased provide a detailed project budget that includes the following information:**

- All expenses associated with the project
- All revenues and/or in-kind contributions above \$7,500.00 (Note: Matching dollars or in-kind support not a requirement for this grant application, but please note if additional revenues will be applied to your proposed project.)

Proposal prepared by: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_