



# THE WATERSHED INSTITUTE'S 2021 – 2022 SMALL GRANT PROGRAM

*Funding support provided by the  
Geraldine R. Dodge Foundation*

Presented by Priscilla Oliveira, Outreach Specialist  
([poliveira@thewatershed.org](mailto:poliveira@thewatershed.org))



# About the Watershed Institute

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## Our Mission:

“Keeping water clean, safe and healthy...We work to protect and restore our water and natural environment in central New Jersey through conservation, advocacy, science, and education.”



- Formerly known as Stony Brook-Millstone Watershed Association.
- Organization founded in 1949
- TWIG program established in 2000

# Special Thanks

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## Grant Program Sponsor



## Current Grantees



# Overview

- **Grant Program Overview**
- Project Examples
- Grant Page
- Q&A



# Goals of Grant Program

Building capacity of NJ's watershed and conservation organizations to protect and restore the State's watersheds

- **Launching** new projects or new components of existing projects
- **Strengthening** partnerships between environmental organizations, municipalities, and community members
- **Empowering** active and diverse civic engagement



*Funding:*

Over \$1.1 million since 2003

The Watershed Institute



# 4 Targeted Actions

## 1 Water Quality Science & Education



## 2 Stormwater Policy



## 3 Green Infrastructure



## 4 Climate Change Resiliency



# 4 Targeted Actions

## 1 Water Quality Science & Education



### Promote data-to-action efforts

- Water Quality Monitoring\*
- Increasing accessibility of water quality information
- Improving communication to public on why good water quality is important to environmental and community wellbeing

*All water quality monitoring programs **MUST** include a plan for education/outreach around collected data.*

*Data quality assurance required  
BUT a DEP-approved QAPP not always required.*

# 4 Targeted Actions

## 2 Stormwater Policy

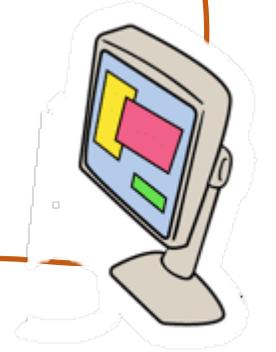


### Promote collaborations

- Between state, county, and municipal officials
- Advocate for improved stormwater rules and ordinances beyond the current minimal and often insufficient requirements \*

### Watershed Institute Resources \* :

- ❖ *New Stormwater/Green Infrastructure Regulatory Rules (Webinar)*
- ❖ *Stormwater rules (Post)*



# 4 Targeted Actions

## 3 Green Infrastructure



**Educate landowners, municipal decision-makers, and the public...**

- Role of impervious cover in flooding
- Using Green infrastructure as a solution
- Green Infrastructure best practices
- Importance of long-term maintenance

## 4 Climate Change Resiliency



**Incorporate resiliency and adaptation...**

- Into all aspects of future projects, planning, and policy efforts
- Increase accessibility of information and tools regarding climate change impacts

# Eligibility and Funding

## Eligibility

- 501(c)(3) tax-exempt
- Conduct work in New Jersey
- Priority given to NJ-based watershed organizations

## Funding

- Between \$1,000 and \$8,500

\* Lower priority may be given to organizations with annual budget greater than \$1.5 million \*



# Funding – Eligible Uses

- ✓ Staff time
- ✓ Travel
- ✓ Project/event supplies & equipment
- ✓ Technical assistance
- ✓ Software
- ✓ Consultant or expert time (as approved)

## Limited Grant Use:

- ❖ Printing
- ❖ Travel
- ❖ More than 15 – 20% consultant/expert time
- ❖ Event supplies

- ⊘ Capital projects (e.g. rent, site improvements, plants and materials associated with planting, etc.)
- ⊘ Endowments
- ⊘ General operating support (e.g. Long-term programs)
- ⊘ General equipment
- ⊘ Land acquisition
- ⊘ Entertainment including food/beverage
- ⊘ Organizational health/general capacity building
- ⊘ Lobbying, political activities, or litigation

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# Why apply for a Small Grant?

Protect, preserve, and restore NJ watersheds and water resources:

- Engaging communities and advocating for their environment
- Restoring environmental access to communities; empowering voices
- Advocacy for local decision making
- Identifying a problem (gathering evidence)
- Baseline Monitoring
- Measuring effectiveness of existing efforts

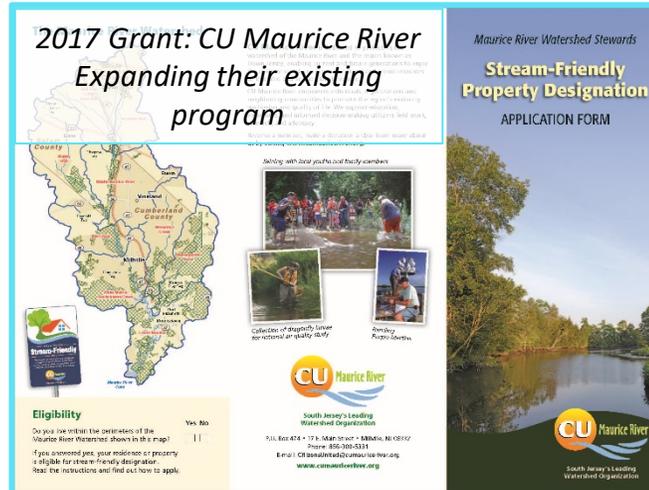


# Project Examples

Previously funded projects that incorporate one or more of the 4 targeted actions:



Water quality monitoring (e.g. volunteer programs; aquatic invasive species monitoring; projects that contribute to wider monitoring databases\*)



Comprehensive outreach campaigns (educating public and decision-makers)



Organize events (workshops, webinars, conferences,...)

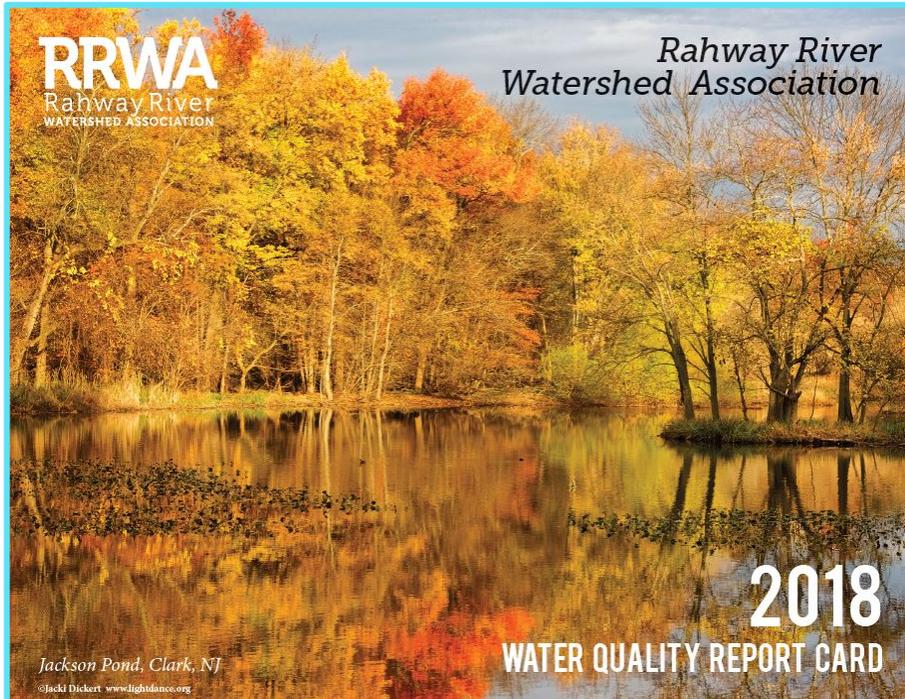
 DEP-approved QAPP not required but strongly recommended (click on NJ Watershed Watch Network for resources and support)



# More Project Examples

Previously funded projects that incorporate one or more of the 4 targeted actions:

*2018 Grant: RRWA Water Quality Monitoring*



- Report writing
- Translating data (increasing accessibility of data for public and decision-makers)
- Utilize technical/expert assistance during project implementation

[Find brief descriptions of all past grant projects in the grant archives](#)

# Overview

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- Project Examples
- **Grant Page**
- Q&A



# Grant Application Process

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# Step 1: Letter of Inquiry

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- Eligibility screening before full proposal
- First opportunity to receive feedback and strengthen proposal before it reaches Grant Review Committee
- Opportunity to ask questions
- I'm your resource; here to help and answer questions

# Step 1: Letter of Inquiry

← → ↻ 🔒 https://thewatershed.org/current-institute-grant-cycle/

Search [Calendar](#) [Watershed Resources](#) [Get Involved](#) [My Account](#) [Jobs](#)

**The Watershed Institute** [ABOUT US](#) [PROTECTING WATER](#) [OUR CENTER & RESERVE](#) [PROGRAMS](#) [EVENTS](#) [Membership](#) [Donate](#)

## Current Institute Grant Cycle

Since its inception in 2002, The Watershed Institute's Small Grant Program has supported local watershed and conservation nonprofits in their work to protect our state's environment and inspire a shared vision for the stewardship of New Jersey's watersheds. The focus of our grants program is environmental education and outreach, specifically as it relates to our grant program's Targeted Actions: Water Quality Science and Education, Stormwater Policy, Green Infrastructure and Climate Change Resiliency. Please review our [Grant Program Description](#) for specific program details, and check out our database of previously funded grant projects to see what sort of project have been funded in the past.

Questions? Please contact Outreach Specialist Priscilla Oliveira at [poliveira@thewatershed.org](mailto:poliveira@thewatershed.org).

This program is made possible by generous funding from the Geraldine R. Dodge Foundation.

 [RETURN TO GRANT CENTER MAIN PAGE](#)  [INSTITUTE GRANT ARCHIVES](#)  [GRANT FINDER DATABASE](#)

# Step 1: Letter of Inquiry

The screenshot shows a web browser window with the URL <https://thewatershed.org/current-institute-grant-cycle/>. The page features a blue navigation bar with the Watershed Institute logo and menu items: ABOUT US, PROTECTING WATER, OUR CENTER & RESERVE, PROGRAMS, EVENTS, Membership, and Donate. Below the navigation bar, there are links for RETURN TO GRANT CENTER MAIN PAGE, INSTITUTE GRANT ARCHIVES, and GRANT FINDER DATABASE. The main content area contains the following text:

The Letter of Interest (LOI) application period for the 2020-2021 Watershed Institute Small Grant Program is now open!

Due date: July 31st, 2020

Eligibility: Nonprofit environmental groups that have 501(c)(3) tax-exempt status and conduct work in New Jersey are eligible to apply for funds. Organizations not classified as tax-exempt may not use a conduit organization. **Priority will be given to New Jersey-based watershed organizations.**

LOIs submitted by July 31<sup>st</sup>, 2020 will be reviewed by the Outreach Specialist. Feedback and invitations to submit proposals will be provided by August 14<sup>th</sup>, 2020. Please see the timeline below for more application due dates.

The Watershed Institute's Outreach Specialist, and coordinator of the small grants program, will host a webinar on June 26th to introduce the 2020 – 2021 grant program. Attendees will be able to ask questions about the application process and will learn what to expect in the next several months. Attendees can send questions in advance to [poliveira@thewatershed.org](mailto:poliveira@thewatershed.org). These questions will be addressed during the Q&A portion of the webinar.

For more information on our grant program, please review the program information below. Any unanswered questions may be directed to Priscilla Oliveira at [poliveira@thewatershed.org](mailto:poliveira@thewatershed.org) or call (609) 737-3735 x27

**Virtual Unveiling: 2020-2021 Small Grant Program Webinar**

Date: June 26th, 2020  
Time: 12:00 PM - 1:30 PM  
Register for this webinar today. Registration will close on June 25th, 2020. The webinar recording and slides will be shared on this page.

[REGISTER HERE](#)

**Grant Program Information**

- [Information for Current 2019-2020 Grantees](#) +
- [Information for Prospective 2020-2021 Grantees](#) +

A green arrow points from the bottom left towards the 'Information for Prospective 2020-2021 Grantees' link.

# Step 1: Letter of Inquiry

The screenshot shows a web browser window with the URL <https://thewatershed.org/current-institute-grant-cycle/>. The page features a blue navigation bar with the Watershed Institute logo and menu items: Search, Calendar, Watershed Resources, Get Involved, My Account, and Jobs. Below the navigation bar is a secondary menu with links for ABOUT US, PROTECTING WATER, OUR CENTER & RESERVE, PROGRAMS, and EVENTS, along with Membership and Donate buttons.

The main content area is titled "Grant Program Information" and contains two expandable sections: "Information for Current 2019-2020 Grantees" (expanded) and "Information for Prospective 2020-2021 Grantees" (collapsed). Below these sections, a note states: "LOIs can be submitted anytime between June 15, 2020 and July 31st, 2020."

The "2020-2021 Grant Application Timeline" section lists the following dates:

- LOI due date | July 31, 2020
- Proposal Due | Sept. 10, 2020
- Grant Award Notification | Mid- to late-Nov. 2020
- Signed Grant Agreement Due | Dec. 4, 2020

The "Important Documents" section includes a link for the "2020 Letter of Interest Form", which is highlighted with a green circle and a green arrow pointing to it from the left.

The "2020-2021 Grant Project Timeline" section lists the following dates:

- Project Start | Dec. 2020
- Midterm Meetings | May 2021
- Interim Narrative & Financial Reports | July 9, 2021
- Project Completion | Dec. 3, 2021
- Final Narrative & Financial Reports | Dec. 10, 2021

Additional text in the "Important Documents" section explains that LOIs should be typed into a fillable PDF form and emailed to [poliveira@thewatershed.org](mailto:poliveira@thewatershed.org) with "[your organization's name] LOI" in the subject line, along with a scanned copy of the IRS determination letter that confirms the organization's 501(c)(3) tax-exempt status by 5 PM on July 31, 2020. It also mentions a grant program webinar scheduled for June 26th, 2020.

# Step 1: Letter of Inquiry

← → ↻ 🔒 https://thewatershed.org/wp-content/uploads/2020/06/2020-Letter-of-Inquiry-form-1.pdf ☆ | 📧 | ⚙️ | 🗑️ | 🖨️ | 🔍

1 of 2

 **2020-2021 Watershed Institute Grant Program  
Project Grants Letter of Inquiry (LOI) Form**

Type your responses into this PDF document form and save the file. Email the saved form to [poliveira@thewatershed.org](mailto:poliveira@thewatershed.org) with "[your organization's name] LOI" in the subject line, along with scanned copy of the IRS determination letter that confirms your organization's 501(c)(3) tax-exempt status by 5 p.m. on July 31, 2020. If you can't find a copy of your determination letter, call the IRS at 877.829.5500 and plan ahead as it may take weeks to receive a new one. Visit The Watershed Institute's website ([www.thewatershed.org/current-institute-grant-cycle](http://www.thewatershed.org/current-institute-grant-cycle)) for the grant program description and eligibility requirements.

Name of Applicant Organization:		Federal Tax ID Number:	
Mailing Address:		Phone Number:	
City:	State:	Zip:	Email Address:
Name and Title of Principal Contact:		Website:	
Title of Project (max 10 words):			
Amount of WI Grant Funds Requested (max. \$8,500):	In-kind Matching, estimated dollar value (encouraged but not required):	Total Project Cost:	
Goal: What is the goal of this project? List a maximum of 3 goals.			
Need: Explain the environmental and/or community need for this project. Describe how it is different than similar programs and/or how it will build on existing programs, if applicable. (max 250 words)			
Eligibility: How does this project implement the Actions listed in the Grant Program Announcement? Specify the relevant Action/s. (max 150 words)			

# Grant Application Process

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## Step 2: The Proposal

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- Notification by August 25 to submit a full proposal
- Proposal due by Sept. 24 (by invitation only)
- Folders on Google Drive to submit all required attachments
- Expanding on the LOI:
  - Further project details
  - More organizational background, including financial information
  - Incorporating LOI feedback

# Grant Application Process

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# Step 2: The Proposal

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## Review Criteria:

- ✓ Addresses one or more Targeted Actions?
- ✓ Project goals
- ✓ Feasibility and accuracy of budget, timeline, outputs, and outcomes
- ✓ Impact of your project
- ✓ Extent to which project could serve as a model for replication
- ✓ Extent to which project builds partnerships
- ✓ Qualifications to carry out project
- ✓ Past performance on grant projects (if applicable)
- ✓ Type of organization

## Step 2.5: COVID-19 Considerations

- Resiliency of project in uncertain times
- **What are some creative approaches to completing projects?**
  - Virtual events, webinars to substitute in-person workshops
  - Social media, radio, television (or YouTube, Vimeo, TikTok) outreach campaigns
  - Remote trainings and social distanced volunteer programs (e.g. family water monitors)

Example: Pinelands Preservation Alliance Roots for Rivers (2020) Planting



Social distanced, staff planting and using machine to pre-dig holes occurred as alternative to original grant plans

## Step 2.5: COVID-19 Considerations

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- COVID-19 contingency planning
  - Write-in protocols to modify the project if circumstances begin to change
- Last resort: Ask for an extension

Project does not necessarily have to mainly be structured around virtual and social distanced planning. However, we do encourage at least some kind of 'back-up' plan.

# Grant Application Process

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## Step 3: Funding Decisions

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### Grant Awarded

- Applicant notified by email or phone call
- Grant agreement will be sent for you to sign and submit
- Funds distributed and project grants officially begin by December 2021

### Grant NOT Awarded

- Applicant notified by email or phone call
- If applicant is interested, Grant review committee's feedback is shared
- More funding options:
  - Watershed Institute's Grant Finder Database
  - GrantStation

## Step 3: Funding Decisions

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### Keep in Mind!

- The total of the grant program this year is only \$30,000
- We can only fund so many projects
- Regardless of funding decision, I am still here as a resource at The Watershed Institute

# Tips for a Strong Proposal: Budget

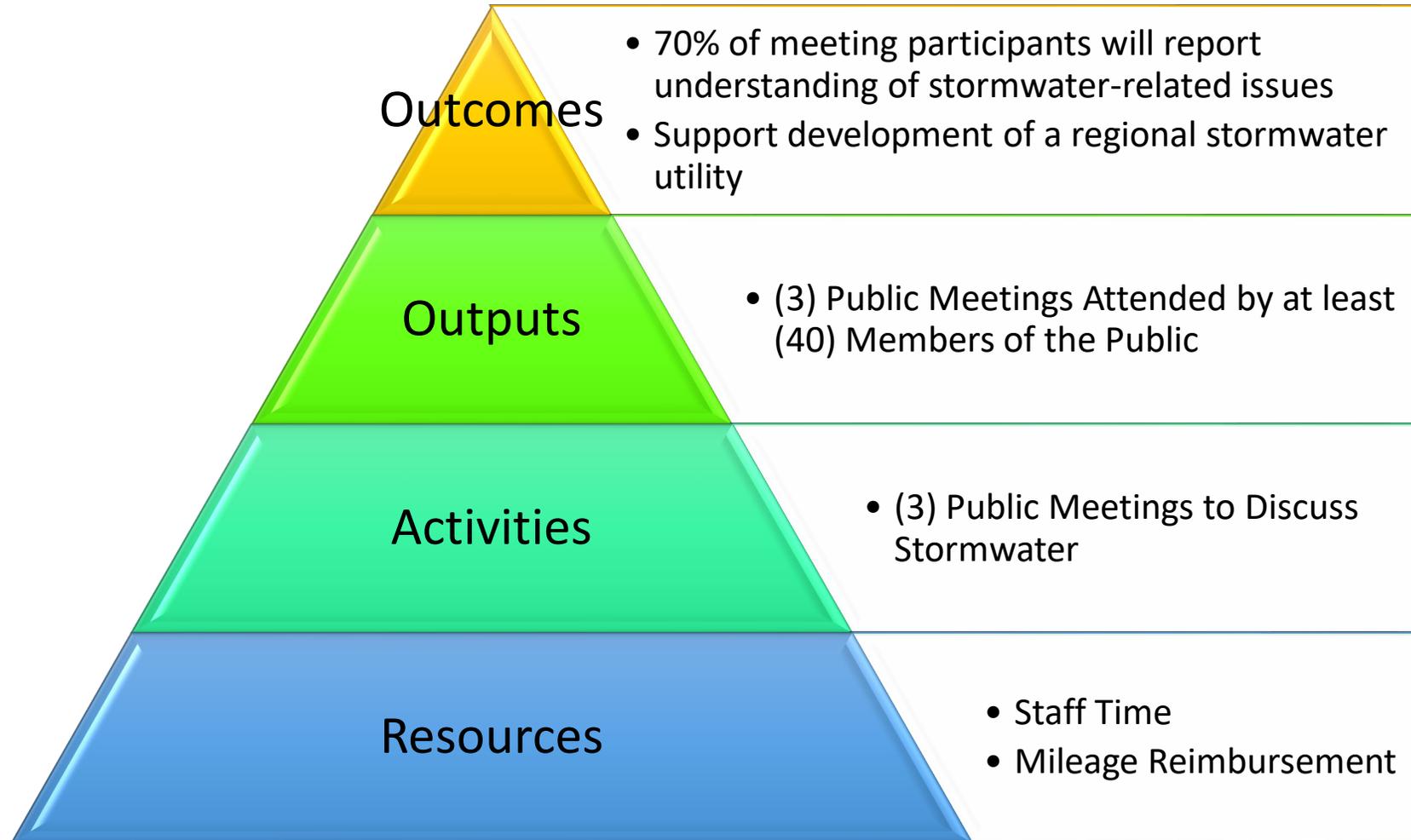
- Realistic budget (correctly calculated)

The screenshot shows a detailed budget form with the following structure:

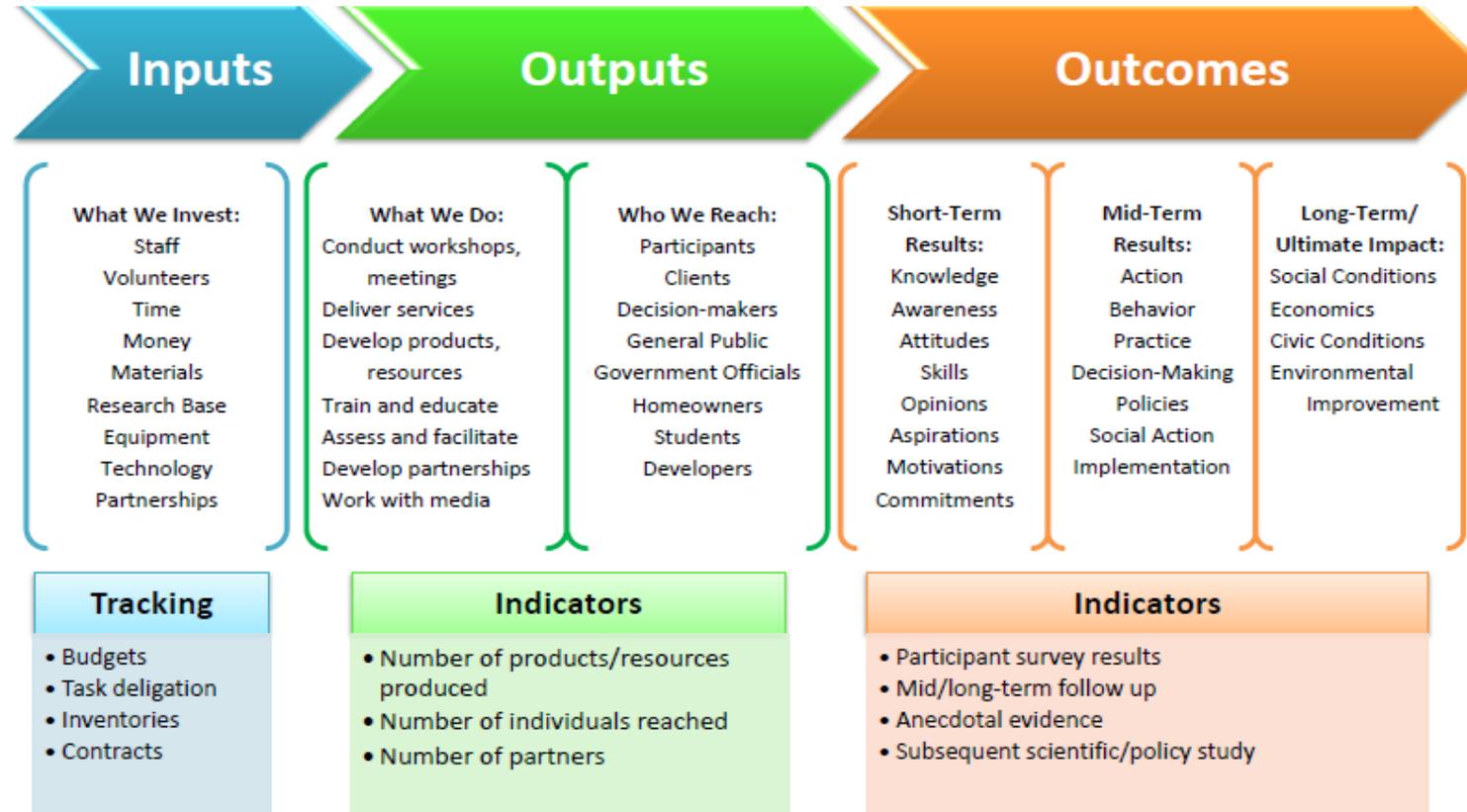
PROJECT BUDGET REQUEST						IN-KIND/MATCHING FUNDS					
Include all applicable expenses following the Grant Proposal Guidelines. Be as detailed and specific as possible.						Include all applicable in-kind/matching funds					
IMPORTANT: Categories below are suggestions. Modify them to fit your individual request.						IMPORTANT: Categories below are suggestions. Modify them to fit your individual request.					
Organization Name						Organization Name					
Expense Categories	\$ Requested	# of hrs/week	Hourly Rate	# of Wks	Comments	Expense Categories	\$ Matched	# of hrs/week	Hourly Rate	# of Wks	Comments
<b>Salaries</b>						<b>Salaries</b>					
Employee #1	\$ -					Employee #1	\$ -				
Employee #2	\$ -					Employee #2	\$ -				
<b>Consultants</b>						<b>Consultants</b>					
Consultant #1	\$ -					Consultant #1	\$ -				
Consultant #2	\$ -					Consultant #2	\$ -				
<b>Travel Costs</b>		Specify what the travel costs cover				<b>Travel Costs</b>		Specify what the travel costs cover			
<b>Equipment/Supplies</b>		Specify what the equipment/supply costs would cover (water sampling kits, meters, etc.)				<b>Equipment/Supplies</b>		Specify what the equipment/supply costs would cover (water sampling kits, meters, etc.)			
<b>Printing/Copying</b>		Specify what the printing costs would cover (# of brochures, booklets, handouts, etc.)				<b>Printing/Copying</b>		Specify what the printing costs would cover (# of brochures, booklets, handouts, etc.)			
<b>Postage</b>		Specify postage calculations or estimates				<b>Postage</b>		Specify postage calculations or estimates			
<b>Other Costs</b>		Describe other costs associated with this project.				<b>Other In-Kind/Matched Funds</b>		Describe other in-kind/matched funds associated with this project.			
<b>TOTAL \$ REQUESTED</b> \$ -						<b>TOTAL \$ MATCHED</b> \$ -					
<b>Budget Explanation (Optional)</b>						<b>Project Partner &amp; In-Kind Contributions</b>					
If there is anything in the project budget request above that you feel requires additional explanation or that you would like to describe in greater detail, please add those details in the box below.						Please list all of the organizations (including your own) contributing funds, goods, time, etc. to this project.					
		\$ Value of Contrib		Type of Contribution (Cash, goods, etc.)		Applied For/Pledged/In Hand					

- Only ask for what you need
- Proposals are not thrown out because of just one component\*\*
- Proposals can be partially funded

# Tips for a Strong Proposal: Planning Pyramid



# Tips for a Strong Proposal: Logic Model



### The situation should guide your priorities!

A thorough understanding of how and why things are the way they currently are is crucial to developing a project that will change something about the status quo.

# Focus on Need, Outputs, Outcomes

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Spend Time crafting a clear and concise needs statement

Example: Town A/Town A's residents have requested assistance from our organization to help promote and build the new stormwater management ordinance in accordance to the new rules

- What are some needs in your watershed?
- What does the organization need to meet the community's needs?
- What will set this project apart from similar ones, if applicable?
- Who will benefit?

# Focus on Need, Outputs, Outcomes

Write your narrative based on needs and use it to help identify all outputs and outcomes

## Outputs

Direct, immediate products of your activities

- # of training events and # of participants
- # of volunteers
- # of reports or outreach materials produced

## Outcomes

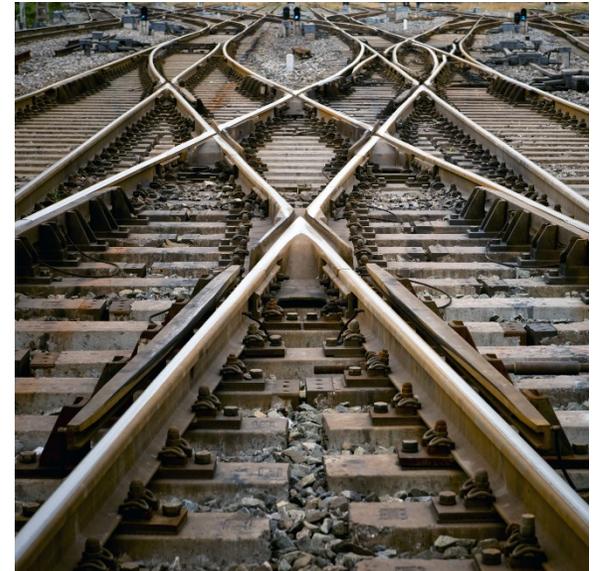
Who/What is going to change over the short and long term as a result of your outputs, and how?

- Knowledge, attitudes, behaviors, policies, conditions

# Explain New Focus or Shift

## Avoid mission creep

- Mission creep = a shift or diversion of efforts from an organization's core mission
- Doesn't mean you can't expand into new areas and do new things
- Explain in body of LOI or proposal (or as a supporting attachment/letter) why you're shifting and how this fits into current mission/programming
- If you are considering a shift, explain how you and your organization are prepared to make the shift for this project
  - Who are your partners?
  - Who are your experts?



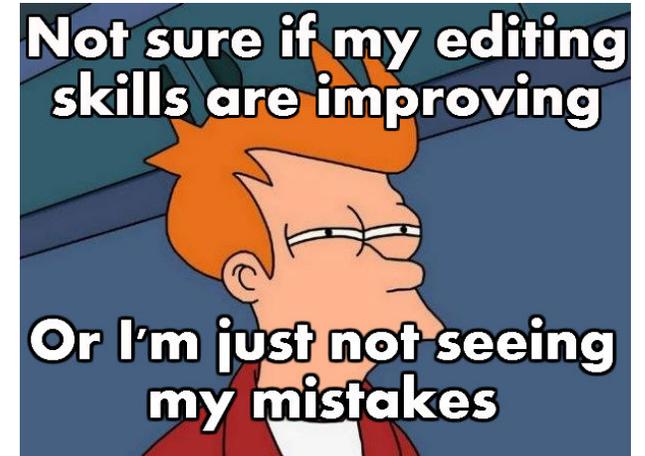
# Get feedback on Final Draft

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Have at least three people review the final draft (narrative AND budget) for:

- Spelling
- Grammar
- Completeness
- Correctness
- Formatting

Try to have at least one of those reviewers have 'new' eyes on the project.



# Other tips to consider

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- Keep printing budget to a minimum:
  - When possible, promote education and outreach efforts online rather than through print materials
- Avoid submitting proposals where all (or most) funds are funneled straight through to outside consultants
- Provide a letter of support for proposals (especially when working with schools)

# Additional Resources

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- Watershed Institute Grant Finder
- Grant announcements in The Outreach Specialist's Resource Newsletter (bi-monthly or every 2 months \*next one Sept. 2021\*)
  - Sign up for the newsletter by contacting me directly at [poliveira@thewatershed.org](mailto:poliveira@thewatershed.org)
  - You can also leave me a message at 609-737-3735 ext.27; I usually respond to voicemails within 24 hours
- GrantStation

Thank you for joining!

Q&A

*Please use the Zoom Q&A feature*

