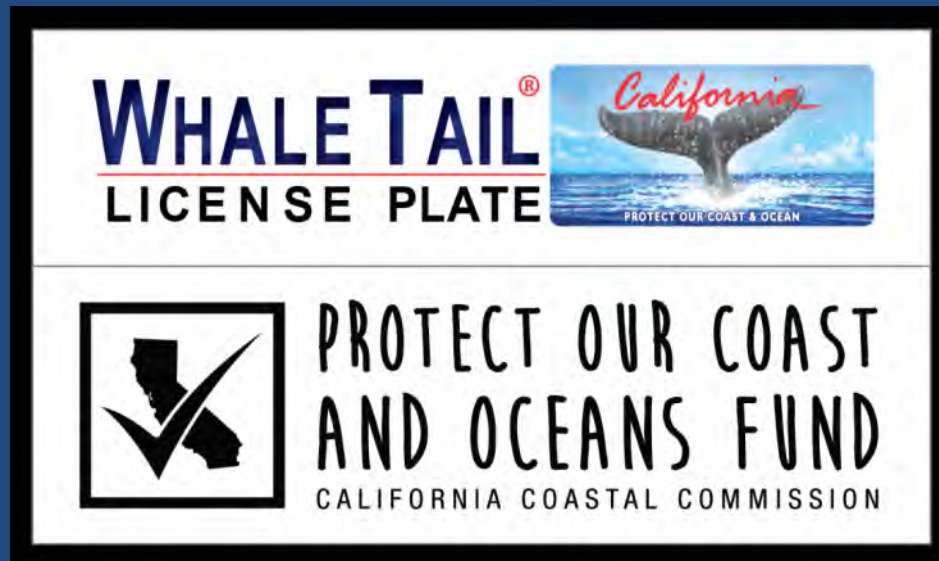




Welcome!

WHALE TAIL[®] Grants Webinar



This presentation will be in lecture mode
with participant mics muted.

You are welcome to submit questions via the question box.
There will be a Q&A session at the end.



Welcome!

WHALE TAIL[®] Grants Webinar

Presenters from the Coastal Commission:

Chris Parry, Public Education
Program Manager
(415) 904-5208



Sylvie Lee, Grants
Program Coordinator
(415) 904-5271



2017/2018
WHALE TAIL® Competitive Grants Program
Guidelines and Application Forms

Funded by:

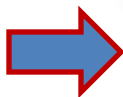


**The WHALE TAIL® License Plate
Program**

&



**Voluntary contributions on the
California state tax form**



*Supporting programs that teach California's children and the general public
to value and take action to improve
the health of the state's marine and coastal environments*

<https://www.coastal.ca.gov/publiced/plate/plgrant.html>



What do we fund?

Hands-on marine science...



Ocean Connectors



What do we fund?

Educational field trips to the coast...



Fort Ross Conservancy

What do we fund?

Bus transportation...



Orange County Coastkeeper

What do we fund?

On-the-water education...

WILDCOAST



What do we fund?

Tidepool studies...



Camino
Nuevo
Elementary

LChilton

What do we fund?

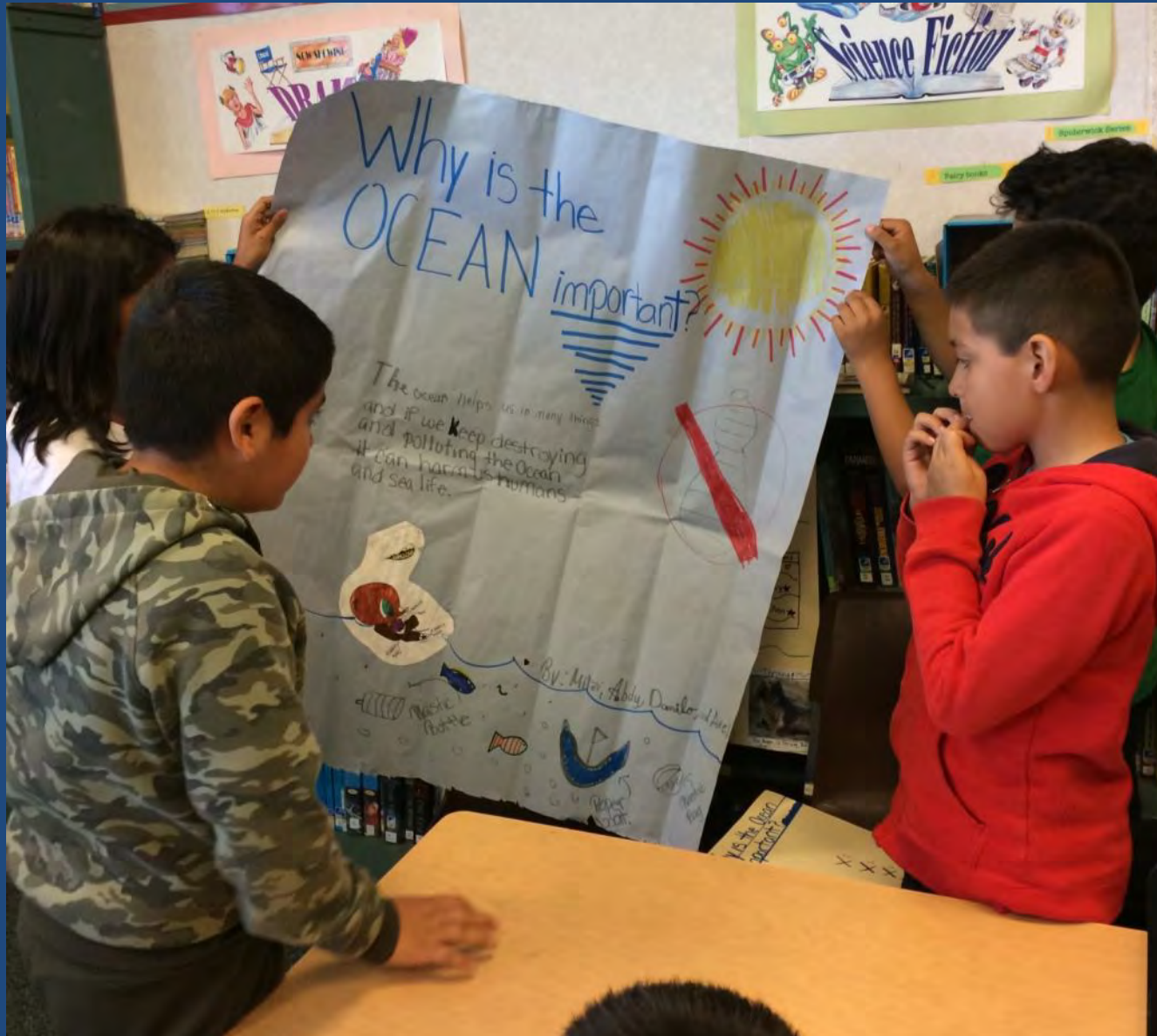
Citizen science



Salmon Protection and Watershed Network (SPAWN)

What do we fund?

In-school education...



What do we fund?

Interactive museum exhibits...



Santa Barbara
Museum of
Natural History

What do we fund?

Educational videos...

A Word with Dr. Whizzlepuff: Climate Change

The California College of the Arts and The Marine Mammal Center produced an animated short highlighting the science of climate change, its effects on marine mammals and actions we can take to reduce our global footprint. Directed and Written by Bret Parker. Animation and production completed by students at the California College of the Arts. This animation video was generously funded by the California Coastal Commission Whale Tail Grant Program.

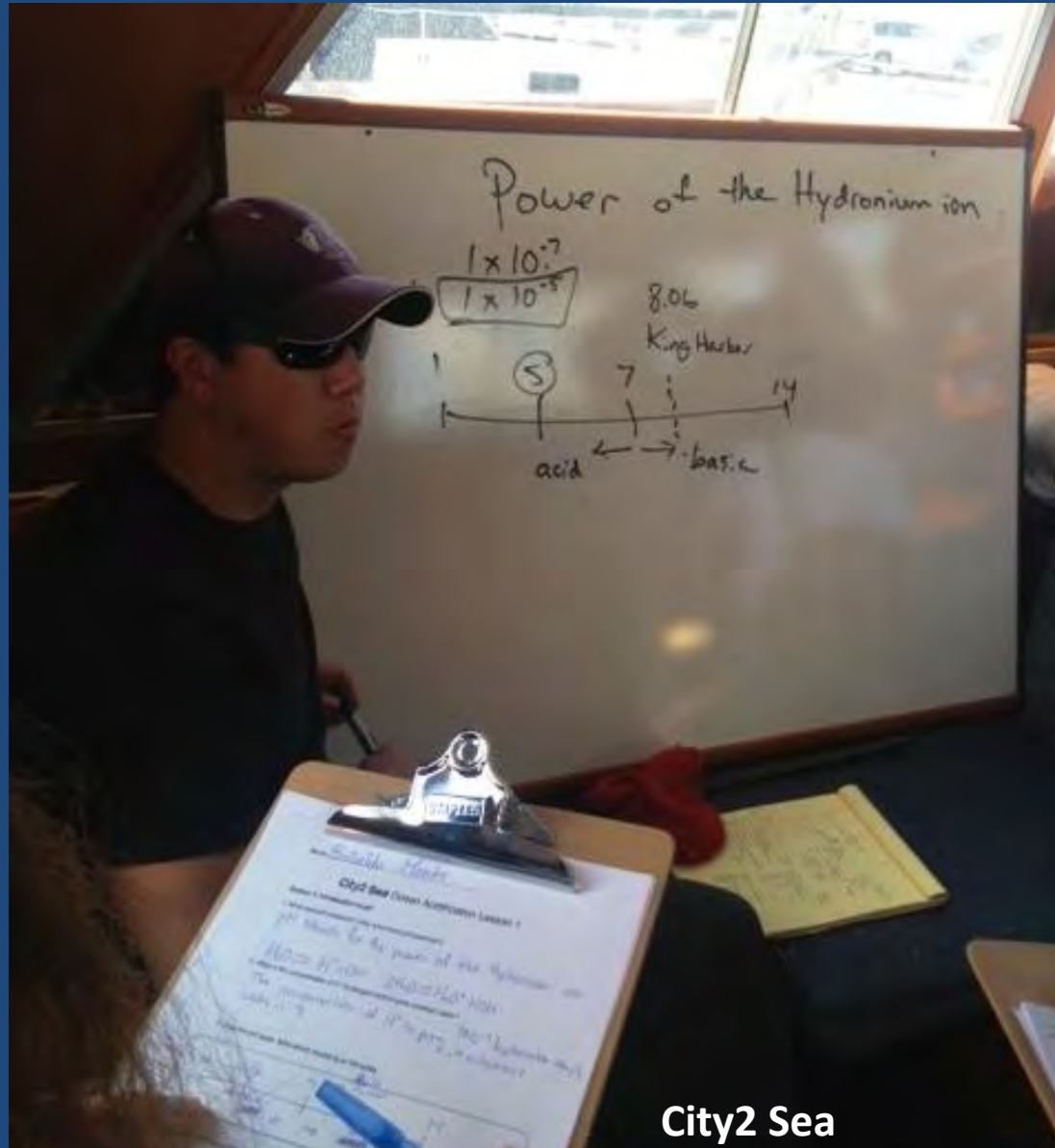


What is Global Warming?

The burning of fossil fuels like coal, oil, and gas is causing an increase in carbon dioxide in the atmosphere. This traps the heat of the planet like a blanket causing the oceans, land and atmosphere to warm. Click the links below to learn more about the changing climate, how it effects people and marine mammals, and how we can take action to help!

What do we fund?

Climate Change Education





Projects that include coastal stewardship

Example: native habitat restoration



Tolowa Dunes Stewards

Projects that include coastal stewardship

Example: pollution prevention





Projects that include coastal stewardship

Example: species protection



Audubon California

Projects that include coastal stewardship

Example: shoreline cleanups



Save Our Shores

Adopt-A-Beach Funding Category

- For current Cleanup coordinators who want to expand and add educational programming.
- For Cleanup coordinators who want to develop resources that could be used by other cleanups.



I Love A Clean San Diego





Do we fund inland projects? Yes!

“If a project will take place in an inland area or on a bay, the proposal should address how the project **includes coastal and marine educational content**, including a description of how the **connections between bays or inland areas and the coast and ocean** will be emphasized.”

Do we fund inland projects? Yes!



*Helpful hint: include
the downstream end
of the watershed*



Do we fund inland projects? Yes!

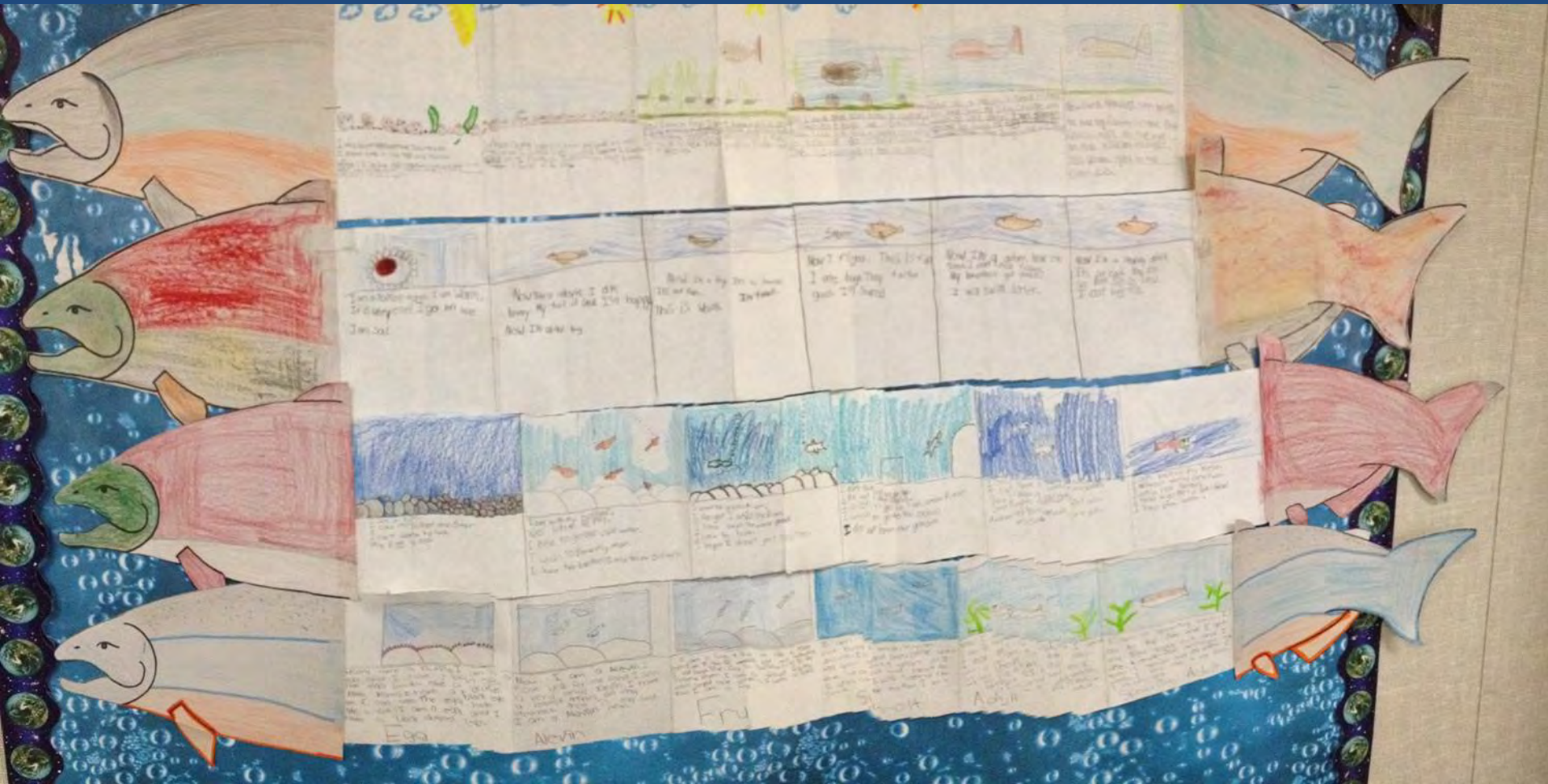
Friends of the
Napa River



*Helpful hint: incorporate
ocean education into your
experience on an inland
waterway*

Examples: salinity, tides,
estuaries, etc.

Do we fund inland projects? Yes!



Tuolumne River Preservation Trust

Example: incorporate education about species that migrate from the ocean (e.g. salmon)

Who are we trying to reach?

Children or the general public



“Projects that reach audiences who are traditionally underserved in terms of marine education, including low-income populations, multicultural communities, and residents of rural and inland areas, are especially encouraged.”

Who are we trying to reach?

Children or the general public



“Projects funded by WHALE TAIL[®] Grants must serve audiences in California. Grants **cannot** be awarded to programs that unlawfully limit participation based on gender, race, color, religion, ancestry, ethnicity. . .”



CRITERIA FOR SELECTING GRANT RECIPIENTS (out of 100 points)

- ➔ **1. Educational Component (25 points):** Projects funded under this program should have a **strong, high-quality educational component** involving the marine and/or coastal environment. We encourage **experiential, hands-on learning** and incorporation of **stewardship**, where possible. The project's educational content and mode of delivery should be **age-appropriate** and **culturally relevant** for the target audience. Projects aiming to **improve the quality of beaches or coastal or marine habitats** will be considered as well.



CRITERIA FOR SELECTING GRANT RECIPIENTS (out of 100 points)

- ➔ **2. Need (15 points):** Projects will be assessed on the degree to which they **address an identified need** (educational, ecological, social, etc.). Projects that reach audiences who are **traditionally underserved** in terms of marine education, including low-income populations, multicultural communities, and residents of rural and inland areas, are especially encouraged.



CRITERIA FOR SELECTING GRANT RECIPIENTS (out of 100 points)

- ➔ **3. Project Concept (30 points):** We seek **thoughtfully developed** ideas, technically **sound concepts**, and **creative, innovative, culturally competent approaches**. Project design that reflects research-based best practices are encouraged. The degree to which a project could **potentially be expanded or continued after the grant ends, and/or build organizational capacity**, will be considered. The degree of **impact relative to cost** will also be evaluated.



CRITERIA FOR SELECTING GRANT RECIPIENTS (out of 100 points)

➔ Up to 5 points of **extra credit** will be awarded if the project will have a **ripple effect beyond the project itself**, by providing useful tools or knowledge to others in the field, helping to advance the field into new areas, or building fruitful collaborations with other entities.



CRITERIA FOR SELECTING GRANT RECIPIENTS (out of 100 points)

- ➔ **4. Proposal Content and Project Implementation (30 points):** The proposal should demonstrate that the concept has been **fully thought out** and developed into a concrete, feasible project with **clearly stated, realistic goals and measurable objectives**; a defined audience; a workable project design; and a **clear plan for implementation**. A sensible plan for **evaluating** the project's success should be included, as should detailed and accurate **cost** information.




CRITERIA FOR SELECTING GRANT RECIPIENTS (out of 100 points)

The likelihood of the project's **successful implementation and completion** will be considered, including the likelihood that project objectives and goals will be achieved, as well as the strength of the organization's **track record**, and the **qualifications** and capabilities of project personnel.

1.

WHALE TAIL® Grants Program
APPLICATION SUMMARY

- 
1. Applicant Organization: _____
 2. Name and Title of Contact Person: _____
 3. Address: _____

 4. Telephone: _____ Fax: _____ Email: _____
 5. Website: _____
 6. Project Title: _____
 7. Brief Project Summary (please complete in a few sentences):

 8. Number of people who will be directly served by the project (estimated) _____
 9. Requested Amount: \$ _____
 10. Total Project Budget: \$ _____
 11. Number of Months Required to Complete Project: _____
Start date: _____ End date: _____
 12. Is your organization a ☐ non-profit corporation? ☐ government agency? ☐ school?
 13. How did you find out about this grants program? _____
 14. Proposal Prepared by: _____ Title: _____
Signature: _____ Date: _____



REAL-LIFE EXAMPLES OF BRIEF PROJECT SUMMARIES:

“Outdoor Outreach will provide experiential environmental education and stewardship programs for urban and diverse youth in San Diego, inspiring them to respect and protect close-to-home marine and coastal habitats.”



REAL-LIFE EXAMPLES OF BRIEF PROJECT SUMMARIES:

“To train leaders from under-represented communities as naturalists to connect more diverse communities with activities to explore and protect our coast. A cumulative coastal stewardship event will bring diverse communities together for a day of education and action.”



Turtle Island
Restoration
Network

REAL-LIFE EXAMPLES OF BRIEF PROJECT SUMMARIES:

In “Watershed Action Program – Coastal Connections,” twenty classes of students and their teachers, in low-income, urban elementary schools, will adopt their local watershed and use it as a stimulating education resource through classroom lessons and field trips to local bay and coastal shoreline habitats. We will develop a new classroom lesson component for our Watershed Action Program curriculum, to teach about the importance of the ocean/coastal environment, and two new Environmental Action Projects that focus on reducing plastic marine debris and ocean acidification.”

--KIDS for the BAY





WHALE TAIL® Grants Program
APPLICATION SUMMARY

1. Applicant Organization: _____
2. Name and Title of Contact Person _____
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13. How did you find out about this grants program? _____
14. Proposal Prepared by: _____ Title: _____
Signature: _____ Date: _____



2. Background/History (at least one paragraph).

Briefly describe the history of your project. **How did it come about?** Is it a new or existing project? If it's an existing project, how long has it been operating, how was it funded in the past, and what results have you achieved? Have you previously received a WHALE TAIL[®] Grant for this project?

Helpful hint: focus on what happened beforehand to get you to this point.



3. Project Description (3-6 pages for sections a-f, written in at least an 11-point font), including the following information organized under subheadings:

(a) A concise list of the **goals and objectives** of your project. (Specific objectives help accomplish the broader goals.) Objectives should be **simple**, understandable and as **specific and measurable** as possible.

Example of goals and objectives (Seven Tepees Youth Program):

GOALS:

1. Low-income youth will learn about environmental issues and marine and coastal stewardship
2. Youth will make an impact on their community through service learning projects that connect them to the natural environment and protect and preserve local marine environments.
3. Youth will actively engage with science curriculum in marine biology and environmental studies.

Example of goals and objectives (Seven Tepees Youth Program):

OBJECTIVES:

1. By the end of the project, 15 high school students will complete the Project WAVES Marine Science summer program and demonstrate increased understanding of basic marine science and ocean literacy principles.
2. 15 sixth grade students will participate in the after-school spring workshops and show they now know more about marine and coastal environments.
3. 30 middle school students and 15 sixth graders will demonstrate they understand the importance of ocean and coastal protection by participating in habitat restoration and shoreline cleanup projects.

Example of goals and objectives (Ventana Wildlife Society):

GOALS:

To educate the public; provide volunteer opportunities for adults and meaningful outdoor education opportunities for underserved youth; clean and beautify the Big Sur coastline, and lessen the possibility of condors succumbing to microtrash ingestion.

OBJECTIVES:

1. Collect 40 pounds of micro-trash throughout the year.
2. Log 180 volunteers hours for 12 community micro-trash pick-ups.
3. Interact with 10,400 Big Sur visitors each year.
4. Provide coastal stewardship programs for 64 underserved youth.
5. Provide 30 presentations to local and visiting groups.

Example of goals and objectives (Mattole Restoration Council):

GOAL 1: Improve youth understanding of coastal and watershed ecology.

Objective 1.1: Implement 13 two-hour classroom presentations at each of 3 schools.


Objective 1.2: Provide one day of orientation training for summer camp staff.

GOAL 2: Improve youth interest in coastal and watershed stewardship and restoration science.

Objective 2.1: Lead 13 field trips per school designed to interest students in the value of our natural resources and their role in active stewardship.

Objective 2.2: Ensure that all field trips are co-led by a professional steward or restoration scientist.

Objective 2.3: Provide at least 15 stewardship and restoration-based internships for local teens.



3. Project Description (3-6 pages for sections a-f, written in at least an 11-point font), including the following information organized under subheadings:


(b) Description of the target audience(s) and recruitment plan – Describe **who will be served** by your project, including the number of people, ages or grade levels, other **demographics** including ethnicity and other relevant socioeconomic information, and geographic area served by your project. (Note that your final project evaluation will be required to include detailed information on the audience served.) Describe your **plan for recruiting your target audience** (or a description of how you recruited your target audience). Explain **why** you decided to focus on this target audience.



3. Project Description (3-6 pages for sections a-f, written in at least an 11-point font), including the following information organized under subheadings:

(c) **Project details** – This section is a chance to elaborate on your goals and objectives with a **narrative, step-by-step description of how the project will be carried out**, including your plans for community outreach, publicity, and/or sharing the results of your project, as applicable.

In this section you may discuss **project design considerations such as cultural relevancy, age-appropriateness, inclusivity, and research-based best practices, as applicable**. Also clarify it this is a one-time project or one that you intend to continue past the grant period.



*Repeat proposals for previously funded projects should include a summary of **what was accomplished through the previous grant**, how the new proposal **builds on the previous work**, past **evaluation results**, and a description of how these results informed or changed the project.*



3. Project Description

(d) **Key staff** – Describe the staff who will carry out the project and their specific **roles, qualifications, and experience.**

Helpful hint: this is a place where you can highlight how the attributes of your staff will contribute to the project's success.



3. Project Description

(e) **Statement of need** for the proposed project – please be as specific as possible as to the need(s) that your project is intended to address and include an explanation as to why *this particular project* is suited to meet the articulated need(s). A demonstration of the specific needs of the target audience can be included here, including the results of any needs assessment work that was used to develop your project plan.

Helpful hint: think about why you want to do this particular project at this particular place.

“Ingestion of microtrash by condor nestlings has been found to be one of the main limiting factors in condor population growth in the wild.”

Ventana Wilderness Society





“Human disturbance, vandalism, and other volatile behavior have been observed at Least Tern Nesting sites in Mission Bay. A pilot project in 2009 documented decreases in vandalism and disturbance at Silver Strand State Beach. Wildlife agency staff has asked the program to be expanded.”





“A healthy and inclusive California coastline in the future is dependent on engaging diverse youth in coastal conservation.”

Outdoor Outreach



3. Project Description

(f) **Statement of need for the requested funding** – including a description of any other resources that are available. If the project is expected to continue beyond the end of this grant, explain the longer-term funding plan.

Helpful hint: explain why this funding is needed to make this project happen.



4. Evaluation plan (no page limit)

For this section, describe your evaluation plan; that is, how **you will measure and document the outcomes and impacts** of your project on your audience(s).

Organize your evaluation plan **using the goals and objectives** articulated in your project description.

As a very rough rule of thumb, consider allocating **5 to 15%** of the budget on evaluation.

Grant recipients will be required to **submit evaluation results at the end of the project period** as part of their final reporting.



4. Evaluation plan (no page limit)

In planning your evaluation, consider whether quantitative methods such as **pre-post tests** and **surveys**; qualitative methods such as **interviews, focus groups, and observation**; or a combination of methods is **most appropriate** for learning about your program and its impacts. If available, please **include** in your supporting documents any evaluation tools that you will be using.

(Our online resource to assist you with the evaluation process is available at

<http://www.coastal.ca.gov/publiced/plate/wtevaluation.pdf>.)

5. Permits required (if any).

Rarely used, but examples include:

- Collection permit from Dept. of Fish and Wildlife.
- Construction.
- Habitat restoration (permission from landowner).



6. **Tasklist and timeline** for the project.

(Bear in mind that funds will not be available until **March of 2018** and some work tasks must be scheduled to **begin before June 30, 2018.**)

March

- Purchase touch tank
- Receive delivery of touch tank
- Set up tank in onsite nature center
- Collect local marine invertebrates, or borrow them from an existing collection until Department of Fish and Wildlife Scientific Collecting Permit is received, and add to tank
- Begin the touch tank program

April-June

- Remaining spring season school groups utilize the touch tank

September-November

- Fall season school groups utilize the touch tank

December

- Compile an end-of-year report on the effectiveness of the touch tank program

(Camp Ocean Pines)

6. **Tasklist and timeline** for the project.

(Bear in mind that funds will not be available until **March of 2018** and some work tasks must be scheduled to **begin before June 30, 2018.**)

TASK LIST AND TIMELINE

Spring 2016	<ul style="list-style-type: none">• Central Valley schools will attend monitoring trips
Summer 2016	<ul style="list-style-type: none">• Developing a <u>LIMPETS</u> teacher workshop specifically for Central Valley schools
Fall 2016	<ul style="list-style-type: none">• Delivering <u>LIMPETS</u> Central Valley Teacher Workshop and associated Teacher Workshop Evaluation• Administer student pre-evaluation• Begin delivering Central Valley school programs to new participating <u>LIMPETS</u> schools from the August Teacher Workshops
Winter 2017	<ul style="list-style-type: none">• Continue to deliver Central Valley and local <u>LIMPETS</u> programming
Spring 2017	<ul style="list-style-type: none">• Finish delivering <u>LIMPETS</u> field programming• Administer student and teacher post-evaluations
Summer 2017	<ul style="list-style-type: none">• Analyze evaluation results and complete final report

6. **Tasklist and timeline** for the project.

(Bear in mind that funds will not be available until **March of 2018** and some work tasks must be scheduled to **begin before June 30, 2018.**)

TASKLIST	SEP '16	OCT '16	NOV '16	DEC '16	JAN '17	FEB '17	MAR '17	APR '17	MAY '17	JUN '17	JUL '17	AUG '17
GOAL 1: Promote Awareness and Participation												
Recruit new adopters												
Attend booths at community events												
Promote program on local community boards												
Print AAB Stickers												
Distribute AAB Stickers												
GOAL 2: Maintain Program												
Respond to volunteer inquiries												
Prepare cleanup supplies												
Maintain inventory of Zero Waste Cleanup supplies (buckets, gloves, coolers)												
Purchase new nameplates for existing signs												
Place updated nameplates on existing signs												
Market large inland cleanup event												
Write and distribute press release for event												
Implement large inland cleanup event												
GOAL 3: Increase Community Education												
Schedule/deliver 25-35 on-site presentations												
Promote and collect data tracking among adopters												
Conduct database quality assurance monitoring												
Update website functionality with designer												

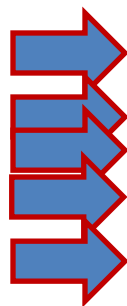


7. **Budget** (using the provided Application Budget Form or a similarly formatted budget page).

WHALE TAIL® Grant Application Budget Form		
PROPOSED BUDGET		
(The applicant does not need to use this form, but should follow the general structure.)		
Organization Name: _____		
Project Title: _____		
Requested Amount (\$50,000 maximum): \$_____		
	Grant Request Budget	Total Project Budget (if different)
Personnel:		
Salaries and Wages ⁽¹⁾	_____	_____
Benefits ⁽²⁾	_____	_____
<i>Subtotal Personnel</i>	_____	_____
Operating Expenses		
Postage/Shipping	_____	_____
Supplies/Materials ⁽³⁾	_____	_____
Travel ⁽⁴⁾	_____	_____
Indirect Costs ⁽⁵⁾	_____	_____
Other:		
_____	_____	_____
_____	_____	_____
<i>Subtotal Operating Expenses</i>	_____	_____
Total Budget	_____	_____

7. Budget Footnotes

Total Budget



- (1) Attach an explanation of rate(s) and hours for each position for which funds are being requested.*
- (2) Amount requested for benefits should reflect actual costs, not to exceed 46.5% of amount requested for salaries.*
- (3) Include a list of the major supplies and materials and how much they cost.*
- (4) Personal vehicle travel reimbursement currently paid at the rate of 53.5 cents/mile. Travel to or from outside California is not eligible for inclusion in the grant request budget.*
- (5) Indirect costs include, for example, a pro rata share of rent, utilities, and salaries for certain positions indirectly supporting the proposed project but not directly staffing it. Amount requested for indirect costs should be capped at 10% of amount requested for "Total Personnel."*



8. A **resolution** from the applicant's governing body that contains the following authorizations:

- authority to submit the proposal,
- authority to enter into a contract with the California Coastal Commission if the grant is awarded, and
- designation of the applicant's authorized representative (name and title).

If the authority to perform such tasks has **already been delegated** by the governing body, a **letter** from the person who has that delegated authority is sufficient.

See sample resolutions at
<https://www.coastal.ca.gov/publiced/plate/plgrant.html>



9. **Description of the applicant's organization**, including:
- the year it was founded;
 - its qualifications for undertaking the proposed project, including its track record with any similar undertakings;
 - the organization's current annual budget including sources of funds (budget information is not necessary for public schools or government agencies); and
 - the names and occupations of board members or organization leaders.



10. The following attachments:

- (a) For non-profits, **proof of non-profit status** in the form of an exemption letter from the IRS or California Franchise Tax Board.
- (b) A project **site list and/or map**.
- (c) **Brochures** from the applicant's organization.
- (d) Any other supporting material you would like to provide such as **newsletters, press clippings, or letters of support** from project partners or others (such as schools to be served that are already identified, or landowners where habitat restoration will occur). Any letters of support may be addressed to "California Coastal Commission" or "Whale Tail Grants Review Panel."



Submit complete application packages to:

*WHALE TAIL Grants Program
California Coastal Commission
45 Fremont Street, Suite 2000
San Francisco, CA 94105*

Please mail one original and one copy.

POSTMARK DEADLINE: Monday, November 6th.



What happens next?

November 6, 2017: Application deadline.

November '17-January '18: Applications reviewed.

Late January 2018: Funding decisions made.

Late January-early Feb. 2018: Applicants notified.

2nd week of Feb: Commissioners vote on funding.

March-June 2018: Grant agreements executed.



ASK US YOUR QUESTIONS!

Please call us
to talk about
your
individual
projects.

Sylvie Lee
(415) 904-5271

Chris Parry
(415) 904-5208

