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:

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(415) 904-5208

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(415) 904-5271
2017/2018
WHALE TAIL® Competitive Grants Program

Guidelines and Application Forms

Funded by:

The WHALE TAIL® License Plate Program

&

PROTECT OUR COAST AND OCEANS FUND

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...
What do we fund?
Educational field trips to the coast...
What do we fund?
Bus transportation...
What do we fund?
On-the-water education...
What do we fund?
Tidepool studies...
What do we fund?

Citizen science

Salmon Protection and Watershed Network (SPAWN)
What do we fund?
In-school education...

Why is the OCEAN important?

The ocean helps us in many ways, and if we keep destroying and polluting the ocean, it can harm humans and sea life.

[Diagram of the ocean and its importance]
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!

The Marine Mammal Center
What do we fund?
Climate Change Education
Projects that include coastal stewardship

Example: native habitat restoration
Projects that include coastal stewardship

Example: pollution prevention

City of Arcata
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.
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!

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

Examples: salinity, tides, estuaries, etc.
Do we fund inland projects? Yes!

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.
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.
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.
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.
**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.”
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.

REAL-LIFE EXAMPLES OF BRIEF PROJECT SUMMARIES:

“Turtle Island Restoration Network”
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: ________________________
3. Address: ____________________________
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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 compete 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 if 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**.)

<table>
<thead>
<tr>
<th>TASK LIST AND TIMELINE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Spring 2016</strong></td>
</tr>
<tr>
<td>• Central Valley schools will attend monitoring trips</td>
</tr>
<tr>
<td><strong>Summer 2016</strong></td>
</tr>
<tr>
<td>• Developing a LiMPETS teacher workshop specifically for Central Valley schools</td>
</tr>
<tr>
<td><strong>Fall 2016</strong></td>
</tr>
<tr>
<td>• Delivering LiMPETS Central Valley Teacher Workshop and associated Teacher Workshop Evaluation</td>
</tr>
<tr>
<td>• Administer student pre-evaluation</td>
</tr>
<tr>
<td>• Begin delivering Central Valley school programs to new participating LiMPETS schools from the August Teacher Workshops</td>
</tr>
<tr>
<td><strong>Winter 2017</strong></td>
</tr>
<tr>
<td>• Continue to deliver Central Valley and local LiMPETS programming</td>
</tr>
<tr>
<td><strong>Spring 2017</strong></td>
</tr>
<tr>
<td>• Finish delivering LiMPETS field programming</td>
</tr>
<tr>
<td>• Administer student and teacher post-evaluations</td>
</tr>
<tr>
<td><strong>Summer 2017</strong></td>
</tr>
<tr>
<td>• Analyze evaluation results and complete final report</td>
</tr>
</tbody>
</table>

*(Museum Foundation of Pacific Grove)*
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

**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](image)

**WHALE TAIL® Grant Application Budget Form**

**PROPOSED BUDGET**

(The applicant does not need to use this form, but should follow the general structure.)

<table>
<thead>
<tr>
<th>Organization Name:</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Project Title:</td>
<td></td>
</tr>
<tr>
<td>Requested Amount ($50,000 maximum): $</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Personnel:</th>
<th>Grant Request Budget</th>
<th>Total Project Budget (if different)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries and Wages (1)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Benefits (2)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Subtotal Personnel</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Operating Expenses:</th>
<th>Grant Request Budget</th>
<th>Total Project Budget (if different)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postage/Shipping</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Supplies/Materials (3)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Travel (4)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indirect Costs (5)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other:</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| **Subtotal Operating Expenses** |                     |                                   |
| Total Budget             |                     |                                   |
7. Budget Footnotes

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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.
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