

2021
WHALE TAIL® Competitive Grants Program
Deadline: November 5, 2021

Guidelines and Application Forms

Funded by:



*Connecting children and the general public to the California Coast
and its watersheds through experiential education, stewardship,
and outdoor experiences*

A project of:



California Coastal Commission
455 Market Street, Suite 200, Room 228
San Francisco, CA 94105
coast4u@coastal.ca.gov
www.coastal.ca.gov

2021 WHALE TAIL[®]

COMPETITIVE GRANTS PROGRAM

GUIDELINES AND APPLICATION FORMS

INTRODUCTION

The California Coastal Commission's WHALE TAIL[®] Grants Program funds projects that connect children and the general public to the California Coast and its watersheds through experiential education, stewardship, and outdoor experiences. Education and stewardship projects relating to climate change as it impacts the coast and ocean are eligible and encouraged. Adopt-A-Beach[®] programs, as well as other beach maintenance and coastal habitat restoration projects that have an educational component, are also eligible for the grants. WHALE TAIL[®] Grants focus on reaching communities that have historically received fewer marine education and stewardship opportunities, and strive for a broad geographic distribution throughout California. Attachment A is a sample list of summaries of a few past grant recipients.

BACKGROUND

The California Coastal Commission started the WHALE TAIL[®] Competitive Grants Program in 1998, with sole funding from purchases of California's [WHALE TAIL[®] License Plate](#). In 2014, the [Protect Our Coast and Oceans Fund](#) was added to the California state tax return's Voluntary Contributions section to provide taxpayers the option to contribute to the WHALE TAIL[®] Grants Program. In 2021, funds were also allocated for this program through the state budget.

The California Coastal Commission is a state regulatory and planning agency that operates under the 1976 Coastal Act to manage the conservation and development of coastal resources in California. The Commission's Public Education Program works to increase public knowledge of coastal and marine resources and to engage the public in coastal protection and restoration activities.

OTHER RESOURCES

In addition to this grantmaking program, the Coastal Commission's Public Education Program offers a wide range of free curricular resources and programs for teachers and students. Find them at www.coastal.ca.gov/publiced/directory/educate.html and coastforyou.org. When appropriate, educators may consider integrating into their projects the [principles and concepts of ocean literacy](#), California's [Environmental Principles and Concepts](#), and applicable [California State Content Standards](#).

PROGRAM OVERVIEW

- **Size of Grants:** You can request any amount up to \$50,000. Small grants up to \$20,000 will receive at least 25% of the funding available. Approximately \$1,500,000 will be distributed.
- **Categories of Grants:** The WHALE TAIL® Grants Program will fund projects that fall into one or more of the following four categories: 1) youth education programs, 2) programs for educating the general public, 3) climate change education and stewardship, 4) shoreline cleanup and enhancement programs (such as Adopt-A-Beach®). We strongly encourage projects that engage communities that have historically received fewer opportunities for coastal and marine education and stewardship, and applicant organizations based in and composed of the communities they are engaging.
- **Deadline and Submission Process:** You can email **OR** mail your application packet. For email, send your packet as an attachment to **whaletailgrant@coastal.ca.gov** by 11:59pm California time on November 5, 2021. For postal mail, your application packet must be *postmarked* no later than November 5, 2021. If you choose to use postal mail, please print double-sided and *do not* include binders, plastic overlays, or other extra packaging. Call (415) 597-5888 or email **whaletailgrant@coastal.ca.gov** to let us know to expect your package, then mail *two* copies of your application packet to WHALE TAIL Grants Program, California Coastal Commission, 455 Market Street, Suite 200, Room 228, San Francisco, CA 94105. If you would like to email your application packet but have a curriculum sample or other supplementary material that you need to mail, you can do that separately (by the same deadline as above) as long as you email us with the information we'll need to connect it to your application once we receive it.
- **Project Selection:** We will review all proposals and make recommendations to the Coastal Commission, which will vote at its February 2022 meeting (tentative date).
- **Notification:** We will notify you following the Commission vote, most likely by the end of February 2022.

IMPORTANT RULES AND ELIGIBILITY FOR APPLICANTS AND PROJECTS

- **Eligible Applicants:** Non-profit 501(c)(3) organizations, projects of a non-profit fiscal sponsor, schools or districts, government entities, Federally Recognized Tribes and other California Native American Tribes as defined by Governor's Executive Order B-10-11.
- **Audiences:** Projects funded by WHALE TAIL® Grants must engage audiences in California.
- **Things we can't fund:** Grants will not be awarded to provide for an organization's general, ongoing administrative costs; to fund political advocacy work; for projects that include religious content in their programming; for travel outside of California; or for the purchase of vehicles, insurance, prizes or cash gifts, or items that will be sold.
- **Educational Focus:** The WHALE TAIL® Grants Program focuses on education about coastal and marine environments. 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 how the connection to the coast and ocean will be emphasized.

- **Reimbursement Grant.** Grant funds are not available in advance of expenditures. Expenses will be **reimbursed** no more than once per month upon submission of an invoice by the grantee, for hours already worked or purchases already made.
- **Project timing:** Projects may be of any length as long as funding ends by April 15, 2024. Because the funds for these grants were appropriated in fiscal year 2021, which ends on June 30, 2022, proposals must include work tasks that begin before June 30, 2022.
- **Funding Credit Logo:** You must agree to put the California Coastal Commission's [funding credit logo](#) on any printed or online content produced for the project, including linking from the logo to Commission website as appropriate.
- **Liability:** You must agree to hold the California Coastal Commission harmless.
- **Project Administration:** You must assume responsibility for administering the project, including employing any necessary staff or consultants, maintaining complete accounting and time records, and providing fiscal management. In preparing the grant application, you should refer to Attachment B (administrative requirements for grant agreements if a grant is awarded).
- **Repeat Grants:** These grants are primarily for projects not previously funded by this program, although repeat grants can be considered. If you currently have an open WHALE TAIL® grant, this may negatively impact your competitiveness in this grant round.

QUESTIONS?

We encourage prospective applicants to contact us with any questions or to discuss your project idea. Please contact Annie Kohut Frankel at Annie.Frankel@coastal.ca.gov or Chris Parry at Chris.Parry@coastal.ca.gov.

A webinar will be offered on [DATE TBD], as an introduction to completing this grant application. Register at [link]. If you miss the webinar, a recording will be posted on the [grant webpage](#).

Also contact us if you are interested in adopting a beach (or visit the [program website](#) to learn how), or if you are interested in starting a new Adopt-A-Beach® program in an area that does not currently have one. [Adopt-A-Beach® Managers](#) are designated by Coastal Commission staff to operate the program in a particular geographic area and serve as the liaison with the Commission. Local Adopt-A-Beach® Managers have adapted, modified, and added to the program to fit their interests and talents.

CRITERIA FOR SELECTING GRANT RECIPIENTS (out of 100 points)

Grant proposals will be reviewed based on the following criteria, using the information you provide in your application.

1. Educational Impact and/or Environmental Improvement (25 points): Strong proposals will demonstrate educational impact featuring the marine or coastal environment and/or improvement of coastal or marine habitats through community involvement. Strong proposals may include multiple methods and pathways such as experiential, hands-on learning and stewardship; longer and/or repeated experiences with opportunities for reflection; age-appropriate content and delivery; long-term positive impact (which might stem from educational outcomes, or aspects such as leadership development opportunities or family involvement); and/or strong evidence for ecological need and projected improvement.

2. Purpose and Audience (25 points): Projects will be assessed on the degree to which they are connected to a specific issue, interest, and/or need (educational, ecological, social, cultural, etc.). Proposals should explain the issue, interest, and/or need, and how it was identified for the project audience. Strong proposals will engage communities that have historically received fewer marine education and stewardship opportunities, such as communities with low incomes; Black communities; Indigenous communities; communities of color; speakers of languages other than English; people with disabilities; foster and transition age youth; LGBTQIA+ youth; and residents of rural and/or inland areas.

3. Project Concept (20 points): Strong proposals will demonstrate that the project is relevant for the identified community and will have a reasonable budget that is clearly connected to the project goals. Projects should be ecologically responsible. The degree to which a project could potentially be expanded or continued after the grant ends, build organizational capacity, build lasting collaborations, and/or create useful tools for others in the field will be considered, as will whether it uses new or creative approaches.

4. Proposal Content and Project Implementation (30 points): Proposals should demonstrate that the concept has been fully thought out and developed into a feasible project with clear, realistic goals and objectives; a plan for reaching the intended audience; a workable project design; a clear plan for implementation; and appropriate staffing. The proposal should explain how the organization and/or staff is particularly suited to work with the audience of this project. A plan for tracking and assessing the project's success should be included, as should detailed and accurate cost information. A strong proposal will demonstrate how the project objectives and goals will be successfully achieved. All requested elements of the application packet, as applicable, should be included in the proposal.

YOUR APPLICATION:

Please use 12-point font.

Include the following:

1. **Completed Cover Sheet** – See form on page 8 of this packet.
2. **Organization’s History** – Briefly describe your organization, its history (including the year it was founded), and its mission.
3. **Project Background/History** – Briefly describe the history of your project. What made you want to do this project? 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?
4. **Issue, interest, or need for the proposed project** – Please be as specific as possible as to the issue, interest, or need(s) that your project is intended to address and include an explanation as to why *this particular project* is suited to be successful in that effort. How did you come to identify and understand this issue, interest, or need?
5. **Project Description** (no more than 6 pages for sections a-e), 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 and as specific as possible.
 - (b) **Description of the project participants and recruitment plan.** Describe who you will engage with your project and how you determined your audience. Include as much detail as possible on: the number of people, ages or grade levels as relevant, other demographics including race or ethnicity and socioeconomic information, and geographic area. If your project will also *indirectly* reach additional people, please describe that wider group. (Note that your final project report will be required to include detailed information on who you reached with your project.) Describe your plan for recruiting your participants (or a description of how you already recruited them). Explain whether and how your organization identifies as part of the community you plan to reach. Explain why or how your organization and/or staff is particularly suited to working with your proposed participants.
 - (c) **Project details** – This section is a chance to elaborate on your goals and objectives with a step-by-step description of how the project will be carried out. Please address the following items as applicable. Write “N/A” for those that don’t apply to your project.
 1. What will participants do and experience during your project? Include details such as the number of days, number of hours per day, and general timing of any public or student programming as applicable.
 2. If you are using a curriculum, handbook, or other program material, describe it and include one copy with the application, or include a link if it’s viewable online. Why have you chosen this resource? (If you propose to use the Coastal Commission’s curricular materials, please do *not* include a copy.)
 3. Describe any new program materials you plan to create.

4. Describe any partnerships that are integral to the project.
5. Describe your plans for community outreach, publicity, and/or sharing the results of your project.
6. Discuss project design considerations such as cultural relevancy, age-appropriateness, accessibility, and/or education strategies.
7. Clarify if this is a one-time project or one that you intend to continue past the grant period.
8. Proposals for projects previously funded by a WHALE TAIL[®] Grant should include a summary of what was accomplished through the previous grant, how the new proposal builds on the previous work, and a description of how past results informed or changed the proposed project.

(d) Key staff – Describe the staff who will carry out the project, their positions, their specific roles in the project, and their qualifications and experience. If positions are not yet filled, explain the desired qualifications for those positions.

(e) Statement of need for the requested funding – including a description of any other resources that are available. If your project budget is larger than your requested grant, are the additional funds already secured? If the project is expected to continue beyond the end of this grant, explain the longer-term funding plan.

6. **Tracking and assessing your impact** – How will you track and assess the impact of your project? Grant recipients will be required to report on project impact in their final grant report. You are encouraged to include impact tracking and assessment in your tasklist and budget.

Describe how and when you will track and assess your project outcomes and success relative to each of the goals and objectives in your project description. Possible examples of indicators of outcomes include participant satisfaction with the project experience; changes in their knowledge, skills, attitudes and/or behaviors; and changes to the environment. 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. How will you use the results to improve your project in the future? If you already have specific tools you plan to use (such as surveys or tests), include them in your application packet.

7. **Permits required** (if any) – If permits are needed, explain whether you already have them or whether you will need to acquire them during the project timeline.
8. **Tasklist and timeline** for the project – Funds will not be available until mid-March of 2022 and some work tasks must be scheduled to begin before June 30, 2022. Grants must end by April 15, 2024. This means your timeline should begin before the end of June 2022 (but not before March 15) and should end by April 15, 2024 at the latest.

9. **Budget and details** (using the Application Budget Forms on pages 9 and 10 of this packet or similarly formatted budget pages) – Use this section to provide an explanation for your budget request.
10. **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). *This is the only item that may be submitted after the proposal deadline, if necessary.* 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. Examples of grant resolutions can be found [here](#).
11. **A project site list and/or map**, if applicable.
12. **Organizational Information:**
 - The organization’s current annual budget, including sources of funds. (Budget information is not necessary for public schools or government agencies.)
 - The names of board members and/or organization leaders. If any of these people are on the staff or members of the California Coastal Commission, please note that.
 - For non-profits, proof of 501(c)(3) status in the form of an exemption letter from the IRS or California Franchise Tax Board. If you are a project of a non-profit fiscal sponsor, this document will be for that organization.
 - Optional: 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 partner schools 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 package to:

whaletailgrant@coastal.ca.gov

OR

WHALE TAIL Grants Program
California Coastal Commission
455 Market Street, Suite 200, Room 228
San Francisco, CA 94105

WHALE TAIL® Grants Program Cover Sheet

1. Name of Applicant Organization:
2. Name and Title of Contact Person:
3. Mailing Address:
4. Telephone:
5. Email:
6. Website:
7. Project Title:
8. Brief Project Summary (No more than three sentences, focusing on WHAT you propose to do):
9. Number of people who will be directly reached by the project:
Number of people indirectly reached by project, if applicable:
10. Requested Grant Amount: \$
11. Total Project Budget: \$
12. Project Start Date:
Project End Date:
(Project may begin no earlier than March 15, 2022 and end no later than April 15, 2024.)
13. Which describes your organization? (Circle or underline all that are applicable.)
 - a non-profit corporation
 - a government entity
 - a California Native American Tribe
 - a school
 - a project of a non-profit fiscal sponsor
14. How did you find out about this grant program?

Signature _____ Date _____

WHALE TAIL[®] Grant Application Budget Form

PROPOSED BUDGET

Please use this form or similar formatting.

Organization Name: _____ Project Title: _____

Requested Amount (\$50,000 maximum): \$ _____

	Grant Budget Total	Project Budget (if different)
Personnel:		
Salaries and Wages ⁽¹⁾	_____	_____
Benefits ⁽²⁾	_____	_____
<i>Total Personnel</i>	_____	_____
Operating Expenses		
Postage/Shipping	_____	_____
Supplies/Materials ⁽³⁾	_____	_____
Travel ⁽⁴⁾	_____	_____
Other:		
_____	_____	_____
_____	_____	_____
<i>Subtotal Operating Expenses</i>	_____	_____
Indirect Costs/Overhead ⁽⁵⁾	_____	_____
Total Budget	_____	_____

⁽¹⁾ Include details for each position for which funds are being requested in Budget Details on the next page.
⁽²⁾ Amount requested for benefits should reflect actual costs, not to exceed 46.5% of amount requested for salaries.
⁽³⁾ Include a list of anticipated major supplies and materials and estimated cost in Budget Details on the next page.
⁽⁴⁾ Personal vehicle travel reimbursement currently paid at the rate of 56 cents/mile. Travel to or from outside California is not eligible for funding by this grant.
⁽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 must be no more than 10% of amount requested for "Total Personnel."

WHALE TAIL[®] Grant Application Budget Form

PROPOSED BUDGET DETAILS

Please use this form or similar formatting.

Salaries and Wages

Rate(s) and hours for each position for which funds are being requested:

Position 1:	\$	x	=\$
<i>Job title</i>	<i>Rate</i>	<i>x Time</i>	<i>=Amount Requested</i>

Position 2:	\$	x	=\$
<i>Job title</i>	<i>Rate</i>	<i>x Time</i>	<i>=Amount Requested</i>

Position 3:	\$	x	=\$
<i>Job title</i>	<i>Rate</i>	<i>x Time</i>	<i>=Amount Requested</i>

Position 4:	\$	x	=\$
<i>Job title</i>	<i>Rate</i>	<i>x Time</i>	<i>=Amount Requested</i>

(continue as needed)

Total for salaries and wages in grant request budget: \$ _____

Anticipated major supplies and estimated costs:

Briefly explain any travel costs that are included in your budget:

Example Summaries of Past Awarded WHALE TAIL[®] Grants

• Port of Los Angeles High School \$18,000

Project Title: *Sustainable Aquaculture Program*
Project Location: *San Pedro*

Port of Los Angeles High School (POLAHS) is a public charter school in San Pedro, located one block away from the port waterfront. POLAHS is seeking funding to expand its sustainable aquaculture program so students in grades 10-12 could raise seabass, kelp, eelgrass, oysters, other bivalves, tilapia, coral, and brine shrimp. The associated curriculum would cover topics such as the state of global fisheries, the history of aquaculture, the key elements of sustainable seafood aquaculture practices, toxicity and control, food safety, and how to design and create their own aquaponics systems (growing fish and vegetables together in water). They would also learn about other subjects related to ocean health including the causes and effects of ocean acidification and how to do water quality testing. In other activities, kelp grown through this program would be outplanted to aid with restoration along the coast. The students would present their program to approximately 1,500 members of the public at two school community events. They would also further develop their potential career skills by creating an aquaculture business plan.

• Brown Girl Surf \$25,416

Project Title: *Launching the Next Generation of Environmental Leaders*
Project Location: *Oakland*

Brown Girl Surf offers programs that provide opportunities to build an emotional connection to the ocean in communities underrepresented at the coast. To make marine science and environmental conservation culturally accessible to participants, Brown Girl Surf is proposing to integrate their Environmental Education Program with their Rising Leaders program. Environmental education, stewardship, and action will become central components of being a Brown Girl Surf youth leader. This project will cultivate a pipeline of environmental ambassadors, from summer camp participants to junior youth leaders, to mentors and role models who take ownership of the program. The grant will support two community conservation programs during Earth Day and Creek to Bay Day, educating the public and engaging in stewardship activities; and three four-day sessions of youth summer camp that include hands-on science, stewardship, and surfing.

• Northcoast Regional Land Trust

\$12,000

Project Title: ***Stewards of Today and Tomorrow***

Project Location: ***Humboldt County***

The Northcoast Regional Land Trust (NRLT) owns Freshwater Farms Reserve that includes 35 acres of restored tidal wetland near Humboldt Bay, as well as a property at Martin Slough at the southern edge of Eureka. NRLT is seeking funding to help make the habitats on these properties as relevant and accessible to as many people as possible. To do this, NRLT would engage in three main activities. The first would be to conduct outreach to Spanish speakers and students at Humboldt State University through bilingual radio ads and other forms of publicity to let them know about public events at the two properties. NRLT would also create signs in Spanish and English on the topics of migratory species, agriculture, how sea level rise will affect Humboldt Bay's shoreline, and habitat restoration. Second, NRLT would host eight Stewardship Day events for people of all ages to engage in activities such as native plant propagation, planting, trail maintenance, sustainable agricultural practices, or invasive plant removal. At least one event would be held in English and Spanish. To strengthen partnerships with other organizations, at least three events would be held with groups including Latino Outdoors, Watershed Stewards Program, and African American Center for Academic Excellence. The third main activity would be to develop a family-friendly nature treasure hunt by creating a new "Redwood EdVentures Quest" to be part of a series of "quests" in the region offered to the public.

Administrative Requirements

LOCAL ASSISTANCE AGREEMENT SUMMARY (STD 215)

- A. The Grant Agreement transmittal form for cost-reimbursement types of local assistance grants must:
1. Advise whether the awarding agency, with the advice of the State Personnel Board, has determined that the reimbursable salaries do not exceed salaries payable to State personnel for similar classifications; and
 2. Identify the classifications and rates involved if the reimbursable salaries exceed State rates, and state the reason for such higher rates, and how the agency's interests are served by the agreement.

FISCAL CONTROL PROVISIONS

- A. Payment provisions shall be on a cost-reimbursement basis with a ceiling specifying the maximum dollar amount payable by the agency. Grant agreements must set forth in detail the reimbursable items, unit rates, and extended total amounts for each line item. Among other matters, the following information should be documented:
1. Identify and justify direct costs and overhead costs, including employee fringe benefits;
 2. Monthly, weekly or hourly rates as appropriate and personnel classifications should be specified, together with the percentage of personnel time to be charged to the contract, when salaries and wages are a reimbursable item;
 3. Rental reimbursement items should specify the unit rate, such as the rate per square foot; and
 4. If travel is to be reimbursable, the contract must specify that the rates of reimbursement for necessary traveling expenses and per diem shall be set in accordance with the rates of CalHR for comparable classes and that no travel outside the State of California shall be reimbursed unless prior written authorization is obtained from the agency.

TERMS AND CONDITIONS

Grant awards will include Standard Conditions and Special Conditions. Standard Conditions include items such as an indemnification requirement, an agreement to be audited, and a non-discrimination clause. Special Conditions include items such as an agreement to provide funding credit and responsibilities of Adopt-A-Beach coordinators.

ANTI-DISCRIMINATION

Applicants should be aware that Government Code Section 11135(a) states in relevant part that no person shall be unlawfully denied full and equal access to the benefits of any program or

activity that is funded or receives any financial assistance by the State on the basis of sex, race, color, religion, ancestry, national origin, ethnic group identification, age, mental disability, physical disability, medical condition, genetic information, marital status, or sexual orientation.

COMPETITIVE BIDDING

Grantees seeking contractors to perform any services exceeding the cost of \$2,500.00 shall select those contractors pursuant to a process that seeks three competitive quotations or adequate justification for the absence of bidding.

Grantees purchasing any articles, supplies, or equipment exceeding the cost of \$2,500.00 per purchase order shall select those items pursuant to a process that seeks three competitive quotations or adequate justification for the absence of bidding.

GRANTEE CERTIFICATION CLAUSES

All grantees must sign GCC 1015, which includes clauses such as a drug-free workplace requirement and compliance with the Americans with Disabilities Act.