

**2004 Request for Proposals  
Lake Champlain Basin Program  
Education and Outreach Grants**

**I. Purpose**

The *Watershed Programming for Educational Facilities and Organizations* grant program provides financial support to eligible groups for their efforts to inform students and/or adults about key Lake Champlain issues identified in *Opportunities for Action: An Evolving Plan for the Future of the Lake Champlain Basin*.

**II. Background: Lake Champlain Basin Program**

The Lake Champlain Basin Program (LCBP) was established to coordinate the activities envisioned by the Lake Champlain Special Designation Act of 1990. The LCBP is a government funded initiative working in partnership with agencies, organizations and individuals toward the development and implementation of *Opportunities for Action*. The plan was updated in 2003 and includes four highest priority action areas: 1) Reduce phosphorus inputs to Lake Champlain, 2) Reduce toxic contamination to protect public health and the Lake Champlain ecosystem, 3) Minimize the risk to humans from water related health hazards and 4) Control the introduction, spread and impact of nonnative nuisance species to preserve the integrity of the Lake Champlain ecosystem. In addition to these highest priorities, the Plan contains priority actions for a range of other issues including fish and wildlife management, wetland protection, recreation management and cultural heritage resource protection.

**III. Watershed Programming RFP Description**

Up to \$25,000 in fiscal year 2004 has been appropriated by the Lake Champlain Steering Committee to award grants up to \$7,500 to responding applicants. The LCBP is seeking proposals from schools, non-profit organizations or municipal boards that will build awareness and understanding of the key resource issues facing the Lake Champlain Basin and the plan's priority actions. When people are given the opportunity to develop awareness, knowledge, skills and commitment towards a basin issue, they can make informed decisions and take constructive actions that benefit Lake Champlain.

Once proposals are selected, the LCBP will assist the applicant in the development of a detailed workplan, and will provide technical assistance where needed throughout the duration of the project. The LCBP encourages proposers to maximize the effectiveness of their grant by combining LCBP funds with additional funding sources, in-kind contributions and supporting partners. The LCBP strongly encourages projects that are transferable to other parts of the Basin and projects which cross state or municipal borders.

**IV. Examples of Projects**

The following examples characterize the types of projects that the LCBP is inclined to fund. However, the LCBP is open to other watershed programming ideas as long as they meet the criteria in Section IX below.

1. An organization might offer training to local road crews on sedimentation issues, inform downtown merchants about reducing toxic materials on site, or work with neighborhoods to reduce their use of fertilizers and pesticides in neighborhoods.

2. Two or three schools might submit a joint proposal which includes an exchange of student knowledge on problems within their portion of the Lake Champlain watershed, offer a parent/community open house to present their results and participate in hands-on activities in New York, Vermont or Quebec, e.g. river clean-up, investigating a wetland, etc – (Please do not request funding for entrance fees to museums or other institutions).

3. A municipal conservation group or watershed group might produce and distribute materials for homeowners on the importance of leaving vegetation along streambanks and gullies that flow into the Lake, how homeowners can reduce their use of toxic materials, etc. Another component of this project might involve organizing neighborhood site visits to demonstrate how yards can be landscaped to reduce erosion or the use of fertilizers and pesticides.

## **V. LCBP Grant Status**

Groups with current LCBP contracts must be in good standing to be eligible to receive additional funds. New projects must be distinct from currently contracted work in both objectives and deliverables. Extensions of ongoing projects with new tasks and deliverables will also be considered, but groups must demonstrate satisfactory progress on the current grant before a contract will be amended to include additional work.

## **VI. Application Guidelines**

### **1. Who is eligible?**

- Organizations with 501(c) (3) nonprofit corporation status – environmental/lake related education programs, conservation districts, or citizen-based groups working in association with such an organization, such as watershed organizations
- Public or private schools
- Local government entities including municipal boards, commissions or committees
- Other types of organizations may apply, but only under the auspices of one of the types of organizations listed above. Contact the LCBP for clarification or assistance interpreting eligibility.

### **2. Format and Content of Proposal**

Proposals must not exceed five typed pages in length including the budget. Up to three letters of support may also be attached which highlight the role of others partners, confirm the need for a specific program within an identified audience, etc.

***Guidelines for Education and Outreach Grants:*** Within the **5-page limit**, proposals should include a summary page and the following points in order (listed as a-e):

**a. Summary Page:** On a single page, please provide the following information in the order shown:

- ***Project Name/Title:***
- ***Contact Information:***
  - Name of Contact Person
  - Organization
  - Phone and FAX
  - Mailing Address
  - Electronic Mail Address

- **Amount of Your Request for LCBP Funds:**
- **Proposed Timeframe for Project**
- **Organization Purpose or Mission Statement:** (3-5 sentences)
- **Project Outcome/Deliverable:** Please provide one sentence describing the project outcome

b. **Problem/Opportunities Statement:** summarize the problems, needs or opportunities that the project will address.

c. **Understanding the Issues:** indicate how this project will increase people's understanding of basin issues, how it reaches new audiences and how it is linked to actions in *Opportunities for Action*. If your project will take place on private land, how will it benefit the broader community?

d. **Anticipated Project Participants:** include a description of the participation level and the type of commitment expected from other agencies, organizations and/or individuals.

e. **Proposed Task and Corresponding LCBP budget:** list proposed tasks that will be accomplished with LCBP funds, correlating them with a proposed budget. If this project involves funding from other organizations, please specify which specific tasks LCBP funds will support.

*Budget Table and Justification*

- Please use the following format for your budget table. If the LCBP request is part of a larger project, please indicate the estimated total project value.

**Project Budget Table Format** (*Dollar values for illustration only.*)

<b>Expense</b>	<b>LCBP Grant Request</b>	<b>Non-Federal Matching Contribution</b>	<b>Totals</b>
<b>DIRECT Costs:</b>			
Personnel			
Project Coordinator	\$800	\$100	\$900
Volunteers		\$250	\$250
<i>(Add specifics as needed)</i>			
Travel	\$100	\$100	\$200
<i>(Add specifics as needed)</i>			
Supplies/Materials			
Printing	\$250		\$250
Mailing	\$75		\$75
<i>(Add specifics as needed)</i>			
Contracts			
<i>(Add specifics as needed)</i>			
Equipment			
<i>(Add specifics as needed)</i>			
Other (please specify)			

<b>INDIRECT Costs:</b>	\$100	\$100	\$200
<b>Totals</b>	\$1,325	\$550	\$1,875

**Budget notes:**

All expenses should be placed into one of the following major categories:

Direct Costs - subcategories include: Personnel (including fringe benefits), Supplies, Contracts, Equipment, and Travel

Indirect Costs – include general office and operating expenses, insurance, bookkeeping, etc. Please refer to the Application Guidelines for more information about direct and indirect costs, eligible expenses, and matching contributions.

List additional specific expense categories where appropriate as indicated.

Budget items should be divided into funding sources as shown. At minimum, show which items will be covered by the LCBP grant and which items will be part of your matching contribution. Note other sources of funding not being used as match (such as other federal funds) in this section following your budget table.

In addition to the budget table, please include a brief justification for each line in your budget, as in the following example:

Project Coordinator: supports staffing for oversight of project activities, 50 hours @ \$18/hr.

Volunteers: outreach to school students, etc., 75 hours @ \$10/hr.

**VII. Level of Funding**

LCBP’s is making up to \$25,000 available for watershed education projects within the drainage basin. Awards may range up to \$7,500, but applicants are encouraged to submit proposals that are lower than the maximum.

**VIII. Matching Contribution**

A matching contribution of 25% is required by the Lake Champlain Basin Program. It may be either funds or in-kind services (including volunteer time). Budget proposals should clearly document the intended use(s) and source(s) of such contributions. Federal funds may not be used as a source of matching funds. Matching funds should be 25% of the whole project costs (LCBP and matching funds) and can be calculated as follows: using a \$5,000 grant request as an example:  $\$5,000 / .75 = \$6,666$ ;  $\$6,666 - \$5,000 = \$1,666$ . Therefore, the 25% non-federal match requirement for a \$5,000 award is \$1,666.

**IX. Criteria for Selection of Proposals**

- (5pts) Clarity and conciseness of proposal, adherence to format and relevance to RFP.
- (5pts) Described knowledge or experience with education and outreach related to Lake Champlain or the watershed’s resources.
- (10pts) Extent to which the project will inform adults and students about Lake Champlain issues, how it reaches new audiences and whether the project specifically applies to *Opportunities for Action*. Hands-on activities for citizens are encouraged.

- (10pts) Extent to which the proposal demonstrates a willingness and commitment to work with others to achieve the project's goals and how it might enhance other education and outreach efforts in the basin (NY, VT, and QUE). Multi-jurisdictional projects are encouraged.
- (10pts) Extent to which the proposal will have long lasting, tangible results and is likely to be achieved within the outlined budget.

#### **X. Schedule and Requirements for Proposal Submission**

An original plus eight copies must be **RECEIVED by 5:00 p.m. Wednesday January 5, 2005**. Send proposals and direct all questions to Colleen Hickey, Lake Champlain Basin Program, 54 West Shore Road, Grand Isle, Vermont 05458. Telephone (800) 468-5227 or (802) 372-3213. Applicants will be notified of the status of their application by January 31, 2005. For project planning purposes, please allow 4-6 weeks from the date of award notification to the start of the project, thus allowing for workplan approval and contract development.

#### **XI. Additional Issues**

The applicant cannot profit from the sale of materials produced through a grant awarded under this RFP. Publicity about projects awarded funding under this RFP must acknowledge the support Lake Champlain Basin Program and the U.S. EPA. The LCBP will fund projects that address actions in *Opportunities for Action* (available in hard copy or on our web site: [www.lcbp.org](http://www.lcbp.org)).

**Please note:** The LCBP cannot reimburse recipients for expenses that occur before the start of a contract.