

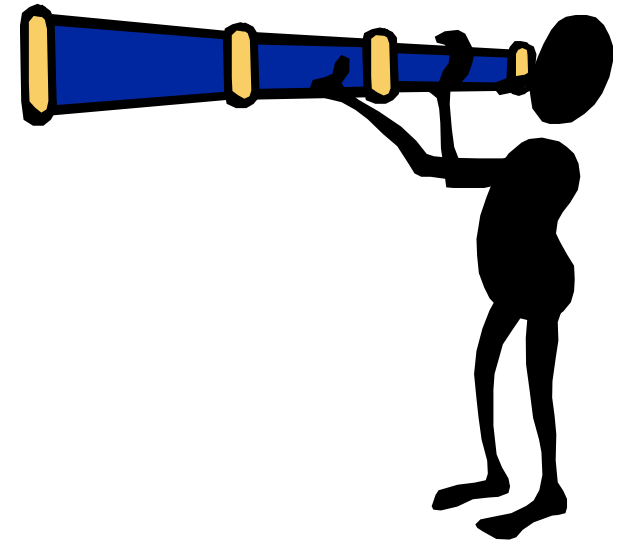
Coral Reef Conservation Fund



Michelle Pico
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262-567-0601

Proposal Review & Selection Process

- Announce Request for Proposals
 - Open to apply from November 1 – January 31
 - See Handout for 2007



Applicant Eligibility

- Local and State Governments
- Non-Profit Organizations (recognized as such by IRS, e.g. 501(c)(3), etc.)
- Academic Institutions

U.S. Federal Government agencies are not eligible as direct applicants although are encouraged to partner

Repeat grantees must complete previous grants prior to receiving additional funding

Eligible Projects

- Proposals should support partnerships that:
 - provide solutions to specific problems for reefs
 - mitigate or otherwise address specific threats to reef habitats
 - help prevent coral reef degradation
 - Minimum of a 1:1 non-federal match
 - Demonstrate measurable benefits to the resource through a strong evaluation plan
 - No lobbying, litigation, or political advocacy
-

Dedicated Funding Available

- U.S. Department of Ag - NRCS
 - Coral reef ecosystem projects that integrate conservation practices in ongoing agriculture, ranching, and forestry operations
 - Projects that improve water quality, in watersheds upstream from or adjacent to coral reef habitats
- Harold K.L. Castle Foundation
 - Funding for projects in Hawaii of high merit and conservation impact
 - Assistance with matching funds possible



HAROLD K.L. CASTLE
FOUNDATION

Fund Priorities

- **Community-based**, and involve multiple stakeholders;
 - Coordinated and consistent with on-going coral reef conservation initiatives
 - International Coral Reef Initiative's Framework for Action and Renewed Call to Action;
 - U.S. National Action Plan to Conserve Coral Reefs;
 - **Local Action Strategies** developed per the U.S. Coral Reef Task Force;
 - U.S. All Islands Coral Reef Initiative;
 - NOAA-World Wildlife Fund methodology for assessment and improvement of **protected area effectiveness**;
 - WW2BW Anchors Away! Program;
 - Geographic priorities: coral reef areas in U.S., and insular (territory, commonwealth), Freely Associated States (Federated States of Micronesia, Republic of the Marshall Islands, and Republic of Palau), Caribbean, or Mesoamerica;
 - Address an **unmet need** that will provide direct benefits to coral reefs;
 - Target a specific audience and address specific threats with a **hands-on approach**.
-

Proposal Review & Selection Process

- Announce Proposal Request
- Pre-proposal Submission and Review
 - On-line application – **January 31st - 11:59PM EST**
 - Piloting a shortened form
 - Applicant Information
 - Provide Context
 - Conservation Need
 - Approach Proposed
 - Results Anticipated
 - Specific Objectives

Pilot

Print your pre-proposal!!



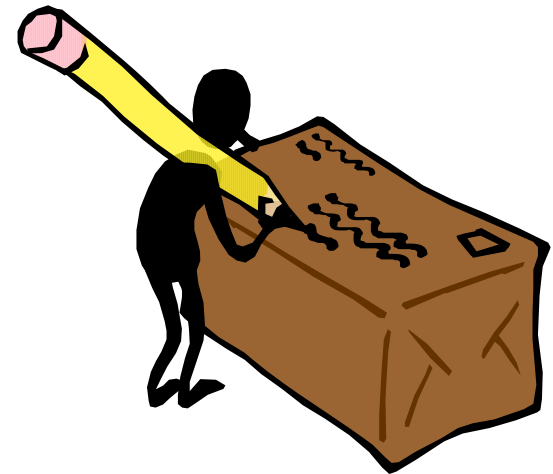
Invitation to Submit a Full Proposal

- Look for notification after March 15, 2007
- Notification for invites and turndowns will come via email to primary email address
- If invited – applicant email will contain:
 - Log-in information for full proposal
 - Multiple people can log in, but you may lose work
 - **Specific feedback on your proposal** (possible) ?



Proposal Review & Selection Process

- Announce Proposal Request
- Pre-proposal Submission and Review
- Full-proposal Submission and Review
 - On-line application – **Due April 30th 11:59PM EDT**



Applicant Information

APPLICANT INFORMATION

Project Name:	TBD
Organization:	Collier County Environmental Services Department
Organization Type:	State or local government
Primary Contact (Title, First Name, MI, Last Name, Suffix)	Ms. Maura C Kraus
Street Address:	Collier County Environmental Services Department 2800 North Horseshoe Drive
City, State, Zip and Country:	Naples, FL 34104 United States
Phone:	239-213-2952 Ext.
Fax:	239-213-2960
Primary Email:	MauraKraus@colliergov.net
Secondary Email:	
Organization's Internet Address:	www.colliergov.net
Financial Officer (Title, First Name, MI, Last Name, Suffix)	
Phone	Ext.
Fax:	
Email:	
Tax ID#:	
Fiscal Year End (MM/DD):	

PROJECT INFORMATION

PROJECT INFORMATION

Project Site:					
Project Site Location Zip Codes:		<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>			
Anticipated Period of Performance:	Project Start Date(MM/DD/YYYY):		Project End Date(MM/DD/YYYY):		
	Application Submission Date(MM/DD/YYYY):	09/29/2006			

FUNDING INFORMATION -- in U.S. dollars

Line-Item	Requested NFWF Funds	Matching Funds
Salaries and Benefits:	\$1	\$1
Explanation:		
Equipment:	\$0	\$0
Explanation:		
Other:	\$0	\$0
Explanation:		
Totals	\$1	\$1

Sources of Matching Funds

-	Source:	Amount:	Status:
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Sources of Non-matching Funds

-	Source:	Amount:	Status:
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TIPS:

Make sure your budget is **itemized** in each explanation and that the totals of the itemization **equal** the totals of each line item for both requested **and** matching funds!

No indirect costs in budget – requested or matching

Matching can be **\$ and in-kind**. Match can be acquired over the life of the grant.

PROPOSAL NARRATIVE

Please provide a comprehensive narrative to describe your project. This section enables applicants to provide an expanded and complete description of the proposed project so that the Foundation may fully assess conservation merits, scientific underpinnings, and operational feasibility.

Project Summary:

o

Conservation Need:

Objectives:

o

Logic Framework:

Activities →	Project Outputs →	Post-Project Outcomes →	Indicator →	Baseline Value →	Predicted Value of Project Output →	Predicted Value of Post-Project Outcome
test*	test*	test*				

Methodology:

o

Potential Negative Impacts:

External Effects:

Project Transferability:

Dissemination:

TIPS:

Include sampling methods and permit numbers or status if applicable.

Also include methodology for evaluation as proposed.

Don't dismiss dissemination!

Project staff and their qualifications:

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Implementation Information

PROJECT IMPLEMENTATION

Organizational Information

Organizational Information

Organization's mission and goals.

Organization's Board of Directors and/or Trustees.

Statement of any legal actions by your organization in which a state or federal government agency is a party, which are pending, are anticipated, or were completed within the past year (not applicable for federal, state, or local government applicants).

Attachment Information

Attached File Name

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Peer Reviewers Information

Peer Reviews Information

Title	Name	Organization	Type	Phone	Email	City	State
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pilot

TIPS:

Project Implementation is for organizing a payment schedule - 15% holdback standard

If you have questions regarding the required attachments – **ASK!**

Contact your reviewer before listing as a reviewer – they should watch for the review request email and budget 1 hour in two-week time frame to complete

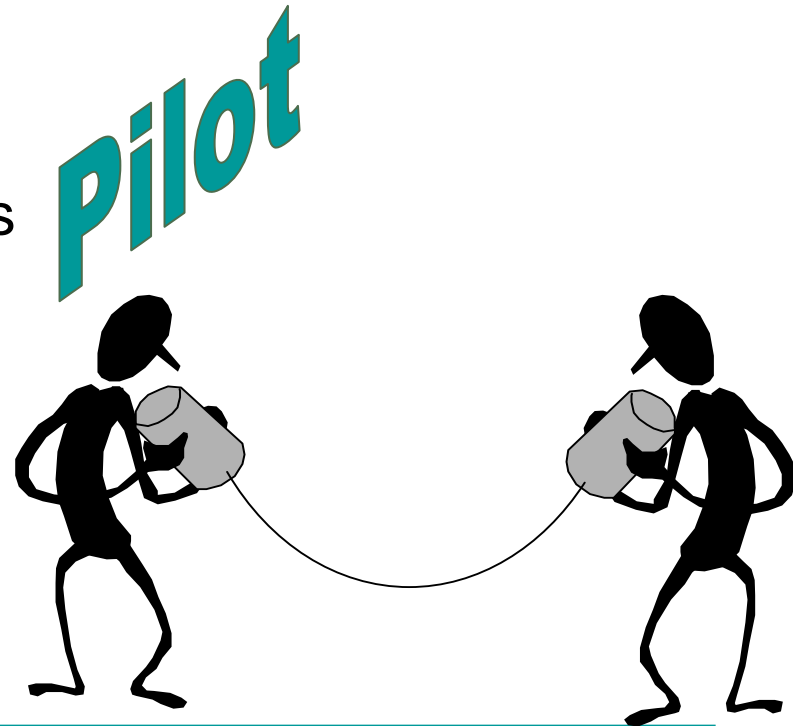
Proposal Review & Selection Process

- Announce Proposal Request
- Pre-proposal Submission and Review
- Full-proposal Submission and Review
- Initial Application Review
 - Two to three weeks from due date
 - Email with short turn around if application is incomplete
 - Incomplete application notice stays on file



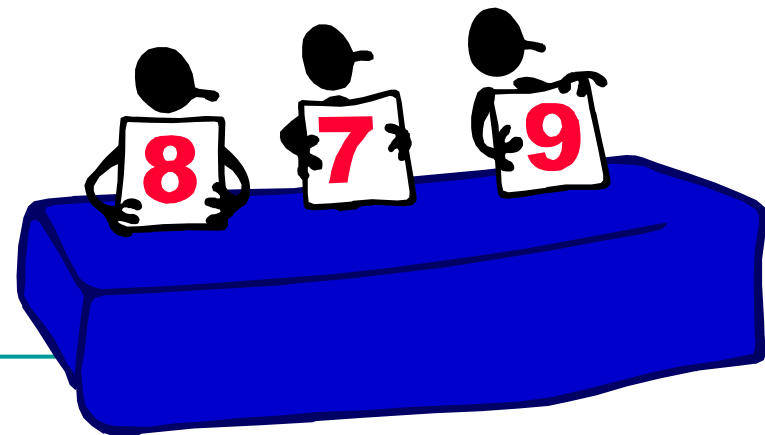
Proposal Review & Selection Process

- Announce Proposal Request
- Pre-proposal Submission and Review
- Full-proposal Submission and Review
- Initial Application Review
- Advisory Committee Review
 - Notice to turned down applicants
 - Contingent recommendations
 - Alternates



Proposal Review & Selection Process

- Announce Proposal Request
- Pre-proposal Submission and Review
- Full-proposal Submission and Review
- Initial Application Review
- Advisory Committee Review
- NEPA Review and BOD Review
 - Permit and other follow-up as requested
 - Alternates may be advanced



Proposal Review & Selection Process

- Announce Proposal Request
- Pre-proposal Submission and Review
- Full-proposal Submission and Review
- Initial Application Review
- Advisory Committee Review
- NEPA Review and BOD Review
- Final Notifications - **August, 2007**
 - Any additional feedback or adjustments for contracting
 - Assigned a Project Administrator
 - Administrator begins preparing contracting materials
 - First disbursement request can accompany signed agreement





Environmental Results

Logic Framework

- Greater emphasis among federal and non-federal programs to demonstrate results.
 - The framework provides the logical thought-process or **work plan** that the applicant is proposing to take to achieve the stated conservation objectives. The various columns in the framework provide what you **plan to do**, what you **hope to achieve** in the short and long term and **how you intend to measure** whether or not you have been successful.
 - The logic model is NOT intended to be a pass/fail test for grantees, rather a method for evaluating whether plans work as intended or whether unintended outcomes happen.
 - The logic model also challenges applicants to focus on evaluating the impacts of their work.
 - There is no ideal number of activities, project outputs and post-project outcomes to include in a project's logic framework.
-

Example Framework

Erosion Control Strategies for Fish Bay Watershed (Island Resources Foundation) July, 2006

Activities	Project Outputs	Post-Project Outcomes	Indicator	Baseline Value	Predicted Value Project Output	Predicted Post-Project Outcome
Apply STJ-EROS GIS analytical model to 2 sites that feed into Fish Bay	Sediment loads can be predicted to assess current watershed-scale impacts on sediment loading rates	STJ-EROS method is standardized to develop strategies to reduce sediment loads in similar sites ¹	Estimated annual watershed-scale sediment yield into Fish Bay.	230 tons of sediment per year ²	Sediment yield reductions in the 10's tons per year expected.	Sediment yield reductions in the 100 tons per year range expected due to proliferation of BMP's.
Apply STJ-EROS GIS analytical model to 2 sites that feed into Fish Bay	Sources of sediment where BMP's should be applied have been identified (Map product of STJ-EROS)	Map product may be used by the local communities in other erosion control efforts to be conducted in the future.	Estimated sediment production rates from individual road segments in the Fish Bay watershed.	Unsurfaced road segments in Fish Bay produce sediment at rates ranging from 1 to 40 tons per year ³	Less than 0.3 - 13 tons per year or one-third of pre-treatment levels.	Less than 0.3 - 13 tons per year.
Implementation of 5 Best Management Practices (BMPs) that may impact sediments	Sediment loads into Fish Bay are reduced by 10%	Coral reef communities are more resilient and healthier	Watershed-scale sediment yield assessment based on STJ-EROS (tons/yr); Road-segment scale assessment based on-site measures (tons/ha/year)	Watershed-scale: 230 tons/yr ² ; Road-segment scale: 12-580 tons/ha/yr ^{4,5}	Watershed-scale reductions in the 10's tons/yr range; road-segment reductions to a post-BMP level 1/3 of pre-BMP levels ⁵	Watershed-scale reductions in the 100 tons/yr range expected; No further reductions in road-segment scale sediment production.
Assess effectiveness of BMPs in reducing erosion	Road-segment scale sediment production empirical data is available for 2 sites	Publication as an article in a professional journal for widespread dissemination of results.	ANOVA analyses of sediment production rates from roads with BMP's versus rates from roads lacking any BMP's measured in tons/ha/year ⁴	12-580 tons/ha/yr for unsurfaced road segments lacking BMP's ^{4,5}	Less than 4-174 tons/ha/year or one-third of pre-treatment levels ⁵	Less than 4-174 tons/ha/year

Activities

Activities
Apply STJ-EROS GIS analytical model to 2 sites that feed into Fish Bay
Apply STJ-EROS GIS analytical model to 2 sites that feed into Fish Bay
Implementation of 5 Best Management Practices (BMPs) that may impact sediments
Assess effectiveness of BMPs in reducing erosion

- **Activities:** Specific actions conducted during the project to achieve a project objective.
- **Examples:** recruit 25 volunteers, install 20 mooring buoys, hold three field trips for 150 seventh grade students.
- List activities **sequentially** in the order in which they would be expected to occur in the project.
- To the extent possible, activities should be described **quantitatively** and begin with an **action verb** (e.g. plant 200 mangrove seedlings on 2 acres).
- The logic framework should specify **all activities** to be accomplished during for the proposed scope of work not just those specifically requesting NFWF funds.

Short-Term Outputs

Activities	Project Outputs
Apply STJ-EROS GIS analytical model to 2 sites that feed into Fish Bay	Sediment loads can be predicted to assess current watershed-scale impacts on sediment loading rates
Apply STJ-EROS GIS analytical model to 2 sites that feed into Fish Bay	Sources of sediment where BMP's should be applied have been identified (Map product of STJ-EROS)
Implementation of 5 Best Management Practices (BMPs) that may impact sediments	Sediment loads into Fish Bay are reduced by 10%
Assess effectiveness of BMPs in reducing erosion	Road-segment scale sediment production empirical data is available for 2 sites

- **Outputs:** Immediate environmental or behavioral response which will occur because of one or more of the grant activities. Only includes those responses which would be apparent by the time the grant ends.
- **Examples:** Protection of 10 miles of reef from anchor damage, dissemination of knowledge to 100 landowners about best management practices; 20% increase in number of fish population protected.
- If an activity will contribute to more than one project output list the activity in as many rows as necessary. Similar treatment if the same output is the expected result of multiple activities.
- A description of a project output should begin with a noun.

Long-Term Outcomes

Activities	Project Outputs	Post-Project Outcomes
Apply STJ-EROS GIS analytical model to 2 sites that feed into Fish Bay	Sediment loads can be predicted to assess current watershed-scale impacts on sediment loading rates	STJ-EROS method is standardized to develop strategies to reduce sediment loads in similar sites ¹
Apply STJ-EROS GIS analytical model to 2 sites that feed into Fish Bay	Sources of sediment where BMP's should be applied have been identified (Map product of STJ-EROS)	Map product may be used by the local communities in other erosion control efforts to be conducted in the future.
Implementation of 5 Best Management Practices (BMPs) that may impact sediments	Sediment loads into Fish Bay are reduced by 10%	Coral reef communities are more resilient and healthier
Assess effectiveness of BMPs in reducing erosion	Road-segment scale sediment production empirical data is available for 2 sites	Publication as an article in a professional journal for widespread dissemination of results.

- **Outcomes:** Longer-term or “big picture” environmental result(s) that you expect will ultimately occur because of a particular activity or activities. It may take years before all outcomes are achieved.
- **Examples:** An outcome may impact the natural environment (e.g. stabilization of an endangered species, reduction in algal cover)
- A post-project outcome may correspond to more than one activity and should tie directly to the objectives listed in the proposal.
- The time-frame for any post-project outcome should be made explicit. For example, if the post-project survival rate of a species is 50%, a time period should be included (e.g., 50% survival rate in ten years).
- A description of a post-project outcome should begin with a noun.

Indicators

Activities	Project Outputs	Post-Project Outcomes	Indicator
Apply STJ-EROS GIS analytical model to 2 sites that feed into Fish Bay	Sediment loads can be predicted to assess current watershed-scale impacts on sediment loading rates	STJ-EROS method is standardized to develop strategies to reduce sediment loads in similar sites ¹	Estimated annual watershed-scale sediment yield into Fish Bay.
Apply STJ-EROS GIS analytical model to 2 sites that feed into Fish Bay	Sources of sediment where BMP's should be applied have been identified (Map product of STJ-EROS)	Map product may be used by the local communities in other erosion control efforts to be conducted in the future.	Estimated sediment production rates from individual road segments in the Fish Bay watershed.
Implementation of 5 Best Management Practices (BMPs) that may impact sediments	Sediment loads into Fish Bay are reduced by 10%	Coral reef communities are more resilient and healthier	Watershed-scale sediment yield assessment based on STJ-EROS (tons/yr); Road-segment scale assessment based on-site measures (tons/ha/year)
Assess effectiveness of BMPs in reducing erosion	Road-segment scale sediment production empirical data is available for 2 sites	Publication as an article in a professional journal for widespread dissemination of results.	ANOVA analyses of sediment production rates from roads with BMP's versus rates from roads lacking any BMP's measured in ⁴ tons/ha/year

- **Indicator:** Something that you can measure to help determine whether or not your project will provide environmental benefits in the future.
- **Examples:** percent reduction in sediment load; percent change in student test scores; number of types of fish species.
- Indicators should not be excessively narrative. They also should not refer to activities but rather provide **measures** of results of completing such activities.
- **Process** indicators and **results** indicators are needed.
- Include more than one indicator for a given row if feasible. No one measure can be expected to truly capture the full complexity of a concept included in the logic framework. **Multiple measures** increase the validity.

Baseline, Short-Term and Long-Term Values

- **Baseline Measure:** A numerical estimate of your indicator at the time the project starts. If you already have baseline information for your project you can provide actual measurements.

- **Predicted Values:** A numerical estimate of what your indicator would likely be at the time your grant is completed and then a second estimate of the **same value** in the future when the benefits of your project have been realized.

- The same “**unit of analysis**” should be used for providing baseline values, predicted project outputs, and predicted post-project outcomes. Example: an indicator is specified as “percent of native plants/10acres,” an acceptable value would be 80 percent, not 120 plants.

- Each cell **must** have a value. If there is inadequate information to make a prediction, it would suffice to indicate the direction of change (e.g., “increase,” “decrease,” “no change”).

- If too little information is available for making a reasonable prediction for a project output or post-project outcome, enter “don’t know” or “TBD” (to be determined) in the cell.

- If a project is **baseline monitoring**, no information should be included for a baseline value unless prior historical data are available (in this case use ‘NA’).

Indicator	Baseline Value	Predicted Value Project Output	Predicted Post-Project Outcome
Estimated annual watershed-scale sediment yield into Fish Bay.	230 tons of sediment per year ²	Sediment yield reductions in the 10's tons per year expected.	Sediment yield reductions in the 100 tons per year range expected due to proliferation of BMP's.
Estimated sediment production rates from individual road segments in the Fish Bay watershed.	Unsurfaced road segments in Fish Bay produce sediment at rates ranging from 1 to 40 tons per year ³	Less than 0.3 - 13 tons per year or one-third of pre-treatment levels.	Less than 0.3 - 13 tons per year.
Watershed-scale sediment yield assessment based on STJ-EROS (tons/yr); Road-segment scale assessment based on-site measures (tons/ha/year)	Watershed-scale: 230 tons/yr ² ; Road-segment scale: 12-580 tons/ha/yr ^{4,5}	Watershed-scale reductions in the 10's tons/yr range; road-segment reductions to a post-BMP level 1/3 of pre-BMP levels ⁶	Watershed-scale reductions in the 100 tons/yr range expected; No further reductions in road-segment scale sediment production.
ANOVA analyses of sediment production rates from roads with BMP's versus rates from roads lacking any BMP's measured in tons/ha/year ⁴	12-580 tons/ha/yr for unsurfaced road segments lacking BMP's ^{4,5}	Less than 4-174 tons/ha/year or one-third of pre-treatment levels ⁶	Less than 4-174 tons/ha/year

Example: Stakeholder Involvement

Activities	Project Outputs	Post-Project Outcomes	Indicator	Baseline Value	Predicted Value Project Output	Predicted Post-Project Outcome	
1. Facilitate 2 - two day participatory resource assessment, awareness & problem solving workshops with the local fishermen, including fishers from Punta Allen Mexico to build vision, and separately with the tourism and dive industry.	Broad change in understanding negative impacts of over fishing on coral reefs and the importance of no-take MPAs in management	Increased understanding for no-take MPAs and widespread support for Sosua Marine Park	# participatory resource assessment, awareness & problem solving workshops	None	2 - two day participatory resource assessment, awareness & problem solving workshops	2 - two day participatory resource assessment, awareness & problem solving workshops	
			# workshop participants	None	>80 participants from the 2 workshops	>80 participants from the 2 workshops	
			% of stakeholder groups participating	None	>30% of each stakeholder group participating	>50% of each stakeholder group participating	
			% of population aware of the value of no-take reserves	None	>50% aware of the value of no-take reserves	90% aware of the value of no-take reserves	
4. Implementation of the reef and coastal management plans.	Usage zones marked on maps, public signs, and with buoys.	Wide compliance with management regulations and lowered conflicts over resources	Printing, binding and dissemination of final MPA management plan	No	200 hard copies, 400 CDs	200 hard copies, 400 CDs	
			Media Awareness Program	None	> 2 national news press releases, 1 radio station program and 4 newspaper /web-based news articles	> 4 national news press releases, 13radio station program and 10 newspaper /web-based news articles	
	A volunteer marine park ranger and enforcement system established			Presence of billboards	None	2 billboards	4 billboards
				Presence of buoys	None	20 marker buoys	>50 active marker buoys
				Active volunteer network	3 volunteers	>15 volunteers	>25 volunteers,
				Existence of MPA regulations	No	yes	yes
				MPA enforcement procedures	No	yes	yes
				% of Sosua Marine Park under management	None	100% entire area under management	100% entire area continues to be managed

Example: Threats Reduction

2. Conduct a three-day management planning workshop with a balance between the four major stakeholders to establish a Sosua Marine Park management plan.	Marine management plans drafted based on increased understanding as to best-practice solutions, to include enforcement procedures, no take zones, swimming zones, and water activity zones	Marine resource management plans fully operational and based on feedback and support from the community	# management planning workshops		One 3-day management planning workshop	One 3-day management planning workshop
				None		
			# workshop participants	None	>60 participants	>60 participants
			Existence of zoning strategy	No	Yes	Yes
			% of reef area zoned as swimming area	100 % of reef area zoned as swimming area	<25% of reef area zoned as swimming area	<25 % of reef area zoned as swimming area
			% of reef area zoned as high usage/water activity area	100 % of reef area zoned as high usage/water activity area	<30 % of reef area zoned as high usage/water activity area	<30 % of reef area zoned as high usage/water activity area
			% of reef areas zoned as no-take	None	>20% of reef areas zoned as no-take	>30% of reef areas zoned as no-take
			Presence of Management Plan	No	Yes	Yes

More Tips for the Framework

- Visit NFWF's evaluation website, www.nfwf.org/evaluation
- Ask NFWF staff for help if anything is unclear
- Do NOT leave blank cells in table
- Attach a clearly marked framework if the proposal table is not adaptable to your framework



You've Been Awarded a NFWF Grant!

- Acknowledging Partners



HAROLD K.L. CASTLE
FOUNDATION



Natural Resources
Conservation Service

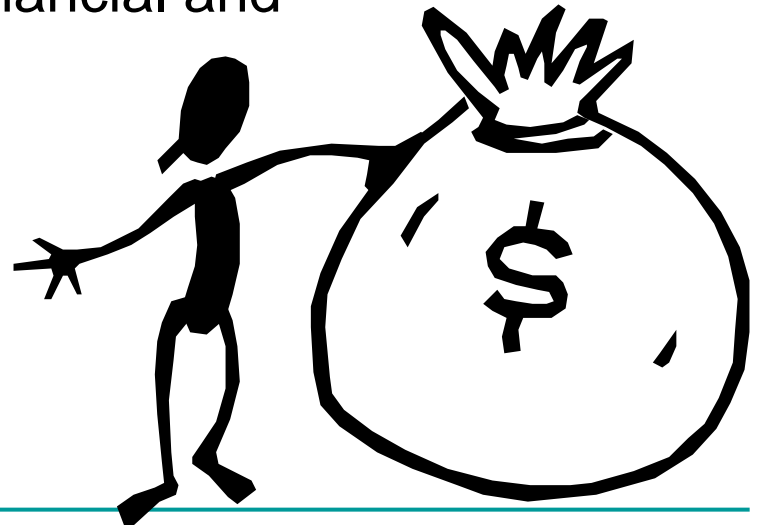


- Receiving Funds

- Grant funds available on reimbursable basis or via advance payment

- Reporting

- Foundation requires regular financial and programmatic reports



We hope to hear from you!

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Thank you for
coming
