


Funding Options for Local Programs



Because There Are
No Free Lunches

Volunteer Monitoring: Cost Effective - Not Cost Free

- # Field and lab equipment and supplies
- # Laboratory space or analytical services
- # Office supplies
- # Staff (incredibly hard-working)
- # Communication and mailing
- # Publications
- # Conferences / workshops
- # Transportation (personnel or samples)
- # Insurance
- # Special events / volunteer recognition

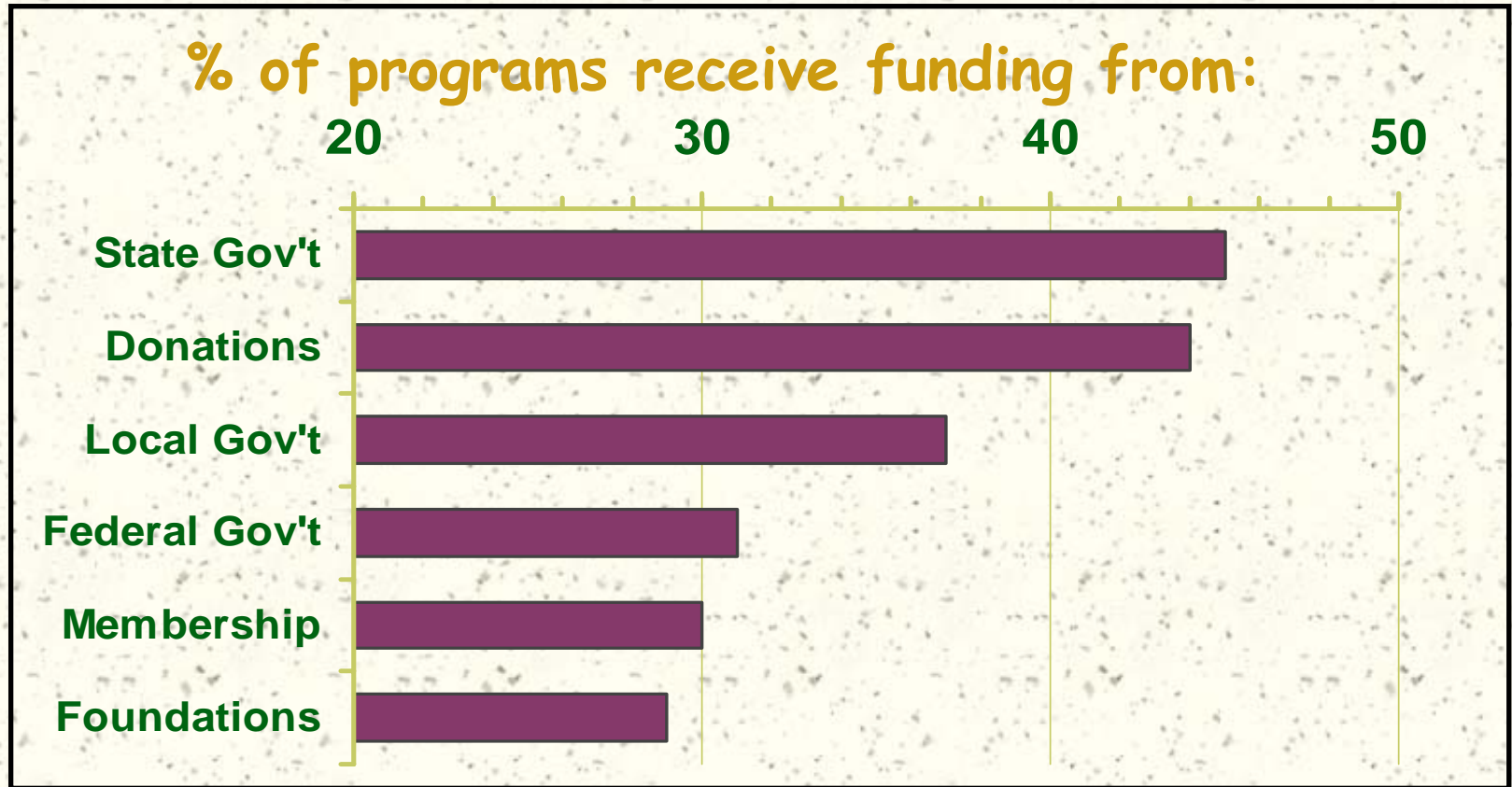
Program Annual Budgets

<u>Amount</u>	<u>Percent of Programs</u>
\$0	11
<\$100	7
\$101-1,000	26
\$1001-25,000	37
>\$25,000	19

Funding Sources

# Sources	Percent of Programs
1	31
2	25
3	18
4	12
5	8
6	3

Funding Sources



Types of Funding Sources

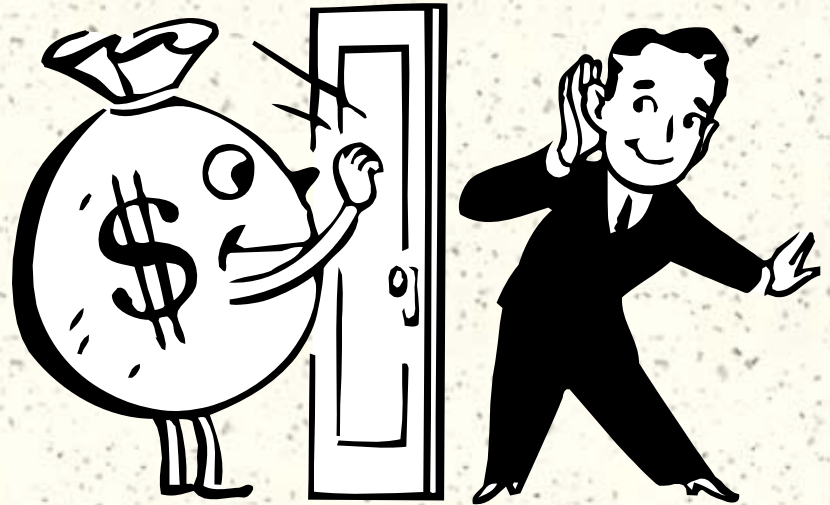
Individuals

- Donations
- Memberships

Businesses

- Financial
- In-kind

- # Earned income - sale of program merchandise, laboratory services, auctions, raffles, special events, boat tours



Grants and Program Support

Governmental

- Federal
- State
- Local

Foundations

Non-governmental

Corporate

- Financial support
- Products or technical support



Main Elements of Funding Proposals

- # **Summary** - clear and concise
- # **Introduction** - to the problem and to the program, as well as the project for which funds are being sought
- # **Objectives** - in *measurable* terms, identify precisely what you intend to accomplish
- # **Methods** - in *specific* terms, the steps to be taken to meet your objectives

Main Elements of Funding Proposals - continued

- # **Qualifications** - describe the qualifications of the program and key personnel to be involved in the project
- # **Evaluation** - explain how you will document that your objective were met
- # **Budget** - brief narrative summarizing revenue and expenses that supports a more detailed table
- # **Future or other necessary funding** - identify how the program will continue after the grant (if expected to) or the availability of other funding sources

Funding Proposal Tips

- # Proposal should reflect careful planning
- # Tailor the proposal to meet the interest of the funding source
- # Be specific and concise
- # Follow application directions exactly
- # Be reasonable

More Tips

- # Attach letters of support for the program
- # Use attachments for non-priority information; the reviewer can look at those later and focus on the facts now
- # Use the team approach - team input often produces a more focused, understandable document. Edit for clarity, conciseness, grammar and spelling

Volunteer Effort As Match

In many cases volunteer time can be used as match

Document effort

- Start/end time on data sheets
- Survey average time per sampling event

Identify acceptable 'hourly rate' equivalent

- Independent Sector (www.IndependentSector.org)
Currently \$15.40
- Minimum wage

Consider Charging for Services

- # Greater value often placed on things with a cost
- # Supports the program
- # Provides stability - which can attract additional funds
- # Can be used for match

Examples

URI Watershed Watch registration fee

- \$400 - \$600 per lake
- \$250 full stream monitoring
- \$50 single event (full suite of analyses)
- Also operates as a contract laboratory for state and federal projects

Examples

New Hampshire Lakes Lay Monitoring Program

Per analyte fee (equipment, training and reporting included)

Massachusetts Water Watch Partnership

Charges for equipment, analyses

Partnerships

- # Share resources
 - Office space
 - Staff
 - Equipment
- # Provide in-kind services
- # Provide linkages to additional funding sources

Get the Most for Your Money

Shop around

- Vendor prices vary
- Non-profit discounts
- Purchase through university (partnerships...)
- Quantity discounts (partnerships...)

Used equipment - reconditioned

Donated equipment

- Universities
- Laboratories
- Corporate research divisions

Keys to Success

- # The more different funding sources you tap, the more secure your financial base will be
- # Ongoing support is harder to find than start-up funding. But monitoring by nature is long-term, so funding needs to be long-term - keep focused.

More Keys to Success

- # Whoever is using the monitoring data - whether it's a government agency, university or community - should be helping pay for it.
- # In-kind support, such as donations of technical expertise, equipment or laboratory analysis can really help keep a program going!