

OUT & About



The Pacific Region
Outreach Newsletter

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Upcoming Themes:

- Spring — Public Use
- Summer — Water
- Fall — Fire
- Winter — Elected Officials

Finding the Perfect Funder

Get advice and learn about great grant sources

By Tina Proctor

Often I get a phone call that starts, "Tina, could you please send me a list of funders that would be interested in giving me a grant for a recovery plan for a Preble's meadow jumping mouse?"

"No," I answer, "but I can tell you how to start your own search. Every project is different, based on the partners and project location."

Don't expect to get funds from an outside source for a Fish and Wildlife Service project that lacks partners. You almost always need to partner with other agencies and nonprofits to be considered. In fact, many foundations only give grants to nonprofit organizations, so you will often need to find a non-profit partner to sponsor the grant and be the grant recipient.

An important key to success is to send your proposals to funders who are interested in the kind of project you are doing and willing to give grants in your geographic area. In preparing a grant proposal, you may

need to spend 50 percent of your time searching for appropriate funders. Don't take this task lightly: It is a critical part of the process.

THE FOUNDATION CENTER

Start by visiting a library with resources from The Foundation Center. Each state has two or more of these grant resource libraries. To find a library near you go to www.fdncenter.org and click on cooperating collections. Although there is increasingly more information on the Internet, many foundations can *only* be located by looking through directories of grantmakers found in these libraries.

GOVERNMENT SOURCES

To find government funders, go to the Catalog of Federal Domestic Assistance at www.aspe.os.dhhs.gov/cfda. This catalog, published in June and December, has all 1,425

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Grant Tips from NFWF

Regional director shares the art and science of success

By Krystyna Wolniakowski

The National Fish and Wildlife Foundation (NFWF), established as a grant-making foundation by Congress in 1984, is one of the largest nonprofit foundations in the country to support community-based conservation partnership programs.

NFWF manages its annual federal fund appropriations by leveraging twice as many nonfederal dollars for on-the-ground conservation projects. We do this through our own fundraising efforts and with grantees who "challenge" others to contribute funds and/or in kind services.

NFWF gave out its first challenge grant in 1986, when we awarded

\$490,405 for 15 grants. The Fish and Wildlife Service received eight of these grants.

Through successful partnerships and effective on-the-ground results the program has grown and in 2000, we awarded 670 grants valued at \$72,960,000. Since its inception, our grant program has provided over \$490 million for 4,400 grants!

The Service has continued to be our principal partner throughout this time, and has received \$55 million for nearly 500 grants for projects at more than 200 field stations, national wildlife refuges, and fish hatcheries.

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Getting Grants or Soliciting Donations?

Learn the difference to avoid trouble!

By Susan Saul

There is a significant difference between applying for a competitive grant and soliciting a donation. While Congress has given the Fish and Wildlife Service the authority to accept donations, it has not given the agency authority to solicit them.

This limitation prevents Service employees from approaching persons, businesses, or organizations uninvited to request donations. On the other hand, you can provide information on your funding needs, the authority of the agency, and the procedures to accept donations to anyone who asks.

The Department of the Interior's Donation Activity Guidelines spell out prohibited sources of donations, which are meant to

avoid the appearance that an outside person or entity is attempting to buy influence or advantage with the agency. These prohibited sources also apply to competitive grants. You can access the guidelines on the web at <http://www.doi.gov/ethics/eth-don.html>

These guidelines are not intended to discourage outreach and partnerships. They are meant to avoid situations that could reflect adversely on the agency.

If you have any questions regarding donations, contact Jory Jensen or Jeff Hardgrove, Division of Personnel Management, at 503/231-6141.

Susan Saul is an outreach specialist in External Affairs.

Upcoming Events

California Duck Days

When: February 16-18
Where: Davis, CA
Contact:
 Mary Kate McKenna
 1 800/425-5001
www.duckdays.org

Klamath Basin Bald Eagle Conference/ Festival

When: February 16-18
Where: Klamath Falls, OR
Contact: Klamath County
 Dept. of Tourism
 1 800/445-6728

Salton Sea International Bird Festival

When: February 16-19
Where: Holtville, CA
Contact:
 Carolyn Benson
 760/344-4591

Wild on Wetlands

When: March 10-11
Where: Los Banos, CA
Contact: 209/826-5188
 or 800/336-6354

Grant Tips...

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Understand NFWF requirements. The proposal, budget preparation, and five required peer reviews may be viewed as "bureaucratic and cumbersome" at times. Unlike endowed foundations in the U.S., NFWF manages federal funds and must follow strict federal reporting guidelines. We continue to find ways to streamline our process to make it easier, but bear with us so we can maintain our accountability

Know what you want to do. Identify the problem you want to address and develop your work plan with clear steps. Your process must lead to measurable, quantifiable results, such as miles of stream restored or acres of habitat protected, that can be achieved in one-to-two years. Be sure to include follow-up monitoring methods in your proposal.

Check the website before you write your proposal. We update our most current grant programs on our website (www.nfwf.org) with specific application deadlines. Call or email your nearest regional office if you have any questions (also listed on our website).

Expect to pass peer reviews. Each of the proposals needs to be peer-reviewed by five people representing federal, state, and community leaders to assure they are

addressing an important issue and based in good science. NFWF specialists also review the proposals before sending them to our Board of Directors for approval.

Form creative partnerships. Fundraising can be "friendraising!" Use this opportunity to attract volunteers and community and business leaders to join in the project design and implementation. Their ideas and contributions (cash or hard work) create more "ownership" of a project, ensure its long term success, and help achieve mutual conservation goals.

Fundraising is competitive. NFWF will never have enough grant funds to support all the important conservation issues that need to be addressed. We only fund about 35 percent of proposals we receive. The most successful ones usually include partnerships that can continue implementing the conservation ideas and practices long after the grant is over or the project is completed.

Have questions? Be sure to check our website for the office in your region. And watch for additional articles in future issues of *Out & About*.

Krystyna Wolniakowski is director of NFWF's Pacific Northwest Region.