Welcome!

Whale Tail® Grants Application Overview

Please keep yourself muted until asked to unmute. Camera can be on or off, depending on your comfort.

Captions are enabled. You can hide or modify them by selecting Live Transcript at the bottom of your screen.

There will be time at the end to ask questions, or you can type questions into the Question box during the presentation.

It may be helpful for you to have the application packet available to refer to during the presentation.

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2021

WHALE TAIL® Competitive Grants Program

Deadline: November 5, 2021

Guidelines and Application Forms

Funded by:

WHALE TAIL® LICENSE PLATE

Protect Our Coast and Oceans Fund

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

Projects 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

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.

We strive for broad geographic distribution.

Who can apply?

- Non-profit 501(c)(3) organizations
- Projects of a non-profit fiscal sponsor
- Schools or districts
- Government agencies
- Federally Recognized Tribes
- Other California Native American Tribes as defined by Governor's Executive Order B-10-11

Projects must engage California audiences.

What do we fund?

Hands-on marine science…

Educational field trips to the coast…

Fort Ross Conservancy

Bus transportation…as part of a larger program

Orange County Coastkeeper

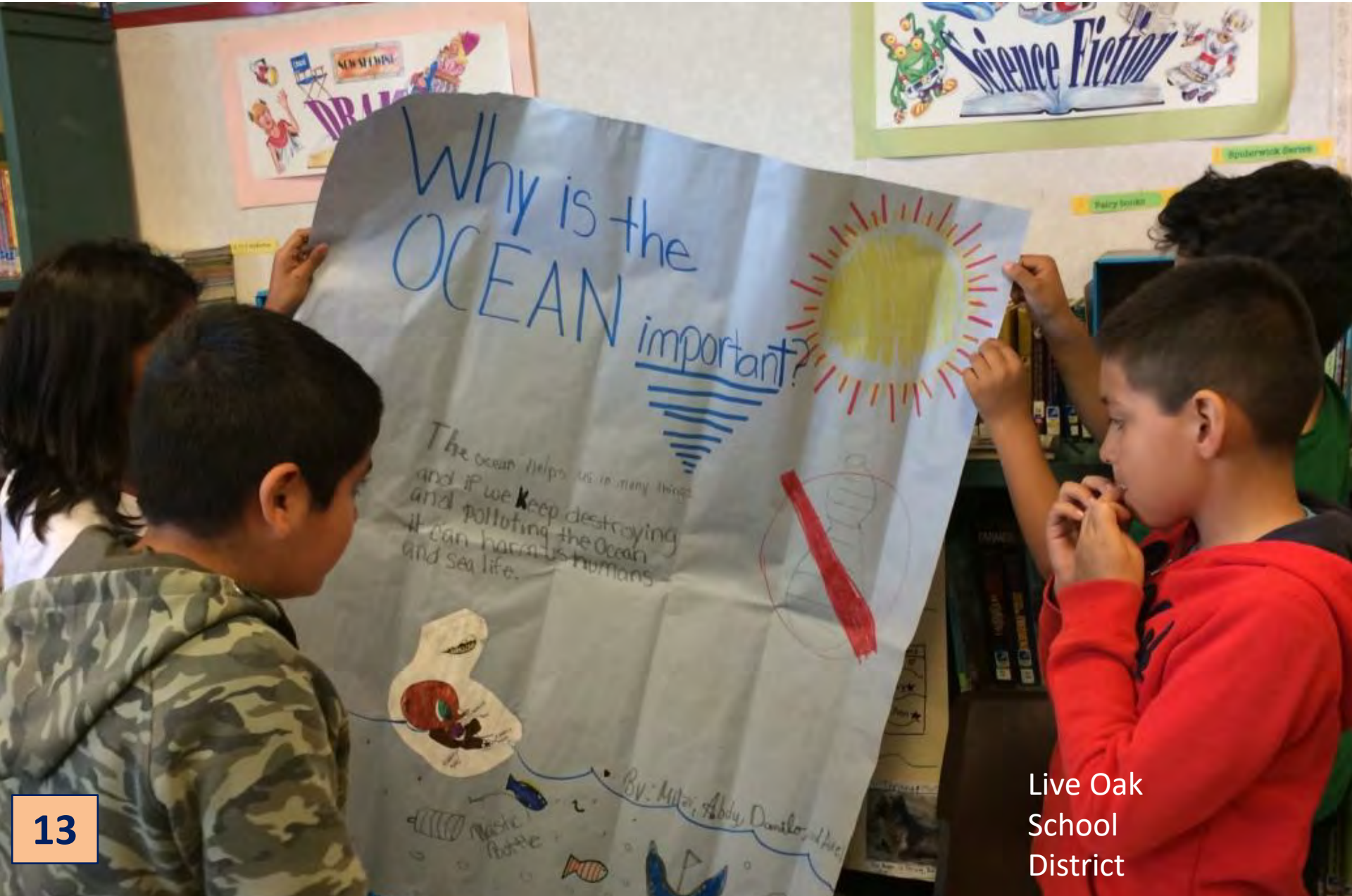
On-the-water education…

Tidepool studies…

Community science...

Salmon Protection and Watershed Network

In-school education…



Live Oak School District

14

Noyo Center

Museum exhibits…

Nature exploration kits…

Napa County Library

Educational videos…

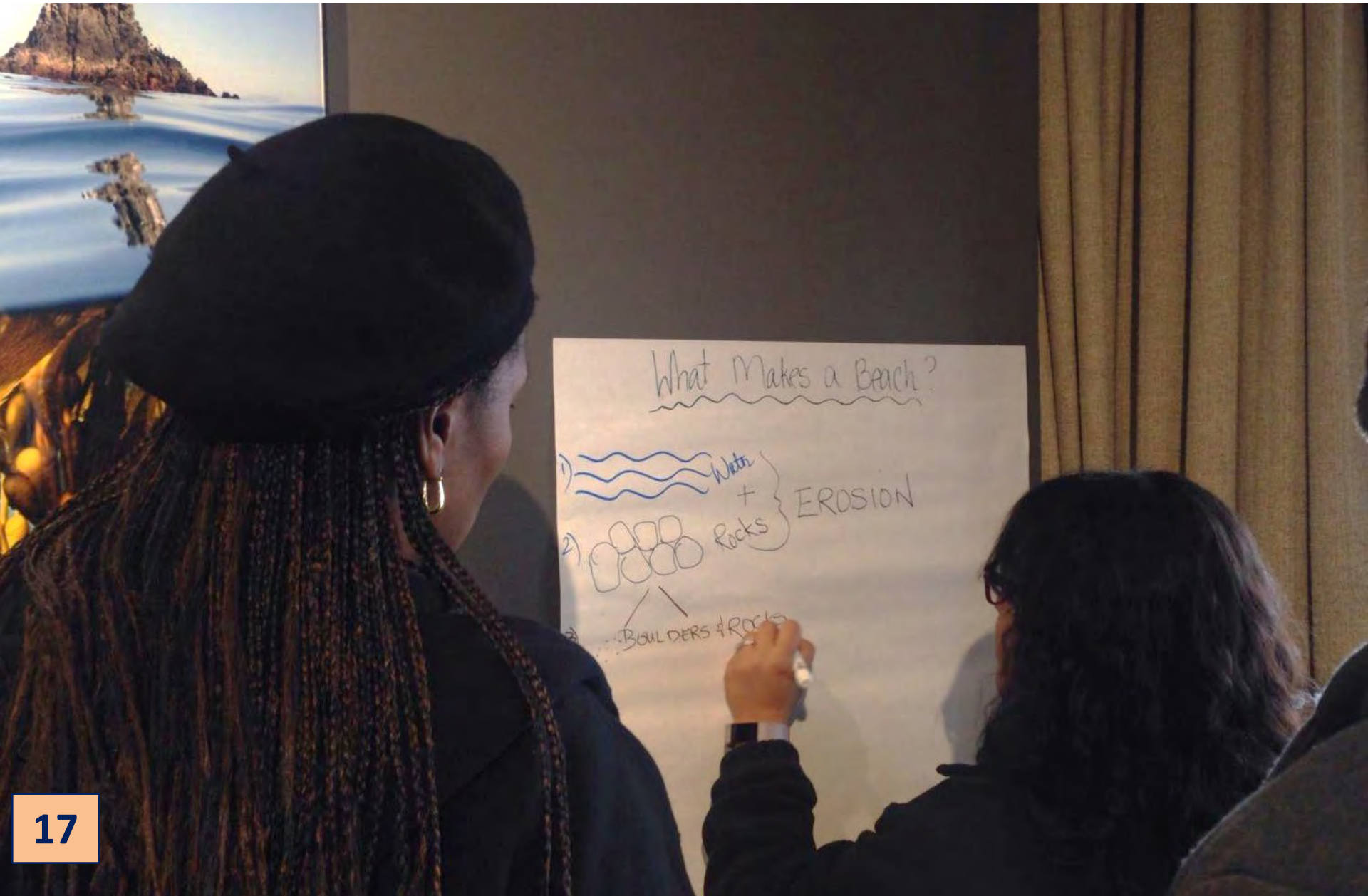
A Word with Dr. Whizzlepuff: Climate Change

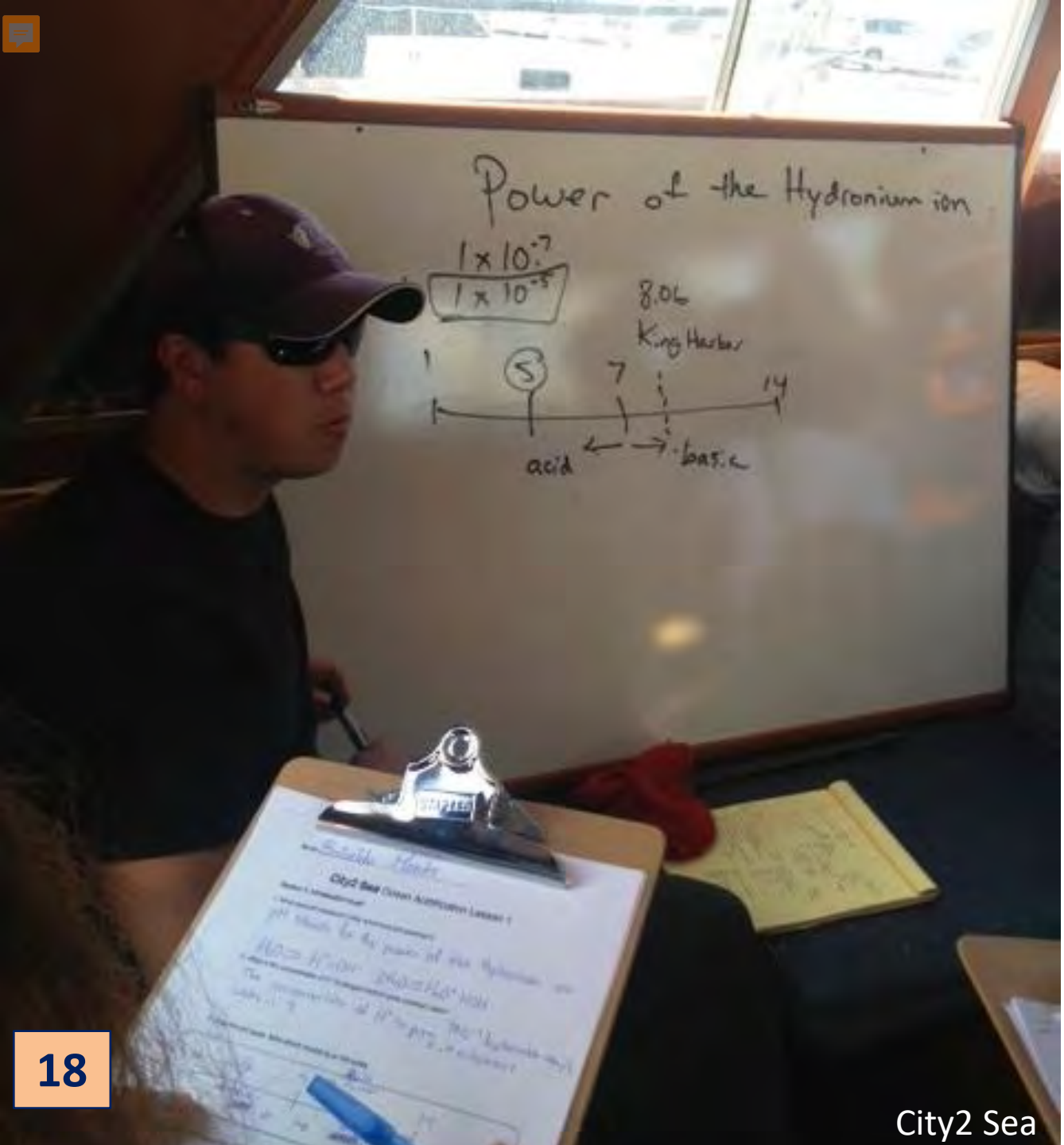
The California College of the Arts and The Marine Mammal Center produced an animated short highlighting the science of climate change, its effects on marine mammals and actions we can take to reduce our global footprint. Directed and Written by Bret Parker. Animation and production completed by students at the California College of the Arts. This animation video was generously funded by the California Coastal Commission Whale Tail Grant Program.

What is Global Warming?

The burning of fossil fuels like coal, oil, and gas is causing an increase in carbon dioxide in the atmosphere. This traps the heat of the planet like a blanket causing the oceans, land and atmosphere to warm. Click the links below to learn more about the changing climate, how it effects people and marine mammals, and how we can take action to help!

Teacher trainings…





Climate Change Education

City2 Sea

Watersport skills…

City Surf Project

Guided tours…

Keep Coyote Creek Beautiful

Wilderness trips…

Interpretive signage…

Ecological restoration…

Tolowa Dunes Stewards

Public art…

City of Arcata

Beach cleanups…

Outdoor Outreach

Shoreline Cleanup and Enhancement Funding Category

Examples:

- Dune restoration
- River cleanups
- Wetland restoration

bay.org

Return of the Natives

I Love A Clean San Diego

Do we fund inland projects? Yes!

Ohlone Elementary School

Do we fund inland projects? Yes!

Hint:

Include the downstream end of the watershed

Do we fund inland projects? Yes!

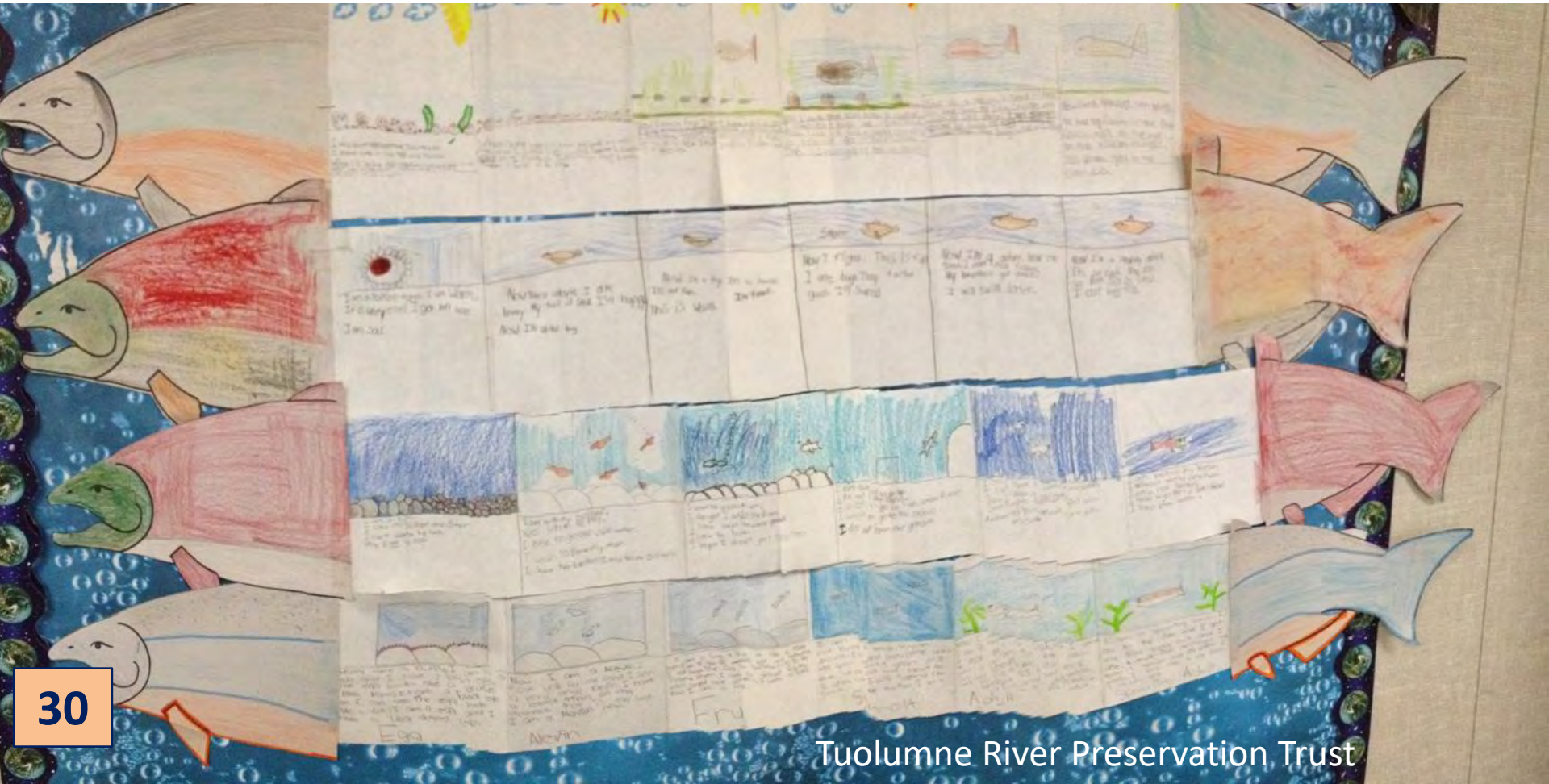
Hint:

Incorporate ocean education into your inland waterway experience.

Friends of the Napa River

Do we fund inland projects? Yes!

Example: incorporate education about species that migrate from the ocean



Tuolumne River Preservation Trust

Who are we trying to reach?

WHALE TAIL® Grants focus on reaching communities that have historically received fewer marine education and stewardship opportunities. That might include 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 inland areas.

(Page 4 of the application packet.)

CRITERIA FOR SELECTING GRANT RECIPIENTS (out of 100 points) *Page 4 in the application packet.*

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.

CRITERIA FOR SELECTING GRANT RECIPIENTS (out of 100 points) *Page 4 in the application packet.*

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.

CRITERIA FOR SELECTING GRANT RECIPIENTS (out of 100 points) *Page 4 in the application packet.*

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.

CRITERIA FOR SELECTING GRANT RECIPIENTS (out of 100 points) *Page 4 in the application packet.*

Proposal Content & Project Implementation (30 pts):

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.

Page 5 in the application packet.

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, including the story of how it came to be. 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:

Page 8 of the application packet.

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?

Name_____Signature_____Date_____

REAL-LIFE EXAMPLES OF "BRIEF PROJECT SUMMARIES"

"International Bird Rescue will pilot an educational project in Solano and Napa counties to share our expertise in the care of sick and injured marine birds, provide local youth with hands-on learning opportunities, and inspire conservation of waves, wetlands, and watersheds."

“The Community Shuttle Program provides free shuttle bus transportation to our local National Park sites for residents and community groups from diverse urban neighborhoods. Our program includes an orientation for every group, guided hikes, stewardship and volunteer activities, or other structured park activities to meet expressed needs and interests.”

Golden Gate
National Parks Conservancy

WHALE TAIL® Grants Program Cover Sheet

Page 8 of the application packet.

1. Name of Applicant Organization:
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14. How did you find out about this grant program?

Name_____Signature_____Date_____

Page 5 of the application 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, including the story of how it came to be. 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?

Hint: Focus on what happened beforehand to get you to this point.

Page 5 of the application packet.

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 this issue, interest, or need?

Hint: If this idea arose from the community, be sure to talk about that here. WHY do you want to do this project?

Page 5 of the application packet.

5. Project Description (maximum of 6 pages for sections a-e in 12-point font), 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.

Example of goals and objectives :

GOALS:

1. Youth will learn about environmental issues and marine and coastal stewardship
2. Youth will make an impact on their community through service-learning projects that connect them to the natural environment and protect and preserve local marine environments.
3. Youth will actively engage with science curriculum in marine biology and environmental studies.

Example of goals and objectives :

OBJECTIVES:

1. By the end of the project, 15 high school students will complete the Marine Science summer program and demonstrate increased understanding of basic marine science and ocean literacy principles.
2. 15 sixth grade students will participate in the after-school spring workshops and show they now know more about marine and coastal environments.
3. 30 middle school students and 15 sixth graders will demonstrate they understand the importance of ocean and coastal protection by participating in habitat restoration and shoreline cleanup projects.

Example of goals and objectives:

GOALS:

To educate the public; provide volunteer opportunities for adults and meaningful outdoor education opportunities for youth; clean and beautify the Big Sur coastline, and lessen the possibility of condors ingesting micro-trash.

OBJECTIVES:

1. Collect 40 pounds of micro-trash throughout the year.
2. Log 180 volunteer hours for 12 community micro-trash pick-ups.
3. Interact with 10,400 Big Sur visitors each year.
4. Provide coastal stewardship programs for 64 youth.
5. Provide 30 presentations to local and visiting groups.

Example of goals and objectives :

GOAL 1: Improve youth understanding of coastal and watershed ecology.
Objective 1.1: Implement 13 two-hour classroom presentations at each of 3 schools.
Objective 1.2: Provide one day of orientation training for summer camp staff.

GOAL 2: Improve youth interest in coastal and watershed stewardship and restoration science.
Objective 2.1: Lead 13 field trips per school designed to interest students in the value of our natural resources and their role in active stewardship.
Objective 2.2: Ensure that all field trips are co-led by a professional steward or restoration scientist.
Objective 2.3: Provide at least 15 stewardship and restoration-based internships for local teens.

(b) Description of 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 and how your organization and/or staff is particularly suited to working with your proposed participants.

Page 5 & 6 of the application packet.

(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.

Page 5 & 6 of the application packet.

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 it 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.

Page 6 of the application packet.

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.

5. Project Description

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

Hint: This is a place where you can highlight how the attributes of your staff will contribute to the project's success.

Page 6 of the application packet.

(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.

Hint: Explain why this funding is needed to make this project happen.

Page 6 of the application packet.

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 timeline 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.

6. Tracking and assessing your impact - continued

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, observation, and focus groups; 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.

Page 6 of the application packet.

7. Permits required (if any)

Rarely used, but possible examples include:

- Collection permit from Dept. of Fish and Wildlife
- Construction permit
- Ecological restoration (permission from landowner)

Page 6 & 7 of the application packet.

8. **Tasks and timeline**

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.

Example:

March 2020
Outreach to community service organizations
Outreach to high school students

April 2020
Location scouting
DOLI/Instructor planning

May 2020
Conduct Otters & Estuaries trip

June 2020
Evaluation

July 2020
Final grant report

Page 6 & 7 of the application packet.

8. **Tasklist and timeline** for the project.

Example:

Program Preparation	June-December 2020	• Meet with Kermit McKenzie Intermediate teachers and administrators to refine curriculum and field trip dates • Field trip logistical planning with partners and hosts • Identify and compile supporting materials required for experiments, demonstrations, journals, presentations, and field trips • Introduce program at Back to School Night • Secure any remaining funding
Program Implementation	January-May 2021	• Introduce students to program-planned activities, journal entries, photo documentation, planned end of program presentations • Implement program pre-test • Implement 12 in-class lessons or presentations (with individual lesson pre- and post-tests) • Conduct 4 trips (Monterey Bay Aquarium, Morro Bay, Santa Cruz Island, Guadalupe Beach) • Facilitate communication projects: develop presentation to parents, exhibit for Dunes Center, presentation to City Council, document to be included in water bills
Program Evaluation & Follow-Up	May-July 2021	• Implement program post-test • Compile Program Reports • Conduct focus groups with teachers to determine satisfaction with program, elements that worked best, and elements that need improvement

9. **Budget and details** (using the Application Budget Forms on pages 9 & 10 of the packet or similarly formatted budget pages) – Use this section to provide an explanation for your budget request.

This form is on Page 9

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]		
Total Personnel		
Operating Expenses		
Supplies/Materials [3]		
Postage/Shipping		
Travel [4]		
Other:		
_____		
_____		
Subtotal Operating Expenses		
Indirect Costs/Overhead [5]		
Total Budget		

Budget Footnotes

Page 9 of the application packet.

(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

Page 10 of application packet.

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:	*Program Manager*	$ *30/hr*	x *200 hours*	=$ *$6,000*
	Job title	*Rate*	*x Time*	*=Amount Requested*
Position 2:		$	x	=$
	Job title	*Rate*	*x Time*	*=Amount Requested*
Position 3:		$	x	=$
	Job title	*Rate*	*x Time*	*=Amount Requested*
Position 4:		$	x	=$
	Job title	*Rate*	*x Time*	*=Amount Requested*

(continue as needed)

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

Anticipated major supplies and estimated costs:

Examples: Gardening tools, $200
Snacks for volunteer work crew, $30

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

Example: Bus rental for field trip

Page 7 of the application packet.

10. **A resolution from the applicant's governing body** that contains the following authorizations:

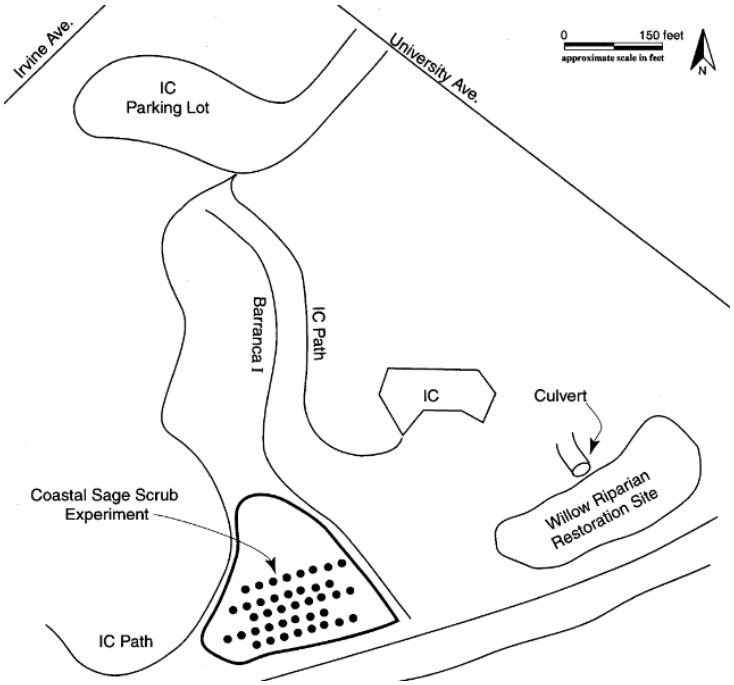
- authority to submit the proposal,
- authority to enter into a contract with the California Coastal Commission if the grant is awarded, and
- designation of the applicant's authorized representative (name and title).

This is the only item that may be submitted after the proposal deadline if need be.

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.

Page 7 of the application packet.

11. **A project site list and/or map, if applicable.**



Page 7 of the application packet.

12. **Organizational information**:

- The organization's current annual budget, including sources of funds. (Not needed for public schools or government agencies.)
- Names of board members and/or organization leaders. If any are on the staff or members of the 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 Franchise Tax Board. If you are a project of a non-profit fiscal sponsor, this document will be for that organization.

Page 7 of the application packet.

12. **Organizational information (continued):**

Optional: Any other supporting material you would like to provide such as newsletters, press clippings, or letter of support from project partners or others (such as partner schools that are already identified, or landowners where ecological 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 by 11:59pm on November 5th.

If you are not able to email your application, you can mail with a postmark no later than November 5th to:
WHALE TAIL Grants Program
California Coastal Commission
455 Market Street, Suite 200, Room 228
San Francisco, CA 94105

If you choose to use postal mail, please include 2 copies, print double-sided and *do not* include binders, plastic overlays, or other extra packaging. Email whaletailgrant@coastal.ca.gov or call (415) 597-5888 to let us know to expect your package

What requirements will be placed on me if I receive a grant?

- Recognize the California Coastal Commission's WHALE TAIL® Grant as the project funder and place our funding credit logo on any printed or online content produced for the project.
- Maintain complete accounting and time records and invoice us accurately.
- Depending on the length of your grant project, you may be asked to submit one or more brief progress reports in writing or by phone.
- Submit a written final report at the completion of your project detailing what you accomplished and who you engaged.

What happens next?

- November 5, 2021: Application deadline.
- November ‘21-January ‘22: Applications reviewed.
- Late January ‘22: Funding recommendations made.
- Late January-early Feb. 2022: Applicants notified.
- 2nd week of Feb: Coastal Commissioners vote on funding.
- March-June 2022: Grant agreements executed.

ASK US YOUR QUESTIONS!

Please contact us to talk about your individual projects.

Annie.Frankel@coastal.ca.gov

Chris.Parry@coastal.ca.gov

Friends of the Napa River