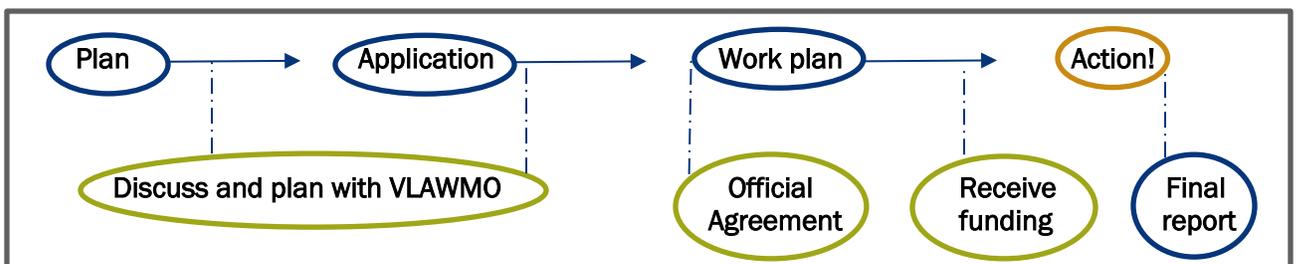


COMMUNITY BLUE GRANT GUIDE

Program Overview

Community Blue is a grant program that fosters environmental education, community service, and citizen engagement. Its projects promote an understanding of watershed stewardship while exhibiting leadership in stewardship behaviors.

The program is designed in the following order:



All grant applications are evaluated by the VLAWMO Technical Commission (TEC) for approval. The application and the work plan must be completed and submitted together. Approval is subject to available funding and the prospective project's relevance to VLAWMO's mission.

Grant amounts: \$200 - \$8,000

Contract duration: Contracts are set according to project need. Minimum of 1 year, maximum of 3 years.

Funding dispersal: Upon application and plan acceptance, projects will receive 80% within 60 days of project initiation*. The remaining 20% of funds are disbursed upon completion of 75% or more of the work plan.

Match: Cash or in-kind, mandatory 25% annually

Application deadline: None – funding renews each year on January 1st and is available until depleted.

Eligibility

Any community group is eligible to receive a Community Blue grant. Examples of applicants include:

- girl scouts/boy scouts
- community service or service learning groups
- non-profit and faith organizations
- public entities
- business owners
- schools, teachers & educators
- neighborhood groups/associations

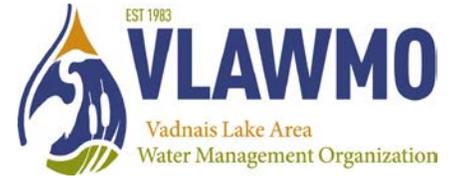
Project Examples

Grant projects must be for public benefit, be publically visible, and occur within VLAWMO. Examples include:

- community education programs/curriculum
- demonstration projects: citizen science, aquatic invasive species (AIS) research and management, neighborhood clean-ups
- workshops or trainings on water conservation
- educational material development/signage
- support for events focused on water conservation: food (accompanying at least one other relevant component) and water-related entertainment.

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COMMUNITY EDUCATION	DEMONSTRATION PROJECTS	WORKSHOPS OR TRAININGS	EVENT SUPPORT
Community education programs are ongoing learning opportunities for the public. For example, a teacher seminar or a series of classes that teach about water or water-related issues such as pollinators may require printing, honorary guest speakers, or curriculum training.	Demonstration projects are on-the-ground projects that tell a story showing how a specific water-related issue (such as polluted stormwater) can be addressed. Responsibility and physical maintenance for demonstration projects fall on the grant applicant - VLAWMO will help plan the project, cover building costs, and provide resources to make it an ongoing, publically visible, real-life case study that encourages others to join in the effort.	Workshops or trainings are single events or short series that may or may not support a demonstration project. Topics can range from shoreline restorations, turf management, road salt application, green roof construction, to in-home water conservation. Grants can cover workshop materials, guest speakers, promotion materials, or tools such as low-flow faucet aerators.	Planning a community event or expanding an existing event is a great way to promote water conservation. To attract popular attention and support, grant funds can be utilized for culturally relevant attractions that are also specific to water. For example, a professional theater performance, storyteller, or license for a public movie screening with supporting promotion and evaluation strategies.

Past Projects

- Purple loosestrife control in wetlands
- Actor/educator presentations on water quality from theater groups
- Raingardens and corresponding educational material
- Floating bio islands that promote lake water quality

If you're thinking of a project but are unsure how to get started or how it would fit into Community Blue, contact VLAWMO for assistance at **(651) 204-6070**.

Goals & Objectives

Community Blue program goal

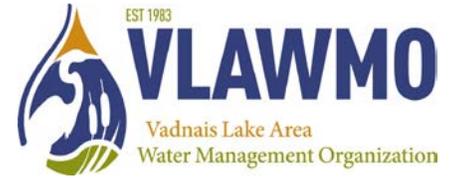
The goal of Community Blue is to support community-oriented, publically visible, and educational projects that promote water conservation, natural resource stewardship, and stormwater BMP's (best management practices) within VLAWMO.

Individual project goals & objectives

Each accepted project must identify a goal that relates to the Community Blue program goal as well as one or more measurable objectives that support that goal. Grantees are expected to evaluate their activities and be able to demonstrate measurable achievements.

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To achieve the program goal, applicants are to specify the objectives of the project.

While the goal is a general guiding statement, the objectives tell the story of the project. They're most helpful when specifying direct, measurable outcomes. Planning for the goal and objectives should be SMART: specific, measurable, attainable, realistic, and timely. This planning up front helps ensure a successful, low stress project in the long term. Consult with VLAWMO when planning.

Completing the work plan

The work plan becomes the final report of the project, in addition to several follow-up questions. Each objective is broken down into sub-tasks according to the needs and scope of the project. Hours and costs are documented along the "story" of the work plan. Other points covered in the work plan include listing expected barriers, how barriers will be met, and describing how the project supports community awareness, knowledge, skills, and behaviors. VLAWMO staff is available to assist in the completion of the work plan with technical support and project guidance.

Eligible Expenses

What expenses will make the project a success? Eligible expenses should be reasonable, necessary, and approved in the Work Plan. Examples of eligible expenses include:

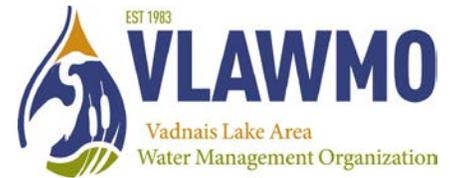
- Staff time: Administration, coordination, data collection, planning, or assessment
- Purchasing supplies and materials
- Professional services
- Facilities or equipment rental
- Contracted professional services
- Prints, mail-outs, newspaper advertising
- Expenses eligible if accompanying another expense listed above
 - Mileage (IRS rate)
 - Food

Fees for professional services:

1. VLAWMO does not specify compensation rates. Instead, compensation for professional services, (including teachers, teaching artists, and staff) contract hour rates, and compensation for support services such as project management, evaluation, planning, marketing, technical work, etc. should reflect industry standards, market rates, and the skill and experience of the worker. Rates are reviewed by the VLAWMO Technical Commission, should be appropriate to the project's needs, and be clearly justified in the project work plan.
2. For contributing professional assistance (including teachers, teaching artists, and staff) please give a brief description of qualifications or experience.

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Ineligible Expenses

Unallowable costs include but are not limited to:

- Paying of debts, late fees, investment fees
- Fundraising
- Gifts or prizes
- Lobbying or political contributions

In-kind Matching

In-kind matches include the value of goods and services donated to the project. A minimum of 25% is requested, but up to 100% is possible and appreciated to boost community engagement. The in-kind value for volunteer time is \$25/hr. Other examples include donated services, donated materials (specific to this project), complementary advertising, use of space for seminars, and printing.

VLAWMO reserves the right to award full or partial support for proposed expenses.

Publicity and Acknowledgement Requirements

VLAWMO is happy to help advertise projects. Please send information six weeks before your event so we can post it on our web site and send it via our list serve.

All projects, publications, and publicity generated or developed as part of this project must include public acknowledgement of VLAWMO as a partner and funder. Printed or digital publications that are to be dispersed publically must contain the VLAWMO logo, which will be provided by VLAWMO staff.

To obtain the VLAWMO logo contact the Education and Outreach staff. If signage is a part of the grant it must be approved by the VLAWMO Education and Outreach Coordinator.

Final Report Requirements

All grantees are required to track and report information about project participation (measurables that are defined in the objectives). Priority will be given to applicants with clear, effective, and relevant measurables as deemed by the VLAWMO Technical Commission (TEC). Projects that receive grant funding must complete a final work plan/report submitted to VLAWMO.