

Getting and Using Grants for Open Space Stewardship

Presenter: Kerry Miller,
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Grants make things happen!

- Inspire action
- Distill and package projects
- Foster innovation through competition
- Draw matching funds/services
- Support/strengthen existing entities
- Secondary goals (i.e.; collaboration, education)



The Down Sides

- Grant-itis
- Promising the moon
- Giving out black eyes

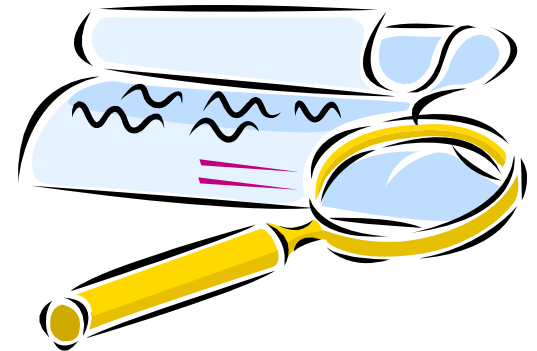


STEP ONE: Understand the Program

- READ, RE-READ THE APPLICATION
- Understand the program's goals

Is it a fit?

- Highlight /notes/checklist
- Research
- Do you need to contact the grantor?



Think like a fish

Will your project help your funder meet *its* *goals* for the grant program?

What do your project and application look like from the other side?

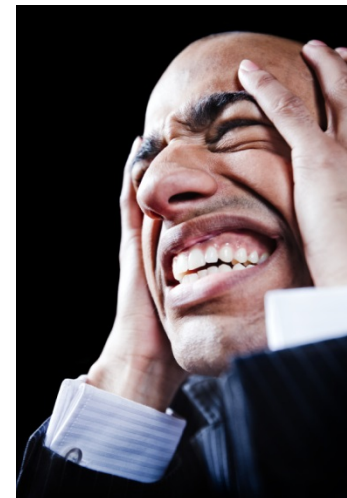
Before you apply

- Human capacity
- Time (application & project)
- Support
- Match



The Application – Or, “Why, oh why, are they torturing me?”

- Standardization for review
- Metrics/Accountability
- Weeding out
- Humans!



Distinguishing your project

Will this help?

Innovation?

Does something stand out?

Who should develop the application?

- Pros and cons of “handing off”
- Joint effort?
- Make it your application

“You can do it...just do it right.”

Jody Carrara, ANJEC



Recycling applications - **DANGER**

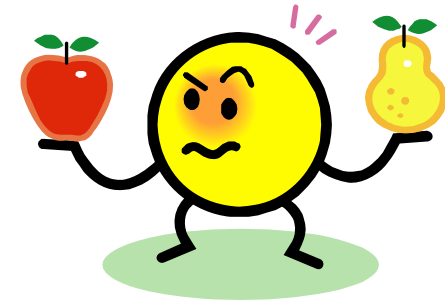
- Other towns - consultants
- Your own – other programs

Partnering

- Look for experience, track record
- What's in it for them?
- Clear the air – in detail, in writing, in person
- Who handles the money?



Selecting a Consultant



- Ask around
- Find other examples
- Request samples from consultants

ISSUES:

- RFP Process? Multiple quotes
- Town professionals

Details Count

Headings/organization – use theirs!

Who is doing what, and when?

Technical terminology/acronyms

Word limits – don't gamble!

Titles (and summaries) count

Even spelling



Numbers Matter

- Accurate estimates, quotes – overspending and underspending **are a problem**
- Understand the match guidelines
- Check your addition
- Contact phone numbers and emails need to be correct and accessible –
be ready for calls.



The Blind Taste Test

*Give the application to someone (thoughtful)
who knows nothing about your project.*

Do they get it?

Supporting Materials

Letters of Support

- Make it real
- Make it specific
- Timing
- Sign!

Resolutions of Support

- Critical ingredients
- Timing



Extra credit

- Additional resources – but *don't overdo it*
(disclose other grants)
- Dual purposes served by project?
- Builds on something?

BUT MAKE IT RELEVANT -- AVOID
“THROWING THE BOOK” AT THEM

- Early submission?

You DID get the grant!

- Share checklist, agreement
- Start with a bang
- Schedule
- Delegate
- Keep records from the start

Make your project do double duty

- Credibility
- Visibility
- Development – new members, supporters
- Something to build on?

Keeping it all on track

- Reporting requirements
 - keep in touch with your funder
 - don't let problems fester
 - think like a fish again (subject line)
- Keeping it on the front burner
 - don't lose momentum; regroup?
- Submitting for reimbursement
 - make no assumptions!!

You didn't get it...this time

- Follow-up call
- Believe what you hear!
 - How do grantors make decisions?
- Don't repeat your mistakes
- Don't be discouraged

Funding Sources

- NJ Green Acres Program — acquisition, development; grants and loans
- Environmental Infrastructure (Trust) Funding Program
- Recreational Trails Grants – late 2014? NJDEP administers
- ANJEC 2015 Open Space Stewardship Grants
- Sustainable Jersey Grants
- Local organizations
- Corporations – Home Depot, NJAW
- Wells Fargo Environmental Solutions