

How to Fund Your Monitoring and Education Efforts

Water Monitoring and Education Summit

November 18, 2009

Alyse Greenberg

The Watershed Institute

What is the Watershed Institute?

- Purpose: to strengthen and connect citizen-based watershed organizations throughout New Jersey that are engaged in protecting precious water resources and natural lands.
- Projects:
 - Small grant program
 - Workshops
 - One-on-one assistance
 - Listserv
 - Publications
 - Website
 - Idea-sharing meetings

Major Types of Funders

- Corporate
- Foundation
- Government
- Individual

Example Corporate Funders

- PSE&G
- Bristol-Myers Squibb
- Johnson & Johnson
- Banks
- Environmental Consulting Firms
- Garden Clubs
- Local Businesses

Major Types of Funding Support

- General Operating
- Capacity Building
- Project Support
- Sponsorship (corporate)
- Professional Services/In-kind
(corporate/individual)
- Matching gifts (corporate/individual)

Resources for Identifying Funders

- Records of previous funders (and non-funders)
- Funding Information Center (libraries throughout NJ, NY, and PA)
- Online databases (Watershed Institute, GrantStation, Foundation Center)
- Council of New Jersey Grantmakers
- Other organizations (annual reports, websites)
- Business networking opportunities (e.g. Chamber of Commerce)
- Board member & volunteer contacts

GrantStation

Area of Interest: Environment & Animals

<input type="checkbox"/>	Air/Water Quality	<input type="checkbox"/>	Global Warming	<input type="checkbox"/>	Watershed Protection
<input type="checkbox"/>	Animal Welfare	<input type="checkbox"/>	Land Protection	<input type="checkbox"/>	Wetlands
<input type="checkbox"/>	Biodiversity	<input type="checkbox"/>	Land Use Planning	<input type="checkbox"/>	Wilderness
<input type="checkbox"/>	Endangered Species	<input type="checkbox"/>	Marine Issues	<input type="checkbox"/>	Wildlife Conservation
<input type="checkbox"/>	Energy	<input type="checkbox"/>	Natural Resources	<input type="checkbox"/>	Zoos
<input type="checkbox"/>	Environmental Education	<input type="checkbox"/>	Recycling	<input type="checkbox"/>	Environment/Animals General
<input type="checkbox"/>	Environmental Justice	<input type="checkbox"/>	Toxics/Wastes		
<input type="checkbox"/>	Forest Issues	<input type="checkbox"/>	Trails		

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Type of support :

<input type="checkbox"/>	Advocacy	<input type="checkbox"/>	Equipment	<input type="checkbox"/>	Matching
<input type="checkbox"/>	Awards/Prizes	<input type="checkbox"/>	Fellowships	<input type="checkbox"/>	Product Donation
<input type="checkbox"/>	Building Funds	<input type="checkbox"/>	For-profit organizations	<input type="checkbox"/>	Project Planning
<input type="checkbox"/>	Capacity Building	<input type="checkbox"/>	General Support	<input type="checkbox"/>	Project/Program Support
<input type="checkbox"/>	Cause-Related Marketing	<input type="checkbox"/>	Grassroots	<input type="checkbox"/>	Research
<input type="checkbox"/>	Challenge Grants	<input type="checkbox"/>	Individuals	<input type="checkbox"/>	Residencies
<input type="checkbox"/>	Collaborations/Coalitions	<input type="checkbox"/>	Infrastructure	<input type="checkbox"/>	Scholarships
<input type="checkbox"/>	Computers/Software	<input type="checkbox"/>	In-kind	<input type="checkbox"/>	Seed Money
<input type="checkbox"/>	Conferences/Seminars/Workshops	<input type="checkbox"/>	Internships	<input type="checkbox"/>	Technical Assistance
<input type="checkbox"/>	Emergency Funds	<input type="checkbox"/>	Land/Property Acquisition	<input type="checkbox"/>	Training Programs
<input type="checkbox"/>	Endowment	<input type="checkbox"/>	Loans/PRI's	<input type="checkbox"/>	Travel Expenses

GrantStation

- **The Bunbury Company**
2 Railroad Place; Hopewell, NJ 08525
Phone: 609-333-8800
Fax: 609-333-8900
Url: <http://www.bunburycompany.org/>

Geographic Scope: New Jersey

Geographic Focus:

Primarily Burlington, Camden, Hunterdon, Mercer, Middlesex, and Somerset counties with an emphasis on Mercer County

Type of Organization: Foundation

Total Annual Giving: \$996,000

Grant Range: \$1,000 - \$100,000

Average Grant: \$15,000

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Eligibility Requirements:

Nonprofit organizations and public institutions

Application Deadlines:

November 5, 2009 and March 9, May 4, and August 12, 2010

Areas of Interest: The Bunbury Company is a private grantmaking foundation that supports nonprofit organizations in central New Jersey. The Foundation considers applications primarily from the following counties: Burlington, Camden, Hunterdon, Mercer, Middlesex, and Somerset. Emphasis will be given to organizations located within Mercer County. The Foundation seeks to assist organizations working with programs in the following areas:

- educational programs that provide opportunities for intellectual, societal or cultural growth to youth and families;
- environmental programs that help conserve threatened farmland, habitat, or waterways, and regional planning efforts that help advance these goals;
- community building and social service programs that empower the underserved; and,
- cultural programs that promote local artistic initiatives.

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Types of support include: special programs; general support; building funds; and, challenge and matching grants.

The Foundation does not provide support to/for: endowment campaigns; sporting activities, outings, or events; fraternal or religious organizations, including schools with religious affiliation; individual fellowships or scholarships; summer camps or day care facilities, unless part of a comprehensive after-care program; organizations with multiple chapters, if outside Mercer County; specific cultural performances; or publications or surveys.

Application Procedures:

Application guidelines are available on the Foundation's website listed above.

Last Updated: 9/1/2009

Foundation Center

FOUNDATION CENTER
Knowledge to build on.

About Us Locations New

Get Started Find Funders Gain Knowledge

FUNDERS

- Top Organizations
- Foundation Finder
- Foundation Directory
- Foundation Grants to Individuals Online
- Foundation CD Funding Priorities
- Requests for Proposals States Program

Helpful Tools

- Foundation Grant Application Forms
- Project Worksheets
- Classification

Statistics

- Funders
- Grantmaker Stats
- Requester Stats

Foundation Finder

Expanded and improved!

Foundation Finder has been redesigned to allow you to:

- ◆ Search by grantmaker name—including former, partial, and
- ◆ Search by geography to identify grantmakers in a given city code
- ◆ Search by EIN number

With basic information on grantmakers in the U.S.—including private community foundations, grantmaking public charities, and corporate programs—Foundation Finder is even more comprehensive than ever.

Tips for Using Foundation Finder

Name

City

State

ZIP

EIN

Foundation Center

Environmental Endowment for New Jersey, Inc.

Address and Contact Information

P.O. Box 3446, Trenton, NJ 08619-0446

Telephone: (609) 584-1593

Contact: Joan Burkholtz, Secy.

Additional info: FAX: (609) 584-5341

E-mail: info@eenj.org

URL: www.eenj.org/

Type of Grantmaker: Independent foundation

IRS Exemption Status: 501(c)(3)

Financial Data: (yr. ended 04/30/2008)

Total Assets: \$5,734,303

Total Giving: \$223,888

EIN: 223107878

990-PF

[2008](#) [2007](#) [2006](#) [2005](#) [2004](#) [2003](#) [2003](#) [2002](#) [2001](#)

990

Form **990-PF**

Department of the Treasury
Internal Revenue Service (77)

Return of Private Foundation or Section 4947(a)(1) Nonexempt Charitable Trust Treated as a Private Foundation

Note: The foundation may be able to use a copy of this return to satisfy state reporting requirements.

OMB No 1545-0052

2007

For calendar year 2007, or tax year beginning **MAY 1, 2007**, and ending **APR 30, 2008**

G Check all that apply: Initial return Final return Amended return Address change Name change

Use the IRS label. Otherwise, print or type See Specific Instructions.	Name of foundation ENVIRONMENTAL ENDOWMENT FOR NEW JERSEY	A Employer identification number 22-3107878
	Number and street (or P.O. box number if mail is not delivered to street address) Room/suite P.O. BOX 3446	B Telephone number (609) 584-1593
	City or town, state, and ZIP code TRENTON, NJ 08619-0446	C If exemption application is pending, check here <input type="checkbox"/> D 1. Foreign organizations, check here <input type="checkbox"/> 2. Foreign organizations meeting the 85% test, check here and attach computation <input type="checkbox"/>
H Check type of organization: <input checked="" type="checkbox"/> Section 501(c)(3) exempt private foundation <input type="checkbox"/> Section 4947(a)(1) nonexempt charitable trust <input type="checkbox"/> Other taxable private foundation		
I Fair market value of all assets at end of year (from Part II, col (c), line 16) \$ 5,734,303. (Part I, column (d) must be on cash basis.)		
J Accounting method: <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other (specify) _____		
E If private foundation status was terminated under section 507(b)(1)(A), check here <input type="checkbox"/> F If the foundation is in a 60-month termination under section 507(b)(1)(B), check here <input type="checkbox"/>		

Part I Analysis of Revenue and Expenses <small>(The total of amounts in columns (b), (c), and (d) may not necessarily equal the amounts in column (a))</small>	(a) Revenue and expenses per books	(b) Net investment income	(c) Adjusted net income	(d) Disbursements for charitable purposes (cash basis only)
1 Contributions, gifts, grants, etc., received			N/A	

TOTAL TO FORM 990-PF, PART II, LINE 22 4,700. 3,800.

FORM 990-PF

PART VIII - LIST OF OFFICERS, DIRECTORS TRUSTEES AND FOUNDATION MANAGERS

STATEMENT 13

NAME AND ADDRESS	TITLE AND AVRG HRS/WK	COMPEN- SATION	EMPLOYEE BEN PLAN	EXPENSE CONTRIB ACCOUNT
JOAN BURKHOLTZ	SECRETARY			

- Section 4942(a)(5)(B)(iii)
- (3) Largest amount of support from an exempt organization
- (4) Gross investment income

Part XV Supplementary Information (Complete this part only if the foundation had \$5,000 or more in assets at any time during the year-see the instructions.)

1 Information Regarding Foundation Managers:

- a List any managers of the foundation who have contributed more than 2% of the total contributions received by the foundation before the close of any tax year (but only if they have contributed more than \$5,000). (See section 507(d)(2).)

NONE

- b List any managers of the foundation who own 10% or more of the stock of a corporation (or an equally large portion of the ownership of a partnership or other entity) of which the foundation has a 10% or greater interest.

NONE

2 Information Regarding Contribution, Grant, Gift, Loan, Scholarship, etc., Programs:

Check here if the foundation only makes contributions to preselected charitable organizations and does not accept unsolicited requests for funds. If the foundation makes gifts, grants, etc. (see instructions) to individuals or organizations under other conditions, complete items 2a, b, c, and d.

- a The name, address, and telephone number of the person to whom applications should be addressed:

SEE STATEMENT 14

- b The form in which applications should be submitted and information and materials they should include:

- c Any submission deadlines:

- d Any restrictions or limitations on awards, such as by geographical areas, charitable fields, kinds of institutions, or other factors:

723801/02-20-08

Form **990-PF** (2007)

10

09300202 756348 12650

2007.07050 ENVIRONMENTAL ENDOWMENT FOR 12650__1

Form 990-PF (2007)

ENVIRONMENTAL ENDOWMENT FOR NEW JERSEY

22-3107878 Page 11

Part XV Supplementary Information (continued)

3 Grants and Contributions Paid During the Year or Approved for Future Payment

Recipient Name and address (home or business)	If recipient is an individual, show any relationship to any foundation manager or substantial contributor	Foundation status of recipient	Purpose of grant or contribution	Amount
a Paid during the year				
SEE ATTACHED SCHEDULE				223,888.

FORM 990-PF GRANT APPLICATION SUBMISSION INFORMATION STATEMENT 14
 PART XV, LINES 2A THROUGH 2D

NAME AND ADDRESS OF PERSON TO WHOM APPLICATIONS SHOULD BE SUBMITTED

JOAN BURKHOLTZ, OFFICE ADMINISTRATOR
 PO BOX 3446
 HAMILTON, NJ 08619-0446

TELEPHONE NUMBER

609-777-1097

FORM AND CONTENT OF APPLICATIONS

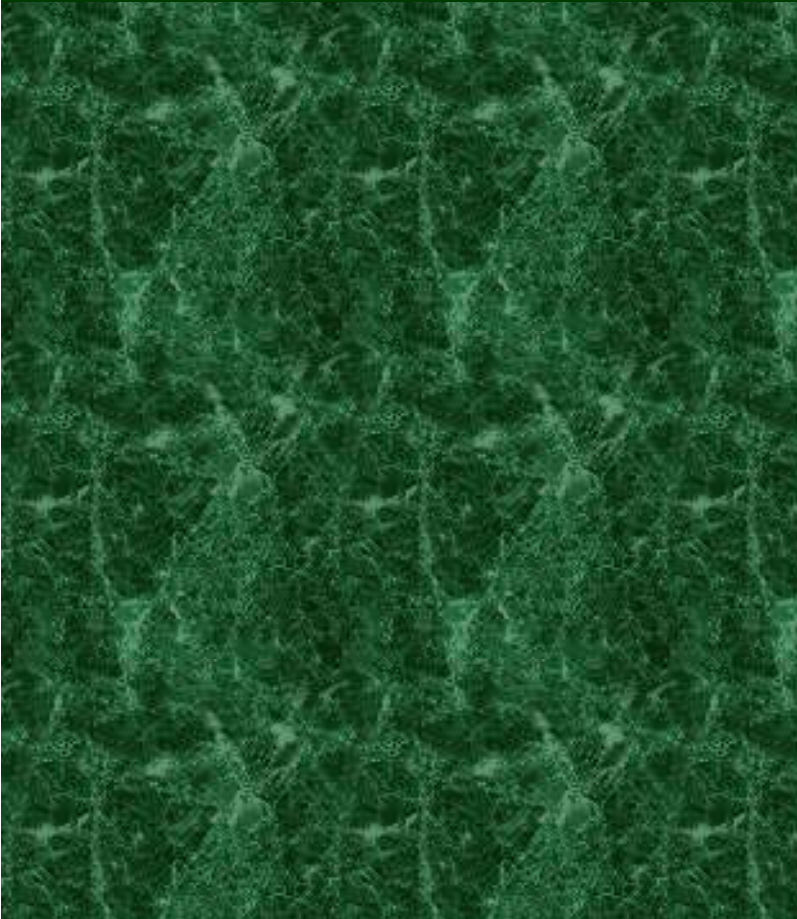
INTERESTED PARTIES SHOULD SUBMIT A BRIEF (2 PAGE) DESCRIPTION OF THE PROPOSED PROJECT AND ITS BUDGET; AN EXPANDED APPLICATION MAY THEREAFTER BE REQUESTED.

ANY SUBMISSION DEADLINES

BRIEF DESCRIPTION - DECEMBER 15 ADDITIONAL INFORMATION MAY BE REQUESTED

RESTRICTIONS AND LIMITATIONS ON AWARDS

RESEARCH, LITIGATION, AND PUBLIC EDUCATION THAT WILL PROMOTE THE CONSERVATION, PRESERVATION, AND IMPROVEMENT OF THE ENVIRONMENT IN GEOGRAPHICAL AREAS SPECIFICALLY DESIGNATED IN THE GRANTS RECEIVED.




09300202 756348 12650 2007.07050 ENVIRONMENTAL

Environmental Endowment for New Jersey
 Form 990-PF, Part XV, Supplementary Information

22-3107878

	Recipient Name and Address	If Individual Relationship	Foundation Status	Purpose of Grant	Amount
1	American Littoral Society 18 Hartshorne Dr Suite 1 Highlands, NJ 07732	N/A	Non-Profit	Protecting the land to protect the Bay	10,000
2	Association of New Jersey Environmental Commissions P O Box 157 Mendham, NJ 07945	N/A	Non-Profit	Local Action To Protect State Water	12,000
3	Camden Greenways Inc	N/A	Non-Profit	Camden Greenway Trail Project	12,000

Sample Profile Form

 The Foundation Center's Prospect Worksheet—Institutional Funders		
PROSPECT WORKSHEET		
Date:		
Basic Information		
Name		
Address		
Contact Person		
Financial Data		
Total Assets		
Total Grants Paid		
Grant Ranges/Amount Needed		
Period of Funding/Project		
Is Funder a Good Match?	Funder	Your Organization
Subject Focus (list in order of importance)	1.	1.
	2.	2.
	3.	3.
Geographic Limits		
Type(s) of Support		
Population(s) Served		
Type(s) of Recipients		
People (Officers, Donors, Trustees, Staff)		
Application Information		
Does the funder have printed guidelines/application forms?		
Initial Approach (letter of inquiry, formal proposal)		
Deadline(s)		
Board Meeting Date(s)		
Sources of Above Information		
<input type="checkbox"/> 990-PF -- Year:	<input type="checkbox"/> Requested	<input type="checkbox"/> Received
<input type="checkbox"/> Annual Report -- Year:	<input type="checkbox"/> Requested	<input type="checkbox"/> Received
<input type="checkbox"/> Directories/grant indexes		
<input type="checkbox"/> Grantmaker Web site		
Notes:		
Follow-up:		

Choose Your Next Funder

- Pick a monitoring or education project your organization is working on or planning for the future
- Review the funder profiles with the project in mind
- Select the funder that is the best fit

Next Steps

- Build relationship with funder
- Apply for grants
- Track information

Building Relationships

- Review funder website to determine their preferred method of contact.
- Know one of their grantees? Reach out to them too- they can let you know if the funder is good to work with and if they think the funder would be receptive to a call.
- If you know one of their board members, call them up to find out more about the funder's priorities.
- If the funder takes calls, call them up- let them know you are considering applying and would like to tell them a little about your organization and receive their feedback.
- Ask the funder if they'd like you to send them your newsletter and invite them to join your mailing/email list.
- Invite the funder to an event or for a tour of your watershed.

Applying for Grants

- Follow directions carefully. Don't get disqualified before you even have a foot in the door!
- Do not wait until the last minute.
- Proofread! Have your board proofread. Ask your parents, spouse, children, neighbors to proofread.
- No jargon/shop talk!
- Contact the funder with any questions (unless they specify that they do not take calls).
- Ask the funder for feedback after they make decisions- whether they funded you or not, they will have some valuable tips for future proposals.

Tracking Information

- How to track
 - Database
 - Spreadsheet
 - Hard copy file
- What to track for all funders
 - Who you applied to and when
 - What you applied for and how much
 - Status (funded, pending review, rejected)
 - Next steps (thank you notes, report due dates, next application deadline, conversation with funder for input, etc.).

Tracking Information

- What to track for approved grants
 - All of the above, plus:
 - Letter of Inquiry and/or Proposal
 - Correspondence to/from funder
 - Financial information (contracts, invoices, financial reports, timesheets, in-kind services)
 - Project reports
 - Project products (including press hits)

Tips for Monitoring

- Look into companies who provide monitoring equipment/supplies. They may be willing to sponsor monitoring programs, donate products or provide discounts.
- Consider environmental consultants who may sponsor monitoring programs or provide in-kind services or discounts.
- Companies or universities with labs may be able to assist with chemical/waste disposal.

Tips for Education

- Don't rule out funders who provide grants to schools. A school could apply for funds to have you work with them.
- Gain ideas through networks such as Alliance for New Jersey Environmental Education, North American Association for Environmental Education, NJ State Environmental Education Directory, etc.
- Search for funders for general education as well. They may be open to funding environmental education programs.

Resources

- Council of New Jersey Grantmakers:
<http://www.cnjg.org/>
- Foundation Center: <http://foundationcenter.org/>
- GrantStation: <http://www.grantstation.com/>
- Funding Information Center/Cooperating Collections:
<http://foundationcenter.org/collections/>
- Directory of Watershed Resources:
<http://efc.boisestate.edu/watershed/index.asp>
- The Watershed Institute:
<http://www.thewatershedinstitute.org/>

Questions?

Thank you!

609-737-3735 x27

Agreenberg@thewatershed.org