WHALE TAIL® Competitive Grants Program
Deadline: November 4, 2022

APPLICATION

READ THE GRANT GUIDELINES BEFORE BEGINNING THE APPLICATION
www.coastal.ca.gov/whaletailgrant

Funded by:

A project of:

California Coastal Commission
455 Market Street, Suite 200, Room 228
San Francisco, CA 94105
Contact: Annie Kohut Frankel, Annie.Frankel@coastal.ca.gov
Name of Applicant Organization:

Requested Grant Amount: $

Total Project Budget (if larger than Grant Request): $

Name and Title of Contact Person:

Email (where you will receive grant notifications):

Organization Mailing Address:

Telephone:

Website:

Project Title:

Brief Project Summary. No more than 3 sentences, focusing on WHAT you propose to do (not WHY):

Location(s) of the community(ies) you will engage:

Number of people who will be directly reached by the project:

Project Start Date:     Project End Date:

(Some project tasks must begin between March 17 and June 30, 2023. Project must end by April 15, 2025.)

Which describes your organization? (Circle or underline all that apply)

- Non-profit corporation
- Government entity
- CA Native American Tribe
- Project of non-profit fiscal sponsor
- Public school

How did you find out about this grant program?

Name and title of person submitting proposal:

Signature of person submitting proposal:      Date:
APPLICATION QUESTIONS

Read the Grant Guidelines before starting your proposal.

Use black, 12-point font. Please do your best to stay within a limit of 15 pages (not including the text of the questions below, and not including the Attachments). There’s no minimum page amount, but please answer all relevant questions. Feel free to delete the text of the questions below before submitting your proposal, but please leave the question numbers in place. If a question is not relevant to your project, write N/A.

WHO

1. **Organization’s History** – Briefly describe your organization, its history (including the year it was founded), and its mission.

2. **Participants** – Describe who you will engage with your project in as much detail as you can, including the number of people; geographic area; demographics such as race, ethnicity, socioeconomic information, and other identities that may be relevant to your project and participants; and age or grade level as relevant. If your project reaches an *indirect* audience, briefly describe and quantify that wider group. Describe your plan for recruiting your participants, or a description of how you already recruited them. (Please note that your final project report will be required to include detailed information on who you engaged with your project.)

3. 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.

4. If any **partnerships** are integral to your project, describe them. (If you addressed this as part of another question, you may refer us to that question number.)

5. Describe the **key staff** who will carry out the project: their positions, their specific roles in the project, and their relevant qualifications and experience. Be sure to include staff who will interact directly with participants. If positions are not yet filled, explain the desired qualifications for those positions.

WHY

6. **Issue, interest, or need for the proposed project** – Please explain the issue, interest, or need(s) that your project is intended to address and explain why *this project* is suited to be successful in that effort. How did you come to identify and understand this issue, interest, or need? Why is this project of value to the community you want to engage? (This question is *not* about the financial need for the grant funding.)

WHAT AND HOW

7. **Project History** – Is your proposal for a new project or for an 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? Was this *project* previously funded by a WHALE TAIL® Grant? If so, include a brief summary of what was accomplished through the previous grant and how the new proposal relates to the previous work.

8. **Goals and Objectives** – Provide a concise list of the goals and objectives of your project. (Specific objectives are measurable and relate to what you will do in your project to accomplish the broader goals. *Here are some examples* of what goals and objectives might look like.)

9. **Project Description** – Provide a detailed description of what you are planning to do. Include each project element such as events, field trips, classroom activities, trainings, presentations, meetings,
development of educational resources or tools, or other aspects of your project. Describe what participants will 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, student, or educator programming as applicable. Be sure to discuss your project design considerations such as cultural relevancy, age-appropriateness, accessibility, and/or education strategies. If the focus of your grant project is about creating educational resources or tools or some other kind of product to be used by others, explain the product and how it will be distributed or experienced.

10. Program Materials – If you are using an existing curriculum, handbook, or other program material, briefly describe it here and include one copy with the application (as an attachment to your digital application or mailed as a hard copy – see the Grant Guidelines, “Deadline and Submission Process”) or include a link if it’s viewable online. Why have you chosen this resource? (If you propose to use the Coastal Commission’s curricular materials, it is not necessary to include a copy; please just reference the specific material you plan to use.) If you plan to create new materials, please describe them. (If you addressed this as part of another question, you may refer us to that question number.)

11. Is this a one-time project or a project that you intend to continue past the grant period?

12. If your project budget is larger than your requested grant, are the additional funds already secured? If not, what is your plan to secure them? If the project is expected to continue beyond the end of this grant, explain the longer-term funding plan.

13. Tracking and assessing your impact – Describe how and when you will track and assess your project outcomes and success relative to your project goals and objectives. Possible examples of outcome indicators might include participant satisfaction with the project experience; changes in 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 as attachments. 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.

14. Permits (if any) – If permits will be required, explain whether you already have them or whether you will need to acquire them during the project timeline.

WHEN

15. Task timeline – Provide a timeline of the necessary tasks for your project. Some project tasks must begin between March 17 and June 30, 2023, and the project may be of any length as long as funding ends by April 15, 2025. Here are some examples of what a task timeline might look like.

ATTACHMENTS (Not included in the page limit)

16. Budget details – Use our Budget Form or a similarly formatted budget that includes the same information. The form is available in Word at the end of this packet or as a downloadable Excel form. (The Excel form is less flexible than using the Word form, but it will add up your items for you.) Please take careful notice of the footnotes, which contain important information.

17. A letter of authorization or resolution from the applicant organization governing body that contains the following: support for and 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—the person who would sign a grant contract (name and title). 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. If your organization is the
project of a non-profit fiscal sponsor, this document will come from them. Examples of letters of authorization and resolutions can be found here. This required item is the only item that may be submitted after the proposal deadline. If it must be late, for example due to your board meeting schedule, please submit your resolution or letter by December 31, 2022.

18. For non-profits, proof of 501(c)(3) status in the form of an exemption letter from the IRS or California Franchise Tax Board. If you are a project of a non-profit fiscal sponsor, this document will be for that organization.

19. The names of board members and/or organization leaders. If any of these people are on the staff or members of the California Coastal Commission, please note that.

20. The organization’s current annual budget, including sources of funds. (Budget information is not necessary for public schools or government agencies.)

21. Letters of Support and other supporting materials (OPTIONAL): Any other supporting material you would like to provide such as newsletters, press clippings, or letters 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 your complete application package by 5:00pm, November 4, 2022 by:

   Email: whaletailgrant@coastal.ca.gov

   OR

   Upload

   OR

   Mail:
   Whale Tail Grants
   California Coastal Commission
   455 Market Street, Suite 200, Room 228
   San Francisco, CA 94105

Refer to Grant Guidelines for complete instructions on how to submit your proposal.
WHALE TAIL® GRANT BUDGET FORM

PERSONNEL (Rate and # of hours for each position for which funds are being requested)

Job title #1: ______________________________________
Rate ($/hour):____________ Time (hours): ____________ Total (Rate x Time): $____________

Job title #2: ______________________________________
Rate ($/hour):____________ Time (hours): ____________ Total (Rate x Time): $____________

Job title #3: ______________________________________
Rate ($/hour):____________ Time (hours): ____________ Total (Rate x Time): $____________

Job title #4: ______________________________________
Rate ($/hour):____________ Time (hours): ____________ Total (Rate x Time): $____________

(Add additional positions as needed. Include title, rate, hours, and $ amount.)

Total Benefits requested (1): $_________________

1. Total Personnel Expenses requested (all positions plus benefits): $_________________

OPERATING EXPENSES REQUESTED

Supplies/Materials: $_________________
List your anticipated major purchases of supplies/materials and estimated costs:

Travel (2): $_________________
Briefly explain your proposed travel costs:

Food: $_________________
Briefly explain the purpose of this food or beverage request:

Other operating expenses:

Type of expense: _________________________________ Amount requested: $____________

Type of expense: _________________________________ Amount requested: $____________

(Add additional types of expenses as needed, with dollar amount for each.)

2. Total Operating Expenses requested: $_________________

3. Indirect Costs/Overhead (No more than 10% of Total Personnel Expenses, #1 above) (3): $________

Total Budget Request (add 1, 2, and 3): $_________________

1 Benefits amount should reflect actual costs, not to exceed 46.5% of amount requested for salaries.
2 Use of owned vehicles are reimbursed at the federal rate, currently 62.5 cents/mile. Rented vehicles are reimbursed for rental fee and gas. Travel to or from outside California is not eligible for funding by this grant.
3 Indirect costs include, e.g., a pro rata share of rent, utilities, and salaries for certain positions indirectly supporting the proposed project but not directly staffing it. Limited to 10% of Total Personnel Expenses.