



Please keep yourself muted until asked to unmute. Camera can be on or off.

Captions are enabled. You can hide or modify them using the buttons at the bottom of your screen.

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

Welcome!

WHALE TAIL[®] Grants Application Walk-Through



It will be helpful for you to have the guidelines and application available to refer to during the presentation. Find them at coastal.ca.gov/whaletailgrant



Chris Parry

Public Education Program Manager

Chris.Parry@coastal.ca.gov

Annie Kohut Frankel

Grants and Education Programs Manager

Annie.Frankel@coastal.ca.gov



The California Coastal Commission's WHALE TAIL® Grants fund projects that connect the public to the California Coast and its watersheds through experiential education, stewardship, and outdoor experiences.

WHALE TAIL®
LICENSE PLATE



**Protect Our Coast
and Oceans Fund**



Projects fall into one or more of the following four categories: *(page 2 of Grant Guidelines)*

- youth education programs
- programs for educating the general public or adults
- climate change education and stewardship
- shoreline cleanup and enhancement programs with community involvement

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 within CA.



Who can apply?

(page 3 of Grant Guidelines)

- Non-profit 501(c)(3) organizations
- Projects of a non-profit fiscal sponsor
- Public schools or districts
- Government agencies
- Federally Recognized Tribes and 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...



Greater Farallones Association

Educational field trips to the coast...





On-the-water education...

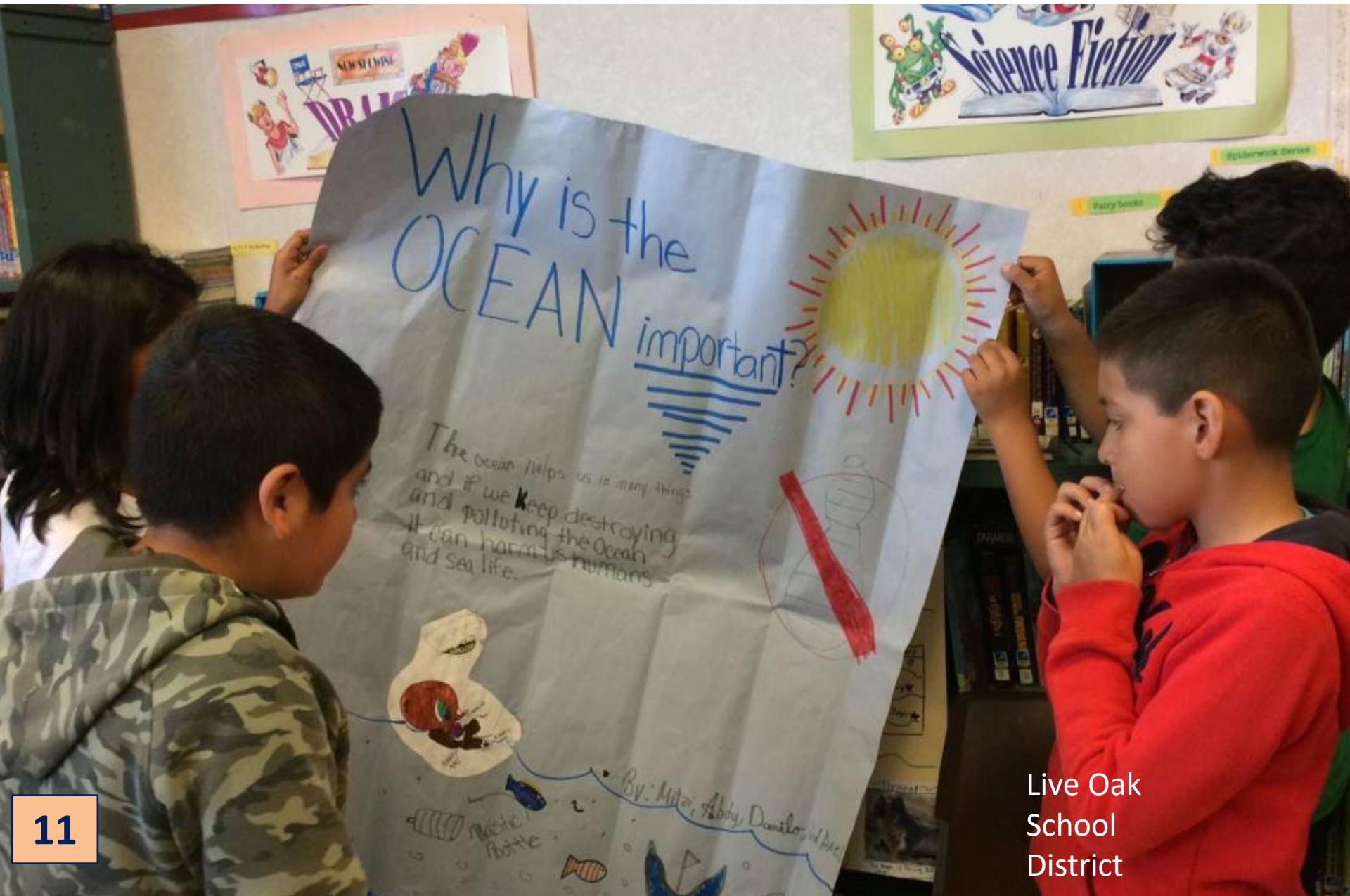




Community science...



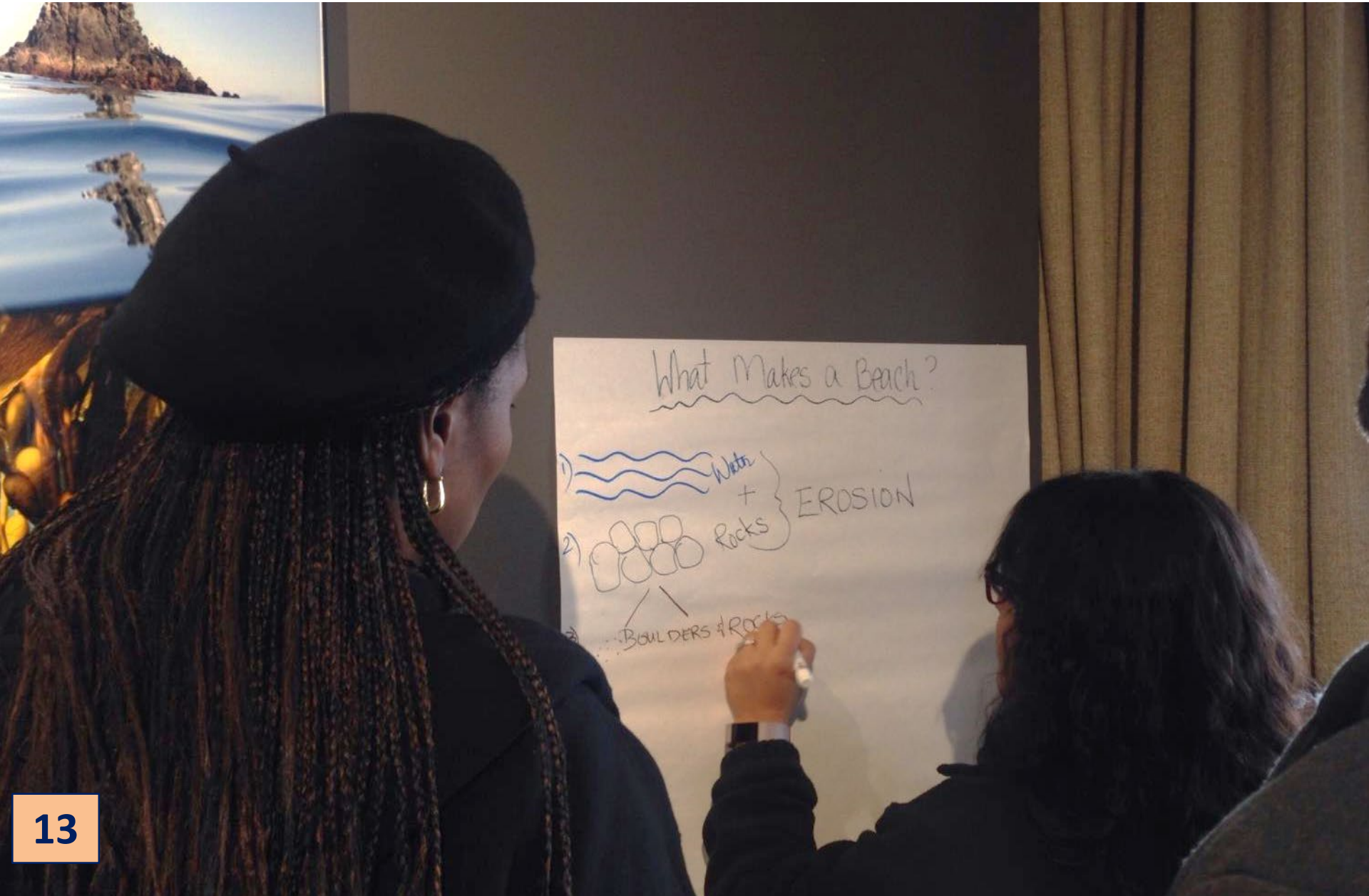
In-school and after-school education...



Nature exploration kits...



Teacher trainings...





Climate Change Education



Watersport skills incorporating education or stewardship...

DiverSeaFy



Guided tours...





Ventana Wilderness
Alliance

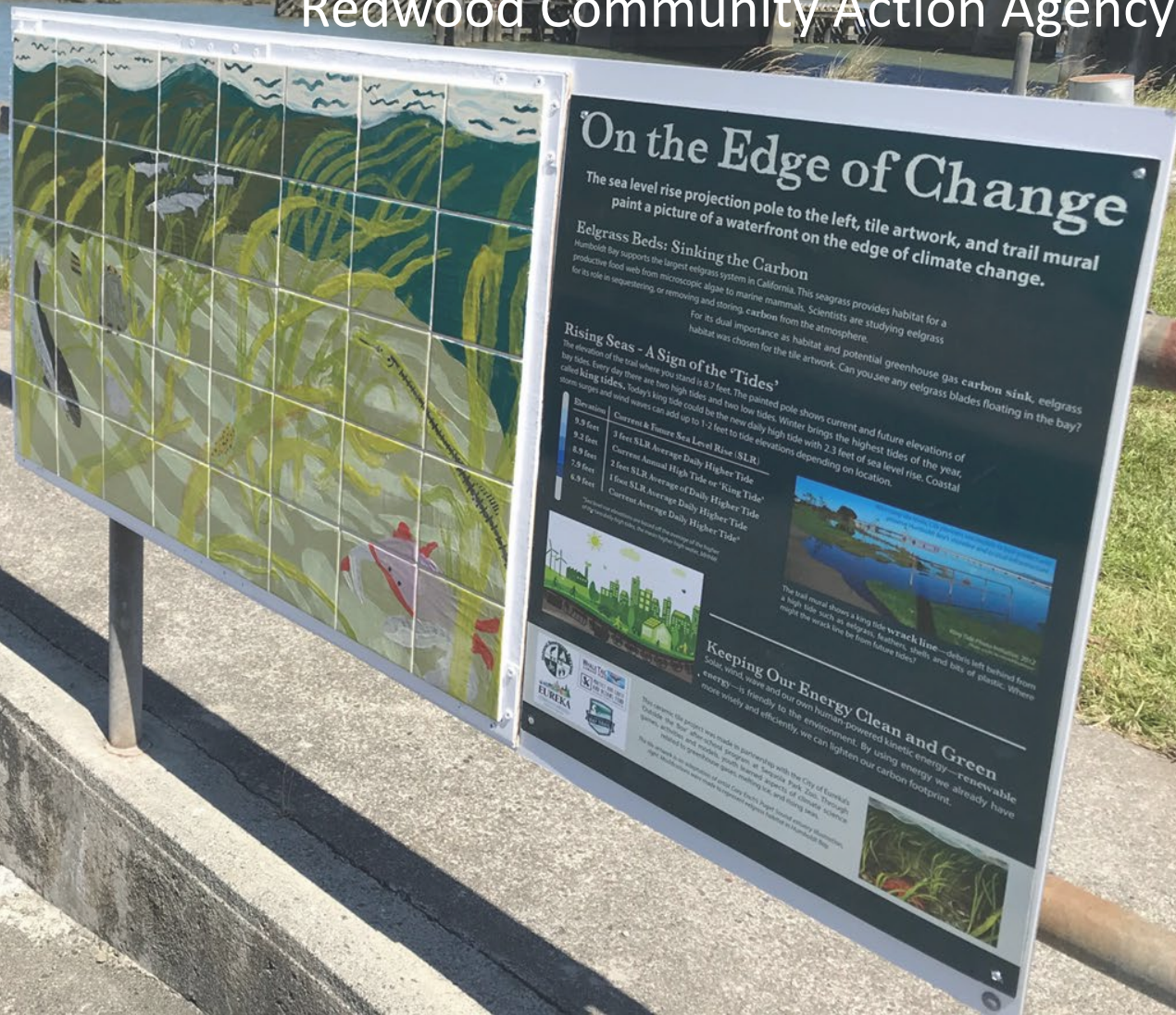


Wilderness trips...



Interpretive signage...

Redwood Community Action Agency





Ecological restoration...

Turtle Island Restoration Network





Shoreline cleanups...





Do we fund inland projects? Yes!

Scott River
Watershed
Council

**Do we
fund
inland
projects?
Yes!**

**Include
education
about the
downstream
end of the
watershed**



American Canyon
Community & Parks
Foundation



**Do we fund
inland projects? Yes!**

Incorporate ocean education into your inland waterway experience.



Page 3-4 in the Grant Guidelines for the complete text.

CRITERIA FOR SELECTING GRANT RECIPIENTS (out of 100 points)

- 1. Educational Impact and/or Environmental Improvement (25 points)**
- 2. Purpose and Audience (25 points)**
- 3. Project Concept (20 points)**
- 4. Proposal Content & Project Implementation (30 points)**



2023 WHALE TAIL® Grant Application Cover Sheet



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 (<i>not</i> 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:

The Project Start and End Dates are the dates of your grant-funded project. Grant project tasks must begin between March 20 and June 30, 2024, and end by April 15, 2026.

EXAMPLES OF "BRIEF PROJECT SUMMARIES"



The Center for Independent Living

“Our program will bring cohorts of youth with disabilities to coastal environments around the Bay Area. We will provide public transit workshops, a coastal and environmental stewardship workshop, as well as a beach cleanup opportunity. The cohorts will end their program with a reflection on their experience and future goals regarding accessibility and environmentalism.”



“Big Lagoon Coastal Camp will connect indigenous kids between the ages of 9-12 to the Yurok people and practices along the north coast of California in an immersive three-day coastal camp. Campers will use Yurok canoes on Big Lagoon, hike to Sue-meg State Park for interpretive presentations, and explore Yurok connection to our coast through learning indigenous skills, guided explorations of the beach, and camping at Big Lagoon.”





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

Project Start Date:

Project End Date:

The Project Start and End Dates are the dates of your grant-funded project. Grant project tasks must begin between March 20 and June 30, 2024, and end by April 15, 2026.

Which describes your organization? (Mark all that apply)

☐ Non-profit corporation

☐ Project of non-profit fiscal sponsor

☐ Government entity

☐ Public school

☐ CA Native American Tribe

How did you find out about this grant program?

Name and title of person submitting proposal (May be same or different from Contact Person):

Signature of person submitting proposal:

Date:



Read the Grant Guidelines and all the application questions before starting your proposal. Use black, 12-point font.

Please do your best to stay within a limit of 15 pages for Questions 1-11. (The remaining items may exceed that page limit if necessary.) There's no minimum page amount, as long as all relevant questions are answered. If a question is not relevant to your project, write N/A.

You do not need to include the text of the questions themselves in your proposal, but please include the question numbers and bolded titles.



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, such as number of people; geographic area; demographics such as race, ethnicity, socioeconomic information, age/grade level, sexual orientation, gender identity, and/or other identities as relevant to your project and participants.



2. Participants (continued)

If working with schools, include the school name(s) and district if possible.

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 if selected for funding, your final report must include detailed information on who you engaged with your project.)



3. Organization and Staff

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 to carry out the project.

Describe the key staff members who will carry out the project: their positions, their specific roles in the project, and their relevant qualifications and experience. Be sure to include the people who will interact directly with participants, including volunteers if they are leading your programming. If positions are not yet filled, explain the desired qualifications for those positions.



4. Partners

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 rather than repeating the information.)



WHY

5. 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 needs of your organization.)

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



WHAT AND HOW

6. 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, longer-term goals.)



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 summer program and demonstrate increased understanding of marine science and ocean literacy principles, via pre- and post-surveys.
2. 15 sixth grade students will participate in after-school workshops and show increased understanding of coastal environments, via pre- and post-surveys.
3. 15 high 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:

Goal: Provide a meaningful coastal experience and inspire an ongoing coastal resource stewardship ethic through active learning and interactive exploration.

Objectives:

1. Host six interpretive events that encourage community members to explore the wetlands while learning about the region's natural systems and cultural history.
2. Host six stewardship events that teach about and involve participants in coastal wetland restoration, habitat protection, and sea level rise community science through in-the-field workshops and hands-on restoration work.
3. Demonstrate an increased sense of connection to and responsibility for the coastal wetlands through participant interviews.



Example of goals and objectives :

GOAL 1: Improve youth understanding of coastal and watershed ecology.

Objective 1.1: Implement 10 two-hour classroom presentations at each of 3 schools.

Objective 1.2: Increase average score of post-test over pre-test by at least 20%.

GOAL 2: Improve youth interest in coastal and watershed stewardship and restoration science.

Objective 2.1: Lead 10 field trips designed to interest students in coastal environments and active stewardship.

Objective 2.2: Provide at least 15 stewardship and restoration-based internships for local teens.

Objective 2.3: Increase relevant career interest by 10% from pre-survey to post-survey.



7. Project Description

Provide a detailed description of what you are planning to do, including all project elements, such as any 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 participant programming as applicable.

Be sure to discuss your project design considerations such as cultural relevancy, age-appropriateness, accessibility, and/or education strategies.



7. Project Description (continued)

If you will create resources or tools or some other kind of product to be used by your organization or by others, explain the product and how it will be distributed (if applicable) or experienced. If you will use an existing curriculum, handbook, or other program material, briefly describe it and explain why you have chosen it, and include a copy with your application or include a link if it's viewable online.

(If you propose to use the Coastal Commission's curricular materials, do not include a copy; please just reference the specific material you plan to use and why.)



8. Project History and Future

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.

If funded, do you intend to continue this project past the grant period? If so, explain the longer-term funding plan.



9. Tracking and assessing your impact

Describe your project evaluation plan. How and when will you 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-tests/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.



9. Tracking and assessing your impact (continued)

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. You are encouraged to include impact tracking and assessment in your timeline and budget. Grant recipients will be required to report on project impact in their final grant report.



10. Permits required (if any)

If permits will be required for your project, explain whether you already have them or whether you will need to acquire them during the project timeline.

Possible examples include:

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



WHEN

11. Task timeline

Grant project tasks must begin between March 20 and June 30, 2024, and the project may be of any length as long as funding ends by April 15, 2026.

Example:

March 2024

- Outreach to community service organizations
- Outreach to high school students

April 2024

- Location scouting
- Instructor planning

May 2024

- Conduct week-long outing with students

June 2024

- Evaluation

July 2024

- Final grant report



11. Task timeline

Example:

Project Stage	Date	Tasks
Program Prep	June-Dec 2024	<ul style="list-style-type: none">• Meet with teachers and administrators to refine curriculum and field trip dates• Logistical planning with partners and field trip hosts• Identify and compile supporting materials required for experiments, demonstrations, journals, presentations, and trips• Introduce program at Back to School Night
Program Implementation	Jan-May 2025	<ul style="list-style-type: none">• Introduce students to the program• Implement pre-test• Implement 10 in-class lessons• Conduct 3 field trips• Facilitate student communication projects: presentation to parents, presentation to City Council, informational flyer
Program Evaluation/Follow-up	May-June 2025	<ul style="list-style-type: none">• Implement post-test• Compile program reports• Conduct focus groups with teachers to determine satisfaction with program, elements that worked best, elements that need improvement



12. Budget details - Use our Grant Budget Form or a similarly formatted budget that includes the same information. The form is available at the end of the application or as a downloadable [Excel form](#).

WHALE TAIL® GRANT PROJECT BUDGET FORM

PERSONNEL EXPENSES REQUESTED (Rate and # of hours requested for each position)

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): \$
<i>(Add additional positions as needed. Include title, rate, hours, and \$ amount.)</i>		
Total Benefits requested ⁽¹⁾ : \$		

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

OPERATING EXPENSES REQUESTED⁽²⁾

Supplies/Materials: \$	
List your anticipated major purchases of supplies/materials and estimated costs:	
Travel ⁽³⁾ : \$	
Briefly explain any proposed travel costs:	
Food ⁽⁴⁾ : \$	
Briefly explain the purpose of this food or beverage request:	
External Contract(s): \$	
Briefly explain the purpose of the contract(s):	
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 requested⁽⁵⁾: \$

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

*This form is
on Page 5*



Grants will not be awarded to provide for an organization's general, ongoing administrative costs; to fund political advocacy work; for projects that include religious content in their programming; for travel outside of California; or for the purchase of vehicles, insurance, prizes, incentives, gift cards, cash gifts, or items that will be sold.



WHALE TAIL[®] GRANT BUDGET FORM

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

Job title #1: Camp Leader		
Rate (\$/hour): \$20/hour	Time (hours): 100 hrs	Total (Rate x Time): \$ 2,000
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): \$
<i>(Add additional positions as needed. Include title, rate, hours, and \$ amount.)</i>		
Total Benefits requested ⁽¹⁾ : \$ 300		

1. Total Personnel Expenses requested (all positions plus benefits): \$ 2,300



OPERATING EXPENSES REQUESTED


Supplies/Materials: \$ 100	
List your anticipated major purchases of supplies/materials and estimated costs: Art supplies \$80; Garden tools \$20	
Travel ⁽²⁾ : \$ 900	
Briefly explain your proposed travel costs: Buses for field trip	
Food: \$ 50	
Briefly explain the purpose of this food or beverage request: Snacks needed for the volunteer workday for 20 people	
External Contract(s): \$ 1,000	
Briefly explain the purpose of the contract(s): Evaluation consultant	

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: \$ **2,050**

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

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



- ¹ Pay rates and benefits reflect actual costs. Benefits may not exceed 55.11% of amount requested for wages.
- ² Grant funds can't purchase vehicles, insurance, prizes, incentives, gift cards, cash gifts, or items that will be sold.
- ³ Use of owned vehicles are reimbursed at the federal rate, currently 65.5 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.
- ⁴ Maximum reimbursement for food is \$20 per person per meal. No tips are reimbursed for food not part of overnight travel.
- 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. Limited to 10% of Total Personnel Expenses



12. Budget details (continued)

If your total project budget is larger than your grant request, complete the Total Project Budget Form, located at the end of the packet on page 6.



TOTAL PROJECT BUDGET FORM

ONLY complete this form IF Project Budget is LARGER than your Grant Request. In the spaces below, note the TOTAL amounts needed to complete your entire project.

TOTAL PROJECT PERSONNEL EXPENSES

1. Total Personnel Expenses for this project (all positions plus benefits): \$

TOTAL PROJECT OPERATING EXPENSES

Supplies/Materials: \$

Travel: \$

Food: \$

External Contract(s): \$

Other operating expenses:

Type of expense:

Amount: \$

Type of expense:

Amount: \$

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

2. Total Operating Expenses for this project: \$

3. Total Indirect Costs/Overhead for this project: \$

Total Project Budget (add 1, 2, and 3): \$

Please answer the following questions in the box below:

Have you already secured the additional funds (beyond the grant request) needed to complete your project? If not, what is your plan to secure them?



13. Authorization

A letter of authorization or a resolution from the applicant organization's 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.



14. Proof of tax status - 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.

15. Leadership - Names of board members and/or organization leaders. If any are on the staff or members of the Coastal Commission, please note that.

16. Organizational Budget - The organization's most recent annual budget (previous year's budget is fine), including sources of funds. Not required for public schools or government agencies.



17. Letters of Support and other supporting materials (Optional):

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).



Submit your complete application package by 5:00pm, November 6, 2023, by email to whaletailgrant@coastal.ca.gov or by uploading it to the link in the Application.

If you are not able to email or upload your application, you can mail it with a postmark no later than November 6th.

Read the Grant Guidelines for how to submit your application.



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 6, 2023: Application deadline.
- November '23-January '24: Application review.
- Late January-early Feb. 2024: The applicants being recommended for funding will be notified.
- 2nd week of February: Coastal Commissioners vote on funding.
- Mid-Late February: All applicants are notified.
- March-June 2024: Grant agreements executed.

ASK US YOUR QUESTIONS!

**Please contact one of us later
to talk about your individual
projects.**

Annie.Frankel@coastal.ca.gov

Chris.Parry@coastal.ca.gov



**Friends of the
Napa River**