



EasyGrantsID: 41293

National Fish and Wildlife Foundation – National Wildlife Refuge Friends Fall 2013, Full Proposal

Title: Friends of New Jersey/Eastern Pennsylvania Refuges Workshop

Organization: Friends of Great Swamp National Wildlife REfuge

Grant Information

Title of Project

Friends of New Jersey/Eastern Pennsylvania Refuges Workshop

Total Amount Requested	\$ 4,900.00
Matching Contributions Proposed	\$ 6,571.00
Proposed Grant Period	01/31/ 2014 - 07/31/ 2014

Project Description

Friends of Great Swamp NWR and Refuge staff will host a 2-day workshop for 7 Friends/Refuges to include a keynote speaker and up to 11 small group capacity building sessions.

Project Abstract

Friends of Great Swamp NWR and Great Swamp NWR staff will host a 2-day workshop for Friends Board members and Refuge staff from 7 area refuges. The workshop will focus on exchanging ideas, sharing expertise, networking, capacity building, and educational instruction. It will include a motivational keynote speaker and small work group sessions on specific topics.

Session topics will include

- Communication: working with the media, effective use of social media, web sites, newsletters and electronic newsletters as well as availability of communications from NWRA and FWS.
- Developing Community Partnerships, Outreach opportunities, Urban initiative
- Boards: Recruitment, Planning, Working relationships with Refuge staff, Organization life-cycles.
- Volunteers: Recruitment, Orientation, Training, Recognition, Tracking hours.

The workshop includes 11 small-group sessions, including round-tables, speakers, and panels, and a keynote address. The sessions will be offered twice. Session leaders will be invited from the Friends groups, Refuge staff members, NWRA staff, FWS Regional staff and external experts. We will invite groups to bring posters and set them up in the all-purpose room.

Using pre-workshop materials, attendees will be asked to be prepared to discuss these topics and bring examples to share. At the conclusion, each group will be asked to prepare action items to share with the group and plans will be made for the next NJ/PA meeting

Organization and Primary Contact Information

Organization	Friends of Great Swamp National Wildlife REfuge
Organization Type	Non-profit Corporation 501(c)(3)
Organization Web Address	www.friendsofgreatswamp.org



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Title: Friends of New Jersey/Eastern Pennsylvania Refuges Workshop

Organization: Friends of Great Swamp National Wildlife REfuge

Organization Phone

Street Line 1

Street Line 2

City, State, Country, Postal Code

Basking Ridge, New Jersey, North America - United States

Region (if international)

Organization Congressional District

All Districts (NJ)

Primary Contact

Position/Title

Kathy Woodward

Street Line 1

Board Member

Street Line 2

241 Pleasant Plains Raod

City, State, Country, Postal Code

Basking Ridge, New Jersey, North America - United States, 07920

Region (if international)

Phone and E-mail

973-425-9510 x ; ka3woodward@gmail.com

Keywords

Other

Sub-keywords

Other

Other Keyword(s)

Peer-to-peer coaching



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Project Location Information

Project Location Description	Friends and staff of the 5 Refuges in New Jersey and the 2 Refuges in eastern Pennsylvania will attend the 2-day capacity building workshop to be held at Great Swamp NWR, Harding Township, New Jersey.
Project Country(ies)	North America - United States
Project State(s)	New Jersey; Pennsylvania
Project Congressional District(s)	All Districts (NJ)

Permits and Approvals

Permits/Approvals Description:

Permits/Approvals Status:

Permits/Approvals Agency-Contact Person:

Permits/Approvals Submittal-Approval Date:



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Equipment

	Units	Cost Per Unit	Total
Total Equipment			\$0.00

Contractual Services

	Units	Cost Per Unit	Total
Total Contractual Services			\$0.00

Supplies and Materials

	Units	Cost Per Unit	Total
Participant workshop packet	70	\$6.00	\$420.00
Total Supplies and Materials			\$420.00
Folders, site maps, name tags, pens and note paper			

Printing

	Units	Cost Per Unit	Total
Workshop materials and signage	70	\$6.00	\$420.00
Total Printing			\$420.00
Workshop materials and hand-outs, reprints of FWS organization life-cycle, schedule, evaluation form, attendee list and contact information			



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Travel

	Units	Cost Per Unit	Total
Lodging	35	\$50.00	\$1,750.00
Travel allowance	3	\$150.00	\$450.00
Lodging for keynote speaker	2	\$120.00	\$240.00

Total Travel			\$2,440.00
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Subsidize lodging expense for 20 participants. Provide travel allowance for 3 key presenters

Other

	Units	Cost Per Unit	Total
Food	70	\$16.00	\$1,120.00
Keynote speaker	1	\$500.00	\$500.00

Total Other			\$1,620.00
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Food will include snacks, beverages and lunch. Keynote speaker fee of \$500

Budget Grand Total			\$4,900.00
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Matching Contributions

Matching Contribution Amount: \$1,750.00
Type: In-kind
Status: Intend to Apply
Source: Participants
Source Type: Non-Federal
Description: 25 participants will pay \$70, about 60% of their lodging expenses.

Matching Contribution Amount: \$1,000.00
Type: In-kind
Status: Pledged
Source: Participants
Source Type: Non-Federal
Description: 50 non federal participants will cover the cost of their transportation.

Matching Contribution Amount: \$500.00
Type: Cash
Status: Pledged
Source: Friends of Great Swamp NWR board and volunteers
Source Type: Non-Federal
Description: Friends of Great Swamp NWR will provide \$500.00 to underwrite the dinner Friday night.

Matching Contribution Amount: \$3,321.00
Type: In-kind
Status: Pledged
Source: Friends of Great Swamp NWR volunteers
Source Type: Non-Federal
Description: Friends of Great Swamp volunteers will contribute at least 150 hours in the planning, preparation and hosting of the Peer to Peer Coaching workshop, at \$22.14 per hour valuation.

Total Amount of Matching Contributions \$6,571.00



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Activities and Outcomes

Funding Strategy: Capacity, Outreach, Incentives

Activity / Outcome: NWR Friends - Building institutional capacity - Value of volunteer services

Description: Enter the estimated number of full-time equivalents or the dollar value of in-kind services provided by volunteers

Required: Recommended

Value of volunteer services - Current: 0.00

Value of volunteer services - Grant Completion: 11955.60

Notes: Fifty volunteers from Friends groups are expected to attend the 2-day workshop (average of 10 hours each) at 2012 rate of \$22.14 per hour. An additional 10 volunteers from Friends of Great Swamp NWR are expected to assist with the workshop (average of 4 hours each) at the 2012 rate of \$22.14 per hour.

Funding Strategy: Capacity, Outreach, Incentives

Activity / Outcome: FFE - Outreach/ Education/ Technical Assistance - # people with knowledge

Description: Enter the number of people demonstrating a minimum level of knowledge, attitudes, or skills

Required: Optional

people with knowledge - Current: 0.0

people with knowledge - Grant Completion: 50.0

Notes: Several of the sessions cover communications and community partnerships/outreach. Participants will learn how to develop press relations, how to use the electronic resources and interactive media available to them, how to approach developing new partnerships, methods to improve outreach to the community and to the public at large. Specific examples, web sites, hands-on activities, contact information, and handouts will underscore these instructional sessions.

Funding Strategy: Capacity, Outreach, Incentives

Activity / Outcome: FFE - Outreach/ Education/ Technical Assistance - # people with changed behavior

Description: Enter the number of individuals demonstrating a minimum threshold of behavior change

Required: Optional

people with changed behavior - Current: 0.00

people with changed behavior - Grant Completion: 50.00

Notes: Several of the sessions cover communications, community partnerships/outreach, and volunteer management. Participants will be able to put their learning experiences into action through improved publicity or new methods of electronic communication, additional or improved partnerships, and a higher level of community outreach and involvement. Participants will come away with new ideas for recruiting and managing volunteers as well as specific ideas for electronic communications and resources that can be tapped for future networking, sharing, and solicitation of ideas. Every group will be asked to review



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the FWS Life stages of organizations document, come up with their assessment of their own Friends group, and will share ideas for improvement. At the conclusion of the workshop, Friends groups will be asked to develop action items which they will share with the entire group. Progress on these action items will be shared through ongoing networking and at the next NJ/PA meeting which will be discussed and tentatively scheduled prior to the end of the workshop.

Based on the content of the sessions, there will be an increase in the knowledge and use of NWR and FWS resources, web sites, and publications.

Funding Strategy: Capacity, Outreach, Incentives

Activity / Outcome: NWR Friends - Volunteer participation - # volunteers participating

Description: Enter the number of volunteers participating in projects

Required: Recommended

volunteers participating - Current: 0.00

volunteers participating - Grant Completion: 50.00

Notes: Planning would involve the thirteen members of the Friends of Great Swamp NWR board, Friends committee members, and Refuge staff at Great Swamp NWR. Additional Friends' volunteers will be recruited for workshop preparations and set-up and to assist during the workshop. Volunteers and Refuge staff will be invited to attend the Friday night dinner.

Friends groups of the 7 Refuges will be invited to bring posters of some aspect of their program and set them up in the all-purpose room.

Board members and staff from the 7 Refuges involved will be asked to participate as leaders of the sessions.



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The following pages contain the uploaded documents, in the order shown below, as provided by the applicant:

A-133 Audit
Board of Trustees, Directors, or equivalent
IRS Form 990
Spatial Data
GAAP audited financial statements
Friends Full Proposal Narrative
Friends Signature Page

The following uploads do not have the same headers and footers as the previous sections of this document in order to preserve the integrity of the actual files uploaded.



Full-proposal Project Narrative – Friends of National Wildlife Refuges

Instructions: Save this document on your computer and complete the narrative in the format provided. The final narrative should not exceed five (5) pages; do not delete the text provided below. Once complete, upload this document into the on-line application as instructed.

Project Name: Special Initiative Friends Peer-to-Peer Coaching-\$5,000 grant

Organization name: Friends of Great Swamp NWR

Date Organization formed: 1999

Refuge(s) Name: Great Swamp National Wildlife Refuge

USFWS Region: Region 5, Northeast

Project Type:

Check one or more if applicable (refer to Request for Proposal for explanations):

[] Start-Up [] Capacity Building [] Project Specific [X] Special Initiative

A. Need:

What specific refuge or organizational need does your project address?

Friends groups have developed specific capabilities and initiated innovative programs and projects in relative isolation. New board members in particular may not have an understanding of the roles and responsibilities of the Friends-FWS partnership and the resources available to their group. This 2-day workshop will provide formal and informal opportunities for board members to share ideas, successes and challenges, techniques and technology, and contact information for future networking. A keynote speaker and small group work sessions will provide learning opportunities for board members at all levels. In addition, FWS and NWRA staff members will be invited to participate to provide further instruction and guidance on the National Wildlife Refuge System and resources available to Friends groups.

Why is your project important?

Just as refuges are linked ecologically, Refuges and their Friends groups are linked by mission and purpose. The workshop would provide the opportunity to connect and learn from each other. Through direct instruction and by sharing experiences, the groups can find inspiration, motivate others, and acquire the knowledge and skills to meet the challenges they face as they support wildlife conservation on their refuges, and the Refuge System.

In the past, board members of the Friends of the New Jersey Refuges met informally several times. These get-togethers were helpful in spite of the limited number of attendees and little staff involvement. A joint work day to support the volunteers at Supawna Meadows NWR was organized at one of the meetings. Since the last meeting several years ago, many board members and staff have changed and there have not been national or regional Friends conference to facilitate contacts. This workshop would give current board members and staff the opportunity to meet, learn together and share their experiences on their Refuges.

B. Objectives:

What do you want to accomplish (goals) with your project? Please be as specific as possible.

Reconnect the Friends groups and Refuge staff in a geographical area, New Jersey and eastern Pennsylvania.

Board members will have fuller knowledge of the resources available from Regional Office, National Wildlife Refuge Association and each other.

Board members will learn about current issues and initiatives from Regional and National Refuge Association staff.

Participant will network and share resources and successful strategies regarding operational problems, communication between staff and board and board and volunteers; joint management of volunteers, board recruitment and development, and community outreach.

How will your project directly benefit fish, wildlife, plant, and habitat resources at your refuge? A motivated, focused and skilled Friends board will work effectively with staff, volunteers and the community towards the goal of enhancing their Refuge and the Refuge System.

Who will benefit from your project and how (i.e. local Refuge, National Wildlife Refuge System, local community, etc.)?

The local Refuges will benefit by strengthening the Friends boards as well as communication and planning between Friends boards and staff members. The National Wildlife Refuge System will benefit from effective, efficient relationships between staff and volunteers. Improved communications between Refuges will benefit all parties involved. Individual Boards and board members will benefit through increased understanding and appreciation of the big picture and the establishment of a network of contacts which will serve as an ongoing resource.

Will your project increase community awareness of the Refuge and/or the National Wildlife Refuge System?

When board members have a fuller understanding of the complexities and potential of the Refuge System, their confidence will make them better ambassadors for the Refuge and the Refuge system. By creating the opportunity for shared projects among neighboring Refuges, volunteers and communities will benefit.

How will your project help strengthen your group and its relationship with the Refuge and your community?

Board members will gain a broader understanding of the Refuge System and appreciate the similarities and differences among Refuges and Refuge Friends groups.

C. Methodology:

Describe how you will implement your project and your timetable for completing each activity. **Please provide specific detail as to how you plan to meet your objectives.**

Friends of Great Swamp NWR and the Refuge will serve as hosts for the two-day program. Invitations will be sent to Friends Board Members and Staff at the following refuges. Up to 10 attendees from each refuge will be invited including board members and staff.

- Great Swamp NWR
- Forsythe NWR
- Wallkill River NWR
- Supawna Meadows NWR
- Cape May NWR
- Cherry Valley (PA) NWR
- John Heinz (PA) NWR

The exact date is not yet determined, but June would allow for the use of the outdoor pavilion and tents on location. The program will run from 3:00 pm Friday through 6:00 pm Saturday. It will include a Friday social hour and dinner, lunch on Saturday, with snacks throughout. We will arrange lodging offsite, reserving a block

of rooms at nearby hotels. Friday night dinner will be offsite as the Refuge facilities are not able to accommodate a dinner.

The program would consist of a keynote speaker and eleven small-group sessions, including round-table discussion and sharing or moderated sessions with a speaker or panel. Sessions will be repeated to allow for more participation. Session leaders will be recruited from Friends groups, staff members, NWRA staff, and FWS Regional staff.

- Friday, 2:00 –3:00 Registration, tours of Visitor Center, Nature Detective Trail, poster session
- Friday, 3:00 – 4:45 Sessions A and B
- Friday, 6:30 – 8:30 Social, Introductions and Dinner
- Saturday, 8:00 – 8:30 Registration continues
- Saturday, 8:30 – 9:45 Welcome and keynote address
- Saturday, 10:00 – 11:45 Sessions C and D and Help #1 Benefits and training for our volunteers
- Saturday, 12:00 – 1:00 Lunch, tours of Visitor Center, Nature Detective Trail, poster session
- Saturday, 1:00 – 2:45 Sessions A and B and Help #2 Community outreach ideas
- Saturday, 2:45 – 4:30 Sessions C and D and Help #3 Using *Refuge Friends Connect*
- Saturday, 4:30 – 5:00 Individual Refuges meet to set goals and initial action plan
- Saturday, 5:00-5:45 Wrap up, report action plans, including date and place for next meeting

Session topics:

Session A – Communications: Working with the media, effective use of social media, web sites, newsletters and electronic newsletters as well as availability of communications from NWRA and/or FWS.

Session B – Developing Community Partnerships and Outreach, including Urban Initiative. (Use John Heinz NWR staff and volunteers)

Session C – Volunteer recruitment: orientation, training, engagement, retention and reporting of hours.

Session D – Boards: Recruiting new members, orientations and training, planning (budget, goals), life cycles of Non-profits (where are we and how do we keep moving?).

- How will you involve your membership in the project?

Planning would involve the board and committee members at Great Swamp NWR. Volunteers will be recruited for workshop preparations and set-up and to assist during the workshop. Volunteers will be invited to attend the Friday night dinner.

D. Partners:

- Are there other organizations that will work with you on your project, and if so, who are they, what will they contribute, and how will your project benefit each partner?

- Friends groups will be invited to bring posters of some aspect of their program and set them up in the all-purpose room.
- Board members and staff from the 7 Refuges involved will be asked to participate as leaders of the sessions.
- A representative of National Wildlife Refuge Association will be invited to participate.
- Representatives from USFWS Regional Office will be invited to participate.

E. Evaluation:

- What short and long term changes do you expect as a result of the project in:
 -the capacity of your group to meet organizational demands and local refuge challenges?

On both a short and long term basis, board members from all seven Friends groups will have a better understanding of FWS/NWRA/Friends working relationships as well as knowledge of the valuable resources available from all participating organizations. Through the sharing of experiences, board members will have new knowledge about emerging initiatives within the Service and an increased number of contacts for future information needs.

- your community's attitude, interest and involvement in the refuge?

Several of the sessions cover communications and community partnerships/outreach. Participants will be able to put their learning experiences into action through improved publicity, additional or improved partnerships, and a higher level of community outreach and involvement.

- your Refuge's ability to meet its mandates?

With an energized Friends group and clarified means of communication with staff, the partnership can work more effectively on common goals.

- if applicable to your project, percentage increase of Friends group membership?

While not a direct benefit, an energized board should result in increased membership at all Refuges.

- if applicable to your project, number of volunteer events held during grant period of performance?

Not applicable.

- How will you measure these changes/outcomes?

An exit evaluation for all attendees will give feedback on the value of the workshop.

Each Friends group will be requested to share specific goals at the closing session.

A Friends group will be designated to host a subsequent Friends get-together, where progress on goals will be reviewed.

All attendees will be encouraged and given assistance to sign up for *Refuge Friends Connect* at the workshop. The Friends of Friends NJ/PA will use the site, as well as other means, to exchange information, including invitations to volunteer events and programs.



NFWF

Signature Page –National Wildlife Refuges Friends

Instructions: Print this page, complete, scan into your computer, and upload into the on-line application as instructed. This document should not exceed one (1) page; do not delete the text provided below.

Signature of Applicant and Refuge Manager

Project Name: Special Initiative Friends Peer-to-Peer Coaching-\$5,000 grant
Refuge Manager Name: William Koch
Refuge Manager Telephone: 973-425-1222 ext. 156
Refuge Manager Fax: 973-425-7309
Refuge Manager E-mail: <bill_koch@fws.gov>

I certify that the information provided in the application referenced above is true and accurate.

Susan Garretson Friedman

Name of President or Project Officer

Signature

[Handwritten signature of Susan Garretson Friedman]

Date

11/26/13

I have read the application for the above-referenced project and fully endorse the applicant's request for funds.

William Koch, Great Swamp NWR

Name of Refuge Manager and Refuge

Signature

[Handwritten signature of William Koch]

Date

11-26-13

**Friends of Great Swamp National Wildlife Refuge
Board of Directors and Officers**

Susan Garretson Friedman, President

Karen English, Vice President

Laura Nally, Secretary

Laurel Gould, Treasurer

John Berry

John Breault

Jen Dawson

Rich Dufort

Joyce Payeur

Elaine Seckler

Larry West

Walter Willwerth

Kathy Woodward