



## Successfully Supporting Your Watershed Efforts

*A workshop for people seeking resources to protect or improve their local waters.*

Wednesday, September 27, 2017 from 9:00- 3:30 pm

Location: Catawba County Cooperative Extension, 1175 South Brady Avenue, Suite 302, Newton, NC 28658

### Workshop Objectives

As a result of the workshop, participants:

- *Understand aspects to developing a sustainable watershed support strategy that includes:*
  - A diverse range of resources groups can use to meet goals, including financial, volunteer, partnering organizations' in-kind resources
  - A diverse range of funding sources including grants, donations, sponsorships, fundraising events, membership dues, earned income
- *Are aware of federal, state, municipal, and private funding sources, including*
  - Funders' goals, types of projects and organizations that various sources fund, timelines, amounts available, administrative and cost share requirements
- *Understand the importance for planning ahead for funding success, including:*
  - The role of partnerships and developing broad support for your efforts (friend-raising)
  - Telling a compelling watershed/community story (public relations and marketing)
  - Planning strategically for addressing watershed goals and being prepared to jump in to make the ask
- *Understand basics of how to write a successful grant proposal*
  - Finding the right sources, finding the right applicant, matching organizational & watershed goals with funder goals, using good grant-writing practices
- *Expand their local, regional, and state-wide networks*
  - New partnerships are formed

<http://ncwatershednetwork.org/sustainably-funding-your-watershed-efforts/>

## Workshop activities

Activity	Description	Speaker/facilitator
<i>Introductions/ice-breaker</i> 9-9:20	Quick overview- what is NCWSN? Who is here? What makes us similar?	Christy Perrin, Water Resources Research Institute
<i>Reflective Exercise in pairs</i> 9:20- 9:35	One on one discussions to explore why I'm here and a vision for how a support plan will help my efforts.	
<i>Local case studies</i> 9:35-10:35	Local watershed organizations share strategies and stories about how they fund and support their work.	<ul style="list-style-type: none"> <li>• George Santucci, <a href="#">New River Conservancy</a></li> <li>• Garrett Artz, <a href="#">Riverlink</a></li> </ul> Moderated by George Matthis, River Guardian.
<i>Break/networking</i>		
<i>Presentation of various grant funding sources</i>  10:45 – 12:00	Lightening round presentations from key watershed funding organizations followed by discussion session.  Introducing a new funding matrix from NCWSN for researching funding options.	<ul style="list-style-type: none"> <li>• Maya Cough-Schulze/Heather Jennings; NCDWR EPA319 and 205(j) programs</li> <li>• Amin Davis; NCDWR Water Resources Devpt Grants</li> <li>• Damon Hearne; Clean Water Management Trust Fund</li> <li>• Francine Durso; Division of Water Infrastructure (invited)</li> <li>• Jennifer Dewitt; Duke Energy Water Resources Fund</li> <li>• Joey Hester; NC Division of Ag</li> <li>• Sheryl Aikman, Becky Davis; WNC Community Foundation</li> </ul> Moderated by Eric Romaniszyn, Haywood Waterways Association
<i>Lunch and networking break</i> 12:00- 12:45	Opportunity to talk with funders and participants.	
<i>Grant writing for success</i> 12:45- 2:00	Following a brief presentation on best practices for grant writing, participants will write a “mini-grant” proposal. Will you get funded?! Plan your proposal and get real-time feedback.	Holly Miller, Town of Wake Forest Christy Perrin, WRRRI
<i>Local Case study</i> 2- 2:30	Local watershed organizations share strategies and stories about how they fund and support their work.	Lauren Street, <a href="#">Toe-Cane Partnership</a> ; Moderated by Rick Savage, Carolina Wetlands Association
<i>Expanding outside the box of grant funding</i> 2:30- 3:00	Facilitated brainstorm and follow-up discussion	Facilitated by Paul Clark, NC Division of Water Resources
<i>Explore your dreams and realities</i> 3:00- 3:30	What funds are available to your group and how can you build capacity to support your efforts?	Facilitated by Christy Perrin, WRRRI

