



UWW ORSP DEADLINE: 3 FEBRUARY 2012

WISCONSIN ENVIRONMENTAL EDUCATION BOARD (WEEB) GENERAL ENVIRONMENTAL EDUCATION GRANTS

INTRAMURAL GRANT APPLICATION PACKAGE

X

University of Wisconsin-Whitewater Office of Research and Sponsored Programs Intramural Transmittal Form. ONE original, complete ORSP Transmittal Form including all relevant funding competition information, proposal information, required clearances, and required signatures must accompany each proposal submitted to ORSP.

X

Proposal Development and Submission Instructions. Each University of Wisconsin grant program has varying proposal development and submission requirements. Principal Investigators must review this application package carefully and adhere to specific program requirements to be competitive.

X

Grant Program Forms. Each University of Wisconsin grant program requires the submission of different forms. All relevant forms are included in this application package. Electronic versions of all forms can be accessed on the ORSP Funding Page (<http://www.uwworsp.org/media/funding.htm>).

X

Additional Proposal Development and Submission Resources. University of Wisconsin grant application packages may include additional resource information including evaluation/review criteria, description of proposal review processes and deadlines, and other pertinent appendices.

The Office of Research and Sponsored Programs can provide additional information, proposal development assistance, and copies of funded proposals. ALL proposals must be submitted to ORSP. Grants submitted directly to System or Extension may not be reviewed.

DENISE EHLEN, Director, 262-472-5212, ehlend@uww.edu
RON FLEISCHMANN, Acting Assistant Director, 262-472-5212, fleischr@uww.edu





UNIVERSITY OF WISCONSIN
WHITWATER

RSP APPROVAL & CERTIFICATION
TRANSMITTAL



DO NOT COMPLETE SHADED SECTIONS WITH DOUBLED BORDER – FOR UWW RSP USE ONLY

FUNDING COMPETITION INFORMATION Deadline:		RSP USE ONLY		ID:
1. Sponsor & Program:		Date Submitted:		
2. Address:		Number of Copies to Sponsor (original +)		
3. Telephone:	Fax:	Binding of Original: <input type="checkbox"/> Clip <input type="checkbox"/> Staple <input type="checkbox"/> Other <input type="checkbox"/> N/A		
4. Web:	Notes:	GT Proposal Entry:		GT Award:
PROPOSAL INFORMATION				
5. Principal Investigator:		5a. Department/Division/Institution:		
5b. Address:		Phone:	Fax:	Email:
6. Co-Investigator:		6a. Department/Division/Institution:		
6b. Address:		Phone:	Fax:	Email:
7. Co-Investigator:		7a. Department/Division/Institution:		
7b. Address:		Phone:	Fax:	Email:
8. Co-Investigator:		8a. Department/Division/Institution:		
8b. Address:		Phone:	Fax:	Email:
9. Project Title:				
10. Funding Type <input type="checkbox"/> New <input type="checkbox"/> Renewal/Continuation		AWARD INFORMATION – RSP USE ONLY <input type="checkbox"/> GRANT <input type="checkbox"/> CONTRACT		
11. Total Request \$		New Account <input type="checkbox"/> Non-Federal <input type="checkbox"/> Federal (CFDA#)		
12. Match Information \$		Org Information <input type="checkbox"/> New <input type="checkbox"/> Add To		
13. Begin Date End Date		Total Award Begin Date End Date		
REQUIRED CLEARANCES – Does the project involve:				
14. toxic, infectious or carcinogenic/mutagenic material? Use recombinant DNA technology?			Approved? (choose one)	
15. use of human subjects, human tissue or vertebrate animals?			<input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> Pending	
16. action involving space, remodeling, or construction?			<input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> Pending	
17. hiring non-UWW personnel?			<input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> Pending	
18. requires release time by PI (and/or Co-Is) in support of project activities?			<input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> Pending	
19. creation of new degree programs or services?			<input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> Pending	
20. potential environmental impacts, which require review under the Wisconsin Environmental Policy Act?			<input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> Pending	
REQUIRED SIGNATURES				
PRINCIPAL INVESTIGATOR/PROJECT DIRECTOR		SIGNATURE		DATE
I certify that the plan detailed in the proposal/contract complies with all campus, state, and federal regulations and policies and reflects University, College/Division, and Department/Unit goals. This project is achievable as described, including the limitations of time, resources, and personnel expertise. All required clearances have been satisfied. I have disclosed any possible conflicts of interest during the proposal development process. If awarded, I agree to conduct the proposed project in compliance with (1) the conditions of the grant and (2) with all policies of UWW, UWS, and the State of Wisconsin.				
I authorize the use of my name and grant information for university publication. <input type="checkbox"/> NO <input type="checkbox"/> YES (initial)		TYPED NAME:		
DEPARTMENT CHAIR/UNIT DIRECTOR		SIGNATURE		DATE
I certify that I have reviewed the proposal/contract and found it to be complete, including required clearances, budget, and commitments involving space, faculty/staff time, and matching funds. In addition, I certify that all resources and other provisions of any award will be fulfilled. A match (check one) <input type="checkbox"/> has OR <input type="checkbox"/> has NOT been pledged. Cash match will be satisfied by a transfer of funds from org code _____-_____ in the amount of \$_____ or via in-kind contributions as described in the budget (narrative).				
		TYPED NAME:		
COLLEGE DEAN/DIVISION DIRECTOR(S)		SIGNATURE		DATE
I certify that I have reviewed the proposal/contract and found it to be complete, including required clearances, budget, and commitments involving space, faculty/staff time, and matching funds. In addition, I certify that all resources and other provisions of any award will be fulfilled. A match (check one) <input type="checkbox"/> has OR <input type="checkbox"/> has NOT been pledged. Cash match will be satisfied by a transfer of funds from org code _____-_____ in the amount of \$_____ or via in-kind contributions as described in the budget (narrative).				
<i>Applicants submitting proposals including an international component must secure the signature of the Director of the Center for Global Education in this cell.</i>				
		TYPED NAME:		
RESEARCH AND SPONSORED PROGRAMS CERTIFICATION				
By signing this transmittal, I certify that this proposal/contract is consistent with campus, state, and federal regulations; is within the campus' research/service mission; and is approved for submission to the funding agency.		SIGNATURE		DATE
INITIAL HERE TO APPROVE GRANT/CONTRACT ACCEPTANCE:		DATE:		TYPED NAME: DENISE EHLEN

WISCONSIN ENVIRONMENTAL
EDUCATION BOARD
*GENERAL ENVIRONMENTAL
EDUCATION GRANT*

SPECIAL NOTE

Applicants must first submit the proposal to the Office of Research and Sponsored Programs for internal review, required signatures, and confirmation of match commitment. Matching contributions must be at least 25% of the requested grant funds.

Contact Denise Ehlen (ehlend@uww.edu, x5212) with additional questions.



CONTENTS:

Grant Program Overview	
Eligibility	2
Grant Period	2
Funds Available	2
Award Levels	2
Payment of Grant Funds	2
Learning from Past Proposals	2
Review Criteria	3
Notification	3
Reporting Requirements	3
Definition of EE	3
Fundamental Tenets of EE	3
Correlation to State Planning	3
Overview of Specific Award Levels	
Mini Grant	4
Small Grant	4
Large Grant	4
Completing the Application	
Cover Page	5
Consortium Verification	5
Narrative	6
Budget Summary	7
Finalizing the Application	
Format and Submission	8
Quality Assurance Checklist	12
Blank forms	
Cover Page	9
Consortium Verification	10
Budget Summary	11

NEED HELP?

- ❖ Sample grants are available on the WEEB website.
- ❖ Booklets containing copies of previously funded proposals are available via interlibrary loan.

CONTACT US

Grant Hotline: (715) 346-3805

Email: weeb@uwsp.edu

WEEB 2012-2013 General Grant Program Application

WEEB Mission

To provide leadership in the development of learning opportunities that empower Wisconsin citizens with the knowledge and skills needed to make wise environmental decisions and take responsible actions in their personal lives, workplaces and communities.

IMPORTANT DATES

- ❖ Submission deadline: February 11, 2012
- ❖ Earliest project start date: July 1, 2012
- ❖ Project completion by: December 31, 2013

Grant Program Guidelines

Grant Program Overview

Eligibility

WEEB grants are available to the following entities:

- Corporations (nonstock, nonprofit corporations) **registered under chapter 181 of Wisconsin state statutes** (page 5) **by the grant application deadline, February 11, 2012**
- Public agencies (counties, cities, villages, towns, public inland lake protection and rehabilitation districts, school districts, and cooperative educational service agencies)
- State agencies, tribal governments, public colleges, and universities
- Private nonprofit colleges and universities – if the school is not pervasively sectarian, including the absence of sectarian entrance and graduation requirements
- Private pre-school, elementary, and secondary schools – provided that a corporation or public agency applies for funds on their behalf and the following four criteria are met:
 1. Grant funds may not be used for religious activity or instruction.
 2. Any materials purchased under the grant shall be nonsectarian in nature and content and may not be used for religious activity or instruction.
 3. Title to and administrative control of any capital goods purchased shall remain with the corporation or public agency. However, as long as the environmental education program remains in effect and meets criterion 2, the capital goods may be located in the private school facility.
 4. Grant funds may not be used to pay a private school instructor's base salary. Grant funds may be used to supplement a private school instructor's contractual salary.

Previous grant recipients must have submitted all reports to be awarded funds from the 2012-2013 grant cycle. Contact the WEEB office if uncertain whether this criterion has been met.

Grant Period

- Grants are made for the period of July 1, 2012 through December 31, 2013.
- The project director may begin and/or complete the project any time within the project period (the full 18 month grant period does not need to be utilized).
- Project funds (including matching funds) may not be expended or encumbered before July 1, 2012.
- All project funds (including matching funds) must be expended or encumbered no later than December 31, 2013.

Funds Available

The grant program is financed by private donations and state-appropriated funds. *Anticipated* resources for the 2012-2013 general grant program is revenue from an assessment on environmental fines collected by the Department of Justice ~ approximately \$140,000.

Award Levels

Awards are available for:

- mini-grants (up to \$1,000)
- small grants (\$1,001- \$5,000)
- large grants (\$5,001-\$10,000)

Payment of Grant Funds

The WEEB grant program operates on a reimbursement system. Payment will be made upon submission of an approved final report.

Alternative distribution methods may be negotiated on a case by case basis. The WEEB will not distribute the full award amount until the final report has been submitted.

Learning From Past Proposals

Summaries of the funded grant applications from 1990 to 2011 are available on the WEEB website.

Copies of previously funded proposals are housed as government documents at the state depository libraries. Each volume in the series contains photocopies of the complete proposal for funded grants in a given year beginning in 1990. Request each volume by its call number: ED.1/2:E 58/ 2/XXXX (XXXX = year). The most recent year is 2012. Patrons unable to visit a depository library may request volumes be delivered to their local library via the Wisconsin Interlibrary Loan System.

Reports and products may be viewed at the Wisconsin Center for Environmental Education, Room 403 of the Learning Resources Center at the University of Wisconsin, Stevens Point. The LRC is usually open Monday through Friday, 8 AM to 4:30 PM or by appointment. Please double check open hours by calling (715) 346-4854 or viewing the WCEE website at: www.uwsp.edu/cnr/wcee

Review Criteria

The WEEB appoints panels to evaluate applications. The panels will check proposals for **technical completeness** and evaluate their **merit as projects**. To receive full consideration, make sure the minimum criteria for funding summarized in the quality assurance checklist (page 12) are met.

- Prior year review forms are available on our website.
- Large, small and mini grants are evaluated separately.

Notification

In early May 2012, project directors will be notified by US mail of funding decisions. Information will also be posted to the WEEB website.

Reporting Requirements

Several accountability measures are required of grant recipients. Details are described in the award letter. Reporting forms are available on the WEEB website. Accountability measures for grants include:

- maintain financial records
- submit a final report that includes a minimum of two photographs of representative activities. Submitted pictures to have photographer's and/or subject's permission for use in WEEB and/or WEEF publications and on the WEEB and/or WEEF website
- present information on the project at a public forum (e.g., conference, public hearing, world wide web) and/or provide WEEB with a copy of a published news, journal, or newsletter article regarding the project
- participate in a progress review with a WEEB representative
- provide three copies to the WEEB of all written, visual, or audio materials produced

Project directors are encouraged to submit a short (1-2 minute) video that summarizes the scope and accomplishments of the project.

Copyright Provisions: All grant produced materials may be copyrighted or patented by the WEEB. The WEEB reserves a royalty-free, nonexclusive license to reproduce, publish, or otherwise use, and to authorize others to use all materials produced through the grant. This does not intend to infringe upon copyrights of materials that have already been produced by an organization and are used as part of a collection of materials. A copy of all grant produced materials will be available to the public at the Wisconsin Center for Environmental Education.

Definition of Environmental Education

Environmental education is a lifelong learning process that leads to an informed and involved citizenry having the creative problem-solving skills, scientific and social literacy, ethical awareness and sensitivity for the relationship between humans and the environment, and commitment to engage in responsible individual and cooperative actions. By these actions, environmentally literate citizens will help ensure an ecologically and economically sustainable environment.

Fundamental Tenets of EE

- **Awareness.** Develop observational and other process skills that contribute to an awareness of and sensitivity to the total environment and its problems.
- **Knowledge.** Acquire basic information about the natural environment in order to understand how it functions, how it is affected by human activity, and how harmony between human activity and the natural environment can be achieved.
- **Attitudes and environmental ethic.** Develop feelings of concern for the environment and the motivation to participate actively in environmental maintenance and improvement.
- **Citizen action skills.** Develop skills needed to identify, investigate, and take action toward the resolution of environmental issues.
- **Citizen action experiences.** Gain experience in working individually and collectively toward the resolution of environmental issues.

Correlation to State Planning Documents

All grant funded projects, including mini-grants, MUST provide learning opportunities tied to one of the following goals .

Goal I. Communicating the Value of EE

Build awareness of environmental literacy and sustainable communities.

Goal II. Education

Promote access to information and educational experiences needed to support environmental literacy and sustainable communities at work, school, home, and play.

Goal III. Community Resources

Build the capacity of individuals, organizations, businesses, and governments to advance environmental literacy and sustainable communities.

Goal IV. Research

Promote research and identify strategies to advance environmental literacy and sustainable communities.

Goal V. Assessment

Assess progress toward environmental literacy and sustainable communities.

Goal VI. Funding

Identify and share funding strategies and resources to advance environmental literacy and sustainable communities.

All grant writers are strongly encouraged to review the statewide planning document, [*Wisconsin's Plan for Environmentally Literate and Sustainable Communities*](#). Available on the WEEB website Nov 1.

Grant writers submitting projects related to K-12 education may also wish to reference the *Wisconsin No Child Left Inside Coalition Environmental Literacy Plan*. Watch for it to become available on the NCLI website at: www.ncliwisconsin.org

General EE Grant Award Levels

Mini-Grant Proposals

This component of the WEEB grant program was adopted to encourage applications from individuals with limited grant-writing experience. The WEEB recognizes the importance of professional development and hopes this initiative will facilitate the addition of “grant writing” to educators’ repertoire of skills.

Award amount: up to \$1,000

To apply for a mini-grant submit the original and 5 copies (6 sets total) of the following:

- Cover Page (pages 5 and 9)
- Consortium Verification (if required, pages 5 and 10)
- Budget Summary (pages 7, 8, and 11)
- Map or diagram page (optional, limited to 1 side of 1 sheet)
Hand-drawn illustrations, computer generated graphics, and photographs are acceptable. This page may not include text submitted in a tabular format
- Narrative describing project (page 6)
(limited to one side of one sheet of 8 1/2” x 11” paper, minimum 10 point font, 1 inch margins). The narrative should include:
 - ◆ How project is tied to one or more fundamental tenets of environmental education
 - ◆ How project is tied to a statewide goal (see page 3)
 - ◆ Who will benefit
 - ◆ How they will benefit
 - ◆ What you intend to do to bring about this benefit
 - ◆ Timeline
 - ◆ How you will determine the impact
 - ◆ Qualifications of staff person(s)
- Citation page (optional, limited to 1 side of 1 sheet)

The following *additional* guidelines apply to the mini-grant award level:

- Maximum award is \$1,000.
- Capital purchases (page 7) may not exceed 75% of WEEB funds requested.
- Site/facility enhancement purchases (including labor) (page 8) may not exceed 75% of WEEB funds requested.

To avoid disqualification and to receive full consideration, make sure the minimum criteria for funding summarized in the quality assurance checklist (page 12) are met.

Small and Large Grant Proposals

Previously funded proposals have ranged from grass roots initiatives to statewide programs.

Special consideration is given to underserved audiences and/or projects that incorporate citizen action experiences.

Award amounts: small grant: \$1,001-\$5,000
large grant: \$5,001-\$10,000

To apply for a small or large grant follow the directions provided on pages 5-8 and submit the original and 5 copies (6 sets total) of the following:

- Cover Page (pages 5 and 9)
- Consortium Verification (if required, pages 5 and 10)
- Budget Summary (pages 7, 8, and 11)
- Map or diagram page (optional, limited to 1 side of 1 sheet)
Hand-drawn illustrations, computer generated graphics, and photographs are acceptable. This page may not include text submitted in a tabular format
- Narrative describing project (pages 6 and 7)
 - ◆ For small grants: limited to two sides of one sheet of 8 1/2” x 11” paper, minimum 10 point font, 1 inch margins .
 - ◆ For large grants: limited to six sides of three sheets of 8 1/2” x 11” paper, minimum 10 point font, 1 inch margins .
- Citation page (optional, limited to 1 side of 1 sheet)

The narrative should include:

- A. Administering Organization Name and Project Title
- B. Statement of Need (15 percent)
 1. Target Audience
 2. Need(s)
 3. Goal Addressed (see page 3)
 4. Evidence of Need(s)
 5. Previous Efforts
- C. Project Goals, Objectives, and Activities (40 percent)
- D. Dissemination (5 percent)
- E. Project Evaluation (10 percent)
- F. Staff Qualifications (5 percent)
- G. Continuation (5 percent)

The following *additional* guidelines apply to the small and large grant award levels:

- Capital purchases (page 7) may not exceed 50% of WEEB funds requested.
- Site/facility enhancement purchases (including labor) (page 8) may not exceed 50% of WEEB funds requested.

To avoid disqualification and to receive full consideration, make sure the minimum criteria for funding summarized in the quality assurance checklist (page 12) are met.

Completing the Application

The application consists of: application cover page, consortium verification (if required), project narrative, citation page (if desired), map/illustration page (if desired), and budget summary.

Preparing the Cover Page

Type or print all responses. [Electronic versions](#) of the form are available on the WEEB website. Some guidelines are provided below.

Administering Organization

Identify the administering organization that will provide the accounting services for grant funds (i.e., the institution that writes the checks). Individual public schools must identify their school district or CESA as the administering organization. If an individual school is involved, put that name below the district/CESA name.

Wisconsin Nonprofit or LEA Number

School applicants should contact the district's superintendent or business office for the local educational agency (LEA) number. The Department of Public Instruction assigns this 4-digit number to the district.

Nonstock, nonprofit corporations should contact the Wisconsin Department of Financial Institutions, Division of Corporations, Office of the Secretary, at (608) 261-7577 ext. 5 for the "corporate form" identification number. Or use the department's website (<http://www.wdfi.org/corporations/>) to perform a CRIS (Corporate Registration Information System) search for the number. Note that the Wisconsin nonprofit corporate number is different from the tax-exempt number provided by the Internal Revenue Service.

Legislative Districts

The WEEB will notify legislators of grant recipients in their districts. Please list the legislative district where the administering organization is located. Please also list the legislative district(s) from which members of the target audience will be drawn. Information regarding legislative districts may be found at <http://waml.legis.state.wi.us/>

Chief Executive Officer Signature

The chief executive officer is the highest-ranking employee or officer of the submitting group and typically has the ultimate authority to enter into contracts and commit institutional resources, e.g., the school district superintendent (*not* principal or curriculum director), agency administrator (*not* regional or facility director), or the organization's executive director.

The chief executive officer's signature must be included, indicating his/her approval of the project. Failure to include the administering agency's chief executive officer's signature on the cover page, will result in disqualification of the proposal. If you have questions regarding this criteria, please contact the WEEB office for clarification.

Abstract

Provide an abstract in the space provided just below the signature lines. Failure to do so will result in disqualification.

Preparing the Consortium Verification

Type or print all responses. [Electronic versions](#) of the form are available on the WEEB website. You *must* submit a consortium verification page if one or more of the following apply:

1. **An outside organization**, including a public agency, is providing one-third or more of the total match (see 'Matching Contributions' on page 8), that organization's *Chief Executive Officer's* signature must be included on the consortium verification page. Failure to include the partnering CEO's signature will result in disqualification of the proposal.

The chief executive officer is the highest-ranking employee or officer of the partnering group and typically has the ultimate authority to enter into contracts and commit institutional resources, e.g., the school district superintendent (*not* principal nor curriculum director), agency administrator (*not* regional or facility director), or the organization's executive director.

2. **An individual** is providing 1/3 or more of the total match, that individual's signature must be included on the consortium verification page. Failure to include this signature will result in disqualification of the proposal.

3. **A public agency** and/or corporation is involved in the project, regardless of the amount of match they provide or compensation they receive, the *individual(s)* involved must sign the consortium verification page. For example, if an employee of the Department of Natural Resources will be serving as a guest speaker, and the DNR will not be providing 1/3 or more of the total match, then the individual serving as the guest speaker needs to sign the consortium verification page. If the DNR will be providing 1/3 or more of the total match, then the Secretary of the DNR must sign (see #1 above), and the individual serving as the guest speaker need not do so, for the Secretary has signed on the individual's behalf.

Consortium signatures that are faxed to the applicant and then submitted with the proposal are acceptable. In order to conserve paper, you may cut and paste information (including signatures) from multiple organizations onto the consortium page. Consortium pages faxed to the WEEB office will not be accepted.

Preparing the Narrative

Create a concise, readable proposal and follow directions carefully.

- Print or type narrative on plain white 8 ½" x 11" paper.
- Text may be single or double-spaced.
- All margins must be at least one inch.
- Minimum of a 10-point font for the narrative of the document.
- One optional additional 8 ½" x 11" page for a **map or diagram** (*nota* table containing text) related to the proposal may be attached. Free-hand drawings, computer generated graphics and photographs are acceptable. One side of one sheet only.
- One optional additional 8 ½" x 11" page for a **citation page** directly related to the proposal may be attached. One side of sheet only.

Proposals will be disqualified if narratives exceed page limits. The cover, consortium verification, map/diagram, citation, and budget pages do not count toward the narrative page limit.

Specific Narrative Instructions for Mini-Grant Proposals

- Narratives for mini-grant proposals may not exceed 1 page (1 side of one sheet)
- The narrative should include:
 - ◆ How project is tied to one or more fundamental tenets of environmental education and an EE goal (see page 3)
 - ◆ Who will benefit
 - ◆ How they will benefit
 - ◆ What you intend to do to bring about this benefit
 - ◆ Timeline
 - ◆ How you will determine the impact
 - ◆ Qualifications of staff person(s)

Specific Instructions for Small and Large Proposals

During the review process, reviewers weight their evaluation by valuing the narrative at 80 percent and the budget summary at 20 percent. Narratives must detail how the project will enhance the environmental literacy of the target audience.

- Narratives for small grant proposals (\$1,001 to \$5,000) may not exceed 2 pages (2 sides of one sheet).
- Narratives for large grant proposals (\$5,001 to \$10,000) may not exceed 6 pages (6 sides of three sheets).

Narrative Outline

- Administering Organization Name
Project Title
- Statement of Need (15 percent)
 - Target Audience
 - Need(s)
 - Goal Addressed (see page 3)
 - Evidence of Need(s)
 - Previous Efforts
- Project Goals, Objectives, and Activities (40 percent)
- Dissemination (5 percent)
- Project Evaluation (10 percent)
- Staff Qualifications (5 percent)
- Continuation (5 percent)

Note: Budget Summary is worth 20 percent.

Narrative Instructions for Small and Large Proposals (continued)

A. Project Title and Applicant Name

Provide the name of the administrative organization and the project title as shown on the cover page.

B. Statement of Need (15 percent)

1. Target Audience(s): Describe the makeup and the number of people who will be served. The audience must be Wisconsin residents.

2. Need: Provide a precise statement of identified need(s) for each target audience.

3. Correlation to Planning Documents: Explain how the stated need(s) relate(s) to *one* of the statewide goals (page 3).

4. Evidence of Need: Provide evidence (e.g., observations, data, expert testimony) that a need for the project exists. Reference any *directly related* sources on the citation page.

Strong proposals include references to prior research supporting the need for project activities. To assist you with this, WEEB has developed the Wisconsin Environmental Education Research Database (WEERD). Applicants are encouraged to utilize WEERD and indicate its use in proposals.

<http://www.uwsp.edu/cnr/WEEB/WEERD/Search.aspx>

The WEEB is also interested to learn of Wisconsin-based EE research articles not currently found within the database so updates can be made and the data set can become as complete as possible.

Grant writers submitting proposals related to K-12 education may wish to explain how the proposal relates to one or more objectives within the *Wisconsin No Child Left Inside Coalition 's Environmental Literacy Plan* (page 3).

5. Previous Effort: Describe previous efforts, if any, to meet the stated need(s).

C. Project Goals, Objectives, and Activities (40 percent)

Goal statements, objectives, and evaluations must reflect the need(s) and detail how the target audience will benefit. Be sure to answer the questions: "What are the expected changes in the target audience?" "How will members of the target audience benefit/be affected by participation in the proposed project?" The objectives you define must be measurable.

Successful proposals are presented with sufficient detail that should the project director and/or grant writer become unavailable, this section can serve as the plan of work.

Narrative Instructions (continued)

While not required, we strongly encourage you to use an outline format for this section of the narrative:

- Project Goal related to statewide goal (page 3) and project need
 - Objective
 - Activities and timelines
 - Objective
 - Activities and timelines
- Repeat outline format as needed

No matter what format is used (e.g., table, bulleted list, paragraphs) the goals, objectives, and activities section **must** include:

- **How:** goals, objectives, and activities relate to the goals (page 3) and the identified need for the project
- **Who:** who will do it and who will benefit
- **What:** activities that will be undertaken
- **Where:** facilities that will be utilized
- **When:** a graphical timeline or completion dates for each activity described within the body of the narrative

D. Dissemination (5 percent)

Outline plans to disseminate information about the project. Include how your grant will positively influence those *outside* your target audience who are also working in the field of environmental education, in both the short and long term. Detail how the dissemination efforts may increase the visibility of the WEEB. You may want to consider using a press release, a newsletter article, or posting information about your event, product, resource, etc. on the EE in Wisconsin website <http://www.eeinwisconsin.org>

E. Project Evaluation (10 percent)

Proposals should have strong evaluation components designed to measure changes to members of the target audience. Indicate whether the project addresses cognitive, affective, and/or behavioral changes. Evaluation techniques to consider include pre/post testing of target audience, review by outside personnel, surveys, etc. Use of both quantitative and qualitative assessment tools is encouraged. More information regarding the advantages and disadvantages of various assessment strategies is available on the [Project Evaluation Protocol Assistance](#) webpage.

If you develop your own assessment protocol, summarize how the entire project will be evaluated. Provide details of how you will know if the activities accomplished the goals and objectives. Proposals that lack evaluation plans are rarely funded.

F. Staff Qualifications (5 percent)

Describe briefly the qualifications of staff members involved. Qualifications should correlate to the skills and knowledge needed to complete activities assigned to that individual. Do not include resumes. If a staff person will be hired to work on the project, summarize the desired qualifications for the position.

Continuation (5 percent)

One of the purposes of this grant program is to stimulate additional activities or projects after the WEEB funding has ended. Explain how project activities will be continued after funding has ended, what other activities or projects may result from this project, and where funding will come from.

Preparing the Budget Summary

Electronic versions of the budget form are available on the WEEB website. Type or print all responses clearly. This section of the application is valued at 20 percent.

Each expenditure must be correlated to the project narrative.

Reviewers consider how each requested item contributes to the overall value of the project. Proposals are funded on an “all or nothing” basis. Grant writers are therefore strongly encouraged to limit the budget request to resources which are essential for meeting the proposal’s goal(s) and objective(s).

Itemize each expenditure. Identify specific items, unit cost, and quantities.

Round all calculations for each budget item to the nearest dollar.

Eligible and Ineligible Expenditures

Eligible expenditure categories include:

- Salaries and honoraria
- Fringe benefits
- In-state travel, meals, and lodging
- Materials/supplies

***Ineligible grant expenditures** include:

- Grant funds used to supplant existing funding
- Ongoing operations funds
- Indirect costs or overhead costs
- Expenses or funds encumbered prior to July 1, 2012 or after December 31, 2013
- Religious activity or instruction
- Salaries and honoraria which pay a private school instructor's base salary
- Costs of attending, exhibiting, or presenting at conferences
- Out-of-state travel, meals and lodging (including costs to bring out-of-state people into Wisconsin)
- Real estate acquisitions
- Office equipment or furniture
- Endowment contributions
- Accreditation fees
- Projects which are essentially field trips
- Capital expenditures beyond the maximum limit
- Site enhancement expenditures beyond the maximum limit

***If ineligible expenditures are inadvertently included within the grant request column, they will be removed and added to the match column. If such removal causes the grant request to exceed capital and/or site enhancement limits, the proposal will be disqualified.**

Preparing the Budget Summary (continued)

Capital Expenditures

Capital items are defined as a material/supply budget item, listed within the grant request column, with an initial, individual cost of \$100 or more. Proposals seeking more than the maximum capital expenditure, as determined by the reviewers, will be disqualified.

- Mini-grant proposals—maximum of 75% of WEEB funds requested.
- Small and large grant proposals—maximum of 50% of WEEB funds requested.

Site Enhancement Expenditures

Site and/or facility enhancement items are *anything* that physically alters the property in *any way, for any period of time*, and include but are not limited to:

- landscaping, planting, or harvesting
- construction or modification of indoor or outdoor structures including picnic tables, benches, lighting, etc.
- site development or modification (trail development, interpretive sign or display installation, habitat improvement or restoration projects, renewable energy equipment installation, installation of paintings or other artwork, etc.)

Purchase or rental costs for equipment/tools and materials to conduct the enhancement (e.g., rakes, shovels, loppers, saws, hammers, paintbrushes, safety glasses, ladders, lumber, plants, hoses, concrete, bolts, hip waders, etc.) must be included in calculating the site enhancement cost.

Labor to research, design, plan, conduct or supervise site enhancement activities must be included in calculating the total enhancement costs.

Calculate the site enhancement expenditure by adding all salary/honoraria, fringe benefits, travel, and material/supply items listed within the grant request column that are in *any way* related to site and/or facility enhancement.

Proposals seeking more than the maximum site/facility enhancement expenditure, as determined by the reviewers, will be disqualified.

- Mini-grant proposals—maximum of 75% of WEEB funds requested.
- Small and large grant proposals—maximum of 50% of WEEB funds requested.

Site/facility enhancement projects *must* have a strong educational component.

Matching Contributions

Matching contribution must be at least 25% of the *requested grant funds*.

Match amounts listed on the budget summary page must be contributed within the proposed project timeline and between July 1, 2012 and December 31, 2013.

Amount of match over minimum is not evaluated as a criterion of funding.

All matches must be *guaranteed* at the time the proposal is submitted. Match may be contributed from sources other than the applicant. See consortium verification (page 5).

State agency applicants should contact the local budget specialist regarding agency grant application procedures and in-kind contributions.

Matching contributions consist of money, supplies, or services:

- **Monetary** contributions involve the donation of money or collection of participant fees to facilitate implementation of the project.
- **Supply** contributions involve the purchase or donation of materials *specifically for use in the project*. This does not include the value of supplies (e.g., land, office space, or field or classroom equipment) that are already available for use for this and other projects.
- **Service** contributions involve the donation of time to implement the project. The value of the time for people who would normally be paid for their role in the project may be included. Base the value on what you would pay to have comparable work done.

Format and Submission

- Assemble the proposal in this order: 1) application cover page, 2) consortium verification (if required), 3) project narrative, 4) citation page (if desired) 5) map/illustration page (if desired) 6) budget summary.
- Submit the original and 5 copies (**6 sets total**) of all application materials.
- Ideally, to conserve paper, print or copy the proposal back-to-back and staple each set in the upper left-hand corner.
- Do not use covers or binders of any kind.
- Do not submit letters of support.
- Do not return the checklist with the proposal.
- Submission must be postmarked no later than February 11, 2012 or hand-delivered by 4:30 PM on February 10, 2012.
- Faxed and/or e-mailed proposals will not be accepted.
- Disqualified proposals will not be returned for correction.

Send by US Mail or parcel delivery to:

Wisconsin Environmental Education Board
110B Trainer Natural Resources Bldg.
University of Wisconsin - Stevens Point
800 Reserve Street
Stevens Point, WI 54481-3897

GENERAL EE GRANT PROGRAM COVER PAGE			
Administering Organization		Mailing Address (Street, City, State, Zip)	
Eligibility: Corporation (nonstock, nonprofit) or public agency (check appropriate box). <input type="checkbox"/> Public School District <input type="checkbox"/> "Friends" Group <input type="checkbox"/> Municipal Government <input type="checkbox"/> Service Club <input type="checkbox"/> CESA <input type="checkbox"/> Conservation organization <input type="checkbox"/> State Agency <input type="checkbox"/> Youth Organization <input type="checkbox"/> College/University <input type="checkbox"/> Nature Center/Museum/Zoo <input type="checkbox"/> Tribal Government <input type="checkbox"/> Labor Union <input type="checkbox"/> Cooperative Extension <input type="checkbox"/> Professional association <input type="checkbox"/> Lake district <input type="checkbox"/> Other (Specify) _____			
Wisconsin Nonprofit Corporation Number or LEA ID Number (Please do not use federal non-profit number or federal employer identification number). _____			
Project Director/Contact Person		Daytime telephone area code/number	Fax area code/number
			Email
Mailing Address (if different from above) Street, City, State, Zip		If different addresses, send mail to: <input type="checkbox"/> Admin. Organization <input type="checkbox"/> Project Director	
Project Title			
Grant Request: \$ _____ Project Start Date: _____ Matching Funds: \$ _____ Project End Date: _____ Percent Match: _____ %		What goal does the project address? Select one . <input type="checkbox"/> I <input type="checkbox"/> II <input type="checkbox"/> III <input type="checkbox"/> IV <input type="checkbox"/> V <input type="checkbox"/> VI	
WI Legislative Assembly District of Administering Organization _____ WI Legislative Senate District of Administering Organization _____		Assembly District(s) of Target Audience	Senate District(s) of Target Audience
CERTIFICATION			
If this project is approved, the undersigned certifies that the organization will participate as indicated in the narrative and will provide the matching dollars by cash, services, or in-kind contributions between July 1, 2012 and December 31, 2013. None of these grant funds will be used to supplant existing funding.			
Project Director	Signature	Title	Date signed
Primary Grant Writer	Signature	Title	Date signed
Chief Executive Officer	Signature	Title	Date signed
REQUIRED ABSTRACT Limit to space provided below.			

	CONSORTIUM VERIFICATION FORM <i>Electronic versions available on website</i>	
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Each of the undersigned certifies that they will participate in this project, that the specified obligations and responsibilities in this project will be met, and that the project will be administered by the public agency or corporation designated.

ADMINISTERING ORGANIZATION

Organization's Name	Project Director's Name
Project Title	Telephone Area/No.

PARTICIPATING ORGANIZATION(S)

Organization's Name		Telephone Area/No.
Address (<i>Street, City, State, Zip</i>)		Supplying 1/3 or More of the Total Match? (If yes, then CEQ must sign.) <input type="checkbox"/> Yes <input type="checkbox"/> No
Name and Title	Signature	Date Signed
Organization's Name		Telephone Area/No.
Address (<i>Street, City, State, Zip</i>)		Supplying 1/3 or More of the Total Match? (If yes, then CEQ must sign.) <input type="checkbox"/> Yes <input type="checkbox"/> No
Name and Title	Signature	Date Signed
Organization's Name		Telephone Area/No.
Address (<i>Street, City, State, Zip</i>)		Supplying 1/3 or More of the Total Match? (If yes, then CEQ must sign.) <input type="checkbox"/> Yes <input type="checkbox"/> No
Name and Title	Signature	Date Signed
Organization's Name		Telephone Area/No.
Address (<i>Street, City, State, Zip</i>)		Supplying 1/3 or More of the Total Match? (If yes, then CEQ must sign.) <input type="checkbox"/> Yes <input type="checkbox"/> No
Name and Title	Signature	Date Signed

In order to conserve paper, you may cut and paste signatures from multiple organizations onto the consortium page.

Use a duplicate of this form if there are more than four participating organizations.

WEEB (Rev. 6/11)

BUDGET SUMMARY
Electronic versions available on website

Administering Organization		Project Director		Telephone Area/No.	
Budget Category Expense	Project Activity	Grant Request Round each item to whole dollars	Match Amount Round each item to whole dollars	Match Type & Source (i.e., monetary, service, or supplies and contributor)	
Salary/Honoraria (Name or Position) (Rate & time period)	Activity				
Fringe Benefits (Name or Position) (Rate or % of salary)	Activity				
Travel (mileage, lodging, meals) (Name or # of people) (Rate & distance, charge)	Activity				
Materials/Supplies (Be specific. Identify & quantity items.) Non Capital Items	Activity				
Capital Items					
Other	Activity				
TOTALS		Total Request \$	Total Match \$		

Quality Assurance Checklist

The following are some important details to watch out for.

Absence of any starred (*) and bolded item will cause the proposal to be disqualified.

Disqualified proposals will not be returned to the applicant for correction.

Application Cover Page

- *Official WEEB cover page form submitted**
- Administering applicant specified
- *Grant request amount provided and within award limit**
 - \$1 to \$1,000 for mini-grant proposals
 - \$1,001 to \$5,000 for small proposals
 - \$5,001 to \$10,000 for large proposals
- *Dated signature of chief executive officer** (e.g., superintendent, executive director, president, etc.)
- *Abstract supplied in space provided**

Consortium Verification form completed and signed, if required

- *CEO's signature from every institution providing 1/3 or more of total match**
- Signature from every partnering public agency

Project Narrative

- Project title and name of administering applicant
- *Needs statement shows relationship of project to one of the statewide goals**
- Goals, objectives, and activities provided
- Staff positions and qualifications provided
- Continuation addressed
- *Page restrictions of narrative observed**
8 1/2" x 11" paper, 1" margins, 10-point or larger font
 - limit of 1 page for mini-grant of \$1,000 or less (one side of one sheet)
 - limit of 2 pages for small grant of \$1,001 to \$5,000 (two sides of one sheet)
 - limit of 6 pages for large grant of \$5,001 to \$10,000 (six sides of three sheets)

Budget Summary

- *Budget page provided**
- All expenses are eligible
- Expenditures identified and itemized
- Expenditures correlated to the narrative
- Matching amounts provided
- Source and type of match identified
- Grant request and matching totals provided
- *Matching total provided and equivalent to at least 25% of the grant funds requested**
- *Minimum required match (25%) contributed during project timeline and between July 1, 2012 and December 31, 2013**
- *Capital purchases do not exceed limits**
- *Site/facility enhancement expenditures do not exceed limits**

Common budget errors include exceeding the maximum award amount, capital limit, and/or site enhancement limit.
Re-check all calculations!

Final Preparation

- Copies printed back-to-back
- Proposal assembled in proper order
- Each copy stapled in upper left corner
- Proposal free of endorsements or brochures
- *Original and 5 copies of complete proposal submitted (total of 6 sets)**
- *Postmarked to the WEEB office by February 11, 2012 or hand delivered by 4:30 PM on February 10, 2012.**

Have a Question?

Contact the grant hotline:
(715) 346-3805 or
Email: weeb@uwsp.edu