

## FUNDING GUIDE FOR TEXAS STREAM TEAM PARTNERS

### Introduction

#### Introduction to Texas Stream Team

Texas Stream Team is dedicated to understanding and protecting the 191,000 miles of Texas waterways by bringing together community members, students, educators, academic researchers, environmental professionals, and both public and private sector partners to conduct scientific research and to promote environmental stewardship. Because Texas Stream Team partner organizations are a fundamental component of our statewide network of citizen scientists, Texas Stream Team would like to assist partner groups looking for additional funding sources, information, and opportunities.

As organizations grow, their funding needs become more pronounced. Texas Stream Team appreciates the opportunity to assist our partner groups by providing funding guidance, with the hope that these resources will enable our partner groups to grow and expand the scope of their work and influence. This document was created in order to provide our partners a resource for funding opportunities and a reference for further information. A table of contents has been provided below for easy navigation.

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## Cost Estimates

When initially outfitting your organization to conduct monitoring or training events there are many different ways to source certain pieces of equipment. Your organization has the option of buying [new equipment](#) from the sources listed on the Texas Stream Team website, or loaning/recycling used equipment, which can be sourced from within your group or from affiliated partner organizations.

Outfitting your organization with completely new monitoring equipment will likely total approximately \$750-850. This total was calculated using the current prices listed on the Texas Stream Team website, however, because prices will occasionally change, this can only serve as an estimate. Additionally, this total will depend on your organization's specific needs. For example, larger organizations will need to purchase more kits if they intend to conduct trainings, while smaller organizations may be able to operate with only one or two kits. For updated equipment resources and prices, please reference the [Texas Stream Team website](#).

If purchasing a kit is not currently feasible for your organization, partner groups are often willing to loan kits under certain conditions. Texas Stream Team can assist partners struggling to obtain a kit by providing further funding guidance, including additional contacts and resources, and by occasionally loaning available kits. Organizations hoping to reduce the cost of equipment can also consider reusing or recycling used equipment. For example, buckets can often be borrowed or solicited from members of an organization, old water bottles can function as temporary waste containers, and D.I. water can oftentimes be bought at local grocery stores.

## Funding Sources

The following list of funding resources has been organized for the use of Texas Stream Team partners.

### Local Resources

This list includes organizations, institutions, and other miscellaneous entities that have been known to provide funding in the form of grants, sponsorships, or donations.

- [Local Lion's Club Chapters](#)
- [Groundwater Conservation Districts](#)
- [Groundwater Management Zones](#)
- [Local River Authorities](#)
- [Local Master Naturalist Chapters](#)
- [Water districts](#)
- Local Universities or Institutions: Many academic institutions will have funding set aside for environmental and community projects; look for designated committees or groups within your local institutions. Here's two example groups from Texas State University: [The Environmental Service Committee](#) ; [The Office of Equity and Inclusion at Texas State University Funding Proposals](#).

- Miscellaneous local entities (ex: city offices, county offices, local nonprofits, etc.)
- Local Businesses - [How to Get Local Businesses to Sponsor Your Event from St. Baldrick's Foundation](#)

### State and Federal Resources

This list includes federal or state agencies that offer grants, federal databases, and specific grants that may be applicable to your organization.

- [Galveston Bay Implementation Program \(Section 320\)](#)
- [Continuous Water Quality Monitoring Network](#)
- [Texas.GrantWatch](#)
- [Texas.gov eGrants](#)
- [Section 106 Water Pollution Control Grants](#)
- [Database of Grants from the National Institute of Food and Agriculture](#)
- [Grants.gov](#)

### Additional resources

This list includes several grant databases, as well as specific grants offered by corporations and useful websites. A short description of each resource has also been included.

- [The Foundation Center](#) - a collection of resources for nonprofit organizations
- [The Funding Information Network](#) - a network of libraries, community foundations, and other nonprofit resource centers providing database access and support to local nonprofits (requires an application to access)
- [Foundation Directory Online](#) - a search tool and database of grant-makers and foundations
- [Community Foundation Locator](#) - a database of local community foundations
- [Double the Donation](#) - a website that catalogues corporations with a history of philanthropic matching
- [Request a Grant from Shell](#) - grants are awarded for environmental initiatives (only awards grants to 501(c) nonprofits)
- [The Coca-Cola Foundation](#) - grants are awarded for sustainability initiatives, includes an online application
- [GrantWatch](#) - an online grant database and search engine (full functionality requires a paid membership)
- [Texas Association of Nonprofit Organizations](#) - a website with resources for Texas nonprofits
- [The National Council of Nonprofits](#) - a collection of resources for nonprofit organizations
- [GrantAdvisor](#) - a website that provides reviews of grant-makers and foundations
- [Grants to Individuals by Candid](#) - a database provided by The Foundation Center of grants that are awarded to individuals

For additional assistance and information about these funding sources, please reference section III of this document or email [TxStreamTeam@txstate.edu](mailto:TxStreamTeam@txstate.edu). Partners are encouraged to share with Texas Stream Team potential sources of funding.

## Funding Information

### Applying for a Grant

Grants are funds provided to organizations from other entities for the purpose of specific projects or programs. Funds obtained through grants can only be applied to the projects described in the grant proposal.

Grants usually require applications that adhere to specific guidelines. Applications are usually very competitive, so adherence to the guidelines and requirements is crucial. Grant applications may require:

- **Letters of support from partner organizations** – Letters of support help show the benefits of your program, and the support behind your program. It is a good idea to request letters of support as soon as you start the grant application, because your partners will need time to compose a letter. To save time, you can also send your partners a template for the letter. You can find a few example templates at [templatelab.com](http://templatelab.com).
- **Detailed, item-line budgets** - item-line budgets account for all the projected costs of a proposal. Some grant applications require detailed descriptions and sources alongside budget items.
- **Staff and partner qualifications** - this usually includes formal education, years of experience, and relevant certifications.
- **Detailed project description** - how you compose the description of your project may vary based on the requirements of a particular grant, but usually includes a 1-2 paragraph summary that answers the “who”, “what”, “when”, “where”, and “how” of your project. As you are describing your project, make sure to relate your project goals to the priority goals listed in the grant description.
- **Project timelines** - write a project timeline with specified dates that outlines how the project will be implemented and managed. The goal of creating a project timeline is to provide yourself, as well as the grant donor, a reference for the efficient management and evaluation of the project. For more information on project timelines, as well as a few templates, you can check out [Filestage.io](http://Filestage.io).
- **Deliverables/metrics** - deliverables are sometimes included alongside the project timeline. Provide your grant donor with a means of measuring the project’s progress. Some examples of deliverables are: # of people engaged, # of new volunteers, # of streams actively monitored.
- **Matching contributions** - if your organization is required to receive matching contributions most grants will require a detailed description of the matching contribution, including the ratio and the source of the matching gift.

- **Project narratives** - the project narrative is the “bulk” of the grant proposal. In the project narrative you will describe and elaborate on the details of project proposal, your goals for the project, how you will measure success, etc. Most grant applications include outlines or prompts for your project narrative.

Grants will usually fund projects that accomplish priority goals or affect priority populations. It is important to try to find grants that align with your mission statement and organizational scope. More information about a specific grant’s priorities and eligibility requirements can generally be found in the grant description or the FAQ section of the grant.

Here are some external resources that Texas Stream Team partners can reference when drafting a grant proposal:

- [Grants 101 from Grants.gov](#)
- [Grant Writing 101 from Michelle Benjamin & Kathryn Molloy](#)
- [The Dos and Don’ts of Grant Writing from Nonprofit Information](#)
- [Top Tips and Sources to Find Grants for Your Nonprofit from Donorbox.com](#)
- [Grantspace from Candid](#)
- [Matching Gifts: The Definitive Guide for Nonprofits from DonorSearch](#)

### Fundraising

Internal fundraising is an ideal source of funding for non-profit organizations because the money that is raised can be used in any way that the organization sees fit. Planning and executing fundraisers require organizations to create a detailed timeline and management plan. To plan a fundraiser, you will need to:

- **Pick an audience** - are you trying to fundraise for members of the public, or members of your organization?
- **Create an incentive** - why are people giving your organization money? What services, goods, or experiences will they be receiving in return?
- **Define your fundraising goals** - although funds can be raised for general operational purposes, consider establishing a specific purpose for the money.
- **Recruit an enthusiastic leadership committee** - once you have a fundraising committee, make sure to assign tasks to each member, and create a form of accountability.
- **Carry through** - remember to consistently communicate with your leadership committee as well as your potential audience.

#### Fundraising ideas

Selling of goods	Bake sales, silent auctions, ticket sales, art sales, garage sales, etc.
Performing a service	Car washes, lawn services, dog-walking, etc.

Hosting a competition	Raffles, giveaways, limited access tours, lunch with a special guest, free admission to events, etc.
Hosting an event	Marathons, movie nights, guest lectures, outreach events, cook-outs, river tours, etc.

In addition to the fundraising ideas listed above, you can also find many creative fundraising events by searching online.

Here are some external resources that Texas Stream Team partners can reference when designing fundraisers:

- [Fundraising from the National Council of Nonprofits](#)
- [Fundraising Ideas from Nonprofit Expert](#)
- [Planning and Executing a Successful Nonprofit Fundraising Events from Network for Good](#)
- [The 10 Steps to a Successful Fundraising Event from The Fundraising Authority](#)
- [The Ultimate Fundraising Event Checklist: 17 Actionable Steps from Fundly](#)

## Donations and Sponsorships

### *Donations*

Donations are charitable gifts, which can be from individuals, families, organizations, or corporations. Donations can come in many forms, such as cash gifts, equipment donations, or the volunteer of services.

Donations are usually either randomly gifted or solicited directly from your organization. Donations are also often solicited in mass during fundraising events or campaigns (such as the fundraising events listed above). Donations can be solicited from:

- **Individuals and families** - asking individuals or families for donations is a common fundraising activity used by nonprofits. Individuals can donate online, over the phone, or in-person, and often set up monthly, recurring donations. Asking an individual to donate is often done by writing a personalized appeal, outlining how the donation will be used and how the individual will benefit.
- **Businesses/Corporations** - oftentimes businesses and corporations will have money set aside for donating to nonprofits. When deciding what business to solicit donations from, look for a business with similar values and goals that has an established history of philanthropic activities. Once you have identified a suitable donor, you can write a proposal to the main point of contact for charitable giving. Nonprofit organizations can also participate in profit sharing. Profit sharing is an agreement between a nonprofit and a business (often a restaurant or retail store) wherein the nonprofit organization receives a certain percentage of the business's profits over a given period. For more information on the specifics of profit sharing and donations, you can reference the [National Council of Nonprofits](#).

- **Other organizations** - local or regional organizations often have limited funds and will only provide donations towards organizations with similar values, or organizations that provide partner assistance with events or activities. Partner organizations can be a good source of equipment loans or volunteer donations. Additionally, some local organizations can act as a conduit for nonprofit donations. For example, [Amplify Austin](#) is the annual day of giving for the city of Austin, TX. Amplify Austin was created and is managed by [a local nonprofit](#) that focuses on connecting locals to opportunities for philanthropy in their local community. Soliciting donations can help to build a supportive network of partners and organizational members by investing donors in the success and prosperity of your organization. Here are some tips for asking for donations:
  - **Understand your donor base** - whether it be an individual or a corporation, understand your donor's priorities and financial limitations.
  - **Communicate your goals** - be genuine and enthusiastic in your description of how the money will be spent, how it will help your organization, and how you plan to use this donation to further your organization's mission.
  - **Understand the limitations of your donors and be ready to adapt** - not all donors will be ready or able to commit to a donation. In these instances, you can ask your donors if there is any other way in which they would like to contribute to the organization.
  - **Follow-up with a sincere thank you note** - in your note you can include how the money is being spent and encourage your donors to get further involved by mentioning upcoming organizational meetings, events, and other opportunities.

Here are some external resources that Texas Stream Team partners can reference when soliciting donations:

- [Asking for Donations: The Nonprofit's Guide from Qgiv](#)
- [7 Tips on Asking for Donations from Nonprofit Hub](#)
- [How to Ask for Donations from Fundly](#)
- [Donation Requests: 90+ Companies that Donate to Nonprofits from Fundly](#)
- [51 Popular Companies That Donate to Nonprofits from Double the Donation](#)

### *Sponsorships*

Sponsorships are similar to donations. A sponsorship is a collaboration between local or regional corporations and non-profit organizations. Sponsorships usually entail a cash or in-kind gift in exchange for marketing/advertising. Because sponsorships are usually made in exchange for marketing, publicity and visibility are the keys to establishing a mutually beneficial sponsorship. This means that companies will be more likely to sponsor public events or programs.

In order to appeal to potential sponsors, you will need to write an effective sponsorship proposal. Writing a generalized proposal will usually require you to:

- **Find an applicable sponsor** - your sponsor should ideally have similar values and goals. Look for sponsors who could potentially benefit from increased visibility and have a history of philanthropic giving.
- **Introduce yourself personally** - describe your role in the organization, including your applicable qualifications and experience.
- **Tell the story of your organization** - Make sure to include your organization's mission statement, values and goals, and most recent accomplishments.
- **Describe how and in what way both entities will be benefiting from the sponsorship** - How will the sponsorship increase the visibility of your sponsor corporation? How will the sponsorship improve the function of your organization?
- **Describe the event or program** - This can include the target audience, the agenda of the program, other partnerships or sponsorships, the location and date, and any other pertinent information.
- **Offer deliverables** - This can include number of people attended, amount of money raised from ticket sales, etc.
- **Follow-up** - At the end of your proposal, remember to provide the names and contact information for the key individuals of the project.

Here are some external resources that Texas Stream Team partners can reference when establishing sponsorships:

- [The Five Things Corporate Sponsors Want From Nonprofits from Nonprofit Hub](#)
- [8 Ways to Foster Sponsor Relationships from Third Sector Today](#)
- [Model Guidelines for Nonprofits: Evaluating Proposed Relationships With Other Organizations from Tobacco-Free Kids](#)
- [Corporate Sponsorships for Nonprofits: The Basics from Classy](#)

Texas Stream Team also invites our groups and partners to send us logos from their sponsors and details about the sponsor event so we may feature the sponsor on our website!

If you have any questions or would like additional assistance with locking in funding, please do not hesitate to email us at [TxStreamTeam@txstate.edu](mailto:TxStreamTeam@txstate.edu).