

Crafting a Compelling Proposal for the Rooting Resilience Program

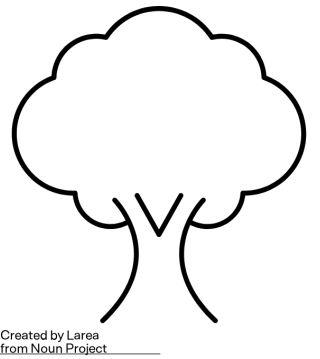


NATIVE AMERICANS
IN PHILANTHROPY



Anthropocene Alliance

Rooting Resilience Program



This opportunity is possible thanks to a grant from the Urban & Community Forestry Program of the Forest Service, an agency of the U.S. Department of Agriculture, under the Inflation Reduction Act (Funding Opportunity #: USDA-FS-2023-UCF-IRA-01).

River Network is a proud national pass-through partner of the U.S. Department of Agriculture, Forest Service.

Applications must be submitted by 11:59pm ET, **October 23, 2024**

[RFA](#)

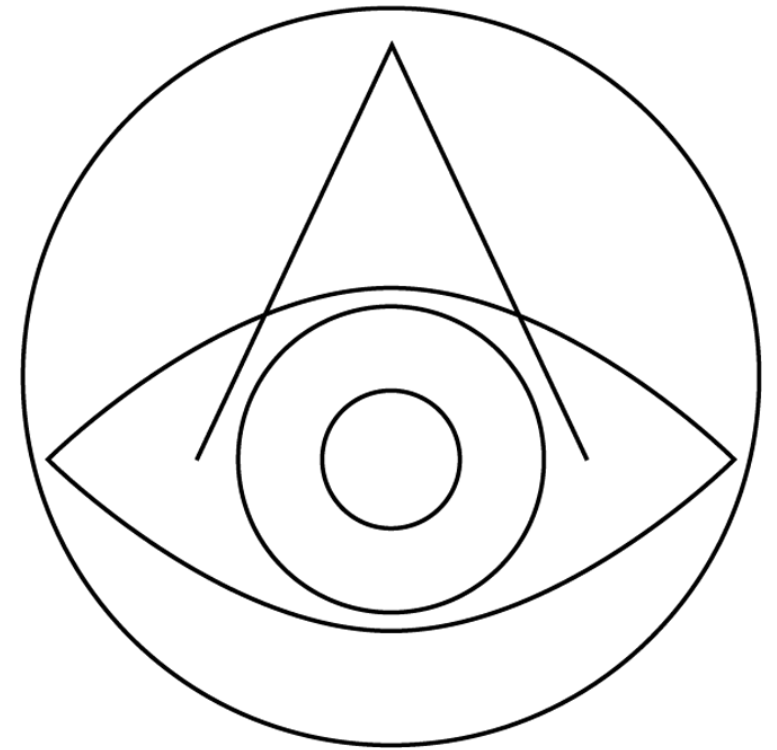
[Office Hours](#)

[FAQ](#)

About Anthropocene Alliance (A2)

A2 is the nation's largest coalition of frontline communities

- 350+ members in 46 states and territories
- Technical Assistance
- Peer-to-peer learning
- Grant writing assistance
 - Secured or pending over \$47 million



Understand the Assignment: Look for Key Words



Created by MihiMihi
from Noun Project

Program Priorities and Funding Levels

The Rooting Resilience Program will fund small-scale forestry projects that support equitable climate resilience in disadvantaged communities that are often the most impacted by climate change. River Network will prioritize community-led projects that improve the condition of the tree canopy in order to address the challenges of flooding and erosion, extreme heat, community health concerns (such as asthma or heart disease), and/or increase access to green jobs through forestry. Program funding is meant to provide support for organizations and communities that are on the frontlines of climate change impacts and may not have received federal funding before.

Grant funding is available at two levels:

Seedling Projects

Awards of \$75,000

Support for the planning and implementation of smaller-scale urban and community forestry projects for 1-3 years.

Projects at this scale will likely be most effective proposing work at a single site or several small sites. Projects should also include activities that build people's skills and abilities to lay the foundation for future forestry work.

Sapling Projects

Awards of \$75,000-\$200,000

Support for the planning and implementation of slightly larger-scale projects for 1-3 years. Grant requests at this level can support planning activities, such as completing engineering or designs, securing necessary permits, conducting community engagement, or developing a workforce development curriculum. Projects could also focus on the implementation of tree planting activities, tree maintenance, or the deployment of a workforce development program.

Understand the Assignment: Look for Key Words



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Program Priorities and Funding Levels

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Developing a Project: Evaluation Criteria

EVALUATION CRITERIA		SCORE
Partnership and Community Impact	The applicant either directly represents a federally designated disadvantaged community or proposes to directly benefit one through collaboration. The application also should address how project activities will directly benefit that community.	1-5
Community Forestry and Climate Resilience Benefits	Proposed project will promote, plan, or carry out activities that increase or improve the community's trees. The project should also support climate resilience including addressing the challenges of flooding, extreme heat, equitable distribution of tree canopy across a city or community, etc.	1-5
Budget	Project budget includes costs that are reasonable, allowable, and necessary for the work proposed. Budget narrative includes sufficient detail for demonstrating the proposed project can be achieved with requested funding.	1-5
Project Feasibility	Project team has the necessary experience and/or skills to achieve project outcomes (this is not only professional experience for a similar project- this can include having established community relationships, Traditional Indigenous Knowledge or other relevant skills). Project timeline seems reasonable for the proposed scope of work.	1-5
Capacity Building Potential	The project would potentially set the stage for future urban and community forestry work by building organizational or community capacity. Applicant entity has limited or no previous experience with federal funding.	1-5
OVERALL SCORE	A COMPREHENSIVE SCORE FOR THE STRENGTH OF A PROPOSAL IN ITS ENTIRETY WITH THE ABOVE CRITERIA AND THE PROJECT'S ALIGNMENT WITH PROGRAM PRIORITIES.	1-5



Created by Ardiansyah
from Noun Project

Brainstorm

Who/what is your community?

- People, geography, wildlife, etc.
- What are the community needs?

How does the funding proposal fit within your work?

- What are the overlapping key words?

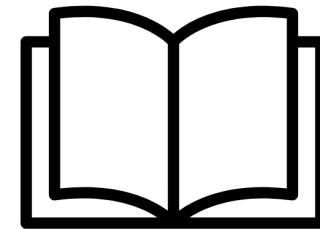
How does this expand work you're already doing?

- Focus on the broad impact – how could you increase it?
- What/who are your resources?

How will it be continued after this 1-3 year project?

- Long-term sustainability
- If planning, how will you implement?
- If Implementing, how will you maintain?





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Tell a Compelling Community Story

Who is your community? People, geography, wildlife, etc

- What makes your community unique?
- What challenges is your community facing?
- What brings your community together?

Gather data ([CEJST](#), [EJ Screen](#), [FEMA Hazard Index](#), etc.)

- Disadvantaged communities
- Climate change impacts
- Community health
- Flooding, erosion, extreme heat, etc.
- Community resilience



<https://ddot.dc.gov/page/ddot-urban-forestry>

CEJST

Search for an address, city, state or ZIP

Identified as disadvantaged?
YES

This tract is considered disadvantaged because it meets 1 burden threshold **AND** the associated socioeconomic threshold.

[Send feedback](#)

- Climate change +
- Energy +
- Health +
- Housing +
- Legacy pollution +
- Transportation +
- Water and wastewater +
- Workforce development +**

Methodology version 1.0

Workforce development

Linguistic isolation **92nd**
above 90th percentile
Share of households where no one over age 14 speaks English very well

Low median income **62nd**
not above 90th percentile
Comparison of median income in the tract to median incomes in the area

Poverty **70th**
not above 90th percentile
Share of people in households where income is at or below 100% of the Federal poverty level

Unemployment **25th**
not above 90th percentile
Number of unemployed people as a part of the labor force

AND

High school education **16%**
above 10% percent
Percent of people ages 25 years or older whose high school education is less than a high school diploma

Methodology version 1.0



Identify Partners

Created by Sliman Faour
from Noun Project

Partner organizations with deep ties to the community OR fields of expertise that can't be filled within the community

Ideally organizations or government entities you've worked with before

- We're looking for this project to be bigger than just 1-3 years, stretching back and stretching forward
- Find them early enough for them to write a compelling letter of recommendation (or for you to write it for them and give them time to edit if necessary)
- [Templates available](#)



Created by kholifah
from Noun Project

Budget

Templates, Examples

Categories:

- Personnel
- Fringe
- Travel
- Contractors/Equipment Rental
- Supplies (>\$5,000 ea.)
- Participant Support Costs
- Indirect Costs

Category	Expense	Narrative	Total
Personnel	Program Manager Alicia Vargas (1 FTE, 25%) Salary \$70,000/year	Program Manager Alicia Vargas has 10 years of experience leading community environmental initiatives and will supervise the forestry contractor, oversee project deliverables, and provide guidance for the educational program design. Alicia will dedicate 25% of her time over the course of the 2 year grant.	\$35,000
	Education Coordinator Mario Jones (1 FTE, 30%) Salary \$60,000/year	Education Coordinator Mario Jones leads Sunnyside Elementary's afterschool program, where the educational outreach program will be initiated. He will oversee all educational activities to promote environmental awareness among students at the school and adults at the community center. Mario will dedicate 30% of his time to this project over 2 years.	\$36,000
TOTAL PERSONNEL			\$71,000
Fringe	Fringe Rate - 20% of all personnel costs	Sunnyside Environmental Coalition's fringe rate is 20%, which includes paid time off, health benefits, 401k, payroll taxes, and workers compensation.	\$14,200
TOTAL FRINGE BENEFIT			\$14,200
Travel	Staff Mileage 600 miles, \$.67 per mile	Mileage costs associated with the Program Manager visiting key project partners to generate community support and to conduct educational awareness. Calculated based on an estimate of 300 miles per year using the average federal mileage rate of \$.67/mile.	\$402
TOTAL TRAVEL			\$ 402



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from Noun Project

Meaningful Metrics

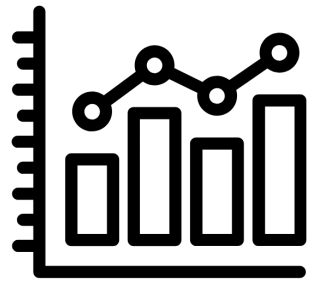
Number of:

- Plans created
- Trees planted
- Trees maintained
- Acres of forestation
- Hazardous trees removed
- People reached
- Volunteers participating
- Community events planned
- Participants in workforce development program



<https://www.homedepot.com/c/ah/how-to-plant-a-tree/9ba683603be9fa5395fab90cc2d2574>

Meaningful Metrics



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SMART Goals

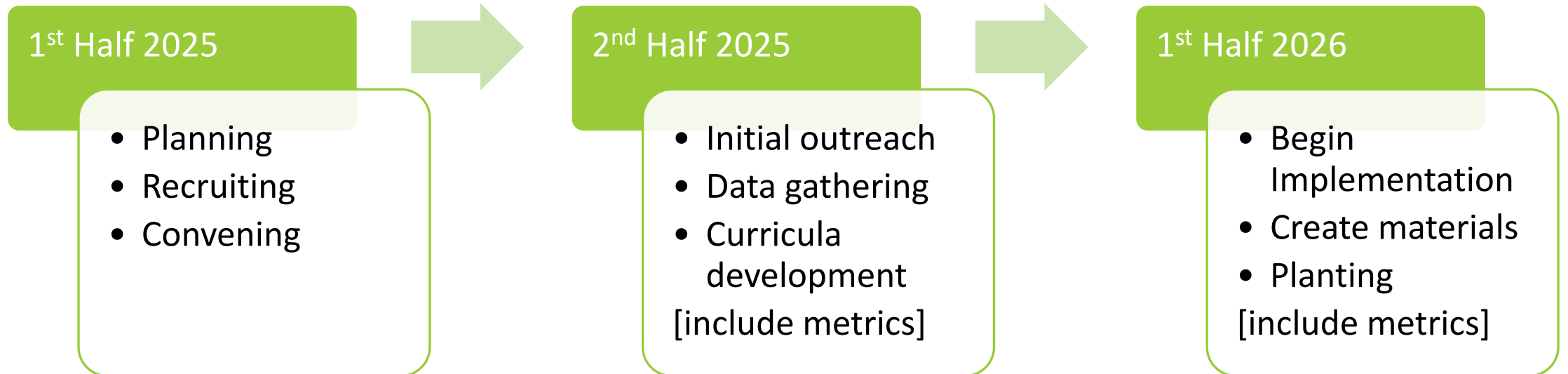
	S	Specific: The goal must be very specific and grounded in something that's significant to you.
	M	Measurable: The goal must have some sort of measurement (days, pounds, miles, etc.).
	A	Achievable: The goal must be realistic and reasonable.
	R	Relevant: The goal must relate to what you're hoping to accomplish.
	T	Time-bound: The goal must have a timeframe and that timeframe must be reasonable.

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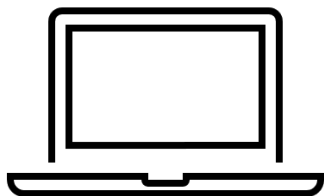
Timeline





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Answering Narrative Questions



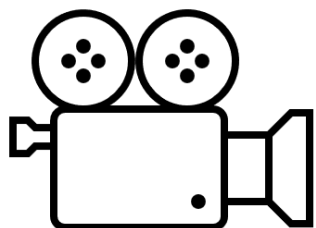
Full written application submitted via our online grant portal

OR



Phone call to answer narrative questions

OR



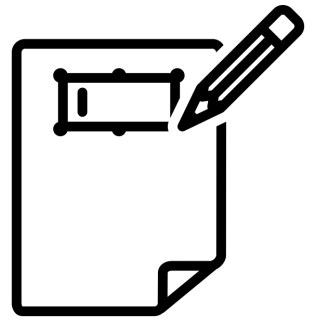
Recorded video to answer narrative questions, submitted
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Answering Narrative Questions

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1. What need will this project address and what are the intended outcomes (what will be the result of the project)?
2. Community Forestry and Climate Resilience Benefits: Please describe the project activities and explain how it will build community resilience through urban and community forestry?
3. Project Feasibility: Who are the key individuals on the project team and what skills are they bringing to ensure a successful project? Relevant skills include prior work experience, lived experience, established community relationships, Traditional Indigenous Knowledge or other relevant expertise.
4. Community Relationships and Engagement: Please describe the relationship that your project team has to the community you are engaging with. Community in this case includes its people, its land/geographical area and with other local community efforts/initiatives you are engaged with in support of your mission.
5. Partnership: Who are your partners on this project and what will be their specific role(s)? Be sure to include a letter of support from each of your community partners.
6. Capacity Building Needs: What have been the challenges/barriers to obtaining previous funding and how do you think receiving a Rooting Resilience grant could build capacity for your community or organization/entity?
7. Project Timeline: Please provide a general and brief timeline for your major project, who's responsible for those activities, and the anticipated result of those activities. A brief overview is all that is necessary at the application stage as we recognize exact dates might not yet be planned. Funding is for projects lasting 1-3 years.
8. What is the status of any permits, authorizations, or permissions (City, County, landowner, etc.) needed before you can begin your proposed work?



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Terrific Titles

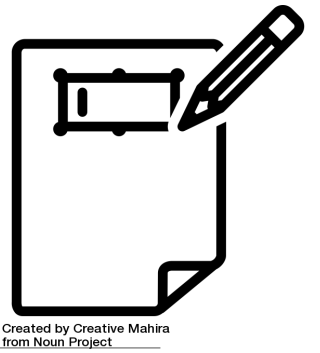
Descriptive

Attention-grabbing

Place-based

Not too long

Keywords



Terrific Titles

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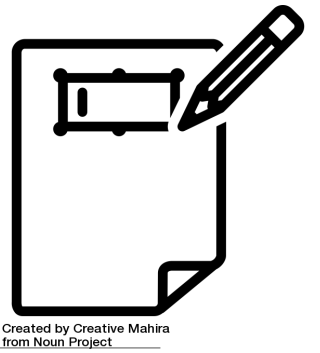
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Workforce Development: Training for Youth in St. Paul, MN



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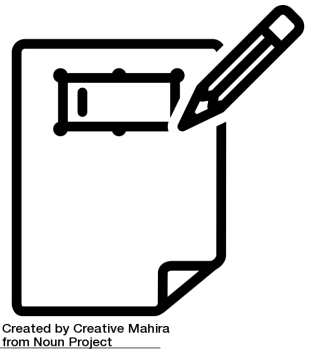
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Community outreach and inclusive neighborhood tree planning, Houston, TX



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Keywords

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Community outreach and inclusive neighborhood tree planning, Houston, TX

Sustaining Shorelines: Mangrove restoration for decreased erosion and improved wildlife habitat, Ponce, Puerto Rico

Checking Your Work: Evaluation Criteria

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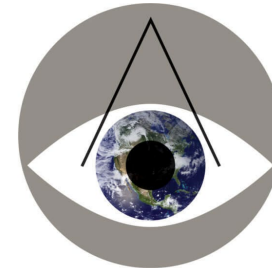
Questions?



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