



RECREATIONAL
BOATING & FISHING
FOUNDATION

NATIONAL YOUTH FISHING & BOATING INITIATIVE GRANT GUIDELINES & APPLICATION

Recreational Boating & Fishing Foundation (RBFF) Education Strategy
According to the Sport Fishing and Boating Partnership Council (SFBPC), the organization that developed the original outreach strategy, one of RBFF's objectives is "to educate people as to how and where to boat and fish." In addition to reaching lapsed and avid boaters and anglers, introducing newcomers, especially children and their families, is fundamental to meeting this goal.

Target and reach are important considerations when spreading messages or introducing new products, and in the case of RBFF's education outreach strategy, the same elements were taken into account when determining the most effective way to introduce children and their families to boating and fishing.

While RBFF and its board of directors knew that its target was children and their families, reaching a large quantity of them with the highest quality of aquatic education required the creation of a core distribution channel. So, the approach is:

Fund aquatic education programs where children and their families learn, play and grow: Schools - where kids and their families learn, Parks - where kids and their families play and Clubs - where kids and their families grow.

The Special Report on Fishing and Boating, a partnership project of RBFF and The Outdoor Foundation shows fishing as the number one gateway activity to other outdoor activities. However, despite the popularity of fishing, the sport has significant strides to make with regard to female and minority participation. The mission of this initiative is to provide the funding to create and/or further develop a new or existing pilot-to-national or national program for youth and their families where kids learn, play and grow, and to provide the experiential learning opportunities and social structures that:

- Introduces angling and/or boating to youth and/or families
- Provides multiple hands-on, on-the-water learning opportunities
- Provides hands-on conservation education
- Teaches and reinforces water safety and safe boating behaviors
- Promotes continued participation by providing loaner gear and conducting

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outreach to participants

- Completes an evaluation plan designed to adequately measure objectives and outcomes of the program
- Ensures that program is cost effective
- Contains an adequate management plan to meet program objective(s)
- Involves participants at least 20 percent of whom are minorities or underserved communities

Priorities: Special consideration will be given to those proposals which:

- Provide multiple hands-on, on-the-water learning opportunities for youth and Hispanic markets which, according to *A Special Report on Fishing and Boating*, have become the two most important segments to understand and engage.
- Encourage long-term involvement of participants.
- Provide training for instructors and volunteers.
- Promote conservation education and include at least one conservation experience that actively engages participants in a hands-on activity.
- Provide inclusive programming.
- Support existing RBFF partnerships.

The successful grant applicant will also demonstrate partnerships with local, community-based educational, youth and social service agencies as well as the appropriate state fish and wildlife, game or boating agency personnel.

Application should be no longer than 10 pages.

Please provide the following information:

Application Information

- A. Organization (to be named as grantee)
- B. Address of organization
- C. Organization Web site address
- D. Employer Identification Number (EIN)
- E. Copy of 501(c)(3)determination letter (if appropriate)

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Program Contact

- A. Program officer and title
- B. Address of contact (if different from above)
- C. Phone number
- D. Fax number
- E. E-mail (applicant must have a valid e-mail address)

Executive Summary of Program (limit summary to one paragraph)

Program Details:

- A. Program design - please provide a description of the program to be conducted
- B. Demographic information on area(s) to be served
- C. How 20 percent participation from minorities and underserved is achieved
- D. Objectives of program - please detail the identified goals and objectives of the program
- E. Expected outcomes
- F. Management plan
- G. Program evaluation - please detail plans for effective program evaluation
- H. Plan to sustain program beyond grant funding period

Timeline of Program Activities: Provide a detailed timeline of the program including the design and permitting phase, on-the-ground activities, and pre- and post-program monitoring activities.

Budget: All grant funding is for RBFF's FY2011 only - April 1, 2010 - March 31, 2011. The total award budget is anticipated to range between \$500-800,000. Last year, five grant proposals received funding. (Provide both a narrative and detailed spreadsheet.)

- A. RBFF Funds Requested (include a detailed spreadsheet of all proposed expenditures)
- B. Total program cost and revenue sources (include a detailed spreadsheet of all expenditures)
- C. Total percentage of allowable administrative costs should generally not exceed 17 percent of total budget

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- D. Indirect costs cannot exceed the applicant's Negotiated Indirect Cost Rate Agreement (NICRA) rate
- E. Provide breakdown of cost per participant

Partnerships

- A. Provide contact information and signature from state agency and education chief and/or state aquatic education or boating personnel. Please also describe the role that they will play in your program.
- B. Provide contact information and signature from educational and/or grassroots organization(s) and describe the role that they will play in your program.
- C. Provide contact information and signature from retail and/or business organization(s) and describe the role that they will play in your program.

Past Participation

- A. Has your organization received funding from RBFF in the past?
- B. What amount?
- C. What was the outcome of the funded project? Please be prepared to provide documentation if requested.

Activities not funded:

RBFF does not provide funds for the following projects or purposes:

- Donations of fishing tackle
- Monitoring related to conservation projects
- Political activities which attempt to influence political campaigns or legislation
- Access projects such as road construction, boat ramps or fishing piers
- Loans and endowments
- Licenses and permits

For complete list of principles to be applied in establishing the allowability of certain items of cost see [OFFICE OF MANAGEMENT AND BUDGET 2 CFR Part 230 Cost Principles for Non-Profit Organizations \(OMB Circular A-122\) Appendix B to Part 230—Selected Items of Cost](#)

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How to Submit Application:

- One electronic copy completed and submitted via RBFF.org
- Two hard-copies mailed to:

ATTN: Grant Manager
Recreational Boating & Fishing Foundation
601 N. Fairfax St., Suite 440
Alexandria, VA 22314

Deadline for Submission: January 4, 2010

Any questions please call 703-778-5162.