



**NEW JERSEY
AUDUBON**
www.njaudubon.org

New Jersey Audubon
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Application Instructions:

NJ Audubon Watershed Restoration and Community Empowerment Program

Application Process and Materials

All application and support materials can be found on our Resource Hub

www.njaudubon.org/watershed-grants.

1. To apply, please submit the following on the online [application form](#):
 - **Project Title** (8-10 words)
 - **Amount** being requested (not including additional technology request).
 - **Project Description**: describe the problem to be addressed and the project goals. Be specific. Describe how this project addresses an organizational capacity need. (Max 500 words)
 - **Project Abstract**: A short, 50-word description of your project which will be used on our website, if funded.
 - **Organizational Information**
 - **Project Priority**: Explain the need and strategic importance of implementing the project at this time, in this place.
 - **Project Context**: Explain why this project is important and prudent in its geographic/landscape context. Describe if and how the project relates to any local or regional habitat or watershed initiatives or plans. Describe how the project will be maintained to ensure benefits are achieved and sustained long- term.
 - **Objectives and Methods**: Describe the projects specific goals and methods used. List anticipated outputs and outcomes and describe the benefit to local habitats and communities.
 - **Partners**: Describe what partners are necessary and how they will be utilized for this project.
 - **Monitoring and Measuring**: Describe how progress toward your listed goals will be evaluated and measured.
 - **Transfer of Knowledge**: Describe how knowledge gained through the project will be transferred to other organizations throughout the watershed. What will your "ripple" be?
 - **Optional Technology Funding**: You may apply for additional funding for specialized software, hardware or website development not outlined in your proposal. This is "wish list" technology that would allow for even greater impact.



File Attachment Directions

Please email your completed Application Packet to: watershed.grants@njudubon.org

This email is used for applications only and will not be monitored for questions.

Subject: 2024 <Organization Name> Application

Please use the following naming convention for all files emailed as part of your application:

2024_<organization abbreviation>_<file name>

(Organization Abbreviation as per your answer in the online form) For example: 2024_NJA_Packet

File Attachments:

- Application Packet Excel Workbook which includes tabs for your
 - Project Budget
 - Budget Narrative
 - Project Work Plan
 - Community Engagement
- Most recent 990 Tax Form In lieu of a 990, you may produce a document with the organization's mission and significant activities, overall revenue and expenses, board representation, volunteer activity, and any unrelated business income for your last fiscal year.
- Supporting Materials may include letters of support, small site plans or other documents relevant to your project.

Alternative Applications

To increase accessibility, New Jersey Audubon will support applications via video upload. Your video/presentation must include all information required in both the online application and the application packet. We are also asking for your 990 and supporting materials to be emailed as per the instructions, above.

You must complete the short online application and indicate a video submission. Once submitted, you will receive an email with a link and directions on how to upload your video and supporting materials.

Video guidelines:

- Videos must be in MP4 format.
- Keep videos to less than 15 minutes in length.
- You may use PowerPoint or other presentation software.
- You may include photos; however, photos or video of people are not allowed. Video narrators should not screencast their image when using presentation software.
- Please follow the general outline of the application when explaining your project.
- Your submission will be reviewed using the same rubric as written proposals.

Assistance

If you need more information about the RFP or have additional questions, please contact Kelly Wenzel, Program Manager to schedule a 30-minute [Strategy Session](#).