



# Neighborhood Outreach Project

## Request for Proposals

September 2023

*Funding for this project is being provided by the MA DCR Service Forestry Program through the Working Forests Initiative, implemented in part by UMass Amherst and the North Quabbin Regional Landscape Partnership (fiscally sponsored by Mount Grace Land Conservation Trust).*

Landowner decisions are often informed by the advice and stories of friends and neighbors. We are looking for proposals to implement “neighborhood-based outreach” to landowners on conservation-based estate planning, including land protection options. The goal of this project is to use social networks to help inform landowner decisions about the future of their land. During a time of physical distancing, it’s critically important to leverage existing community relationships.

The ideal proposal will identify a critical neighborhood in Massachusetts and reach the landowners within it through a combination of neighborhood scale outreach activities that lead to landowners taking a specific action to plan the future of their land. The location and size of the “neighborhood” are up to the applicant, but ***should strive to create and utilize relationships among landowners in a defined area.*** Applicants also need to justify the ecological value of their neighborhood.

Previously funded projects enabled direct mailing of resources to high-priority landowners, in-person workshops, potlucks, and site visits, as well as individualized follow-up with interested landowners. During 2020 and 2021, recipients adapted to COVID limitations by creating webinars, YouTube videos, and a “newcomer packet” for new landowners in their community. Applicants are encouraged to discuss outreach ideas with Sarah Wells ([wells@mountgrace.org](mailto:wells@mountgrace.org)) prior to submitting a proposal.

### **Eligible Organizations and People:**

In keeping with the goals of the Working Forest Initiative, this grant is intended for areas with significant forest cover. The following organizations and people from anywhere in Massachusetts are eligible for this grant. Partnerships are encouraged.

- Municipal boards (e.g., con. com., open space committee), including if acting in an informal capacity
- Land trusts
- Conservation organizations (e.g., watershed associations)
- Regional Conservation Partnerships
- Natural resource professional (e.g., forester, wildlife biologist)
- Neighborhood associations

**Funding:**

Organizing outreach and facilitating social connections is time intensive. Applicants are therefore encouraged to include the cost of staff time in the proposal to ensure there is an appropriate amount of time dedicated to the activities.

- \$5,000 maximum. Proposals ranging from \$300-\$2,500 are encouraged.
- No match is required
- This is a reimbursement grant program
- **Eligible costs** include staff and volunteer time, outreach expenses (stamps, paper, design and printing costs, etc.) and event expenses (venue rentals, speaker stipends, food and beverages, etc.)
- **Ineligible costs** include those related to individual land protection projects (ex: appraisals, title work, etc.) and physical stewardship costs (ex: tools, dog waste bags, trees, plants, etc.)

**Anticipated Project Start Date:**

- ASAP

**Project End Date:**

- All activities must be completed no later than April 15<sup>th</sup>, 2024
- The reimbursement request must be submitted no later than April 30<sup>th</sup>, 2024.
  - A reimbursement request template is attached.
- A brief final report must be submitted by May 15<sup>th</sup>, 2024.
  - A template grant report template is attached.

**Proposal Requirements (2-page limit):**

- Description or a map of the neighborhood(s) and its ecological value
- Description of proposed outreach activities
- Description of desired outcomes
- Timeline of activities
- Basic budget

Please submit your proposal to Sarah Wells at [wells@mountgrace.org](mailto:wells@mountgrace.org)

**Submission Deadline:**

- Rolling basis. Proposals will be reviewed when they are submitted until the funding is spent.

**For Further Information:**

Sarah Wells [wells@mountgrace.org](mailto:wells@mountgrace.org) 978-541-1773

## ATTACHMENT A: TEMPLATE GRANT REPORT

**Grant Program:** (Neighborhood Outreach Project OR Land Conservation Networking)

**Grant Recipient Name:**

**Name of Project:**

**Town:**

**Amount Awarded:**

**Date of Submittal of this Report:**

### GRANT REPORT

*Funding for this grant program is provided by the MA DCR Service Forestry Program through the Working Forests Initiative, implemented in part by UMass Amherst and the North Quabbin Regional Landscape Partnership (fiscally sponsored by Mount Grace Land Conservation Trust).*

Please submit to Sarah Wells at [wells@mountgrace.org](mailto:wells@mountgrace.org) by the date listed in your award letter.

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**Brief Summary of Outreach Activities:** *(Please briefly describe how the grant award was used, including any deviations from the original proposal. Outreach is adaptable, and we are interested to hear about your candid experience.)*

**Brief Summary of Impacts:** *(Please briefly describe whether/how the outreach activities reached your intended audience, and what the immediate and longer-term impacts may be for your geography of interest. Please include any insights about relationship-building.)*

**Key Lessons Learned:** *(Please briefly describe any key lessons learned, particularly if they might be useful to future grant recipients. This information may also be used to inform future landowner outreach and/or programming offered through the Massachusetts Open Space Network.)*

**Landowner/Participant Feedback and/or Anecdotes:** *(Please share what you know about how your intended audience received the programming, particularly if they 1) expressed enthusiasm, 2) shared constructive feedback, and/or 3) indicated they would be taking additional conservation, stewardship, and/or networking steps outside of the outreach activity.)*

**Suggestions to Improve the Grant Program:**

**Photos** *(If possible, please copy and paste 1-3 good photos below or send separately)*

## ATTACHMENT B: TEMPLATE REIMBURSEMENT REQUEST

**Grant Program:** (Neighborhood Outreach Project OR Land Conservation Networking)

**Grant Recipient Name:**

**Name of Project:**

**Town:**

**Date of Submittal of this Request:**

### REIMBURSEMENT REQUEST

*Funding for this grant program is provided by the MA DCR Service Forestry Program through the Working Forests Initiative, implemented in part by UMass Amherst and the North Quabbin Regional Landscape Partnership (fiscally sponsored by Mount Grace Land Conservation Trust).*

Please submit to Sarah Wells at [wells@mountgrace.org](mailto:wells@mountgrace.org) by the date listed in your award letter.

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**Amount Awarded:**

**Amount Requested for Reimbursement:**

**Amount Remaining:** (if not \$0, please explain whether and when you plan to submit additional reimbursement request(s))

Reimbursement(s) should be payable to\*:

**Name of Entity/Individual:**

**Address:**

**Amount (if more than one entity receiving reimbursement):**

*\*Note: Reimbursements can be split between multiple entities and individuals. Please provide the name, address, and amount for each entity proposed to receive reimbursement.*

**Table of Expenses** (please list total amounts applied to each category; your total grant award can be spent across these eligible categories and does not have to exactly match the budget submitted with the proposal)

Staff Time	\$
Volunteer Time	\$
Outreach expenses (stamps, paper, design, printing, etc.)	\$
Event expenses (venue rentals, speaker stipends, food and non-alcoholic beverages, etc.)	\$
<b>Total</b>	<b>\$</b>

**Brief Narrative Summary of Expenses** (please describe any deviations from budget submitted with application):

**Grantee must substantiate request using Documentation Guide below.**

**Documentation Guide:** *(Note: If you have an alternative method of documenting proof of payment, please submit with a brief description. The grant administrators have discretion in determining which methods will be accepted. Please contact Sarah Wells ([wells@mountgrace.org](mailto:wells@mountgrace.org)) prior to submitting request if you have questions.)*

Staff Time	<p><b><u>Requirement:</u></b> Document the time spent on the grant.</p> <p><b><u>Guide:</u></b> Grantees do not need to demonstrate that the staff member was paid through submitting pay stubs. A list of the name of staff member(s) with list of dates and hours allocated to this grant and hourly rate is sufficient. This grant uses a default of \$50/hour for staff time unless otherwise specified/substantiated by grantee.</p>
Volunteer Time	<p><b><u>Requirement:</u></b> Document the time spent on the grant.</p> <p><b><u>Guide:</u></b> A list of the name of volunteer(s) with list of dates and hours allocated to this grant is sufficient. This grant uses the national Value of Volunteer Time accepted by the IRS (\$31.80 as of April 2023)</p>
Outreach <u>and</u> Event expenses	<p><b><u>Requirement:</u></b> Document the cost of the item and the amount paid.</p> <p><b><u>Guide:</u></b> Providing invoices (if available) with receipts, OR a statement signed by Treasurer attesting to funds spent (for municipal and non-profit grantees) is sufficient.</p>