AMERICAN WATER

Environmental Grant Program

Water sustains and supports all life on earth. With an American Water Environmental Grant, your community or community-based organization can lend the water supply or watershed a helping hand by working to improve, restore or protect it.

Background

Founded in 1886, American Water is the largest investor-owned U.S. water and wastewater utility company. With headquarters in Voorhees, N.J., the company employs more than 7,000 dedicated professionals who provide drinking water, wastewater and other related services to approximately 15 million people in more than 30 states as well as parts of Canada. Because of the role we play in delivering a precious natural resource that is so vital to life, we understand the importance of protecting our nation's rivers and watersheds.

Surface water (rivers, lakes and streams) is the source of 60 percent of our nation's drinking water, with the remainder supplied by groundwater sources. Our rivers and groundwater support public health and economic development, and also help to sustain the environment and wildlife. For example, our wetlands provide a valuable habitat for wildlife, naturally cleanse and filter water, and help reduce flooding.

Every individual and community has the ability to positively impact our source water and watersheds, and opportunities exist to improve, restore and protect these valuable natural resources. American Water's Environmental Grant Program will help to improve the sustainability of our water resources.

American Water's environmental grants support innovative, community-based environmental projects that improve, restore and/or protect watersheds and community water supplies through partnerships.

Environmental Grant Program at a Glance

Eligibility Requirements

Projects must:

- address a source water or watershed* protection need in the community
- be completed between May 1, 2012 and November 30, 2012
- be a new or innovative program for the community, or serve as a significant expansion to an existing program
- be carried out by a formal or informal partnership between two or more organizations
- provide evidence of sustainability (continue existence after the American Water grant monies are utilized)
- **be located within an American Water service area**

Deadlines

- **March 10, 2012** – Application deadline. Applications will be judged by local state subsidiaries.
- **April 9, 2012** – Projects will be evaluated, selected, and all applicants will be notified.
- **December 14, 2012** – Grant recipient's report on project results due to American Water.

How to Apply

Complete all steps as described and mail to your local coordinator referenced in the cover letter accompanying this brochure.

** A watershed is the land that water flows across or under on its way to a stream, river or lake.*

Project Eligibility Criteria

Project activities and outcomes should address a watershed or source water protection need in the local community within American Water service areas. **Source water protection projects** are activities that result in the protection or improvement of the community's public drinking water supplies. **Watershed protection projects** should focus on activities that improve, restore or protect one or more watersheds.

Examples of activities:

- Watershed Cleanup
- Reforestation Efforts
- Biodiversity Projects (habitat restoration, wildlife protection)
- Streamside Buffer Restoration Projects
- Wellhead Protection Initiatives
- Hazardous Waste Collection Efforts
- Surface or Groundwater Protection Education (i.e., designing and providing workshops for citizens and local officials)

Community clean-up of the Occoquan River in Virginia

Projects that DO NOT qualify include:

Pipeline or main extension projects, land or major equipment acquisition, entertainment or food/beverages, lobbying (attempting to influence local, state, or national legislation), interest payments or personal articles, such as clothing. Grant money cannot be used for salaries, wages or personal compensation.

Grant Selection Criteria

- Clarity of project goals and projected impact.
- Innovation and strength of project design.
- Nature and strength of collaboration with other community and/or municipal organizations.
- Likelihood of project's sustainability after the American Water funding ends.
- Evidence of community engagement.
- Plan for assessing the project's impact and capacity to measure project outcomes.
- Assessment of budget as reasonable and cost-efficient.
- Maximum grant amount: $10,000.

Project Evaluation and Monitoring

All applicants are expected to include specific, measurable goals for projects in their proposals. At the conclusion of the grant project, the lead organization must provide a written report on the project results/impact. This report shall be submitted **no later than December 14, 2012**. The reports need to be signed by the chief officer from the lead organization. In addition to the narrative, project reports should include:

- Two copies of collateral or promotional materials produced for the project, including publications, brochures, videos or other public educational materials.
- A financial report at the conclusion of the project.
- Copies of all articles written about the grant project. (Note: articles should acknowledge American Water)
- Before-and-after photos of projects are encouraged.

All grant monies are made possible and are fully funded by American Water's state subsidiaries. American Water is proud to administer this program on their behalf.

How to Apply Applications must include the following items:

1. Grant Cover Page (Form included)

Please use the Grant Application Cover Page provided as your cover sheet. For the project description, summarize the project's expected (measurable) outcomes in no more than two or three sentences.

2. Project Brief

The proposal and detailed project description (not to exceed four pages, typed in 12-point font) should clearly describe:

Issue or Need the Project Will Address

- Description of the issue the project will address, including the target population and number of people that would benefit from the project.
- Activities involved and methods to be used.

Project Objectives

- Specific project objectives and measurable outcomes anticipated.
- Timetable, including major milestones, tasks and anticipated completion dates. Be as comprehensive as possible.

Community Involvement

- List of partnering organizations. There must be at least two partners involved in the project (including the lead organization applying). Examples of partners could be municipalities, local environmental groups, conservation districts and schools.
- Summary of partner organization's involvement/contribution in the project.
- Plans to engage the community in the project.

Project Evaluation Measures

- Evaluation procedures that will be used to determine the project's success.
- Brief explanation of evaluation methods and results must be reported.

Sustainability

- Anticipated long-term benefits from the program beyond the time of the grant.
- Description of how the project will provide environmental sustainability.
- Strategies for long-term funding and program viability.

The Pontiac, Illinois Prescription Drug Disposal program educates the public on an alternative way to dispose of unwanted medicines, reducing the impact of pharmaceuticals in drinking water supplies.

3. Budget Summary (Form included)

Complete the Budget Summary Worksheet (provided). Be as specific as possible about anticipated costs. Grant awards will vary for each project.

- Column 1: Spending detail—please be complete.
- Column 2: The amount requested from American Water.
- Column 3: Funding from other sources for proposed project, if any.
- Column 4: In-kind contributions.
- Column 5: Total anticipated expenditures. (the sum of Columns 2 – 4)

Girl Scouts turn a low-lying area into a rain garden, improving drainage and reducing stagnant water.

Submission Instructions

Proposals should be:

- postmarked by **Friday, March 9, 2012** and mailed to your local coordinator referenced in the cover letter accompanying this brochure.

Grant Payment Process

- Maximum grant amount: $10,000.
- A payment schedule will be agreed upon with grant recipient.
- Ten percent (10%) of the total grant amount may be retained until the final report has been submitted and accepted by American Water.
- A financial report will also be required at the conclusion of the project.

For More Information

Please contact your local coordinator or visit us at www.amwater.com

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