

NNREC Fundraising Plan for 2008

Strategic Plan

The 2007-2012 NNREC Strategic Plan sets created a fundraising goals, objective and tasks:

D. Funding: NNREC will achieve secure and expanded funding for programs and staff.

- By December 2008 NNREC will have two years secured funding at \$133,250 annually to meet the goals of the organization.
 - a. obtain significant funding from at least one foundation and two businesses by December 2007
 - b. have more than 50% of our funding stream come from non-federal government sources by 2010
 - c. determine and achieve appropriate level of support from individuals through memberships and/or donations
 - d. determine appropriate levels of general operating funds vs. dedicated funds

Funding Requirements

To meet the goals, objectives and actions of the strategic plan, NNREC requires project funding in the four goal areas:

Goal	Amount	Objectives
A. Partnerships	\$15,000	Master Plan, EL Summits, Advisory Council
B. Professionalism	\$55,000	certification, conference, LIFE, workshops, community model
C. Leadership	\$5,000	diverse board, community champions
D. Funding	\$40,000	establish diverse and stable funding, mini-grant program, field trip program
E. Administration	\$20,000	long range planning, office expenses, governance, endowment
<i>subtotal</i>	<i>\$135,000</i>	

Income

Firm income (obtained and highly likely) for 2008 is:

Source	Amount
EETAP3 Capacity	\$5,000
NDF	\$7,000
NDEP	\$1,000
Membership	\$500
Donations	\$1,000
<i>subtotal</i>	<i>\$14,500</i>

Therefore, we have so far identified only about 10% of the required funding for 2008.

Funding Mix

To achieve diversity and stability in our funding, we need to move beyond our current dependence almost solely on agency funding. Funding we receive through NAAEE is actually EPA agency funding, rather than nonprofit funding, with the uncertainty and instability that engenders. The recommended mix of funding is:

Source	Percent	Amount
Agency	50%	\$67,500
Foundations	20%	\$27,000
Earned income from re-granting programs	20%	\$27,000
Membership	3%	\$4,050
Donations	7%	\$9,450
subtotal	100%	\$135,000

Membership and donation amounts have been considerably less over the last few years, so significant effort would need to be devoted to achieve this goal, but the amounts are achievable.

Funding Streams

Funding for environmental education is challenging in Nevada because state agencies and school districts commit virtually not funds to environmental education, nor do any of the foundations within the state list environmental education as an area of interest. To a large degree, this is also true at a national level. The funding streams which will be pursued are:

- Donations: donations from individuals for endowment (\$5000), and from businesses for program expenses (\$5000)
- Nevada Division of Forestry: funding can be increased by continuous contact to about \$10,000 per year
- Environmental Protection Agency: capacity funding from Region 9 in the amount of \$5000, outside the the grant program; grant funding will also be applied for in the next round but would not be available until 2009
- Community Foundations: we will seek funding from the Community Foundation of Western Nevada and Nevada Community Foundation, in the amount of \$10,000 per year

New Funding Stream Ideas

In addition to grant applications to agencies and foundations, two new and innovative funding sources might provide significant income and stability in the future:

- Direct funding from state agencies would fund a share of our leadership role which directly benefits the agency missions. The agencies have so far resisted fulfilling their responsibilities in this area, but efforts could continue. Possible sources and amounts are: Nevada Department of Conservation and Natural Resources (NDCNR, includes NDF and NDEP) \$10,000, Nevada Department of Wildlife (NDOW) \$2,000, and Nevada Department of Education (NDE) \$5,000, Cultural Affairs \$2000, University and Community College System of Nevada (UCCSN) \$10,000.
- The No Child Left Inside Act of 2007, if passed as currently written, sets aside \$100,000 per state to build capacity for environmental education. It is likely that the state agencies would try to claim

this funding, however, NNREC is best able to fulfill this role with our strategic plan, work toward a state Master Plan for Environmental Literacy, our expertise in environmental education, and our existing leadership role. We might receive \$75,000 of the total.

Board Commitment

The Board of Directors of NNREC commits to supporting fundraising efforts:

1. All board members will make an annual donation to the endowment, scholarship or operations funds, at a level that is personally significant to them. All board members will maintain a personal membership in the organization, and encourage their organization, agency or business to become a member.
2. Each board member will establish and maintain a relationship with at least one significant funding source within the community.
3. Each board member will support staff on at least one major grant application per year.

Resources

The funding webpage at <http://nnrec.org/governance/funding/> offers all of the basic documentation needed by NNREC board members, staff, and volunteers to seek ongoing funding for the organization. These resources, constituting an online case statement, will be accessible to potential funders, and funding sources and ideas will be shared with the environmental education community. A short case statement in brochure format will be developed.