

**MARJORIE L. AND ARTHUR P. MILLER FUND  
REQUEST FOR PROPOSALS**

**SUMMARY SHEET**

**Date:** September 14, 2018

**Contact Information:**

Organization Name: Brandywine Conservancy & Museum of Art  
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Year Incorporated: 1967

**Have you previously received the Miller Grant Award:** Yes  No

If "Yes", please indicate date and amount of each grant, if any, received from the Foundation:

(1) Year: 2016 Amt Rec'd: \$1,000                      (2) Year: 2013 Amt. Rec'd \$2,500  
(3) Year: 2011 Amt Rec'd: \$2,000                      (4) Year: 2010 Amt. Rec'd \$2,000

**Organizational Information:**

**Geographic Area Served (If not all of Chester County, specify primary Chester County municipalities served):**

Chester County and surrounding counties with a specific focus on the Brandywine, Christina, Red Clay, White Clay, Big Elk, Little Elk, and Octoraro Creek watersheds.

**Annual # of Clients & Description of Population Served:** The Brandywine Conservancy works to protect the Brandywine watershed which benefits approximately a half million people from the headwaters in Honey Brook Township, PA, to the City of Wilmington, DE who rely on the watershed for their drinking water. The Conservancy serves residents, landowners, conservation organizations, farmers, public officials, state and federal agencies, and local governments within Chester, Delaware, and Lancaster Counties, PA, and New Castle County, DE.

**Mission Statement:** The Brandywine Conservancy protects and conserves the land, water, natural, and cultural resources of the Brandywine-Christina watershed.

**Organization Description:** The Brandywine Conservancy provides land planning for conservation; planning for limited development; natural resource conservation and management plans; creation or revision of municipal ordinances; stormwater management; farmland preservation; historic preservation; and watershed analyses.

<b>Annual Budget:</b> \$11,619,702 <sup>1</sup>	81 # of Full-Time Equivalent Paid Staff
54 % of budget for program expenses	32 # of Board Volunteers
39 % of budget for administrative expenses	388 # of Active Non-Board Volunteers
7 % of budget for fundraising expenses	N/A # of Volunteer Hours
<i>100% total</i>	

Top 3-5 funding sources:

1. NPS American Battlefield Protection Program 2. The William Penn Foundation 3. Chester County<sup>2</sup>

**Proposal Information:**

Grant Amount Requested: \$2,000

Description of Grant Purpose: Our request for funding is to support the creation and implementation of the first Brandywine Conservancy Environmental Education Kit.

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<sup>1</sup> Note: The Brandywine Conservancy & Museum of Art [501(c) (3)] operates both the Brandywine Conservancy and the Brandywine River Museum of Art which share a board, facilities, supporting services, and a common audit. Approximately 30% of total income/expenses for the organization are attributable to the Conservancy.

<sup>2</sup> The top three funders for the Conservancy only in our recently completed fiscal year 2018.

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**GRANT PROPOSAL NARRATIVE**

**1. Organization's history, goals, key achievements and distinctiveness**

The Brandywine Conservancy protects and conserves the land, water, natural, and cultural resources of the Brandywine-Christina watershed. The Conservancy's unique approach to watershed conservation includes providing technical planning assistance to municipalities while also providing direct land conservation services to landowners. The Conservancy's Land Stewardship, Land Conservation, and Municipal Assistance programs provide a wide range of services. In addition, the Conservancy owns and maintains two preserves – the 771-acre Laurels Preserve and the 173-acre Waterloo Mills Preserve- with a third, the 113-acre Birmingham Hill, in the master planning stage. The Conservancy has directly implemented or facilitated the protection of 64,492 acres in southeast Pennsylvania and northern Delaware.

**2. Funding request:**

The Conservancy has been a presence in Chester County for over 50 years, promoting watershed protection and land conservation through countless projects and partnerships. Recent projects include, but are not limited to: leading the Brandywine Creek Greenway initiative; performing innovative municipal planning, regulatory ordinance writing, and land development review; providing technical advice to municipal officials on compliance with stormwater and other regulatory requirements; cultivating agricultural and conservation easements; implementing best management practices; engaging area volunteers to assist with river cleanups, riparian buffer reforestation, and land stewardship; and developing programming at our nature preserves. This wide-ranging scope of work means that Conservancy staff are in the field and directly interacting with the community on a daily basis.

Through programs, events, workshops, charettes, lectures, and presentations, Conservancy staff aims to educate each and every individual, school student, scout group, corporate staff, civic association, municipal representative, and landowner about the importance of land and water conservation. However, we recognize that there is a far more innovative and impactful way of explaining our work that has not yet been explored – a Brandywine Conservancy Environmental Education Kit.

The Brandywine Conservancy Environmental Education Kit would contain lessons and materials for demonstrations which could be used by any Conservancy staff member when they are visiting classrooms, hosting tables at events, leading hikes at the preserves, presenting at conferences, etc. We imagine the kit to be a long-term tool with a wide-use application, and an opportunity to energize the environmental education aspect of the Conservancy's work.

**A. Specific Chester County needs and issues addressed**

There are many environmental issues which directly effect Chester County residents – such as riparian buffer reforestation, stormwater management, agricultural best management practices- which can be abstract or complicated. The specific needs and issues addressed by our proposed project would be to improve the effectiveness of environmental education in Chester County.

**B. Project impact**

The Conservancy is intertwined with the environmental conservation community in Chester County, partnering with countless municipalities, landowners, educational institutions, and organizations. We feel we could create more impact by creating a new and unique way to introduce important, abstract, or complex environmental issues to the average Chester County resident. While much of the Conservancy's existing environmental education is verbal, an Environmental Education Kit would create a physical, tangible way to demonstrate these topics

through models, crafts, and materials. We feel these techniques could create a more effective educational strategy across all the Conservancy's audiences.

### **C. Overall strategies to implement the project**

The requested funding would be to purchase the materials needed to create the Environmental Education Kit. Conservancy staff would build various models, crafts, and presentations which would serve as the basis of the lessons. For demonstration at events or meetings, the Conservancy could create "Watershed Models." These would be small-scale versions of some of our major project locations- Honey Brook, King Ranch, Lower Brandywine- which would imitate the topography. A demonstration would be to show how water moves over the topography, indicating potential problems and their solutions. We could include rural, suburban, and urban models to show differences in stormwater management obstacles. For students, the Conservancy could use a stream table, which has a topography built with sand, where students could introduce water in way that imitates streams or rivers illustrating erosion and sediment transport. The strategy to implement the projects would be to 1) identify the environmental lesson, 2) design the lesson/model/demonstration, 3) purchase the required materials, 4) Create/build models and materials, and 5) Immediately set to use in the field.

### **D. Why it is important to fund this now**

The Conservancy is actively promoting environmental education and has been for many years. Through that experience, Conservancy staff developed the idea of an Environmental Education Kit that would help residents more easily understand the many complex and overlapping topics within land and water conservation. We feel that creating this kit and putting it into action as soon as possible will maximize our impact within the communities we currently reach.

### **E. How do you intend to meet the challenge component of this grant?**

The Conservancy requests \$2,000 to fund the materials for this endeavor, please see the attached estimated itemized project budget. However, we estimate many staff hours will be spent across our organization in the process of designing, building, and implementing the Environmental Education Kit. We estimate approximately \$6,000 to \$8,000 of staff time and additional resources will be provided by Brandywine Conservancy. We have planned applications to multiple private foundations to support Conservancy staff time.

### **3. Timetable, with anticipated outcomes and their relevance to the nonprofit's mission**

We project the timetable as follows:

October 2018	Staff to identify initial environmental lessons and their target audience
November 2018	Staff to design lesson and associated models, crafts, activities, etc.
December 2018	Order and purchase of identified materials
January - March 2019	Staff builds models and projects to create the kit
April- May 2019	Staff tests the kit at events, schools, programs, etc.
June- July 2019	Identification of successes and any necessary modifications
August 2019	Compile and report results to the Miller Fund.

### **4. How impact and results will be demonstrated**

The results of the Brandywine Conservancy Environmental Education Kit will be demonstrated through the creation of the kit itself and in-the-field testing. Conservancy staff could ask individuals to complete a short survey after the lessons to gather reactions and measure success. The staff could also report back on the types of questions they receive from the audiences now versus after implementing the demonstrations, which could indicate if more information is being absorbed.