

REQUEST FOR PROPOSALS

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: 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 and other area watersheds which benefit approximately a half million people who rely on the watersheds 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; natural resource conservation and management plans; creation or revision of municipal ordinances; stormwater management; farmland preservation; historic preservation; and watershed analyses.

Annual Budget \$9,744,775¹

54 % of budget for program expenses

39 % of budget for administrative expenses

7 % of budget for fundraising expenses

100 % total

80 # of Full-Time Equivalent Paid Staff

33 # of Board Volunteers

381 # of Active Non-Board Volunteers

31,000 # of Volunteer Hours

Top 3-5 funding sources:

1. Individual Donor; 2. PA Department of Conservation and Natural Resources (DCNR); 3. Oxford Area Foundation; 4. Wyeth Foundation for American Art; 5. Individual Donor²

Proposal Information:

Grant Amount Requested: \$2,500

Description of Grant Purpose: To facilitate the Oxford Region Volunteer Environmental Advisory Council (EAC) in an integrated water resource management approach that collectively addresses drinking water, stormwater, and agricultural runoff issues in the Chesapeake Bay watershed.

¹ 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.

² The top five funding sources for the full organization in recently completed fiscal year 2020.

MARJORIE L. AND ARTHUR P. MILLER FUND PROPOSAL
Brandywine Conservancy

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

The Brandywine Conservancy's mission is to protect and conserve the land, water, natural, and cultural resources of the Brandywine Creek-Christina River watershed and other selected regions. The Conservancy is unique in its breadth of environmental and conservation expertise, developed over 50 years of operation. Working with private and public partners, the Conservancy is realizing great success with more than 66,600 acres of land and critical natural resources permanently protected. Whether strengthening sound land use planning at the county level or developing methods to analyze and protect water at the source, the Conservancy has acted to increase awareness of conservation efforts within the Brandywine-Christina watershed and beyond.

2. Funding request:

A. Specific Chester County needs and issues addressed

Over 90% of the Oxford Region of southern Chester County's streams, flowing to the Chesapeake Bay, are impaired, meaning they do not meet the standards for being swimmable or fishable. By 2025, pollution reduction practices are required to meet federal mandates to clean up the Bay. Challenged by small budgets and limited capacity, few municipalities have the funding to meet their required reductions. The project proposed focuses on improving water quality through technical assistance and education in the Oxford Region, which includes Upper Oxford Township, Lower Oxford Township, Oxford Borough, East Nottingham Township, West Nottingham Township, and Elk Township. It will require a concerted and collective effort to clean up local waterways. There are currently efforts by several environmental partners in the Oxford Region, however, it is clear there needs to be better coordination and information sharing. Consequently, the Oxford Region municipalities have formed a Volunteer Environmental Advisory Council (EAC), comprised of local residents and partners, to start needed coordination, boost educational outreach, and implement recommendations to improve water quality collectively³. The EAC, formed March 2020, needs the Conservancy's support and technical assistance to develop its structure and work plan.

B. Project impact

The EAC is being built from the ground up to serve as the coordinating hub for municipalities and non-profit entities that work with residents and farmers. The effort is locally driven, a proven method for effectiveness, and encourages a holistic approach to water quality improvement. The EAC will be the venue for educational activities, information sharing, and project coordination at the local level. All participants have limited funding but by leveraging each other's resources, the EAC can potentially fund the highest priorities for significant water quality impact. The Conservancy's technical assistance will build the EAC's framework.

C. Overall strategies to implement the project

The first step in improving water quality is public awareness and inspiring behavior change through education: where their local streams are; what makes them impaired; why clean water is important to communities' health; and how they can help. An Education and Outreach Toolkit for use virtually and at in-person events would be built to include an interactive watershed model reflective of regional land uses, sources of pollution, effects, and preventative actions. The kit will turn a

³ Partners in the collective effort include the Oxford Region Planning Committee, Chester County Conservation District, The Land Conservancy of Southern Chester County, Octoraro Watershed Association, Chester County Water Resources Authority, Elk Creek Watershed Association, Penn State Extension's Master Watershed Steward Program, Alliance for the Chesapeake Bay, Chester Water Authority, Stroud Water Research Center, and the Brandywine Conservancy.

complicated issue into a clear, impactful lesson. Awareness then feeds action to implement the most impactful practices to improve water quality.

D. Why it is important to fund this now

Just recently formed in March 2020, the EAC and its regional partners have committed to the effort. Interest is high and the partners are in an opportune window to make real progress. The Conservancy, with its long-held position in the environmental community, has the expertise and experience to guide the EAC to fruition as an instrument of change for targeted, streamlined, collaborative approaches to addressing water quality issues of the Oxford Region. Funds will directly support education and outreach efforts that are happening virtually this year to build momentum and create a template for outreach moving forward. These funds will provide the building blocks toward the ultimate goal of the EAC being a self-sustaining entity to guide real change in the future. The project could serve as a model for other communities in the region.

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

The Conservancy was awarded \$10,000 from the E. Kneale Dockstader Foundation to support community-driven water quality improvement collaboration and education in the Oxford Region, which will serve as the match to a grant from the Marjorie L. And Arthur P. Miller Fund.

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

Immediate goals in the course of one year include establishing the EAC and developing a work plan; creating a framework for information-sharing; building public awareness of the water quality challenges in the Oxford Region, including drinking water, stormwater, and agricultural runoff issues; and creating and implementing an Education and Outreach Toolkit, including a EAC brochure and interactive watershed map. Long term goals over the next 3-5 years are to establish a successful community-driven water quality effort in the Oxford Region; create an integrated, water resource management approach that collectively addresses drinking water, stormwater, and agricultural runoff issues; and a plan to leverage existing dollars and create innovative local funding tools to further implement water quality practices. These goals are entirely relevant to the Conservancy's mission in that they protect, conserve, and improve water quality and natural resources.

4. How impact and results will be demonstrated

The impact and results will be the EAC as a functioning collaborative body with a clear joint capacity structure, focused on boosting education and integrating water resource initiatives. This will be achieved by guiding the drafting and implementation of a work plan and successfully coordinating joint projects. The Education and Outreach Toolkit will increase awareness of the water quality issues in the region. The watershed model will be demonstrated at public events, once they resume, and the Conservancy will adapt it for use in virtual settings for the time being. The Conservancy is working on a public ArcGIS Storymap to drive online awareness in the Oxford Region, with integrated tools to understand how people reach and engage with the website, including embedding optional surveys for visitors that will help finetune different education strategies. This will allow us to understand how many people were reached and to better target the most effective tools of outreach for this local population and how to build upon them. The Storymap also provides an option to "pin" their watershed location and submit contact information if they would like to join the effort, allowing the EAC to develop a database of interested residents to build volunteer capacity. By streamlining existing and new materials, the EAC will help create a cohesive educational message in the area which will then drive collective water quality.