



## **2105 TAHOE FUND REQUEST FOR PROJECTS**

The Tahoe Fund is a nonprofit organization dedicated to raising private funds for environmental improvement projects in the Tahoe Basin. The Tahoe Fund seeks to fund projects that are through all environmental permits, have broad community support, and have a “funding gap” where some but not all of the funding has been identified.

### **A. Tahoe Fund Portfolios**

The Tahoe Fund has two distinct portfolios of projects:

- **Tahoe Fund Signature Projects Portfolio:** Each year the Tahoe Fund selects 3-4 Signature Projects to receive active fundraising support. These must be conservation, recreation or educational/stewardship projects that help further the overall goals of the Tahoe Fund as determined by the board of directors. Most notably, the board requires geographic diversity within each annual portfolio of Signature Projects and the ability to attract donors. Priority will be given to public/private partnerships.
- **Tahoe Fund EcoMedia Portfolio:** Environmental improvement projects that will be used by CBS Media’s EcoMedia team to attract funding from CBS advertisers. This is a broader portfolio of projects that will not receive significant fundraising support from the Tahoe Fund but will be marketed to corporations through a partnership with CBS Media’s EcoMedia team.

The Tahoe Fund is seeking proposals for projects in both portfolios that range from \$5,000-\$50,000. Applicants need only submit one application for consideration in both portfolios.

### **B. Guidelines**

- a. Tahoe Fund projects should be consistent with the program level priorities established as part of the 2008-2018 EIP Update, and hence will contribute towards the private share of funding of the EIP. All projects must have an EIP number assigned by the TRPA. (Please contact Jeanne McNamara at TRPA for assistance.)
- b. Tahoe Fund grants are intended to leverage existing levels of federal, state, and local funding, and project requests cannot not be a substitute for the base operational budgets of these entities.
- c. With the notable exception of education/interpretation projects, the Fund will generally not include funding requests for planning, design, or other preconstruction activities, or for maintenance and monitoring of projects in its portfolios.



- d. Tahoe Fund projects must comply with all applicable federal, state, and local statutes and regulations, and should contribute to the attainment of one or more TRPA thresholds.
- e. The Fund will select projects that have completed the environmental review process.
- f. The Fund will not select projects that address the mitigation requirements of private projects.
- g. Project administrator must be able to demonstrate that there is full community support for the project (or no major conflicts).
- h. Project must have a timeline with a start date within one year of funding
- i. Project administrator must have ability to recognize the Tahoe Fund and/or EcoMedia's advertiser for the donation (plaque, publicity, marketing, special events)

**C. Proposal Submittal Requirements for Inclusion in Tahoe Fund Portfolio:**

- a. A description of the program or project (limit 1000 characters);
- b. The amount of money requested for the program or project that includes an itemized list (detailed) of the costs of the program or project;
- c. The total projected cost of the program or project;
- d. Sources of other funds and a statement disclosing if other funds have been secured;
- e. If applicable, identification of any title to land, lease or easement that is required for carrying out the program;
- f. If applicable, a map of the location of the project;
- g. If applicable, preliminary or conceptual design drawings;
- h. If applicable, a high resolution photo of the project to be used in portfolio materials;
- i. If applicable, a plan for the operation and maintenance of the project for a period of at least 20 years;
- j. An estimated time schedule for completion of each project deliverable and the overall program or project;
- k. A detailed description of how the project or program will contribute to the preservation, restoration and enhancement of the natural environment of the Lake Tahoe Basin;
- l. If applicable, documentation should be submitted that demonstrates the applicant has obtained local, state and federal permits for the project; and
- m. If the project administrator is a private organization, a copy of the annual budget, current and last year Income Statement and latest 990 (digital file only).



#### **D. Evaluation and prioritization**

- a. Each project will be reviewed by the Tahoe Fund Projects Committee.
- b. The committee will rank the submitted proposals and identify a preliminary list of projects that are deemed to be high priority for the Signature Project Portfolio and projects that are deemed appropriate for the EcoMedia portfolio.
- c. The Board of Directors shall make the final selection considering the preliminary ranking and categorization compiled by the committee.
- d. Applicants for projects selected by the Tahoe Fund for inclusion in each portfolio will receive notification letters from the Fund. (See Attachment A)

#### **E. Evaluation criteria for grant awards.**

The committee shall evaluate each program or project pursuant to the following criteria:

- a) The environmental benefit of the program toward preserving, restoring and enhancing the natural environment of the Lake Tahoe Basin.
- b) Ability to attract private donations from individuals, businesses and foundations
- c) Highly visible to residents and visitors.
- d) Fosters a culture of stewardship of Tahoe's natural, cultural, and historical resources.
- e) Involves partnerships among federal, state, and local agencies and organizations and private donors.
- f) The long-term viability of the program or project.
- g) The ability of the applicant to maintain the project and the adequacy of the maintenance plan.
- h) The cost effectiveness of the program or project.
- i) The ability of the applicant to carry out the program in a timely manner;
- j) If the applicant is applying to fund a program or project that is a portion of a larger project, the ability of the portion funded with grant money to achieve environmental benefits independently of the other components of the larger project.
- k) The amount of cooperation and support for the program or project from persons other than the applicant, including, without limitation:
  - a. Federal, state and local governmental agencies;
  - b. Private landowners; and/or
  - c. Non-profit organizations
- l) The size of the funding gap in relation to the overall project cost.



- m) Past project performance using Tahoe Fund grants (including adherence to budgets, schedules and quality of work) will be considered as part of final funding recommendations.

## **F. Requirements of the Project Administration upon selection for a Tahoe Fund Portfolio**

- a. Project Administrator to identify a key point of contact to work with the Tahoe Fund on the preparation of marketing materials needed to solicit donations for the projects.
- b. Input on marketing materials to be provided in a timely manner.
- c. When possible, photographs of the project to be provided to Tahoe Fund as high res digital files. If photos are not available, access to procure photos of the site and unlimited rights to use the photos in Tahoe Fund materials
- d. Access to the project site and availability of a project lead to tour potential donors through the project site
- e. Identification of locations for acknowledgement of the Tahoe Fund and/or EcoMedia advertiser
- f. Notification to the Tahoe Fund if there are meaningful changes to the project, including budget or receivership of other funds.
- g. Within 120 days of receiving funding, Project Administrator to send a report on how the project funds were used.

## **G. Funding of Portfolio Projects**

- a. Should a project in the portfolio be selected for grant funding by the Tahoe Fund (either through Signature Project donors or EcoMedia donors) the Project Administrator will receive a notification letter with requirements associated with being selected for the Tahoe Fund Portfolio.
- b. Projects chosen for funding through the EcoMedia program will be required to adhere to the EcoMedia partnership agreement requirements.



## TAHOE FUND REQUEST FOR PROJECTS

A. PROGRAM/PROJECT TITLE:

B. Program/Project Location (If Applicable) :

C. Entity Requesting Grant Funds :

D. Total Estimated Program/Project Cost:

E. Other funds to be provided (source and amount):

F. Funding Gap and/or Amount Requested:

G. Contact Information:

Name:

Address:

Phone:

E-mail Address:

H. Person's Name and Title Authorized to Represent the Project/Program and Agency/Local Government.

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(Please Print clearly or Type)

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Signature

Date

Please provide all requested, applicable information listed in Section C of the program procedures. In addition, please thoroughly review all other sections of the program procedures for evaluation criteria, requirements of portfolio participants, and awarding of grant funds. **1 hard copy of your proposal must be submitted to Tahoe Fund at 948 Incline Way, Incline Village NV 89451 as well as a Portable Document File (pdf) via email or FTP/Dropbox link. Applications will be accepted immediately, but no later than January 30, 2015 at 5pm.**



# Attachment A

## ***SAMPLE NOTIFICATION LETTER***

April 24, 2013

Dave Morrow, Administrator  
Nevada Division of State Parks  
901 S. Stewart St., Ste. 5005  
Carson City, NV 89701

Dear Mr. Morrow:

On behalf of the Board of Directors of the Tahoe Fund, I would like to inform you that the "Sand Harbor Lookouts" project has been chosen as a "Signature Project" for the Tahoe Fund's annual fundraising efforts.

Every year the Tahoe Fund raises private dollars for environmental improvement projects around the Basin that will restore lake clarity, improve recreation and build a better sense of environmental stewardship.

The Fund is committed to raising awareness of your project and soliciting donations to help fund it from private individuals, businesses and foundations who share our passion for preserving Tahoe. We have set a goal of raising \$35,000 for your project.

We look forward to working closely with you and your team as we develop marketing materials for the projects. We will require your expertise and resources to ensure we are accurately promoting the "Sand Harbor Lookouts" in everything we do. In addition, we will require your assistance in creating ways to better connect our donors to the great work of this project.

Thank you for the great work you are doing to preserve and restore the extraordinary Tahoe environment. We are thrilled to partner with you in your efforts!

Sincerely,

Amy Berry  
CEO, Tahoe Fund