



**National Marine Sanctuary Foundation
Ernest F. Hollings Ocean Awareness Trust Fund
Request for Proposals**

The National Marine Sanctuary Foundation seeks proposals to increase ocean awareness, particularly focused on how humans and the oceans are interconnected. The Foundation is interested in innovative proposals to engage the public in compelling ocean stewardship issues that highlight areas where both humans and the marine environment can benefit from effective and focused action.

The Ernest F. Hollings Ocean Awareness Trust Fund

The fund was established at the National Marine Sanctuary Foundation in 2005 as a tribute to the longstanding commitment of former U.S. Senator Ernest F. Hollings (D-SC) to promoting public involvement and understanding of the benefits of the oceans to current and future generations. During his many years of service to the nation Senator Hollings championed a wide array of ocean related issues, including increasing human knowledge about the marine environment through research and education. This resulted in significant improvements in the way the United States manages one of its greatest natural resources, its oceans and coasts. His efforts culminated in enactment of the Oceans Act of 2000, which established the U.S. Commission on Ocean Policy, which in 2004 issued a national report to guide ocean policy in the 21st Century. Senator Hollings is also a Trustee Emeritus of the National Marine Sanctuary Foundation. The Ocean Awareness Trust Fund seeks to continue this important work by ensuring that all Americans understand and value these precious resources, and by promoting opportunities for the people of all ages to become actively interested and involved in ocean stewardship.

The Foundation

The National Marine Sanctuary Foundation is the private, non-profit partner to the federally managed National Marine Sanctuary System; and was created to inspire all people to preserve, protect and promote our nationwide network of marine sanctuaries including a national marine monument. These 14 marine protected areas encompass over 150,000 square miles of marine and Great Lakes waters stretching from the Florida Keys to the Pacific Islands, from Lake Huron to the Gulf of Mexico. Through public and private sector partnerships the Foundation creates conservation-based research, education and outreach programs designed to connect the public with these extraordinary ocean and coastal resources. Learn more about the National Marine Sanctuary Foundation at www.NMSFocean.org. Learn more about National Marine Sanctuaries at www.sanctuaries.nos.noaa.gov.

About the Awards

- Total funding available is \$100,000
- Awards will range from \$10,000 to \$25,000; NMSF anticipates awarding only four to six grants this year. The NMSF will not review requests that fall below or above this range.
- A 1:1 match is required. Government, private sector, or non-profit funds and in-kind support may be used for matching.
- Funding is available for a period of up to 18 months. The goals outlined in the funding proposal must be achieved within this time period.

About the Application Process

Timeline

- Proposals must be submitted by **11:59pm Eastern Daylight Time on August 14, 2009.**
- Final awards will be announced by **November 6, 2009.**

Eligibility

- Eligible applicants are formal or informal education institutions, nonprofits, commercial organizations, and state, local and Indian tribal governments.
- Previous awardees of a grant from the Ernest F. Hollings Ocean Awareness Trust Fund are eligible to apply only if they have submitted the final report on their previous award, or receive approval from NMSF.

Program Priorities

- The Foundation seeks to fund projects that educate and engage the public to increase their awareness of ocean issues and understanding of their relevance to future health and well-being. With limited funding available, the Foundation will only consider projects that address these specific issues: **marine debris, human interaction with marine mammals, runoff and pollution, or public health issues** such as red tides or marine pharmaceuticals.
- Projects must include a conservation component **AND** an outreach component. Priority will be given to projects that illustrate a connection to the business or user community. For example, a project that provides ocean conservation related tips that are attached to a product, such as scuba gear, would meet all three requirements. Other examples might include consumer product labels, informational materials distributed through recreational or commercial activities, a lecture or film series, or media campaigns on these issues.
- Projects should link to priorities identified in expert reports identifying ocean priorities for the next century, including the report of the U.S. Commission on Ocean Policy, and explain the project's potential to complement federal, state, or local initiatives designed to implement such recommendations, particularly if federal or state funding gaps exist.

Application Requirements

- Proposals must be submitted electronically, preferably as a single .pdf attachment, to grants@nmsfocean.org by **11:59pm Eastern Daylight Time on August 14, 2009.** Please check your email carefully for typos. Proposals inadvertently sent to the wrong email address will be considered late and will not be reviewed. Proposals submitted by fax or mail will not be reviewed. A confirmation email from the Foundation noting that

your proposal was received will be sent to the email addresses provided on your Summary Cover Page.

- All projects must include the attached Summary Cover Page to their application. Submissions that do not include the Summary form will not be reviewed.
- The total proposal narrative (not including the Summary Cover Page or Required Attachments) may not exceed five pages, single spaced, in Times or Arial 12 point font, with at least 1-inch margins, and must contain, in this order:
 - A) Project Title and Goal;
 - B) Project Description;
 - C) Project Timeline and Measurable Milestones;
 - D) Budget, including description of matching funds or in-kind services;
 - D) Evaluation: describe how the program will be evaluated; and,
 - C) Specifically how the project will acknowledge the National Marine Sanctuary Foundation;
- Required Attachments:
Proposals sent without the following attachments will not be reviewed:
 - A) The CV, resume, or other bio of project leaders/directors (Limit 2 pages per person.)
 - B) Statements/Letters of participation from partners are required and should be sent with the proposal package by the August 14th deadline. (DO NOT have partners email/mail/fax statements of support to NMSF separately.)

Review and Selection Process

- Initial/First-round review of proposals will be based solely on the information provided on the Summary Cover Sheet.
- Proposals will be reviewed by a minimum of three reviewers.
- Final selections will be made by the National Marine Sanctuary Foundation Board of Trustees at their meeting in Fall 2009.

Reviewers will evaluate:

- Importance or relevance to program priorities;
- How well the project effectively leverages partnerships;
- Whether the approach is technically sound and if the methods are appropriate to reach project goals and objectives;
- Whether the applicant possesses the necessary education or experience to accomplish the project;
- Whether the project costs are realistic to complete the project; and
- Whether there is a means to evaluate the success of the project in meeting measurable goals and objectives.

Reporting Requirements

Awardees must submit to the Foundation progress reports each February 1 and August 1 for the duration of the project, and a final report upon completion of the project. The Foundation will provide standard reporting forms.

For Additional Information

- Visit the National Marine Sanctuary Foundation web site at www.NMSFocean.org.
- For additional questions, contact Allison Alexander at (301) 608-3040, x 3 or allison@nmsfocean.org.