

Santa Clara Valley Open Space Authority

2017-2018 Measure Q Urban Open Space Grant Program

1/12/2018 deadline

Wildlife Education and Rehabilitation Center Campaign for New WERC Facility

\$ 100,000.00 Requested
\$ 100,000 Total Project Cost

Submitted: 1/12/2018 3:14:05 PM (Pacific)

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EIN 77-0324296

B. Project Description

Project Overview

1. Grant Category (check all that apply)

- Environmental Stewardship and Restoration
- Parks, Trails, and Public Access
- Environmental Education
- Urban Agriculture / Food Systems

2. What type of project is this (check all that apply)

- Capital improvement
- Planning
- Program

3. Project Location: Address

If the project will be in multiple locations, please list all addresses. If there is no street address, please describe the area(s).

Primary Address: 14030 Oak Valley Road, Morgan Hill, CA 95037

Parks in Morgan Hill including:

Community Center,

Community Park, 171 W Edmundson Ave, Morgan Hill, CA 95037

Diana Park, Diana Ave, Morgan Hill, CA 95037

Henry W. Coe State Park, 9100 E Dunne Ave, Morgan Hill, CA 95037

Coyote Valley Open Space Preserve, 550 Palm Ave, Morgan Hill, CA 95037

McAlpine Lake 900 Anzar Road, San Juan Bautista, CA 95045

Coyote Lake Park, 10840 Coyote Lake Road, Gilroy CA 95020

4. Project Location: Neighborhood

If unknown, please enter "N/A."

Morgan Hill, CA

5. Project Location: OSA District (check all that apply)

A detailed map of the OSA Districts can be found under the Library tab, or online at <http://www.openspaceauthority.org/about/boardmap.html>.

- OSA District 1
- OSA District 2
- OSA District 3
- OSA District 4
- OSA District 5
- OSA District 6
- OSA District 7

6. Are there any project partners?

If there are project partners, please list each partner and describe their roles. Required - upload letter from each partner describing their role.

N/A

7. Project Abstract

(Brief, 3-4 sentences)

W.E.R.C. is seeking a grant to expand our facility and therefore our mission. The objective of this project is aiding native wildlife by rehabilitation efforts alongside educational programs serving the entire community. The objective being W.E.R.C. will have increased their reach by double the amount of supporters. The campaign will aid in not only our personal organizations mission, but also other organizations with aligned missions. Funding in the amount of \$100,000 is requested.

Community Engagement / Stakeholder Support (10 points)

8. Describe the community support and/or community engagement process.

When applicable, the application should include letters of support from local jurisdiction(s), particularly for capital improvement projects. Please submit letters using the Documents Upload tab.

W.E.R.C. has maintained good standing with local organizations like Department of Fish and Wildlife, Open Space Authority and most importantly, with the Morgan Hill community. Wildlife Education and Rehabilitation Center has a number of continual monthly fiscal donors to our cause, as well as annual fiscal donors of larger amounts. Both of which groups are from our local communities of Morgan Hill, San Martin and Gilroy. W.E.R.C. has a total of 30 weekly volunteers for animal care, averaging 2-3 per day, as well as other volunteers that join in other projects needed for W.E.R.C.: including the annual fundraising BBQ, repairs and maintenance to animal enclosures and the facility itself and educational programs for the community. W.E.R.C. is constantly and consistently engaging the community through educational programs offered for all different age ranges, including grades in all schools as well as senior centers and free public events where any and all ages can attend. This engagement includes the use of our educational ambassador animals. These animals have been deemed non-releasable due to ailments that would not allow them to survive in the wild. They serve as educational points to the community about what wildlife lives natively to the area and what we can do to better co-exist with these animals, ways to respect the environment and how to live a more sustainable, environment friendly lifestyle.

Project Planning (20 points)

9. Describe the proposed project

Wildlife Education and Rehabilitation Center has been an acute wildlife rehabilitation center since 1991. It has been working out of the same facility, a private home, for the entirety of its origin. With the increasing growth patterns of the Silicon Valley, so is the number of wild animals that needs rehabilitation and community needed education about local wildlife. Wildlife is being displaced at a phenomenal rate into backyards of private homes. This project of campaigning to attain a new facility for W.E.R.C. will not only increase the amount of wildlife the center can rehabilitate, but it will also allow extension of its reach of public awareness and education. With this project Phase 1 will include: staff planning, scheduling and coordinating public events to not only educate the ever growing community of Morgan Hill, San Martin and Gilroy, but to increase community support for W.E.R.C. to acquire land for a new facility. This project will include a number of goods, both time and material, necessary to complete the campaign. This will include venues for events, staff and volunteer scheduling, care for our educational ambassadors (including proper means of transportation). Phase 1A: will include planning of food and beverages to offer, graphic designing for social media and paper goods, and paper materials to post and pass out to the community about engagement and continued support. W.E.R.C. will plan to have materials explaining the need for a new facility for W.E.R.C., lay out all the details as to what it requires financially to purchase land and build a new rehabilitation center and use these pamphlets at all events W.E.R.C. attends, plans and coordinates, including specifically organized events designed to gain

support for attainment of new land. Phase 2: Staff, under the supervision of executive director and the board, will execute scheduled plans to engage the community in new and innovative ways like having our own personal fundraising events (i.e.: BBQ, public community events, releases, paint nights ect.), educational events and supporting the local community by attending with W.E.R.C. educational animals to show our support in the advancement of our towns of Morgan Hill, San Martin and Gilroy California. Phase 3: Through attendance of all the events, we will engage the community as to the importance of the preservation of wildlife, preservation of land and how W.E.R.C. will positively impact the community through its own mission as well as the combined mission efforts of partners of welfare of wildlife like Open Space Authority and Department of Fish and Wildlife. Using both our pamphlets, as well as other advocates of wildlife educational tools, we will spread educational awareness that will deeply impact our community for the greater good, as well as increase the capability of W.E.R.C. to perform its mission, including working along side the mission of the Santa Clara Valley Greenprint.

10. What is the lifetime of this project?

For capital improvement projects, applicants must state how long the project would remain on the site AND demonstrate that they have appropriate permissions. Please submit the Land Tenure form and documentation using the Documents Upload tab.

- 5 Years (minimum for capital improvement projects)
- Other time period - explain:
- Perpetuity
- Not applicable

11. Describe your plans for operating and maintaining the project over the next 10 years, and indicate your source of funds for ongoing management.

This question is required for all capital improvement projects. For planning and program projects, please answer if applicable, otherwise enter "N/A."

W.E.R.C. has a number of donors that give ranging amounts at different times throughout the year. Wildlife Education and Rehabilitation Center have regular donors that give annually, monthly, as well as everyday attaining new supporters through our missions work. W.E.R.C. has a fiscal savings account that has been saved for the intent of acquiring land for a new facility. A large event, such as this proposed campaign, will allow staff at W.E.R.C. the means to continue the momentum of gaining public support for a new facility, while maintaining the enclosures at our current location. The funds raised from this campaign will be added to the saving account already acquired for new land development. For the following 10 years, the source of funds for ongoing management will come from W.E.R.C. supporters, both current and newly acquired.

12. Describe the project's readiness for implementation.

Please include the status of any planning, design, or funding development necessary for project completion. This includes the status of CEQA compliance and any permits required for this project. REQUIRED: CEQA form, if applicable.

W.E.R.C. has been actively looking for acquirement of land for two decades. The board and executive director have all the plans previously drawn up for a new, larger facility. The board, staff and supporters of W.E.R.C. are ready to implement those plans as soon as possible. Wildlife Education and Rehabilitation center have been planning events to ready the staff, board and volunteers to gain support from the community of Morgan Hill, San Martin and Gilroy. Currently, a calendar of estimated open dates is open for events to implement the campaign immediately. Already acquired is a team of designers ready to design the appropriate materials for a successful campaign.

Project Budget (15 points)

13. Budget Summary

This is a budget summary only; a detailed Project Budget must be submitted using the Documents Upload Tab. Please note: after the application is submitted, the software will automatically total all lines. This additional TOTAL will not be used.

44,000.00	Grant request: Personnel
17,809.16	Grant request: Contracted Services
11,053.64	Grant request: Supplies/Materials
26,337.20	Grant request: Other Direct Costs
800.00	Grant request: Indirect Costs
100,000	TOTAL GRANT REQUEST
124,951.00	TOTAL MATCHING FUNDS
224,951.00	TOTAL PROJECT COSTS (grant request + matching funds)
124.95%	PERCENT MATCH (matching funds / grant request)
549,902.00	TOTAL

Project Goals (15 points)

14. Describe the specific problems, issues, or unserved needs the project will address.

This project will address the issues of environmental concern, including preservation of wildlife designated areas, as well as education of the wildlife itself living in those areas. W.E.R.C. has a team of educational ambassador wildlife, deemed non-releasable due to ailments that effect their ability to thrive in the wild successfully. These animals will serve as an educational talking point to the public about what lives out in the lands and how the public can better coexist with these animals. W.E.R.C. serves communities around the Santa Clara County that are underserved by supplying programs, free of cost, to those that cannot afford it. Combining these two components of the educational ambassadors and serving the underserved communities in the county, W.E.R.C. will address its goals in creating the greatest about of public awareness about wildlife, land preservation and the need for a larger facility for our missions work. In doing so, Wildlife Education and Rehabilitation Center will expand its community reach; therefore have the capability to care and rehabilitate more animals that are found in need of care due to the neighborhoods awareness of the organization. With the Silicon Valley's daily growth of new individuals and families into the area, W.E.R.C. will also address the issue of education of preserving land around the area for the wildlife that uses it. Including the importance of animals whereabouts in the Bay Area, what paths animals use and education of potential development, through Open Space Authority, to create wildlife safe passages.

15. Please list the project's goals (both social and environmental).

These should be specific, measurable goals (e.g. 600 people participating in educational programs). Please see Appendix E of the Grant Program Guidelines for a list of sample goals.

In a year span, W.E.R.C. will hold 5-8 events where over 550 individuals will participate in educational programs, not at a single time. With the 5 years of this campaign, we will have over 25 events where over 12,500 individuals of all ages will be able to attend. These individuals will learn about wildlife that is native to the Santa Clara County and the importance of preserving land and other natural resources. They will also acquire knowledge of other agencies such as Open Space Authority and Department of Fish and Wildlife. Each event will cost an average of \$1,000, give or take, depending on the size of the event and the intent of event (i.e. fundraising, release or city event). With thus said outreach, W.E.R.C. will gain 17-33% more supporters/donators with each event, depending on the size of event. In that, supporting organizations of W.E.R.C. will also gain a percentage of those supporters for their own organization as well.

Impact (15 points)

16. Describe the lasting impact of the project.

The lasting impact of this project will be a communal awareness of the surrounding communities of Santa Clara County of the land preservation, why it is important for the future of Santa Clara County and the lives that live in the area, both human and animal alike. The project will lead to community support for W.E.R.C. and its implementation of a new facility that will increase its community reach from a visitable location by all public. We are currently working on private property, unable to open up to the public. With new land and new facility, we will open our doors to the public, including most importantly, school room class tours, offering education to students, teachers and parents alike. Reaching out to all ages and educating the Santa Clara County residents about their wildlife, where the wildlife life, and how they can better live along side these animals and preserving the natural landscape. We will provide pamphlets to take home throughout the project, all materials being supplemental, educational reading to further the reach to entire households.

Leadership & Innovation (10 points)

17. Describe how this project employs innovative approaches or encourages collaboration and partnership in the field of parks, open space, urban agriculture, land conservation, or environmental education.

This project will work along side of local organizations, like Open Space Authority, Fish and Wildlife, local schools and senior centers in the Santa Clara county to spread the educational tools shared by all organizations (pamphlets, websites, videos ect.). Using the schools and other facilities visited by our education programs, we will reach citizens of the community that would not have been otherwise reachable without the help of our educational ambassadors and programs. We will educate, starting with the animals and where the live and go into details about coexistence of animals and human alike. Education starting with grasping the attention of the community with the animals, we will be able to reach the community from a different approach than other facilities, then able to translate why the preservation of land and wildlife is important to the future of our Santa Clara County.

Organizational Capacity (15 points)

18. Briefly describe the organization.

Please include the year the organization was founded and its mission and goals. If the applicant is a Fiscal Sponsor, please describe both the APPLICANT and the SPONSORED ORGANIZATION.

The Wildlife Education and Rehabilitation Center in Morgan Hill, CA is both an acute care center for injured and sick wildlife

and a nurturing center for orphaned wildlife too young to exist on their own. It was founded in 1991. W.E.R.C. operates as a temporary refuge as the organization's goal is not to tame, but to release animals back into their native habitat healthy, wild, and free. Due to diverse requirements in care, feeding, handling and physical therapy, it is a process requiring skill, training, and continuing education. W.E.R.C., with a dedicated team of staff and volunteers, has been recognized as meeting these requirements. As such, it is the only facility in the South Santa Clara County licensed by California Department of Fish and Wildlife and by the U.S. Fish and Wildlife Service to care for native wildlife. In addition to caring for native wildlife, W.E.R.C. provides a list of ancillary services to the community. These services include: educational programs for grades K-6, special emphasis is placed on educating children about the importance of wildlife safety, habitat preservation, wilderness awareness, and our ability to co-exist with native wildlife, telephone Advisory Service including reference and referral information, a Speakers Bureau providing presentations to community and service organizations, participation in community events with educational exhibits and an Internship Program for college students.

19. Describe the organization's ability to successfully implement this project. This might include successful past projects, staffing levels, financial resources, etc.

If applicant cannot otherwise demonstrate its capacity, expertise, and experience, please provide names and contact information of individuals knowledgeable about the organization's work.

We have continuous donors, both monthly and annually which demonstrated great local support from the Morgan Hill, San Martin and Gilroy communities. W.E.R.C. has maintained good standing in use of grants given by Open Space Authority for educational purposes. Our organization has been in partnership with OSA agent Teri Rogoway, receiving grants in the amount of \$10,000 each for the past five years to which we have demonstrated tremendous capability in using these funds appropriately with the guidelines. Wildlife Education and Rehabilitation Center has supported the Open Space Authority fully by attending all OSA's events and representing Open Space Authorities mission alongside W.E.R.C.'s at our own events.

20. Briefly describe key staff members and volunteers' qualifications and experience relevant to the project.

Anna- educational outreach coordinator- Performed countless educational programs in the 9 years she has been with W.E.R.C. Highly experienced with public outreach and successful implementation of the education.

Joy Joyner- Board president - Has 7 years of experience with W.E.R.C. in public outreach, educational events, fundraising, and event planning and coordination.

Dave Shepard - Board Member - Silicon Valley executive with experience in launching high tech start ups, securing funding, team and product management.

Ashley- Interim executive director- Has over 10 years and over 5,000 hours of experience working with non-profit organizations such as W.E.R.C., Monterey Bay Aquarium, EFBC-A big cat conservation center in Southern California. She has also studied non-profit management at her university, with an emphasis on fundraising.

Colleen- Animal care coordinator- Been with W.E.R.C. 15 years as our animal care coordinator. She has an expertise in the area of native wildlife that is shared to the entire group of people working on the campaign. This education is passed on to the communities we will be working alongside

BONUS POINTS: Underserved Communities (10 points)

21. Describe how the project addresses open space needs for sensitive populations such as residents of park-poor neighborhoods, underserved or disadvantaged communities, youth, seniors, or is located within a Deep Engagement Community (DEC).

A map of the DECs can be found under the Library tab of online at <http://www.openspaceauthority.org/urban>. This question is optional; please answer if applicable, otherwise enter "N/A."

The campaign will directly work with the Open Space Authority's Deep Engagement Community #6. This area directly correlates with areas of educational events being held to campaign for a new facility for W.E.R.C. as well as is an area where Wildlife Education and Rehabilitation Center will hold releases and events that will be open to the public of those areas.

BONUS POINTS: Community Building (10 points)

22. Describe how this project actively encourages community building by engaging or accommodating local residents in novel and creative ways.

This question is optional; please answer if applicable, otherwise enter "N/A."

This project will actively encourage community building in asking the community to come together and support the non-profit organization of Wildlife Education and Rehabilitation Center to gain a bigger foundation to implement more work needing to be done. This campaign will ask the communities of Morgan Hill, San Martin, Gilroy and South San Jose to work together to help gain funds, volunteer to working local projects, spreading awareness of the campaign through budgeted activities and calls to action in accordance with the mission of W.E.R.C., Open Space Authority and the Santa Clara Valley Greenprint. W.E.R.C. will educate the communities with reading as well as hands on experience as to how to better their actions in daily lives to better their communities for future generations to come.

BONUS POINTS: Leverage Funding (5 points)

23. Describe how the project leverages funding with more than 25% match by grantee (cash or in-kind).

This question is optional; please answer if applicable, otherwise enter "N/A."

Most worked events will be in-kind donations. Venues such as McAlpine Lake and Park, places of releases for animals that have been rehabilitated, and other public events will be donated in-kind. When it comes to the matter of time made by volunteers and staff, those too will also be in-kind. With volunteer hours being valued at \$28.46 per hour, at 8 events planned per year, each event about 5 hours long with an average of at the least 7 volunteers working the event. That will add up to a \$7,968.80 of savings in just volunteer hours for one single year. For the stated 5 years, that adds up to \$39,844.00 dollars savings.

C. Work Plan

C.1. Project Work Plan

Task Number	Activities	Timeframe	Outcome/Deliverables
1 Creation of website	Design a graphic and website to use as campaign theme in announcement on website, social media and in news letters	October 1st-10th, 2018	Website created for public reference
2 Scheduling of finalized events for 2019	Setting up finalized dates on calendar, making flyers, brochures, and physical announcements	October 10-15th, 2018	Calendar listing exact dates and times
3 Assign team members appropriate jobs	Assign staff their jobs in the campaign	October 16-31st	Staff has own set schedule of events to work
4 Announcement of Campaign	Implement graphic to use as campaign theme in announcement on website, social media and in news letters	November 1st	Print/useable ready files for outreach materials
5 Start online campaign	Launch website dedicated to campaign for land, putting website on social media	November 8th	Live website for supporters to interact with and refer to for future events and ways to support
6 Print materials	Send education materials to printer to print	November 1-8th	Print flyers and brochures needed to implement education of project
7 Pass materials out to staff	Pass out appropriate numbers of brochures and flyers to staff dedicated to each job of the project	November 8th	Staff prepared for physical community outreach
8 Implantation of project completed	All materials passed out, website gone live, and staff/volunteers are ready to work events	November 8th	Staff and volunteers have assigned duties and materials to implement campaign
9 Attend and work events	Attendance of events	November 9th	Outreach begins
10 Check in meeting	Official 6 month check in meeting to check in with staff and volunteers as to how outreach is going	April 9th	Meeting to check in about how outreach is going, how well materials are being received. Group about ideas of how to better implement materials, if needed.
11 Continuous meetings	Check in meetings will be continuous, at the very least, 6 month span in between each meeting.	April 9th-Completion	Insights into better communication with the community of educational tools. Implementation of those new found insights.
12			
13			
14			
15			
16			

17
18
19
20

D. Documents Upload

Documents Requested *	Required?	Attached Documents *
Financial statements download template	✓	2015 WERC 990 2016 WERC 990
Authorizing Resolution from Governing Body download template	✓	WERC Authorizing Resolution From Governing Body
Project Budget download template	✓	WERC Project Budget
Acknowledgment Form download template	✓	WERC Acknowledgment Form
Fiscal Sponsorship Agreement download template		
Land Tenure Form download template		
CEQA Compliance Certification Form download template		
Letters of Support		WERC Letter of Support
Letters from Project Partners		
Maps		
Other		

* ZoomGrants™ is not responsible for the content of uploaded documents.

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