



2020 ENVIRONMENTAL GRANT PROGRAM



Water sustains and supports all life on earth. With an American Water Environmental Grant, your community or community-based organization can lend the water supply or watershed a helping hand by working to improve, restore or protect it.



American Water's environmental grants support innovative, community-based environmental projects that improve, restore and/or protect watersheds and community water supplies through partnerships.

With a history dating back to 1886, American Water is the largest and most geographically diverse U.S. publicly traded water and wastewater utility company. The company employs more than 7,100 dedicated professionals who provide regulated and market-based drinking water, wastewater and other related services to more than 14 million people in 46 states. Because of the role we play in delivering a precious natural resource that is so vital to life, we understand the importance of protecting our nation's rivers and watersheds.

Surface water (rivers, lakes and streams) is the source of nearly 80 percent of our nation's water use, with the remainder supplied by groundwater sources. Our rivers and groundwater support public health and economic development, and also help to sustain the environment and wildlife. For example, our wetlands provide a valuable habitat for wildlife, naturally cleanse and filter water, and help reduce flooding.

Every individual and community has the ability to positively impact our source water and watersheds, and opportunities exist to improve, restore and protect these valuable natural resources. American Water's Environmental Grant Program will help to improve the sustainability of our water resources.





AMERICAN WATER

DEADLINES

MARCH 31

Application deadline.

APRIL 30

Applications will be judged/evaluated by local state subsidiaries, and all applicants will be notified.

DECEMBER 15

Grant recipient's report on project results due to American Water.

FOR MORE INFORMATION

Please contact your local coordinator or visit us at www.amwater.com



ELIGIBILITY CRITERIA

Project activities and outcomes should address a watershed or source water protection* need in the local community within American Water service areas. **Source water protection projects** are activities that result in the protection or improvement of the community's public drinking water supplies. **Watershed protection projects** should focus on activities that improve, restore or protect one or more watersheds.

ELIGIBLE PROJECTS MUST MEET THE FOLLOWING CRITERIA

- be completed between May 1, 2020 and November 30, 2020
- be a new or innovative program for the community, or serve as a significant expansion to an existing program
- be carried out by a formal or informal partnership between two or more organizations
- provide evidence of sustainability (continue existence after the American Water grant monies are utilized)
- **be located within an American Water service area.**

EXAMPLES OF ACTIVITIES

- Watershed Cleanup
- Reforestation Efforts
- Biodiversity Projects (habitat restoration, wildlife protection)
- Streamside Buffer Restoration Projects
- Wellhead Protection Initiatives
- Hazardous Waste Collection Efforts
- Surface or Groundwater Protection Education (i.e., designing and providing workshops for citizens and local officials)

PROJECTS THAT DO NOT QUALIFY

Pipeline or main extension projects, land or major equipment acquisition, entertainment, food/beverages, lobbying (attempting to influence local, state or national legislation), interest payments or personal articles, such as clothing. Grant money cannot be used for salaries, wages or personal compensation.

GRANT SELECTION CRITERIA

- Clarity of project goals and projected impact.
- Innovation and strength of project design.
- Nature and strength of collaboration with other community and/or municipal organizations.
- Likelihood of project's sustainability after the American Water funding ends.
- Evidence of community engagement.
- Plan for assessing the project's impact and capacity to measure project outcomes.
- Assessment of budget as reasonable and cost-efficient.
- Maximum grant amount: \$10,000.

* A watershed is the land that water flows across or under on its way to a stream, river or lake.

WHAT YOUR APPLICATION MUST INCLUDE

Applications must include the following:

1. GRANT COVER PAGE

Please use the Grant Application Cover Page provided as your cover sheet. For the project description, summarize the project's expected (measurable) outcomes in no more than two or three sentences.

2. PROJECT DESCRIPTION

Your project description (not to exceed four pages, typed in 12-point font) should include:

Project Need and Objectives

- Description of the issue the project will address, including the target population and number of people that would benefit
- Specific objectives and measurable outcomes anticipated
- Timetable, including major milestones, tasks and anticipated completion dates

Community Involvement

- List of partnering organizations and summary of their involvement/contributions to the project. NOTE: There must be at least two partners involved (including the lead organization applying). Examples of partners could be municipalities, local environmental groups, conservation districts and schools.
- Plans to engage the community in the project

Sustainability

- Anticipated long-term benefits from the program beyond the time of the grant
- Description of how the project will provide environmental sustainability
- Strategies for long-term funding and future viability

3. BUDGET SUMMARY

Complete the Budget Summary Worksheet (provided). Be as specific as possible about anticipated costs. Grant awards will

4. SUPPORTING MATERIALS

Please attach the following, if applicable.

- List of American Water employees that serve on your organization's Board of Directors
- Annual reports, media kits, brochures, photos, press releases, news clippings, etc. that reference your project

PROJECT EVALUATION AND MONITORING

All applicants are expected to include specific, measurable goals for projects in their proposals. At the conclusion of the grant project, the lead organization must provide a written report on the project results/impact. This report shall be submitted **no later than December 15, 2020**. The reports need to be signed by the chief officer from the lead organization. In addition to the narrative, project reports should include:

- Collateral or promotional materials produced for the project, including publications, brochures, videos or other public educational materials
- A financial report at the conclusion of the project
- Copies of articles and media clippings written about the grant project
- Before-and-after photos, if possible

All grant monies are made possible and are fully funded by American Water's state subsidiaries. American Water is proud to administer this program on their behalf.

HOW TO APPLY

Proposals should be postmarked by March 31, 2020 and mailed or emailed to your local coordinator referenced in the cover letter accompanying this brochure.

GRANT PAYMENT PROCESS

- Maximum grant amount: \$10,000.
- A payment schedule will be agreed upon with grant recipient.
- Ten percent (10%) of the total grant amount may be retained until the final report has been submitted and accepted by American Water.
- A financial report will also be required at the conclusion of the project.



COMMUNITY. ONE MORE WAY WE KEEP LIFE FLOWING.