

# PA AMR Conference

08/05/11



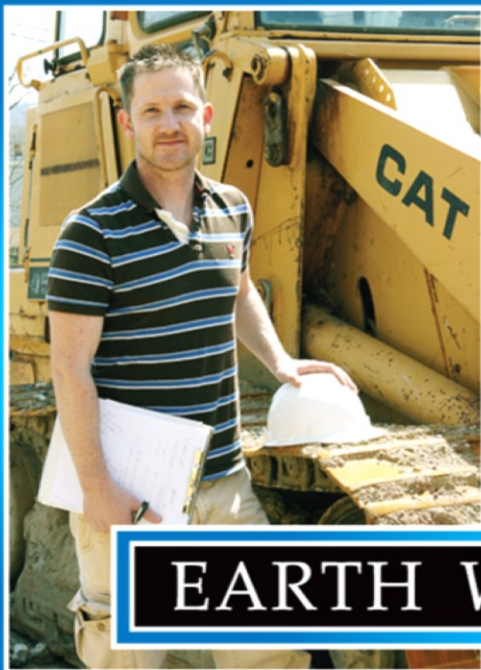
A Special Thanks to:  
Fdn for PA. Watersheds



[www.PennsylvaniaWatersheds.org](http://www.PennsylvaniaWatersheds.org)

Earth Wise Consulting





**Branden S. Diehl**  
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www.EarthWC.com



*-Your Project is Our Passion.*

- Project Development & Management
- Grant Writing & Financing
- Project & Construction Services

**EARTH WISE CONSULTING**

Earth Wise Consulting



## Services:

- Project development,
- Grant writing,
- Project financing,
- Construction services,
- Project services,
- Reporting, and
- Project marketing.



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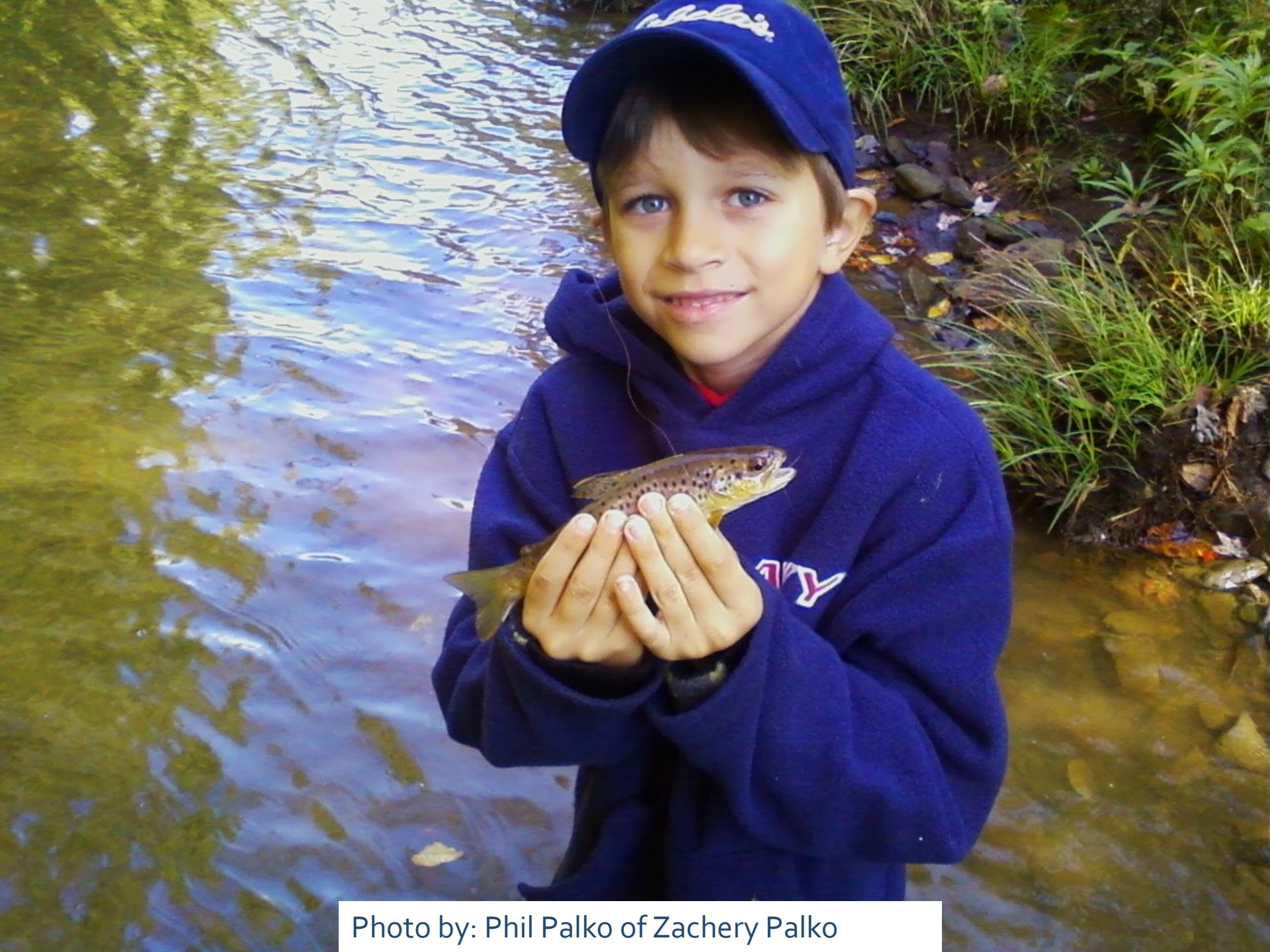


Photo by: Phil Palko of Zachery Palko

# Making the Most of Trying Times.

- Engage the community,
- Ask for help,
- Seek a win-win (not sell-outs),
- Be competitive not adversarial,
- Work from a plan,
- Stay true to mission,
- Seek connectors not leaders,
- Seek those with different opinions/ideas,
- Be malleable, and
- Plan.





Community,  
Help, Win-  
Win.

Provide the  
vision and  
others will  
help. Most  
people are  
scared to fail.

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# Competitive Not Adversarial.

Hyndman Health has a 600 sf facility in Bedford. They want to expand to a 10,000 sf facility. They serve an under-served population. They are working collaboratively with UPMC Bedford Memorial to provide an enhancement of services.

Ask and Community Support \$475,000.  
Low interest bank loan—local.  
USDA sponsored ARC.  
PEDA grant.



# Work From a Plan.

Why do agencies and philanthropies fund plans? They want you to work from them—it ensures you aren't whimsically spending their money. Stonycreek River Improvement Program (SCRIP) and the Somerset Conservation District reassessed the Stonycreek after \$15M was invested. That \$20,000+ reassessment was funded, and now they are moving on to the next steps.

Plans Continued.

Exit Strategies,  
Marketing Strategies,  
Recruitment Strategies, and

**Succession Planning.**

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# NEW CONCEPT.

**Seek connectors not leaders. These are the people in your community that know everyone. They are the people that have the ability to garner support, be you bulletproof vest, and a possible source of funds.**



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# ASK a SCIENTIST, & GET...



**pennsylvania**

DEPARTMENT OF ENVIRONMENTAL PROTECTION



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# GenOn Settlement Putting it Together.

- Robindale Energy (bony pile removal),
- Rosebud Mining (upstream project),
- Cambria Park and Rec Authority, and
- Perhaps PennVest and Depart. Interior

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# Everything That is Old is New Again.

Successful Grant Writing

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# Grant Writing is Like:



Draft Day

eHarmony®

First Date

monster®  
Your calling is calling™

Your Resume

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# Planning to Succeed or Fail Failure Isn't an Option

Preparation (questions and overall understanding),  
Develop a relationship (insider trading),  
Be positive, strong, and enthusiastic, and  
Brandon or Branden (details count).



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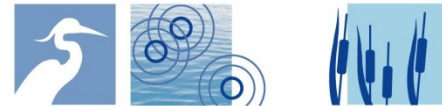
# Three Stages of Performing

- Preparation:  
Explore, develop, document, and relate.
- Writing:  
Connect, sell, inform, and relate.
- Reporting:  
Don't slack here.



# Guidance Documents

**NOTE** a hard copy and digital copy are required. Please submit digital copies to: Branden S. Diehl ([projectwater@pennsylvaniawatersheds.org](mailto:projectwater@pennsylvaniawatersheds.org)). Both digital and hard copy forms must be received by the grant deadline. Foundation will **no longer accept express shipping** packages (FedEx, UPS or USPS overnight or Express delivery), as this increases carbon footprints and organizational expenses.



Foundation for Pennsylvania Watersheds

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# Take Notes Now

## Insider Information

- Formatting (follow recommendations),
- White space (reader friendly),
- Guidance documents or past projects,
- Tailor your background and history as support,
- PROOF (have someone else read),
- Are you in compliance,
- **Peruse web page!!!!**,
- Use appendix and attachments,
- Not one size fits all,
- Less is more (3 pages), and
- Phase projects.



All Grants » by Search Value

## Grant Type

Any selected value will provide specificity to the search query.

Results (141)

Map

Timeline

List

### Results Summary

**Total funded grant amounts**  
\$1,808,048.94

**Total miles improved**  
604.50 miles

**Total project costs**  
\$47,098,774.00

**Total feet of riparian buffers**  
600.00 feet

**Total feet of natural stream  
channel design**  
0.00 feet

Results Sorted by



#### Casselman River/Coal Run

The Coal Run sub-basin to the Casselman River provides one-third of the AMD into the Casselman. The Metro discharge is the largest contributor to this loading. Restoration of the entire 47 miles of the Casselman is the goal of this watershed group. The PA Fish and Boat Commission have provide ...

**Grant Type:** Abandoned Mine Drainage  
**Grantee:** Casselman River Conservancy  
**Funding Amount:** \$10,000.00  
**Funded Date:** : 10/01/2000

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# How Important is Reporting?

<http://fpw.rhizalabs.org>

# Be Competitive

Its Okay to Brag

- Disappearing dollars,
- Stand out in the crowd,
- REPORT and be good at it,
- Don't forget about us,
- PARTNER, PARTNER, and
- Leverage dollars (in-kind reporting do it).



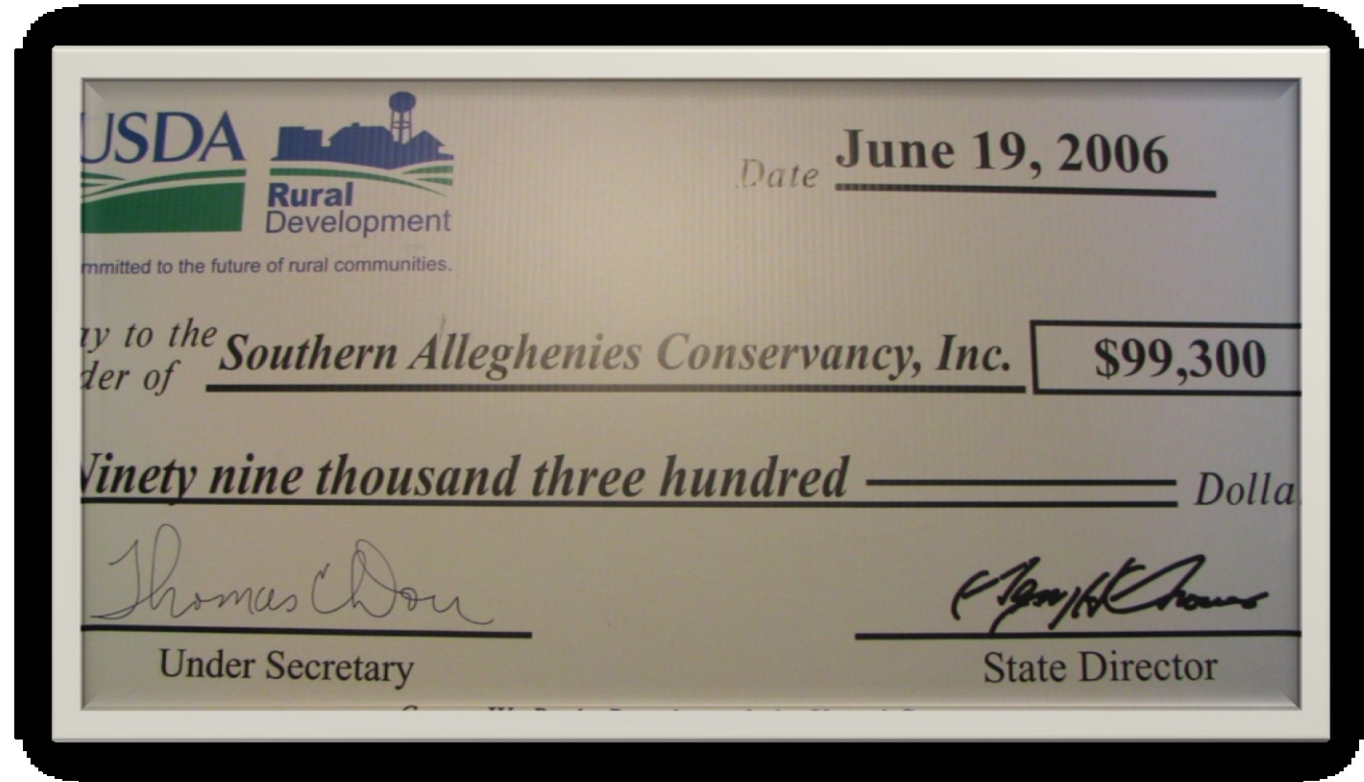
*dare to be different*

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# Seldom Used Sources of \$

- USDA RBEG,
- USDA IRP,
- Special USDA allocations, and
- Farm Bill.



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# Take a Chance — Innovation / Multiple Sources.



## ARRA Dollars

- \$2M new construction,
- \$35K for rainwater capture,
- Rosebud remining,
- LEED Certified,
- AMD-geothermal?,
- Radiant flooring, and
- OSHA and NFPA compliance.

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# Summary

- Fish and Boat (Unassessed Waters Program),
- ARC,
- USDA,
  - RBEG,
  - Community Facilities,
  - IRP,
  - Farm Bill, and
  - Specialty NOFAs
- DOT (SAFETEA-LU), and
- PennVest (get to know your local field agent).





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