



Updated 12/18/2018 to cover activities through grant completion

To: Chris Sturm, Colorado Water Conservation Board

From: Jessie Olson and Yana Sorokin, LWOG

RE: Fundraising Efforts – Final Report

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The purpose of this memo is to provide a final summary of Lefthand Watershed Oversight Group's fundraising activities to date, including progress, approximate number of hours/percentage of time spent on fundraising, and lessons learned.

## **Fundraising Strategy and Progress**

Lefthand Watershed Oversight Group formed a Fundraising Committee in December 2015 to develop a strategy for sustaining our organization beyond 2016. Committee members include staff, board members, and interested community members. This committee started out by meeting monthly to discuss progress, challenges, and new ideas. Based on these meetings, staff developed a Fundraising and Outreach Campaign Plan (FOCP) which outlines our goals and targets for financial support from landowners, partners, corporations, as well as federal, state, and local entities. In 2018 we shifted from plan development to implementation and the committee began meeting on an as-needed basis. Regular updates on FOCP implementation status are provided at monthly Board Meetings.

Our FOCP was primarily developed by our Fundraising Committee, some of whom participated in four fundraising work sessions hosted by the Northern Colorado Watershed Council with staff. We used a multi-faceted approach to cover a broad range of potential funding sources, including landowners, board members, businesses, and grants. We also received guidance a fundraising consultant, Caroline Bradford. We hired Caroline in 2016 to assist with developing a fundraising strategy. We also include an outreach component to share information about LWOG and our fundraising needs. FOCP drafts were submitted with previous memos and the most current FOCP is included in Attachment 1. Original drafts identified specific efforts through 2016, but noted targets through 2019. Our updated plan identifies unmet needs through 2020.

Original drafts of the FOCP specifically included fundraising targets to reflect our financial needs for maintenance and monitoring (adaptive management) of EWP projects areas, as well other activities that will benefit our watershed beyond the scope/timeline of EWP projects. Original drafts included a table showing the needs and status of fundraising and a sample gift chart outlining possible sources of funding. In 2018, we updated our 18-month budget and simplified our fundraising plan (Attachment 1) to reflect a more streamlined budget and organizational growth plan beyond the EWP projects. Updates to our FOCP relied greatly on initiatives and priorities identified in our [five year strategic plan](#). We will continue to update this document annually and utilize our strategic plan as progress is made and new ideas emerge at our Fundraising Committee and Board meetings.

The table below summarizes our fundraising activities, as guided by our FOCP, on a quarterly basis.

Quarter	Activity	Participants
July – September 2015	Planning and preparation for the CDBG-DR Planning grant application	Jessie, Glenn
October – December 2015	Fundraising committee meetings and memos	Jessie, Glenn
	CDBG-DR Planning Grant Applications	Jessie, Glenn
	CDBG-DR WC Grant Augmentation Request	Jessie, Board President, Chris Smith
January – March 2016	Submitted request to set up Amazon Smiles account for donations (set up in progress)	Mickey
	Attended monthly Fundraising Committee meetings	Jessie, Glenn, Mickey
	CDBG-DR Implementation Grant application	Glenn, Jessie
April – June 2016	Presentation at Trout Unlimited meeting to share work and explain funding needs	Jessie
	Attendance at Crestview potluck to discuss funding needs	Board Member, Mark Schueneman
	Discussed opportunities to set up Brewery Pint Nights (where nonprofits receive donations) are with other local coalitions, and contacted local breweries about scheduling pint nights (in progress)	Jessie, Yana
	Met with Left Hand Water to discuss potential funding for maintenance and monitoring	Jessie
	Met with Boulder County to discuss potential funding for maintenance and monitoring	Jessie
	Met with Lucky's Market about fundraising opportunities for maintenance and monitoring	Jessie, Yana
	Attended monthly Fundraising Committee meetings	Jessie, Glenn, Mickey, Yana
	Applied for (but did not receive) funding through Oscar Blues CAN'd Aid Foundation	Jessie
July – September 2016	Met with Gates Foundation to discuss funding opportunities	Jessie and Board Member, Sean Cronin
	Set up account on GoloradoGives.com for donations	Jessie, Yana
	Submitted grant to the Left Hand Brewery Foundation to support maintenance and monitoring	Jessie, Yana
	Attended monthly Fundraising Committee meetings	Jessie, Yana
	Selected as Lucky's Market Bags for Change Partner, which will provide donations for maintenance and monitoring	
October-December 2016	Raised \$16,253 dollars on Colorado Gives day.	
	Raised \$5,000 from the Community Foundation Rubin Conduff Family Fund for maintenance and monitoring.	Jessie, Yana
	Held monthly fundraising committee meetings.	Jessie, Yana, Glenn

Quarter	Activity	Participants
	Continued to update grants matrix	Yana, Glenn
	Submitted grant to Gates Foundation to support Stewardship Program.	
	Created Amazon Smiles account to receive donations	
	Presented at SVLHWCD board meeting	Jessie
	Presented at LHWD board meeting	Jessie
<b>January-March 2017</b>	Drafted a Stewardship Partners program and flyer to gain support from corporations.	Jessie, Yana
	Developed new LWOOG brochure to provide for potential donors.	
	Participated in Northern Colorado Watershed Council Fundraising Work Session Series with other watershed coalitions	Jessie, Yana, Mark Schueneman
	Applied for CDBG-DR Watershed Implementation grant	Jessie, Yana
	Drafted grant application to Patagonia.	Jessie, Yana
	Met with Boulder County to discuss funding	Jessie
	Met with City of Longmont to discuss funding	Jessie
	Raised \$1,814 from the Lucky's Market Bags for Change Program for maintenance and monitoring.	
<b>April- July 2017</b>	Submitted grant application to Patagonia	Jessie, Yana
	Developed Stewardship Partners Campaign material	Jessie, Yana
	Developed a phase II stewardship proposal and scope of work for CDBG-DR.	Jessie, Yana
<b>July-October 2017</b>	Presented to Boulder County Commissioners	Jessie
	Developed a funding request to CWCB for the Stream Restoration Grant for stewardship and adaptive management.	Jessie, Yana
	Presented to Streamcrest Landowners for funding solicitation.	Jessie
	Attended Watershed Conference	Jessie
<b>November-December 2017</b>	Presented to Left Hand Ditch Company, St. Vrain and Left Hand Water Conservancy District and Left Hand Water District Board of Directors	Jessie
	Presented to three corporations to seek funding via our Stewardship Partners campaign. \$20,000 in donations pledged from these corporations in 2018.	Jessie and Chris Smith
	Raised over \$8000 and received \$1000 in reoccurring annual donations on Colorado Gives Day.	
<b>January 2018 – March 2018</b>	Submitted CWCB Water Plan Grant for Community Science Program and presented at the SPBRT Board Meeting	Jessie, Yana
	Submitted Interagency Research Proposal for City of Boulder Open Space and Mountain Parks and Boulder County Parks and Open Space for adaptive management at their properties. Awarded \$5,500 from City of Boulder's Open Space and Mountain Parks.	Jessie, Yana
	Met with Executive Director of Longmont Community Foundation to discuss our application for funding.	Jessie

Quarter	Activity	Participants
	Submitted letter of interest, provided a presentation, and submitted a grant application to the Gates Family Foundation for Community Science Program.	Jessie, Yana
	Participated in Twisted Pine Brewery's Taproom Takeover where \$1 per pint purchased that day was donated to Lefthand Watershed Oversight Group.	Jessie, Yana, Sue, Mark, Meg
	Developed Annual Report to be used for fundraising with Fundraising and Outreach Committee	Jessie, Yana, Meg, Sean, Kathy
	Met with Patagonia Boulder store staff to discuss our grant application and opportunities to partner	Jessie, Yana
<b>April 2018 – June 2018</b>	Submitted Phase III proposal/extension for DOLA CDBG-DR Planning Grant for Community Science Program and received \$65,000.	Jessie, Yana
	Submitted grant application to Clif Bar for Community Science Program	Jessie, Yana
	Received full request of \$42,503 from the Gates Family Foundation for Community Science Program	
	Received \$36,000 grant request from CWCB Water Plan Grant for Community Science Program	
	Met with Left Hand Brewery to discuss potential future partnerships.	Jessie, Yana, Meg
	Reached out to new corporate entities throughout the community that may be potential donors (e.g. Celestial Seasoning, Crocs, etc.)	Jessie, Meg
	Presented at the annual Left Hand Ditch Company's shareholders meeting about return on investment and future funding.	Jessie
	Staffed tables at Farmers Markets and received some small donations	Jessie, Meg, Yana, Chris, Kathy, Mark
	Submitted Basin CWCB WSRF grant and gave presentation at SPBRT Grant for Fish Passage and Education project. Received support from SPBRT for application.	Jessie, Yana
	Submitted grant to Healthy Rivers for Fish Passage and Education project.	Jessie, Yana
	Submitted request to SVLHWCD for Fish Passage and Education project and received \$5,000.	Jessie, Yana
	Submitted request to community members through MailChimp to support Fish Passage and Education project and received \$5,000.	Jessie, Yana
	Began working with Board Member, Jim Bryant, to develop a Business Plan for fundraising.	Jessie
<b>July 2018 – September 2018</b>	Submitted application for Trout Unlimited Embrace a Stream	Jessie, Yana
	Submitted application for State CWCB WSRF grant for Fish Passage and Education on Left Hand Creek.	Jessie, Yana

Quarter	Activity	Participants
	Submitted grant application to Boulder Community Foundation	Jessie, Yana
	Submitted grant application to Patagonia for Community Science Program	Jessie, Yana
	Discussed Fundraising Targets for 2018 with Board members at July meeting	Jessie
	Tabled and/or presented at multiple community events for future fundraising opportunities (e.g. Niwot Rock and Rails, Water Education Colorado's Flood Tour, Boulder County Preparedness Fair, Left Hand Brewery Creek Chasing Coral movie screening, Left Hand Brewery Creek Clean-Up.	Jessie, Yana, Deb, Meg
	Met with Left Hand Brewery to discuss co-investment opportunities.	Jessie, Yana, Meg
	Received \$25,000 from Basin CWCB WSRF grant and \$25,000 from State CWCB WSRF grant for Fish Passage and Education Project.	
<b>October 2018 – December 2018</b>	Met with Garney Construction, Dewberry, and Burns & McDonnell to discuss return on investment and ask for 2019 donation. All indicated intent to donate again.	Jessie, Yana
	Received \$1,500 from Boulder Flycasters for Fish Passage and Education Project	Jessie, Yana
	Presented at Left Hand Water District to highlight the return on their investment in 2018 and ask for future funding.	Jessie
	Presented at City of Longmont to highlight the return on their investment in 2018 and ask for future funding.	Jessie
	Presented at SVLHWCD board meeting to highlight the return on their investment in 2018 and ask for future funding.	Jessie
	Met with the president of Left Hand Brewery to discuss co-investment.	Jessie
	Developed and distributed partnership packet including a menu options for partnership with businesses	Jessie
	Did not receive TU Embrace a Stream, Healthy Rivers, Patagonia, Clif Bar, or Boulder Community Foundation grants.	Jessie, Yana
	Raised \$3,000 on Colorado Gives Day.	
	Mailed 200 postcards to community members including information about donating on Colorado Gives Day.	
	Held end of year celebration at Left Hand brewery and received some small donations. Also brewed a beer together with Left Hand Brewery called Watershed Red and received \$1 for Lefthand Watershed Oversight Group from every beer sold.	Jessie, Yana, Deb, Chris, Mark, Sue
	Submitted CWCB Watershed Restoration grant application for Stewardship, Science, and Restoration of Left Hand Creek.	Jessie, Yana

### Approximate Number of Hours Spent and Approximate Percentage of Time Spent

The table below summarizes the hours and percentage of time spent fundraising on a quarterly basis. Please note that time spent by Glenn was paid by Lefthand Watershed Group, and not by the CWCB grant.

Year	Quarter	Jessie		Glenn		Yana		Mickey	
		Hrs	%	Hrs	%	Hrs	%	Hrs	%
2016	Jul - Sep	33	10%	0	0	0	0	0	0
	Oct - Dec	50.5	10%	5	3%	0	0	0	0
2017	Jan - Mar	53	10%	26	13%	0	0	5.75	10%
	Apr - June	47.5	10%	11	6%	26	10%	17	10%
	Jul - Sep	43	10%	4	7%	47	10%	N/A	N/A
	Oct - Nov	39.5	10%	0	0	45	10%	N/A	N/A
2018	Jan - Mar	45	10%	5.5	5%	46	10%	N/A	N/A
	Apr - June	46	10%	3	4%	47	10%	N/A	N/A
	Jul - Sep	42	10%	0	0	49	10%	N/A	N/A
	Oct - Nov	46	10%	0	0	46	10%	N/A	N/A

### Return on Investment

The table below shows return on investment from this CWCB fundraising grant. In summary, the \$49,029 awarded was leveraged to write grants and fundraise for donations with additional awards and donations totaling \$11,610,474.

Investment (CWCB Fundraising Grant)	
PO #1	\$ 20,218
PO #2	\$ 28,811
<b>TOTAL</b>	<b>\$ 49,029</b>

Return on Investment (Grants & Funding Received)	
Donations-Corporations & Individuals	\$ 73,000
LWOG Board Partner Contributions (2016-2018)	\$ 72,500
DOLA CDBG-DR Watershed Implementation-Reach 3B	\$ 300,000
DOLA CDBG-DR Watershed Implementation-63rd Extension	\$ 450,000
DOLA CDBG-DR Watershed Implementation- EWP Project	\$ 1,976,615
DOLA CDBG-DR Planning grant- Stewardship Handbook & Adaptive Management Guide & Citizen Science tools	\$ 311,500
DOLA CDBG-DR Watershed Implementation- Legacy Project	\$ 2,000,000
CWCB EWP Projects	\$ 6,090,491
WSRF Grant	\$ 50,000
Trout Unlimited Fee for Service	\$ 5,868

<b>Return on Investment (Grants &amp; Funding Received)</b>	
DRMS Water Quality monitoring	\$ 15,000
Left Hand Water District Fee For Service	\$ 7,000
CWCB Watershed Restoration (Adaptive Management)	\$ 176,000
Gates Family Foundation Community Science	\$ 42,000
CWCB Water Plan Grant	\$ 35,000
City of Boulder OSMP Funded Research	\$ 5,500
<b>TOTAL</b>	<b>\$ 11,610,474</b>

## Lessons Learned and Next Steps

Our Fundraising Committee continues to remain one of the primary strengths of our Fundraising Campaign Plan because committee members are able to help staff by taking on some of fundraising tasks and new committee members always bring new ideas and community connections to the table. Committee members played a key role in helping develop and review our Annual Report, which we well received throughout our community.

Outreach also continues to be a notable strength of our Fundraising and Outreach Campaign Plan. We continue to observe that fundraising and outreach go hand-in-hand and our fundraising efforts rely on our outreach efforts. By including outreach as part of fundraising, our committee develops comprehensive approaches for both efforts. However, time and resources continue to be a challenge due to the difficulty of obtaining funding for organizational capacity and growth. To help address this challenge we included budget in our recent CWCB Watershed Plan grant application for outreach and planning.

In 2018 we also developed a Stewardship Partners handout and a Stewardship Accomplishments handout for fundraising (Attachment 2). These handouts, which provide a simplified menu of options and summary of accomplishments, have been a valuable resource for donors (particularly corporate donors) who have limited time but would like to support our organization. In the future we plan to use and develop tools like this when meeting with funding partners.

## Attachments

1. Updated Fundraising and Outreach Campaign Plan
2. Stewardship Partners and Stewardship Accomplishments Handout

## Attachment 1

### Updated Fundraising and Outreach Campaign Plan



## **Fundraising and Outreach Target**

Our unmet funding need for 2020 is approximately \$120,000 (attachment 1). Our strategy is to get annual or commitments from individuals or groups so that we are able to meet our goal to raise \$260,000 each year, once DOLA capacity grant funding runs out (July, 2019). This allows groups or individuals to contribute more or less in a given year depending on funding availability and allows us additional time to raise the funds. To help meet this goal we are planning outreach activities to promote LWOG as a valuable community resource in watershed science, stewardship and restoration.

## **Fundraising and Outreach Campaign**

LWOG is currently developing a multi-faceted campaign to invite support from landowners, partners, corporations and federal, state and local entities. Aspects of the campaign include:

1. Landowner Campaign:
  - Contact all landowners in project area to request them to become Stewardship Partners.
  - Set up one-on-one or neighborhood wide meetings with landowners in project areas to gain interest and support in Stewardship Partners campaign.
  - Identify neighborhood captains and other potential key participants in the campaign.
  - ID and meet with potential private donors within watershed, outside of project areas.
2. Board Member Campaign:
  - Make requests for support for reasonable amounts from LWOG board entities with significant budgets. Offer presentations to boards of these entities.
  - Ask Boulder County for help with funding for monitoring on projects, or ask for them to sponsor the annual watershed-wide monitoring costs.
3. Corporate Campaign:
  - Continue contacting significant corporations and commercial entities with interests in the watershed and request their support as part of Stewardship Campaign. Continue partnering with donors by hosting private stewardship events with their groups.
4. State/Fed Grant Campaign:
  - Continue to pursue state and federal grants to fund project or program activities as appropriate.
  - Others as identified on grants matrix.
5. Identify and pursue appropriate grant and foundation opportunities. ID projects that have relevance and importance outside of our watershed boundaries.
  - Gates Family Foundation
  - Walton Family Foundation
  - The Community Foundation
  - Other Project specific grants which LWOG implements and can bill time to.
  - Others as identified on grants matrix
6. Outreach Campaign
  - Continue to update website with relevant material
  - Continue membership program. Continue watershed wide mailing to gain membership and interest in LWOG.
  - Continue to promote LWOG's work through tours, workshops, events, etc.

- Continue to advertise Stewardship Handbook and Adaptive Management Guide at various events and press releases.
- Continue to promote Stewardship Partners campaign.
- Continue to participate in Colorado Gives Day online in early December.
- Release a newsletter/mailchimp on regular basis to publicize a project update or other update that will be helpful to stakeholders.
- Utilize social media to conduct outreach. (On-going)
- Plan events, including volunteer events and general outreach events (e.g. Pint Night), to raise awareness and funds. (On-going)
- Develop consistent branding and marketing. (on-going)
- Plan friend-raiser events and/or outreach opportunities to gain interest in the watershed and LWOG. (2018)
- Plan community event/fundraiser event such as a music event or bike race, etc.

## Attachment 2

# Stewardship Partners and Stewardship Accomplishments Handout



# Become a STEWARDSHIP PARTNER



## Bronze

\$2,500-\$4,999

Steward

400-800 linear ft.



## Silver

\$5,000-\$9,999

Steward

800-1600 linear ft.



## Gold

\$10,000-\$24,999

Steward

1600-4000 linear ft.



## Platinum

\$25,000 or more

Steward

> 4,000 linear ft.

## About

Stewardship Partners are businesses and individuals who love Left Hand Watershed!

Stewardship Partners help ensure that our restoration projects remain successful well into the future.

Your investment will be used to implement stewardship and citizen science activities in the watershed.

This includes:

- Monitoring to detect issues and adaptively manage project sites;
- Weed control;
- Revegetation;
- Community science educational activities;
- Volunteer events.

## Benefits

- All partners are recognized in our annual report and on our website.
- Silver sponsors have the opportunity to attend a private stewardship event.
- Gold sponsors have the opportunity to go on a private tour of the watershed.
- Platinum sponsors have the opportunity for a private fly fishing class, hike, or mountain/road bike adventure.



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# Stewardship Program Accomplishments 2018



## Project status

- 11 restoration projects complete, 9 more underway.
- 11 active, on-going, monitoring and stewardship project sites in 2018, 20 sites in 2019.
- Community science strategic plan underway, which builds tools and framework to expand our community science services, including hosting a regional, bio-geo blitz in 2019.
- Development of a repeatable, scaleable, adaptive mangement plan & conceptual model which has been used regionally across the state, by coalitions and municipalities.

## By the numbers

- 44 acres weeds pulled or treated
- 2291 native plants planted
- 9 acres seeded
- 587 volunteer hours
- 25 irrigation maintenance days
- 26 community science volunteers
- 17 benthic macro invertebrate surveys
- 28 pebble counts
- 28 topographic surveys
- 35 visual site assessments
- 27 plant surveys
- 35 photo monitoring sites