

Application

Type: Full Application

Project Name: 2021 Renewal Grant

Organization: American Whitewater

Organization Address: P.O. Box 1540
Cullowhee
NC
28723
United States

Organization Phone: 828-586-1930

Tax ID: 23-7083760

Applicant: Hattie Johnson

Start Date: 04/16/2021

End Date: 04/30/2023

Authorized Signer

First Name: Mark

Last Name: Singleton

Title: Executive Director

Email: mark@americanwhitewater.org

Address (if different than above)

Address: PO Box 1540

City: Cullowhee

State: NC

Zip: 28723

Key Contact Information

First Name:

Last Name:

Email:

Phone:

Grant Purpose

Briefly summarize the purpose and need for the project/program, the requested amount, and any requested terms (such as multiple years or matching). The budget template attached is the location for detailed financial information.

- Please provide concise answers to the following questions in your narrative:
 - What problem is the grant trying to solve and how will the grant lead to the desired change?
 - What will the organization be doing?
 - Why does this matter?
 - What is the ultimate goal of this project?
 - What makes this organization uniquely qualified for this project?
 - How will the organization accomplish the project deliverables?

American Whitewater (AW) is the leading advocate for protecting, enhancing, and enjoying the recreational opportunities provided by healthy rivers in the Colorado River basin through our Southern Rockies Stewardship Program. The Program seeks to expand our expertise in defining vulnerabilities to flow-dependent recreational resources by defining the impact on local and regional economies. We intend to grow our diverse constituency to advocate for conservation mechanisms that protect these flow-related values. Our staff, volunteers, and consultants work within local, state, and federal frameworks to integrate science-based tools and information that advance management decisions consistent with the goals shared by AW and our conservation and business partners. We believe that success in river stewardship is grown from an inclusive and empowered constituent base who are the most effective and active river advocates. We work collaboratively with all water users to develop long term conservation practices.

American Whitewater is grateful for the opportunity to present this request to The Walton Family Foundation for a \$350,000 grant. Support from the Walton Family Foundation will help American Whitewater establish fiscal metrics on the impact from recreation community to be used in informing policy, to provide strong recreation representation in local, state and federally designated river protections, to advocate for equitable protection, access and enjoyment of rivers in the face of a changing climate within the Colorado River basin, and build a diverse baseline of program funding.

In addition to providing AW with the resources to advance our policy goals in the basin, support from the Walton Family Foundation will enable American Whitewater to directly engage our membership and industry partners as an active voice in policy issues throughout the basin, and continue working with our consultants to develop science-based information to achieve protection and enhancement for both recreational and ecological river values.

Background

Include a basic description and history of the organization (2-3 paragraphs). Please also note the other organizations with which you are collaborating.

American Whitewater is a national non-profit 501(c)(3) river conservation organization founded in 1954 with over 6,000 members and 100 local-based affiliate clubs, representing whitewater enthusiasts across the nation. American Whitewater's mission is to protect and restore America's whitewater rivers and to enhance opportunities to enjoy them safely. The organization is the primary advocate for the preservation and protection of whitewater rivers throughout the United States and connects the interests of human-powered recreational river users with ecological and science-based data to achieve the goals within its mission. Our vision is that our nation's remaining wild and free-flowing rivers stay that way, our developed rivers are restored to function and flourish, that the public has access to rivers for recreation, and that river enthusiasts are active and effective river advocates. American Whitewater has consistently been transforming the way ecological and recreational values are managed in the context of a changing water supply, climate and economy. As whitewater paddlers, we understand the value of diverse partnerships as we rely on such relationships for safety, mentorship and experience. Those inclusive and collaborative relationships provide the most effective tool in finding solutions to support healthy rivers and communities the rely upon them.

River recreationists desire healthy river systems with a robust and dynamic hydrology. American Whitewater has been at the forefront of establishing more natural flow regimes on over hundreds of rivers across the country, and has worked to scientifically explore and document the important seasonal flow patterns that sustain healthy ecosystems and provide high-quality recreational opportunities. American Whitewater has been the preeminent voice identifying, advocating for, and defending flow regimes that support a healthy river ecology and economy. American Whitewater has established innovative and scientifically-valid approaches to defining flow-needs for recreation, and creating tools that help integrate these needs, in concert with ecological targets, into water management. With the funding support requested here, American Whitewater will identify the economic value of recreational opportunities provided by preferable flow conditions and how local and regional economies are sensitive to changes in water supply. Drawing on state-level efforts to understand potential future impacts of drought and climate change, our results will provide a valuable metric used amongst other data (i.e. impacts to agricultural or municipal/industrial use) in making water management decisions.

As a result of prior support from the Walton Family Foundation, American Whitewater developed a policy guidance document that set core principles for river recreation and stewardship and identified opportunities for implementation. AW is leading an effort to educate and familiarize members, partner organizations, and decision makers on opportunities for policy that will recognize the import and value of the outdoor recreation economy and healthy rivers. As the leading recreation voice in discussions about the Colorado River and its tributaries, American Whitewater will leverage opportunities to foster a growing and active constituency of river stewards and engage in finding possible solutions to the imbalances we face in meeting the needs of our communities, while restoring healthy river flows.

Evaluation of Proposed Project

Please describe how you will evaluate the project moving forward and how the information will be collected. You do not need to restate what is in other sections.

American Whitewater's Colorado River Stewardship Program will be successful over the next 27 months when:

- 1) The sensitivity to the recreation economy to changes in streamflow is recognized as a key decision-making tool across Colorado.
- 2) State level policies are in place that provide for local or state protection of river recreation resources, specifically, flow.
- 3) A diverse constituent base of river stewards is vocal in the advocacy of healthy river and the vibrant communities they support.
- 4) The Upper Colorado Wild and Scenic Stakeholder group has clear plans defined for acquiring or leasing water to support the flow related Outstandingly Remarkable Values from Kremmling to No Name.

If an external third party evaluation will be completed, describe their evaluation plan.

There will be no third-party evaluation

Financial Information/Sustainability

Also, please briefly describe the plan to make the project or organization sustainable after the grant period (if applicable).

American Whitewater is sustained by a combination of grant funding, contracts for services, membership fees and industry support. American Whitewater's Southern Rockies Stewardship Program is continuing to grow a more diverse foundation and grant funding base through both project specific and program support. In the past year, as Americans rediscovered the health and joy provided by our rivers, our membership numbers grew at an unprecedented rate. With the support of this grant, we intend to continue to broaden that base of membership to grow a constituency that is representative of regional demographics to ensure river stewardship remains relevant.

Management/Key People Involved

Project and Organization Management - List the 1-3 people involved in managing the project and give 2-4 sentence bios.

Hattie Johnson, Director, Southern Rockies Stewardship Program: Hattie Johnson has directed AWs Southern Rockies Stewardship Program since 2019 and oversees the organization's Conservation, Access, and Safety Programs in the Colorado River Basin and adjacent states.

Kestrel Kunz, Associate Director, Southern Rockies Stewardship Program: Kestrel joined American Whitewater as an intern in 2015 and joined the Stewardship Team at .25 FTE at the end of her Internship and began full-time at the start of 2020. Since then, Kestrel has worked directly on State and Federal policy initiatives, Wild and Scenic Rivers, and equitable river access and flow protection.

Applicant self-assessment of risks to success

Please identify any risks to project success.

- 1) While we have received support from each relevant roundtable to implement recreational economic impact studies, there was several vocal skeptics that our findings would be used against their interests. This reluctance to utilize recreational data could prove difficult for its inclusion in relevant Basin Implementation Plans.
- 2) While there is interest and momentum to develop and then maintain a robust recreation economy in Moffat County, there are many traditional water users who are concerned their traditional uses will be injured with attempts to improve river flow. An application for recreational water rights could be shot down by some of those interests.
- 3) The Upper Colorado Wild and Scenic Stakeholder Group is only 6 months into operating with a finalized plan. Discussions have begun about implementing projects such as water acquisition or transfer to have some security to protect flow related ORVs. The group is working on establishing an endowment fund to pay for such projects, however, that fund is contingent on the acceptance of final project permits. While they will likely receive those permits, the timeline of litigation is unknown.

Lessons Learned – If you have previously been a grantee of the Foundation, please discuss any missed targets, the lessons learned, and how you aim to address those moving forward.

Shortly after receiving our prior grant from WFF, our program underwent some significant personnel changes. The primarily lesson learned from that experience was to keep organized and clear records of the program goals and objectives while also ensuring that the outputs and outcomes are broad enough to be achieved despite the experience or personality of the team members. As with any personnel transition, there is a learning curve. That experience has helped to shape this current request by identifying broad goals with clear deliverables but not dictating the path to completing them.

Other Information

Please list any other organizations that provide similar programs or services to your direct beneficiaries and describe how your program or service is different.

No other organization provides similar programs or services within the region or at the National level. American Whitewater is an affiliation of local paddling clubs, and we have a network of clubs active throughout the Colorado River basin that assist with our goals. While AW is the only National organization with clear recreational objectives, our goal is to engage our local clubs in efforts to cooperate in addressing healthy flows across the basin. These clubs provide on-the-ground support for our broader stewardship goals. We partner with other human-powered recreation organizations and river conservation advocacy groups on joint efforts to protect and enhance healthy rivers.

Attachments

Other additional narrative as necessary to explain the project or organization (optional)

Other additional supporting illustrations or exhibits (e.g. maps, logic models, etc.) (optional)

Latest IRS Form 990 for your organization

Please upload your most recent 990 form. This must be in .PDF format.

2019_990_for_Public_Inspection.pdf

3.8 MB - 03/15/2021 18:57

Total Files: 1

Organization Budget for the previous year

2020_Organizational_Budget.pdf

23.1 KB - 03/15/2021 18:59

Total Files: 1

Current income statement and balance sheet

2020_Unaudited_Income_Statement.pdf

33 KB - 03/17/2021 17:39

Total Files: 1

Organization Budget for the current year

2021_Organizational_Budget.pdf

183.3 KB - 03/15/2021 18:59

Total Files: 1

Please Acknowledge

By submitting this request for funding, the requesting organization acknowledges that The Walton Family Foundation has not previously made any promise to provide the funding requested herein and that the requesting organization has not relied to its detriment upon any statement by The Walton Family Foundation or its representatives to obtain the funding requested herein. The requesting organization further acknowledges that any approval of its grant proposal will be communicated only by, and is contingent upon execution of, a written grant agreement between the requesting organization and the Foundation signed by the Foundation's Executive Director.

Budget Details

Requested Amount: \$350,000.00

Bank Account: EFT: FIRST CITIZENS BANK & TRUST COMPANY FIRST CITIZENS BANK & TRUST COMPANY

Budget Years: 2 Years

Personnel Expenses

Provide the number of full time equivalent employees for this project

1.4

List the name and titles of staff and the percentage of time spend on this project

Hattie Johnson, Program Director .8 FTE

Kestrel Kunz, Associate Director .6 FTE

If applicable, explain how the Benefits expense was calculated

15% of salary

If applicable, provide details of the items included in the Other Personnel Expenses

Direct Expenses

Travel Expense: estimate the number of trips and the cost per trip

Approximately 110 trips at \$200/trip

Meetings/Events Expense: Describe each meeting and/or event and the cost per meeting.

Estimate for hosting virtual and in-person policy engagement through American Whitewater for multiple meetings/event to include representatives from the outdoor industry, state legislature, Colorado Municipal League and Northwest Colorado Council of Governments, Basin Roundtables, and at the Outdoor Retailer annual summer show.

Provide a short description of the items included in the Other Direct Expenses

Grant # - Organization Name
00104707 - American Whitewater (Hattie Johnson)

- Printing/Publications: Printed materials for the in-person meetings described above; intercept survey printing; display boards for meetings/events
- Other: Remaining expenses include:
 - Telephone: 80% of monthly phone bill, related to Walton work
 - Supplies: Intercept survey materials (clipboards, kiosk materials) for economic impact surveying efforts
 - Equipment: 80% of internet service
 - Other: Communications and messaging, affiliate club/volunteer per-diem related to direct advocacy with decision-makers.

Partner Expenses

Identify each consultant, what they will be doing, and the estimated cost

\$27,600, TBD, policy engagement support

- \$18,000 economic modeling from Brian Lewandowski
- \$20,955 Boatable Days analysis and reporting from Lotic Hydrological
- \$53,500 user surveys for economic study from RRC, Associates
- \$72,000 future water supply modelling from Lynker Technologies
- \$22,000 water rights analysis from Bishop Brogdon Associates
- \$30,000 TBD, event and intern support (Consultants)

Provide the name/organization and amount for each sub-grant

Attach a budget for each sub-grant

Overhead

Describe how the overhead expense was calculated.

Overhead is calculated as 10% of All personnel and direct expenses

Performance Measures

Goal: Advocate for healthy rivers that support a robust recreation economy and influence policy resources

Outputs And Outcomes

Category	Who will do what and how much?	By when?	Measured or evaluated by?
Output	AW will develop a written report and framework/general theory for analysis that quantifies the economic impact of river-based recreation and its sensitivity to water supply changes (i.e. climate change, population growth, Colorado River compact compliance) and submit it for publication in an academic journal.	12/31/2021	The report and communication documenting submittal to an academic journal will be provided to WFF.
Output	AW will complete an analysis for five watersheds that will assess the sensitivity of the economic impact on recreational opportunities (i.e. Boatable Days) to water management scenarios under consideration by Basin Roundtables, local water managers and water rights holders. Using the economic impact of a Boatable Day, AW will quantify the dollar value costs and benefits of water management decisions to estimate the economic outcomes of flow management and policy decisions.	03/31/2023	Final Economic Impact Reports will be provided to WFF.
Output	AW will identify opportunities for water acquisition, leasing, or transfer opportunities within the Upper Colorado Wild and Scenic river segments.	03/01/2022	A memo describing environmental and recreational flow needs within the Wild and Scenic segments and viable Alternative Transfer, leasing, or water availability will be provided to WFF.
Outcome	Three Basin Roundtables will incorporate the economic impact findings (from Output 2) into their Basin Implementation Plan updates.	03/31/2023	Basin Implementation Plan updates and Identified Projects and Processes lists will be provided to WFF.
Outcome	The City of Craig and Moffat County will use the results of the economic impact study (from Output 2) to make decisions in order to improve flow management on the Yampa River.	03/31/2023	As demonstrated by a draft application for a Recreational In-Channel Diversion water right, and a written summary, which will be provided to WFF.
Outcome	The Upper Colorado River Wild and Scenic Stakeholder Group will adopt plans to acquire water or enter into transfer agreements that would provide flows to protect the Floatboating Outstandingly Remarkable Values.	03/31/2023	Copies of draft plans or agreements will be provided to WFF.

Goal: Develop a diverse community of river stewards and harness their voices for the benefit of healthy rivers

Outputs And Outcomes

Category	Who will do what and how much?	By when?	Measured or evaluated by?
Output	American Whitewater will partner with members of the recreation community to submit 20 op-eds or letters to the editor and sign on letters to educate decision makers on the importance of access to healthy flowing rivers for the recreation community and public health and wellbeing.	03/31/2023	Copies of submitted op-eds, LTEs and comment letters will be provided to WFF.
Output	American Whitewater will work with conservation partners and consultants to host five advocacy trainings and one event for non-traditional river recreation groups (e.g. wildlife viewers, hikers, etc.). Sessions will focus on how the core principles of the recreation community supplement conservation and environmental initiatives.	02/15/2022	Photos, minutes and sign in sheets from training sessions will be provided to WFF.
Output	American Whitewater will facilitate 12 meetings between AW members and decision makers to discuss the merits of legal protections for river corridors and river flows that support an outdoor recreation economy and healthy rivers through conservation mechanisms (i.e. recreational water rights, Wild and Scenic Rivers). At least 3 of these meetings will be in Colorado River Basin states other than the State of Colorado. All activities associated with this output will be nonpartisan and educational in nature and will not involve direct lobbying, including discussion of specific legislative proposals, or grassroots lobbying. All communications with legislators under this output will consist of nonpartisan analysis, study, or research.	03/31/2023	As demonstrated by photos of meetings or events, a written description, and meeting materials (agendas, fact sheets, etc.) will be provided to WFF.
Output	American Whitewater will work with other conservation organizations (Western Resource Advocates, Conservation Colorado, and others) to identify quantitative metrics that indicate the overlap of ecological and recreational values to advocate for improved protections in two watersheds.	03/31/2023	River reach specific flow targets will be provided to WFF.
Output	AW will submit a short, written report about policy improvements (and discussions around policy improvements) that would protect recreational values in rivers within Colorado. All activities associated with this output will be nonpartisan and educational in nature and will not involve direct lobbying, including discussion of specific legislative proposals, or grassroots lobbying. All communications with legislators under this output will consist of nonpartisan analysis, study, or research.	03/31/2023	Written report will be provided to WFF.
Output	American Whitewater will work with local advocates and partner organizations to develop campaign plans for Wild and Scenic river protections in two watersheds in Colorado.	03/31/2023	Campaign plans will be provided to WFF. All activities associated with this outcome will be nonpartisan and educational in nature and will not involve direct lobbying, including discussion of specific legislative proposals, or grassroots lobbying. All communications with legislators under this output will consist of nonpartisan analysis, study, or research.

Grant # - Organization Name
00104707 - American Whitewater (Hattie Johnson)

Outcome	At least one other state in the Colorado River Basin will develop a program to protect recreational river flows based on examples set by Colorado.	03/31/2023	As demonstrated by meeting minutes and draft program plans will be provided to WFF.
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Goal: Build a base of financial support for the Colorado River Program

Outputs And Outcomes

Category	Who will do what and how much?	By when?	Measured or evaluated by?
Output	American Whitewater will reach out to six new private funding sources (e.g., high net worth individuals, foundations, business partners) about AW's Southern Rockies stewardship work.	03/31/2023	Email correspondence and/or meeting minutes will be provided to WFF.
Output	American Whitewater will secure an additional \$100,000 in support of the Colorado River Program from new private sources.	03/31/2023	Funding agreements will be provided to WFF.

Grant # - Organization Name
00104707 - American Whitewater (Hattie Johnson)

Budget Summary

	Year One		Year Two		TOTALS		
	PROJECT BUDGET	REQUEST	PROJECT BUDGET	REQUEST	PROJECT BUDGET	REQUEST	% (Total)
PERSONNEL EXPENSES							
Hattie Johnson, Program Director .8 FTE Kestrel Kunz, Associate Director .6 FTE (Salaries - 1.4 FTEs)	\$114,262.65	\$82,110.12	\$130,767.26	\$92,665.80	\$245,029.91	\$174,775.92	71%
Benefits	\$14,282.84	\$10,121.27	\$19,615.09	\$13,899.87	\$33,897.93	\$24,021.14	71%
PERSONNEL SUBTOTAL	\$128,545.49	\$92,231.39	\$150,382.35	\$106,565.67	\$278,927.84	\$198,797.06	%
DIRECT EXPENSES							
Travel	\$10,000.00	\$800.00	\$12,000.00	\$7,000.00	\$22,000.00	\$7,800.00	35%
Meetings/Events	\$5,000.00	\$500.00	\$1,000.00	\$1,000.00	\$6,000.00	\$1,500.00	25%
Printings/Publications/Electronic	\$500.00	\$500.00	\$300.00	\$300.00	\$800.00	\$800.00	100%
Telephone	\$1,000.00	\$700.00	\$1,200.00	\$720.00	\$2,200.00	\$1,420.00	65%
Supplies	\$500.00	\$350.00	\$1,000.00	\$500.00	\$1,500.00	\$850.00	57%
Equipment	\$2,200.00	\$400.00	\$1,000.00	\$400.00	\$3,200.00	\$800.00	25%
Communications and messaging, affiliate club/volunteer per-diem related to direct advocacy with decision-makers. (Other)	\$10,000.00	\$500.00	\$2,000.00	\$1,000.00	\$12,000.00	\$1,500.00	12%
DIRECT EXPENSES SUBTOTAL	\$29,200.00	\$3,750.00	\$18,500.00	\$10,920.00	\$47,700.00	\$14,670.00	%
OVERHEAD EXPENSES							
Overhead calculated as ~10% of Direct Expenses	\$30,857.84	\$18,507.36	\$32,528.37	\$21,738.95	\$63,386.21	\$40,246.31	63%
OVERHEAD SUBTOTAL	\$30,857.84	\$18,507.36	\$32,528.37	\$21,738.95	\$63,386.21	\$40,246.31	%
PARTNER EXPENSES							
\$27,600, TBD, policy engagement support • \$18,000 economic modeling from Brian Lewandowski • \$20,955 Boatable Days analysis and reporting from Lotic Hydrological • \$53,500 user surveys for economic study from RRC Associates • \$72,000 future water supply modelling from Lynker Technologies • \$22,000 water rights analysis from Bishop Brogdon Associates • \$30,000 TBD, event and intern support (Consultants)	\$132,455.00	\$25,500.00	\$111,700.00	\$70,786.63	\$244,155.00	\$96,286.63	39%
PARTNER SUBTOTAL	\$132,455.00	\$25,500.00	\$111,700.00	\$70,786.63	\$244,155.00	\$96,286.63	%
EXPENSE TOTAL	\$321,058.33	\$139,988.75	\$313,110.72	\$210,011.25	\$634,169.05	\$350,000.00	%
INCOME							
Request from Foundation	\$150,000.00		\$200,000.00		\$350,000.00		
Other Foundations	\$60,000.00		\$50,000.00		\$110,000.00		
Public Agencies	\$62,307.00		\$40,506.00		\$102,813.00		
Corporations	\$20,000.00		\$10,000.00		\$30,000.00		
Request from Foundation	\$22,000.00		\$0.00		\$22,000.00		
INCOME	\$314,307.00		\$300,506.00		\$614,813.00		