



## **MEMORANDUM**

To: The National Leadership Council, Chapter Presidents, Council Chairs, Embrace-A-Stream Committee, and Staff

From: Rob Roberts, Western Field Coordinator & EAS Program Coordinator  
Laura Hewitt, Watershed Programs Director  
Sally Armstrong, EAS Program Assistant

Date: September 8, 2004

Subject: 2005 Embrace-A-Stream Grant Program

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Trout Unlimited is pleased to announce that it is now accepting Embrace-A-Stream ("EAS") grant applications for eligible coldwater fisheries conservation projects. Since 1975, EAS has awarded nearly \$3 million dollars in cash grants to TU chapters around the country. Last year, EAS provided close to \$200,000 for 41 projects that contributed to water and habitat quality improvements, native fish restoration, instream flows, youth education, fish population research, and chapter and council capacity building.

There have been several changes made to the EAS program for the 2005 funding cycle. First, TU chapters and councils are no longer confined to the traditional project categories of Resource, Research, and Education but are asked to submit proposals for conservation projects that best address the organizational priorities outlined in TU's National Conservation Agenda and 2003-2008 Strategic Plan. This new structure will benefit TU's grassroots, allowing them to use their judgment and creativity to design projects that best advance TU's local and national priorities in conserving, protecting, and restoring coldwater fisheries and their watersheds.

The criteria used to evaluate proposals have also changed to reflect the new focus of the program. Projects will be evaluated based on the following criteria: Conservation Benefit, Strengthening TU Impact, Technical Merit, and Public Education and Outreach Plans. Throughout the history of the EAS program, it has been our experience that the most effective and successful projects have included these elements and have focused on a holistic approach to coldwater conservation.

In addition, there are several other changes to the Embrace-A-Stream application intended to help improve the quality of the proposals and reinforce the connection to the work of the larger TU organization. Enclosed are application materials for the 2005 funding cycle – please be sure to read each section carefully so that you understand the new guidelines and proposal format. All of these documents can also be found on the Embrace-A-Stream section of the TU web site (<http://www.tu.org/conservation/eas.asp>), including copies of TU's National Conservation Agenda, 2003-2008 Strategic Plan, and an example proposal using the new EAS guidelines.

EAS Committee members (see enclosures) and staff are prepared to provide advice and guidance on potential project applications. Even if you do not have questions about preparing your proposal, please note the EAS program rule that requires applicants to contact their EAS committee representative to discuss proposal ideas by November 22, 2005. If you need assistance including capacity-building elements in your proposal, please contact John Gale, Chapter Support Coordinator at 703-284-9423 or [jgale@tu.org](mailto:jgale@tu.org). For further information or to request additional copies of the application forms, please contact Sally Armstrong at 703-284-9410 or [sarmstrong@tu.org](mailto:sarmstrong@tu.org).

TU organizations in coastal areas and the Great Lakes region will receive more information in October on our continuing partnership with the National Oceanic and Atmospheric Administration's (NOAA) Community-based Restoration Program. This program enhances the capability of local TU organizations and communities to protect and restore coastal rivers and habitats and will feature an additional funding program for anadromous salmonids in the Great Lakes region in 2005.

Thank you very much for continuing to make the Embrace-A-Stream program such a success. We hope the changes to this year's program will further enhance your ability to conserve, protect, and restore our coldwater heritage. As always, we welcome your feedback on how to further improve the program.

Enclosed:

- 2005 Embrace-A-Stream Grant Instructions and Application
- 2003 National Conservation Agenda

*Note: This is a copy of the current NCA as of Sept. 10<sup>th</sup>, 2004. This Agenda may be amended at the NLC meeting on September 18<sup>th</sup>. For the most current version, go to the TU website (<http://www.tu.org/conservation/eas.asp>).*

- 2003-2008 TU Strategic Plan Summary