

Indiana Watershed Networking Session

Fall 2007: Sustainable Funding for Watershed Organizations



Salamonie Reservoir, Andrews, IN

10:00 a.m. – 3:00 p.m. Local Time

Sign in (9:30 -10:00 AM)

Session Begins (10:00 AM)

Introductions and Housekeeping Items

Fundraising Overview and Assessment:

Harmony Associates (*Harriet Miller and Monica Wehrle*)

Introductions

Fundraising Overview

Organizational Assessment

Fundraising Essentials

Funding Strategies

Planning – What does a fundraising plan include

Resources for Financial Success

Lunch

What Financial Sustainability in Indiana Can Look Like:

An interactive interview with a small group networking focus

Identifying Your Needs

Overcoming Potential Obstacles

Voice of Experience

Gus Nyberg, [Northern Indiana Citizens Helping Ecosystems Survive \(NICHES\) Land Trust](#)

Recap / Follow up/ Evaluations

Session Ends (3:00 PM)

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Baseline Inventory

5. How your organization is predominantly funded.
(please use approximate/"best guess" percentages)

a. What *percentage* of your watershed funding comes from state or federal grantmaking sources?
(This includes Section 319, Lake And Rivers Enhancement, 205j, Clean Water Indiana, and Coastal Zone grant funding).

0-5%	6-10%	11-25%
26-50%	51-75%	76-90%
91-100%		

b. What *percentage* of your watershed funding comes from state/county appropriations such as SWCD or Basin Commission base funding allocations?

0-5%	6-10%	11-25%
26-50%	51-75%	76-90%
91-100%		

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Baseline Inventory

6. What kinds of non-grant/appropriation sources of funding does your watershed work have? Please circle all that apply.
- a. Board member contributions
 - b. Individual memberships
 - c. Corporate sponsor
 - d. Private donors (including dollars from trusts and foundations; and items – including those that can be converted to cash)
 - e. Endowments
 - f. Estate gifts
 - g. Product sales
 - h. Fundraising events
 - i. Other (please specify)

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Evaluation: We appreciate your feedback

Did you learn anything new about funding today? (please circle one)

Yes

No

If so, what did you learn?

Do you plan to use any of the techniques presented in this session in the next 6 months? (please circle one)

Yes

No

If so, what do you plan to utilize?

What was done well?

What could be improved? (How would you change it?)

Was this session worth your time? Yes No Somewhat

| *Sponsored by the Indiana Department of Environmental Management (IDEM) & the Indiana Association of Soil & Water Conservation Districts (IASWCD)*

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Speaker Biographies

Harriet Miller & Monica Wehrle, Harmony Associates

Harmony Associates was established in 1994 as an Indiana partnership firm. The General Partners are Harriet Miller and Monica Wehrle. Harmony Associates is certified to bid and participate in the Indiana State Program(s), which includes Transportation, as a Disadvantaged/Woman Business Enterprise (D/WBE). This certification allows Harmony Associates to participate on State and Federally funded projects or contracts. Harmony Associates is certified as a DBE firm in the following areas: 6000 Consultants - community research, feasibility studies, training for corporate and not for profit companies, diversity training, representation of special interest groups. This certification is valid through 5/31/2008. In addition, Harmony Associates is an Indiana certified professional fundraiser consultant, registered through the Indiana Attorney General's office.

Harmony Associates has extensive experience working with not for profit organizations in Indiana. They have consulted on small fundraising campaigns and on major capital fundraising campaigns. Currently, Harmony has subcontracted through Indiana Youth Institute to conduct several projects that have required developing and implementing research, assessment, and evaluation programs, with particular strength working with issues which impact on disadvantaged populations. Miller and Wehrle have attempted to bring a light touch to some heavy topics, using their experience and their compassion for not for profit cause-related leadership.

Previous to the creation of Harmony Associates, the principal partners founded and managed the Fort Wayne Women's Bureau, Inc. from 1976 to 1993. Bureau programs provided low-income participants with training and counseling to assist in achieving self-sufficiency. Miller and Wehrle administered a budget of over \$1.5 million a year. This included federal, state and local grant funds, including various projects funded through their successful efforts in membership based, special event fundraising and building a strong individual donor base.

Education: Harriet Miller received an Honorary Ph.D. from Indiana University to add to her Bachelor's Degree from Goucher College, Baltimore, Md. Monica Wehrle has received both her Master's of Public Administration and B.A. from Indiana University, cum laude.

Gus Nyberg, Northern Indiana Citizens Helping Ecosystems Survive (NICHES) Land Trust

Gus graduated from University of Illinois- Chicago with an undergraduate degree in Biology. He worked for over ten years with The Nature Conservancy in Illinois, Minnesota and Indiana during which time he served as a prescribed burn boss where he lead over 100 burns over 11 years. As if that weren't enough excitement, Gus survived a shark attack while killing invasive rats in equatorial pacific in 2001. He brings the same excitement to his work in Indiana, where he serves as co-founder of Friends of the Sands (a support group for natural areas preservation in Newton County), board member for NICHES Land Trust, and as board chair for the Newton County SWCD. During his time at NICHES, Gus has worked with the Trust to acquire 21 properties, and 2,100 acres protected in ownership and easements.

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Helpful Financial/Fundraising Links

Association of Fundraising Professionals

<http://www.afpindiana.afpnet.org/site/c.edJEKMNRfMg/b.2552573/k.BE27/Home.htm>

Authenticity Consulting Free Management Library

http://www.managementhelp.org/fndrsng/np_raise/np_raise.htm

EPA's Watershed Financing - Moving Beyond Grants webcast

<http://www.epa.gov/watershedwebcasts/archives.html#20071017>

EPA's Sustainable Funding for Watershed Groups webcast

http://www.cluin.org/conf/tio/owsusfund_032206/prez/1280x1024/ppframe.cfm?date=163&simul=1

Michigan State University's Nonprofit Fundraising Web Resources

<http://www.lib.msu.edu/harris23/grants/4fcelec.htm>

River Network (support for watershed work)

www.rivernetwork.org

- How to Plan Your Fundraising Strategy
<http://www.rivernetwork.org/resource-library.php?ResourceID=632#>
- Building Business Memberships in River and Watershed Organizations
<http://www.rivernetwork.org/resource-library.php?ResourceID=641>
- Starting a Major Donor Program
<http://www.rivernetwork.org/resource-library.php?ResourceID=655>
- The Ins (and Outs) of Government Funding
<http://www.rivernetwork.org/resource-library.php?ResourceID=672>
- Five Fundraising Strategies for Watershed Groups
<http://www.rivernetwork.org/resource-library.php?ResourceID=676>
- Seize the Opportunity! – 10 Things You Can Do
<http://www.rivernetwork.org/resource-library.php?ResourceID=630>
- Writing a Winning Foundation Proposal
<http://www.rivernetwork.org/resource-library.php?ResourceID=639>

SWCD Foundation

<http://www.swcdfoundation.org/>

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Participant and Speaker Contact Information

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