

FUNDING SUPPORT SELECTION CRITERIA
SOUTHWEST FLORIDA WATERSHED COUNCIL (SWFWC)

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ADOPTED BY THE WATERSHED COUNCIL BOARD OF DIRECTORS ON FEBRUARY 17, 2010

*Amended by the Board of Directors on December 10, 2011

Screening Criteria

1. Compatibility of Watershed Council Objectives and Goals with the reason for the expenditure
 - a) The funding request must meet the following criteria:
 - i) All requests are submitted in writing to the SWFWC Board of Directors. Requests may be submitted through email or regular mail and (P.O. Box 61063, Fort Myers, FL 33906-1063)
 - ii) Specifies or includes the goals of the watershed Council (see webpage)
 - iii) Has a documented history of success or the group conducting the new event has a proven history of success with the likelihood that the new event will also succeed
 - iv) Funds are expended within the Caloosahatchee or Big Cypress watersheds
 - v) The Watershed Council is not the sole source of revenue for the event
2. Contribution of the event/activity to public understanding of the watershed issues
 - a) The intent of this statement is to ensure that knowledge about the watershed is being conveyed through the selected event/activity and that it reaches as many people as possible

Financial Criteria

1. A minimum balance should be maintained in the Watershed Council account that is equal to one year of the operating budget

- a) If this criterion would cause the balance to fall below this minimum, then the request would be rejected at the stated level, or possibly reconsidered at a lower funding level
 - b) Since most funding for Watershed Council operations and funding choices originate from membership dues, the quarter before membership dues are requested should be considered a less favorable time for additional funding of events/activities to avoid potential violation of the minimum balance concept
2. In any one fiscal year, contributions to events/activities should not exceed 25% of the annual budget of the Watershed Council
- a) The intent of this statement is to limit the amount of funds that are available for events/activities to:
 - i) Decrease the number of requests
 - ii) Use the name and logo on events in lieu of funding, thereby leveraging the Watershed Council presence at public events that might not meet all the criteria discussed in this document
 - (1) The use of name and logo without a funding allocation would be used when Watershed Council funds are all allocated to other projects AND the BOD wishes to recognize support of the event
3. Funding of events/activities shall be processed in the following manner:
- a) The written request (or email) shall be received by the Chair
 - b) The Chair shall determine if prompt action is required
 - i) If prompt action is NOT required, then the Chair shall place the request on the BOD agenda
 - ii) If prompt action IS required, then the Chair shall email the request to the BOD for electronic or conference call discussion
 - c) Based upon the BOD discussion, the Chair will either send the request to the membership for consensus or decline the request on behalf of the Watershed Council
4. Requests for funding of research or other scientific exploration/monitoring is outside of the scope of the Watershed Council
- a) Research or other testing are better evaluated on a peer-reviewed basis, which is not within the scope of the Watershed Council
 - b) In some cases, use of the Watershed Council name and/or logo might be appropriate using the consensus basis
 - i) The request should follow the decision steps described in 3. above.

Publicity and Watershed Council Marketing

1. All events/activities funded by the Watershed Council should require the following marketing components:
 - a) The Watershed Council logo should be displayed on all event/activity promotional material
 - b) If the entity conducting the event/activity sponsors a webpage, then the Watershed Council sponsorship should be noted on that webpage
 - c) Sponsorship of the Watershed Council of the event/activity should also be displayed on the Watershed Council webpage, further promoting the involvement of the Council with that event/activity
 - d) A brief presentation by someone representing the organization(s) receiving funding for the event/activity at a Watershed Council meeting following the event/activity.
2. An entry from the Watershed Council should be made available to Listserv sources in southwest Florida such as the eco-voice network