**Organization Title:** Dooley River Watershed Association (DRWA)

**Principal Contact: \_\_\_\_\_\_\_\_\_\_\_\_\_,** Dooley, Maryland

**Project Title:** DRWA Educational Outreach Campaign

**Project Description:** Dooley River Watershed Association is a volunteer based organization in western Maryland inviting a contribution of $2000 from the Norcross Foundation to enhance outreach abilities for conservation purposes. DRWA will be embarking on an aggressive campaign to educate local community members, school children, local government officials, and landowners within and around the Dooley River watershed on ways to protect the watershed’s unique and fragile ecosystems. This educational campaign is designed to promote engagement in conservation efforts led by DRWA and will be taking place in the coming year.

**DRWA Mission**: The Dooley River Watershed Association is a group of local landowners and other citizens dedicated to preserving and enhancing the rural nature and natural resources of the Dooley River watershed by assisting interested landowners and public land managers with the environmental stewardship efforts and educational outreach.

**Dooley River Watershed:** Designated a ‘Conservation Priority’ by the state of Maryland, the Dooley River watershed contains the largest intact population of brook trout in the state. The watershed contains several Tier II waters and is a trophy trout stream. Many tourists come to enjoy the many qualities the Dooley River watershed has to offer. However, this multi-use watershed is impacted in many ways. Illegal ATV use, invasive species, and uncontrolled nutrient inputs are degrading this watershed and impacting the wildlife within it.

**The Problem: Lack of Education**. Due to the fact that the Dooley River watershed lies mostly within state forest boundaries, a certain amount of protection is granted. However, locals and visitors misuse the watershed and cause severe damage to habitat and water quality. These impacts also come from local state and county operations who do not consider conservation in project planning. State Forest programs do not have the capacity to conduct education to the many visitors to the watershed. Furthermore, DRWA is the sole group dedicated to bringing the education to the people through aggressive outreach. But still we lack the equipment to properly perform our tasks. Proactive approaches must be acted upon urgently in order to ensure the protection of the watershed. Without such outreach actions, the watershed will loose its valuable resources and brook trout and many other species will suffer the consequences.

**The Solution: Increasing Education**. DRWA would like to partner with The Norcross Wildlife Foundation to help in the production and implementation of several outreach campaigns designed to encourage local community members, school children, and government employees to participate in conservation efforts. Rain barrel and garden workshops, watershed assessment events, stream monitoring outings, and educational presentations geared towards protecting and enhancing the wildlife habitat within the Dooley River watershed will be given throughout the coming months. Equipment obtained from The Norcross Wildlife Foundation will enable DRWA to create powerful and effective presentations and improve monitoring operations. The digital camera will be used to document areas of concern which are in need of restoration within the watershed, as well as to document the work DRWA is conducting with the community. These photos will be placed in the Adobe Creative Suite 3 (CS3) package to build several persuasive power point presentations and educational material to be presented in a number of formats. Brochures, flyers, and other creative educational materials will be created using the CS3 package. The laptop will be used in conjunction with the projector to present power point presentations at multiple educational events hosted by DRWA at schools, public events, and conferences. This laptop will also significantly improve the technical capacity of DRWA to conduct work on the road. Obtaining this equipment will directly affect our conservation efforts thus improving the habitat within the Dooley River watershed and helping to instill new values and respect in the residents and visitors with their natural surroundings.

**Anticipated Outputs and Outcomes:**

1. Increased community involvement with DRWA conservation efforts.
2. Increased education outreach ability of DRWA to conduct presentations to audiences throughout the watershed and beyond.
3. Creation of effective power point presentations and educational material to be distributed.
4. Increased capacity to monitor stream conditions and document areas of concern within the watershed.
5. Reduction of nutrient inputs from agriculture and pasture lands within the watershed.

**Budget Request:** The Dooley River Watershed Association invites your investment in a $2000 special project to educate proximal communities and visitors of the Dooley River watershed about its unique values and to engage the community in conservation efforts. DRWA is encouraged that Norcross Wildlife Foundation supports innovative, low cost, high impact projects that improve conservation efforts of non-for-profits and hopes that our requests are seriously considered.

Sincerely,

President DRWA

**Detailed Budget:**

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| --- | --- |
| **Categories** | **Estimated Cost** |
| Laptop Computer | $800 |
| Digital Camera | $320 |
| LCD Projector | $600 |
| Adobe CS3 Package | $200 |
| Laptop Stand | $40 |
| Laptop Case | $40 |
| **Total Budget Request** | **$2,000** |
| **Anticipated In-Kind** |  |
| OSM/VISTA 200 hours @ $18.00 | $3,600 |
| Travel Expense 400 miles @ $0.51 | $204 |
| **Total Anticipated In-Kind** | **$3,804** |
| **Total Overall Project Budget** | **$5,804** |

Gateway Computer M-6337

<http://www.tigerdirect.com/applications/SearchTools/item-details.asp?EdpNo=4140519&Sku=S445-M6337>

Pentax camera Optio W60 quote:

<http://pentaxwebstore.com/detail/PTX+17251&utm_source=imaging&utm_medium=link-to-webstore&utm_campaign=product-Optio-W60>

Tigerdirect.com quote for projector:

<http://www.tigerdirect.com/applications/SearchTools/item-details.asp?EdpNo=3728647&sku=N124-2414>

Techsoup.com quotes for CS3 package:

<http://www.techsoup.org/stock/product.asp?catalog_name=TechSoupMain&keyword=cs3&product_id=BU-41258&cg=searchterms&sg=cs3>

Notebook Stand

<http://www.tigerdirect.com/applications/SearchTools/item-details.asp?EdpNo=3398494&CatId=2466>

Laptop Case

<http://www.tigerdirect.com/applications/SearchTools/item-details.asp?EdpNo=3806983&CatId=38>