

Upper Delaware Scenic Byway Grant Application for PROMOTING MONARCH BUTTERFLIES ON THE BYWAY

In the last 20 years, the Monarch butterfly population has dwindled from more than a billion to just 150 million, a nearly 82% decline that has been observed with alarm along the Delaware River, which serves as a flyway for the annual migration of Northeastern Monarchs from their summer breeding grounds to their wintering roosts in central Mexico. “The Monarch Butterfly: Fostering the Flyway by the Byway” is a project of the Upper Delaware Scenic Byway, Inc. (UDSB), the non-profit organization charged with enhancing and promoting the resources of NYS Route 97 which parallels the Upper Delaware River.

UDSB has a pool of \$5,000 for promotion of butterfly habitat through programs that:

- Teach young people about Monarchs and other butterflies and their need for food and habitat
- Educate the public about pollinator and habitat gardens
- Advertise the presence of butterflies on the byway
- Other creative ideas

The goal is to use seed money to challenge organizations to help enhance the mission of promoting butterfly habitat. The money can be used for advertising, buying supplies for the seed balls or other ideas that promote the goal. For example: a group that already attends a festival could add a “seed ball activity” as a children’s pollinator program at its table and distribute brochures that promote habitat conservation.

Organizations may apply for grants of up to \$1500 to meet the goals listed above. Grants are competitive, with amounts generally in the range of up to \$500 for a single project or event. Proposals that include some match (either monetary or in-kind) will receive preference over those that have no match.

Grants will be awarded on a rolling deadline. Applications submitted by the third Monday of a month will be reviewed and awarded on the fourth Monday of the month.

Applicants must be:

- Non-profit – 501(c) 3 or equivalent (churches and other religious organizations, chambers of commerce, local governments, schools, civic organizations, 4-H, Scouts, etc.)
- Located in service area
- Familiar with Upper Delaware Scenic Byway
- Familiar with festivals, fairs and events within the byway

Applicants must consider the following:

- Program or activity must take place along the byway or in a byway community.
- Materials used must be non-invasive or native plants.
- Activity or workshop must be open to everyone.
- Activity must be clearly and distinctly marked.
- Upper Delaware Scenic Byway must be acknowledged as contributing to the activity.
- If there is a small charge for participation, some provision must be made for individuals unable to pay (scholarships).

Upon approval, applicants will receive an award letter stating: approval of the project; the amount of the grant award; and requirements upon completion, including a report showing how the money was spent (receipts, etc.) and number of people served.

PROMOTING BUTTERFLIES ON THE BYWAY

2019 REQUEST FOR PROPOSALS APPLICATION

Name of applying group / organization: _____
 Contact person: _____
 Mailing address: _____
 Phone (day): _____ Phone (eve): _____
 Mobile: _____
 Email: _____

ANSWER THE FOLLOWING. USE ADDITIONAL PAPER IF NECESSARY.

1) Please describe the project in detail including the audience you are trying to reach and why.

2) Date and location of festival _____

3) Describe the materials to be used _____

4) How much will the project cost?

ANTICIPATED EXPENSES*	AMOUNT
TOTAL	

*Add categories as needed

5) Value of matching funds (or in-kind donation) _____

6) What is the grant amount being requested? _____