



Proposal Template

Prospective Waterkeeper program:

Submitted by:

Date:

Contact Information:

I. Introduction to the Watershed

In this section briefly discuss the watershed—its history, cities and landmarks, the culture. This section gives you the opportunity to brag about your watershed. Please limit this section to 2 pages.

II. Threats to Watershed

In this section please discuss the major threats to your watershed. Please be as specific as possible in naming the issue and the responsible party. Include any scientific data if possible. Please limit this section to 3 pages.

III. Why a Waterkeeper? Role of the Waterkeeper

This section makes a case for why you and your group are poised to be the best to solve the threats facing your watershed. Please limit to 2 pages.

IV. Action Plan

What tools will the Waterkeeper use to advocate for the waterbody? How will the Waterkeeper address the aforementioned issues in the watershed? Please limit this section to 3 pages. The action plan should show specifically how the proposed program will address each of the threats identified earlier.

V. Quality Standards

Clearly discuss your strategy for achieving each standard below. Please limit to 2 pages.

1. Employ a full-time, paid, non-governmental public advocate for the identified waterbody who identifies him or herself with the Waterkeeper mark and who serves as the primary spokesperson for the waterbody.
2. Maintain a vessel clearly identified as the “WATERBODY NAME Waterkeeper” that is readily available and actively used for patrols of User’s watershed (unless Waterkeeper Alliance’s board grants permission for use of an alternative means for patrol and public awareness).
3. Be a 501(c)(3) or 501(c)(4) organization or international equivalent; or be sponsored by a 501(c)(3) or 501(c)(4) organization or international equivalent.
4. Develop a grassroots constituency.
5. Use best efforts to maintain representational standing.
6. Establish an easily located, identifiable telephone number to which citizens can report pollution incidents or concerns.

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50 S. Buckhout Street, Ste. 302, Irvington, NY 10533 Tel. 914.674.0622 Fax. 914.674.45601
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7. Identify and respond to citizen complaints.
8. Advocate and enforce compliance with environmental laws, including the use of litigation and administrative challenges against polluters in appropriate circumstances.
9. Participate actively in Waterkeeper Alliance, including but not limited to:
 - a. inclusion of Waterkeeper Alliance (50 South Buckhout St., Ste. 302, Irvington, NY 10533) on mailing lists of User's publications, newsletters and mailings;
 - b. notification to Waterkeeper Alliance of filing of lawsuits;
 - c. regular attendance at annual Waterkeeper Alliance conference;
 - d. subscription to Waterkeeper Alliance listserv; and
 - e. inclusion of Waterkeeper Alliance's collective mark and the "WATERBODY NAME Waterkeeper" name in promotional materials, including newsletters, brochures, website, and letterhead. (On letterhead, User may substitute the words "Waterkeeper Alliance member" or similar in lieu of the Waterkeeper Alliance collective mark.)
10. Establish a physical office space within User's watershed.
11. Adhere to generally accepted accounting practices (GAAP) and IRS rules or international equivalent.
12. Develop strategic and fundraising plans to guide User's organization.
13. Maintain a high level of integrity and avoid conduct (financial or otherwise) that is improper or creates the appearance of impropriety (financial or otherwise) or injures the reputation of the User, mark holder and Waterkeeper Alliance. Examples include receiving financial benefit or employing staff who receive financial benefit for advocacy or conduct that conflicts with the mission of User or Waterkeeper Alliance.

VI. Fundraising/Organizational Strategy

Outline where you will gain financial support and steps taken to secure financing to date. Also include an organizational strategy, outlining what your organization will look like in 1 year, 2 years, 5 years. This should include staffing, budget, membership, and other organizational goals. Please limit to 2 pages.

VII. Budget (Expected expenditures in year 1 and 2)

What will be the organization's financial needs in year 1 and 2? Where do you anticipate allocating your funds? Please organize in a chart. Please limit to 1 page.

VIII. Jurisdiction (include a map)

Exclusive Jurisdiction

Exclusive jurisdiction is the area where the Waterkeeper exercises absolute control of all matters related to restoration and protection of her/his public trust waters through strong advocacy and action. In this area the Waterkeeper maintains, directly or through staff and/or volunteers, a full time physical presence and/or vigilance on behalf of their resource.

Extra-territorial Areas

Extra-territorial areas of jurisdiction are those within the watershed where the Waterkeeper does not advocate full time, but has developed a written plan demonstrating the ability to do so within a specific period of time (normally not to exceed five years). Once the Waterkeeper has met his/her outlined advocacy proposal for the extra-territorial area, and received approval from the Board of Directors to extend the program's exclusive jurisdiction, the area will then be considered part of the Waterkeeper's exclusive jurisdiction.

Jurisdictional areas should not extend outside the Waterkeeper member program's watershed. Jurisdiction of areas where "watershed" cannot reasonably be used to set boundaries, such as waters of the ocean, will be considered on a case-by-case basis. It will be necessary for existing Waterkeepers to work closely together to define their jurisdictional areas where boundaries may currently overlap or are difficult to define.

Sphere of Influence

Sphere of influence is that area over which a Waterkeeper reasonably believes he/she exercises a recognizable degree of influence related to the restoration and protection of public trust waters. Regional Representatives will be responsible for communicating with groups in their region to cooperatively define each group's sphere of influence where such influence extends beyond the Waterkeeper's exclusive jurisdiction and extra-territorial area.

IX. Profile of Waterkeeper

If the Waterkeeper is already selected or there is a potential candidate, please provide brief biographies. Otherwise provide a job description. Please limit to 1 page.

For more information on starting a Waterkeeper organization, please contact Waterkeeper Alliance Senior Field Coordinator Francisco Ollervides follervides@waterkeeper.org or Field Coordinator Emily Egginton egginton@waterkeeper.org.