



Chesapeake Conservation Corps Host Organization Cover Sheet 2011 – 2012

www.chesapeakebaytrust.org / 410-974-2941

1. Applicant Information

Name of Organization/Legal Applicant:	Potomac Conservancy
Street Address:	8601 Georgia Avenue, Suite 612
City/State/Zip:	Silver Spring
County:	Montgomery
Main Telephone:	301-608-1188
Web Page:	http://www.potomac.org
Legal Applicant Federal I.D. Number:	52-1842501
State Legislative District:	District 20
U.S. Congressional District:	MD 8th
Executive Director:	Hedrick Belin
Executive Director's Telephone:	301-608-1188 x202
Name of Application Writer/Initial Contact:	Lydia Tukarski
Contact's Title:	Communications Manager
Contact's Telephone:	301-608-1188 x214
Contact's Email:	Tukarski@potomac.org
Name of Corps Volunteer Mentor:	Deanna Tricarico
Mentor's Title:	Director of Community and Corporate Outreach
Mentor's Telephone:	301-608-1188 x204

Partnership Application Electronic Signatures

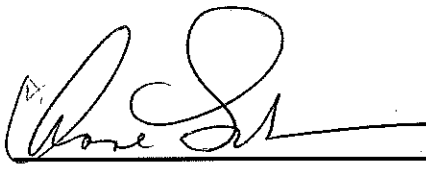
In submitting this partnership application to become a Chesapeake Conservation Corps Host Organization, we attest that all information provided is true to the best of our knowledge.

 Heorick Belin

3/18/11

Signature of Legal Applicant Director

Date

 Anne Sundermann

3/18/11

Signature of the Host Organization Supervisor

Date

Thank you for applying to be a Chesapeake Conservation Corps Host Organization

Chesapeake Conservation Corps 2011-2012

Potomac Conservancy Narrative

Introduction

Founded in 1993, Potomac Conservancy safeguards the lands and waters of the Potomac River and its tributaries and connects people to this national treasure. The Conservancy's scope spans the nearly 15,000-square-mile Potomac watershed, including four states (PA, MD, VA and WV) and the District of Columbia.

As the voice of the nation's river, the Conservancy's primary goal is to restore water quality by advocating sound policy and promoting thoughtful land management. The Conservancy protects and restores Potomac landscapes by enhancing a network of rivers, forests, and natural areas. Because healthy lands and rivers reflect the quality of life in our communities, the Conservancy promotes enjoyment of the river in ways that foster a conservation ethic. We use a range of tools, including restoration, permanent protection, advocacy, and citizen education and engagement.

Potomac Conservancy focuses on restoration, outreach, and engagement programs to bring people to the Potomac River—to develop their personal connection to the land and water. A Chesapeake Corps Volunteer will help the Conservancy meet our goal of connecting individuals and communities to the Potomac River and hosting programs that promote stewardship. The volunteer will assist with field projects that restore land and vegetation along the Potomac and its tributaries. The volunteer will engage the community in the welfare of the river and its surrounding lands, leading hands-on activities that benefit the natural environment of the Potomac River region.

1) Activities: *Please describe the types of environmental/watershed restoration, energy conservation, agricultural and forestry, infrastructure, AND/OR education activities in which the Corps Volunteer(s) will be engaged.*

Potomac Conservancy's Corps Volunteer will gain valuable first-hand experience mobilizing communities to take part in the welfare of their environment. They will connect individuals to nature through hands-on activities, and continue Potomac Conservancy's efforts to build a community of informed river lovers. Above all, they will take a lead role in encouraging environmental stewardship in the Potomac River region.

The Corps Volunteer will primarily support our restoration and outreach programs, primarily assisting with the planning and implementation of restoration and community engagement efforts. Specific initiatives include our Growing Native project, activities at the River Center at Lock 8 in the C&O Canal National Historical Park, Community Riparian Restoration Day activities, and our Urban Tree Canopy project in Frederick County, Maryland. In addition, the Corps Volunteer will assist Potomac Conservancy's restoration program staff with field projects to protect and restore land and vegetation in the Potomac River region.

Growing Native

Each year, Potomac Conservancy engages thousands of volunteers to collect native seeds through its Growing Native project. The seeds are delivered to state nurseries, where they are planted and then relocated as seedlings to restore streamside forests throughout the watershed. The Corps Volunteer will work to heighten individual awareness of the importance of forests to the overall water quality of the Potomac. Specific tasks will include organizing and leading collection events, recruiting volunteers, preparing and distributing materials and supplies, and coordinating the transport of seeds to the state nurseries.

River Center at Lock 8

Our outreach efforts at the River Center at Lock 8 in the C&O Canal National Historical Park afford the Conservancy a physical presence on the main stem of the Potomac. We use this restored lockhouse, as well as nearby islands owned by the Conservancy, to advocate Leave No Trace principles and offer the community a

chance to connect to the land and river. The ultimate goal of the River Center is to create outdoor enthusiasts and lifelong stewards of the Potomac River. The Corps Volunteer will build connections between the community and the Potomac River by engaging people in stewardship activities, including picking up trash, removing invasive weeds and maintaining trails that will lead to a cleaner river and park. They will deepen that connection by helping to organize nature walks, paddle trips, and river-inspired art exhibits and musical performances.

Urban Tree Canopy Project

Potomac Conservancy's Urban Tree Canopy project in the Monocacy River watershed will increase the tree canopy in Frederick County, Maryland. The Conservancy is working in partnership with Frederick County Public Schools to increase tree canopy coverage across their 64 school properties to 20% by 2038. This goal, adopted by the school board in 2008, represents 100 additional acres of trees and the first such goal of its kind in the Chesapeake Bay watershed. To date, Potomac Conservancy and our partners have helped 22 schools plant more than 19 acres of trees – almost 20% of the goal. The Corps Volunteer will help us move towards this goal, supporting four planting days at Frederick County public schools. The volunteer will order supplies and work with local nurseries to deliver native seedlings to planting sites. More than 3,000 K-12th grade students helped in the plantings and learned about the many benefits that trees provide to our environment. The Corps Volunteer will supervise children in planting trees, educating them about the benefit that native trees provide to the environment and the health of our waterways.

Invasive Plant Removal

The Corps Volunteer will be involved in a Community Riparian Restoration day, led by Potomac Conservancy. They will learn how to identify and manage invasive plant species, as well as the techniques for proper removal. They will take a leadership role: planning the event and recruiting and managing project volunteers. They will lead riparian buffer maintenance projects, sharing their acquired knowledge with volunteers on removal and maintenance techniques. The volunteer will also assist with projects of a similar nature on some of our easement properties. The volunteer will work with easement holders to assess their land and develop projects to maintain and restore streamside vegetation. This will involve planning the activity, gathering and ordering supplies, teaching and supervising volunteers, and communicating on a regularly with landowners throughout the duration of the project.

2) Outcomes: *Provide a list of quantifiable outcomes to be accomplished by the Corps Volunteer(s). Examples might include number of rain gardens installed, number of volunteers recruited, number of energy audits accomplished, number of green schools engaged, etc.*

The ultimate goal of employing a Chesapeake Corps Volunteer is to support the efforts of Potomac Conservancy's outreach program staff to create a community of outdoor enthusiasts who contribute to the lifelong stewardship of the Potomac River. The Corps Volunteer will assist Potomac Conservancy's restoration program staff with field projects to protect and restore land and vegetation in the Potomac River region.

Outcomes for our volunteer to achieve include:

- ___ 4,000 Growing Native participants recruited
- ___ 12 community groups engaged in Conservancy outreach and restoration projects
- ___ 14,000 pounds of seeds collected
- ___ 250 people participate in Canal Stewards Cleanup
- ___ 3,000 pounds of trash removed from miles 8 and 9 of C&O Canal towpath
- ___ 500 trees planted
- ___ 2 acres of trees planted

3) Advancement of mission: *Describe how the service of the Corps Volunteer will advance the mission of the organization.*

Potomac Conservancy has sharpened the organization's focus, further highlight the interplay between communities and individuals and their natural environment. Essentially, the Conservancy wants to do the right work—meet the needs of the lands and rivers in the Potomac River region— in the right places, in the most effective manner possible.

Continuing to build the Conservancy's outreach program is therefore of greatest importance. Increasing staff capacity by means of a Corps Volunteer will greatly contribute to achieving our goals. The Corps Volunteer will obtain the necessary skills to become a leader in the environmental community as they bring individuals together in the spirit of stewardship of the Potomac River.

4) Key Staff: *Describe the staff members who will work most closely with the Corps Volunteer. What roles and responsibilities will these key staff have in supporting the Corps Volunteer's activities?*

Deanna Tricarico, Director of Community and Corporate Outreach, will oversee the volunteer's daily tasks, and report on their progress. She will train the volunteer in the specifics of both Growing Native and the River Center at Lock 8, such as identifying native seeds and invasive species, organizing seed collections and trash cleanups, using equipment, and maintaining trails. She will also work with the volunteer on general volunteer management skills, including recruiting volunteers, planning and executing events, and maintaining the volunteer database.

Lydia Tukarski, Communications Manager, will work with the volunteer to build their administrative and communications skills. The volunteer will assist Lydia in publicizing stewardship events to the community and local media outlets, and maintain event registration lists. The volunteer will work with Lydia to relay stories of community stewardship to our members, as well as the public. She will train the volunteer to use various computer programs such as our member database and email marketing software.

Aimee Weldon, Director of Restoration and Lands, is responsible for directing the Conservancy's restoration efforts, particularly in Frederick County, Maryland. She helps local communities, schools, farmers and other private landowners to improve water quality through riparian buffers, forests, rain gardens and the creation of wildlife habitat. She will train the Corps Volunteer in field conservation activities such as tree plantings, invasive plant removal, and riparian buffer maintenance. She will work with the volunteer to implement community restoration projects and oversee the volunteer as he/she plans and leads hands-on restoration activities in local Maryland communities.

Anne Sundermann, Senior Director of Communications and Outreach, leads the Conservancy's communications and outreach efforts. She works with staff to build communities that will act as stewards for the region, and spreads the word about issues that affect the lands and waters of the Potomac and the Chesapeake Bay. She will offer guidance and oversight to general progress of the Corps Volunteer.

5) Work Skills Training: *Please describe any formal or informal work skills training your organization can provide to a Corps Volunteer.*

Working at Potomac Conservancy, the Corps Volunteer will receive training in field, professional, and leadership skills.

Conservation/Field skills

- Native tree identification
- Invasive species identification
- Tree planting techniques
- Trail maintenance
- Paddling

Trail maintenance equipment training

Professional skills

Professional writing
Database management
Computer software
Office administration

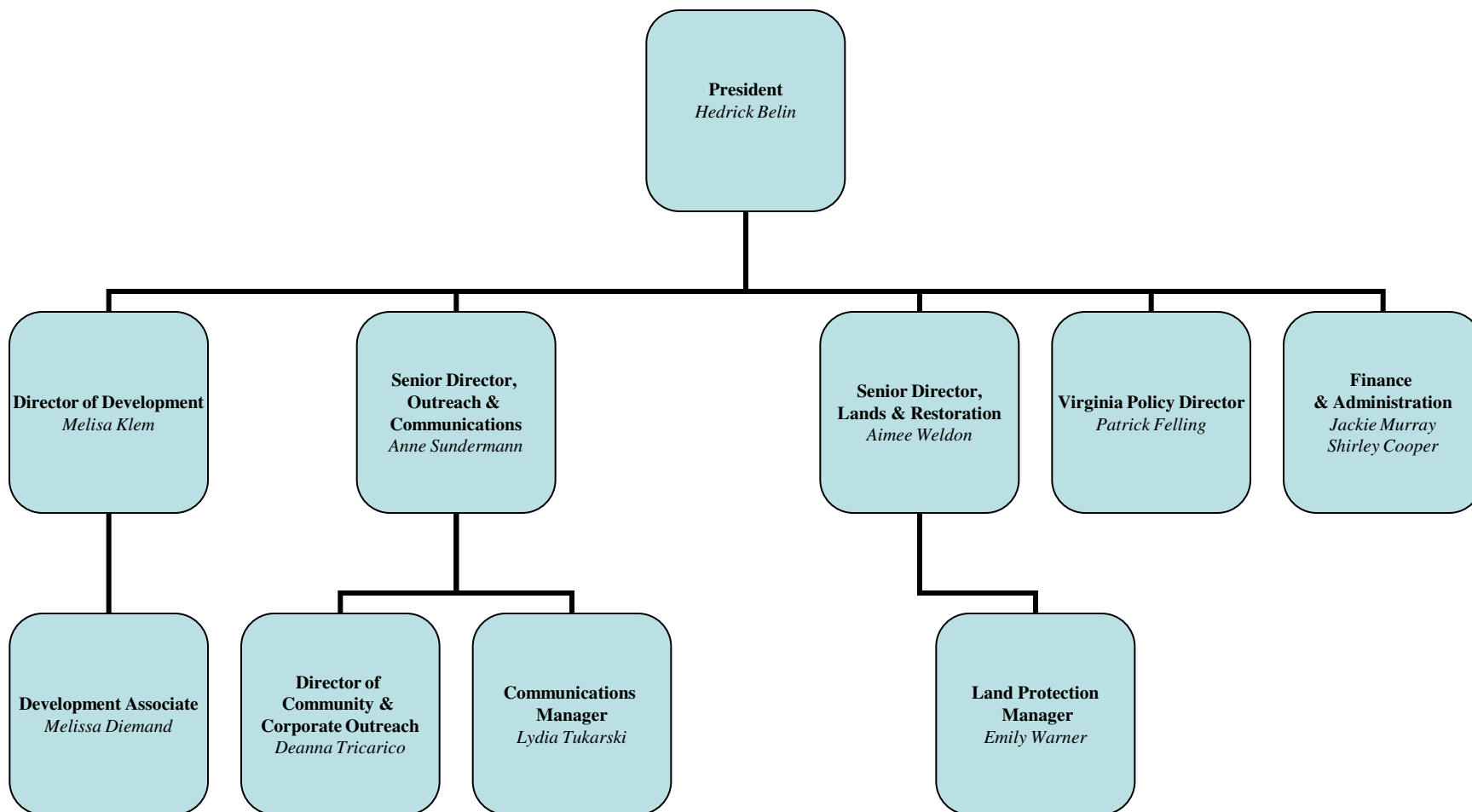
Leadership skills

Community building
Event management
Project leadership
Training volunteers

6) Budget: Please provide a table indicating matching resources the organization anticipates providing. Note that desk/office space, computer access, free or reimbursed parking on-site, mileage reimbursement for program-related travel, and coverage under the organization's general liability policy for volunteers are requirements of participation in the program and can be listed as match. Host Organizations are encouraged, but not required, to provide costs for the Volunteer to attend one professional conference during the service term. If you plan to do so, please list those costs under "Conference attendance costs" below. Please note that listing a resource below represents a commitment to provide that resource. You are encouraged to use the following format:

Example Budget Lines	Value	Type of Match (Cash or In-kind)
Parking	1100	Cash (~\$90/mth)
Mileage Reimbursement	1000	Cash (.51/~2000 mi)
Conference attendance costs	200	Cash
Telephone/Internet	900	In kind
Office Space	10,800	In kind
Volunteer training supplies	300	In kind
Other: insurance	100	In kind
TOTAL	14,300	

Potomac Conservancy 2011 Organization Chart



2011 Potomac Conservancy Operating Budget**2011 Budget****INCOME**

Individuals	475,000
Board of Directors***	120,000
Foundations	465,000
Corporations	125,000
Organizations	
Government	200,000
Other Income	
Interest & Dividends	
Miscellaneous Revenue	

Total Income	<u>1,385,000</u>
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EXPENSES

Salary Expense	578,059
Fringe Benefits	67,852
Payroll Taxes	48,238
Contractor/Consultant	268,038
Office Rent	111,960
Printing/Mailing & Web Expenses	112,815
Travel and Lodging	52,225
Telecommunications	12,330
Business Expenses	94,785
Office Equipment & Technology	6,950
Subscriptions & Publications	7,028
Depreciation	9,950

Total Expense	<u>1,370,230</u>
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Net Income	<u><u>14,770</u></u>
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Name of Chief Executive Officer

Signature of Chief Executive Officer

Date