

Leveraging and Tracking Private and Public Sector Funding to Protect and Restore Enclosed Inland Seas

Tim Jones

US EPA Office of Wetlands Offices and Watersheds, Washington D.C., USA

There's an old adage that applies to successful watershed protection: "put your money where your mouth is!" The success of any watershed management program ultimately depends on community involvement, but it also depends on secure finances. This presentation will discuss how to engage community members and organizations in a way that is directly linked to environmental improvement: financial and in-kind contributions. In increasingly difficult economic times, the audience will learn about the interdependence of community involvement, fundraising and environmental protection, and how these efforts have resulted in the protection and restoration of over 1 million acres of habitat, and reduction in pollution in enclosed seas of the U.S.

Several examples will be presented, such as "friend raisers" that recruit future financial contributors through volunteer opportunities, to illustrate how the US EPA's National Estuary Programs have leveraged approximately \$160 million in base funds to obtain \$2.3 billion from private, local, state, and federal partnerships.

The audience will be invited to share their fundraising stories and to discuss the challenges and rewards of working with communities to raise the critically needed funds for environmental protection. The discussion will also include the idea of using fund-raising results as an indicator of effective community involvement.

Contact Information: Tim Jones, US EPA Office of Wetlands Offices and Watersheds, 1200 Pennsylvania Ave., NW, Washington, DC 20460, USA; Phone: (202) 566-1245, Fax: (202) 566-1336, Email: jones.tim@epa.gov