

## R3 Grant Guidelines and Requirements

Recruitment, retention, and reactivation (R3) of anglers and boaters is important to the Pennsylvania Fish and Boat Commission (PFBC). The R3 Education Grant Program (R3 Grant) provides funding to support R3-related educational programs delivered by our partners. Supporting partners in their efforts to deliver such programming significantly increases the number of learning opportunities provided to current, past, and future anglers and boaters.

Education programs play a role in R3 by providing experiences that increase fishing knowledge and skills, facilitate social support, and provide information on angling and boating opportunities close to home. The Commission established this grant program to help others start new R3 education programs, or to expand their existing efforts.

The PFBC welcomes applications for the development and delivery of education programs that contribute to the Commission's efforts to:

- Retain current anglers and boaters, and reactivate former anglers and boaters.
- Increase the diversity of Pennsylvania's angler and boater population by recruiting and retaining under-represented audiences to a level comparable to their presence in the overall population of Pennsylvania.

The R3 Grant will reimburse qualifying organizations up to \$25,000 for eligible program expenses for the period ending June 30, 2021. The grants require a minimum of 25% cash or in-kind match of staff time and/or other project expenses. Requests for amounts greater than \$25,000 may be considered. Contact the PFBC at [ra-be@pa.gov](mailto:ra-be@pa.gov) for more information on grant opportunities greater than \$25,000.

### Eligibility:

- Organizations eligible for this funding include school districts, universities and colleges, community and civic groups, sportsmen's and conservation organizations, and local recreation departments.
- Existing programs will be eligible for funding only if the applicant can demonstrate how the additional funds will be used to expand the program.
- Grant funds may be used for the following:
  - The purchase of:
    - Instructor materials, teaching aids, student books or curriculum
    - Fishing and/or boating equipment, class materials
    - Supplies used in programming; examples include terminal tackle, bait, line
    - Safety equipment; examples include life jackets, first aid and other personal protective equipment
  - Transportation to program location
  - Reimbursement to school district for substitute teachers
  - Meeting/classroom space rental
  - Printing or copying instructional materials or student handouts
  - Costs associated with overnight accommodations for students, when part of a residential camp program.

Grant funds may not be used for the following:

- Activities outside of Pennsylvania
- Aquaculture activities producing fish for market or stocking
- Derbies, races, tournaments, or other competitive events
- Support of anti-fishing/anti-boating messages or entities
- Programs that focus on species, resources, or activities not found in Pennsylvania
- Purchase of fishing licenses or payment of boating safety education certification fees or other required permit or license fees
- Purchase of equipment not related to fishing or boating
- Purchase of fish
- Legal fees
- Professional guide/charter fees
- Guest speakers
- Admission fees
- Lodging for fishing or boating trips
- Awards or prizes
- Clothing (exception: life jackets, fishing vests, and related gear)
- Computer hardware
- Website development and hosting
- Radios and electronic communication equipment
- Camera equipment including disposable cameras and film
- Electrofishing gear and related fishery sampling equipment
- Fees for membership in the applying club or group
- Administrative fees
- Chlorine and other pool chemicals (Canoe/Paddling Program)
- Pool supplies and maintenance
- Motor boat fuel and oil

Successful applicants will be required to:

- Register with the Commonwealth as a supplier
  - For more information visit: <https://www.dgs.pa.gov/Materials-Services-Procurement/Supplier-Service-Center/Pages/default.aspx>
  - <https://pasupplierportal.state.pa.us/irj/portal/anonymous>
- Enter into legally binding agreement with the PFBC, and comply with all terms and conditions
- Submit progress and final reports

### **R3 Grant Timeline:**

- June 30, 2020: Application deadline
- August 1, 2020: Grant awards announced (or sooner)  
***Projects may begin once the agreement is fully executed.***
- January 15, 2021: Deadline for interim report and first invoice due
- June 30, 2021: Grant period ends
- July 15, 2021: Deadline for final report and invoice

**Grant Application Instructions:**

The information provided on the application provides the PFBC with the information necessary to make determination on the programs that will receive funding. The application will serve as the plan of work for the formal agreement with those selected for funding. Be sure to provide complete information and be concise.

**Organization Information:**

Provide contact information for the person responsible for financial, business, or legal affairs for your organization. This is the person the PFBC will contact in reference to agreements and financial matters.

Also provide contact information for the person responsible for the actual program. This will be the person contacted by the PFBC in reference to program specifics

**Project Title:**

The title of your project should describe your effort. The PFBC will use this title, and the brief overview below in agency reports about the grant program and promotional materials.

**Brief Overview of Project:**

This should be a succinct overview of your project, in 150 words or less. Be descriptive, but to the point. This overview will be used to describe programs in agency reports and promotional materials.

**Budget:**

For each budget category listed, you must provide the estimated cost of the proposed program. This includes the value of in-kind support, cash match, and the amount being requested from the PFBC. Not all programs will have costs in each category. The total of your cash and/or in-kind match must be at least 25% of the total project cost.

*Applications that rely on funding from diverse sources, are preferred over those relying exclusively on the PFBC Grant. Programs that demonstrate cost effectiveness and minimize overhead costs are also preferred.*

**Project Narrative:**

The narrative provides detailed information about the development and implementation of your program.

**1. What type of R3 program are you proposing?** Identify the primary purpose of your program.

*Recruitment programs target the early stages in the ORAM, and should provide the participant with a positive, hands-on experience. The goal of these programs is to increase awareness, and provide basic skills and knowledge. Participants should also leave holding a positive opinion of fishing or boating. Examples of such programs include:*

- *Introductory experiences to those who have never fished*
- *Fishing skills or boating instruction at a basic level*

*Retention programs are designed to help individuals continue their participation. The goal of these programs is to provide social support, and opportunity to increase knowledge and/or skills beyond a basic level. These programs provide an opportunity to advance skill or knowledge level,*

learn about new opportunities, and other ways to increase motivation to fish and boat. Examples of such programs include:

- Formal mentoring programs
- Advanced skills instruction
- Efforts that enable social interaction within a common group

Reactivation programs re-engage past participants. The goal is to gain them back as an active participant. These programs provide information on opportunities close to home, an opportunity to refresh or improve skills, or use other means to increase motivation.

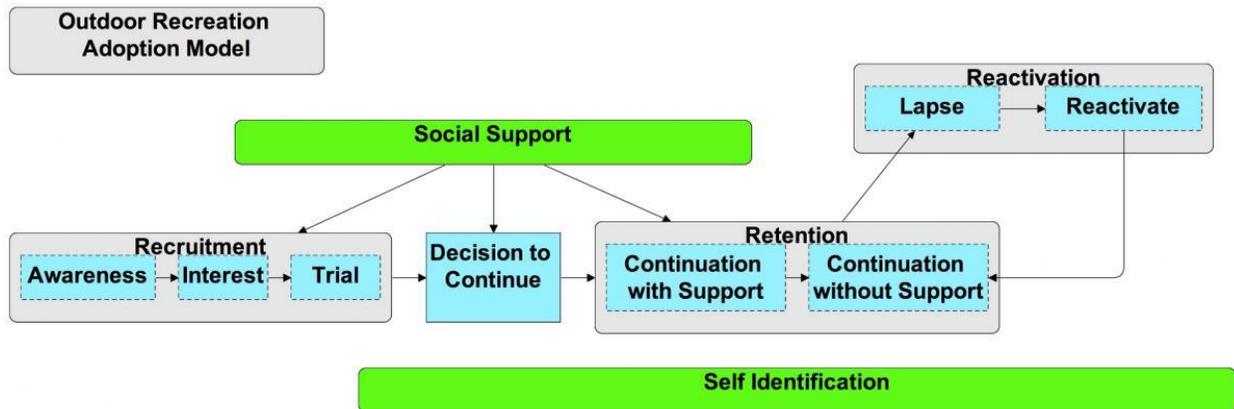
**2. Why is your program needed?**

Provide information on why the program is needed, and how you determined that need.

**3. What stage in the ORAM are you targeting?**

What stage will you be reaching with your program? Also provide information on how you will enable them to move on to the next stage.

The Outdoor Recreation Adoption Model (ORAM) is based on approximately 30 years of research on fishing, hunting, shooting, and leisure science research, and is summarized in the diagram below. This model describes the process of moving people from interest to continuation as a participant.



**4. Which of the R3 limiting factors will your program address?**

Describe how your program will help to remove that barrier for participants, and increase their motivation.

The Recommendations and Strategic Tools for Effective Angler Recruitment, Retention and Reactivation (R3) Efforts identifies factors that limit participation. Several of those factors can be influenced by sound education programs. They include:

- Awareness of the value of fishing as a form of outdoor recreation, awareness of fishing opportunities near home
- Knowledge about fishing equipment, techniques, regulations, and sources of information
- Skills necessary to fish confidently and independently
- Motivation

## 5. What is your target audience?

Include information in your application about who they are (age, gender, other demographics) where they live (urban, suburban, rural), and your estimate of the size of this audience that will be reached through your program.

*The PFBC has made reaching the audiences listed below a priority. Programs reaching the groups below are preferred over those that target other groups. This is especially true for recruitment programs.*

- *Urban families*
- *Suburban and urban females*
- *Girls and women between the age of 12 and 25*
- *Young adults, age 18-25*
- *Other groups currently under-represented in the angling population*

## 6. Describe your program

- a. Identify literature and examples of other successful projects that led to your project design and approach. Identify in detail the methods that will result in meeting stated objectives.

*Programs utilizing existing, proven resources and best practices will receive greater consideration than those using new, unproven methods.*

- b. For school-based programs explain how program will address Pennsylvania [Academic Standards](#), where applicable.
- c. List your learning objectives.
- d. The number of participants, instructors, the number of hours for instruction, and number of sessions.

*Programs that offer long-term contact (multiple sessions/experiences) are preferred over one day, short contact programs. One-session programs will be considered if the length of the fishing or boating portion of the program is a minimum of 3 hours and/or the program will be offered multiple times.*

- e. Which educational techniques will you use in your program?  
*Programs that utilize a variety of teaching techniques and provide hands-on opportunities are preferred over those relying only on lectures.*
- f. Assessment methods used to determine if learning objectives were achieved.

## 7. How will you provide additional follow-up support and maintain contact with participants?

**8. How you will evaluate the program, in order to determine if the program resulted in change?**

Describe how you will evaluate whether the program achieved the desired outcomes. These outcomes should be related to the PFBC's R3 goals, which are to:

- Retain current anglers and boaters, and reactivate former anglers and boaters
- Increase the diversity of Pennsylvania's angler and boater population

*Applicants should demonstrate and document the impact of the proposed program or activity. This can be accomplished with pre- and post-program questionnaires, or other survey methods.*

**9. What are your major steps and target dates for completion?**

Provide a timeline for your program, that includes major tasks or milestones and planned date for completion.

**10. Who will be involved in your project? Provide the information below for each.**

Provide information on all those who will be directly involved in the program. Describe their qualifications and training.

- a. Name, title (or current position).
- b. Education, training, and experience.
  - i. Relevant certifications
- c. Their role in the program.

**11. How will you continue this program beyond the grant period?**

Explain how the program will continue beyond the current grant.

Email the completed application to [RA-BE@pa.gov](mailto:RA-BE@pa.gov) by 4 PM on June 30, 2020. Completed applications may also be faxed to 717-705-7831.

**R3 Grant Timeline**

- June 30, 2020: Application deadline
- August 1, 2020: Grant awards announced (or sooner)  
***Projects may begin once the agreement is fully executed.***
- January 15, 2021: Deadline for interim report and first invoice due
- June 30, 2021: Grant period ends
- July 15, 2021: Deadline for final report and invoice