

# *Love Our Byways*

## Conservation & Beautification Grants for Volunteer Projects June 2021

### Overview

With generous support from **Toyota Motor North America**, the National Scenic Byway Foundation is pleased to provide grants of up to \$2,000 to support innovative byway conservation and beautification projects. The purpose of these grants is to fund projects that will make a meaningful impact, be highly visible and benefit from significant volunteer participation (both from constituents of byway partners and the surrounding community).

A total of \$50,000 will be awarded to winning applicant organizations selected to receive funding through this competitive process. Applicants must submit their projects for consideration based on the deadlines and requirements described herein. Grant awardees must comply with all project criteria.

### Background

The National Scenic Byway Foundation is a 501(c)(3) nonprofit organization, which serves as the 'National Voice of Scenic Byways and Roads.' Our team is dedicated to strengthening byways through **advocacy, education, promotion, engagement** and enabling **connections**. We're kicking off this year's annual volunteer program with the theme of conservation and beautification. We strive to highlight the diversity and value of byways, and to support the people and partners who care for these amazing resources.

### Project Criteria

The goal of *Love Our Byways* is to energize byway organizations to maximize community volunteer involvement. Winning projects will improve or enhance the byway's "scenic viewshed" by improving an existing view through clean-ups, plantings and other enhancements, or by mitigating a poor or unsightly viewshed.

### Grant Amount

Grants are for projects requiring up to **\$2,000 in total funds**, with reliance on volunteers for needed labor. Of the total grant amount, up to \$500 will be awarded for project management, execution and completion. An additional \$1,500 may be requested for materials and supplies.

## Eligibility Requirements

*Love Our Byways* grant requests must come from representatives or authorized agents of nonprofit organizations, local, state or federal government agencies, federally recognized tribes or educational institutions. Grants will be prioritized based on expected byway impact, scope of volunteer involvement and regional diversity. Preference will be given to National Scenic Byway Foundation members. In addition, qualifying projects will satisfy the following event criteria:

- Event must take place on or adjacent to an officially designated byway.
- Event must take place before **September 30, 2021**.
- Event must engage at least 35 volunteer participants on the day of the event, with preference given to larger community involvement.
- Events must be media accessible.

## Application Elements

The following elements must *all* be submitted by the deadline of July 30, Noon EDT, in order to be considered to receive a *Love Our Byways* grant:

- Short history and purpose of the byway organization.
- Description of the project to be funded, including a needs statement and objectives. (Maximum 500 words.)
- List of your organization's primary board or committee members, including current contact information.
- Line-item project budget. (Limit one page.)
- Copy of your organization or fiscal agent's most recent IRS Form 990 to verify tax exemption.
- Copy of the organization's informational brochure (if available).
- Organization social media handles for review.

## If Selected For Funding – Grantee Reporting Requirements

- *Love Our Byways* grantees are required to submit a 300-500 word description of the project/accomplishments that can be used to promote the event to a national audience.
- High-resolution photos (at least 3MB) of the project location.
- High-resolution photos of the project implementation, including action shots of volunteers (with confirmation of photo releases for all volunteers in the pictures).
- Copy of publicity and social media engagement for the project, with sponsor and Foundation acknowledgement, including use of logos as provided by the Foundation. (For example, volunteer t-shirts and banners.)
- Grantees are required to post a minimum of two social actions on their organization social media channels (Facebook, Twitter, and Instagram). Utilizing various assets (still/video) captured during the project while engaging with and tagging the brand's social handles and hashtags below:

- Facebook: @Toyota
- Twitter: @Toyota
- Instagram: @ToyotaUSA
- Handles: #LetsGoPlaces, #ToyotaPartner
- Timely completion of a post-project survey and questionnaires provided by the Foundation.  
Reimbursement request within 30 days of project completion (with copies of receipts).

## **Deadlines**

All applications are due by 12 noon (EDT) **Friday, July 30, 2021**. It is anticipated that applicants will be notified whether they were selected the first week of August and funding will be released within two weeks of project/event completion, at which time all reports must be submitted.

## **Questions**

All communication and questions, including *Love Our Byways* grant proposal submission and reporting requirements, should be made via email to [info@nsbfoundation.com](mailto:info@nsbfoundation.com) or by calling Sharon Strouse, Executive Director of the National Scenic Byway Foundation, at **330-231-3468**.