



## WYOMING WILD SHEEP FOUNDATION GRANT APPLICATION

Prior to completing this application, please review the Funding Priorities located

**Project Title:**

*80 character limit*

**Organization Name:**

**Project Lead:**

Name

Email

Phone

Mailing Address

City, State, Zip

**Additional Point of Contact** *(if different from Project Lead):*

Name

Email

Phone

Mailing Address

City, State, Zip

**Project Type** *(select all that apply):*

Research

Habitat

Other:

Education and Outreach

Conservation Easement

Captures & Transplants

Population Monitoring

**Project Location(s) Information:**

County:

Nearest Town:

**Project Phase** *(if applicable):*

of

**Project Timeline:**

to

**Budget Information:**

**Total WY-WSF Request \$**

Total Project Cost: \$

If yes, list each grant received for five years

Has this project been funded by the Foundation previously?

**Other Project Contributions or Matching Funds:**

In Hand

Requested

Source

Amount \$

Source

Amount \$

Source

Amount \$

Source

Amount \$

Source

Amount \$

Source

Amount \$

**Project Objective and Narrative:**

Miles/Acres Affected *(if applicable)*:

Miles

Acres

Describe Any Current or Future Monitoring/Management *(if applicable)*:

Describe how you will share your learned info with us

Additional Budget or Project Information for Consideration *(if applicable)*:

#### **Attachments and Supporting Documentation:**

Please select the types of attachments included:

Map(s) *required*

Letter(s) of Support

Project Design

Photos

Monitoring/Management Plan Permit(s) / NEPA Compliance

Other:

***Please submit applications and attachments via email to: [Info@wyomingwildsheep.org](mailto:Info@wyomingwildsheep.org)  
Subject Line: " Name of Project - Organization Name"***

# STRATEGIC PLAN - TO BE UPDATED 2023/2024

Component	How this advances our mission	Current status/Costs/Who	5 yr goals	Action Items/Costs	Longer term goals	Other Comments
<b>Education Program</b>	Education and Outreach is the mission of the Center. We strive to provide the highest quality outreach/educational experience within our holistic program, with an emphasis on place-based programs for both youth and adults. Moreover, it can be used to generate revenue for NBSC's entire operations.	<p>NBSC's education program consists of the following components;</p> <p><b>Education Trunks</b> - loaned to educators or brought with staff/volunteers to events/classes; include a lesson plan about BHS biology and ecology; very little cost but under utilized</p> <p><b>School Groups</b> - NBSC hosts ~20 school groups ranging in size from 10 to 35 (there were two groups about the size of about 50 in 2021). Fees are \$2/student</p> <p><b>School visits</b>- Staff or volunteers visit classroom with education trunk and/or specific lesson plan; some schools pay \$2/students, others don't have and are paid for through scholarships</p> <p><b>Educational events</b>- Staff and volunteers attend various events throughout the year with education tables and activities; most costs are covered by host organizations</p> <p><b>Camp Bighorn</b>- 2019 was 5-day/night camp; 2020 and 2021 were 4-day camps; 20-25 campers each year; tuition \$550 for overnight, \$250 in 2020 and 2021, \$350 in 2022; costs and scholarships covered by grants and sponsorships</p> <p><b>Retreat</b>- background, who, costs, revenue generated ~\$10,000 generated in revenue</p> <p><b>Webinars</b></p> <p><b>Bi-Annual Newsletters</b></p> <p><b>Banquets, Chapter &amp; Affiliate Programs</b></p>	<p><b>Curriculum Development</b> - develop a set of curriculum that will be tailored to certain age group and category (e.g., child to adult; novice to expert)</p> <p><b>Pedagogy</b> - have Education team receive continuing education around place-based education, etc.</p> <p><b>Education Master Plan</b> - revisit, update, and apply Education Master Plan developed in 2018</p> <p><b>Trunks</b> - Improve and expand this program so trunks are loaned to educators at least 10 times per year</p> <p><b>School Groups</b> - increase outreach to schools throughout the state to triple number of classes who visit the NBSC and staff/volunteers travel throughout state with education trunk to visit at least one class in each county.</p> <p><b>Events</b>- increase our reach nationwide by attending events throughout the US with educational programming. Start with C&amp;A banquets.</p> <p><b>Camp Bighorn</b> - Strive for 3 weeks of camp w/ 3 groups</p>	<ul style="list-style-type: none"> <li>• <b>Include North American Model of Conservation in curriculum (e.g., programs around Fair Chase, Ethical Hunting), collaborating with Game &amp; Fish where appropriate</b></li> <li>• <b>Utilize local and Board of Directors resources to develop curriculum</b></li> <li>• <b>Ensure alignment between Education and all Center programs and activities (tours, webinars, exhibits) Trunks</b></li> </ul> <p>- Education Director to work with Wild Sheep Foundation (Ryan Brock) and teachers to improve and expand this program; Improve marketing and acquire funding for shipping costs and educational items.</p> <p><b>School groups</b> - Acquire sponsors for group visits. Acquire contact information for teachers statewide. Improved marketing. Funding for a statewide traveling education trunk tour.</p> <p><b>Camp Bighorn</b> - Negotiate with WGFD for additional 2 weeks. Solicited volunteers and scholarship funding from WSF and C/As. If additional time is not an option, solicit volunteers and funding for and attendance of 50? youth for 1 week.</p>		
<b>Staff</b>	NBSC relies on a skilled proficient and paid staff to tackle the tasks necessary to accomplish its mission. Additionally, it relies on a dedicated Board of Directors for expertise, guidance, and volunteer tasks.	Current staff consists of two full-time positions as of December 2022.	<ul style="list-style-type: none"> <li>- Expand our outreach/educational messaging to a much wider audience by becoming more “national” while maintaining and enhancing local outreach through the Center</li> <li>- Follow our internal philosophy to provide education in smaller groups and provide *authentic* experiences in the outdoors and in our museum</li> </ul>	<ul style="list-style-type: none"> <li>• Expand the part time Ed. Mgr. to a full time position</li> <li>• Add a part time Assistant Education Manager/Technology Manager</li> <li>• Add a part time Tour Guide</li> <li>• Allow for more hours for Office / Gift Shop Admin staff</li> <li>• Hire marketing expert for a monthly contract - \$450/month</li> <li>• Evaluate potential to engage AmeriCorps volunteer for Education Program support and strategy</li> </ul>	- Make all staff full-time and provide Health Insurance and matching IRA program	- Ensure building expansion provides for adequate office and collaboration space for staff and board
<b>Facilities</b>	Adequate staff office and outreach/educational space is necessary to efficient and effective mission implementation	The current facility was built in 1993 and lacks adequate office space and space for collaboration along with group educational opportunities. The existing facility also lacks high tech media communication skills to assist with regional and national outreach/education. NBSC started a fundraising campaign in 2017, raising ~\$500,000 for facility expansion and upgrade.	<ul style="list-style-type: none"> <li>- Have the facility expansion and necessary technological communication upgrades completed and be providing outreach/educational services for many of the Chapter and Affiliates and national Wild Sheep Foundation (WSF).</li> <li>- Upgrade and enhance the educational displays and materials within the facility.</li> </ul>	<ul style="list-style-type: none"> <li>- Facility expansion</li> <li>- Upgrade display educational materials</li> <li>- Update exhibits so that they are flexible and updatable (e.g., invest in more electronic screens versus static engraved plaques)</li> <li>- Apply for major grant funding to finance exhibit upgrades</li> </ul>	- Maintain efficient and effective local and national communication technology hardware and software. Routine upgrade to educational materials and displays	

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<b>Gift Shop</b>	Our gift shop product offerings provide a way for visitors and locals to remember and share what they have gained through our museum and education programs; at ~\$35,000, gross Gift Shop sales make up ~18% of our yearly income	- Gift shop / admin role is divided between two individuals during winter months with additional staff hired on for the summer season	- Increase gross gift shop sales to ~\$50,000 per year	- Integrate gift shop inventory into website, creating an online store - Emphasize local sourced and domestically manufactured gift shop items - Offer more education materials		
<b>Admissions (museum visits)</b>	Visits to the NBSC provide folks with a hands-on and place-based experience with wild sheep conservation.	The NBSC is located along one of the main access routes to Grand Teton and Yellowstone national parks. Visitation is currently 6,000/yr , resulting in \$19,000 generated revenue. Many of the visitors also acquire items from the gift shop which generates \$30,000/yr. GROSS \$14,000 NET	Increase visitors to 12,000/year by 2027 Increase admission to align with COST-OF-LIVING-ADJUSTMENTS Increase gift sales	- Engage Marketing Consultant to drive decision-making around admissions and marketing programs - Hire Marketing Consulting - Target Marketing campaigns based on wesbite analytics		
<b>Outdoor Tours</b>	Educational ecotours provide tangible outdoor experience and instill life-long wildlife and wild land conservation ethics and interests.	How many tours, numbers of folks, where do you go, etc?	- Provide a high quality professional ecotour program with a consistent and holistic message and take-home story. - Provide 12 (one per month) of high quality tours/year - Tours will be held in both summer and winter	- Determine ecotour routes and acquire appropriate permits from WGFD and FS - In addition to vehicle-based tours, offer trekking adventures as a tour option - Develop a high quality ectour brochure and other marketing materials; initial cost ~ <b>\$1,500</b> - Update website to include info about tours and registration - Needs will include a part-time staff person, tour vehicle, side-by-side, trailer (addressed in the appropriate sections of this SP)		
<b>Vehicle/Tour side-by-side</b>	Vehicles are needed for staff to attend meetings and events and provide ecotours associated with outreach and education.	NBSC possesses one older (age/year?) suburban vchile in relatively poor shape. The current condition of this vehicle limits travel and tour capabilities.	Maintain reliable and appropriate vehicles for staff and the BOD to attend meeting, events and provide ecotours.	Replace the existing suburban with another suburban or extended cab pickup truck. - staff/BOC (possibe donation) Acquire a 5-passenger side-by-side for an enhanced tour program.		

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<b>Webinars</b>	Webinars provide an effective, efficient and relatively inexpensive tool for national outreach/education.	NBSC began hosting a national webinar series in late 2021 and has a full schedule of webinars for 2022. NBSC held a zoom meeting to solicit webinar topics and themes and received numerous suggestions. NBSC plans to continue using national webinars as an outreach/education tool indefinitely. Staff Time: 5 hrs/webinar	- Provide 8-10 webinars/yr, primarily during the late fall through early spring - Vet speakers for presentation capabilities in advance - Topics will be a blend of research, management and public interest topics	<ul style="list-style-type: none"> <li>• Update website to make webinars easy to find</li> <li>• NBSC BOD and staff will continue to solicit and schedule webinars.</li> <li>• Follow-up with recordings in an email blast ask for a donation</li> </ul>	<ul style="list-style-type: none"> <li>• Find a way to monetize webinar series</li> <li>• Feature webinars at events; provide a sign-up sheet for e-mail addresses at events</li> <li>• Make it apparent that webinars can be viewed at a later date</li> </ul>	
<b>FUNDRAISING Grants Gifts Legacy Society</b>	Grants and gifts are solicited for NBSC mission implementation.	<b>Chapters and Affiliates</b> - NBSC has recently solicited and acquired grants from C/As outside Wyoming. <b>Legacy Society</b> - the NBSC Legacy Society was soft-launched in 2021 with Meredith & Tory Taylor being our first 'official' Legacy Society Members, Legacy Society funds will be put into the Conservation Education Fund, unless otherwise specified by donor <b>General Grants</b> - history, amounts, pertinent info. Current - Sara- TOTAL \$19,000 out of \$50,000 BUDGETED	<b>Chapters and Affiliates</b> - Continue to develop partnerships with C/As outside Wy by identifying cooperative outreach activities and acquire \$60,000/yr in grant support. <b>Legacy Society</b> - Have atleast 20 individuals in Legacy Society <b>General Grants</b> - Grow by 5% annually w/ focus on major gifts	- Develop a budget for donor relations and appreciation including budget to travel for relationship building across the state and nation		
<b>Butler Conservation Education Fund</b>	This fund provides corpus from which income is used to fund NBSC mission accomplishment.	NBSC is signatory to an agreement (2018) between the Butler Family Foundation, WSF, and WY-WSF and has agreed to provide specific outreach/education activities for the WY-WSF and WSF. NBSC routinely solicits grants from WY-WSF and WSF to fulfill their obligations.	- Build corpus to \$250,000 by 2028 as per Agreement and become less dependent on grant funding from the WY-WSF.	- Develop a MOU among the signatures which outlines their specific contributions towards the agreement. - Continue and strengthen NBSC partnership with WY-WSF and request \$25,000?/yr grant funding until interest from the involatile corpus covers the routine operations of the NBSC. - Grant request from WY-WSF will be reduced as the funding interest off the involatile corpus of the Buter Family Conservation Education Fund increases. - Update website to make gifting options into this fund easy	Build corpus to \$1M+ to support a large portion of the NBSC operations.	- NBSC E.D. develop fundraising campaigns specifically for Butler Conservation Education Fund to reach \$250,000 goal

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<b>WY-WSF</b>	The 2018 Butler Family Conservation Education Fund agreement forms a partnership between the organizations which provides funding for NBSC outreach/educations activities identified in an MOU. In this agreement, we promise to be an education and outreach arm for both National and the Wyoming Chapter of Sheep; this establishes two audiences where we can cater our programs	NBSC provides outreach/educational services for WY-WSF through the following activities: 1) 6,000 visitors /yr at the Center 2) Educational services for 20 school groups/yr 3) 27 resident and nonresident ecotours/yr 4) School presentations 5) Youth activities at the annual WY-WSF fundraiser 6) Attends the summer C/A meeting offering their outreach/educational services 7) Hosts Camp Bighorn annually 8) Assists with youth events at the Sheep Show annually 9) Liases with the annual Teacher of the Year Award	- Please see MOU created between WY-WSF and the Center (draft in progress as of April 2022)	- Please see MOU created between WY-WSF and the Center (draft in progress as of April 2022)	- Please see MOU created between WY-WSF and the Center (draft in progress as of April 2022)	
<b>WSF</b>	The 2018 Butler Family Conservation Education Fund agreement forms a partnership between the organizations which provides funding for NBSC outreach/educations activities identified in an MOU. In this agreement, we promise to be an education and outreach arm for both National and the Wyoming Chapter of Sheep; this establishes two audiences where we can cater our programs	- NBSC has applied for funding through the WSF GIA application process	- Utilize annual Chapter & Affiliate (C/A) program to market our museum, education programs, and specifically Camp Bighorn - Use C/A program as primary networking event for to communicate and update w/ Chapters & Affiliates, building deep relationship and supporters over time - Identify chapters whose banquets we can provide education resources and programming - Develop webinar series launched in 2022 as a national resource for all chapters and affiliates that is widely promoted and regarded by National	- Travel to C/A program - Travel to other states for banquets	- Establish the Center as a truly national resource for wild sheep (wildlife, an wildlands) through programming and national attendance	
<b>Annual Bash</b>	Historically largest fundraiser to support operations and programs	- During Bash planning and execution, staff focuses on preparation and execution which is increasingly taxing as we build out our education program, etc. - In 2022, E.D. and Treasurer set a goal to keep expenses at \$10,000 ; >\$68,000 was raised at the 2022 banquet	- Continue to host annual bash with the primary goal moving away from fundraising to that of education and outreach - Closely monitor net revenue and work closely with Treasurer to discuss realistic fundraising target increases each year	- Develop Bash Committee to handle planning for this intensive event		