

Achieving Coastal 30x30

for People, Nature, and Climate



Join our Coastal 30x30 Conversation about Funding

Monday, March 13th, 2023

10:00am – 11:30am Pacific Time

Webinar Objectives:

- Learn from peers about assembling funding for a Coastal 30x30 project, including how secure sustainable funding, how to match public and private funding, the challenges they have experienced (and how to address them) and how to tell compelling stories to funders.

Links and Contact Information (If Shared)

- 2021 30x30 Conference: <https://bit.ly/Coastal30x30Conference>
- Funding opportunities: <https://bit.ly/426STdt>
- Laguna San Ignacio video: [Laguna San Ignacio – SeaTrees \(sea-trees.org\)](https://www.sea-trees.org)
- Paul Detjens's email: paul.detjens@pw.cccounty.us

Webinar Presentations

Tegan Hoffmann, Executive Director, Coastal Quest, About this webinar series and introduction to Coastal 30x30

Panel Presentations

- **Paul Detjens, Senior Civil Engineer/Program Manager, Contra Costa County (CC County) Flood Control and Water Conservation District, “Lower Walnut Creek Restoration”**
- **Wesley Crile, Coordinator, Coastal Dune Restoration and Management for the University of Hawaii Sea Grant, “Kapukaulua Dune Restoration Design”**
- **Kevin Whilden, Founder and Executive Director of Sustainable Surf**
- **Kim Falinski and Makalea Ane, The Nature Conservancy, Hawaii, “Funding 30x30 Goals Investing in People for System Change”**

Discussion

- **All - How did you assemble, specifically, sustainable funding to take it through the duration?**
 - Paul: Broke project into phases, looked at diversified funding for each phase- pursued funding for individual phases and general funding for whole projects.
 - Makalea: Story and funding come via empowering the community and wanting to create system change. Kept funding size we can manage and scale up

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- **Kevin – You talked about the importance of telling stories about your project - what makes a compelling story to a corporation? What other tips do you have for attracting corporate funders?**
 - Kevin: Share language system with donors, help them understand how to communicate effectively. Needs to be story that appeals to stakeholder
 - Use all the different partners and their strengths and weaknesses to tell stories
- **All - What recommendations do you have for a community or organization starting a coastal 30x30 project? What do you wish you knew when you started ?**
 - Paul: Establish your key messaging and stick with that messaging
 - Makalea: Partnerships/ who is applying matters. Get letters of support, reach out to the funders, know your audience
- **All - Do you have a process you follow for constructing your budget and thinking about what different funding sources will cover?**
 - Paul: Tried to budget for each phase. BRIT helped with regulatory planning, but expenditures were significantly over budget
 - May need to shift funds if you have less in one category and a lot in another
 - Makalea: If you can build in placeholders/flexibility that is very helpful, need to find continued maintenance funding
 - Wes: Be honest with where you are with your project, if you are in your planning stage that's fine, there are funders that will fund (NFWF has several tiers)
- **Wesley– Can you talk more about how you manage funding across your collaboration and keep coordinated to meet funder goals and deadlines?**
 - Wesley: Seagrant handles finance, Wes handles the construction management, SeaGrant and Maui did outreach
 - Play to each organization's strengths
- **All – How do you deal with donor fatigue and shifting donor priorities, especially if a major funder stops their support mid-project? Have you negotiated transition grants?**
 - Rachel: if a donor steps out, they can usually give you a bridge grant
- **Does anyone have projects that interact with a historical landmark structure built over/in wetland? If so, do you have suggestions to bridge historic restoration projects with wetland restoration projects?**
 - Paul: I had to work with SHPO on a lot of our work. Maybe address the cultural history and public access/education benefits of your project

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- **Wes- Are you planning to integrate ecotourism into the habitat rehabilitation project? Low-impact, high-end eco-tourism could be symbiotic with this project and help to support and fund certain aspects.**
 - Wes: Tourism is a huge economic driver in Maui. Tricky to balance tourism and community needs and desires. This beach is seen as a local's beach, ecotourism is a no go with the community
 - Makalea: Paying for parking was another option we looked into
- **Where does storytelling come in for the funding process?**
 - Kevin: Everything we do is telling the story-fundraising to funders, permits to government, data to impact
 - Wes: Story and understanding context/the proper place name is important
 - What are we restoring this place to, what are we trying to accomplish
- **For Paul, It is great to see the Lower Walnut Creek Restoration Project moving forward and breaking ground! Has the Project completed all phases of the construction and has the species monitoring begun and show if natives and T&E species are rebounding? Do you think there will be other needs for funding to enhance the native flora and fauna?**
 - Paul: Work has been completed and we're now monitoring, preliminary signs show species success.
- **Are the Great Lakes a part of this coastal funding?**
 - Yes, Great Lakes are a part of NOAA's definition for coast, NFWF also includes.
- **Do you have funds for international projects?**
 - Marisla has some international projects, being mapped out and planned. Email coastal quest at info@coastal-quest.org for more details.
- **All – Any final tips for our attendees as they think about their own projects and assembling funding?**
 - Makalea: intention is important, reach out to the native population before starting a project
 - Paul: We didn't anticipate having so many funders, establishing your credibility is important

Other Comments

- Please kindly elaborate on possibilities to partner from the global South, specifically with Cross River Ministry of Environment, Nigeria, to support Coastal and Marine Management that provide for Blue Carbon initiatives and Marine Protected Area?
 - Not answered.
- Do you have any funding for coastal air monitoring?

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- There are some sources in the Coastal Quest funding database! We will be sharing the link.

Engagement Opportunities

- All the sessions have been recorded and the recordings and notes will be posted online and shared by email.
- Please fill out the evaluation and partner survey – coming soon to your inbox!
- Funding opportunities: <https://bit.ly/426STdt>
- Click here to view all recordings: <https://www.coastal-quest.org/our-programs/protecting-and-restoring-coastal-ecosystems/coastal-30-x-30/>