



**Fresno Chaffee Zoo  
Wildlife Conservation Fund**

*Fresno Chaffee Zoo supports critical research projects that protect and preserve wildlife and wild places around the world. Since 2006, the Fresno Chaffee Zoo Wildlife Conservation Fund has worked with dozens of individuals and organizations to further research, expand conservation impact, share knowledge, and engage local communities.*

Awards may be made in any amount; however award recipients are typically in the range of \$2,000 - \$4,000. Projects may be based in the United States or internationally. Awards are generally announced in August of each year.

**Submission Guidelines:**

- The principal investigator must be associated with a recognized institution (accredited zoo, academic institution, conservation or non-profit organization).
- Applications for exhibit development/graphics for zoos will not be considered.
- Proposals must be submitted in English, utilizing 1 inch margins, double-spaced and 12 point font.
- All parts of the application must be completed. Incomplete applications will not be considered.
- If submitting the application electronically, please submit photos in jpeg format and attachments in Microsoft Office (WORD, Excel, and PowerPoint) or Adobe (PDF). Total attachments should not exceed 10 MB.
- If submitting the application by mail, submit two (2) printed copies of all materials (photos and support material may also be submitted on one flash memory drive). All application materials should be submitted at one time (do not submit CVs, letters of support, photos, etc. in separate emails or packages).
- Submit completed applications to:  
Dean Watanabe, Chief Conservation Education Officer  
Fresno Chaffee Zoo  
894 W. Belmont Ave.  
Fresno, CA 93728  
Phone: 559-498-5920  
Email: grants@fresnochaffeezoo.org

**Submissions by mail must be postmarked no later than June 1, 2020. Electronically submitted or faxed applications must be received no later than June 1, 2020. Incomplete applications will not be considered.**

Condition of acceptance includes:

1. Information gained from the project must be made available to the public.
2. Fresno Chaffee Zoo Wildlife Conservation Fund must receive a summary or final report by January 30, 2021 and every awarded year thereafter. This will include a summary of project objectives or methods used, conclusions, recommendations, and a statement of expenses. This summary will also include video, photos, or other media which the Zoo may use to highlight its conservation efforts via electronic and printed media.
3. Fresno Chaffee Zoo Wildlife Conservation Fund will be acknowledged as a sponsor in any printed materials produced as a result of the project.
4. All research involving live animals must adhere to regulations listed under the USDA Animal Welfare Act and any appropriate sections of professional ethics or mandatory standards of the Association of Zoos and Aquariums.



**Fresno Chaffee Zoo  
Wildlife Conservation Grant  
2020 Application Cover Sheet**

1. **Project Title:**
2. **Abstract: (Project Summary. Not to exceed 300 words):**
3. **Principal Investigator(s):**
4. **Amount requested per year from FCZ Wildlife Conservation Fund: \$**
5. **Number of years of support requested:**
6. **Contact Person for Grant Application:**

**Address for Communication**

**Organization:**

**Address (include state, zip/postal code and country):**

**Telephone:**

**Fax:**

**E-mail:**

**If award is granted, please indicate whether check should be:**

**Mailed: (check to be made out to):**

**Electronic funds transfer: (we will contact you to obtain account information)**

7. **Has this project received FCZ Wildlife Conservation Fund support in the past? Y/N If so, when? \_\_\_\_\_**
8. **Proposed Project Period: From: \_\_\_\_\_ To: \_\_\_\_\_**
9. **Project Location:**
10. **Is this project new? Y/N (circle one) or part of an ongoing project? Y/N (circle one)**
11. **Introduction (not to exceed 3 pages):** Clearly state the purpose of the project including, if appropriate, the research question, hypothesis, goals and the impact the project will have on conservation. Include sufficient information so that reviewers who may not be familiar with the subject matter will be able to understand and evaluate the project request. You must clearly state the goals and objectives of the project.
12. **Methodology (not to exceed 2 pages):** Describe techniques to be used to complete the project. Include how information gained from the project will be disseminated. If appropriate include an experimental design. Education based projects should include a description of the evaluation component.



13. **Timeline:** Outline the timeframe of the proposed project including estimated start/finish dates and duration of each project phase, 1 page or less.
  
14. **Budget:** A detailed, 1 page or less itemized budget must be inserted here. Include items such as salaries, equipment, travel, supplies, etc. *Be sure to clearly indicate the amount being requested from the Fresno Chaffee Zoo Wildlife Conservation Fund. "Overhead" is not funded.* If requesting partial funding, a complete project budget must be submitted. Note in-kind support where applicable as well as support from other sources that has been obtained or is being sought.
  
15. **Curriculum Vitae:** Include the CV of the Principal Investigator(s). The principal investigator must be associated with a recognized institution (accredited zoo, academic institution, conservation or non-profit organization).
  
16. **Letters of support/recommendation:** A letter of support from the principal investigator's sponsoring institution is required. Additional letters of support (no more than two) should be submitted from individuals associated with a recognized institution (accredited zoo, academic, conservation or non-profit organization). If proposal requires cooperation from other collaborators, a letter of support is also required. **Letters of support/recommendation should be scanned and saved as WORD or PDF files for those submitting proposals electronically and should be submitted with the rest of the application.** For those submitting proposals via fax or mail, support letters must be included in the packet with the rest of the proposal documents.
  
17. **Attachments:** Additional information may be included as an attachment(s) but are not required. These may include photos, brochures, etc. If submitting the application electronically please submit photos in jpeg format and attachments in Microsoft Office (WORD, Excel, PowerPoint) or Adobe (PDF). **Total attachment size must be no greater than 10 MB.**

**Submission Instructions:** If mailing the application, two (2) complete printed copies must be submitted. All application materials should be submitted at one time (do not submit CVs, letters of support, photos, etc. in separate emails or packages).

**Submit completed applications to:**

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See below for an example of the rubric we use to evaluate conservation projects.

| Criteria                                                                                     | Exemplary                                                                                                                                                                                                                                                                              | Accomplished                                                                                                                                                                                                                       | Emergent                                                                                                                                                                                                                               | Not Met                                                                                                                                                              |
|----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Impact on human community, species, or ecosystem</b><br><br>____/12 pts                   | Project proposal clearly demonstrates significant conservation impact through research objectives, community members served, or other tangible, measurable goals. The species, human community, or ecosystem's need for prioritization is clearly demonstrated.                        | Project proposal demonstrates some conservation impact through research objectives, human community members served, or other tangible, measurable goals.                                                                           | Project proposal does demonstrate conservation impact, but does not connect impact to research objectives, human community members served, or other tangible, measurable goals.                                                        | Project proposal does not demonstrate conservation impact and the species, human community, or ecosystem's need for prioritization is not demonstrated or discussed. |
| <b>Project budget is detailed, appropriate, and sustainable</b><br><br>____/8 pts            | The project budget is complete and comprehensive, clearly outlining how funding from Fresno Chaffee Zoo will be used to demonstrably impact project goals. The project offers excellent conservation "bang for the buck". Funding from the Zoo is critical to the project's existence. | The project budget is thorough, but may have areas that are unclearly linked to conservation impact. There is some connection between funding and project goals. Funding from Fresno Chaffee Zoo would greatly assist the project. | The project has a workable budget, but it is lacking in detail and clarity. There is little to no connection between funding and clear project goals. Funding from Fresno Chaffee Zoo would have little overall impact on the project. | The project has no budget or a very poorly executed budget.                                                                                                          |
| <b>Project offers opportunities for education and inspiration</b><br><br>____/6 pts          | Project proposal clearly demonstrates how the project will lead to increased education, knowledge, connection, or inspiration to the species, community, or ecosystem in a measurable way.                                                                                             | Project proposal demonstrates how the project may lead to increased education, knowledge, connection, or inspiration to the species, community, or ecosystem. No measurable outcomes for education/inspiration.                    | Project proposal outlines minimally how the project may be connected to education and inspiration. No measurable/outcomes for education/inspiration.                                                                                   | Project proposal does not outline any connection to increased education/inspiration.                                                                                 |
| <b>Relevant to the Mission and animal collection of Fresno Chaffee Zoo</b><br><br>____/4 pts | Project proposal is clearly linked to the animal collection of Fresno Chaffee Zoo and/or supports and enhances the conservation impact of the Zoo.                                                                                                                                     | Project proposal shares some connection to the animal collection of Fresno Chaffee Zoo and/or is in-line with the conservation work of the Zoo.                                                                                    | Project proposal does not have a clear connection to the animal collection of Fresno Chaffee Zoo and only minimally reflects the conservation work of the Zoo.                                                                         | Project proposal does not have a clear connection to the animal collection of Fresno Chaffee Zoo and does not reflect the conservation work of the Zoo.              |