



**County of Marin
Community Service Fund Program
Application Form**

Application Date September 21, 2017

Fiscal Year July 1, 2017 - June 30, 2018

Organization Information

Full Legal Name: WildCare
Organization URL: www.discoverwildcare.org

Mission/purpose of your organization:

WildCare's mission is to advocate for wildlife for a sustainable world. We actively pursue this mission through wildlife medicine, environmental education, advocacy, and community outreach. We help people live well with wildlife. Based in San Rafael, WildCare is Northern California's premier wildlife hospital and environmental education center. Each year, with a small staff and over 500 active volunteers, we provide emergency and ongoing medical treatment and care to nearly 4,000 sick, injured, or orphaned wild animals. Our Living with Wildlife Hotline and WildCare Solutions Service provide humane, practical, and long-term solutions for those dealing with complicated wildlife interactions. Our experiential Terwilliger Nature Education Programs connect nearly 50,000 children and adults to the Bay Area's open spaces and wildlife. We also use our website, print communications, and social networks to raise public awareness about critical wildlife issues.

Grant Request Information

Program/Project Name: Replacement of WildCare's Nature Van Graphics Wrap
Amount Requested Dollar: \$2,230.00
Total Project Cost: \$4,460.00

Description of the proposed project/program, including the proposed project's goal(s), and the nature of the costs in specific terms, i.e. materials, labor costs, etc. Specifics of how the requested County funds will be used.

WildCare's Terwilliger Nature Education Programs rely on a program support vehicle known as the Nature Van to deliver our popular Nature Van Program to thousands of Marin County students and to support WildCare's outreach efforts. On the road almost 200 days of the year, our nature-themed van acts as a memorable backdrop during presentations with its images of California native bobcats and cormorants in their natural habitats. We outfit the van with a variety biofacts and taxidermied wild animals, such as a snake, a skunk, a heron, and a bobcat, that support program curriculum and community outreach.

Applied almost ten years ago, the Nature Van's graphics wrap is showing quite a bit a wear and tear - peeling and fading - and we are in urgent need to replace it. A total of \$4,460 will cover the cost of the old graphics wrap removal, re-design, and the installation of the new graphics wrap. WildCare is working with Creatis Group Inc., a San Francisco-based branding and graphics company, for the entire process. If cleaned regularly, we expect the new graphics wrap to last for seven years after application.

WildCare respectfully requests a one-time grant of \$2,230, or half of the total cost to replace the Nature Van's graphics wrap. For this year's Terwilliger Environmental Awards Ceremony, we asked attendees to donate to the project. This annual award honors a Bay Area educator whose teaching methods and commitment to environmental education reflect those of Marin's pioneer environmental educator Mrs. Elizabeth Terwilliger, with this year's award presented to Gwen Heistand, Director of Education at Audubon Canyon Ranch. WildCare raised a total of \$1,845 from the event. WildCare will use our reserves to cover the remaining balance of \$385 should we be awarded the requested grant amount.

List of all community interests that will be affected by the proposed project/program and the public benefit to be derived from it:

Our Nature Van plays an important role in community outreach. The graphics wrap will display WildCare's Living with Wildlife Hotline phone number and will include text reminding folks of this important service WildCare provides to Marin County residents seeking assistance during interactions with wildlife. The Nature Van also acts as a backdrop to our outreach activities at community events including China Camp Heritage Day, Pixie Park Nature Fair, and North Bay Science Discovery Day.

The Nature Van also enhances the learning experience for the more than 4,000 Marin County students ages 4-18 from 100 schools/organizations that participate in our Nature Van Program each year.

Part outreach, part educational, the Nature Van contributes to the rich tradition of environmental education first developed by Elizabeth Terwilliger, affectionately known as “Mrs. T.” The Nature Van Program with its fleet of vans displaying hand-painted, nature-themed imagery, was one of the multi-sensory, experiential-based education programs she delivered through the Terwilliger Nature Education Center, WildCare’s predecessor organization, that connected three generations of children and their families to the region’s open spaces and wildlife. As Mrs. T used to say, “Teach children to love nature, they take care of what they love.”

WildCare’s Nature Van Program is our modern take on the original with the same objective to promote environmental stewardship. (Mrs. T used frozen dead wild animals as educational materials. We no longer carry on that tradition). Our van naturalists continue to use biofacts, skeletons, and taxidermy, with the Nature Van as a backdrop, to introduce students to animal characteristics and adaptations to their environment. Presentations are now delivered bilingually, and program curriculum has been updated to support state science standards, providing real-life context to concepts taught in the classroom. This program is an asset to Marin County educators.

This organization has never received Community Service funds.

List of County funding received for this project or others.

County of Marin Board of Supervisors Fund approved a \$20,000 grant to WildCare on June 21, 2017, for FY17-18. The \$20,000 grant is to support WildCare’ wildlife services programs.

Marin County Fish and Wildlife Commission approved a \$4,594 grant in May 2017 to purchase program materials and equipment in support of WildCare’ education programs for FY17-18.

Project/program can be completed if amount received is less than requested amount of Community Service funds.

Applicants are encouraged to leverage funding from other non-County sources, and priority will be given to requests that represent no more than 50% of total project cost. To demonstrate all sources of project funding, including other County sources, please provide a project/program budget below. Please fill in as applicable, and round to the nearest dollar.

Project Funding Sources	Funding Agency	Funding Requested	Received	Notes
County CSF		\$0	\$0	
Federal Grant		\$0	\$0	
State Grant		\$0	\$0	
Individual Contributions		\$4,460	\$1,845	<i>TEA Award Ceremony invitees and guests, 20+ donors</i>
Other Local Agencies		\$0	\$0	
In kind services		\$0	\$0	
Other	WC reserves	\$0	\$385	
Total Sources		\$4,460	\$2,230	
Project Expenses		Budgeted	Spent to Date	Notes
Personnel Costs		\$0	\$0	
Services and Supplies		\$4,460	\$0	
Capital		\$0	\$0	
Other		\$0	\$0	
Total Expenses		\$4,460	\$0	