The Community Foundation
Serving Riverside and San Bernardino Counties

Internal Use Only:

Grant #: _____

2006 DESERT LEGACY FUND GRANT APPLICATION

Date: 01/13/05

Organization/Agency Information

Organization/Agency Name: Joshua Tree National Park Association (JTNPA)

Address: 74485 National Park Drive, Twentynine Palms, CA 92277

Agency Web Site: www.joshuatree.org
Organization/Agency Director/CEO: Nancy Downer

Telephone #: 760-367-5537 Fax #: 760 365-5583 E-mail: www@joshuatree.org

Contact Person: Nancy Downer Title: Executive Director

Telephone #: 760 367-5538 Fax #: 760 367-5583 E-mail: www@joshuatree.org

Program/Grant Information

Program/Project Name: Mojave Max Emergence Contest

Amount of Grant Requested: $4,920.00 Total Organization Budget: $167,000 (operating)

Percentage of Organization's Total Budget used for Administration: 35%

Purpose of Grant Request (one sentence): Program support for students in the Mojave Max Emergence Contest, an inaugural environmental education event held in eight Southern California counties.

Signatures

Name of Board President/Chair: Jon Stone, President, JTNPA

Signature: _____ Date: _____

Name of Organization/Agency Director/CEO: Nancy Downer, Executive Director, JTNPA

Signature: _____ Date: _____

DESERT LEGACY FUND

Application Deadlines: January 15, 2006 and July 15, 2006

Narrative and Budget
(Please provide the following information in no more than four (4) typed pages. Please be thorough, clear, specific, and concise)

1. **Describe your organization (mission, accomplishments and goals).**

DESERT LEGACY FUND
Grant Application Form

Organization: Joshua Tree National Park Association (JTNPA)

Mission

Joshua Tree National Park Association (JTNPA) is a not-for-profit organization formed to assist the National Park Service with preservation, education, historical, and scientific programs for the benefit of Joshua Tree National Park and its visitors. In 2005, the Association donated $170,000 in direct and in-direct aid to the National Park Service in support of its mission.

In 2005, the National Park Service (NPS) at Joshua Tree National Park and The Desert Managers Group encouraged JTNPA to become involved with desert tortoise outreach and assist with the Mojave Max Emergence Contest, a successful outreach program in southern Nevada planning for implementation in southern California in 2006.

In 1989, the desert tortoise was listed under the provisions of the Endangered Species Act as a threatened species by the United States Fish and Wildlife Service. This listing means that the desert tortoise of the Mojave Desert, and its habitat shall be protected, and recovery programs will be developed and carried out on behalf of the tortoise. Therefore people, agencies, and organizations have been working to protect the desert tortoise and its habitat since 1989.

In cooperation with many other partners, and under the authority of the United States Fish and Wildlife Service, the Desert Managers Group, a collaborative partnership of federal, state, and local land management agencies, has developed plans to protect desert tortoise populations and their habitats.

A Desert Tortoise Education and Outreach Work Group was established by the DMG in 2004 to develop and carry out a broad-based media and outreach campaign to raise public awareness about the tortoise and efforts to achieve tortoise recovery. Joshua Tree National Park has taken the lead in conducting this program on behalf of the DMG. The park hosts the largest environmental education program operated by the National Park Service in the Service's Pacific West Region. In 2004, more than

700 education programs were presented by the park's education staff to over 19,000 students in Riverside, San Bernardino, and Los Angeles counties. The park's Chief of Interpretation Joe Zarki has been involved with endangered species outreach campaigns for wolf recovery in Yellowstone National Park (1988-90) and the reintroduction of the black-footed ferret in Badlands National Park in South Dakota (1990-94).

2. **Specify the need or problem for which you are seeking funds.**

JTNPA ,NPS and DMG have formed a partnership with Clark County Nevada to promote an existing Desert Tortoise environmental education program. The program, Mojave Max Emergence Contest has been successfully held in Clark County Nevada for the past 5 years. Clark County has established corporate donors to provide assistance with classroom events and awards. To encourage participation in southern California, JTNPA and DMG would like to offer student winners appropriate awards based on the students scholastic development and grade level. This is the first year for the Mojave Max Emergence Contest in California. We believe it is important to create a media event around the contest to promote excitement about environmental learning and to stimulate growth and future participation in the program. Any student may enter the contest, but students enrolled in the following eight southern California counties: Imperial, Inyo, Kern, Los Angeles, Orange Riverside San Bernardino and San Diego will receive awards. Funds will be used to create eight award events (1 per county) that will provide gift certificates for winning students from local bookstores (to promote reading and student literacy). Classroom teachers of winning students will also receive gift certificates to purchase needed books for their classrooms. The winning student will also receive a Golden Eagle Passport. The Golden Eagle is a federal recreation pass that covers entrance fees on federal public lands. Presentation of the Golden Eagle will encourage the student and their family to visit their desert public lands thereby fostering desert lands stewardship.

3. **Describe how your project addresses this need or problem.**

The Mojave Max web page (www.mojavemax.com) invites teachers and student to go on line and learn about desert tortoises, desert ecosystems and desert conservation. The site encourages classroom discussions about desert conservation issues and the development of a personal environmental ethic toward the desert. DMG has funded brochures and public service announcements to inform educators and students about the Mojave Max Emergence Contest and other environmental education programs. Currently National Park Service environmental educators are developing a Traveling Tortoise Trunk. The Tortoise Trunks will be used to teach science literacy through study of the ecology and conservation of California's state reptile. The trunks are designed to integrate with California public schools social and science curriculums. Students can go to the Mojave Max website and learn about desert tortoises and find links to other web sites for related information. We believe that by managing successful classroom events, such as the Mojave Max Emergence Contest students will become excited about environmental education. It is the hope that the contest will grow year by year and educate the new generation of southern California children about the desert tortoise and other environmental issues.

4. **List the key outcomes you expect from this project.**

   1. Encourage student interest in environmental issues and promote classroom discussion of these issues
   2. Create awareness about the desert tortoise as a threatened species.
   3. Built a relationship between educators and environmental education resources.
   4. Inform a new generation of California citizens about the value of desert lands.
   5. Develop public support and involvement in desert tortoise recovery efforts.

5. **Are or will you be collaborating with other organizations and/or individuals? If so, what is the nature of the partnership?**

   Joshua Tree National Park Association, a nonprofit partner of Joshua Tree National Park, is dedicated to assisting the National Park Service with preservation, education, and historical and scientific programs for the benefit of the park and its visitors.

   The DMG is a collaboration of many public lands agencies charged with management of 25,000,000 acres of California's desert public lands. Conflicting demands for use of California desert lands make it imperative for governmental agencies to work cooperatively in support of agency missions, protection of desert resources, and public use. The DMG was established as the forum for government agencies to address and discuss issues of common concern. Through cooperative management each agency achieves greater operational efficiency, enhances resource protection, and the public is better served.

   Current members of the DMG include:

   Department of the Interior
   - Bureau of Land Management
   - Fish and Wildlife Service
   - National Park Service
   - Geological Survey

   State of California
   - Department of Fish and Game
   - Department of Parks and Recreation
   - Department of Transportation

   Department of Defense
   - Naval Air Weapons Station, China Lake
   - Edwards Air Force Base
   - National Training Center, Fort Irwin
   - Marine Corps Air Ground Combat Center, Twentynine Palms
   - Marine Corps Logistics Base, Barstow
   - Marine Corps Air Station, Yuma

Additional members may be added to the DMG based on the consensus of the voting members of the group. Federal, State, local and tribal government agencies that are not members of the DMG may serve as members of the DMG Work Groups, subject to approval of the DMG. The DMG provides appropriate opportunities for public involvement.

6. **How will you evaluate the success of your project?**

At the conclusion of the Mojave Max Emergence Contest the Desert Tortoise Outreach Coordinator will evaluate how many students participated, what counties the students were from and what grade level. We will also be looking for public comment or reaction to contest and classroom events. The National Park Service has contracted with Colorado State University (CSU) to conduct a survey. The survey's objective is to identify the public's knowledge and beliefs about desert tortoises. The survey will give baseline information on how to focus public service announcements and environmental programs such as Mojave Max. A post-program survey by CSU will determine the effectiveness of the DMG's tortoise outreach media and services.

7. **Provide a detailed line-item budget, including both income and expenses for the proposed project. Please include a column indicating how your organization will spend the amount you have requested from the Foundation. Also, please provide us with a copy of your organization's budget for the current fiscal year and the actual revenues and expenses of the previous fiscal year and current fiscal year-to-date.**

Teacher: Book store gift certificate	$100.00	x 8	$800.00
Student: Book store gift certificate	$50.00	x 8	$400.00
Pizza / drinks for 30	$100.00	x 8	$800.00
T-shirts 30 per class (1 per student)	$ 300.00	x 8	$2400.00
Golden Eagle Passports (one for each winning student)	$65.00	x 8	$520.00
Total			$4,920.00

8. **List other funding sources for this project only (not your organization's overall budget) and amounts received or anticipated.**

National Fish and Wildlife Foundation Grant, 2005 (for desert tortoise information and education)	$68,500
California Department of Fish & Game (FY05)	$35,000
California Off-Highway Motor Vehicle Recreation Commission grant (FY05)	$40,000
NPS Challenge Cost-Share 2005	$10,938
Joshua Tree National Park Association 2006 (general program support)	$1,000
Total	$155,438

9. **Explain how you will pay for this project after the grant is spent. Is this a one-time expense?**

   Joshua Tree National Park Association is currently developing a desert tortoise merchandise program to generate revenue and future support for the Mojave Max Emergence Contest. The sale of this merchandise will go towards the support of desert tortoise programs such as the Mojave Max Emergence Contest. Apart from the merchandise program, the Association has committed to fund a $1,000 annual line item in its budget for support of the Mojave Max Outreach program and other DMG tortoise outreach efforts. It is our intention to aggressively pursue private-sector support and corporate donations in the future for many of the prizes and awards given to student winners and participants.

10. **How do you anticipate this funding will affect the future of your organization?**

    The Mojave Max contest is a vehicle to educate students. This is the first year for the contest and therefore its foundation is critical to the future success of the program. If the event is successful and public reaction is positive, the event will grow and more people will participate . It is our hope the contest will create a lifelong lesson about how human behavior effects the desert. Ultimately the knowledge gained will help minimize negative human impacts on desert lands and on the tortoise itself.

11. **Please provide contact information (name, phone number, e-mail address) for two individuals or organizations that are familiar with your project.**

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