**Waterkeeper Organization Proposal Template**

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**COVER PAGE**

**Proposed Waterkeeper Organization Name:**

**Submitted by:**

**Sponsoring organization [if applicable]:**

**Mailing address:**

**e-mail address:**

**phone number:**

**website:**

**social media:**

**Date:**

**Please include *and provide by e-mail* a high resolution picture of your waterway.**

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1. **Introduction to the Watershed**

 Briefly discuss the watershed -- its history, cities, landmarks, and culture, and attach a high resolution picture of your waterway. **Please provide a 200 word maximum description ‘About the Waterbody’ that we can publish on our website. This should describe not just the waterbody, but the threats to the waterbody, as well as your main action/advocacy goals.** Please limit this section to 2 pages.

1. **Threats to Watershed**

Please discuss the major threats to your watershed. Be as specific as possible in identifying the issues and the responsible parties. If possible, include scientific data. Please limit this section to 3 pages.

1. **The Role of the Waterkeeper**

Explain the role of the Waterkeeper in remedying the threats to the watershed and its communities. Are there any other groups conducting similar work or does this role fill a void? Please limit this section to 1 page.

1. **Action Plan**

What tools will the Waterkeeper use to advocate for the waterbody? Please include specific approaches the Waterkeeper will use to address watershed threats. Limit this section to 3 pages.

1. **Quality Standards**

Clearly discuss your strategy to achieve each of the quality standards. You can refer to other sections of this proposal. **Do not delete the Quality Standards from your proposal.** Please limit to 2 pages.

1. Employ a full-time, paid, non-governmental public advocate for the identified water body, who identifies him or herself with the Waterkeeper mark and who serves as the primary spokesperson for the water body.

2. Maintain a vessel clearly identified as the “*Waterbody Name* Waterkeeper” vessel that is readily available and actively used for patrols of User’s watershed (unless the Waterkeeper Alliance Board grants permission for use of an alternative means for patrol and public awareness).

3. Be a 501(c)(3) or 501(c)(4) organization or international equivalent or be sponsored by a 501(c)(3) or 501(c)(4) organization or international equivalent.

4. Develop a grassroots constituency.

5. Use best efforts to maintain representational standing.

*For organizations outside of the U.S., please tell us what your country's law requires for you to have the legal capacity to bring a lawsuit in court in order to enforce environmental standards, and explain what steps you will take to ensure that your organization will be able to bring environmental enforcement litigation in court.*

6. Establish an easily located, identifiable telephone number to which citizens can report pollution incidents or concerns.

7. Identify and respond to citizen complaints.

8. Advocate and enforce compliance with environmental laws, including the use of litigation and administrative challenges against polluters in appropriate circumstances.

9. Participate actively in the Waterkeeper Alliance, including, but not limited to:

a. Inclusion of Waterkeeper Alliance (180 Maiden Ln. Suite #603 New York, NY 10038) on mailing lists of Waterkeeper’s publications, newsletters, and mailings;

b. Notification to the Waterkeeper Alliance of filing of lawsuits;

c. Regular attendance at annual Waterkeeper Alliance conference;

d. Subscription to Waterkeeper Alliance listserv; and

e. Inclusion of the Waterkeeper Alliance collective mark and the “*Waterbody Name* Waterkeeper” name in promotional materials, including newsletters, brochures, website, and letterhead. (On letterhead, the Waterkeeper may substitute the words “Waterkeeper Alliance member” or similar in lieu of the Waterkeeper Alliance collective mark.)

10. Establish a physical office space within the Waterkeeper’s watershed. (Please provide physical address here).

11. Adhere to generally accepted accounting practices (GAAP) and IRS rules or international equivalent.

1. Develop strategic and fundraising plans to guide the Waterkeeper organization.
2. Maintain a high level of integrity and avoid conduct (financial or otherwise) that is improper or creates the appearance of impropriety financial or otherwise) or injures the reputation of the Waterkeeper, mark holder and Waterkeeper Alliance. Examples include receiving financial benefit or employing staff who receive financial benefit for advocacy or conduct that conflicts with the mission of the Waterkeeper organization or Waterkeeper Alliance.
3. **Fundraising/Organizational Strategy**

Outline potential sources of financial support and what steps you will take, or have taken, to secure finances to date. Please provide a brief organizational strategy, envisioning what the Waterkeeper organization will look like in 1 year, 2 years, and 5 years; this should include staffing, budget, membership, and other organizational goals. Please limit this section to 2 pages.

1. **Budget**

In table form, outline the anticipated expenditures for your Waterkeeper organization for years 1 and 2. Please consult with Waterkeeper Alliance staff and include costs for license fees and attendance at the Annual Waterkeeper Alliance Conference. Please limit this section to 1 page.

1. **Jurisdictions (include a map and note watershed jurisdictions in square miles)**

Exclusive Jurisdiction

The exclusive jurisdiction is the area where the Waterkeeper exercises absolute control of all matters related to restoration and protection of her/his public trust waters through advocacy and action. In this area the Waterkeeper maintains, directly or through staff and/or volunteers, a full time physical presence and/or vigilance on behalf of their resource, such as:

1. Actively patrolling the watershed by boat, vehicle, air, and foot, as appropriate and necessary.

2. Routinely conducting monitoring, as appropriate and necessary.

3. Routinely monitoring the evolution of national or state pollutant discharge elimination system (NPDES or SPDES in the U.S.) permits and discharge monitoring reports, or international equivalents.

4. Investigating sources of pollution.

5. Undertaking litigation, regardless of where and against whom filed, and/or legal action to protect and restore the watershed within your exclusive jurisdiction.

6. Responding to calls for assistance, information, and/or action from the community, agencies, and/or decision makers.

7. Challenging and/or supporting, as appropriate and necessary, decision-making that impacts the exclusive jurisdiction.

8. Conducting clean-up and/or restoration programs.

9. Providing education, encouraging recreation (if appropriate), and/or demonstrating community involvement and support.

Extra-territorial Areas

Extra-territorial areas are those within the watershed where the Waterkeeper does not advocate full-time, but the Waterkeeper has developed a written plan demonstrating the ability to do so within a specific period of time (normally not to exceed five years). Once the Waterkeeper has met his/her outlined advocacy proposal for the extra-territorial area, and received approval from the Board of Directors to extend the organization’s exclusive jurisdiction, the area will then be considered part of the Waterkeeper’s exclusive jurisdiction.

Jurisdictional areas should not extend outside of the Waterkeeper organization’s watershed. Jurisdiction of areas where “watershed” cannot reasonably be used to set boundaries, such as waters of the ocean, will be considered on a case-by-case basis. It will be necessary for existing Waterkeepers to work closely together to define their jurisdictional areas where boundaries may currently overlap or are difficult to define.

Sphere of Influence

The sphere of influence is the area in which a Waterkeeper reasonably believes he/she exercises a recognizable degree of influence related to the restoration and protection of public trust waters. Waterkeeper Alliance Regional Representatives to the Board of Directors are responsible for facilitating communication within their region to cooperatively define each Waterkeeper’s sphere of influence where the influence extends beyond the Waterkeeper’s exclusive jurisdiction and extra-territorial area or overlaps with other Waterkeepers.

1. **Profile of Waterkeeper**

Provide a job description of the ideal Waterkeeper, or, **if the Waterkeeper has already been selected, include a brief biography (200 words max) that we can include on our website. (Please do not 'date' bios, ie with text like 'last year' or 'two year old daughter'.) Also include *and send by e-mail* a high resolution photo of yourself on or near your waterway with your proposal.** Please limit this section to 1 page.