



George H.W. Bush *Vamos A Pescar*[™] Education Fund

Background

Origin of the George H.W. Bush *Vamos A Pescar*[™] Education Fund

In honor of President George H.W. Bush, Bass Pro Shops Founder and CEO Johnny Morris donated \$125,000 to bring conservation education and fishing experiences to Hispanic families in key metro areas of Texas and Florida. The George H.W. Bush *Vamos A Pescar*[™] Education Fund supports the Recreational Boating & Fishing Foundation's (RBFF) Hispanic initiative, *Vamos A Pescar*[™]. With the help of donations from other companies and organizations, this fund has continued to grow and expand nationally to keep future generations educated about the joys of fishing and boating and the importance of conservation.

Why Fishing is So Important

For Hispanic families, fishing provides an opportunity to spend time together, away from the distractions and stress of everyday life. It's when parents can become teachers, both in fishing skills and life lessons. It's an activity the entire family can join in, from the youngest of kids to the eldest of grandparents. Spending quality time together fishing in the great outdoors helps families relax and de-stress, and in today's world, that's a benefit in and of itself. Connecting with each other through the sport of fishing, whether it's grandfather-to-grandson, mother-to-son or father-to-daughter, is a wonderful way to get back to what's important: the family.

Program Framework

The George H.W. Bush *Vamos A Pescar*[™] Education Fund supports state and local efforts to educate and engage families in high-density Hispanic communities through programs, classes and fishing activities. To further the reach and facilitate partnerships at the local level, the George H.W. Bush *Vamos A Pescar*[™] Education Fund provides funds for state agencies to match and sub grant to local 501(c)(3) organizations.

Program Parameters

Programming must be:

- Family-focused: Program will encourage participation across multiple generations and gender
- Metro-centric: Program will encourage focus in metro areas
- Ethnically-inclusive: While a majority of participating families will be Hispanic, the event will be open to families of all races/ethnicities



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Grant Guidelines

Funding and Matching

- There will be up to \$100,000 in grant funds available for the 2017 grants program. Grant funding is from 100% non-federal sources.
- State agencies receive and sub grant funds to local organizations.
- Eligible organizations are 501(c)(3) tax-exempt organization/non-political group. Religious groups are eligible only if non-religious, fully-inclusive activities are planned.
- State agencies must provide a minimum 1:1 cash match. Source of matching funds can be Sportfish Restoration (SFR) dollars, private donors, federal funds, state funds and/or NGO contributions.

Education Fund Advisory Board

- State agencies provide grantee recommendations from all grantee applications received within their state. Final selection of grantees will be made by the Education Fund Advisory Board.
- Members include representatives from fishing industry, boating industry, the Association of Fish and Wildlife Agencies (AFWA), major donors, and RBFF staff.

To be Considered for Funding

- Applicants should plan programming any time from February 1 to November 1.
- Program will provide multiple opportunities to educate youth and their families to participate as anglers and boaters and promote good stewardship toward the state's aquatic resources, to include, for each participant, multiple hands-on and on-the-water learning opportunities to fish from shore or fish from a boat.
- Program will:
 - introduce fishing and/or boating to youth and/or families
 - provide hands-on fishing skills development
 - teach and reinforce water safety and/or safe boating behaviors
 - provide hands-on conservation and aquatic stewardship activities
- Program is designed to connect with community through organizational partnerships, affiliations and leadership, family programming, and if possible, existing events and access points near targeted audiences.
- Program will conduct pre- and post- program evaluation surveys and collect participant contact information.

Greater Consideration will be Given to Programs that

- Include bilingual capabilities
- Provide greater than required cash and/or in-kind match
- Demonstrate cost effectiveness and minimize overhead costs
- Encourage continued participation beyond programmatic participation
- Follow up with participants to provide additional opportunities and ongoing engagement, demonstrating the principles of recruitment, retention and reactivation
- Promote TakeMeFishing.org and VamosAPescar.org as resources for program participants



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Process Overview

To Apply

State agencies lead efforts within their state to widely distribute request for grant applications from local 501(c)(3) organizations. Applicants must complete the Grant Application Form and send via email to the state point of contact no later than date TBD by the state agency in accordance with the following overall process timeline.

Process Timeline

- RBFF announces availability of grant funding to state agencies and requests point of contact information from each state agency by September 15.
- RBFF sends Grant Application Form, State Cover Page Form and process information to the identified state point of contact.
- State agency provides public notification of grant opportunity no later than September 30 and makes RBFF aware.
- State agency receives proposals/Grant Applications.
- State agency ranks proposals and submits their recommended Grant Application(s), along with their State Cover Page(s) with their proposed matching funds, to RBFF by November 15 for the Advisory Board's review.
- Advisory Board chooses final grant recipients by December 31.
- RBFF notifies state agency points of contact.
- State agency alerts recipients and follows up with grant agreement and deadlines for reports.
- RBFF provides grant funding to the state agency by January 15.
- State agency provides funding to individual grantees.
- Programs run any time from February 1 to November 1.
- Quarterly reports to be sent in to state agency and provided to RBFF.
- Final reports to be sent in to state agency by November 15. State agency forwards to RBFF for inclusion in Annual Report/Donor Report and for Advisory Board by December 1.

Components for State Agency Grantee Agreement

RBFF will provide state agencies with pass through information for grantees, including requirements for quarterly and final reports, how grantees need to thank/recognize the George H.W. Bush *Vamos A Pescar*[™] Education Fund and logo access information.

RBFF Contact

Please send state agency point of contact information to Stephanie Hussey, State R3 Program Director, at shussey@rbff.org.