



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 in 2014 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*[™]. Bass Pro Shops has continued their funding support each year, with commitment provided for another year. With the help of generous donations from Bass Pro Shops, Brunswick Corporation, and other companies and organizations, this fund has continued to grow and expand nationally and is available to all 50 states and the District of Columbia to keep future generations educated about the joys of fishing and boating and the importance of conservation.

Why Fishing is So Important

Fishing provides an opportunity for families 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.

Participation in fishing and boating also helps fund state conservation efforts to keep our waterways clean and fish populations healthy. Through fishing license purchases, boat registrations, fishing gear and boat fuel sales, anglers and boaters play an important role in protecting our nation's aquatic natural places and the wildlife that lives there.

Recent research conducted by RBFF and Responsive Management supports the importance of providing urban fishing programs and reaching out to Hispanic families and underrepresented demographic groups. America is becoming more urbanized, and the American general population is becoming more diverse. It's important to bring the fishing experience directly to the growing populations of Americans.

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 urban fishing 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 organizations to support programs with multiple fishing and boating experiences.

Research supports the importance of providing multiple opportunities for program participants. Programs that provide initial trial experiences along with additional skills development and next step opportunities are more effective in supporting participants along the pathway to becoming an angler.

RBFF and Responsive Management recently released [new research](#) to assist state agencies, organizations and industry partners in scoring grant proposals and prioritizing angler recruitment, retention and reactivation (R3)



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programs to fund and support. The research informed the development of a scorecard, which will guide the grants selection process. In scoring grants, results indicate the importance of programs having an evaluation component, established goals and objectives, and defined metrics to measure.

Program Parameters

Programming must be:

- Family-focused: Program will encourage participation across multiple generations and gender.
- Focused on Multiple Opportunities: Program will provide multiple opportunities for the same audience to participate in fishing and/or boating.
- Metro-centric: Program will encourage focus in metro areas. Greater consideration will be given to programs in urban areas.
- Ethnically-inclusive: While a majority of participating families will be Hispanic, the event will be open to families of all races/ethnicities.
- Evaluated: Program will collect participant information and conduct program evaluation surveys.



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Grant Guidelines

Funding and Matching

- There will be up to \$100,000 in grant funds available for the 2022 grants program. Grant funding is from 100% non-federal sources. Minimum of \$5,000 required for grant program applications.
- State agencies receive and sub grant funds to local organizations.
 - Government agencies and 501(c)(3) tax-exempt organizations/non-political groups are eligible to receive funds from the state agencies. Religious groups are eligible only if non-religious, fully-inclusive activities are planned.
- State agencies must provide a minimum 1:1 cash match. Greater consideration will be given to programs that provide greater than required cash and/or in-kind match. Source of matching funds can be Sport Fish Restoration (SFR) dollars, private donors, federal funds, state funds and/or NGO contributions.
- State agencies manage process to request, review and recommend applications for funding.

Education Fund Advisory Board

- State agencies review all grantee applications received within their state and provide only the grantee applications recommended for state matching and funding to RBFF. Final selection of grantees will then 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 for the same audience, to educate youth and their families to participate in fishing and boating and promote good stewardship of the state's aquatic resources.
 - Program will 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 urban communities through organizational partnerships and affiliations, 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

- Occur in urban areas
- 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 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 provides Grant Application Form and State Cover Page Form by November 5, 2021.
- State agency reviews information, discusses granting process with fiscal staff and identifies point of contact to manage application process and provides point of contact information to RBFF contact.
- State agency provides public notification of grant opportunity and makes RBFF contact aware.
- State agency receives Grant Applications and reviews for funding consideration.
- State agency ranks Grant Applications and determines recommendations for funding. State point of contact submits only the recommended Grant Application(s), along with their State Cover Page(s) with their proposed matching funds, to RBFF contact by December 15, 2021 for the Advisory Board's review.
- Advisory Board selects final grant recipients by January 14, 2022.
- RBFF notifies state agency points of contact.
- State agency alerts recipients and follows up with grant agreement and deadlines for reports.
- State agency provides RBFF with detailed information on payee and address.
- RBFF provides grant funding to the state agency (or approved designated recipient) by January 31, 2022.
- State agency provides funding and matching funding to individual grantees to support programs. It is imperative grantees receive program funding support as close to January 31, 2022 as possible. Time is of the essence.
- Programs run any time from February 1 to November 1, 2022.
- Quarterly reports to be sent to state agency and provided to RBFF contact by April 15, July 15, and October 14, 2022.
- Final reports to be sent to state agency by November 15, 2022.
- State agency reviews and provides approved final report to RBFF contact for inclusion in Annual Report/Donor Report and for Advisory Board by December 1, 2022.

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

Stephanie Hussey, State R3 Program Director, shussey@rbff.org