

## Appendix C

### *Friends of Tualatin River Use of a Case Statement for Fundraising*

This Appendix offers an example of how groups can use their detailed Case Statements for fundraising activities. Case Statements typically include such information as the group's mission, history, and needs. In this example, Friends of Tualatin River NWR used the information in their Case Statement to apply for a grant proposal for an outreach presentation. Case Statement excerpts used in this application follow:

#### ***Project Description:***

The Friends of the Tualatin River National Wildlife Refuge is requesting \$1,700.00 from Tualatin High CommuniCare Program to develop an outreach presentation to increase the public's awareness of the Tualatin River National Wildlife Refuge and the benefits it provides this region. The presentation will target local and regional governments, community groups, businesses and schools.

The objectives of this project are as follows:

- Design an outreach presentation within five months;
- Produce photographic materials capturing each season on the refuge;
- Develop text that includes the history, benefits and needs of the refuge;
- Create supporting documents;
- Identify and train six volunteers to give presentations;
- Complete 24 outreach presentations within the next three years reaching 1500 people.

#### ***Project Need and Benefits:***

This outreach program will provide the following benefits:

- Increase the visibility of the refuge and the Friends.
- Educate surrounding communities and others to the benefits of the refuge and the need to restore floodplains.
- Develop a strong and vocal group of advocates for federal funding of the refuge. Currently, the Federal government is the primary source of funding and competition is intense for these funds. Future appropriations will allow for land acquisition, restoration, operations, and staffing.
- Generate the capital for a wildlife center, that will provide environmental learning opportunities for the entire region. The community needs to procure at least 50 percent of the building costs before the Federal government will consider matching our efforts.

- ❑ Pursue additional funding sources for land acquisition. The Friends need to build alliances with conservancy groups, foundations and businesses.
- ❑ Enlarge the number of volunteers and members working with the Friends.

Our strategic plan, which is attached, clearly states the need for this program. Already a number of people have volunteered their planning and creative services.

### ***Mission:***

Friends Of the Refuge is a community-based volunteer organization supporting the Tualatin River National Wildlife Refuge. We are dedicated to protection and restoration of the refuge for the benefit of fish and wildlife, and for public education and recreation. The Friends' priorities are to increase the visibility of the refuge, form beneficial partnerships, create educational and recreational opportunities, and aid in acquisition of lands. The Friends pursues its goals in partnership with USFWS and other agencies, organizations, and individuals. We invite concerned citizens to join us in nurturing this natural legacy in a region experiencing rapid urban growth.

### ***History of Accomplishments:***

Friends Of the Refuge was formed in 1993 one year after the refuge was officially brought into existence. The refuge was established when a 12-acre parcel was donated by a member of the Friends to USFWS. Our accomplishments include:

- ❑ Successfully advocated for two million dollars for land acquisition
- ❑ Coordinate two annual Songbird Celebrations
- ❑ Conduct National Wildlife Refuge Week Activities
- ❑ Planting of 5,000 trees and 2,000 wetland plants in partnership with Friends of Trees, USFWS and Tualatin Riverkeepers
- ❑ Clean up of three sites on the refuge
- ❑ Partner with Portland Audubon Society to monitor birds
- ❑ Conduct tours of the refuge
- ❑ Creating a website
- ❑ Developing a strategic plan

### ***Clients Served:***

The Friends Of the Refuge are working towards creating public access to the refuge for the citizens of the greater metropolitan Portland area. We expected 200,000 visitors annually when it is open to the public. Our efforts in cooperation with USFWS and other organizations have created an 800 acre habitat for migratory birds and waterfowl. This habitat supports over 50 different species of birds including over 10,000 ducks, 7,000 geese, 100 tundra swans, five eagles and many more.