

## 2011 Annual Report

# Virginia Environmental Endowment

### Mission and Focus

The mission of Virginia Environmental Endowment is to improve the quality of the environment by using its capital to encourage all sectors to work together to prevent pollution, conserve natural resources, and promote environmental literacy.

Although accorded a national scope by our charter, the Endowment currently limits awards to eligible nonprofit organizations for programs conducted in the state of Virginia and in the Kanawha and Ohio River Valleys of Kentucky and West Virginia.

### History

Virginia Environmental Endowment, a nonprofit, independent grantmaking foundation, came about in a unique way: by court order. In February 1977, in the United States District Court for the Eastern District of Virginia, Allied Chemical Corporation was fined \$13.2 million for polluting the James River with the insecticide Kepone. With the approval of Judge Robert R. Merhige Jr., a portion of this fine – \$8 million – was paid by Allied to fund the creation of Virginia Environmental Endowment for the purpose of improving the quality of Virginia's environment.

Between 1981 and 1991, VEE received another \$1.4 million in court settlements paid by the FMC Corporation, Bethlehem Steel Corporation, Wheeling-Pittsburgh Steel Corporation, IR International, Inc., and Hauni Richmond, Inc. The FMC funds expanded the Endowment's work in Virginia and beyond into the Kanawha River and Ohio River Valleys.

For over thirty years the Endowment has honored its innovative creation by funding imaginative people working effectively to improve the quality of the environment.

### Financial Summary

The March 31, 2011 reviewed asset value of Virginia Environmental Endowment was \$16,142,891. During the fiscal year the Board of Directors approved 27 grants totaling \$317,270. When combined with matching funds, grants awarded by VEE since 1977 to a wide variety of organizations represent an investment of over \$69 million in environmental improvement.

### Grantmaking Programs

VEE grantmaking comprises three programs:

- Virginia Program
- Virginia Mini-Grant Program
- Kanawha and Ohio River Valleys Program

#### Virginia Program

The Virginia Program supports community action, reinforced and informed by research and education. Current grantmaking priorities track the Endowment's mission as follows:

- Water quality research and monitoring of water quality conditions throughout Virginia;
- Land and open space conservation;
- Chesapeake Bay conservation, research and education;
- Environmental education

#### Virginia Mini-Grant Program

The Virginia Mini-Grant Program supports community-based efforts to strengthen environmental education and to promote stewardship of Virginia's waterways. These are intended to be one-time, start-up grants, and preference is given to modest local projects. Public and private schools (K-12) and nongovernmental, nonprofit community organizations in Virginia are eligible to apply for one-year Mini-Grant awards up to \$5,000. Local, state, and federal government agencies and programs are not eligible. Guidelines and application forms are available on our web site, [www.vee.org](http://www.vee.org).

#### Kanawha and Ohio River Valleys Program

Currently limited to the Kanawha and Ohio River Valleys of Kentucky and West Virginia, this program supports research, education, and community action on water quality and the effects of water pollution on public health and the environment. Emphasis is given to collaboration by citizens, government, and industry to develop effective public policies and to increasing public participation in water quality monitoring and watershed management.

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(804) 644-5000 e-mail: [info@vee.org](mailto:info@vee.org)  
[www.vee.org](http://www.vee.org)

*Photographs courtesy of James River Association.*

## Grant Application Procedures

### Policies

The Endowment makes grants to nonprofit, tax-exempt, charitable organizations and institutions and occasionally to governmental agencies.

VEE encourages requests for specific projects that promise measurable results to improve the environment. Applicants should describe specifically how they propose to measure the success of a grant project.

Grant funds are not provided for general support, overhead, indirect costs, capital projects, land purchases, building construction or renovation, endowments, lawsuits, or to individuals.

Matching funds in equal amounts from other sources are required, and challenge grants may be offered to provide leverage in fundraising.

Proposals that are clearly outside the purposes and geographic limitations of our grantmaking programs may be declined without further review. All others will be considered by the Board of Directors.

Approved grants are paid in installments on a reimbursement basis. Grantees are required to submit periodic reports of progress, expenditures, and results.

Each year the Endowment receives requests far in excess of available funds. In fairness to others, applicants are asked not to apply to the Endowment more than once a year.

### Application Deadlines

Proposals must be received by the Endowment by 5 p.m. (ET) on the following dates:

**Virginia Program and Virginia Mini-Grant Program:**  
June 15 and December 1

**Kanawha and Ohio River Valleys Program:**  
June 15 only

When the date falls on a weekend or holiday, the following business day will be the deadline.

The Endowment has a strict policy on receipt of complete proposals by deadlines. Without exception, late proposals will not be accepted.

Board decisions about proposals are normally made in April and October.

For delivery by U.S. mail, address to:  
Gerald P. McCarthy  
Executive Director  
Virginia Environmental Endowment  
P.O. Box 790  
Richmond, Virginia 23218-0790

For package delivery:  
Three James Center  
1051 East Cary Street, Suite 1400  
Richmond, Virginia 23219

### Proposal Requirements

Two copies of the complete proposal, signed by the organization's chief executive officer or board chairman, must be received by the deadline date. The Endowment does not review or comment on preliminary proposals. Applicants to the Virginia Mini-Grant Program should review the special guidelines and application materials for the Mini-Grant Program on the web site.

Each proposal must include the following information:

- A cover letter identifying the applicant, project title, grant request, matching funds, project schedule, and whether the proposal is being submitted to the Virginia Program, the Virginia Mini-Grant Program, or the Kanawha and Ohio River Valleys Program.
- A project description, limited to five pages, clearly stating the need for the project, goals and objectives and how they will be achieved, how project results will be measured, and relationship to other work being done in the field.
- A description of the organization, names and qualifications of key project staff, a list of the members of the governing board, the current operating budget, and a copy of the current tax-exempt ruling from the Internal Revenue Service, if applicable.
- A line-item budget for the proposed project, showing total project costs, the amount and proposed allocation of grant funds requested from the Endowment, and all sources and amounts of matching funds, which must equal or exceed the requested grant.
- The project schedule, with specific beginning and ending dates for requested grant support.
- A detailed plan for evaluating and disseminating project results, for continuing project activities, and for raising future financial support.



## VEE Board of Directors and Staff

### Officers

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Robert B. Smith Jr., *Senior Vice President*  
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\* President Emeritus

\*\* Director Emeritus

### Staff

Gerald P. McCarthy, *Executive Director*  
Jean Wildbore, *Administrative Assistant*



## Grant Awards 2010-2011

### Virginia Program

#### **Appalachian Trail Conservancy \$22,000**

Harpers Ferry, West Virginia matched by \$60,200

*Appalachian Trail Communities:*

*A program to enhance awareness and connection to resources of the Appalachian highlands*

#### **Better World Betty \$5,000**

Charlottesville, Virginia matched by \$5,000

*Better World Betty Local Green Action Initiatives (Challenge Grant)*

#### **Charlottesville Tomorrow \$25,000**

Charlottesville, Virginia matched by \$25,000

*Sustaining a model of citizen engagement in Charlottesville-Albemarle*

#### **Chesapeake Experience \$5,000**

Yorktown, Virginia matched by \$9,355

*Experience the Chesapeake Bay 2011:*

*Educators Getting Up Close and Personal with the Chesapeake Bay Ecosystem*

#### **The College of William and Mary \$20,000**

**Department of Geology** matched by \$20,458

Williamsburg, Virginia

*Riparian Buffer Bypassing by Agricultural Runoff in the James and York River Watersheds*

#### **Dan River Basin Association \$23,750**

Collinsville, Virginia matched by \$288,125

*Second phase of the Southern Virginia Rivers Initiative*

#### **The Elizabeth River Project \$19,500**

Portsmouth, Virginia matched by \$155,900

*The Learning Barge: Sustaining the Momentum*

#### **James River Association \$47,750**

Richmond, Virginia matched by \$85,000

*James River Pilot Program:*

*A Conservation Vision for America's Founding River*

#### **National Wildlife Federation \$500**

Annapolis, Maryland

*2011 Choose Clean Water Chesapeake Bay Restoration Conference*

#### **Piedmont Environmental Council \$3,000**

Warrenton, Virginia

*2011 Virginia Land Conservation Conference*

#### **Shenandoah Resource Conservation \$15,000**

**and Development Council** matched by \$55,000

Verona, Virginia

*Strong Communities, Healthy Waters, Shenandoah Adaptable Stream Fencing Project*

#### **Southern Environmental Law Center \$50,000**

Charlottesville, Virginia matched by \$100,000

*Continued Leadership to*

*Protect Virginia's Environment*

#### **Upper Tennessee River Roundtable \$18,350**

Abingdon, Virginia matched by \$18,350

*Southwest Virginia Rain Garden*

*and Green Roof Project*

#### **Valley Conservation Council \$12,000**

Staunton, Virginia matched by \$12,000

*Conserve as You Grow Outreach Initiative*

#### **Virginia Conservation Network \$500**

Richmond, Virginia

*2010 Virginia Environmental Assembly*

#### **Virginia Military Institute \$7,000**

Lexington, Virginia

*Environment Virginia 2011*

#### **Support of Philanthropy**

Association of Small Foundations \$1,000

Council on Foundations \$1,480

Southeastern Council of Foundations \$1,500

#### **Virginia Program Total \$278,330**

### Virginia Mini-Grant Program

#### **Edward E. Drew Jr. Middle School \$2,000**

Falmouth, Virginia matched by \$2,370

*Meaningful Watershed Experience*

#### **Fairfax County Park Foundation \$2,000**

Fairfax, Virginia matched by \$4,000

*Meaningful Watershed Education*

*Experience in Parks for 7th Graders*

#### **Newton Marasco Foundation \$5,000**

McLean, Virginia matched by \$5,000

*Chapman DeMary Nature Trail -*

*Environmental Education for Teachers and Students*

#### **Patrick Henry School of Science and Arts \$4,940**

Richmond, Virginia matched by \$34,990

*Outdoor Classroom Gardens*

#### **Rivanna Conservation Society \$3,000**

Charlottesville, Virginia matched by \$10,000

*Water Health for the Commonwealth*

#### **South Centré Corridors Resource \$5,000**

Prince George, Virginia matched by \$10,000

*"Living In Your Watershed" booklet*

*for the Chowan Watershed*

#### **South Hampton Roads Resource \$2,000**

**Conservation and Development Council**

Chesapeake, Virginia matched by \$3,640

*South Hampton Roads Environmental*

*Education Mini-Grant Program*

#### **Mini-Grant Program Total \$23,940**

### Kanawha and Ohio River Valleys Program

#### **West Virginia Rivers Coalition \$15,000**

Elkins, WV matched by \$25,000

*Adding an Independent Voice to the*

*Development of Policies that Protect West Virginia*

*Waters: Nutrients, Water Quality and Water Quantity*

#### **KORV Program Total \$15,000**

#### **Total All Programs \$317,270**

Virginia  
Environmental  
Endowment

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