

Chesapeake Bay Funders Network

November 1-2, 2007 - Easton, MD

Meeting Summary

Funder Participants:

Verna Harrison – Campbell Foundation

Julie Trask – Campbell Foundation

Pat Stuntz - Campbell Foundation

Jamie Baxter – Chesapeake Bay Trust

Jana Davis – Chesapeake Bay Trust

Fran Flanigan – Chesapeake Bay Trust

Jenn Raulin – Chesapeake Bay Trust

Christine Dunham – Chesapeake Bay Trust

Tilly Egge – Chesapeake Bay Funders Network

Carrie Wilson – Constellation Energy

Robin Haggie – Biophilia Foundation

Richard Pritzlaff – Biophilia Foundation

Cecily Kihn – Agua Fund

John Dawes – W. PA Watershed Protection

Kristin Pauly- Prince Charitable Trust

Amanda Bassow – NFWF

Brian Kittler - NFWF

Stuart Clarke – Town Creek Foundation

Teresa Darrah- Town Creek Foundation

Andy Johnson – William Penn Foundation

Neal Fitzpatrick – Audubon Society

Tom Schueler - Ches. Stormwater Network

Background: The fall meeting of the Chesapeake Bay Funders Network (CBFN) took place during the two-day W. K. Kellogg sponsored Agriculture Networking Forum. The Ag Networking Forum, sponsored by the W. K. Kellogg Foundation, brought together the CBFN Ag Initiative funding partners and the project leads of the 3 pilot projects for the Technical Assistance program. The joint sessions focused on common goals of all attendees: effective evaluation and how to best communicate agriculture and the environment. Ag project leaders met concurrently while the CBFN general meeting took place. The historic Tidewater Inn provided the backdrop for the Agriculture teams and funders to network and learn from the Ag initiative's first year of implementation. The dinner program November 1st honored CBFN founder and Chesapeake Bay Trust leader David O'Neill, who moved onto a new venture working for the Cherokee Fund in North Carolina.

Summary: The CBFN general meeting topics included updates in CBFN initiative areas, Capacity Building and Land Use, and plans for CBFN's role for the Council of Foundations (COF) Leadership Summit in Washington DC May 2008. New growth-related topics were introduced through speaker presentations by Tom Scheuler (Chesapeake Stormwater Network), Michele Merkel (Chesapeake Waterkeepers) and Neal Fitzpatrick (Audubon Society). Stuart Clarke (Town Creek Foundation) led a discussion on the development of a Common Agenda which will be continued at a subsequent CBFN meeting. Jamie Baxter (Chesapeake Bay Trust) led a discussion with funders on the identity and branding process of our rapidly growing network and the overarching need for a CBFN communication strategy.

COF Summit Plans – Kristin Pauly (PCT) is involved in the planning of the Annapolis field trip during the Summit. The Chesapeake Bay Funders will play a role in the Annapolis visit May 6, 2008. **The CBFN fundraising goal for the field trip events is 20 k, with contributions pledged by KCF (5k) and PCT (5k).** If you are interested in contributing, please contact Kristin Pauly (kpaul@princetrusts.org). CBFN is producing its first publication which will highlight the major CBFN collaborations underway to promote the restoration of the Chesapeake Bay. The publication will be released in time for the COF Summit as a strategy to promote our funders' collaborative and perhaps recruit small to mid-size foundations to participate with us. Discussion ensued on the value of the COF summit for recruitment to CBFN. What is our best approach? Where are our best opportunities to recruit at COF and in general? CBFN agreed to

form a focus group of funders to research our best opportunities for recruiting new funders to the network. Jana Davis and Amanda Bassow volunteered to be on the committee.

CBFN Publication Proposal & CBFN Identity Discussion— The growth of the Capacity Building Initiative and the Agriculture pooled fund collaborations has put CBFN in a more visible position and increased a need to create a stronger identity and communication strategy. The timing and interest to brand coincides with the COF publication timeline. At the CBFN business meeting, the new publication outline and proposal presented by photographer Dave Harp and writer Lara Lutz was approved. The pricetag for the publication and branding work is \$27,000, **CBFN has raised \$20,000 through contributions by CBT (5k) Prince Charitable Trusts (5k) and the Campbell Foundation (10k).** **For more information on the publication plans and fundraising contact: Verna Harrison (KCF) at vharrisonkcf@verizon.net**

Funders at the meeting were asked to comment on sample logos which were produced by a graphic design firm contracted by CBT. The exercise was a great way to gather input among members on how to best define the strengths of our network and the work we are doing. Feedback was compiled by Jamie Baxter and will be used in the next steps of the creative process. Deadline for logo selection is late winter. For more information contact: Jamie Baxter (CBT) at jbaxter@cbturst.org

CBFN Land Use Initiative Discussion— CBFN Land Use workgroup chair Kristin Pauly provided an update on the development of a collaborative effort to address the region's growth. The land use workgroup has selected potential projects for CBFN members to consider for funding in the near term. Among these potential grantees is Tom Scheuler (Chesapeake Stormwater Network) who presented at the meeting. In the long term, the workgroup will focus on a larger collaboration with the theme of "Expanding tools that work". CBFN has filled a part time position to assist the growth workgroup in identifying what is currently being funded in land use and to develop a proposal for a large-scale funder collaboration in land use. The fundraising goal to support the part-time salary is \$36,000. CBFN members CBT, PCT and Biophilia Foundation have pledged 10 k each toward the salary. **For more information contact: Kristin Pauly (PCT) at kpaulv@princetrusts.org**

Next Meeting – The Chesapeake Bay Funders Network **will meet next on Monday March 10, 2008** in Washington DC. An update from the land use will be provided and a potential collaboration project will be featured. Terry O'Day from Environment Now! will give a funders perspective on the set up of California's litigation revolving fund for the Waterkeeper Alliance. The agenda will include a discussion on the Development of a Common Agenda, with representatives from Maryland and Virginia's League of Conservation Voters and a "2008 Lay of the Land in Chesapeake Bay Restoration". Follow-up discussion on a communication strategy for CBFN and funder recruitment will be on the agenda.

Speaker presentations and associated handouts for the November 1-2 meeting can be found in the meeting archive at www.chesbayfunders.org.