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NEW MEXICO OUTDOOR RECREATION DIVISION

A young boy is sitting on a rock in a small waterfall, surrounded by lush greenery and a large fallen log. The scene is a natural, wooded area with a stream and a large, weathered log in the foreground. The boy is wearing yellow shorts and is smiling at the camera. The water is clear and blue, and the surrounding vegetation is dense and green.

# OUTDOOR EQUITY FUND

2023 PROGRAM GUIDE

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# INTRODUCTION

*The Outdoor Recreation Division (ORD) works to ensure that all New Mexicans gain from the public health, environmental, and economic benefits of sustainable outdoor recreation.*

Access to the outdoors is a basic human right – yet it’s one that has often been denied to many of our youth. As a result, our underrepresented kids haven’t had the chance to experience some of the best of New Mexico: Its outside world.

The Outdoor Equity Fund (OEF) was created to ensure equitable access to the outdoors for all youth. The grant supports transformative outdoor experiences that foster stewardship and respect for New Mexico’s lands, waters, and cultural heritage.

This program guide is intended as a tool for applicants to the 2023 Outdoor Equity Fund grant. It breaks down specific requirements and provides examples for success, as well as contact info for ORD staff.

## Grant History:

- In 2020, OEF opened to applications for the first time, awarding over \$270,000 to 25 applicants across New Mexico.
- In 2021, ORD awarded almost \$900,000 to 57 applicants, who together are getting more than 22,000 young New Mexicans outside through 2022.
- In 2022, OEF awardees totaled 48 organizations with over \$800,000 in funding to get 12,391 kids outside.



# GRANT OVERVIEW

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*What is new for 2023?*



**Increased minimum and maximum award amounts.**



**Accepting applications on a rolling basis.**



**New awardee organizational cross promotional requirements.**



**Changes to match requirements for recipients.**

# GRANT OVERVIEW

## General Eligibility Requirements

**Eligible Applicants:** Tribes, Pueblos, and Nations; municipalities; counties; nonprofits; K-12 schools/districts; colleges/universities.

**Recreation Access:** Applicant must have a well-developed written plan to engage low-income youth in nature-based outdoor recreation activities.

**Participants:** Serve a population where at least 40% are low-income youth up to age 18.

**Education:** Applicant must include some type of education plan on the climate and environment.

## 2023 Grant Cycle

Grant opens May 15, 2023. Applications accepted on a rolling basis through December 2023 or until funding is expended.

## Deadline

May 15, 2023 - December 31, 2023.

## Award Range

\$5,000 - \$40,000

## Match Requirement

Required **2:1 match**. The match can include any combination of cash and/or in-kind (See FAQ page 8 for more details).

**NO match** required if you meet any one of the below criteria:

1. Tribal community – qualify for match waiver if a tribe, pueblo, or nation directly applying OR if you are a non-profit/school/etc. located on a tribe, pueblo, or nation and serving Indigenous youth;
2. Rural community – "Rural" is defined as any part of the state other than Los Alamos County, Albuquerque, Rio Rancho, Farmington, Las Cruces, Roswell, Santa Fe, and within a 10-mile radius around those cities;
3. BIPOC lead organization serving BIPOC youth.
4. Tell us your story – if you are concerned about meeting the match requirement and do not meet any of the above criteria but are serving a community that has historically had limited access to the outdoors you may still qualify for a match waiver.

## Contract and Reporting Requirements

- Program must be completed within 18 months of the signed contract date.
- Grant money will be paid in full up front after grant agreement signing.
- Applicant must submit either one progress report, complete one site visit, or have one progress phone call and submit (1) final report after the completion of the program.
- Applicant must submit photos and be willing to participate in marketing and promotional efforts.
- Grants will be split between tribal, rural, acequia/land grant, and urban communities.
- Each awardee is required to tag ORD (@NMOOutdoorRec) in at least one social media post or mention ORD/OEF with a link to the ORD website (NMOutside.com) within 18 months of the signed contract date.

# ELIGIBLE AND INELIGIBLE EXPENSES

*What type of programming can you apply for?*

## ELIGIBLE

- Services (recreational and educational)
- Materials (equipment and supplies)
- Transportation;
- Administrative costs;
- Billed labor;
- Miscellaneous (insurance, food, etc)

### Examples

- Insurance fees to cover program liability
- Meals for participants;
- Bus fare
- Equipment rentals or gear purchases;
- Ski or other access tickets.

## INELIGIBLE

- Programs without significant exposure to outdoor, nature-based environments
- Traditional organized youth sports played on developed fields (i.e soccer, football, etc)
- Infrastructure development;
- Out-of-state travel

### Examples

- Summer camps providing only organized sports opportunities
- Equipment-only projects (i.e. applications with no programming element)



# ELIGIBLE OUTDOOR RECREATION ACTIVITIES

*How we define outdoor recreation: Any activity that takes place outside, in a natural environment.*

## Examples of activities include, but are not limited to:



Adaptive outdoor recreation of all types



Trail activities: hiking, backpacking, trail running, horseback riding, hunting etc.



Camping: tent, RV, yurts, etc.



Off-road motorized activities: UTV, ATV, off-road motorcycles, etc.



Nature enjoyment: wildlife viewing, wildlife photography, birdwatching, nature walks, plant identification, etc.



Water activities: canoeing, kayaking, rafting, stand-up paddle boarding, fishing, etc.



Bicycling: road, mountain, gravel, bikepacking, etc.



Snow activities: snowboarding, all skiing types, snowshoeing, etc.

**For examples of eligible programs, [read about past grant recipients](#) or watch the videos below of two OEF awardees.**



**Albuquerque Sign Language Academy (ASLA)**



**Hermit's Peak Watershed Alliance**

# EXAMPLES OF SUCCESS

*Meet a few past Outdoor Equity Fund awardees*

**Awardee:** Friends of Organ Mountains-Desert Peaks

**Award:** \$20,000

**Location:** Las Cruces

**Description:** The Moving Montañas initiative connects youth to the outdoors through guided hikes, summer camps, camping trips, and other educational enrichment activities. It aims to educate users about the impacts of a changing climate on the Chihuahuan desert and the actions they can take to help solve our climate crisis.



**Awardee:** Zuni Youth Enrichment Project (ZYEP)

**Award:** \$20,000

**Location:** Zuni Pueblo

**Description:** ZYEP recognizes the importance and impact of connecting Indigenous youth to culturally significant ancestral sites and how that can contribute promoting resilience in Zuni youth so that they grow into strong and healthy adults who are connected to their culture. The project will facilitate outdoor retreats that allow youth to visit ancestral sites from their migration story, while participating in outdoor recreational activities that are available at those sites.



**Applicant:** Global Opportunities Unlimited Inc.

**Award:** \$7,700

**Location:** Albuquerque

**Description:** Provides inclusive educational fishing and watershed education for disabled, disadvantaged, and low-income children, using adaptive technology to expand the availability of outdoor opportunities to people with disabilities. Participants will learn about aquatic ecosystems and the effects of climate change.



# FAQS

## **How is "rural" defined for the match?**

"Rural" is defined as any part of the state other than Los Alamos County, Albuquerque, Rio Rancho, Farmington, Las Cruces, Roswell, Santa Fe, and a 10-mile radius around those cities.

## **How does my organization qualify for NO match requirements?**

By meeting any one of the following criteria (see also page 4) as (1) a Tribal community (tribe, pueblo, or nation) OR are located on a tribe, pueblo, or nation, serving Indigenous youth; (2) a rural community (any part of the state other than Los Alamos County, Albuquerque, Rio Rancho, Farmington, Las Cruces, Roswell, Santa Fe, and within a 10-mile radius around those cities); or (3) a BIPOC lead organization serving BIPOC youth.

## **Does the match requirement have to be cash?**

No. The match component can be any combination of cash or in-kind (i.e. volunteer hours or donated equipment, services, or materials). Other state grants (and some federal grants) can also be used as a match. OEF is funded with federal dollars and therefore some federal dollars cannot be used as match.

## **Are privately owned businesses or state agencies eligible to apply?**

No. Neither privately owned businesses / organizations nor state agencies are eligible to apply. Only the following entities are eligible: Tribes, Pueblos, and Nations municipalities; counties; nonprofits; K-12 schools/districts; colleges/universities. However, private businesses can be OEF Ambassadors in support of the Outdoor Equity Fund.

## **Can my organization submit more than one application?**

No. Only one submission per entity is allowed. Please do not submit multiple applications from different partners for the same program (in an attempt to increase the odds of it being funded). In this case, submit one application for the program, and include letters of support from your partners.

## **When can I expect to hear back about my application?**

Applications will be reviewed on a rolling basis, with reviews scheduled for June 30, August 31, October 31, and December 31. You will typically receive an email from the ORD team within a month of each review period to inform you whether your program was awarded funding. BOTH those awarded and denied funding will receive an email.

## **What are the requirements if I receive a grant?**

Program must be completed within 18 months of the signed contract date. The applicant - adhering to a template created by ORD - must submit (1) progress report, complete (1) site visit, or have (1) progress phone call halfway through the grant period, AND (1) final report after the completion of the program. The applicant must submit photos and be willing to participate in marketing and promotional efforts. Each awardee is required to tag ORD (@NMOOutdoorRec) in at least one social media post or mention ORD/OEF with a link to the ORD website (NMOutside.com) within this reporting time frame. Additional OEF/ORD mentions and promotion is encouraged and will be reciprocated.

# APPLICATION TIPS

- For more information and to access the application, visit the [New Mexico Outdoor Recreation Division website](#).
- Be mindful of the listed word limit for each question. You will be prevented from submitting if any question is over this limit.
- Double-check the award amount, budget, and match to ensure they are accurate.
- Confirm the account the application is submitted from is the primary contact. ORD will send all grant updates to the account that submitted the application.
- Save your work in the online application frequently. Connection errors can lead to a loss of data that is not recoverable. Do not rely on autosave.
- Take advantage of the "Collaboration" option in the online application. This allows organizations to select multiple users to work on a submission. This will appear in the top right-hand corner of the page after you log in to your account.
- To avoid technical difficulties, submit early. If you do run into technical issues with login, application, or submission, contact Submittable [here](#).
- Stay up to date on grant updates, webinars, and deadlines by [signing up for our newsletter](#).



# APPLY NOW

Opens: May 15, 2023

## CONTACT US WITH QUESTIONS

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*The Outdoor Equity Fund is supported by a mix of state and private dollars. If you're interested in making a contribution to the future of New Mexico, please contact us.*

