



01/31/2020

To: Eastern Brook Trout Joint Venture

Dear: EBTJV Steering Committee

We respectfully request your consideration of our request from the the Native Trout Work Group of the National Leadership Council of Trout Unlimited. We are asking for your support of \$2,000 to help complete the funding for the development of an Eastern Native Brook Trout Poster.

Members of our Work Group have participated in your regularly scheduled calls and intend to continue this year. Shawn Rummel, the TU staff scientist in Pennsylvania, has worked with the Work Group and is a great liaison between our two groups, bridging the gap between advocacy and science.

Our project can be summarized as follows:

- Our Eastern Brook Trout poster project will be the fifth poster in a series of “Get to Know Your Native” education, awareness and outreach projects.
- Trout Unlimited, in conjunction with the Western Native Trout Initiative (WNTI), produced the first poster in 2015 and have completed the following posters for several species of trout:
  - The Rio Grande Cutthroat Trout. ([westernnativetrout.org/rio-grande-cutthroat-trout](http://westernnativetrout.org/rio-grande-cutthroat-trout)),
  - The Apache Trout in 2016 ([westernnativetrout.org/apache-trout](http://westernnativetrout.org/apache-trout)),
  - The Gila Trout in 2017 ([westernnativetrout.org/gila-trout](http://westernnativetrout.org/gila-trout)),
  - The Redband Trout in 2018 ([westernnativetrout.org/redband-trout](http://westernnativetrout.org/redband-trout))

These posters were produced by individual State Councils of Trout Unlimited in conjunction with the Native Trout Work Group of Trout Unlimited's National Leadership Council. The Redband Poster was produced by the Native Trout Work Group. The proposed Brook Trout poster will also be produced by the Native Trout Work Group because the species' distribution includes multiple states.

#### Goals and Objectives:

The goal of this poster is to educate and create awareness of issues related to native Eastern Brook Trout in diverse organizations and communities, especially classrooms, youth groups and governmental agencies.

As you know, while thriving in some habitats, the Brook Trout face declines in others. The education elements of the poster will include life history, biology, habitat needs, and threats. We believe this project will positively promote awareness and initiate public support throughout the Brook Trout's native range.

We expect these posters will be used in conjunction with other outreach efforts to educate the public about the resiliency and diversity of this species, and the conservation activities that are underway to protect this fish from introduced invasive species, declining habitat and climate change.

There is a commonality of interest between the EBTJV and the Native Trout Work Group. Your support

and input into this project is a natural collaboration that could lead to future collaborative efforts.

Funding Request:

We are requesting a grant of \$2,000 from the Eastern Brook Trout Joint Venture for this project. The following are planned expenses for the project:

Art Design	\$2,000
Brook Trout Art	\$200
Printing (4000 copies)	\$3,100
Shipping	\$800
Tax and Contingency	\$900
Total	\$7,000

Current and Proposed Sources of Funding:

State Councils of Trout Unlimited	\$3,900
EBTJV	\$2,000
Other (to be identified)	\$1,100

Thirteen State Councils have currently pledged \$300 each for the project for a total of \$3,900. Total project cost is expected to be approximately \$7,000 with 4,000, 24" x 36" posters planned to be printed.

Fund raising for the remaining \$1,100 is in progress. We expect approximately 200 posters each will be distributed among contributors to the project.

Recipients of the posters will make their own distribution decisions. Typically the posters go first to Trout in the Classroom schools and other educational venues. They are also used at youth events and other public outreach activities... Sportsmen Shows, fundraising events, etc. Other conservation organizations and governmental agencies have also used the posters in their offices, outdoor at trailheads and at bulletin boards where other area information is posted.

In Return for Your Support:

- The Eastern Brook Trout Joint Venture's logo will be placed on the poster. (See previous posters in the links above for organizational recognition.)
- A draft copy of the poster will be provided to EBTJV for review prior to printing.

Also attached are project summaries submitted to WNTI for our the Redband Trout and Apache posters and a photo of a poster in action.

Please let me know if you need any further information or clarification.

Thank you for your consideration of this proposal.

Tim Gavin  
Native Trout Work Group  
Trout Unlimited  
Brook Trout Poster Coordinator