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Fiscal Sponsorship Application

See www.myowf.org/fiscal-sponsorship to complete this application. Please contact Tim Greseth if you have any questions. You may scan and email this document to tim@myowf.org

About You

Project manager name: Mark Gross

Title (if applicable):

Org. name (if applicable): School of Ranch

Tax/ein id number:

City/State: Terrebonne, OR Address: 7783 NW 93rd St Zip: 97760

Phone (mobile): (650)224-6750

Email: markgross411@gmail.com

Tell us about yourself (brief biographical statement):

I am a successful social entrepreneur, an award-winning teacher, and a poker player you don't want in your game. :) Here is my [linkedin profile](#). School of Ranch is the continuation of my work since 9/11 to help connect communities and build understanding and empathy. I have significant executive and operational experience, and excel in strategy, sales and marketing. I am an avid hiker, a fun-loving dad and husband, and I love living in Central Oregon.

Have you previously worked with a fiscal sponsor? yes no x
if "yes", what was the name of your fiscal sponsor organization?

About Your Proposed Project

Project title: School of Ranch

What type of project are you proposing? fish wildlife x other

Educating rural ranchers and farmers to manage their land responsibly, including their responsibilities to the local environment and wildlife.

will it address an *Oregon Conservation Strategy* habitat or species? yes x no

If "yes", please name the habitat and/or species addressed:

One of the key issues identified in the Oregon Conservation Strategy is [land use](#). Ranchers, farmers and large landowners in rural areas often live on the border of public and private land, the front line between wildlife and development. As such, they are stewards of those boundaries and are our ambassadors to the natural world. Our mission is to help these people,



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particularly newcomers, build skills to manage their property responsibly, a critical component of a successful land use strategy.

Anticipated start date: Already started in 2022
Project location (if applicable): Central Oregon
County: Deschutes

Anticipated end date (if any):
Nearest town or city: Terrebonne

Are you working with a local, state, or federal biologist on this project? yes no x not yet
If "yes", what is their name? phone: ()- - email:
If "no", what is your plan for an external review of the project?
I haven't considered but am open to suggestions.

Estimated project cost:
We plan to be self-sustaining. See Abstract below

Please identify any other partners in your project here:
We have initiated a partnership with the Agriculture group of OSU working here in Central Oregon. We are planning our first workshop in October on water use. Regardless of fiscal sponsorship, we envision a partnership with the Oregon Wildlife Foundation to achieve the wildlife dimension of our education mission.

Project Abstract/Summary

3,000 characters maximum (including spaces):

School of Ranch helps rural property owners build skills to manage their land responsibly by connecting them with local experts. We help locals and newcomers build bridges while mending fences, forging responsible land use into stronger communities. We accomplish our mission primarily by conducting live, hands-on workshops during which members put the skills they are learning to work on each other's land.

Ranchers and farmers impact wildlife both on their property and as keepers of the borders between public and private land. Choices between sustainable and traditional farming techniques, types of fencing, irrigation methods, grazing and pasture management, and attitudes toward local wildlife, in general, can all be influenced by education and community values. By introducing ideas from the standpoint of benefits to wildlife and to the landowner in a hands-on, live experience, School of Ranch aims to affect the day-to-day choices of these influential landowners.



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While membership in School of Ranch is free, we have identified two near-term revenue streams, and realized one. One stream is to sell sponsorships to retailers and service providers targeting new landowners. We sold our first sponsorship to a local indoor garden supply store. They sponsored a series of workshops on greenhouses.

Our second revenue stream, as yet unrealized, is to charge for workshops. For example, we are running three workshops on greenhouses. In the paid model, the first workshop of any series is free, and subsequent workshops will require payment. It's likely that other possible revenue streams will present themselves as we build scale, most likely online advertising.

When successful here in Central Oregon, the plan is to expand to other rural communities using a chapter model. Hundreds of rural communities around the country are absorbing newcomers from urban areas, who come with the same need for know-how, and create the need for community building. Our content and business and membership models are designed for use in other communities by new chapters. Chapters will remit a portion of their revenue upstream to support further growth.

The revenue streams identified do not include potential funding from donations and grants. The goal for this money is to build organizational capacity in the near term while we develop sustaining revenue streams.

Beyond revenue generation, we are actively seeking partnerships with organizations who can support our mission by providing content, running workshops, participating in online forums, and helping to drive membership. We have just agreed to co-produce workshops with Oregon State University. Our first workshop will be on water use/irrigation in October.

Long Term Goals

- Support members who collectively own 100,000 acres.
- Open five State Chapters.
- Help create an recognized "stewardship" role awarded to landowners on the border of public/private land who meet standards for responsible land use.

One Year Objectives

- Reach breakeven without donation/grant funding.
- Build membership to 200.
- Conduct 4 paid workshop series.
- Sell 4 sponsorships
- Enter into two partnerships to help with content creation/distribution and membership growth in the next six months.



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Our current financials are so simple that I have not yet put together an operating budget. Our current costs are insurance (\$900 a year) and a \$200 stipend we pay experts for running workshops. We have one \$1000 sponsorship, \$500 cash and \$500 toward logo development.

As noted in my biographical statement, I am a successful entrepreneur: I ran a software company, School Loop, from start-up through exit. I was a divisional president of a public company. I have experience in the public sector as a teacher and a software service provider. School Loop won a \$1MM federal grant to develop a dropout prevention system in conjunction with Johns Hopkins and the CA Dept of Ed.

While this is a non-profit, I will run it like a business and drive it into the black.. The difference is that, rather than benefiting investors, we will invest profits to expand the enterprise and to run community projects that support struggling families with food production and shelter, while in turn building trust in our brand and furthering the work of our mission.

Conclusion: While our mission may make us an unorthodox fiscal sponsor partner for the Oregon Wildlife Foundation, our work helps protect wildlife as human population grows in vulnerable areas. We offer an opportunity to educate groups that might typically feel their economic interests are in conflict with wildlife preservation and environment protection goals. Collectively, working to change attitudes and practices among these landowners will impact success on the front-line of these efforts and success on policy and political initiatives fundamental to the cause.

Legal Relationship and Sponsored Project Responsibilities

If approved, I understand that Oregon Wildlife Foundation is accepting legal and financial responsibility for the proposed project. Operating under the auspices of the Foundation makes the project eligible for charitable donations and grants. It also requires that the project be operated in a way that is consistent with IRS regulations and funder expectations.

Consequently, I understand and accept the following responsibilities:

- regular communication with Foundation staff
- understand and adhere to all applicable laws and IRS regulations
- meet funder obligations and abide by any restrictions imposed by them on their funding
- understand and adhere to the Foundation's fiscal policies and procedures
- ensure project activities contribute to and relate directly to the Foundation's mission
- manage the day-to-day operation of the project
- fundraise to sustain the project
- carefully manage my project's financial resources

Project Certifications

OREGON WILDLIFE FOUNDATION

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By my signature below, I certify that I understand and agree to the following:

1. The legal relationship between Oregon Wildlife Foundation and the project.
2. The responsibilities of being a sponsored project.
3. The assessment of a fiscal administration fee against project expenses.
4. The responsibility for obtaining all necessary permits from requisite agencies *as applicable to my proposed project(s)*.
5. To provide a picture or video entry of myself with this application.
6. Regular communication with Foundation staff that includes periodic progress reports and digital content for use in their blog and social media posts.
7. That I am the legal owner of all pictures and video submitted to the Foundation.
8. That the Foundation may reproduce, exhibit, and publish my submitted pictures and video as it relates to their work.

Project Manager
signature:



date: 8/28/2022

Next Steps:

- The Foundation's Project Committee will review your application at their next regularly scheduled meeting
- If the Project Committee recommends approval of a fiscal sponsorship arrangement with your project, the Board of Directors will vote, at their next regularly scheduled meeting, on a motion authorizing the Executive Director to enter into a fiscal sponsorship agreement with your project
- That agreement between Oregon Wildlife Foundation and the project will outline the mutual responsibilities and expectations of both parties