

**Hillsborough
Soil & Water**
Conservation District
Florida

Successfully Funding Your District

Through Government, Grants,

Events and Activities

Hillsborough Soil and Water Conservation District / February 2023

Tampa ● Plant City ● Temple Terrace

Poster Contests Ag Producer Land Judging
Seminars
Cost Share Programs Ag Venture
Legislation Envirothons Speech Contests
Mobile Irrigation Labs
Conservation
HILLSBOROUGH 100 CONSERVATION CHALLENGE
Grants Environmental Education Best Practices
Ag Working Group Urban • Suburban • Rural
HILLSBOROUGH SOIL AND WATER CONSERVATION DISTRICT



● Florida's 3rd-largest agricultural county

It all starts with our core belief:

“Conservation Is Everybody’s Business”

Therefore, we program to:

- **Inner-City**
- **Urban**
- **Suburban**
- **Rural Communities**



We Offer a Vast Array of:

- Programs
- Projects
- Activities

But How Are They Funded?

Successful programs are built by utilizing multiple revenue streams.



2023 HSWCD GREAT PLANT AUCTION

DEVELOPING A PLAN



Key is to be sure to allow for flexibility

And allow for adaptability — Option (A, B, C)

ISSUES TO CONSIDER

- What are your long-range goals?
- Funding — How much do you want to raise?
- Talent — How many staff members will you need?
- Facilities — Where will you house your operations?

Remember — ***It's possible to get donated space!!***

SET REASONABLE GOALS

- Be realistic! You don't have to reinvent the wheel!
- Consider which events and activities will fit into your long-range plans. Should they be:
 1. Independent
 2. Tied to a current program or activity
 3. Singular
 4. Ongoing year-round

FUNDING STREAMS / GOVERNMENT

- County General Revenue
- Special Appropriations
- Taxing Authority (where available)
- Cost-Share Agreements That Include Administrative Fees (state level)

***Remember** — Every district is unique with different governmental revenue sources.*

FUNDING STREAMS / GRANTS

- Government grants from agencies, including the U.S. Department of Agriculture (USDA), Natural Resources Conservation Service (NRCS) and a host of others.
- Association / Organization grants from groups such as National Association of Conservation Districts (NACD), including urban and community grants, Friends of NACD grants, technical grants and more.

Remember — ***Partnering can be a valuable option!***

FUNDING STREAMS / GRANTS

- Other groups, such as Farm Bureau, commodity groups and civic organizations
- Business and corporation grants
- Foundation grants



Logo banners at the 2022 Florida State Fair pay tribute to HSWCD sponsors.

FACTS ON GIVING

- Giving USA's Annual Report on Philanthropy for the year 2021 reports that individuals, bequests, foundations and corporations gave an estimated **\$484.85 billion** that year alone.
- Also in the 2021 report, Giving USA found that giving to environmental and animal organizations increased by 11 percent, amounting to **\$16.32 billion**.

TWO MOST IMPORTANT THINGS YOU CAN DO



- **Make the “Right Ask” — Know what you want and be specific.**
- **Show Gratitude — Everyone wants to know their efforts are appreciated!**

KNOW YOUR PUBLIC OFFICIALS

- City, county and state offices
- Remember, just as important, know each official's staff members — they serve as the gatekeepers!
- Support the programs, projects and activities supported by your local officials.
- Make yearly presentations.
- Don't just show up when you have a need!



FUNDING STREAMS / EVENTS

There's no limit to the events you can present and promote.

**“BEE”
Creative!**

**Hillsborough 100
Conservation
Challenge**

**Action Awareness
Projects**

**HSWCD Annual
Great Plant
Auction**

Held annually at the Hillsborough County Fair since 2016. Raises thousands of dollars for youth initiatives.

Debuted in 2017 with a one-week showcase (now three weeks). Unlimited possibilities for sponsorship categories. Tabloid promotes donors, programs, projects and events in urban, suburban, inner-city and rural communities.

Hillsborough 100 CONSERVATION CHALLENGE

Hillsborough Soil and Water Conservation District

Mosaic

In proud partnership with the Tampa Bay Times

Covers for the Hillsborough 100 Conservation Challenge tabloid published annually. Above, the cover for 2022. Bottom, from left, covers published in 2017, 2018, 2019 and 2021. Note: No tabloid in 2020 due to the pandemic.



YOU ARE CORDIALLY INVITED TO JOIN US FOR THE

HILLSBOROUGH 100 CONSERVATION CHALLENGE

2022 Kickoff Luncheon / April 27

The Regent / 6437 Watson Road / Riverview / Noon to 2 p.m.



Introducing 'Operation Pollination' Project w/Rotary Global Eco



Please register by Monday, April 25, 2022

Betty Jo Tompkins, HSWCD Executive Director

Call: 813-477-8332 Email: bjt6890@yahoo.com

Printing compliments of Odiorne Insurance



Hillsborough 100 Conservation Challenge

2022 Kickoff Luncheon and Awards Ceremony



Operation Pollination Resolution



Hillsborough Soil and Water Conservation District, in partnership with Rotary Club of Brandon Global Eco

Because pollinators play a crucial role in food production in the United States and worldwide and face a serious decline, the undersigned seek to commit through this resolution to the creation, development and execution of community-based pollinator projects.

WHEREAS, bees, bats, birds and butterflies are all pollinators that play a critical role in the transfer of pollen from one flower to another; and

WHEREAS, this transfer is essential for the flower to produce fruit and seed; and

WHEREAS, of the approximately 1,330 different crop plants grown worldwide for food, fiber and medicines, 75 percent are pollinated by animals and insects; and

WHEREAS, the value of food produced annually in the U.S. as a direct result of pollination is 15 billion; and

WHEREAS, according to the BIP (Bee Informed Partnership) Survey, beekeepers across the United States lost 45.5 percent of their honeybee colonies between April 2020 and April 2021, the second greatest decline recorded in a one-year period since the surveys started in 2006; and

WHEREAS, these declines are attributable to a number of environmental and man-induced factors; and

WHEREAS, the Monarch butterfly population has dropped by more than 80 percent over the past 20 years, with the U.S. Geological Survey estimating there is a 60 percent chance this continued decline will wipe out the Monarch's twice-yearly migration over the next 20 years; and

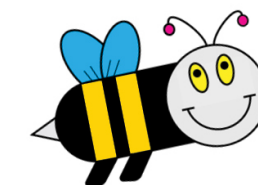
WHEREAS, planting milkweed and nectar-bearing plants is necessary to help reverse this trend;

THEREFORE, BE IT RESOLVED, that individuals or groups signing this resolution agree to conduct one or more projects benefiting pollinators between April 2022 and April 2024 and report their programs, projects and activities to the Hillsborough Soil and Water Conservation District and Rotary Club of Brandon Global Eco in conjunction with the Hillsborough 100 Conservation Challenge and Operation Pollination. Projects may include, but are not limited to, development and restoration of pollinator habitats; planting of wildflowers, milkweed and other pollinator-friendly plant species; presentation of educational conservation and pollinator programs for youth and adults; establishment and support of bee colonies and hives; and other similar programs.

Signed: _____ Date: _____

Print: _____

Group: _____



A Hillsborough 100 Conservation Challenge Action Awareness Project



FUNDING STREAMS / ACTIVITIES

- **2022 FLORIDA STATE FAIR**

- Featured 2022 exhibitor, with a 30-foot by 60-foot space in the center of the Ag Hall of Fame building at the Florida State Fairgrounds.
- HSWCD exhibit featured spaces for many of our cooperating partners.

- **2022 HILLSBOROUGH COUNTY FAIR**

- HSWCD Exhibit Tent (60-feet by 40-feet) showcased the 6th Annual Great Plant Auction, critical partner exhibits and more.
- Poster contest entries displayed — every entrant gets one free ticket to the fair!
- Featured HSWCD Rain Barrel Decorating Contest entries
- Featured HSWCD Youth Horticulture Show and Plant Sale

- **2022 STRAWBERRY U-PICK**

- The HSWCD Strawberry U-Pick at Fancy Farms in Plant City raises funds for youth programs and scholarships.



**Hillsborough
Soil & Water**
Conservation District
Florida

HSWCD Conservation Display
Florida State Fair / Feb. 2022
(30 feet by 60 feet)



- Agriculture, conservation, and farming educational stations and handouts
- “Our Pollinators” mural painted by students (8 feet by 24 feet)
- Painting stations for HSWCD Florida State Fair Rain Barrels
- #BEEYourBest coloring stations
- Hillsborough 100 tabloids
- Watershed display / AND MORE!



HSWCD EXHIBIT NEIGHBORS / FLORIDA STATE FAIR / AG HALL OF FAME BUILDING

FL Tropical Fish Farms Assoc. / Florida Dairy Farmers Association / Florida Peanuts Producers Association

Florida State Fair Foundation / Florida Watermelon Association (& Queen)



Florida State Beekeepers Association / Florida Aquaculture Association



HSWCD Featured At The 2022 Hillsborough County Fair

HSWCD Educational exhibits, along with those representing USDA, NRCS, Hillsborough County Farm Bureau, Rotary Club of Brandon Global Eco and Hillsborough County Environmental Protection Commission, featured in a 40' x 60' tent.

HSWCD's signature Great Plant Auction raises more than \$8,000 for youth programs, projects and activities, a record amount. More than 40 area nurseries donate plants annually, featuring hundreds of luscious annuals, perennials, shrubs and succulents, along with a vast array of trees, including, tropical, magnolia, olive and tabebuia.

Youth Horticulture Show features green-thumb achievements of individual students and classroom horticulture projects.

"Our Perfect Pollinators" Poster Contest entries from Hillsborough County students.

Winning rain barrels from 4-H, FFA, scouts and local church youth groups.

Also featured, "Operation Pollination" youth activity tables and rain barrel painting.



Inquiries: HSWCD Exec. Director Betty Jo Tompkins
Call: 813-477-8332 Email: bjt6890@yahoo.com



Our versatile display brings to light the many programs, projects and activities presented by your Hillsborough Soil and Water Conservation District

Bees

Birds

Butterflies

Bat

Our

Perfect Pollinators





**Hillsborough
Soil & Water**
Conservation District
Florida

6th Annual Great Plant Auction

Sunday, Nov. 13, 2022 / Hillsborough County Fair



Auction starts promptly at 1pm

**Hillsborough County
Fairgrounds**

**215 Sydney-Washer Road
Dover, FL 33527**

**Preview plants Nov. 11-13
(during fair hours
in the HSWCD tent)**

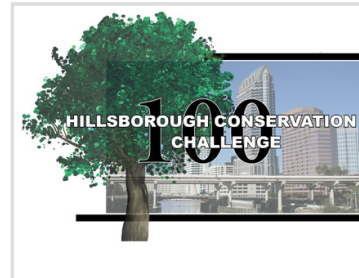
Don't miss the opportunity to purchase high-quality plant materials at reasonable prices, grown and donated by local nurseries. Proceeds benefit HSWCD youth programs, the Hillsborough 100 Conservation Challenge and agricultural college scholarships.

Auction presented in cooperation with LOCAL NURSERYMAN donating the best of the best in . . .

**ANNUALS 🌱 PERENNIALS 🌱 LANDSCAPE & BUTTERFLY PLANTS
FERNS 🌱 BUSHES 🌱 TREE & PLANT NUTRITION ITEMS**

Auction Chairman, Roy Davis

Direct Inquiries To:
Betty Jo Tompkins
813-477-8332
bjt6890@yahoo.com



6th Annual Great Plant Auction

Supported by local nurserymen at the Hillsborough County Fair



Hillsborough Soil & Water Conservation District

In cooperation with

Area Nurserymen and Growers

Plant & Allied Articles Live Auction

SALE ORDER

6th Annual Great Plant Auction
Hillsborough County Fair / Sunday, Nov. 13, 2022

HSWCD / 201 South Collins St. / Suite 202 / Plant City
HillsboroughSWCD.com / 813-477-8332



HSWCD
Sixth Annual
Great Plant Auction
Sunday, Nov. 13, 2022

Special thanks to our 2022 Donors and Sponsors

AR Nursery	Beautiful Plants by Charlie	Blues Berry Farm
Butler Tree Farm	Cruz Nursery	Diamond R. Fertilizer Co.
Duggal & Sons Farm	ELM Land Management	Emerald Hill Nursery
Everglades Equipment Group	Fernando Nursery	Florida Wholesale Growers
Grove Equipment Service	Hand Grown Nursery	Harrell's Liner Farm and Nursery
Hillsborough County Fair	Holmberg Farms	J&R Nursery
James Irrigation Supply	Kerby's Nursery & Landscaping	Lowe's of Valrico
M&J Nursery	Michaels Nursery	Mid-Florida Nurseries
The Mosaic Company	1D Landscape Nursery	RNL Nursery
Robert's Nursery	Roy Davis	Sam's Club of Brandon
Speedling	Staggs Nursery & Tree Service	Stardust Farms
Sun Bulb Company	Sun City Tree Farm	Suncoast Plant Nursery
Tampa Nursery & Garden	The Exotic Plumeria	Three Pines Tree Farm
3 Seasons Growers	Betty Jo Tompkins	Veransa
Wood's Tree Farm	Woodard's Nursery	Young Texan Vegetable Stand

Many Thanks To Our 2022 Great Plant Auction Committee:

Roy Davis, chairman
Lynn Barber, Florida Friendly Landscape, Hillsborough Extension
Bill Burnett, Tampa Nursery and Garden Center / Doug Holmberg, Holmberg Farms
Doug Padgett, Harrell's Liner Farm and Nursery / Mark Proctor, HSWCD Supervisor
Betty Jo Tompkins, HSWCD Executive Director (and HSWCD staff)

2022 Hillsborough County Fair

YOUTH Horticulture Show Rules

Presented by Hillsborough Soil & Water Conservation District



November 3-13, 2022

Hillsborough County Fairgrounds

State Road 60 and Sydney Washer Road, Dover

Two Age Categories: Junior Youth for grades K-6 Senior Youth for grades 7-12

Competition open to all Hillsborough County students, grades K-12, in public, private, parochial, charter, home and virtual school programs as of Sept. 1, 2022.

ENTRY FORMS VIA EMAIL MUST BE RECEIVED BY OCT. 10, 2022

ENTRY CLASSES

Exhibitors must own plants by Aug. 31, 2022 (honor system). All plants should be of exhibit quality; properly labeled; free of insects, disease or dead plant material; and a minimum of 1 gallon or 8" in size (hanging baskets).

101	Bonsai
102	Bromeliads
103	Cacti & Succulents
104	Ferns
105	Flowering Plants
106	Foliage Plants
107	Orchids
108	Palms
109	Vegetables (including herbs)
110	Special Groupings

Special groupings may include a collection of decorative materials, assortment of similar plant materials, or other combination. Space required must not exceed 4' by 4'. Plants within special groupings will not be eligible for individual judging.



NO ENTRY FEES! Each participant may enter up to 10 individual plants and two special groupings. **Judging** to be based on the modern Danish system.
Award Ribbons: Blue (\$8) / Red (\$6) / White (\$4) / Best in Show (\$25)

* **Deliver entries** to Hillsborough County Fairgrounds on Sat., Oct. 29 or Mon., Oct. 31, between noon and 7 p.m.
 * **Pick up entries** from the fairgrounds Mon., Nov. 14 or Tues., Nov. 15, between 10 a.m. and 7 p.m.

For further information and to participate:

Mail or email entry forms to:
 HSWCD / 201 South Collins St. / Suite 202 / Plant City FL 33563
 Email: Betty Jo Tompkins / bjt6890@yahoo.com
 Inquiries: Betty Jo Tompkins, Executive Director, 813-477-8332



2022 HSWCD Youth Horticulture Show



Sponsored by: Hillsborough Soil & Water Conservation District (HSWCD)

2022 Rain Barrel Decorating Contest

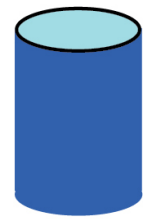


Theme: "Our Perfect Pollinators . . . Bees, Bats, Birds & Butterflies"

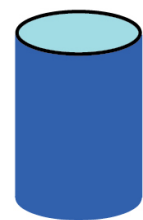


Contest open to 4-H clubs, FFA chapters, Scouts, schools, places of worship & other youth organizations

Rain Barrel Display and Silent/Live Auction at the 2022 Hillsborough County Fair / Nov. 3-13



Contest limited to first 20 group entrants. Each entrant will receive a free food-grade plastic barrel. **APPLICATIONS DUE FRIDAY SEPT. 30.** Decorated barrels must be returned to the fairgrounds Saturday, Oct. 22 (10 a.m. to 5 p.m.) Address: 215 Sydney Washer Road, Dover.



Entrants must complete the "Rainwater Harvesting Workshop" offered by the Hillsborough County Extension Service. At completion of the workshop, each group entrant will receive a free rain barrel to decorate. Call: **Lynn Barber**, Florida-Friendly Landscaping™ Agent, UF/IFAS Extension Hillsborough County, at 813-744-5519, Ext. 54105

CASH PRIZES & SILENT AUCTION FUNDRAISER

1st PLACE
\$250

2nd PLACE
\$150

3rd PLACE
\$100

HONORABLE MENTION(S)
\$50

Entrants are invited to enter rain barrels into the silent auction, with winning barrels included in the live auction Nov. 13, at the HSWCD Great Plant Auction at the Hillsborough County Fair. Sale proceeds for each barrel will be paid directly to the group that creates it. Judging will take place prior to the fair's opening.

Rain Barrel Contest Judging Criteria:

- Functionality
- Creativity
- Use of Materials
- Interpretation of Theme

Rain barrels receiving cash awards will automatically be accepted for display at the HSWCD booth at the 2023 Florida State Fair, Feb. 9-20.

HillsboroughCountyFair.com / HillsboroughCountyFair@verizon.net

Fair: 813-737-3247 | HSWCD: 813-477-8332

2022 HSWCD Rain Barrel Decorating Contest



Strawberry U-Pick

SAT, March 5 / 9 AM to 3 PM



Fancy Farms
INC.

**3524 Futch
Loop / Plant
City**

**All Proceeds Benefit
HSWCD Youth Programs & Events**

Thank you for your support!

Hillsborough Soil & Water Conservation District

\$1 per pound (in 2-pound containers)

Gloves, face masks & social-distancing desired.

Call: Betty Jo Tompkins / 813-477-8332



OTHER YEAR-ROUND ACTIVITIES TO CONSIDER

- **Clean-Up campaign for roads, parks and waterways**
- **Recycling of paper, plastic and electronics**
- **Establishment of community, school and butterfly gardens; pollinator, wildflower and tree plantings; youth contests and volunteer activities**

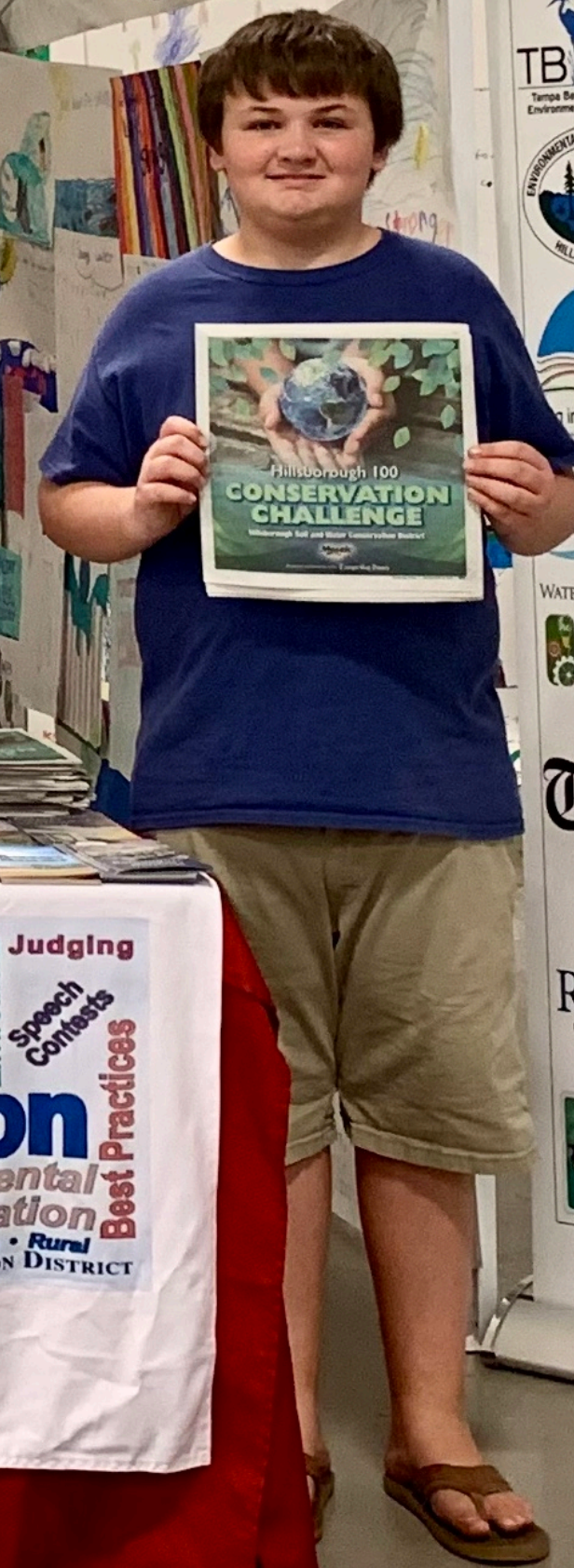
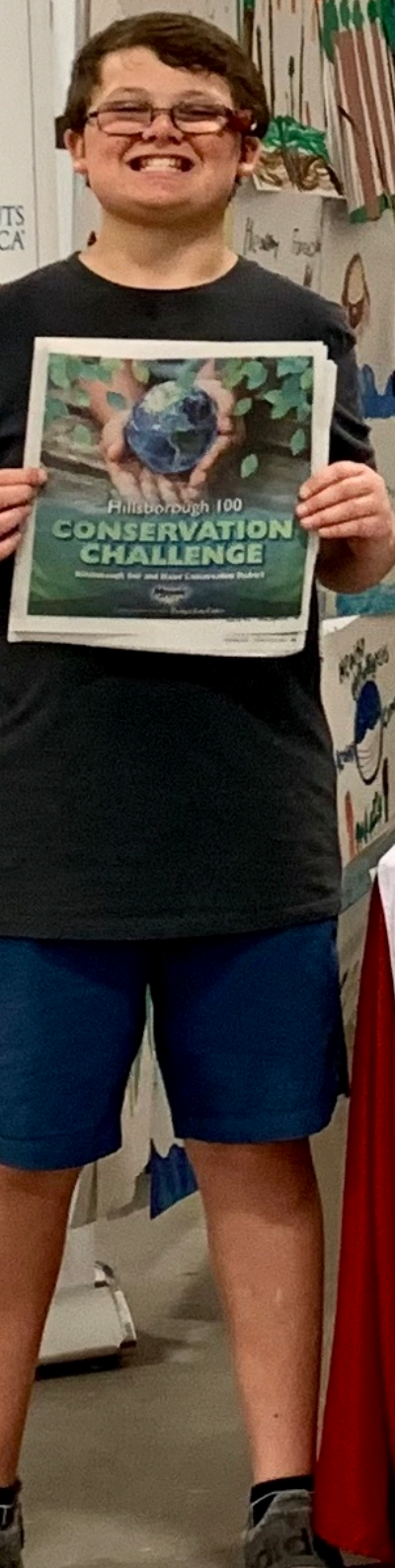


Recognize Your AFFILIATED PARTNERS



Hillsborough Soil and Water Conservation District
www.hillssoilandwater.org

Contests AG Producer Land Judging
Poster Cost Share Programs Seminars
Conservation Environmental
Hillsborough 100 Conservation Education
Working Group Urban Suburban Rural
Hillsborough Soil and Water Conservation District



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Hillsborough Soil and Water Conservation District

Our Participating Partners

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AFFILIATED PARTNERS



AFFILIATED PARTNERS



WINTHROP



AFFILIATED PARTNERS



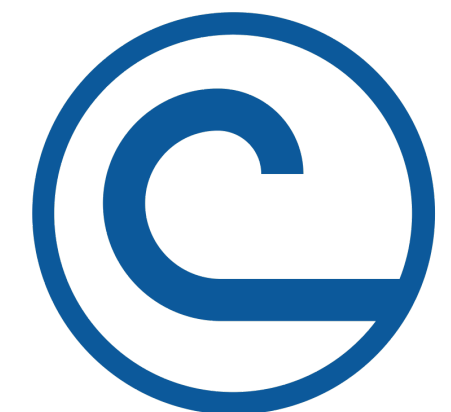
Hillsborough County Florida



Hillsborough County Florida
Parks & Recreation

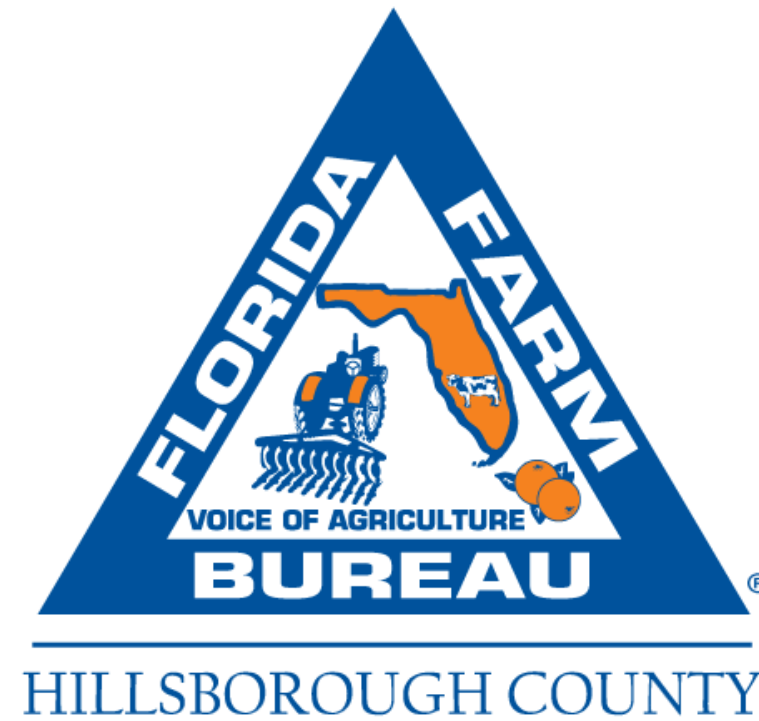


HILLSBOROUGH COUNTY
PROPERTY APPRAISER



National Association of Conservation Districts

AFFILIATED PARTNERS



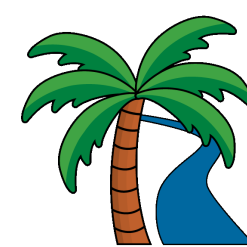
Boy Scouts of America



girl scouts



Kiwanis



Greater RIVERVIEW Chamber of Commerce





**Hillsborough
Soil & Water**
Conservation District
Florida



Certificate of Appreciation

Our special thanks to:

FLORIDA WHOLESALE GROWERS

For your donation to the:

6th Annual Great Plant Auction

Hillsborough County Fair, Nov. 13, 2022

Roy Davis
Auctioneer
Auction Chair

Andrew Brooks
HSWCD
Board Chair

Betty Jo Tompkins
HSWCD
Executive Director

AFFILIATED PARTNERS

Remember . . .

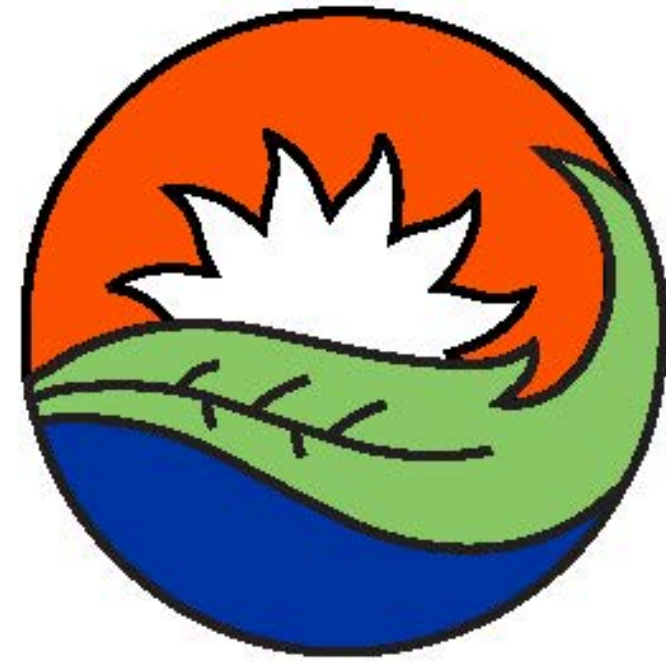
- While dollars are important, in-kind contributions can be just as critical.
- Relationships are key to the long-term success of all your programs, projects and activities.



Hillsborough Soil & Water Conservation District Florida



*Thank you, with never-ending gratitude, to our HSWCD Board of Supervisors, volunteers, supporters, friends, family and staff who helped us spread the message that **“Conservation is everybody’s business.”***



**Hillsborough
Soil & Water**
Conservation District
Florida

NACD Presenter / February 2023

Betty Jo Tompkins

HSWCD Executive Director

“Conservation Is Everybody’s Business”

201 S. Collins Street / Suite 202 / Plant City FL 33563

Call: 813-477-8332 / *Email:* BJT6890@yahoo.com

***For a copy of this presentation and the 2022 HSWCD Year In Review,
please visit our blog online at: HillsboroughSWCD.com***