

WELCOME TO THE CONSERVATION PARTNERS PROGRAM – 2023 WEBINAR

Using GoToWebinar

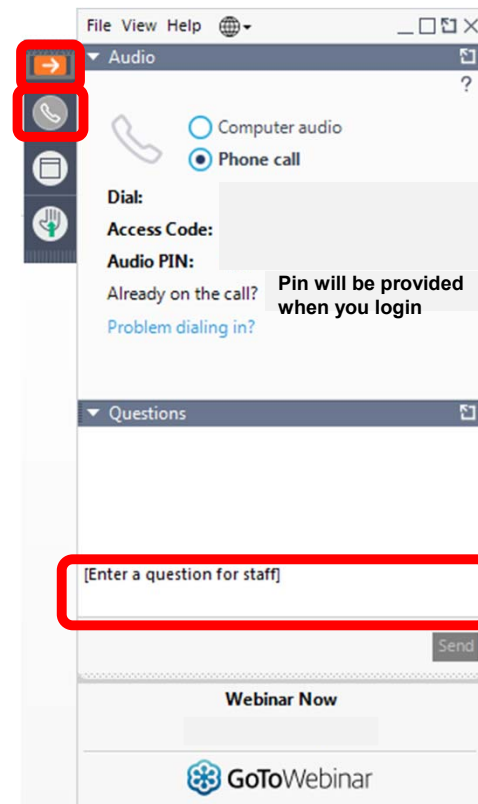
Open and close your control panel

Join audio:

- Choose **Mic & Speakers** to use VoIP
- Choose **Telephone** and dial using the information provided
- Or use Computer audio

Submit questions and comments via the Questions panel

Note: Today's presentation is being recorded and will be provided within 48 hours.



We will get started momentarily ...



Conservation Partners Program
2023 Funding Opportunity
Guidance for Applicants

Wednesday, June 14, 2023 – 11 AM ET

Webinar Agenda

- Welcome and Introductions
- NFWF Overview
- Conservation Partners Program Overview
- 2023 Funding Opportunity
- Preparing a Proposal
- Timeline
- Q&A

Webinar is recorded and PDF will be available



National Fish and Wildlife Foundation

- Largest U.S. private conservation grant-maker
- Chartered by U.S. Congress in 1984
- Board appointed by U.S. Secretary of Interior
- Sustain, restore, enhance our natural heritage
- Foster public–private collaboration
- More than 60 grant programs

21,600 grants to 6,000+ grantees
\$8.1 billion in conservation impact



Partnering Model

Non-Federal Partners

- Corporations
- Foundations
- Private Donors
- Mitigation and Settlements
- States
- NGOs

\$



NFWF

Convener of focused, leveraged funding and leadership for priority wildlife and habitat conservation through grant making

Federal Partners

- Appropriations
- Cooperative Agreements

\$

Competitive Grants/Strategies



Public and Private Lands



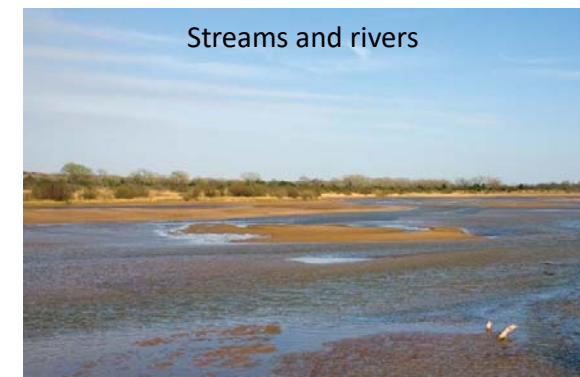
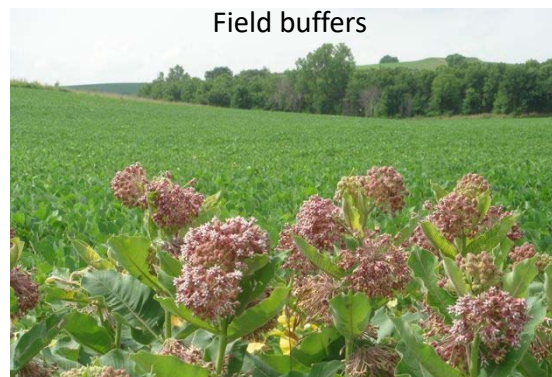
Voluntary Practices



Environmental/Economic Benefits

Conservation Partners Program

- Provide technical assistance to private landowners and operators for conservation on working lands
 - Management plans
 - Best management practices
 - Participation in Farm Bill programs
 - Knowledge-sharing
- Benefits
 - Enhance wildlife values
 - Improve water resources
 - Store and sequester carbon
 - Improve productivity and profitability
 - Engage communities



Regenerative Agriculture Principles

- Systems-approach to farming and ranching
 1. Minimize chronic disturbances to the soil and biological community
 2. Enhance wildlife habitat
 3. Maximize crop diversity
 4. Keep the soil covered
 5. Keep a living root in the ground at all times
 6. Efficiently manage water resources
 7. Integrate livestock
- Foster peer-to-peer learning

NRCS Underserved and Special Emphasis Categories

Historically Underserved categories

- Those with limited resources
- Beginning farmers/ranchers
- Socially disadvantaged (American Indian, Alaska Native, Asian, Black or African American, Native Hawaiian or other Pacific Islander, Hispanic)
- Veterans

Special Emphasis categories

- Native American/Alaska Native, Asian American, Black, Disabled, Women, LGBTQ, Hispanic, Veteran

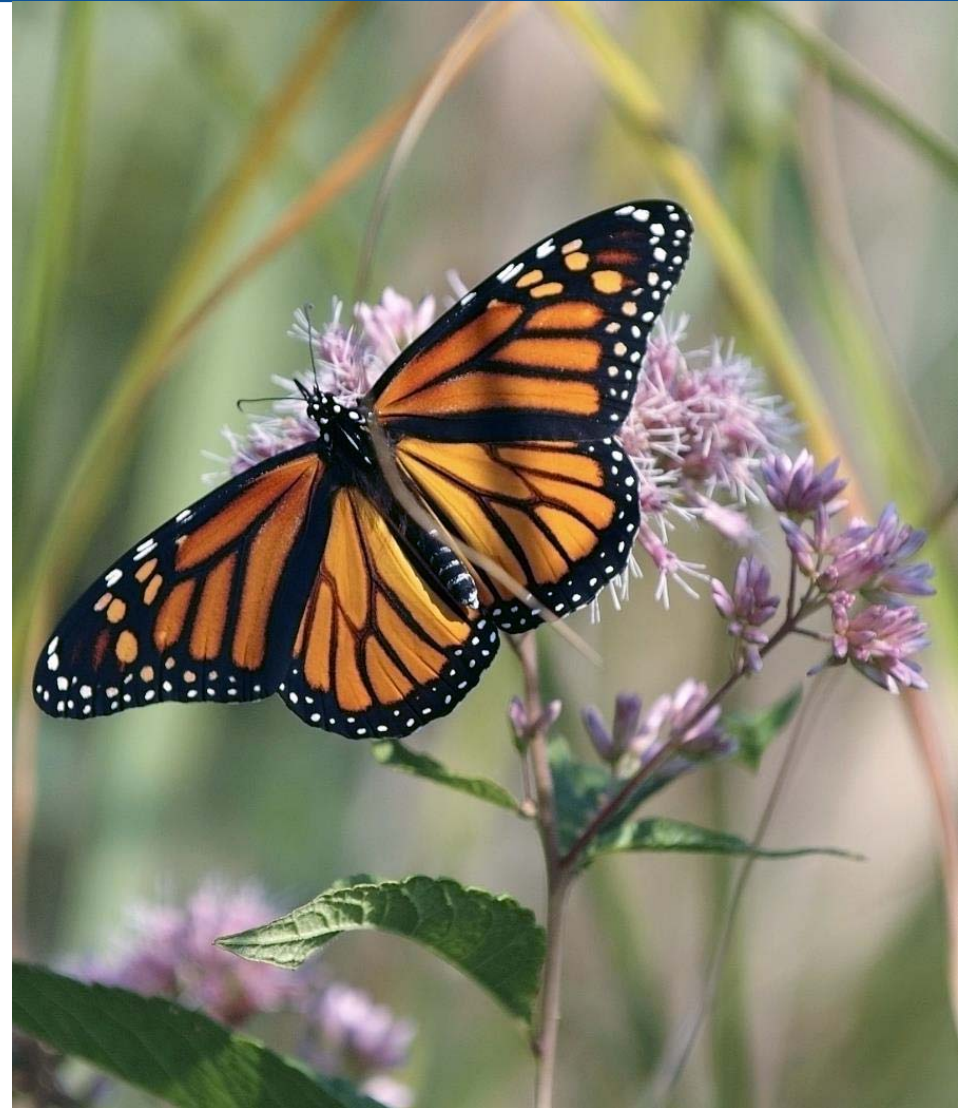
2023 Funding Opportunity

- \$6.2 M available
- Typical grant awards: \$100K–600K
- Proposals due July 26, 2023
- Eligible applicants:
 - Non-profit organizations
 - State, tribal and local agencies
 - Educational institutions



Matching Contributions

- Match not required, but higher match ratios may be more competitive
- Underserved/Special Emphasis organizations encouraged to contact NFWF about any match barriers
- Match sources
 - Cash
 - In-kind contributions of staff
 - Materials and services donated
 - Volunteer time
 - Cost of land acquisition/easement
 - Allowable indirect costs not covered by grant funding
 - Other tangible contributions to project goals
- Landowner cost-share used to enroll in Farm Bill programs (e.g., EQIP) is not eligible





Period of Performance

- Start date should be on or after November award date
- Duration typically 3 years
- Match must be spent between project start and end dates

NRCS Alignment

- State Conservationist awareness of project
- Must be separate from other NRCS programs (e.g., RCPP, CIG)

Funding Opportunity Priorities

- Projects will deliver large acreages on cost-competitive basis
- Key strategies
 - Crop management
 - Grazing management
 - Irrigation improvement
 - Habitat enhancement
- Geographic focus
 - Northern Great Plains/Prairie Potholes
 - Southern Great Plains
 - Upper Mississippi River Basin
 - Great Lakes Basin



Key Strategy 1: Crop Management

- Objectives
 - Improve soil health
 - Improve water quality
 - Maximize soil carbon
 - Enhance wildlife values
- Approaches
 - Cover crops
 - Reduced tillage
 - Diversified crop rotations
 - Perennial cropping systems
 - Nutrient/pesticide management plans
 - Precision agriculture
 - Other soil health practices



Key Strategy 2: Grazing Management

- Objectives
 - Optimize stocking timing, intensity, duration
 - Allow plant rest and recovery
 - Promote plant growth above and below ground
 - Maximize soil carbon
 - Enhance wildlife habitat
- Approaches
 - Grazing management plans
 - Fencing
 - Watering systems
 - Invasive species control
 - Native grass establishment



Key Strategy 3: Irrigation Improvement

- Objectives
 - Promote water conservation, aquifer recharge
 - Improve hydrology, in-stream flows
 - Improve flood/drought resilience
- Approaches
 - Irrigation systems
 - Irrigation timing
 - Other water-conservation practices



Key Strategy 4: Habitat Enhancement

- Objectives

- Working grasslands
- Field buffers
- Forests
- Wetlands
- Riparian zones
- Floodplains
- Other adjacent areas

- Approaches

- Native plantings
- Invasive species control
- Mowing
- Prescribed burning
- Fencing
- Other conservation practices

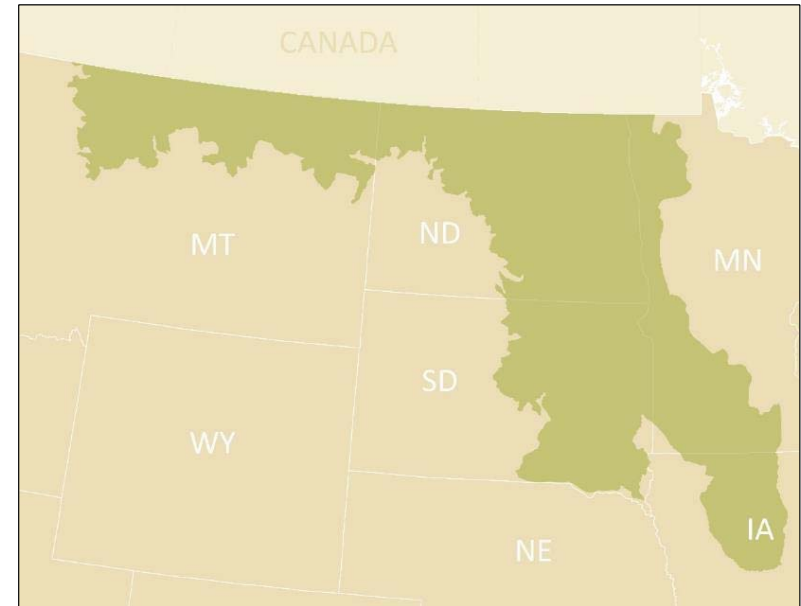


Northern Great Plains/Prairie Potholes

- Geography
 - Historic tallgrass, mixed grass and shortgrass prairie
 - Iowa, Minnesota, Montana, Nebraska, North Dakota, South Dakota
- Strategies
 - Crop management
 - Grazing management
 - Habitat enhancement

Crop management emphasis:

Lands in active wheat rotation,
particularly in Prairie Pothole Region

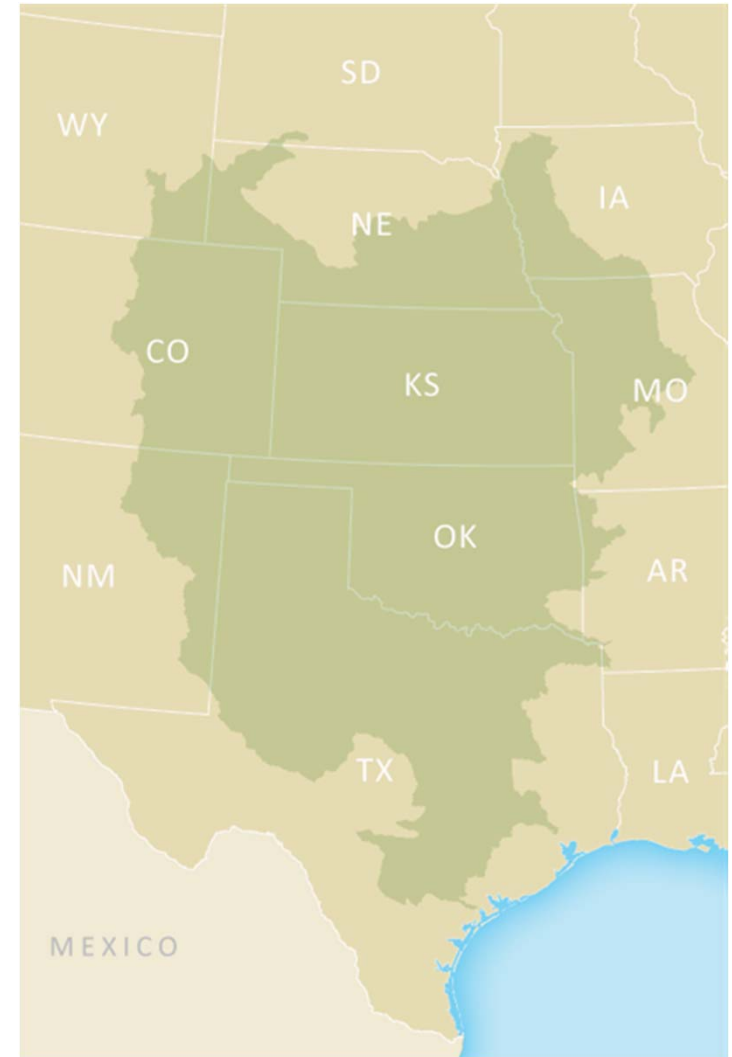


Southern Great Plains

- Geography
 - Plains portions of Kansas, Nebraska, Oklahoma, Wyoming, Colorado, New Mexico, Iowa, Missouri, Texas and Arkansas
- Strategies
 - Crop management
 - Grazing management
 - Irrigation improvement
 - Habitat enhancement

Crop management emphasis:

Lands in active wheat rotation, particularly in Kansas, Oklahoma, Colorado

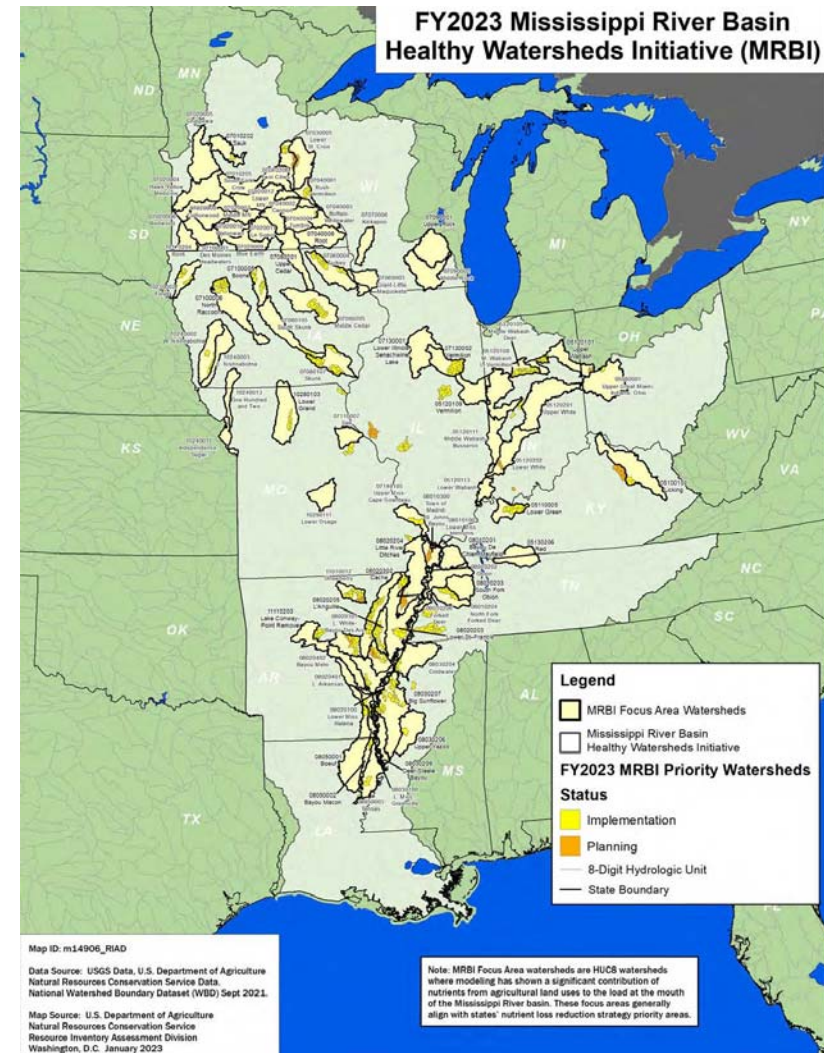


Upper Mississippi River Basin

- Geography
 - Mississippi River Basin upstream from the confluence with the Ohio River
 - Priority in NRCS MRBI Focus Area Watersheds
- Strategies
 - Crop management
 - Grazing management
 - Habitat enhancement

Crop management emphasis:

Lands in active corn rotation in Ohio



Great Lakes Basin

- Geography
 - U.S. portion of Great Lakes Basin
- Strategies
 - Crop management
 - Grazing management
 - Habitat enhancement

Emphasis:

- Dairies: MI Lower Peninsula, IN Lake Michigan watershed, western Lake Erie watershed
- Lands in active corn rotation in Ohio



Metrics

- Select only the most relevant metrics (but several metrics are required)
- Starting Values should be set to 0
- **Pay careful attention to metrics instructions in the RFP and provide metrics notes and proposal narrative as directed:**
 - Habitat restoration metrics capture both establishment and enhancement of habitat; specify in notes landcover type before and after restoration
 - Capacity metrics request information on Historically Underserved or Special Emphasis categories (both producer outreach and staff hired). Provide estimates of people to be engaged in notes.

Full Proposal Narrative – Community Impact

Describe the community(ies) where the project will take place, who will benefit from the project, and how they were or will be engaged in project development and implementation. Provide demographic information on the community(ies), including but not limited to age, race and ethnicity, poverty rates. When possible, submit letters of support from community partners and/or collaborators demonstrating their commitment to the project and engagement in project activities as proposed.

Two-part question:

- 1) Describe community characteristics of the project area and identify any communities impacted.
 - Use demographic data to document (poverty statistics, school lunch data, demographic records)
 - This data can be found using Census data, School District data, State data centers, EJ Screen, and other sources

- 2) Describe outreach and community engagement activities for project development and implementation

Letters of support welcome but not required

Uploads - Applicant Demographic Information Form

- The information you provide will not be shared with proposal reviewers and will not be considered when making grant decisions.
- The Foundation will not share identifying information about any particular entity or project.
- While the form is a required upload, applicants can opt out of providing the information within the form itself
 - If your organization does not collect this information or if you have provided NFWF with this information in the last 12 months, you can opt out.
- The information provided on this excel form will be kept confidential, the Foundation may share its anonymized aggregate findings as appropriate with its staff, Board of Directors, funding partners, and publicly on its website or through other media.

APPLICANT DEMOGRAPHIC INFORMATION

As part of NFWF's goal to encourage and support diversity across the conservation projects we fund, we would like to better understand the existing diversity in our grantmaking community and in the local communities. To accomplish this task, we are asking organizations that we fund to assist us by providing basic information about their workforce demographics on this form.

As part of this effort to support diversity, we also desire to understand how our grantees engage with the communities where the projects take place and who in those communities might benefit from them. We ask for this information provided on this excel form will be kept confidential, although the Foundation may share its aggregate findings as appropriate with its staff, Board of Directors, funding partners, and publicly on its website. Do not share identifying information about any particular entity or project. These anonymized aggregate data will be used by NFWF to better understand the demographic profiles of the organizations that we fund.

The information you provide will not be shared with proposal reviewers and will not be considered when making grant decisions.

Instructions: Complete all pertinent fields shaded in green. Your Human Resources Department may have some of the information requested readily available. Please be sure to complete the General Information section. If you do not know an answer, use the "don't know/not sure" option instead of guessing. If a section does not apply to your organization you may skip it. **Do not make any other changes to this form.** You may opt out of providing this information to NFWF; however, you still **must upload this form to Easygrants** with your application and complete the first section of the form.

All applicants must complete this section, even if you have provided this data to NFWF in the past 12 months or are opting out for another reason.

If you have provided this data to NFWF in the past 12 months you do not need to provide it again but you must still complete this top section of the form and submit it with your proposal.

Easygrants project # from your grant application:

Grant program name shown on the RFP:

If you are opting out, select a reason from the dropdown list in the green box:

General Information

Date Completed:

Project Title:

Organization Full Name:

Organization EIN:

Organization Type:

Organization Size (number of employees)

Click on the green box to select from the dropdown list

Click on the green box to select from the dropdown list

PART 1: APPLICANT ORGANIZATION - ALL EMPLOYEES (if applicable)

Please provide the following demographic information about all of your organization's employees, including senior leaders.

1. How many people currently work for your organization? (Include temporary and part-time employees in your response but do not include contractors)

Total Number:

2. How many of your employees identify as each gender?

Female:

Male:

Non-binary:

Unknown/Not sure:

Full Proposal – Map Section

The screenshot displays the NFWF Easygrants web application interface. At the top, the browser address bar shows the URL: <https://easygrants.nfwf.org/NFWF/Implementation/Modules/Application/ModuleContent.aspx?Config=FullProposalNewMetrics500041Config&Page=Map&ID=500324>. The page title is "Map - Ashleyann Perez - Full Proposal".

A vertical navigation menu on the left includes: Home, Main, Contact Information, Organization Information, Project Information, **Map**, Uploads, Metrics, Budget, Matching Contributions, Permits and Approvals, Review and Submit, FAQ, Help, and Log Out.

The main content area features a blue header with "Instructions" and a warning icon. Below this, a paragraph states: "Leaving this Map page before completing all of the steps below will result in a loss of your unsaved map data. If you take longer than one hour to complete the steps below, Easygrants will time out and you will lose your unsaved map data. You may click Save before you are done to reset the Easygrants clock, but you must first Submit your locations so that they appear GREEN (submitted). Clicking Save when there are ORANGE (pending) locations will result in loss of those orange polygons. You may return to this Map page at any time to add to (or delete) the mapping work that you save." This is followed by an "Overview of Steps to Create and Submit Your Project Location Map" and a link to "Click Help (on the left) to see detailed instructions for all of the steps below as well as a glossary of mapping terms used in this mapping tool. If using this tool for the first time, please read through the Help guide and familiarize yourself with the mapping tool features and terminology before entering your mapping data."

Below the instructions are five numbered steps:

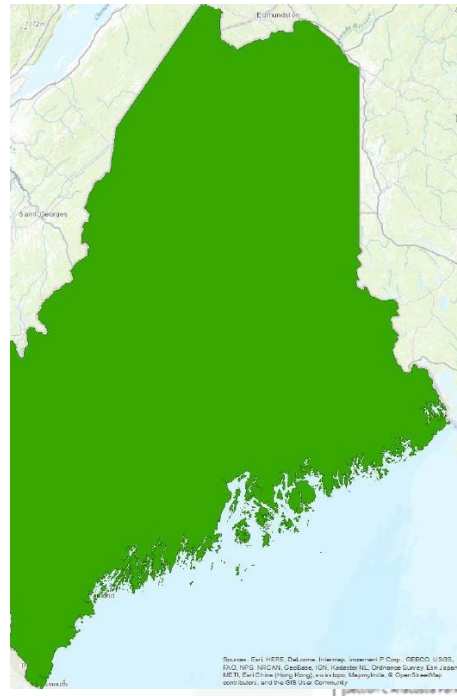
1. Begin by clicking Save at the bottom of this Map page to set the Easygrants one hour clock ticking. If you skip this step, the system may timeout sooner than expected and you may lose unsaved map data.
Important: Once you start creating a map, to avoid losing map data, complete all the steps below, in succession, before clicking Save or Save and Continue (Step 5).
2. Next, map your Project Location(s) using one of the three options provided in the mapping tool below. Detailed instructions for each are contained in the Help document.
 - a. Upload an existing shapefile (see Shapefile requirements below) by clicking on the Upload Shapefile feature bar (this option is open by default when you start using the mapping tool); or
 - b. Select one or more geographic features (e.g. county, lake, national park) for your project by clicking the Select by Geography feature bar; or
 - c. Create a custom area to depict your project location(s) by clicking on the Draw a Custom Area feature bar.
3. Finalize the creation of your map by clicking Submit Project Location.
All spatial locations MUST appear in GREEN to indicate that those project locations have been submitted.
4. To confirm your map, click the Confirmation Check Box at the bottom of the page.
5. Finally, click Save to save your map and stay on this page, or Save & Continue to save your map and move to the next page in this task.
All GREEN locations will be saved and any ORANGE locations will be discarded.

The map interface includes a search bar at the top right with the text "Search for a location". On the left side of the map, there are navigation controls: a zoom in (+) and zoom out (-) button, a home button, a refresh button, a layer control icon, and a print button. The map shows the United States and parts of Canada, with major cities and geographical features labeled. Below the map, there are three options for mapping:

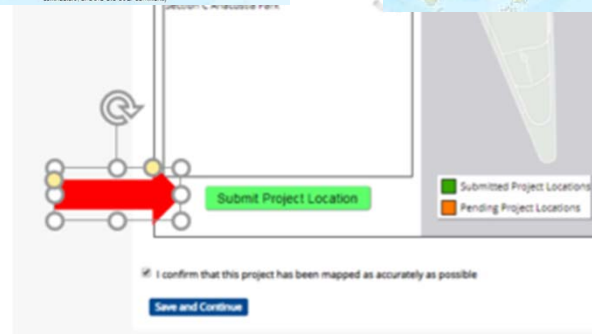
- Upload Shapefile**:
 - Select a Zip file(.zip) containing a shapefile(.shp,.dbf,.prj) from your local file system.
 - The shapefile must be of POLYGON geometry type.
 - The shapefile must not exceed 1 MB.

Choose File | No file chosen
- Select By Geography**
- Draw a Custom Area**

Below these options is a text input field labeled "My project area:".



1. Upload Shapefile
2. Select by Geography
3. Draw a Custom Area



Application Assistance – Reference Sheet

Supporting Documents:

1. [Conservation Partners 2023 RFP webpage](#)
 - a. [Tip Sheet](#)
 - Step-by-step Full Proposal guidance
 - b. [Easygrants Instructional Webinar](#)
 - Step-by-step video tutorial on how to start and complete a proposal in [Easygrants](#) (easygrants.nfwf.org)

2. [NFWF Application Information](#)
 - a. [Budget instructions](#)
 - Download the [Detailed Budget and Narrative Guide](#)
 - *For the Budget section, please provide a respective budget narrative describing the purpose of each line item towards the project.
 - b. [Required financial documents](#)
 - Financial documents must be for the same fiscal year and **no more than 2 years old**
 - c. [Indirect Cost Policy](#)



Apply for a Grant

Application Information Recipient Information Grants Library

Application Information

In This Section:

FAQs

Required Financial Documents

Transparency Act Requirements

Pre-Proposal Summary

Full Proposal Summary

Budget Instructions

Easygrants Mapping

/ [Apply for a Grant](#) / ...



The National Fish and Wildlife Foundation supports more than 70 grant programs to protect and restore our nation's wildlife and habitats. We encourage you to read our complete list of conservation programs and review the program goals and guidelines to select the one appropriate for you. You can submit applications online through Easygrants, our grant application and management system.

Who Can Apply

Application Assistance – Easygrants Tips

- If you've never used Easygrants (<https://easygrants.nfwf.org/>) before, create your login TODAY and familiarize yourself with the system. **View the [pre-recorded instructional webinar](#).**
- Turn off your browser's pop-up blockers.
- Download the “Tip Sheet” (available on the RFP webpage) and use it as a reference to complete each field of the proposal.
- Refer to the RFP and metrics instructions in Easygrants for required metric notes.
- DO NOT mail physical letters of support to NFWF, they must be digital copies uploaded into the online proposal.
- Provide a phone number in your Easygrants account. Keep your email and proposal contact information up-to-date.

Timeline

Full Proposal Due Date: **Wednesday, July 26th, 11:59 PM ET**

Awards Announced: Early November 2023



Contacts

Programmatic Questions:

Todd Hogrefe

Director

Central Regional Office

Phone: 612-564-7286

Email: Todd.Hogrefe@nfwf.org

Application/Easygrants Questions:

Steve Dierkes

Coordinator, Regional Programs

Phone: 202-992-9435

Email: Steve.Dierkes@nfwf.org

Technical Assistance / Easygrants Helpdesk:

Email: Easygrants@nfwf.org

Voicemail: 202-595-2497

Hours: 9:00 am to 5:00 pm ET, Monday-Friday.

Include: your name, proposal ID #, e-mail address, phone number, program you are applying to, and a description of the issue.



Questions?

