National Fish and Wildlife Foundation
2024 Cumberland Plateau Stewardship Fund
Applicant Webinar

Hi Lewis State Nature Preserve | Credit: Office of Kentucky Nature Preserves

NFWF

Webinar Guidelines

- We may ask you to raise your “hand” in the webinar to confirm participants can hear us.
- To improve sound quality, all participants will be muted for the duration of the webinar. If you want to ask a question you have two options:
- Enter your query where it says “Chat” and click send. We will type a response or read your question aloud when we pause for Q&A.
- Write it down and contact us after the webinar. We have a lot of material to cover, so you may prefer to have a more in-depth discussion later.
- If you experience a technical glitch, please type it into the chat, since we can’t hear you. (We may not know about the glitch unless you say something!)
- **The Webinar is being recorded. We will post a copy of these slides and the recording on the NFWF website at https://www.nfwf.org/programs/cumberland-plateau-stewardship-fund.**

Will Singleton
Program Director, Southern Aquatics and Coastal Programs
National Fish and Wildlife Foundation
(202) 595-2607
Will.Singleton@nfwf.org

Zack Bernstein
Manager, Southern Forests
National Fish and Wildlife Foundation
(202) 595-2433
Zachary.Bernstein@nfwf.org

Sarah Vest
Coordinator, Regional Programs
National Fish and Wildlife Foundation
(202) 888-1657
Sarah.Vest@nfwf.org

Webinar Agenda

- **Program Overview**
- **Program Priorities**
- **Application Guidance and Navigating Easygrants**
- **Timeline and Resource Links**

Program Overview

The **Cumberland Plateau Stewardship Fund** invests in on-the-ground projects to help accelerate the restoration and enhancement of critical forest and freshwater habitats and associated wildlife species within the Cumberland Plateau region.

Public-Private Partnership

Altria

Cargill®
Helping the world thrive

INTERNATIONAL PAPER

Nestlé

FOREST SERVICE
US
DEPARTMENT OF AGRICULTURE

USDA

U.S. FISH & WILDLIFE SERVICE

NATIONAL FISH AND WILDLIFE FOUNDATION

NFWF

2024 Funding Opportunity

- **Request for Proposals:** https://www.nfwf.org/programs/cumberland-plateau-stewardship-fund
- **Proposal due date:** August 1, 2024
- **Eligible applicants*:**
  - ✓ Non-profit 501(c)
  - ✓ State, tribal and local governments
  - ✓ Academic institutions
- **Anticipated funding:** ~$2.8 million total
- **Individual grant size:** $250,000 - $750,000
- **Matching funds:**
  - ➢ Projects should have a minimum match of 1:1 non-federal cash or in-kind
  - ➢ Projects unable to provide a 1:1 non-federal match are eligible, but applicants must contact NFWF to discuss match waiver options prior to submitting a proposal
  - ➢ Applicants encouraged to describe federal partner contributions that will directly contribute to project outcomes, although those contributions will not count toward the 1:1 match

Federal agencies, for-profits and individual landowners cannot directly apply, but may partner on proposals

Geography

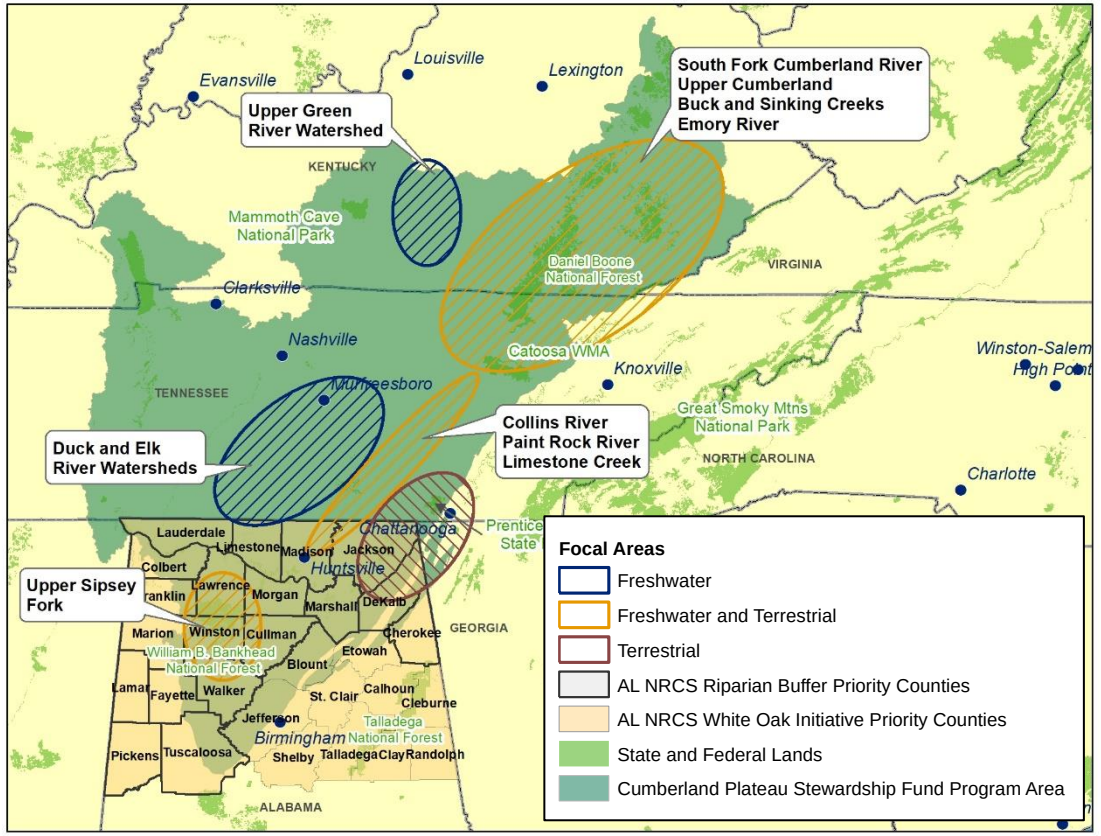
Projects must occur within the Cumberland Plateau Stewardship Fund program boundary in the following states…

Alabama Georgia Kentucky Tennessee

***Preference given to projects within focal geographies**

Lands eligible for funding include:

- **Privately-owned lands**
- State and local government lands
- Federal lands (encouraged to be part of projects where state, local and/or private lands are also included)



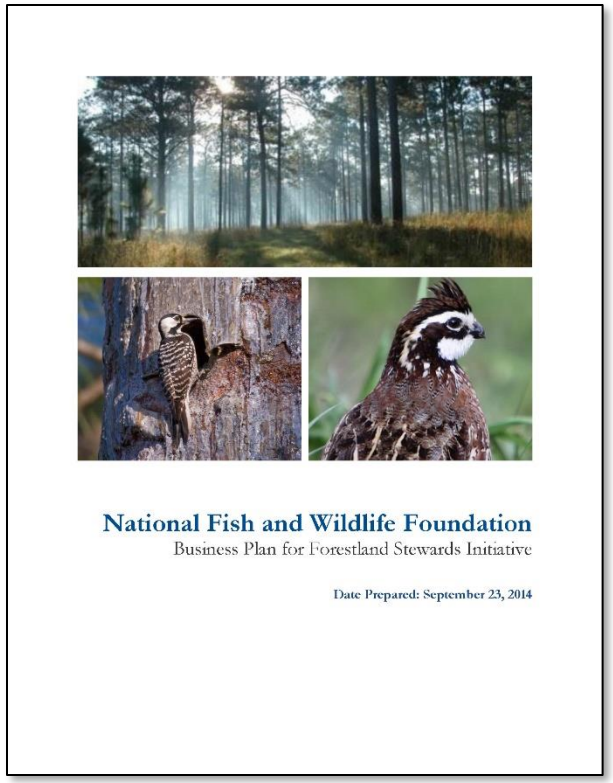
Cumberland Plateau Stewardship Fund Program Landscape

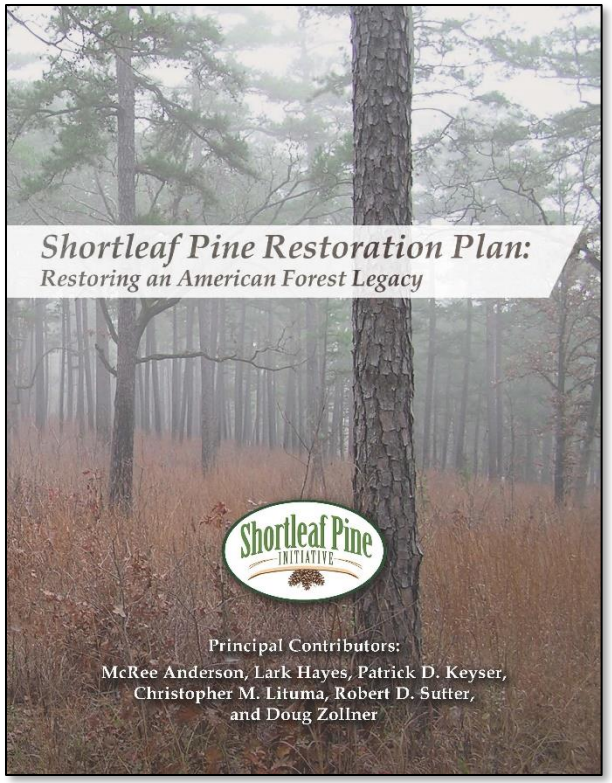
Program Priorities

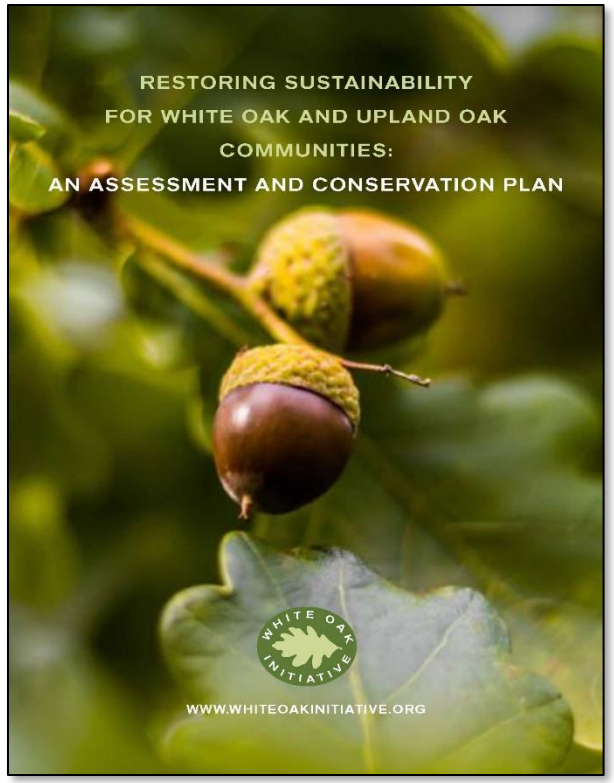
Prairie warbler

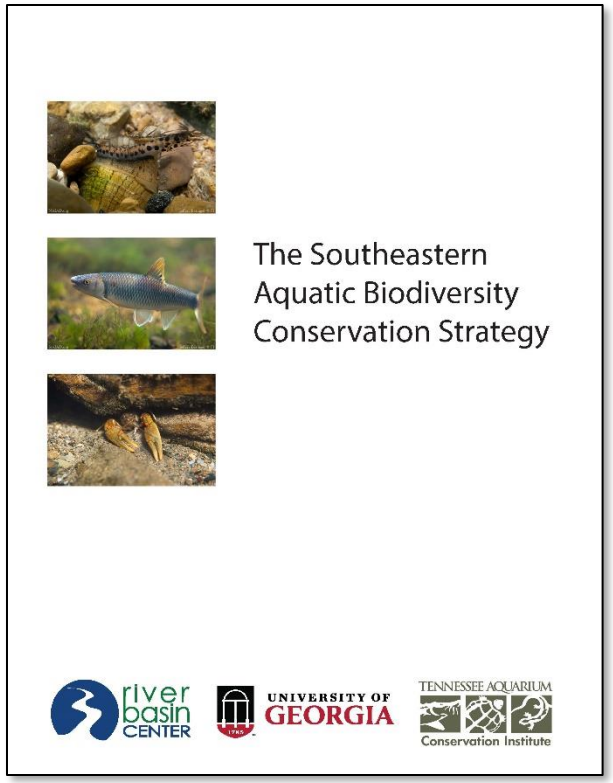
Program Priorities

The Fund seeks to support multiple strategic objectives, informed by the following guiding documents and funder priorities:









Program Priorities

1. **Restoring Previously Mined Lands**
2. **Increase Adoption of Conservation Practices on Grazing Lands**
3. **Increase Adoption of Conservation Practices on Crop Lands**
4. **Establishing, Enhancing, and Maintaining Forest Habitats**
5. **Restore Instream Habitats**
6. **Expanding and Coordinating Technical Assistance and Outreach**

NFWF is interested in projects that will implement habitat restoration or improvement practices that benefit wildlife and:

- Sequester carbon and/ or improve water quantity or quality
- Outreach and engagement to communities, in particular encourage projects that benefit underserved communities

Restoring Previously Mined Lands

- Restore forest and native grassland on previously mined sites
- May include enhancing or maintaining existing forests on abandoned and/or legacy mines (thinning, invasive species removal), should not be sole focus of project
- Proposals should address:
  - ✓ all necessary site preparation for planting
  - ✓ number of acres and seedlings that will be planted
  - ✓ timing of when planting is expected to be completed
  - ✓ summarize plans to manage planted stands
- Projects are encouraged to use the Forestry Reclamation Approach as outlined by the U.S. Department of the Interior's Office of Surface Mining Reclamation and Enforcement.

Photo credit: Kentucky Energy and Environment

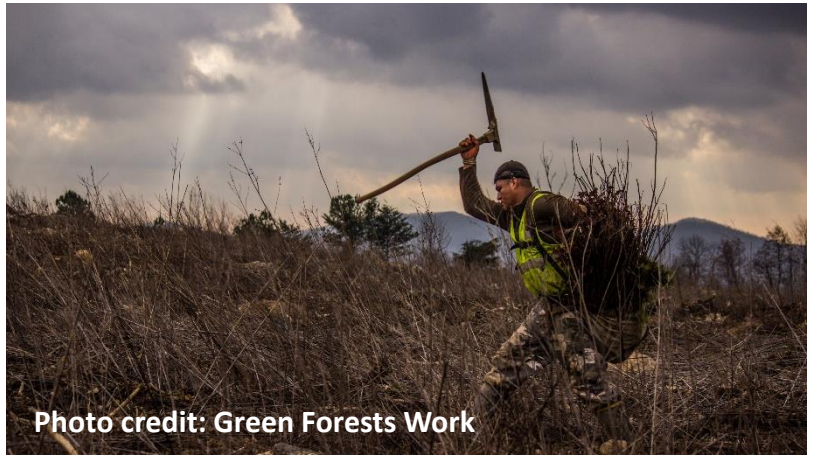


Photo credit: Green Forests Work

Increase Adoption of Conservation Practices on Grazing Lands

- Increase implementation of voluntary BMPs on beef cattle grazing operations
- Examples:
  - Implement prescribed/rotational grazing
  - Install fencing and alternative watering systems to exclude livestock from streams and/or support prescribed/rotational grazing
  - Promote responsible incorporation of manures and other sources of organic matter into soil management systems.
  - Establish and enhance farmer-led education and outreach programs to drive increased adoption of soil health practices and to promote stream health

Increase Adoption of Conservation Practices on Agricultural Lands

- Increase voluntary implementation of agricultural best management practices on cropland
- Eligible activities include:
  - Conservation cover, cover crops, reduced tillage, filter strips, field borders, diversified crop rotations
  - Promote responsible incorporation of crop residue and other sources of organic matter into soil management systems.
  - Establish and enhance farmer-led education and outreach programs to drive increased adoption of soil health practices and to promote stream health.
- Must be focused within **NRCS Working Lands for Wildlife Initiative priority areas for northern bobwhite or eastern hellbender**, should primarily be focused on delivering outreach and technical assistance to private landowners

Photo credit: Tim McCabe, USDA NRCS

Establishing Forest Habitats

- Reforestation or afforestation of upland pine-oak and/or riparian forests
- Site preparation, seedlings and labor are eligible expenses
- Proposals should address:
  - ✓ all necessary site preparation for planting
  - ✓ number of acres and seedlings that will be planted
  - ✓ timing of when planting is expected to be completed
  - ✓ summarize plans to manage planted stands

* Projects that expect to plant a mix of tree species should include an estimate of the number of seedlings of each species that will be planted in their proposal.

Enhancing and Maintaining Existing Forest Habitat

Eligible strategies to enhance and maintain existing forest habitat include:

- **Prescribed Fire**
  - Capacity to plan and implement prescribed burns and increase collaboration – ex. burn teams, burn associations
  - Training and technical assistance, including assisting USDA staff in writing burn plans and implementing financial assistance contracts
  - Identify and address specific barriers or roadblocks to fire implementation
- **Other Silvicultural Treatments**
  - Thinning, invasive species control, mechanical and/or chemical treatments
  - Planting native understory species
  - Expand and conserve riparian buffers and/or forested streamside management zones

Restoring Instream Habitats to Support Aquatic Species

- Restore Wetland, Streambank, and Instream Habitat
  - Restoration activities not covered under forestry or agricultural BMPs in previous funding categories
- Restore Aquatic Connectivity
  - Remove or retrofit stream barriers (low-head dams) and stream crossings (culverts, concrete fords) to improve aquatic habitat connectivity and reduce sedimentation.
  - Preference for projects within focal area watersheds

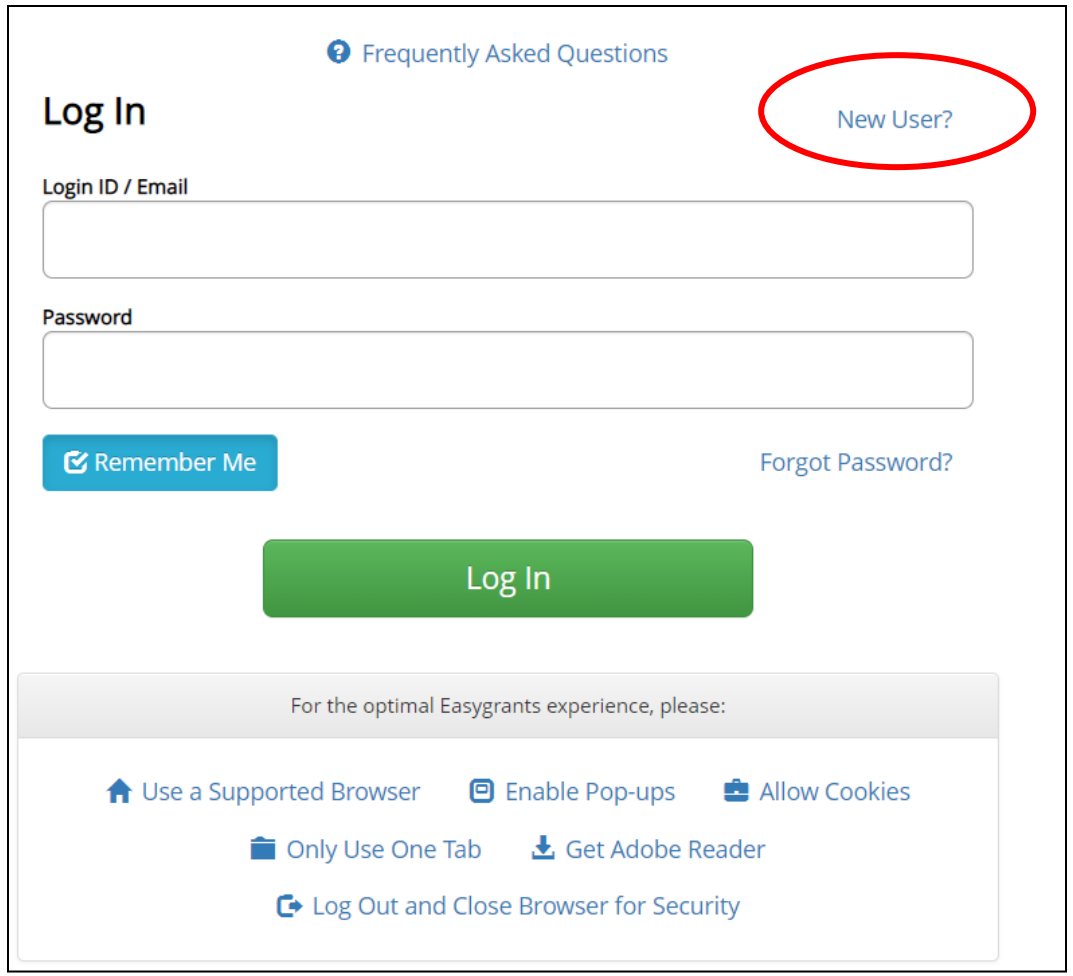
Expanding and Coordinating Technical Assistance and Outreach

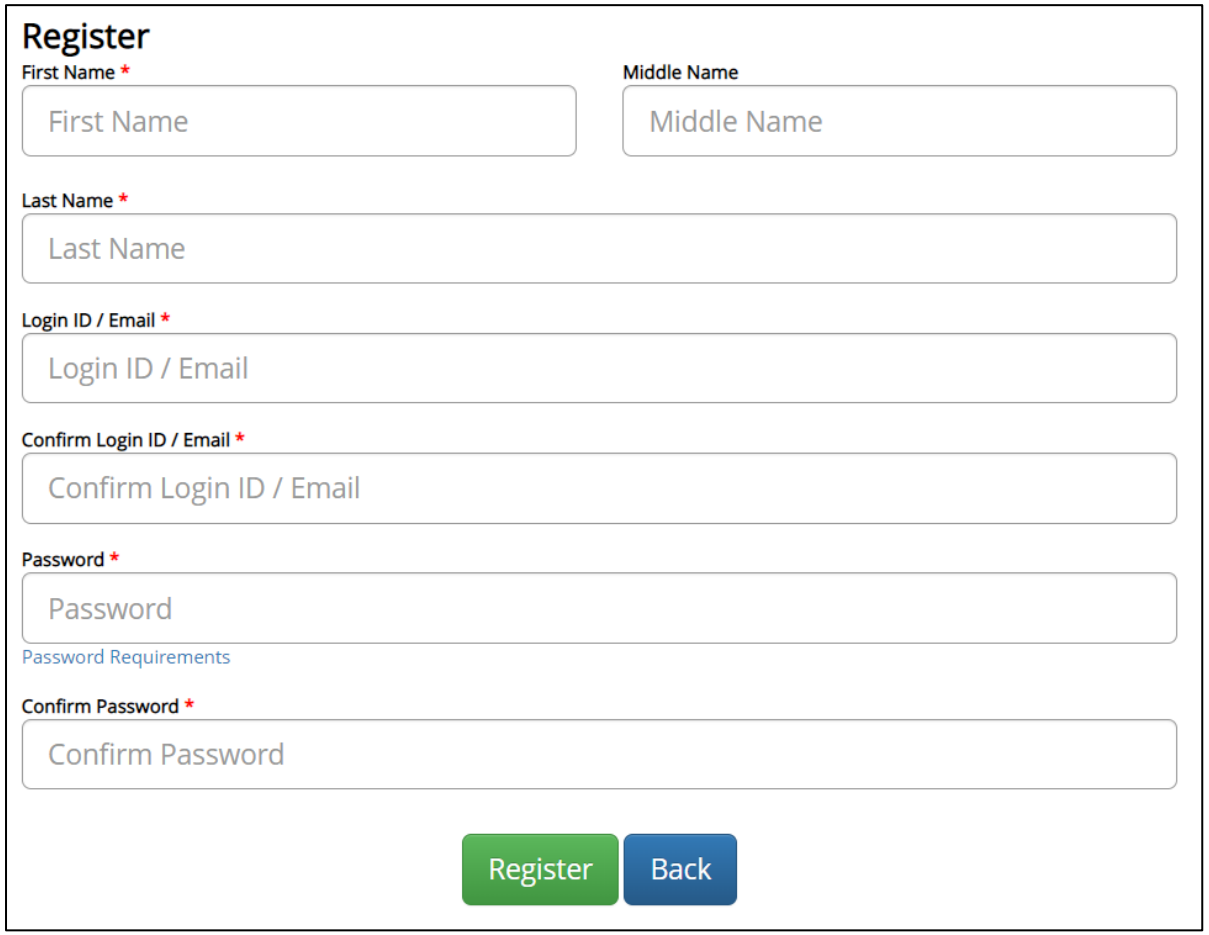
- Projects that implement targeted outreach and assistance to measurably increase private landowner and/or producer participation in Farm Bill programs and implementation of conservation practices
- Seeking projects that are proposing to work with underserved landowners, including USDAs historically underserved farmers and ranchers
- Emphasis on “climate smart agriculture and forestry conservation practices”
- **Collaboration with NRCS expected**
- **Project should align with NRCS’s Working Lands for Wildlife Initiatives, including the Northern Bobwhite, Grasslands and Savannas Framework, Eastern Hellbender Initiative and/or Golden-Winged Warbler Initiative**
- Proposals should estimate
  - Number of acres/miles impacted as a result of proposed outreach activities
  - Dollars of federal cost share leveraged

How to Apply in Easygrants

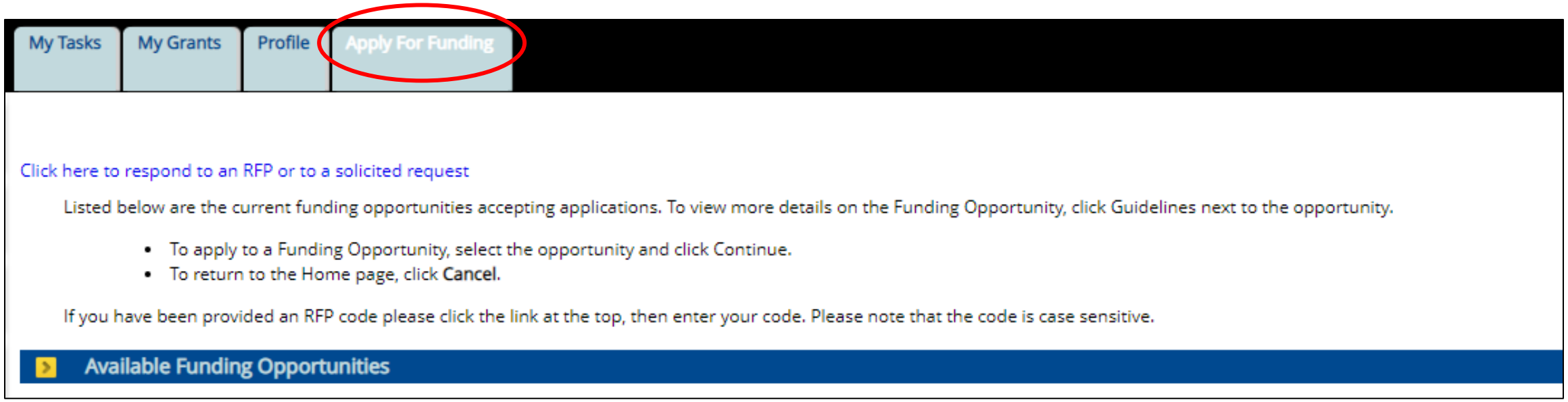
Eastern hellbender

How to Apply in Easygrants





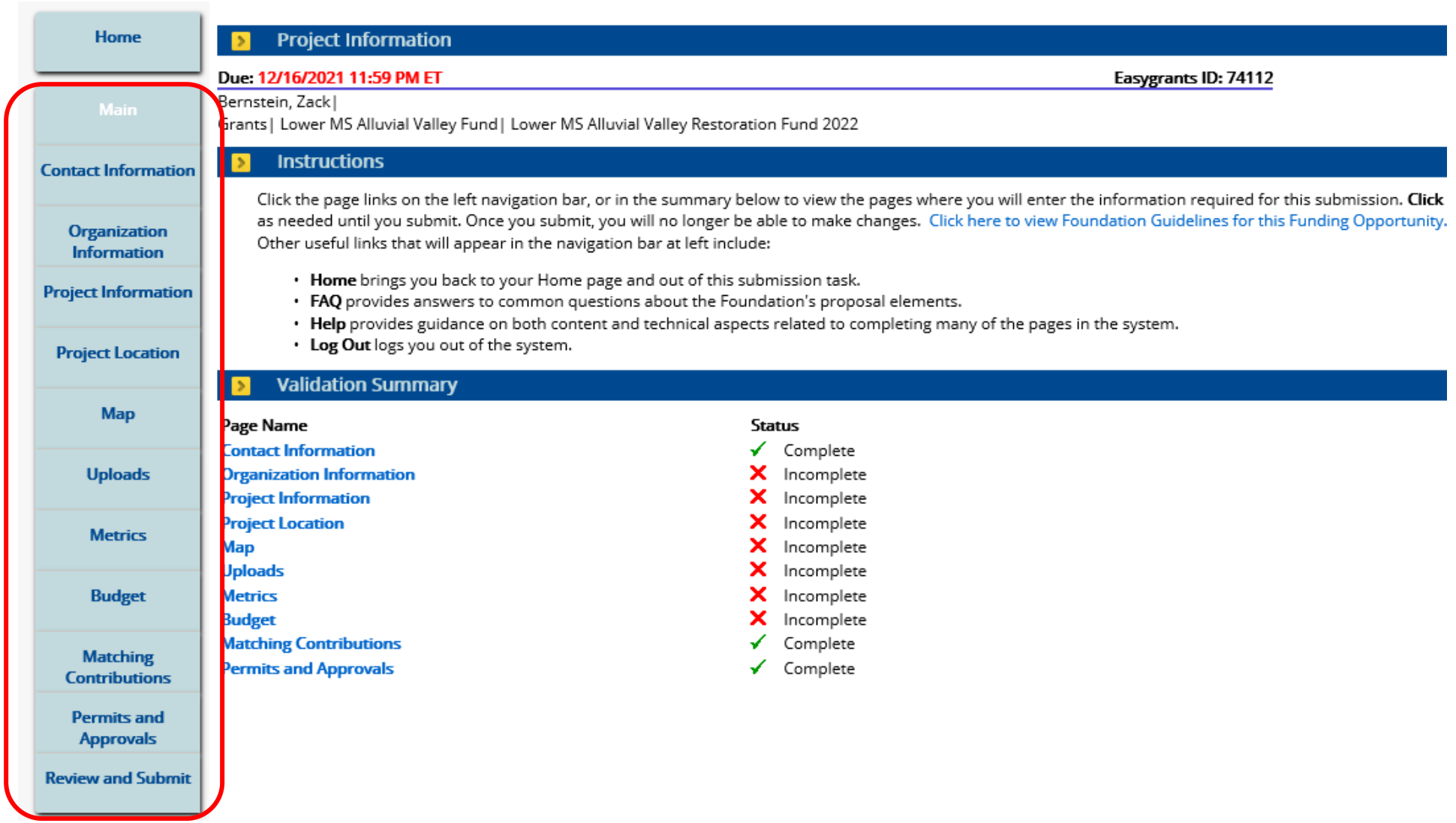
How to Apply in Easygrants



Once you are on your Easygrants homepage, click on “Apply for Funding”

Choose the Funding Opportunity you’re applying to.

How to Apply in Easygrants



Map

Map your project at the finest scale by any of the three options:

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

My project area:

Submit Project Location

I confirm that this project has been mapped as accurately as possible

Save and Continue

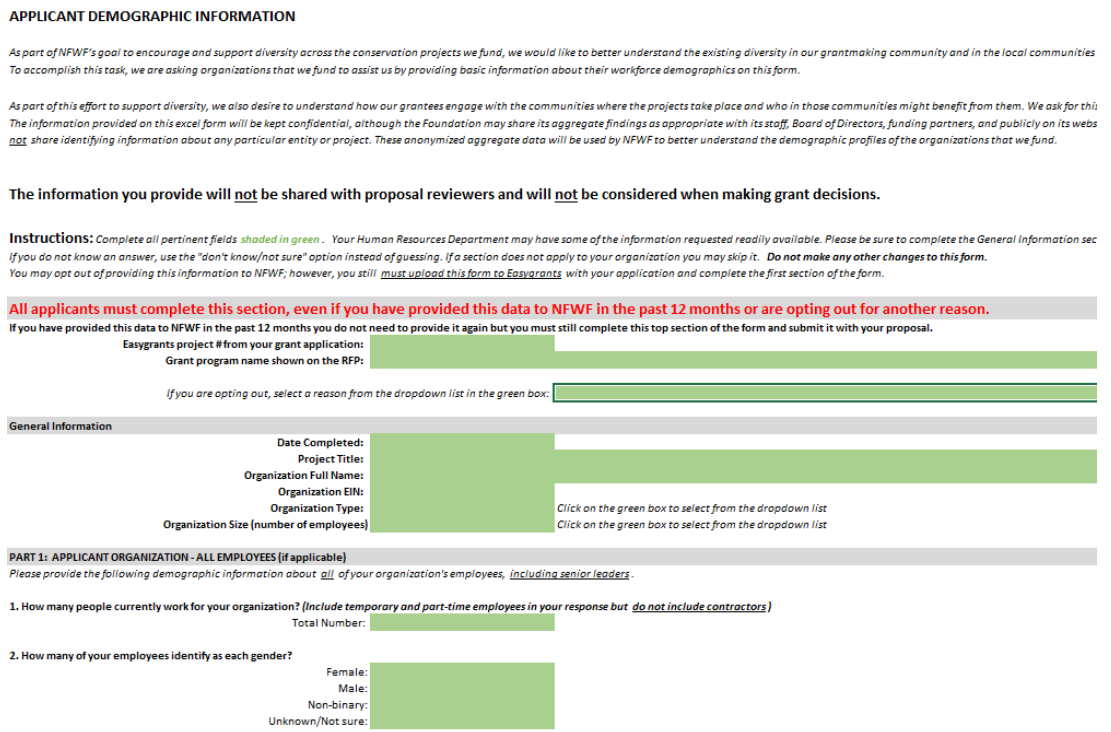
Uploads

Upload Type	Required	Template
Cumberland Full Proposal Narrative 2023	Yes	Cumberland Full Proposal Narrative Template 2023
Project Map	Yes	
Letters of Support	No	
Photos - Jpeg	No	
Statement of Litigation	Yes	Statement of Litigation
Board of Trustees, Directors, or equivalent	Yes	
Applicant Controls Questionnaire	Yes	Applicant Controls Questionnaire Template
Applicant Demographic Information Form	Yes	Applicant Demographic Information Form
GAAP audited financial statements	Yes	
IRS Form 990	Yes	
Single Audit (Formerly A-133 Audit)	Yes	
Indirect Rate Agreement	No	
Other Documents	No	

The full list of required uploads for your organization type is available on the NFWF website here: https://www.nfwf.org/apply-grant/application-information/required-financial-documents

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 The 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 webs 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 sec 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: *Click on the green box to select from the dropdown list*
Organization Size (number of employees) *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:

Narrative

- Project Overview: In 1-2 paragraphs, provide a high-level project summary and expected conservation outcomes.
- Conservation Need: Describe the threats and/or conservation needs that this project seeks to address.
- Project Activities: Describe the activities that will be implemented and how these activities address the conservation need(s) identified above and support the priorities and strategies outlined in the RFP.
- Tracking Metrics: Indicate how the project will monitor/assess progress toward the outcome metrics selected in Easygrants.
- Conservation Outcomes: Describe the conservation outcomes that will be achieved through project implementation with reference to the selected outcome metrics; discuss what makes the outcomes achievable and important.
- Benefit to Priority Species and Conservation Co-Benefits: Describe how the activities described in the proposal will contribute to improved populations of species that are representative of healthy forest and/or wetland systems.
- Project Team: List key individuals and describe their qualifications relevant for project implementation.
- Community Impact: Describe: a) the community(ies) where the project will take place, b) who will benefit from the project, and c) how they were or will be engaged in project development and implementation.

Most Competitive Narrative Elements:

- ☐ Program Goals and Priorities
- ☐ Technical Merit
- ☐ Partnership
- ☐ Transferability
- ☐ Communication
- ☐ Funding Need
- ☐ Conservation Plan and Context
- ☐ Monitoring
- ☐ Long-term Sustainability
- ☐ Past Success
- ☐ Key Personnel

NATIONAL FISH AND WILDLIFE FOUNDATION NFWF

Metrics

Select Metric

Show: Show All Templates | Show All Strategies | Search:

Add	Metric	Strategies	Required
☐	CPF - Land, wetland restoration - Acres restored on public land	Habitat Restoration	Recommended
☐	CPF - BMP implementation for nutrient or sediment reduction - Acres with cover crops	Habitat Management	Recommended
☐	CPF - Improved management practices - Acres under imp mgt (private)	H	
☐	CPF - BMP implementation for livestock fencing - Miles of fencing installed	H	
☐	CPF - Riparian habitat vegetation - Land, wetland restoration - # of trees planted on private lands		
☐	CPF - BMP implementation for prescribed burns - Acres public land burned	H	
☑	CPF - Riparian restoration - Acres restored on private land	Habitat Restoration	Recommended
☐	CPF - Improved management practices - Acres with managed grazing	Habitat Management	Optional
☐	CPF - Land restoration - Acres restored on public land	Habitat Restoration	Recommended
☐	CPF - Incentives - $ value of govt agency cost share or financial assistance	Capacity, Outreach, Incentives	Recommended

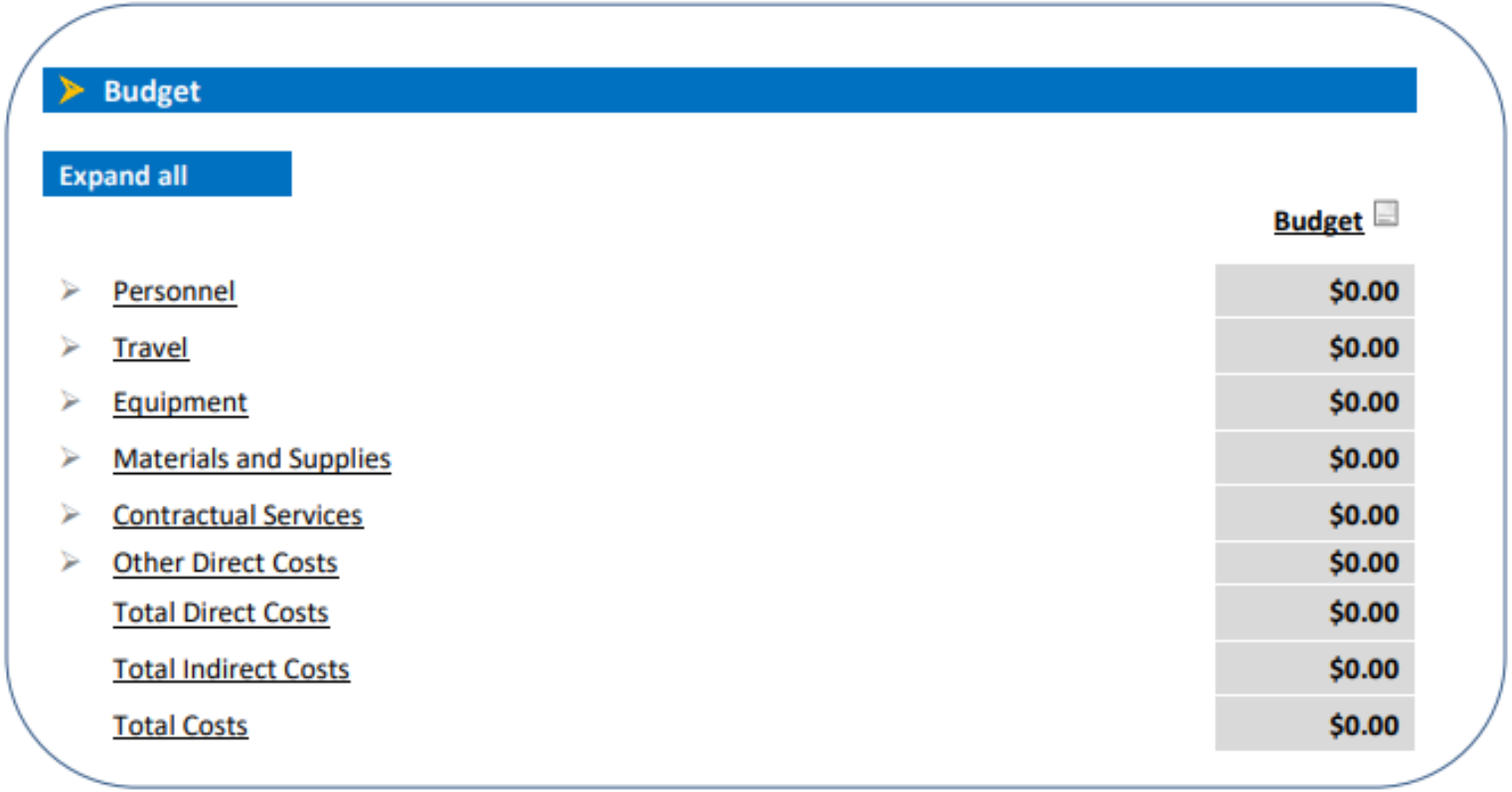
Metric instruction: Enter the # of acres of riparian forest planted on private lands. In the NOTES, specify landcover prior to planting (barren, cropland, grass, shrub) and post-planting (broadleaf, conifer, grassland, shrubland)..

*** If none of the available metrics apply to your project, please contact NFWF to discuss**

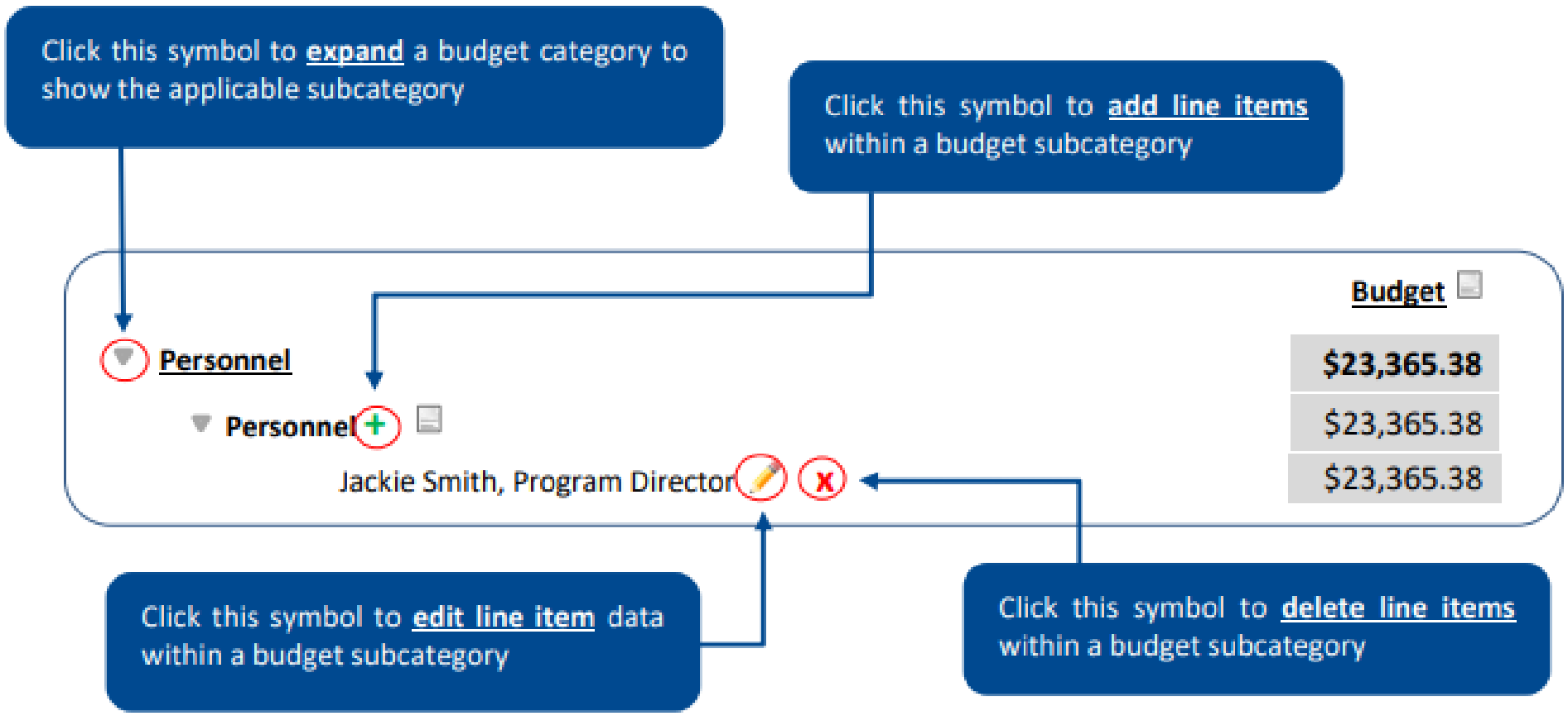
NATIONAL FISH AND WILDLIFE FOUNDATION NFWF

Budget

- In order to complete a budget for your proposal, you must expand the appropriate categories and provide the information requested.
- If you do not anticipate an expense for a particular category, skip that category- it is not necessary to enter a “0” value in the cost fields.
- Try to anticipate factors that may affect the budget when developing projections and provide an explanation of those factors.
- Matching contributions should not be included in the budget.



Budget


Click this symbol to expand a budget category to show the applicable subcategory
Click this symbol to add line items within a budget subcategory
Budget
Personnel
$23,365.38
Personnel
$23,365.38
Jackie Smith, Program Director
$23,365.38
Click this symbol to edit line item data within a budget subcategory
Click this symbol to delete line items within a budget subcategory

Detailed Budget Instructions: Adding/Editing Narratives

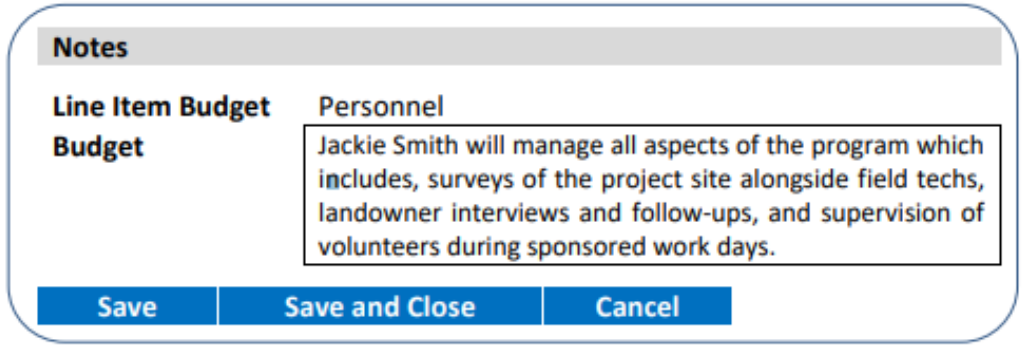
- Narratives are required for all budgeted categories.
  - Explain/justify the estimated costs including the unit cost and quantity requested
  - Explain how the costs associated with each line item supports the implementation of the project as outlined in the proposal

- Narratives should be written in such a way that someone not familiar with the project can conceptually understand the **rationale**, **purpose** and **calculation** of the anticipated costs identified by line item.

- Narratives should be concise and describe line items in 1-3 sentences.

Figures without narrative descriptions will be returned to the applicant for further details and clarification.

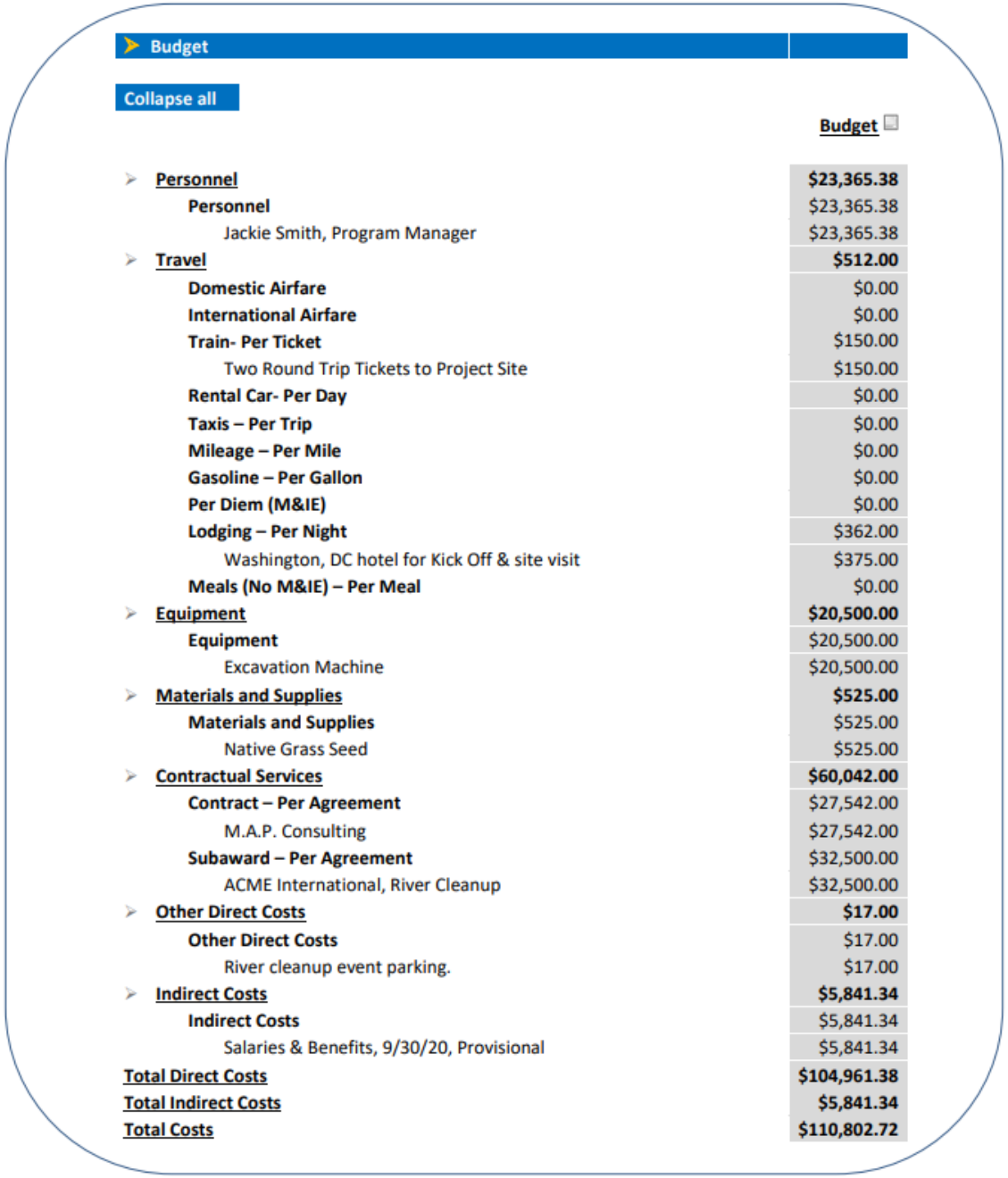
Next, complete the narrative box as shown below:



Detailed Budget Instructions

- The final expanded budget will appear as follows, showing the budget details.

- For further questions, contact Program Staff listed on the RFP.

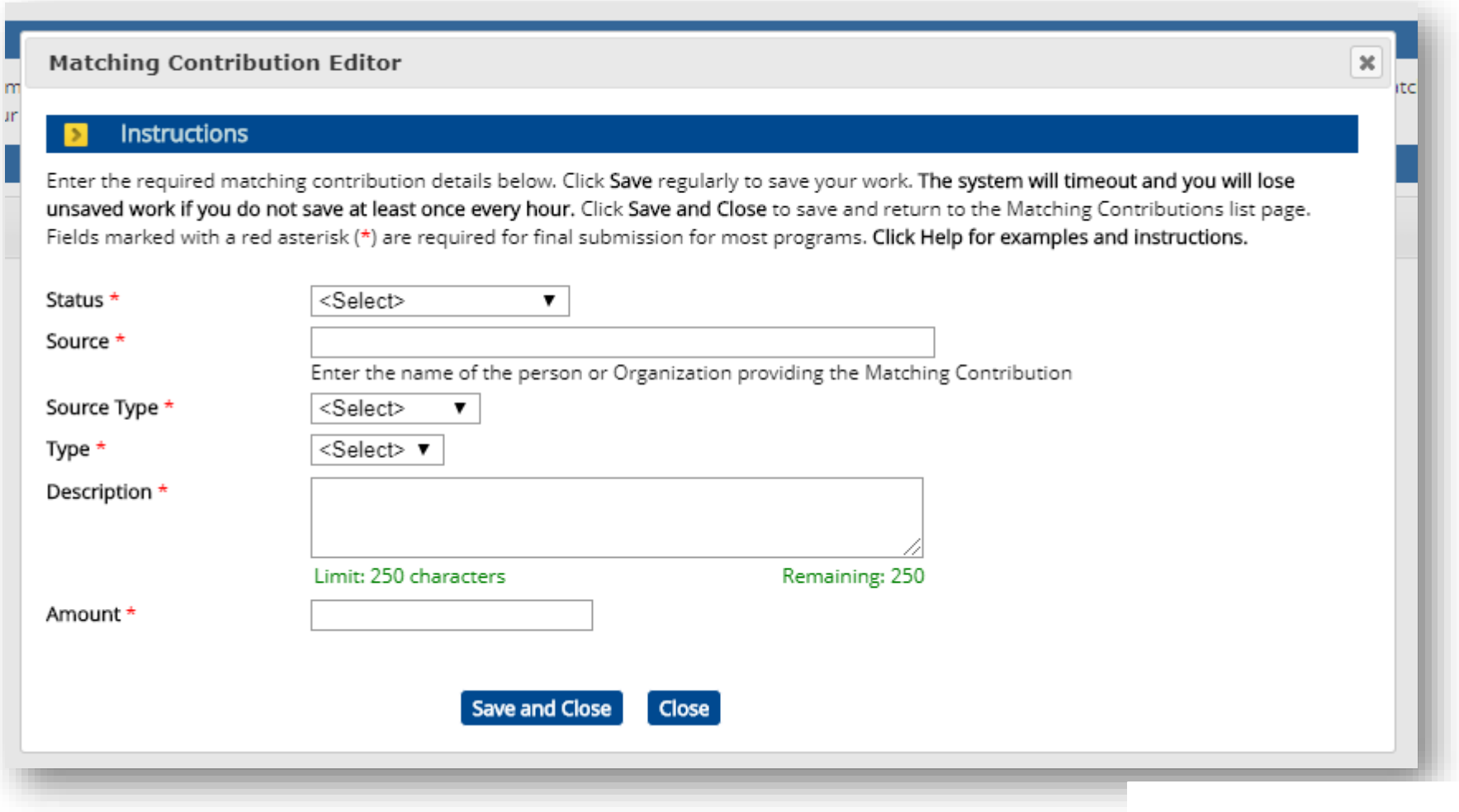


Budget

Collapse all

	Budget
Personnel	**$23,365.38**
Personnel	$23,365.38
Jackie Smith, Program Manager	$23,365.38
Travel	**$512.00**
Domestic Airfare	$0.00
International Airfare	$0.00
Train- Per Ticket	$150.00
Two Round Trip Tickets to Project Site	$150.00
Rental Car- Per Day	$0.00
Taxis – Per Trip	$0.00
Mileage – Per Mile	$0.00
Gasoline – Per Gallon	$0.00
Per Diem (M&IE)	$0.00
Lodging – Per Night	$362.00
Washington, DC hotel for Kick Off & site visit	$375.00
Meals (No M&IE) – Per Meal	$0.00
Equipment	**$20,500.00**
Equipment	$20,500.00
Excavation Machine	$20,500.00
Materials and Supplies	**$525.00**
Materials and Supplies	$525.00
Native Grass Seed	$525.00
Contractual Services	**$60,042.00**
Contract – Per Agreement	$27,542.00
M.A.P. Consulting	$27,542.00
Subaward – Per Agreement	$32,500.00
ACME International, River Cleanup	$32,500.00
Other Direct Costs	**$17.00**
Other Direct Costs	$17.00
River cleanup event parking.	$17.00
Indirect Costs	**$5,841.34**
Indirect Costs	$5,841.34
Salaries & Benefits, 9/30/20, Provisional	$5,841.34
Total Direct Costs	**$104,961.38**
Total Indirect Costs	**$5,841.34**
Total Costs	**$110,802.72**

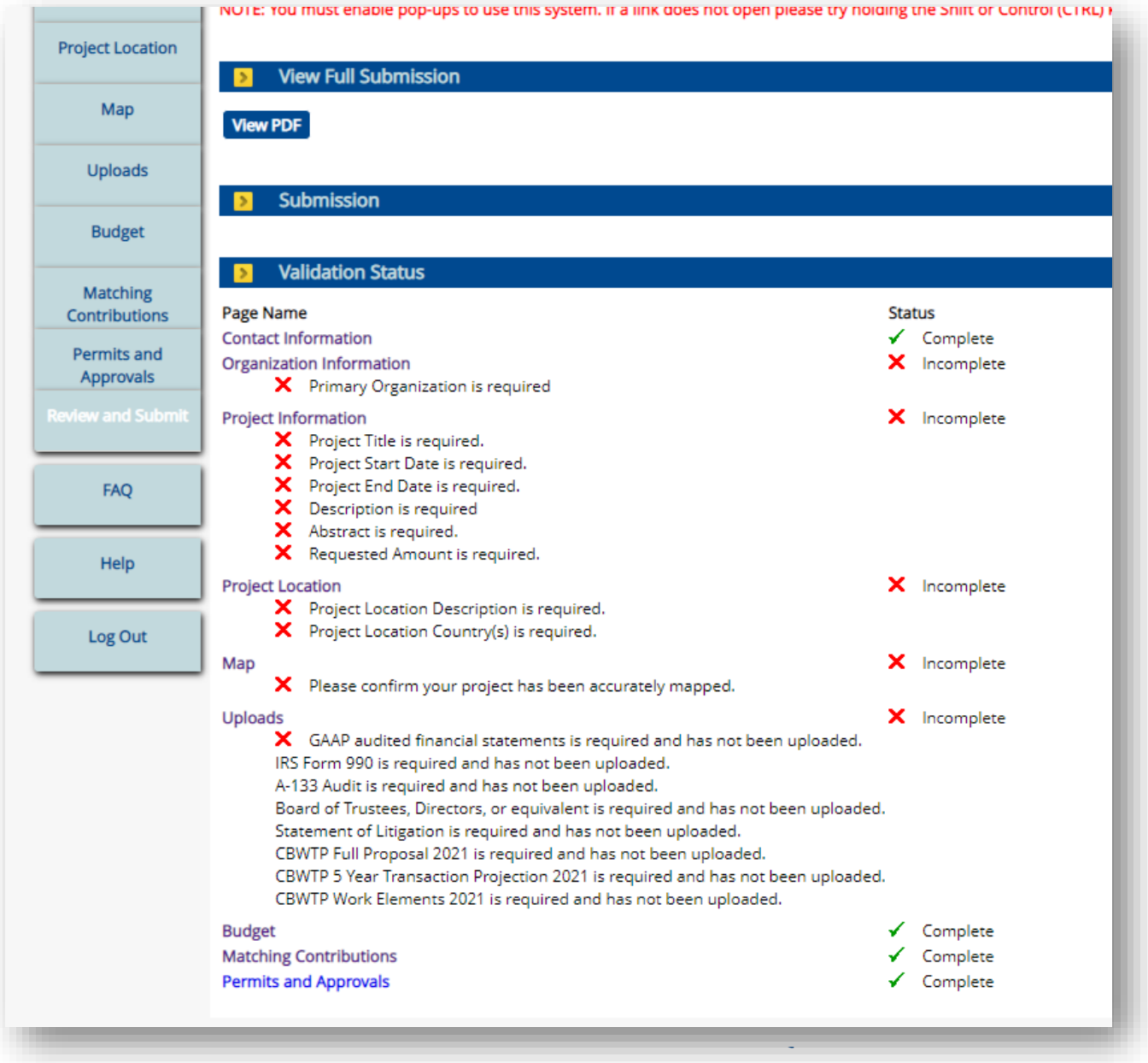
Matching Contributions



Review and Submit

- Make sure to click the blue **“Submit”** button to submit your proposal.

- If correctly submitted, you will receive a confirmation e-mail and the task will disappear from your homepage.



Resources

Tip Sheet
www.nfwf.org/sites/default/files/2024-05/cumberland_2024_tip_sheet.pdf

Resource Documents
www.nfwf.org/sites/default/files/2024-05/2024_cumberland_plateau_rfp_final.pdf

Required Financial Documents
http://www.nfwf.org/whatwedo/grants/applicants/Pages/required-financial-docs.aspx

Budget Instructions
http://www.nfwf.org/whatwedo/grants/applicants/Pages/budget-instructions.aspx

Detailed Budget and Narrative Guide
https://www.nfwf.org/sites/default/files/2020-07/nfwf-detailed-budget-narrative-guide.pdf

NFWF Indirect Policy
http://www.nfwf.org/whatwedo/grants/applicants/Pages/indirect-policy.aspx

Mapping Tutorial
http://www.nfwf.org/whatwedo/grants/applicants/Pages/mapping-tool.aspx

NATIONAL FISH AND WILDLIFE FOUNDATION NFWF

Timeline and Application Resources

Northern bobwhite

Program Timeline

QUESTIONS or COMMENTS

Will Singleton
Program Director, Southern Forests
Will.Singleton@nfwf.org
(202) 595-2607

Zack Bernstein
Manager, Southern Forests
zachary.bernstein@nfwf.org
(202) 595-2433

Sarah Vest
Coordinator, Regional Programs
Sarah.Vest@nfwf.org
(202) 888-1657

Easygrants technical support:

Email helpdesk at Easygrants@nfwf.org or leave a message at 202-595-2497