



NFWF



Monarch Butterfly and Pollinators Conservation Fund: 2024 Guidance for Applicants

Hello & Webinar Instructions



Crystal Boyd
Senior Manager, Pollinator Programs
crystal.boyd@nfwf.org

- All participants muted during webinar.
- Questions? Type your questions into the '**Questions**' box on control panel. I'll answer them as time allows. Any that we don't address, I can email you with a response.
- A recording of this webinar will be available on the Monarch Butterfly and Pollinators Conservation Fund webpage: www.nfwf.org/monarch

Agenda

- Overview of the Monarch Butterfly and Pollinators Conservation Fund
- 2024 Funding Opportunity Details
- Application Guidance
- Q & A



Monarch Butterfly and Pollinators Conservation Fund

Public-Private Partnership

- Bayer Crop Science
- Danone North America
- The Scotts Miracle-Gro Foundation
- Natural Resources Conservation Service (NRCS)
- U.S. Fish and Wildlife Service
- Bureau of Land Management
- U.S. Forest Service
- National Fish and Wildlife Foundation



Mission: Support efforts to increase monarch butterfly population numbers, with the ultimate goal of supporting a resilient population and continuing its migratory phenomenon, and to support other at-risk pollinators.



2024 Funding Opportunity

- Request for Proposals (RFP) available at:
www.nfwf.org/monarch
- New this year:
 No pre-proposal stage
- Full Proposals Due:
 Wednesday July 24
- Awards Announced:
 Mid-December



Eligibility

Applicants may include:

- Non-profit organizations
- Federal, tribal, state, and local governments
- Educational institutions

Ineligible:

- Private businesses
- Unincorporated individuals
- Organizations based outside the United States



Eligibility

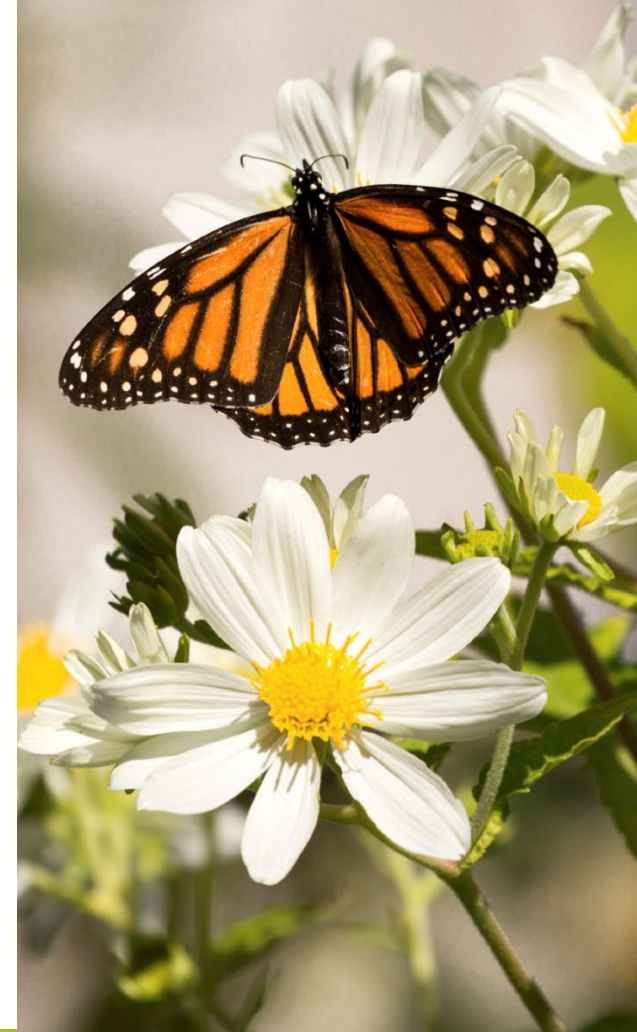
Ineligible use of grant funds:

- Political advocacy, fundraising, or lobbying
- Litigation, terrorist activities, or Foreign Corrupt Practices Act violations
- Legally mandated mitigation projects
- Equipment
- Telecommunications equipment, services or systems produced by Huawei Technologies Company or ZTE Corporation
- Research – but data collection to evaluate restoration is eligible as part of a larger project



Funding

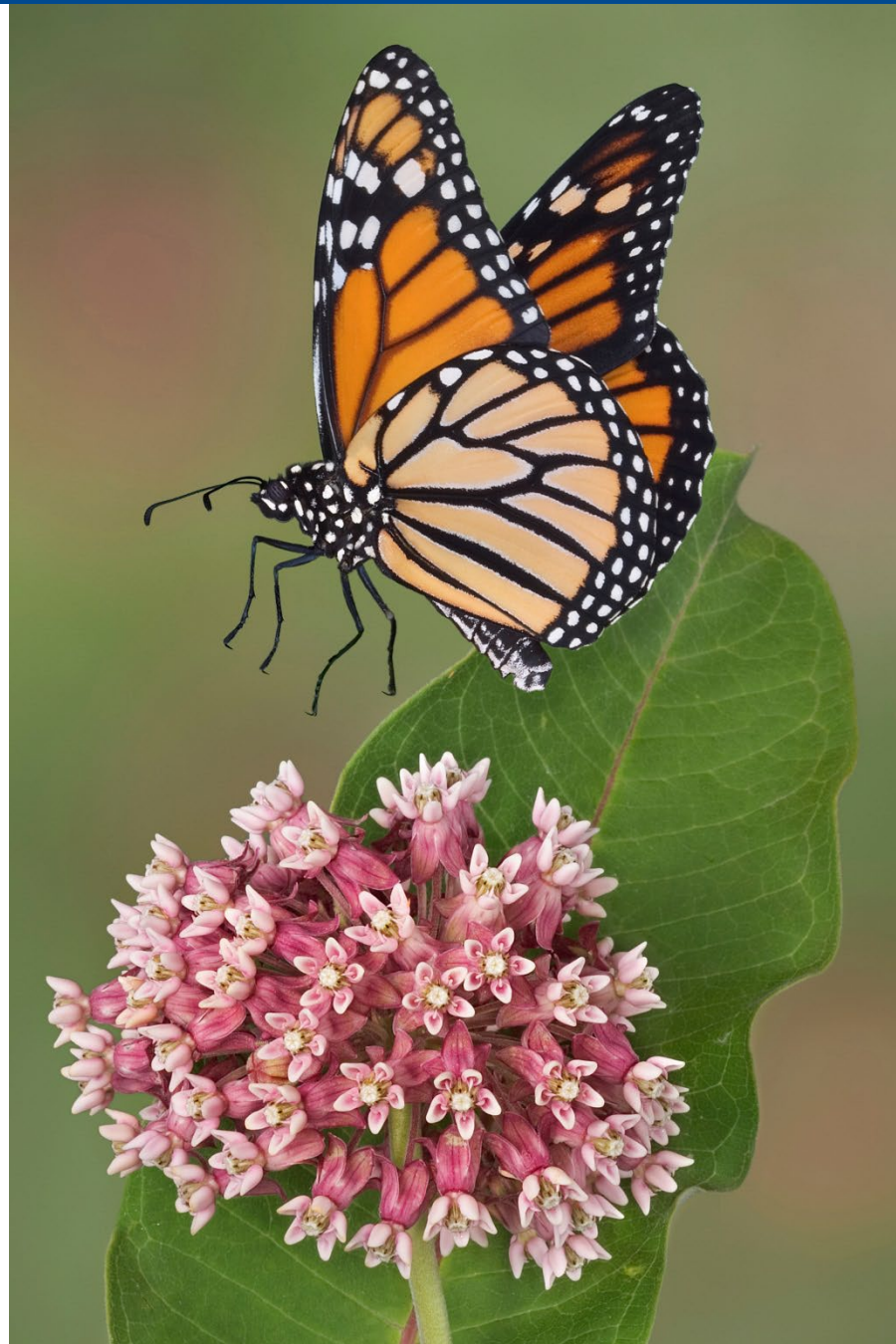
- Approximately \$5.1 million available
- Award range:
 - \$150,000 to \$500,000 for **Technical Assistance for Private Working Lands.**
 - Match of 1:1 in non-federal funds is not required but strongly encouraged.
 - \$200,000 to \$300,000 for **Habitat Improvement.**
 - Match of 1:1 in non-federal funds is not required but strongly encouraged.



Geography - Overall

Eligible states

- Arizona, Arkansas, California, Colorado, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky (Technical Assistance only), Michigan, Minnesota, Missouri, Montana, Nebraska, Nevada, New Mexico, North Dakota (Habitat Improvement only), New York (Technical Assistance only), Ohio, Oklahoma, Oregon, South Dakota, Texas, Utah, Washington, Wisconsin, West Virginia (Technical Assistance only), and Wyoming.
- **Projects outside these states are ineligible**

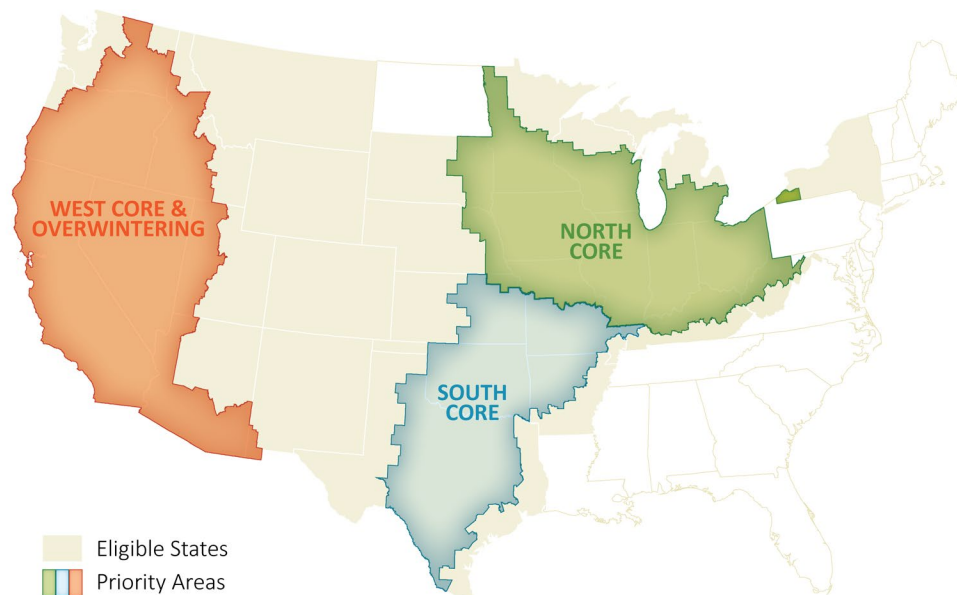


Geography – Technical Assistance Category

Eligible states: Arizona, Arkansas, California, Colorado, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nebraska, Nevada, New Mexico, New York, Ohio, Oklahoma, Oregon, South Dakota, Texas, Utah, Washington, Wisconsin, and West Virginia.

Priority: North Core, South Core, and West Core/Overwintering units

Parameters: Projects are restricted to private working lands

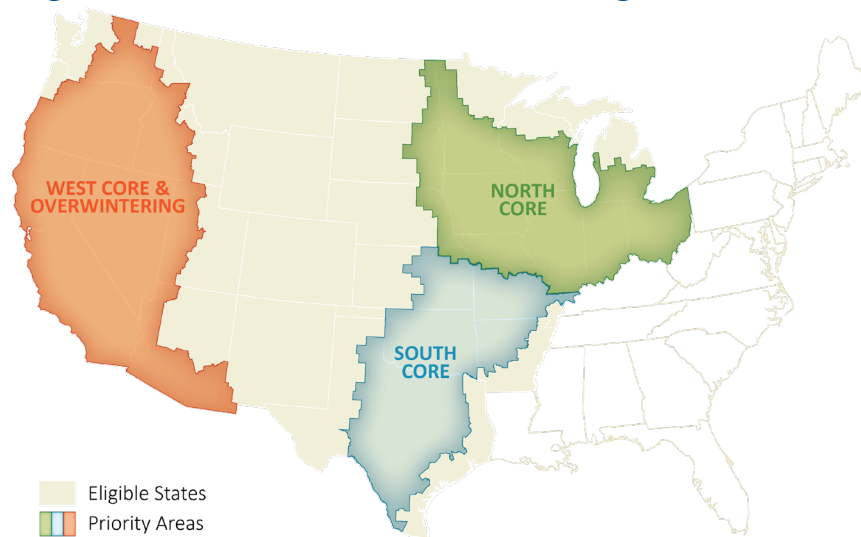


Geography – Habitat Improvement Category

Eligible states: Arizona, Arkansas, California, Colorado, Idaho, Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Montana, Nebraska, Nevada, New Mexico, North Dakota, Ohio, Oklahoma, Oregon, South Dakota, Texas, Utah, Washington, Wisconsin, and Wyoming.

Priority: North Core, South Core, and West Core/Overwintering units

Priorities west of the Rocky Mountains: Projects on or adjacent to the following: monarch overwintering sites, BLM lands, and USFS lands.



Program Priorities

1. Technical Assistance for Private Working Lands
2. Habitat Improvement

Please select one category that best describes the proposed project.



Technical Assistance for Private Working Lands

Goal: To support implementation of technical assistance to increase the number of private landowners voluntarily engaged in monarch butterfly and pollinator conservation practices on private working lands.

Strategies*

1. Hire additional staff or contractors to assist private landowners and NRCS with developing pollinator habitat management plans and the implementation of new and existing NRCS financial assistance contracts.
2. Target outreach to landowners and other partners to prioritize, plan, and deliver financial assistance available through the Conservation Stewardship Program (CSP), Environmental Quality Incentives Program (EQIP) and other Farm Bill programs to improve pollinator habitat and support at-risk species.

*See the RFP for information that must be provided.



Habitat Improvement

Goal: To restore and enhance connected monarch habitat across the species' range to support its annual life cycle and migration and other at-risk pollinators.

Strategies

1. Restore or enhance pollinator habitat with an emphasis on regionally appropriate milkweed and a diversity of nectar plants*
2. Increase supply of local ecotype seed and seedlings*

*Please define the step-by-step restoration plan, i.e. site prep, project size, techniques used, maintenance plan, etc.

*Please describe the intended use of seed or seedlings. Do not propose giving away seeds or seedlings without including significant follow-up, support, and monitoring efforts.



Metrics

All projects **must** include acres restored or enhanced*

- In CA: at least **100 acres**
- In other eligible states: at least **500 acres**
- For projects related to overwintering sites in California: **Contact Program Manager**

- Acres do not need to be contiguous
- Consider *restore = establish* versus *enhance = improve**

Increase Native Milkweed and Nectar Plant Resources Supply

- Milkweed seeds vs. other forb species*

*Read definitions in RFP.



Match – Technical Assistance

Technical Assistance category: Matching funds of at least 1:1 are not required but strongly encouraged.*

*The ratio of matching contributions offered to grant funding requested is one criterion considered during the review process. Projects that offer a 1:1 match ratio with contributions from non-federal sources will be more competitive.



Match – Habitat Improvement

Habitat Improvement category: Matching funds of at least 1:1 are not required but strongly encouraged.*

*The ratio of matching contributions offered to grant funding requested is one criterion considered during the review process. Projects that offer a 1:1 match ratio with contributions from non-federal sources will be more competitive.



Match

Technical Assistance category: Matching funds of at least 1:1 are not required but strongly encouraged.

Habitat Improvement category: Matching funds of at least 1:1 are not required but strongly encouraged.

Matching contributions may include:

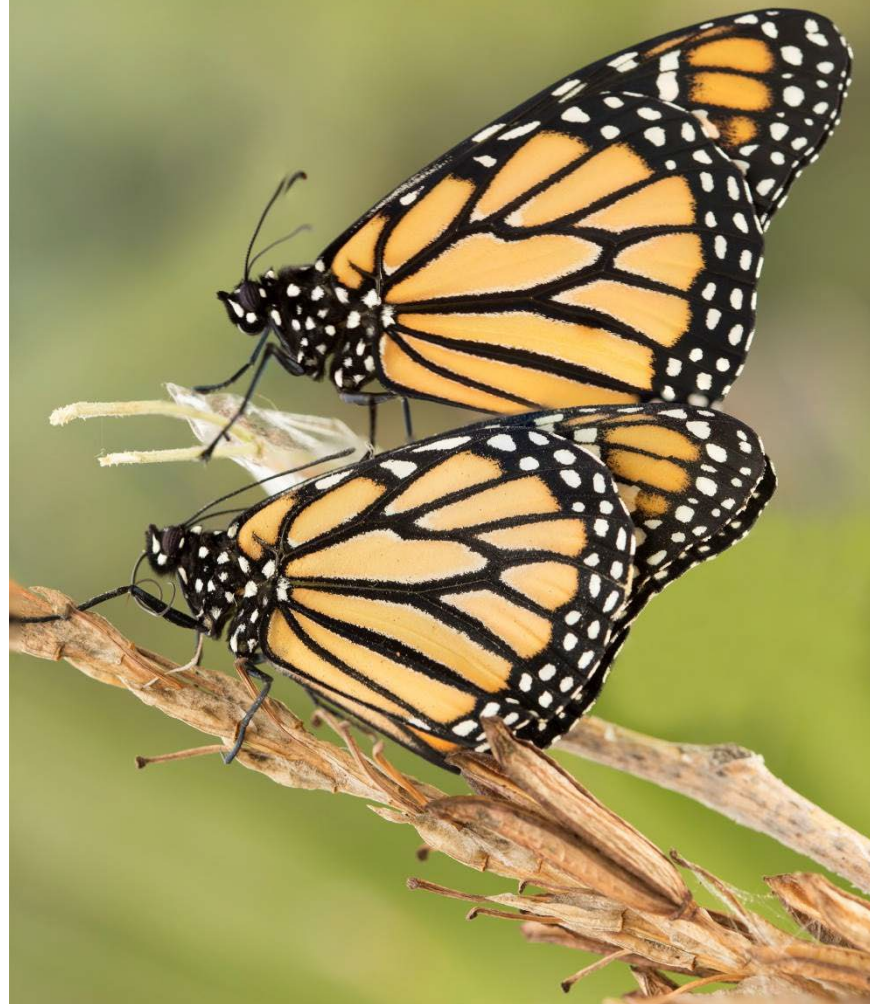
- Cash
- In-kind contributions, including:
 - ✓ staff and volunteer time
 - ✓ work performed
 - ✓ materials and services donated
 - ✓ other tangible contributions to the project objectives
 - ✓ eligible indirect costs not covered with grant funding



Match

Match must be:

- Verifiable from the grantee's records
- Not included as contributions for any other award
- Necessary and reasonable for accomplishment of project or program objectives
- Allowable costs based on the program and funding source guidelines
- Committed directly to the project and must be used within the period of performance
- Note: NFWF will not consider the portion of landowner expenses required as cost share to obtain funding on Farm Bill projects as partner contributions to match



Period of Performance

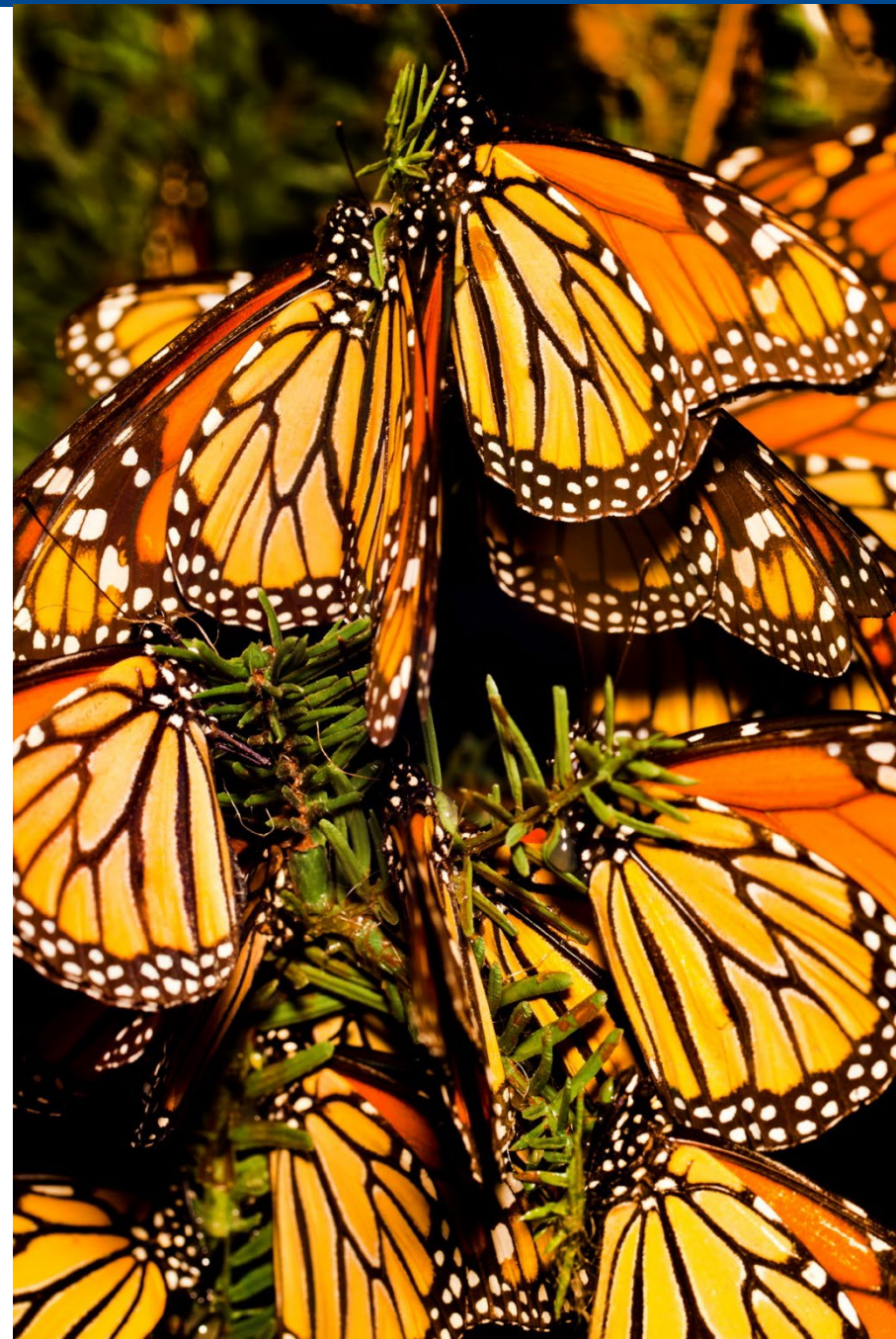
Duration

- Technical Assistance: up to 3 years
- Habitat Improvement: up to 2 years

Start date should be no earlier than January 1, 2025.

Match must be spent between project start and end dates.

Significant achievements are expected during year one.



Other

- Projects selected to receive federal funding may be subject to requirements under the following acts. Applicants should budget time and resources to obtain the needed approvals.
 - National Environmental Policy Act
 - Endangered Species Act
 - National Historic Preservation Act
- Award payments are primarily reimbursable. Projects may request funds for reimbursement at any time after completing a signed agreement with NFWF.



Full Proposal Requirements



Full Proposal

- Contact Information
- Organization Information
- Project Information:
 - Title
 - Period of Performance
 - Requested amount
 - Description
- Matching Contributions
- Uploads: 7-page Narrative
- Project Location and Map
- **Required: Letters of support**
- **Metrics**
- **Budget**
- **Financial docs**



Full Proposal 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 our grantees. To accomplish this task, we are asking organizations that we fund to assist us by providing basic information about their work.

As part of this effort to support diversity, we also desire to understand how our grantees engage with the communities where they work. The information provided on this excel form will be kept confidential, although the Foundation may share its aggregate findings. We will not share identifying information about any particular entity or project. These anonymized aggregate data will be used by NFWF.

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. 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 opt out of providing this information to NFWF; however, you still must upload this form to Easygrants with your application.

All applicants must complete this section, even if you have provided this data to NFWF in the past 12 months. 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 the form.

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:	<input type="text"/>
Project Title:	<input type="text"/>
Organization Full Name:	<input type="text"/>
Organization EIN:	<input type="text"/>
Organization Type:	<input type="text"/>
Organization Size (number of employees):	<input type="text"/>

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 exclude those who are on leave.)
Total Number:

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

Full Proposal Uploads - Narrative

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 race and ethnicity, poverty rates, low income rates, and annualized unemployment rates.

- Describe community characteristics of the project area and identify any communities impacted.
- Describe outreach and community engagement activities.
- Use demographic data to document (poverty statistics, demographic records to articulate high need or underserved communities).
 - This data can be found using Census data, State data centers, EJ Screen, and other sources

Full Proposal - Metrics

- Only metrics relevant to the proposed project should be selected.
- Required metrics per funding category.
- **All starting values should be zero (0)*.**
- Avoid double counting.
- Complete metrics notes & complete metrics upload.
- Grantees will be required to report progress toward project outcomes in terms of metrics selected.



Full Proposal - Metrics

Main

Contact Information

Organization Information

Project Information

Project Location

Map

Uploads

Metrics

Budget

Matching Contributions

Permits and Approvals

Review and Submit

FAQ

Grants | Sustain our Great Lakes Program | Sustain Our Great Lakes 2024

? Instructions

Follow the steps below to provide NFWF with metrics for showing progress on your project's primary activities and outcomes. More detailed instructions, screenshots, and examples are provided in the Metrics Help page displayed when you click **Help**. You may save and return to this page as often as needed to complete your metrics.

1. To view and select the available metrics, click **Select Metric**. A page will display all of the available metrics. If the list of available metrics is long, you can filter the list by clicking on the *Show* options – **Templates** and/or **Strategies**: Templates allows you to filter on metric templates, if there is more than one; Strategies allows you to filter on a single Strategy, e.g., Habitat Management – *Show All* is the default for both. For more details on each metric, "mouse-over" the question mark icon.
2. To select your metrics, check the box in the *Add* column for the metrics on which you will report, and click **Add Selected**. The table below will refresh and display the metrics. You must select and report on at least one metric on this page, and the Foundation's strong preference is for projects to contain a limited number of metrics for showing progress.
3. For each of your selected metrics, enter both *Starting Value* (i.e., the actual number at the start of your project), and a *Target Value* (i.e., the projected number at the completion of your project) amounts. Notes may be added to a metric by clicking the sheet icon to the right of the Completion number.
4. Click **Save** intermittently to save your data. The system will timeout after 60 minutes of non-use, and any unsaved data will be lost.
5. To remove a metric after you've selected it, click the **red X** to the right of the line item. To delete several metrics at once, click the checkbox to the left of each metric name and click **Delete Selected** at the bottom of the page. The system will request confirmation before deleting Metrics, and the page will refresh with the remaining metrics. All metrics remaining on the page must contain values before final submission.
6. When you are finished providing values, click **Save and Continue** to save your metrics and move to the next page.

Note: The metrics provided here are those selected by the Foundation. If you would like to report on additional metrics, please include these in your project narrative.

? Applicant Submission Version

Filter By: Show All Templates ▾ Show All Strategies ▾
Select Metric

Metric	Strategies	Required	Starting Value	Target value	
<input type="checkbox"/> SOGL - BMP Implementation - # of BMPs implemented	? Habitat Management	Recommended	<input type="text" value="0.00"/> # of BMPs implemented	<input type="text" value="10.00"/> # of BMPs implemented	X
<input type="checkbox"/> SOGL - Economic benefits - # jobs created	? Capacity, Outreach, Incentives	Recommended	<input type="text" value="0.00"/> # jobs created	<input type="text" value="12.00"/> # jobs created	X
<input type="checkbox"/> SOGL - Economic benefits - # jobs sustained	? Capacity, Outreach, Incentives	Recommended	<input type="text" value="0.00"/> # jobs sustained	<input type="text" value="2.00"/> # jobs sustained	X
<input type="checkbox"/> SOGL - Erosion control - Lbs sediment avoided	? Habitat Restoration	Recommended	<input type="text" value="0.00"/> Lbs sediment avoided	<input type="text" value="1,073.00"/> Lbs sediment avoided	X
<input type="checkbox"/> SOGL - Green Infrastructure - Acres of greenspace	? Habitat Management	Recommended	<input type="text" value="0.00"/> Acres of greenspace	<input type="text" value="38.00"/> Acres of greenspace	X

↑



Full Proposal - Metrics

Add notes to selected metrics provided.

Filter By: EMR Metrics Show All Strategies Select Metric

Metric	Strategies	Required	Starting Value	Target value
<input type="checkbox"/> FIF - Building institutional capacity - # FTE with sufficient training	? Capacity, Outreach, Incentives	Optional	<input type="text"/> # FTE with sufficient training	<input type="text"/> # FTE with sufficient training
<input type="checkbox"/> FIF - Monitoring - # vessels in monitoring program	? Planning, Research, Monitoring	Optional	<input type="text"/> # vessels in monitoring program	<input type="text"/> # vessels in monitoring program

Viewing Records 1 - 2 of 2 Page size 25 First | Previous | Next | Last | Show All

Select All Delete Selected

Save Save and Continue

Notes

Metric : FIF - Monitoring - # vessels in monitoring program

Note

Save And Close Close



Application Assistance

RFP Webpage:

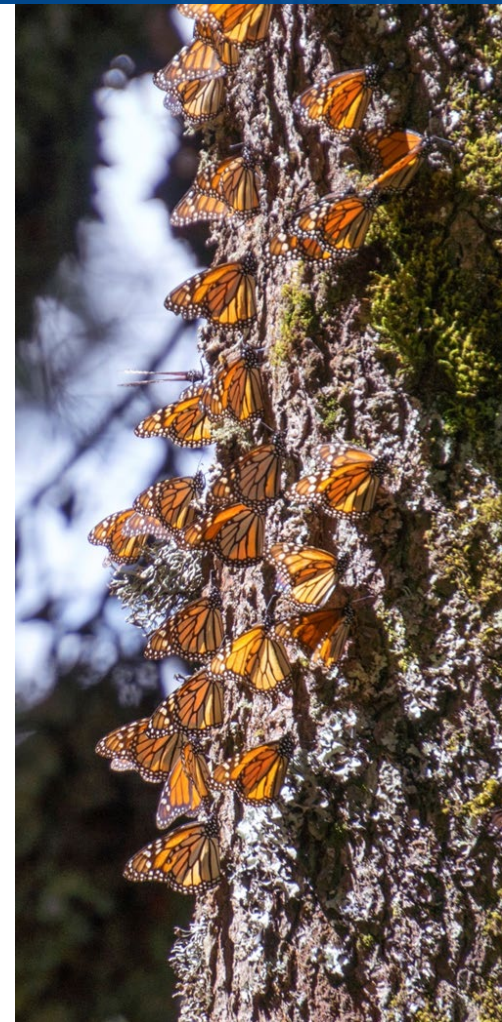
- [2024 RFP Webpage](#)
- [Tip Sheet](#) (Step-by-step pre- to full proposal guidance)
- [Easygrants Instructional Webinar](#) (Step-by-step video tutorial to complete a proposal in Easygrants)

[NFWF Application Information](#)

- a. [Budget instructions](#)
 - Download [Detailed Budget and Narrative Guide](#)
 - ***REQUIRED:** Provide a respective budget narrative describing 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](#)

Program Page:

- www.nfwf.org/monarch
- Grant slates for projects funded in 2015 through 2023

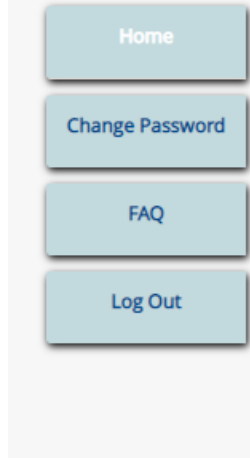
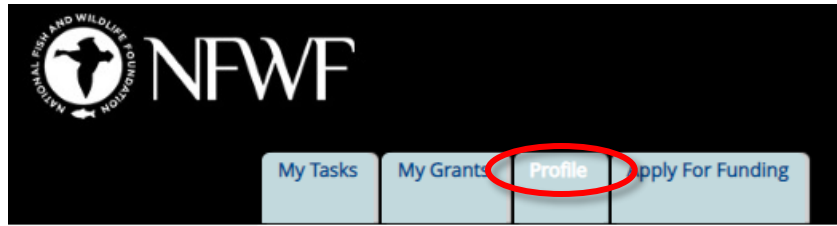


Application Assistance – Easygrants Tips

How do I get started?

- Review the RFP and ask questions early!
- If you've never used Easygrants before, create your login TODAY and familiarize yourself with the system (easygrants.nfwf.org). View the [pre-recorded Easygrants 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.
- 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.
- Save often!

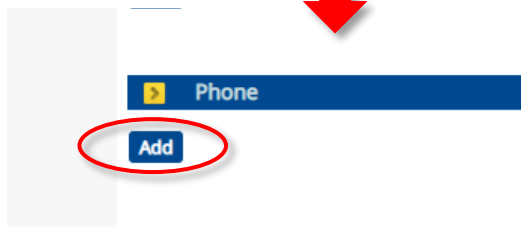




[View My Contact Details](#)
[Manage My Communication and Interests](#)
[Manage My Demographics](#)

Click here

Scroll down



Please review your contact details and make sure that you **provide a phone number**

Application Assistance – Award Acceptance

What should I expect if I receive a NFWF award?

- New NFWF process to minimize # of proposals resubmissions to complete contracting
- Gap (1-2 months) between hearing from NFWF after award notification. NFWF needs more time to bring forward all proposal revisions at once.
- Process can take several months - Please respond to proposal resubmission requests **within two weeks** to keep your proposal moving toward approval & signed grant agreement!
- NFWF cannot reimburse until grant agreement signed & grant activated in Easygrants

3 commonly missed in full proposal that WILL delay contracting:

- Metrics
- Budget narratives
- Financial documents



Timeline

2024 Timeline

- (New this year: No pre-proposal stage)
- Full Proposals Due: **Wednesday July 24** at 11:59pm Eastern Time
- Review Period: July – December
- Awards Announced: Mid-December



Questions

Programmatic Questions:

Crystal Boyd – Senior Manger, Pollinator Programs

Email: crystal.boyd@nfwf.org

Application/Easygrants Questions:

Naomi Attaway - Coordinator, Regional Programs

Phone: 202-595-2496

Email: naomi.attaway@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.

www.nfwf.org/monarch

