Webinar Instructions

- All participants muted during webinar.

- Questions? Type your questions into the ‘Questions’ box on control panel. I’ll be answering them as time permits. Any that we don’t address, I will contact you with a response.

- A recording of this webinar will be available on the webpage for the 2019 NWR Friends RFP (https://www.nfwf.org/refugefriends/Pages/2019rfp.aspx)

Crystal Boyd
Program Manager
612-564-7253
crystal.boyd@nfwf.org
Agenda

1. Overview of the National Fish and Wildlife Foundation (NFWF)

2. Overview of the National Wildlife Refuge Friends Program

3. Review 2019 RFP
   - Funding Categories
   - Funding Availability
   - Timeline

4. How to Submit a Proposal in EasyGrants

5. Questions
NFWF Overview

• Since its creation by Congress in 1984, NFWF has become one of the world’s largest conservation grant-makers.

• NFWF specializes in bringing all parties to the table – individuals, government agencies, nonprofit organizations and corporations.

• NFWF does not lobby or litigate; its mission is to get the best conservation on the ground.
Friends Program Overview

• The Friends grant program funds projects that assist refuge Friends groups in being effective co-stewards of our nation’s important natural resources within the National Wildlife Refuge System.

• Since 1998, this program has provided over 530 awards totaling more than $2.5 million in federal and corporate funds. While matching contributions are not required, over $2.6 million has been contributed towards these projects.
This is a national program. Refuge friends organizations from any state may apply for any category.
2019 Funding Opportunity

• RFP available at [www.nfwf.org/refugefriends](http://www.nfwf.org/refugefriends)

• Full Proposals due: Thursday, August 15, 2019 by 11:59 PM Eastern Time

• Eligible applicants
  
  ✓ US FWS Refuge Friends Organizations

• Anticipated funding: $150,000 nationwide

• Grant size: $1,500 - $15,000
Funding Categories

Select one category:

1. Non-profit Capacity Building
2. Project Specific Grants
3. Peer-to-Peer Coaching
4. Public Access Enhancements and Increasing Hunting and Fishing Experiences

❖ **Overarching** goals of the program are to help refuge Friends organizations build expertise and capacity

✓ Develop and execute projects
✓ Expand skills
✓ Build relationships
✓ Increase community recognition
1) Non-profit Capacity Building

Funds will be provided to build capacity for both newly forming and already established refuge Friends organizations.

Examples of capacity building include:

- strategic plan development
- website development
- logo design
- consultant fees
- tuition for trainings
- formative or initial operational support for newly forming Friends organizations
Funds will be provided to organizations seeking to manage and implement projects.

Projects must be new or an expansion/improvement to an existing project.

Examples include:
- Building an observation tower
- Planting a pollinator garden
- Developing and providing interpretive materials and programs
- Restoring habitat
3) Peer-to-Peer Coaching

Funding will be provided to refuge Friends organizations that propose to coordinate and execute Friends peer-to-peer coaching for a minimum of three other U.S. Fish and Wildlife Service Friends organizations. Applications must contain a proposed agenda, which includes at least one session either led or co-led with USFWS staff.
4) Public Access & Hunting/Fishing Experiences

Funds will be provided to organizations seeking to enhance public access and increase hunting and fishing experiences on National Wildlife Refuges.

Approx. $50,000 is available for projects in these subcategories:

1. Access and Facilities
   - Develop new or improve existing public access points or facilities or construct new recreational infrastructure

2. Outreach, Experiences, and Educational Programs
   - Work with partners to support programs focused on hunting and fishing recruitment, retention, and reactivation

3. Habitat Restoration
   - Partner with habitat restoration projects that seek to enhance sustainable hunting and fishing programs.
Ineligible Uses of Grant Funds

The Friends program is not able to fund the following:

• Printing for professional publishing purposes
• Political advocacy or litigation activities
• Salaries
• Non-profit filings
• Food or beverages
• Travel
  – Exception: travel is allowable for Peer-to-Peer
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.
2019 Timeline

• Full Proposals Due: Thursday, August 15 at 11:59 PM EST
• Review Period: Mid-August – Late October
• Awards Announced: Last week of October
• Agreement Development: November 2019 - March 2020

Credit: Traci Giefer
Tips for Success

• Be concise!

• Explain how this grant will **improve or increase capacity**, especially if it is for an ongoing program.

• If hiring contractors or consultants, include quotes or other evidence to show the budget is accurate.

• Make sure the budget matches the narrative and does not include prohibited items.

• Make sure the direct and indirect costs are reasonable and competitive.

• Include your maintenance plan.
Enter your login ID and password and click Log In below. If you have forgotten your password, click Forgot your password? below. If you are a first time visitor to this system, click Register here below.

**Easygrants Helpdesk:**
*Email: easygrants@nfwf.org*
*Voicemail: 202-595-2497*
Easygrants – Creating Username or Organization

- Do not create duplicate accounts.
- Use your professional email address and full legal organization name.
- Fill out all required information.
- Unsure if you already have a user account or if organization is registered in Easygrants? Contact helpdesk at easygrants@nfwf.org or 202-595-2497.
Need a non-blurry screen shot.
Caroline Oswald, 7/15/2016
Once you have created your easygrants log-in and or you log-in as an existing user, please visit review your contact details and make sure that you provide a phone number. To do so…
Used for navigating through your application in EasyGrants.
Project Information

• **Title:** short, descriptive name indicating project purpose. (~100 characters)

• **Project start and end dates:**

• **Description:** Two sentences about primary project activities, location, outcome/metrics and relevance to conservation. (~500 characters)
  – Clearly state the main activity and the method being used
  – Address a specific habitat, location or species benefitted

• **Abstract:** More detailed description including location, major activities, outcome/metrics, and partners. (~1,500 characters)
  – State what your organization will do
  – Provide context and background information
  – Explain how the project outcomes will specifically address a conservation issue
Narrative

• **Activities:** Elaborate on the primary activities that will be employed through the grant. Explain how these activities are expected to lead to the outcome(s). Describe how these activities relate to established plans (management, conservation, recovery, etc.) and priority conservation needs in the specific project location.

• **Outcome(s):** Elaborate on the outcome(s) summarized previously in the application; discuss what makes this outcome(s) achievable and important.

• **Tracking Metrics:** Indicate how the project will monitor/assess progress on the metrics selected previously in the application. Please note any challenges or limitations anticipated with tracking the metrics.

• **Project Team:** List key individuals and describe their qualifications relevant for project implementation. (include contractor info is known)

• **Other (Optional):** Provide any further information important for the review of this proposal

---

**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
Budget

- Budget represents **only** the grant amount requested from NFWF

- Must comply with OMB’s Uniform Guidance ([whitehouse.gov/omb/circulars/index.html](whitehouse.gov/omb/circulars/index.html))

- Itemize all costs in appropriate budget categories. Costs must relate to project activities.

- No lumping costs i.e., ‘All Salaries: $10,000’ Add narrative details to explain costs in budget line items.

- ‘Total Amount Requested’ in Project Information section must equal the ‘Budget Grand Total’ in Budget section

- Budget Narrative must accompany every section of the budget
How-to input additional information in your Budget

**Line Item**

- **Domestic Airfare - Per Flight**

**Notes**

- Travel for one biotech and one volunteer to Seattle from Boston for Killer Whale Conference.
- Travel for principal investigator to Anchorage from St. Petersburg for site visits.
Matching Requirement

• Grants do not require a minimum 1:1 match, but it is encouraged. Match may be in the form of cash, in-kind contributions of goods and services, and/or donated land value

• Indicate match “status”, secure match is favorable but not required

• Competitive grants will have a non-federal match component

• Federal funds may be considered as match.
## Easygrants – Uploads

Review ‘Upload Checklist’ and upload relevant files into Easygrants.

**Required:**
- IRS-990
- A-133 Audit
- GAAP Audit
- Board of Trustees, Directors or Equivalent
- GAAP audited financial statements

**Templates provided for:**
- Statement of Litigation
- Full Proposal Narrative

*If you don’t have a required document, just upload an explanation on your company letterhead in place of the required document.*
Uploads – Financial and Other Documents

All financial documentation must:
• Represent the same fiscal year period
• Must be the most recent financial information available
• Must be less than two years old

For details on what documents you need to submit and for FAQs regarding financial documents, go here:
www.nfwf.org/whatwedo/grants/applicants/Pages/required-financial-docs.aspx
Applicant Resources

- RFP, including Evaluation Criteria
- Application Tip Sheet
- FAQ Document
- Grant slates for projects funded in the past
- Webinar recording
- Easygrants Help
  - Easygrants@nfwf.org
  - 202-595-2497
  - Include: Name, Proposal ID #, Email, Phone, Program, & Issue
We’d love to hear from you!

Programmatic Questions
Crystal Boyd
Program Manager
Central Regional Programs
Crystal.Boyd@nfwf.org

Application/Easygrants Questions
Daley Burns
Regional Coordinator
Phone: 202-595-2440
daley.burns@nfwf.org

www.nfwf.org/refugefriends