Acres for America

Applicant Webinar - March 25, 2020
Chris West, Kimberly Shriner, Jeff Constantz
Webinar Etiquette

- Please **MUTE** your phone.

- Do not hit your phone’s **HOLD** button.

- **Question?**
  Type it in the **Question box** on the control panel. We will repeat your question to the group and respond at the end of the webinar.

- **Problem?**
  Type it into the **Chat box** on the control panel. We will try to resolve it during the webinar.

- This **Webinar** and **Tip Sheet** can be found at the **Acres for America** program page.
About NFWF

The National Fish and Wildlife Foundation (NFWF) is a 501 (c)(3) non-profit dedicated to conserving and restoring our nation’s native fish and wildlife and the habitats on which they rely.

WHO WE ARE

- Chartered by Congress in 1984
- 30 member Board appointed by Secretary of the Interior
  - Includes FWS Director and NOAA Administrator

WHAT WE DO

- Protect and restore nation’s fish, wildlife and habitats
- Bring collaboration among federal agencies & private sector
- Create common ground among diverse interests

HOW WE DO IT

- Leverage public funding with private money
- On-the-ground conservation projects through grant making
NFWF’s Business and Operations Model

Non-Federal Partner Resources
- Corporations
- Foundations
- Private Donors
- States
- NGOs

Federal Partner Resources
- Appropriations
- Cooperative Agreements

Leader in fish, wildlife and habitat conservation through collaborative public-private partnerships that implement science-based strategies to achieve measurable outcomes.
NFWF’s Partners
Walmart’s Acres for America

Acres for America has become one of the most visible and effective partnerships in land conservation.

Acres for America was launched on April 12, 2005 at the National Geographic Society in Washington, DC.

On November 17, 2015, Walmart and NFWF announced a 10-year, $35 million renewal of the program.
Since 2005, the Acres for America program has invested in conservation projects of national significance that also benefit people and local economies.

**Acres for America Priorities**

- Conserve critical habitats for birds, fish, plants and wildlife
- Connect existing protected lands to unify wild places and protect migration routes
- Provide access for people to enjoy the outdoors
- Ensure the future of local economies that depend on forestry, ranching and wildlife
As of 2019:

- More than 1.49 million acres protected, an area comparable in size to Everglades National Park
- 94 projects in 40 states, the District of Columbia and Puerto Rico, working with over 100 partners

2005 Goal: Protect 100,000 acres of land to offset Walmart’s domestic development footprint.

Walmart’s $52M investment has leveraged more than $774M in matching contributions, making this one of the most efficient land conservation programs in history.
Acres for America 2005-2019

94 projects in 40 states, the District of Columbia and Puerto Rico have been funded to protect and preserve habitat and open spaces and connect vital wildlife corridors.

1,493,859 Acres Protected!!
Walmart has supported numerous groups and agencies representing thousands of individuals and hundreds of communities.

Acres for America Grant Recipients
Funding Available:

- Approximately $3.1 million is available in 2020. We anticipate between six (6) and eight (8) projects will be awarded funds.

Programmatic Focus:

- To be considered for funding through the Acres for America program, land acquisitions and conservation easements should meet the following criteria:
Conservation Criteria:

• Protect or contribute to the protection of significant acres of land, and address one/more program priorities.

• National or State conservation priority.

• Protect critical fish and wildlife species.

• Expand wildlife connectivity.

• Expand public access to nature.

• Benefit local economies.

• Provide a range of ecological services.

• Under threat of conversion.
**Additional Criteria:**

- Shapefile delineating the land proposed in the context of adjacent protected lands.
- Entire transaction structure explained in detail.
- Final disposition of land, including long-term ownership and management plans.
- Conservation easement restrictions.
- Please view the NFWF website page [Guidance to Applicants Requesting Funds for the Acquisition of Interests in Real Property](https://www.nfwf.gov/Territory/Menu/CaliforniaCoast/).  

**Please note, there is a requirement for the inclusion of NFWF language in grant agreements, deeds, conservation easements.**
NFWF’s Focal Landscapes
# Acres for America

## Project Metrics

<table>
<thead>
<tr>
<th>Project Activity</th>
<th>Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservation Easements</td>
<td># acres protected under easement (include acres of wetland, timberland, grazing lands protected)</td>
</tr>
<tr>
<td>Conservation Easements</td>
<td># acres connected as a result of this easement</td>
</tr>
<tr>
<td>Conservation Easements</td>
<td># stream/riverine/riparian miles protected as a result of this easement</td>
</tr>
<tr>
<td>Land Acquisitions</td>
<td># acres acquired in fee (include acres of wetland, timberland, grazing lands protected)</td>
</tr>
<tr>
<td>Land Acquisitions</td>
<td># acres connected as a result of this acquisition</td>
</tr>
<tr>
<td>Land Acquisitions</td>
<td># stream/riverine/riparian miles protected as a result of this acquisition</td>
</tr>
<tr>
<td>Economic Benefits</td>
<td># jobs created</td>
</tr>
<tr>
<td>Economic Benefits</td>
<td># jobs sustained</td>
</tr>
<tr>
<td>Public Access</td>
<td># acres opened to public access</td>
</tr>
<tr>
<td>Public Access</td>
<td># miles opened to public access</td>
</tr>
</tbody>
</table>
**Match Requirements:**

- Grants require a minimum 1:1 match in the form of cash, in-kind contributions of goods and services, and/or donated land value.
- Federal funds may be considered as match.

**Eligibility:**

- Non-profits, state/local/municipal governments, Indian tribes, and educational institutions.
- The fee transfer or perpetual easement must qualify for "conservation purposes" as defined by IRS Code 170(h).
- Provide all acquisition documents, including appraisals, title reports, surveys, mineral rights assessments, etc.
Grant Process:

- Please contact the regional office contact person listed in RFP to discuss your project and its potential fit for the Acres for America and/or other NFWF programs.

- Two-stage process: 1) pre-proposal, 2) full proposal.

- The pre-proposal deadline is **April 15**. Only pre-proposals submitted through Easygrants are considered.

- Selected pre-proposals will be invited to submit full proposals. Invitations will be emailed **mid May**.

- The full proposal deadline is **June 24**.

- Final funding decisions will be made by the NFWF Board of Directors **late October**.
Program Examples

- Creamer’s Field Migratory Waterfowl Refuge (AK)
- Ballet Ranch (KS)
- Canoochee Sandhills (GA)
- Rolston Rest, Green Mountain National Forest (VT)
Expansion of Creamer’s Field Migratory Waterfowl Refuge by 520 acres will secure a cherished wildlife area within the city of Fairbanks, Alaska and allow for the enhancement of wildlife habitat for sandhill cranes, waterfowl and other migratory birds, and provide for expanded public recreation. Permanent protection will prevent its conversion to a toxic coal ash dump site.
Conservation easements on the Ballet Ranch, an intact 9,250-acre multi-generational ranch in the Red Hills ecoregion of Kansas, will protect the ranch from fragmentation and development. Expansion and protection of landscape-level habitat for species of concern such as cave-dwelling bats, lesser prairie-chicken, plains minnow, longnose snake; as well as sustaining economic viability and compatibility.
Permanent protection of **6,065 acres** will support viable gopher tortoise habitat to potentially avoid a federal listing of this candidate species, as well as allow for expansion of longleaf pine habitat on the property. Land will be managed for conservation and recreation by GADNR as a public Wildlife Management Area.
Rolston Rest, Green Mountain National Forest (Vermont)

Acquisition of 2,745-acres will knit together a 140,000-acre block of conservation land. Project will decrease fragmentation and increase connectivity within the Green Mountain Wildlife Linkage; protect drinking water sources for Vermont, New York, and Quebec residents; provide significant recreational access for hikers, cross-country skiers, hunters, and anglers; and support a local economy dependent on recreation and tourism.
Questions about this RFP?
Easygrants: How to Submit a Pre-proposal

Getting Started

• Go to easygrants.nfwf.org
• Login or Register
Creating Username or Organization

- Do not create duplicate accounts.
- Use your professional email address and full legal organization name.
- 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.
Review your contact details, make sure you provide a phone number.

[Diagram of Easygrants website]

Click here to view your contact details.

Scroll down to add a phone number.
Apply for Funding

- Click the “Apply for Funding” button
- Select the *Acres for America Fall 2020* Funding Opportunity
- Click “Continue”
- Click “Apply”
Easygrants

Eligibility Quiz
• Complete and click “Submit”, then “Continue”.

Pre-Proposal Task
• Click on the “Pre-proposal” task on your Home page.
Easygrants: Pre-Proposal

Sections of the Pre-Proposal Application
- Click on links in left column to complete each section of your application.
Project Information Section

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

• **Description:** (~500 characters)
  - Main activities (fee acquisition, easement)
  - Specific habitat, location or species benefitted

• **Abstract:** (~1,500 characters)
  - Location, activities, outcome/metrics, and partners
  - Context and background information
  - Explain how outcomes will address a conservation issue

• **Requested Amount:**
  - Grant amount requesting from NFWF
  - Grant can only be applied to purchase price
Easygrants: Pre-Proposal

Uploads Section: Pre-Proposal Narrative
- Download the “NFWF Pre-proposal Narrative Template”, complete offline, then upload.
Easygrants: Pre-Proposal

Uploads Section: Pre-Proposal Narrative Template

Make sure to mention:

• Applicable conservation criteria
• Entire transaction structure, including full purchase price and partnerships
• Threats to the property if not conserved
• Acquisition disposition / easement restrictions
• Applicable metric values
Easygrants: Pre-Proposal

Uploads Section: Project Site Map

- Provide a map delineating the land proposed for conservation in the context of adjacent protected lands (e.g. federal, state, private, easements, etc.).
Easygrants: Pre-Proposal

Uploads Section (continued)

<table>
<thead>
<tr>
<th>Upload Type</th>
<th>Original File Name</th>
<th>Converted File Name</th>
<th>Status</th>
<th>Uploaded Date (Desc)</th>
<th>Uploaded By</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Site Map</td>
<td>Example Map.jpg</td>
<td>Example Map.pdf</td>
<td>Successfully validated and converted file.</td>
<td>4/6/2016</td>
<td>Shriner, Kimmy</td>
<td></td>
</tr>
<tr>
<td>Pre-proposal Narrative</td>
<td>Example Narrative.doc</td>
<td>Example Narrative.pdf</td>
<td>Successfully validated and converted file.</td>
<td>4/6/2016</td>
<td>Shriner, Kimmy</td>
<td></td>
</tr>
</tbody>
</table>
Matching Contributions Section

- Grants require a minimum 1:1 match in the form of cash, in-kind contributions of goods and services, and/or donated land value.
- Federal and non-federal funds may be considered as match.
- Include ALL sources no matter the status (intend to apply, application submitted, pledged, received), and ensure they add up to full project value.

Review & Submit Section

- Make sure the status of all sections is complete (✓).
- Review and save your completed proposal → View the PDF → Click “Submit”!
Easygrants: Pre-Proposal

Acres for America TIP SHEET

- A **Tip Sheet** with step-by-step instructions for using Easygrants can be found on the [Acres for America](#) program page.
Easygrants: Pre-Proposal

HELP!! Use the Help button or contact us via the information at the bottom of the page.
Easygrants: How to Submit a Full Proposal

1. Click on the “Full proposal” task on Home page.
Easygrants: Full Proposal

Additional Sections in the Full Proposal Application

- Click on links in left column to complete/update each section of your application.
Easygrants: Full Proposal

Uploads Section

- Review the **Upload Checklist** for a list of the required documents that must be uploaded into Easygrants.

- If you do not have a required document, simply upload an explanation on your company letterhead in place of the required document.

- 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
  - Financial documents FAQs: [www.nfwf.org/whatwedo/grants/applicants/Pages/required-financial-docs.aspx](http://www.nfwf.org/whatwedo/grants/applicants/Pages/required-financial-docs.aspx)

<table>
<thead>
<tr>
<th>Upload</th>
<th>Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Narrative</td>
<td>Yes</td>
</tr>
<tr>
<td>Project Maps</td>
<td>Yes</td>
</tr>
<tr>
<td>Letters of Support</td>
<td>Yes</td>
</tr>
<tr>
<td>Other documents</td>
<td>No</td>
</tr>
<tr>
<td>Statement of Litigation</td>
<td>Yes</td>
</tr>
<tr>
<td>Board of Trustees or Directors</td>
<td>Yes</td>
</tr>
<tr>
<td>GAAP Audited Financial Statements*</td>
<td>Yes</td>
</tr>
<tr>
<td>IRS Form 990*</td>
<td>Yes</td>
</tr>
<tr>
<td>Single Audit*</td>
<td>Yes</td>
</tr>
<tr>
<td>Conceptual or Engineered Plans</td>
<td>No</td>
</tr>
<tr>
<td>Photos</td>
<td>Yes</td>
</tr>
</tbody>
</table>
Easygrants: Full Proposal

Budget Section

- Grant funds can only be applied to the property’s purchase price.
- **General Budget Narrative** - present the entire funding strategy, including the total purchase price, expected expenses, and sources of revenue.
- **Other Direct Costs** - enter 1 in the “quantity” field, and the total amount you are requesting from NFWF in the “unit cost” field.
- **Other Direct Costs Notes field** - type a sentence explaining what the funds will be used for.
Easygrants: Full Proposal

Acres for America TIP SHEET

• A Tip Sheet with step-by-step instructions for using Easygrants can be found on the Acres for America program page.
HELP!! Use the Help button or contact us via the information at the bottom of the page
Easygrants

**TIPS & INFO**

- Site proximity to a Walmart store is not considered in the review process.
- If you’ve never used Easygrants before, create your login *TODAY* and familiarize yourself with the system.
- Turn off your internet’s pop-up blockers. Internet Explorer users will probably need to do this over and over.
- It is important that you discuss your ideas with fellow conservationists, agencies and funders, since their support will be critical in the full proposal stage.
- Feel free to contact NFWF regional office staff to discuss your project and potential conservation priorities in your area. Contact names are listed on RFP.
- Only electronic pre-proposals submitted through Easygrants will be considered.
- Following a review period of about four weeks, appropriate pre-proposals will be selected and applicants will be invited to submit full proposals.
- Final funding decisions will be made by the National Fish and Wildlife Foundation's Board of Directors in November.
CONTACTS

If you have any additional questions about this RFP:

- Chris West, chris.west@nfwf.org
- Kimberly Shriner, kimberly.shriner@nfwf.org

Before submitting a pre-proposal, applicants are encouraged to discuss project ideas with NFWF’s regional office staff:

- Western Region, Jonathan Birdsong, jonathan.birdsong@nfwf.org
- Rocky Mountain Region, Chris West, chris.west@nfwf.org
- Central Region, Todd Hogrefe, todd.hogrefe@nfwf.org
- Southern Region, Suzanne Sessine, suzanne.sessine@nfwf.org
- Northeastern Region, John Wright, john.wright@nfwf.org