

### YOUR NFWF CONTACTS



Chris West
Rocky Mountain Regional Director
303-222-6484

chris.west@nfwf.org



Kimberly Shriner
Program Coordinator
202-595-26





Chris Groce
Grants Administrator
202-595-1661
christopher.groce@nfwf.org

### 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 <u>Acres for America</u> program page.

### AGENDA

- > About NFWF
- Program Overview
- > Request for Proposals
- > How to Apply in Easygrants



### **About NFWF**

#### **Non-Federal Partners**

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



Leader in fish, wildlife and habitat conservation through collaborative public-private partnerships that implement science-based strategies to achieve measurable outcomes.



- Appropriations
- Cooperative Agreements



#### **Effective competitive grant programs**









Projects guided by science-based business plans to deliver outcomes

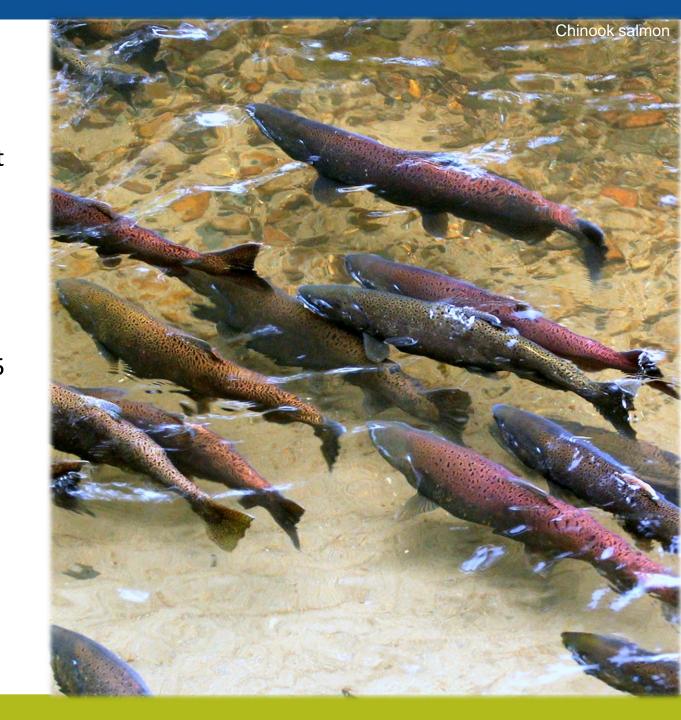
### **Program Overview**

#### **Purpose of Program**

 Provide urgently needed funding for projects that conserve important large-scale habitats for fish, wildlife, and plants through land acquisitions and perpetual conservation easements.

#### **History**

- Acres for America was launched on April 12, 2005 at the National Geographic Society in Washington, DC.
- Since then, Acres for America has become one of the most visible and effective partnerships in land conservation.
- On November 17, 2015, Walmart and NFWF announced a 10-year, \$35 million renewal of the program.



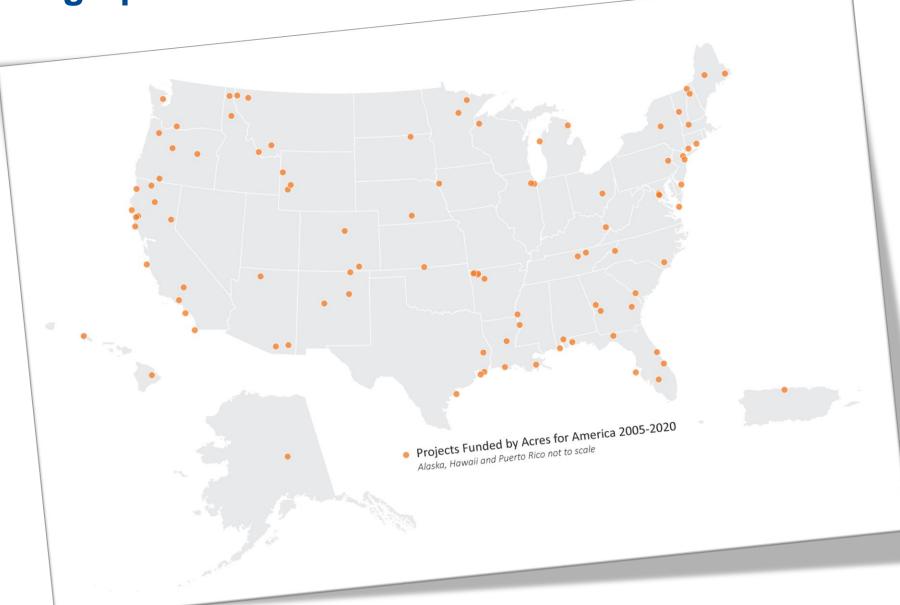
### **Accomplishments**

- Walmart's \$56M investment leveraged more than \$1B in matching contributions.
- More than 1.6 million acres protected.
- Connected over

   10 million acres of
   protected lands to
   support landscape-scale
   conservation and
   wildlife migration.



# **Geographic Focus**



- Nation-wide
- 100 projects
- 42 states, the District of Columbia and Puerto Rico



### **Program Priorities**

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



### **Project Criteria**

#### **Conservation Criteria**

#### Competitive proposals should address as many of the following criteria as applicable:

- Project Scale and 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



### **Project Criteria**

#### **Additional Required 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 clearly stated
- Conservation easement restrictions
- NFWF has required language that must be incorporated into the grant agreement and land use records. See NFWF's <u>Land Acquisition/Easement Guidance</u> webpage for details



# **Project Metrics**



Project Activity	Metric		
Conservation Easements	# acres protected under easement (include acres of wetland, timberland, grazing lands protected)		
Conservation Easements	# acres connected as a result of this easement		
Conservation Easements	# stream/riverine/riparian miles protected as a result of this easement		
Land Acquisitions	# acres acquired in fee (include acres of wetland, timberland, grazing lands protected)		
Land Acquisitions	# acres connected as a result of this acquisition		
Land Acquisitions	# stream/riverine/riparian miles protected as a result of this acquisition		
Economic Benefits	# jobs created # jobs sustained		
Public Access	# acres opened to public access # miles opened to public access		

### **Eligibility**

#### **Eligible and Ineligible Entities**

• Eligible applicants include: Non-profit 501(c) organizations, state government agencies,

local governments, municipal governments, Tribal governments

and organizations, and educational institutions

Ineligible applicants include: U.S. Federal government agencies, businesses, unincorporated

individuals, and international organizations

#### **Ineligible Use of Grant Funds**

- NFWF funds and matching contributions may not be used to support political advocacy, fundraising, lobbying, litigation, terrorist activities or Foreign Corrupt Practices Act violations.
- NFWF funds may not be used to support ongoing efforts to comply with legal requirements, including permit conditions, mitigation and settlement agreements. However, grant funds may be used to support projects that enhance or improve upon existing baseline compliance efforts.

### **Grant Recipients**























































Walmart has supported numerous groups and agencies representing hundreds of communities and thousands of individuals













Conservation Fund



### **Funding Availability and Match**

#### **Funding Availability**

• Funding Availability: Approximately \$3.5 million

• Typical Grant Award Range: \$100,000 - \$1 million

Number of Grant Awards Planned: 6 - 8

Grant Period: Completed within 18 months of start date



#### **Matching Contributions**

• Minimum Requirement: Minimum 1:1 federal and/or non-federal match

• Sources: Cash, contributed goods/services, volunteer hrs, donated land value

• Status: Include all sources no matter the status (intend to apply, application

submitted, pledged, received)

### **Evaluation Criteria**

Proposals will be evaluated based on the extent to which they meet the following criteria:

- Program goals and priorities
- Ensure long-term sustainability
- Conservation plan and context
- Technical merit
- Cost-effectiveness
- Transferability
- Funding Need
- Past Success
- Partnership



#### **Other Considerations**

#### **Budget**

- Grant funds from the Acres for America program can only be applied to the property's purchase price.
- Costs are allowable, reasonable and budgeted in accordance with NFWF's <u>Budget Instructions</u> cost categories. Federally-funded projects must be in compliance with <u>OMB Uniform Guidance</u> as applicable.

#### **Applicant Demographic Information**

- In an effort to better understand the impact of our grantmaking, NFWF is collecting basic information on applicants and their community demographics and engagement via a voluntary survey form.
- This information will <u>not</u> be shared externally or with reviewers.

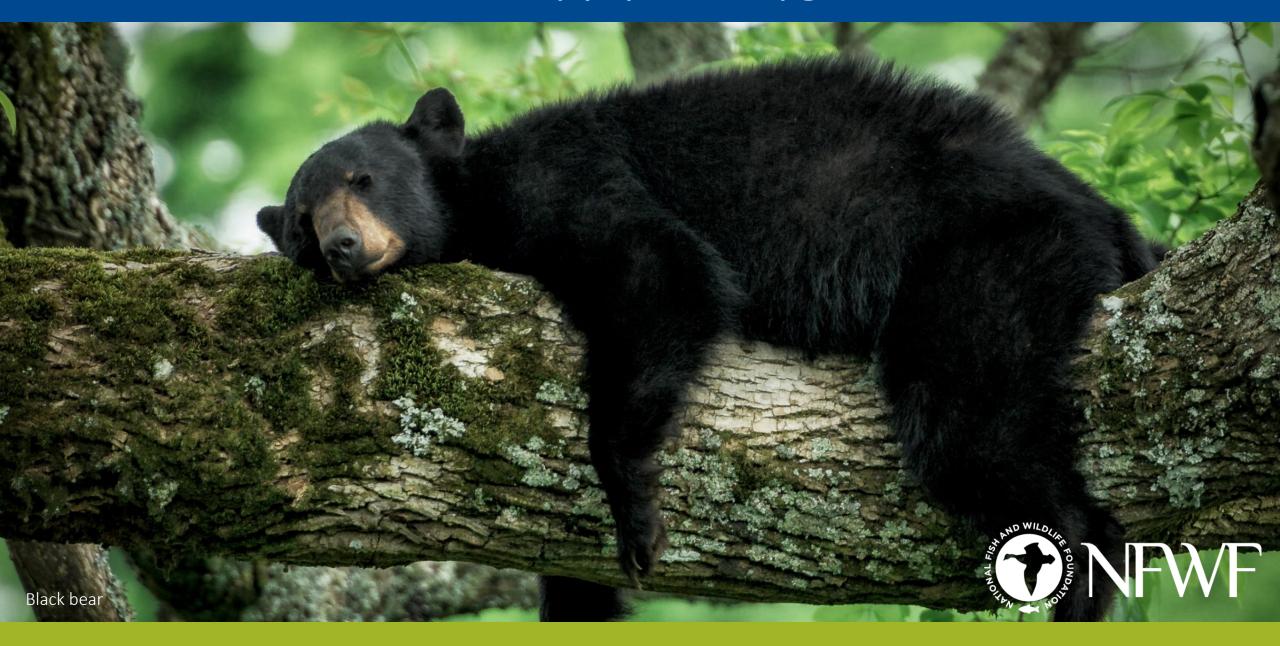
### **Grant Process**

- 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 30.
- Potential site visit / phone interviews during July October
- Final funding decisions will be made by the NFWF Board of Directors in **Fall 2021.**

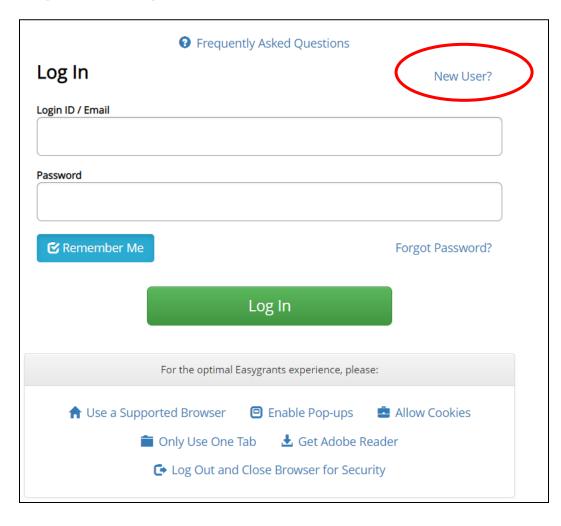


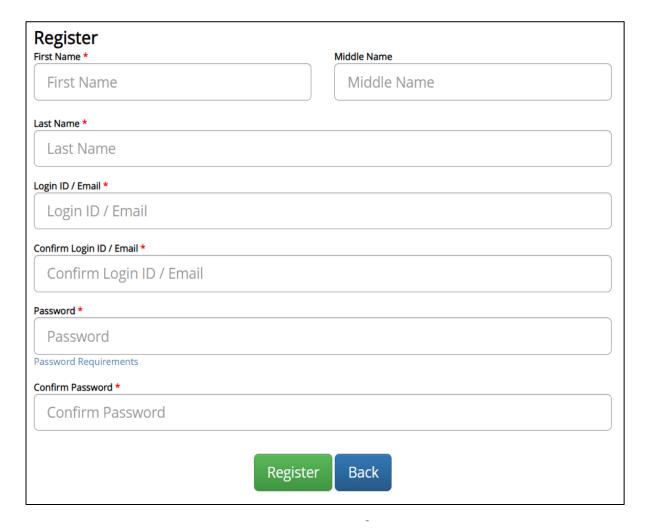
## **Questions About the Program or RFP?**

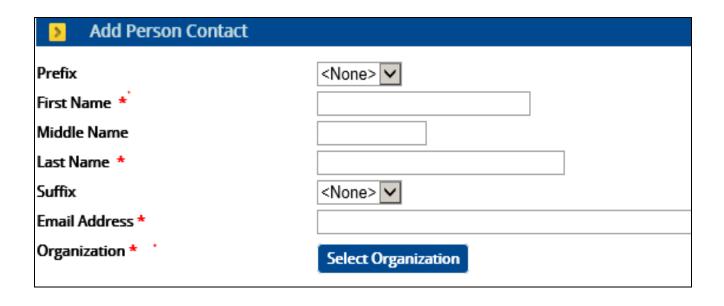




- Go to easygrants.nfwf.org
- Login or Register



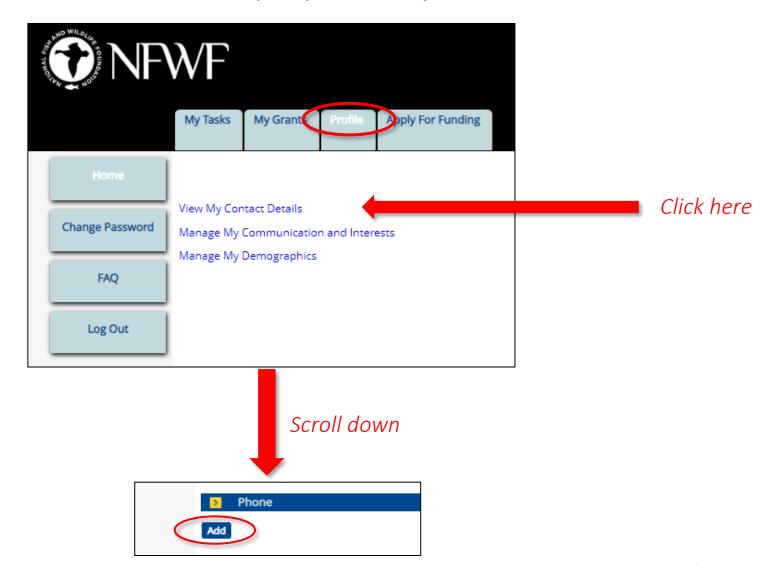




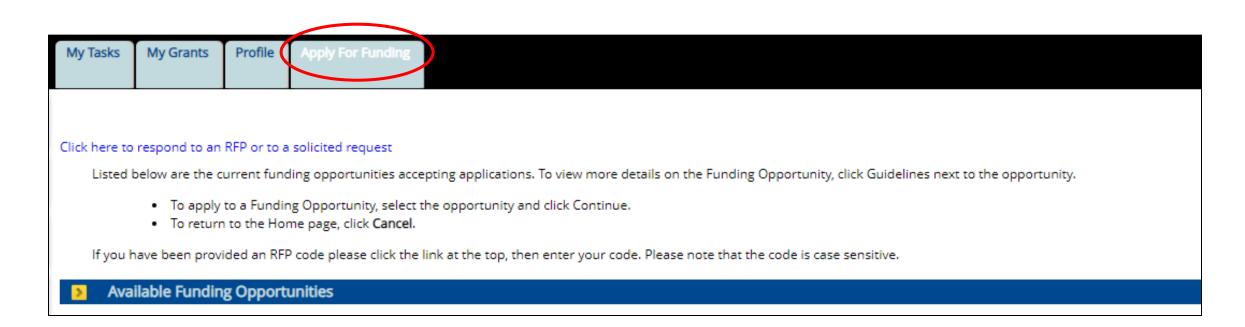


- Create User and/or Organization
- Do not create duplicate accounts
- Use your professional email address and full <u>legal</u> organization name
- Unsure if you already have a user account or if organization is registered in Easygrants? Contact helpdesk at easygrants@nfwf.org or 202-595-2497

• Review your contact details, make sure you provide a phone number

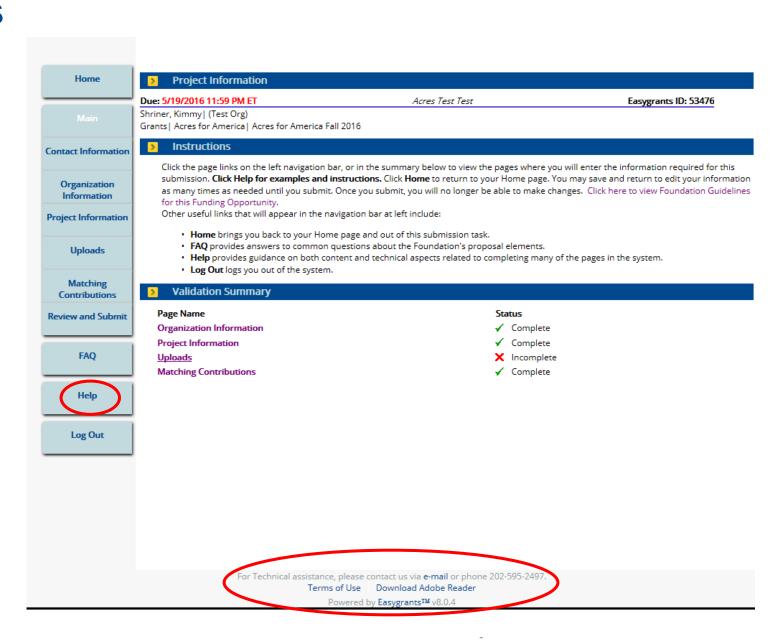


- Once you are on your Easygrants homepage, click on "Apply for Funding"
- Select the *Acres for America Fall 2021* Funding Opportunity



### HELP!!

If you need help with the application, click the "Help" button, or contact using the information at the bottom of the page, or reach out to Program Staff

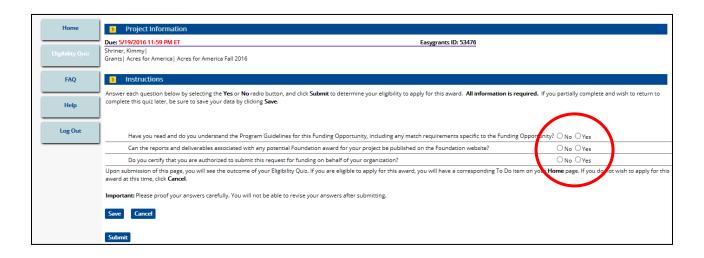


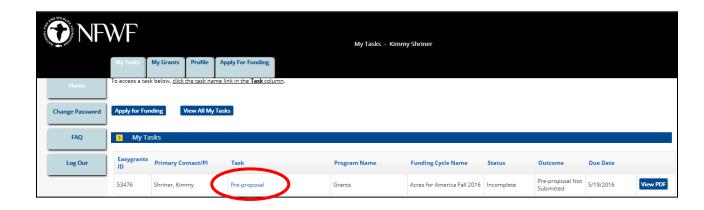
#### Eligibility Quiz

 Complete and click "Submit", then "Continue"

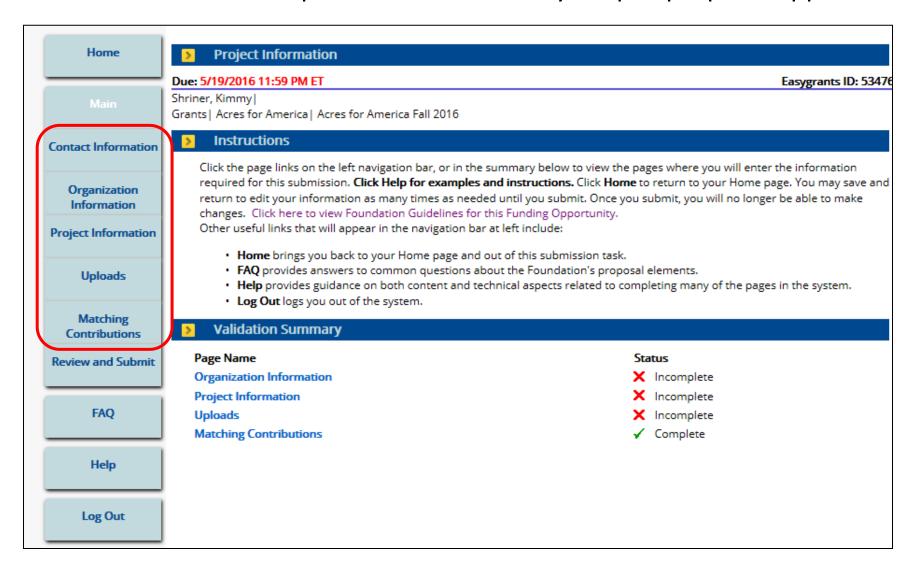
#### Pre-Proposal Task

 Click on the "Pre-proposal" task on your Home page





• Click on links in left column to complete each section of your pre-proposal application



#### **Project Information Section**

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

#### Project Start and End Dates:

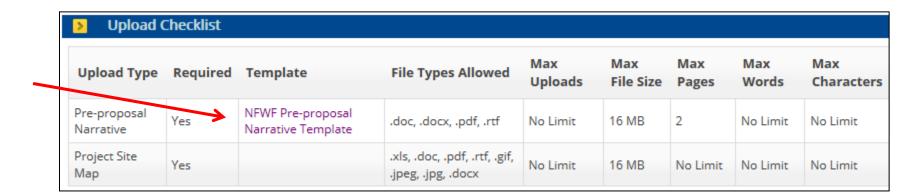
- Project should begin within <u>six months</u> of the award announcement date (November 2021) and end within 18 months of the start date
- **Description:** (~500 characters)
  - Main activities (fee acquisition, easement)
  - Specific habitat, location or species benefitted
- **Abstract:** (~1,500 characters)
  - Location, activities, outcome/metrics, and partners
  - Context and background information
  - Explain how outcomes will address a conservation issue, program priorities and conservation criteria

#### Requested Amount:

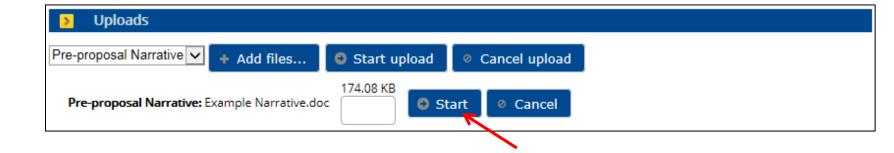
- Grant amount you are requesting from NFWF
- Grant can only be applied to purchase price

#### **Uploads Section**

- Pre-Proposal Narrative
  - Download the Narrative Template, complete offline, then upload
- Question: Activities,
   Outcomes, Metrics
  - Applicable conservation criteria and metric values
  - Entire transaction structure
  - Threats to the property if not conserved
  - Acquisition disposition or easement restrictions
- Question: Diversity, Equity, Inclusion and Justice



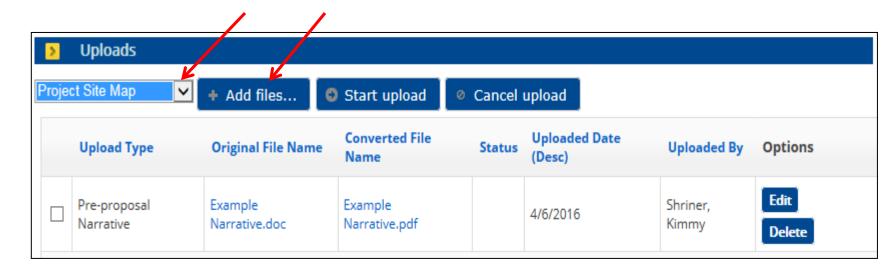


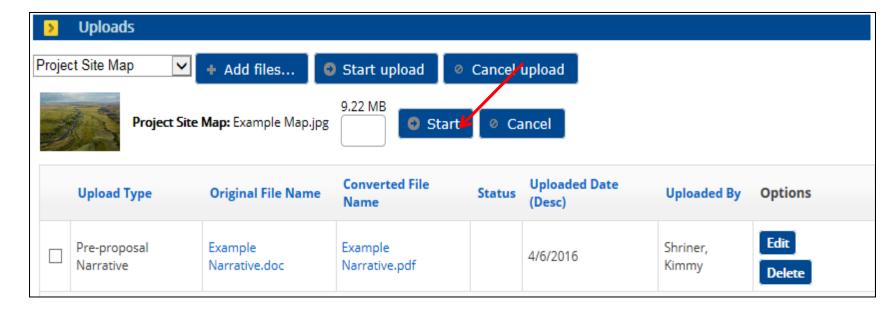


### **Uploads Section**

#### Project Site Map

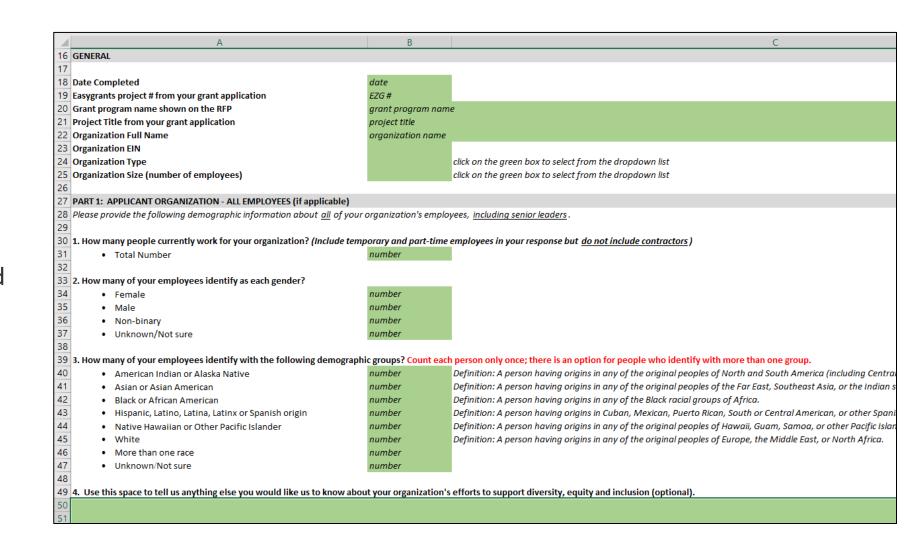
- Provide a map delineating the land proposed for conservation in the context of adjacent protected lands (e.g. federal, state, private, easements, etc)





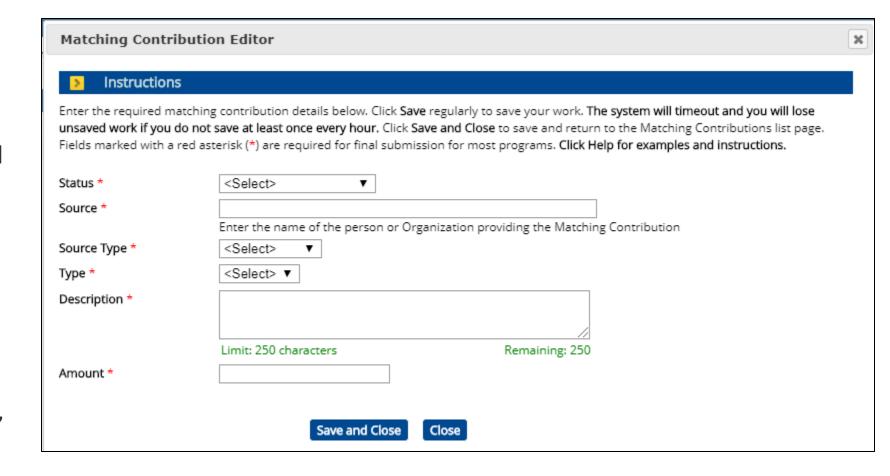
#### **Uploads Section**

- Applicant Demographic Information Form
  - Download the Template
  - The information you provide will not be shared with proposal reviewers and will not be considered when making grant decisions
  - While this upload is required, you can opt out of providing the information within the form



# **Matching Contributions Section**

- Grants require a minimum 1:1
   match in the form of cash, in kind contributions of goods and
   services, volunteer hours,
   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 and Submit**

- Make sure the status of all sections is complete (☑)
- Review and save your completed proposal  $\rightarrow$  View the PDF  $\rightarrow$  Click blue "Submit" button
- If correctly submitted, you will receive a confirmation e-mail and the task will disappear from your homepage

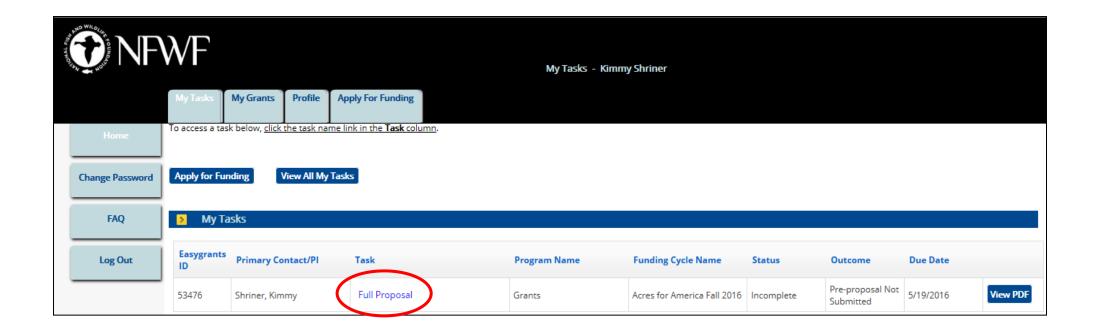


## **Questions About the Pre-Proposal Stage?**

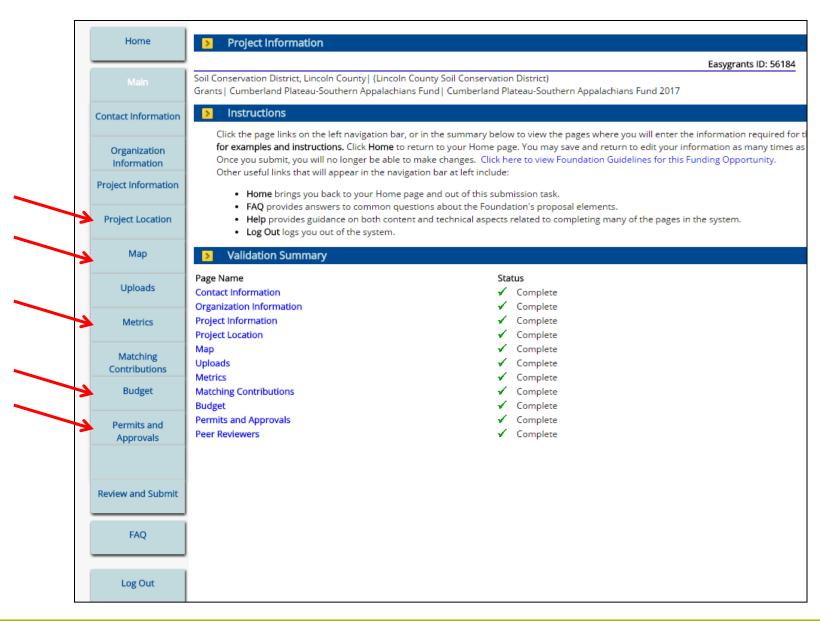


#### Full Proposal Task

Click on the "Full Proposal" task on your Home page



- Additional Sections in the Full Proposal Application
- Click on links in left column to complete/update each section of your application

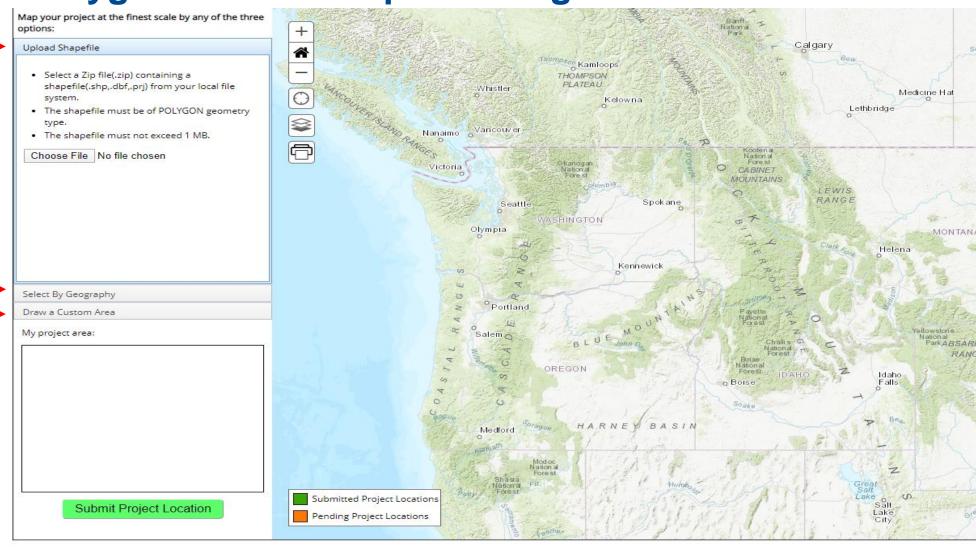


I confirm that this project has been mapped as accurately as possible

Save and Continue

### **Map Section**

- Three options to submit your map
- Map should be clearly defined and narrowed down as much as possible to include the most relevant project areas



### **Uploads Section**

- Review the Upload Checklist for a list of the required documents that must be uploaded into Easygrants
- 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/grant
     s/applicants/Pages/required-financial-docs.aspx

Upload Checklist		
Upload Type	Required	Template
Full Proposal Narrative	Yes	Full Proposal Narrative Template 2010
Project Map	Yes	
Letters of Support	Yes	
Photos - Jpeg	No	
Statement of Litigation	Yes	Statement of Litigation
Board of Trustees, Directors, or equivalent	Yes	
GAAP audited financial statements	Yes	
IRS Form 990	Yes	
A-133 Audit	Yes	
Indirect Rate Agreement	No	
Other Documents	No	

### **Uploads Section**

**Full Proposal Narrative** – download the Narrative Template, complete offline, then upload.

- Activities: Elaborate on the primary activities that will be employed through the grant, making sure to address the program criteria and applicable metrics listed in the RFP. 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 expected outcome(s) of your project; 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.
- Other: Explain in detail the ENTIRE transaction (i.e. total purchase price, expected expenses, sources of revenue, who is selling the property, who will purchase the property, what entity will be the long-term manager of the property, etc.). Provide any further information important for the review of this proposal.

#### **Budget Section**

- Grant funds can only be applied to the property's <u>purchase</u> 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 (e.g. "NFWF grant will support the purchase and protection of the 500-acre Shriner property as described in this proposal.").
- Matching contributions should not be included in the budget.



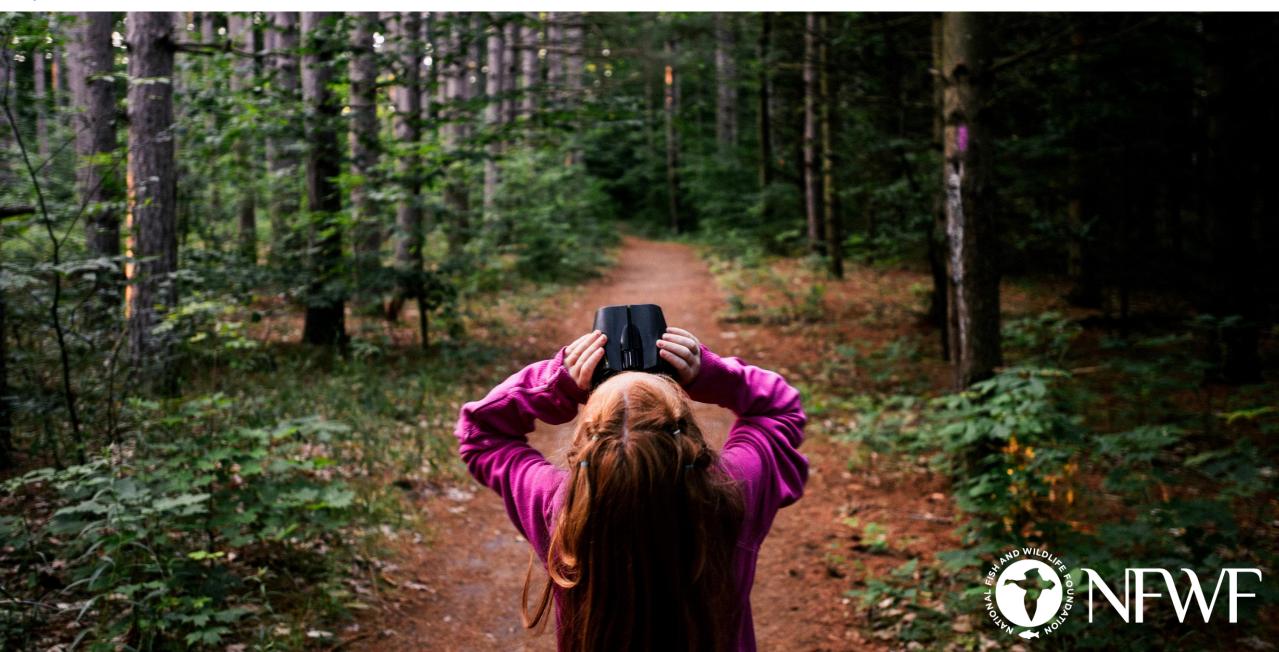
Other Direct Costs						
Type * Fee aquisition  Purpose * Land conservation  Unit of Measure						
Apply to	o Year(s)					
Budget	1	Quantity	Unit Cost \$200,000.00	Total Cost \$200,000.00		
Save Save and Close Cancel						

#### **Review and Submit**

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### **Questions?**



### **WRAP UP**





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Pre-Proposal Due Date
Invitations for Full Proposals Sent
Full Proposal Due Date
Awards Announced

April 15, 2021 by 11:59pm ET Mid-May 2021 June 30, 2021 by 11:59pm ET Fall 2021