Acres for America Applicant Webinar
Chris West, Kimberly Shriner, Chris Groce
March 24, 2021
YOUR NFWF CONTACTS

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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](https://www.acresforeurope.org/) 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

**Federal Partners**
- Appropriations
- Cooperative Agreements

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

$\rightarrow$

**Effective competitive grant programs**

- Baby eastern Pacific leatherback
- Black duck
- Student corps expanding trails
- Mule deer buck

**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
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 Land Acquisition/Easement Guidance webpage for details
<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>
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.
Walmart has supported numerous groups and agencies representing hundreds of communities and thousands of individuals.
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 Budget Instructions cost categories. Federally-funded projects must be in compliance with OMB Uniform Guidance 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 not 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?
How to Apply in Easygrants

Black bear
How to Apply in Easygrants

• Go to easygrants.nfwf.org
• Login or Register
How to Apply in Easygrants

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

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

[Image of Easygrants interface]

Click here

Scroll down
How to Apply in Easygrants

- Once you are on your Easygrants homepage, click on “Apply for Funding”
- Select the *Acres for America Fall 2021* Funding Opportunity
How to Apply in Easygrants

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.
How to Apply in Easygrants: Pre-Proposal Stage

Eligibility Quiz
- Complete and click “Submit”, then “Continue”

Pre-Proposal Task
- Click on the “Pre-proposal” task on your Home page
How to Apply in Easygrants: Pre-Proposal Stage

• Click on links in left column to complete each section of your pre-proposal application
How to Apply in Easygrants: Pre-Proposal Stage

Project Information Section

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

• **Project Start and End Dates:**
  – Project should begin within six months 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
How to Apply in Easygrants: Pre-Proposal Stage

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**
# How to Apply in Easygrants: Pre-Proposal Stage

## 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.)

<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>Pre-proposal Narrative</td>
<td>Example Narrative.doc</td>
<td>Example Narrative.pdf</td>
<td></td>
<td>4/6/2016</td>
<td>Shriner, Kimmy</td>
<td></td>
</tr>
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</table>

- **Project Site Map**: Example Map.jpg
  - Start upload
  - Cancel upload

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# How to Apply in Easygrants: Pre-Proposal Stage

## 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

<table>
<thead>
<tr>
<th>Column</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date Completed</td>
<td>Date (mm/dd/yyyy)</td>
</tr>
<tr>
<td>Easygrants Project ID from your grant application</td>
<td>EZID #</td>
</tr>
<tr>
<td>Grant Program Name shown on the RFP</td>
<td>Grant Program Name</td>
</tr>
<tr>
<td>Project Title from your grant application</td>
<td>Project Title</td>
</tr>
<tr>
<td>Organization Full Name</td>
<td>Organization Name</td>
</tr>
<tr>
<td>Organization EIN</td>
<td>click on the green box to select from the dropdown list</td>
</tr>
<tr>
<td>Organization Type</td>
<td>click on the green box to select from the dropdown list</td>
</tr>
<tr>
<td>Organization Size (number of employees)</td>
<td></td>
</tr>
</tbody>
</table>

### PART 1: APPLICANT ORGANIZATION - ALL EMPLOYEES (if applicable)

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**

3. How many of your employees identify with the following demographic groups? Count each person only once; there is an option for people who identify with more than one group.
   - **American Indian or Alaska Native**
   - **Asian or Asian American**
   - **Black or African American**
   - **Hispanic, Latino, Latina, Latinx or Spanish origin**
   - **Native Hawaiian or Other Pacific Islander**
   - **White**
   - **More than one race**
   - **Unknown/Not sure**

4. Use this space to tell us anything else you would like us to know about your organization’s efforts to support diversity, equity and inclusion (optional).
How to Apply in Easygrants: Pre-Proposal Stage

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
How to Apply in Easygrants: Pre-Proposal Stage

Review and Submit

• Make sure the status of all sections is complete (✔)
• Review and save your completed proposal → View the PDF → 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?
How to Apply in Easygrants: Full Proposal Stage

Full Proposal Task

• Click on the “Full Proposal” task on your Home page
How to Apply in Easygrants: Full Proposal Stage

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

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
How to Apply in Easygrants: Full Proposal Stage

**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/grants/applicants/Pages/required-financial-docs.aspx](http://www.nfwf.org/whatwedo/grants/applicants/Pages/required-financial-docs.aspx)

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<th>Template</th>
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</thead>
<tbody>
<tr>
<td>Full Proposal Narrative</td>
<td>Yes</td>
<td>Full Proposal Narrative Template 2010</td>
</tr>
<tr>
<td>Project Map</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Letters of Support</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Photos - jpeg</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Statement of Litigation</td>
<td>Yes</td>
<td>Statement of Litigation</td>
</tr>
<tr>
<td>Board of Trustees, Directors, or equivalent</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>GAAP audited financial statements</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>IRS Form 990</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>A-133 Audit</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Indirect Rate Agreement</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Other Documents</td>
<td>No</td>
<td></td>
</tr>
</tbody>
</table>
How to Apply in Easygrants: Full Proposal Stage

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.
How to Apply in Easygrants: Full Proposal Stage

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 (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.
How to Apply in Easygrants: Full Proposal Stage

Review and Submit

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Pre-Proposal Due Date
April 15, 2021 by 11:59pm ET

Invitations for Full Proposals Sent
Mid-May 2021

Full Proposal Due Date
June 30, 2021 by 11:59pm ET

Awards Announced
Fall 2021