

Quick Webinar Items

Thank you for joining us!

- All phone lines are muted; please type in your questions into the Questions box in the webinar controls on the right side of your screen.
- We'll answer questions during several questions breaks in the presentation, but you can type them in any time. If you are having technical difficulties, please let us know immediately.
- Contact information is listed on the last slide. Handouts, including today's presentation are available to download from the Handouts tab.
- **The webinar is being recorded and we will post a copy of these slides and the recording on the NFWF website at www.nfwf.org/fivestar**



Five Star and Urban Waters Program Webinar

December 1, 2021



Nationwide grant program to support on-the-ground, community-based conservation, outreach and education/training





Today's Agenda

- **Program Details**
 - Program Overview
 - Program Priorities
- **Submitting a Competitive Proposal**
 - Guidelines
 - Mapping, Budget and Metrics Guidance
- **Proposal Narrative**
- **Tips and Timeline**



Program Overview

- **Grant Size**
 - Award amounts range from \$20,000 to \$50,000
 - Average grant is \$40,000
- **Funding Partners**
 - EPA
 - FedEx
 - Southern Company
 - US Forest Service
 - Fish and Wildlife Service Urban Refuge Program
 - Fish and Wildlife Service Migratory Birds Program
 - BNSF Railway





Program Overview

- Applicants submit one proposal for all sources of funding.
- **Geographic Focus and Funding Availability**
 - Approx. \$2,600,000 available nationwide for projects meeting program priorities
 - Majority of funding is available nationwide
 - RFP lists some specific partner priority geographies
 - Specific funding available for urban tree projects



Application Review Process

**Applicant Submits
Proposal**



NFWF Screens Proposal and Assigns for
Review for All Applicable Funding



Reviewers from NFWF and Program
Partners Review Application



Review Team finalizes all selections for
grants (about 10-15%)



NFWF notifies Congress of each award.
The NFWF Board of Directors approves
all grants under this program.



**NFWF notifies applicants
of awards or declines to
award a proposal.**



Program Priorities

- **On-the-Ground Restoration**
 - Restore and/or create wetlands, coastal or riparian areas
 - Address key species and habitats
 - Link directly to established watershed and conservation plans
 - Design and/or implement green infrastructure
 - Collect and analyze local water samples
 - Develop/implement trash and litter prevention programs



Program Priorities

- **Environmental Outreach, Education, and Training**
 - Integrate meaningful outreach, education and/or training
 - Engage the public in conservation experiences in public areas
 - Establish or advance a community science or water quality monitoring program
 - Improve citizen understanding of trash and litter impacts



Program Priorities

- **Partnerships**
- Must involve five or more partners (public and private entities) including the applicant
- Directly engage a diverse group of community partners to achieve specific ecological and educational outcomes
- Demonstrate that the project will advance existing local watershed or conservation plans or coordinate a partnership that develops and implements new plans and projects





Program Priorities

- **Measurable Results**
 - Specific, measurable ecological, educational and community benefits
 - Identify measurable activities and metrics which clearly link to watershed and community outcomes
 - High level of community engagement

Program Priorities

Sustainability

- Include a plan for maintenance and care of the project beyond the grant period
- Reflect a commitment to community strength and long-term capacity
- Address any priority and/or at-risk species, habitats or conservation actions
- Directly connect outcomes to community benefits of watershed restoration

Questions?



Submitting an Application



Program Guidelines

- **The community-based partnership exists to implement and sustain the project.**
- **Projects should be completed in 1-2 years and start in summer 2022.**
- **Indirect Costs:**
 - Detailed information is available at:
<http://www.nfwf.org/whatwedo/grants/applicants/Pages/indirect-policy.aspx>

Program Guidelines

Eligibility

- Eligible applicants include non-profit 501(c) organizations, local governments, municipal governments, Indian tribes and educational institutions
- State agencies, Federal agencies and for-profit corporations make great partners but should not be applicants

Grants

- \$20,000 - \$50,000 each, average grant size for the last round was **\$40,000**

Match

- Minimum 1:1 non-federal match of cash or in-kind goods and services is required

Restrictions

- No political advocacy, fundraising, lobbying, terrorism or litigation
- Not to implement legal requirements (mitigation, permit conditions, etc.)



How to Apply in Easygrants

[? Frequently Asked Questions](#)

Log In

[New User?](#)

Login ID / Email

Password

☒ Remember Me

[Forgot Password?](#)

Log In

For the optimal Easygrants experience, please:

[🏠 Use a Supported Browser](#)

[📄 Enable Pop-ups](#)

[🍪 Allow Cookies](#)

[📁 Only Use One Tab](#)

[📖 Get Adobe Reader](#)

[🔒 Log Out and Close Browser for Security](#)

Register

First Name *

Middle Name

Last Name *

Login ID / Email *

Confirm Login ID / Email *

Password *

[Password Requirements](#)

Confirm Password *

Register

Back

How to Apply in Easygrants

Home

Main

Contact Information

Organization Information

Project Information

Project Location

Map

Uploads

Metrics

Budget

Matching Contributions

Permits and Approvals

Review and Submit

Project Information

Due: 1/25/2022 11:59 PM ET

Bernstein, Zack | Grants | Five Star and Nature Restoration Trust | Five Star and Urban Waters Restoration Program 2022

Instructions

Click the page links on the left navigation bar, or in the summary below to view the pages where you page. You may save and return to edit your information as many times as needed until you submit. C Other useful links that will appear in the navigation bar at left include:

- **Home** brings you back to your Home page and out of this submission task.
- **FAQ** provides answers to common questions about the Foundation's proposal elements.
- **Help** provides guidance on both content and technical aspects related to completing many of
- **Log Out** logs you out of the system.

Validation Summary

| Page Name | Status |
|--------------------------|--------------|
| Contact Information | ✓ Complete |
| Organization Information | ✗ Incomplete |
| Project Information | ✗ Incomplete |
| Project Location | ✗ Incomplete |
| Map | ✗ Incomplete |
| Uploads | ✗ Incomplete |
| Metrics | ✗ Incomplete |
| Budget | ✗ Incomplete |
| Matching Contributions | ✓ Complete |
| Permits and Approvals | ✓ Complete |

Project Title, Description and Abstract

- **Project Title**

- Short, descriptive name that distinguishes your project (<100 char)
- Include the state abbreviation at the end of the title
- Don't call your project "Five Star & Urban Waters Project"
- Example: "Whatcom Stream Stewards Program: Engaging Community in Restoration, Education and Stewardship (WA)"

- **Project Description**

- Two sentence description (<500 char)
- First sentence: state the main activity/method being used to address a specific species/habitat and location
- Second sentence: expected outcome and main metrics that will be completed from the investment and relevance to conservation
- Example: Restore 15 acres of riparian habitat to improve water quality and habitat for chinook salmon, bull trout and steelhead salmon in Puget Sound. Project will engage 5 local resource management partners and 2,500 volunteers to plant 5,000 trees and remove 6 acres of invasive vegetation.



Project Title, Description and Abstract

- **Project Abstract**

- Expands upon the Project Description (<1500 char)
- List the project partners, grant deliverables, major activities/outcomes (including both on-the-ground and outreach) and project location.
- Example: Nooksack Salmon Enhancement Association will restore 15 acres of riparian habitat to improve water quality and habitat for chinook salmon, bull trout and steelhead salmon in Puget Sound. The grantee and partners will engage 5 local resource management partners and 2,500 volunteers to plant 5,000 trees and remove 6 acres of invasive vegetation. Project partners include The Lummi Nation Natural Resources Department, The Whatcom Land Trust, City of Bellingham Parks and Recreation Department, Western Washington University, American Forests and others.

Budget

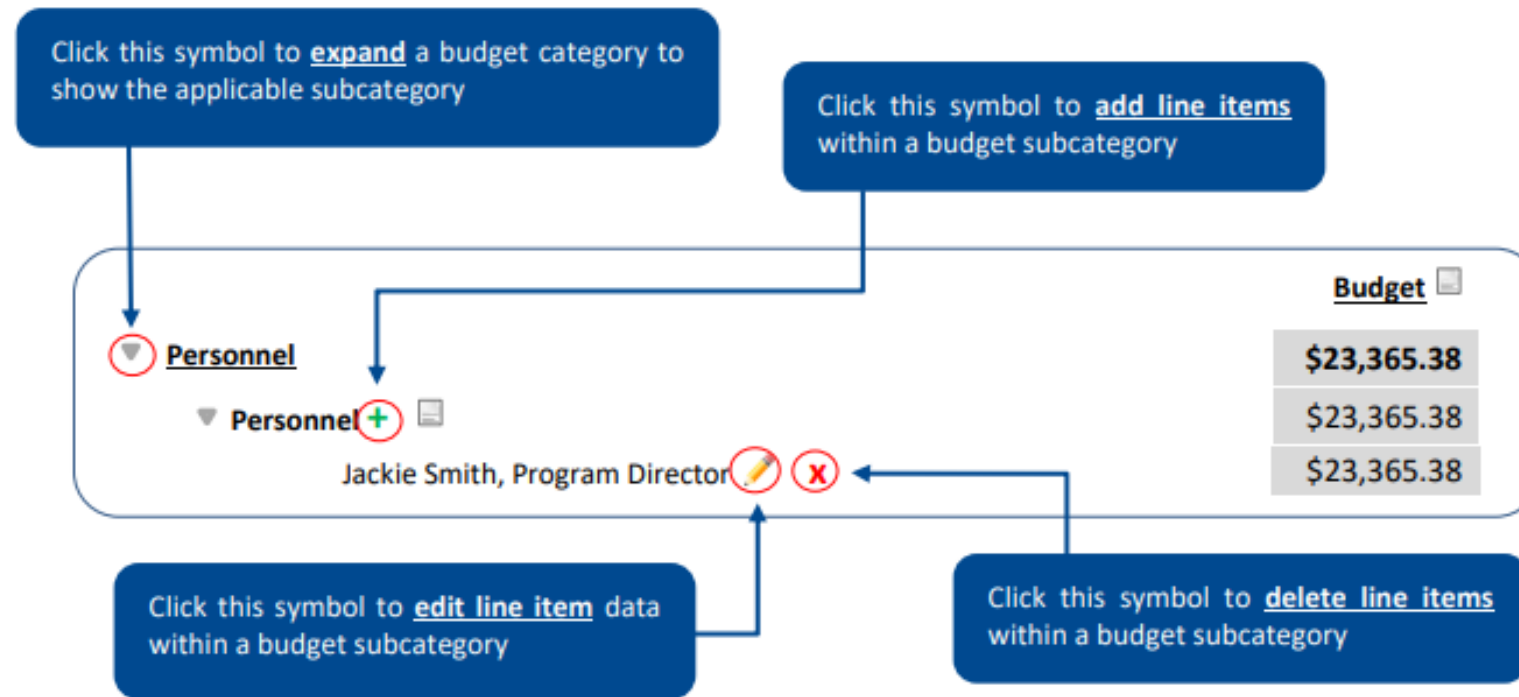
- In order to complete a budget for your proposal, you must expand the appropriate categories and provide the information requested.
- If you do not anticipate an expense for a particular category, skip that category- it is not necessary to enter a “0” value in the cost fields.
- Try to anticipate factors that may affect the budget when developing projections and provide an explanation of those factors.
- Matching contributions should not be included in the budget.

Budget

Expand all

| | Budget |
|------------------------|--------|
| Personnel | \$0.00 |
| Travel | \$0.00 |
| Equipment | \$0.00 |
| Materials and Supplies | \$0.00 |
| Contractual Services | \$0.00 |
| Other Direct Costs | \$0.00 |
| Total Direct Costs | \$0.00 |
| Total Indirect Costs | \$0.00 |
| Total Costs | \$0.00 |

Budget



Detailed Budget Instructions: Adding/Editing Narratives

- Narratives are required for all budgeted categories.
 - Explain/justify the estimated costs including the unit cost and quantity requested
 - Explain how the costs associated with each line item supports the implementation of the project as outlined in the proposal
- Narratives should be written in such a way that someone not familiar with the project can conceptually understand the **rationale**, **purpose** and **calculation** of the anticipated costs identified by line item.
- Narratives should be concise and describe line items in 1-3 sentences.

Click this symbol to add a narrative within a budget subcategory



| | Budget |
|-------------|-------------|
| Personnel | \$23,365.38 |
| Personnel + | \$23,365.38 |

Next, complete the narrative box as shown below:

Notes

| Line Item Budget | Personnel |
|------------------|---|
| Budget | Jackie Smith will manage all aspects of the program which includes, surveys of the project site alongside field techs, landowner interviews and follow-ups, and supervision of volunteers during sponsored work days. |

Save Save and Close Cancel

Figures without narrative descriptions will be returned to the applicant for further details and clarification.

Map

Map your project at the finest scale by any of the three options:

Upload Shapefile

Select a Zip file(.zip) containing a shapefile(.shp,.dbf,.prj) from your local file system.

The shapefile must be of POLYGON geometry type.

The shapefile must not exceed 1 MB.

Choose File

No file chosen

Select By Geography

Draw a Custom Area

My project area:

Submit Project Location

+

Home

-

Refresh

Layers

Print

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

Save and Continue

NATIONAL FISH AND WILDLIFE FOUNDATION

NFWF

Metrics

- Load program metrics using the “Five Star Metrics” template from drop down menu.
- Select all outcomes that apply to your project.
- Include at least one metric for “habitat restoration” and at least one metric for “capacity, outreach, incentives.”
- Each metric’s “target value” should always be greater than the “starting value.” **Most starting values SHOULD BE 0.00**
 - **If none of the available metrics apply to your project, please contact NFWF to discuss**



Questions?



NFWF



Proposal Narrative

- Download the template from Easygrants
- Proposals should be **no more** than **6** pages
- Keep the formatting – same font, font size and margins and charts
- Do **not** delete the text or tables provided in the narrative



Proposal Narrative: Project Context

- **1. Specify the total acres the project will restore and identify the target watershed and focal species/habitat. Describe the project's connection to the watershed and explain the need for the project.**
- Identify the target watershed and focal species/habitat.
- Describe the project's connection to the watershed and explain the need for the project.
- Explain how the project activities will support established watershed, conservation or species plans in the region

Proposal Narrative: Project Context

- **2. State the number of community members directly engaged or impacted and describe community characteristics of the project area and identify any underserved or high-need communities.**
- Describe community characteristics of the project area and identify underserved or high need communities.
- Use demographic data to document (poverty statistics, school lunch data, demographic records to articulate high need or underserved communities).
- Identify the community characteristics of your outreach activities and state whether there are underserved communities engaged.

Proposal Narrative: Project Context

- **3. Will your project involve a USFWS-designated National Wildlife Refuge or Migratory Bird Treaty Area?**
 - If your project will involve a USFWS Refuge and/or an Urban Bird Treaty Site, please note how the refuge and/or treaty will be engaged.
- **4. If your project is located in one of the FedEx sponsored urban areas requesting a community service opportunity, describe the type of day-long community service event you propose to host for up to 50 employees and your partnership's capacity to carry out this event.**
 - If your project is located in one of the corporate-sponsored urban areas requesting a community service opportunity, describe the type of day-long community service event you propose to host for up to 50 FedEx employees and your partnership's capacity to carry out this event.
 - Include the location of the event, specific activities, and approximate date it will take place.



Proposal Narrative: Conservation Activities

- **5. For each conservation metric, identify and briefly describe the major restoration activity that your partnership will undertake.**
 - Describe each restoration activity and the conservation metric corresponding to that activity.
 - Provide a description of how each activity will advance the conservation goals of the project and the health of the watershed.
 - Explain how the activities will support the conservation goals of the program, the watershed and/or conservation plans and your organization's long term goals.
 - Remember to include **all the metrics** entered into Easygrants and describe how these activities will come together into the project.



Proposal Narrative: Outreach Activities

- **6. For each outreach/educational and conservation metric, briefly describe each corresponding, major educational/outreach activity that your partnership will undertake.**
 - Describe each major educational/outreach activity and the corresponding metric
 - List each outreach/educational activity and provide a description of how that activity will advance the educational and conservation goals
 - Provide context for each outreach activity by including all metrics entered into Easygrants and describing how these activities will come together
 - Explain how the activities will support the stewardship and educational goals of the program and your organization's long term goals.





Proposal Narrative: Measuring Progress

- **7. What are your long-term educational and conservation outcomes for this project and how will you measure progress?**
 - Identify and describe your organization's long-term goals.
 - How will you measure progress towards these goals?
 - How will you share information with NFWF and other groups about the project?
 - Include conservation target species, habitats and any threats to these species and habitats you will address.

Proposal Narrative: Partnership Table

| PARTNER | QUALIFICATIONS | CONTRIBUTIONS | \$ VALUE |
|--|---|---|------------|
| Jones County Master Gardeners COMMUNITY GROUP | Restoration coordination, horticultural training | Training and coordinating volunteers for restoration | \$1,000.00 |
| US Fish and Wildlife Service FEDERAL GOVERNMENT | Horticulture | Providing seedlings for restoration | \$3,000.00 |
| Lincoln Financial Group CORPORATION | Volunteers | Restoration project will be part of Lincoln’s volunteer workday program | \$750.00 |
| Calhoun Middle School EDUCATIONAL INSTITUTION | Volunteers | Students will plant seedlings during one day of restoration | \$800.00 |
| Jones County Parks Department LOCAL GOVERNMENT | Property Owner | Donating supplies, technical support and meals | \$1,500.00 |
| CA Wildlife and Fisheries Foundation NGO | Grant funding | Funding to cover site planning and design | \$5,000.00 |



Proposal Narrative: Capacity Building

- **9. Describe how the project partnership will build capacity for expanding community stewardship in the area.**
- Describe how the partnership established and/or expanded during this project will build capacity
- Explain how the partnerships created or sustained for this project will grow and facilitate investments in the target communities.
- Discuss the relationships you and your partners have with target audiences
- Identify how existing and new relationships will contribute to long term outcomes.

Proposal Narrative: Monitoring and Maintenance

10. Explain your plan for monitoring project achievements beyond the project period (3 years or more).

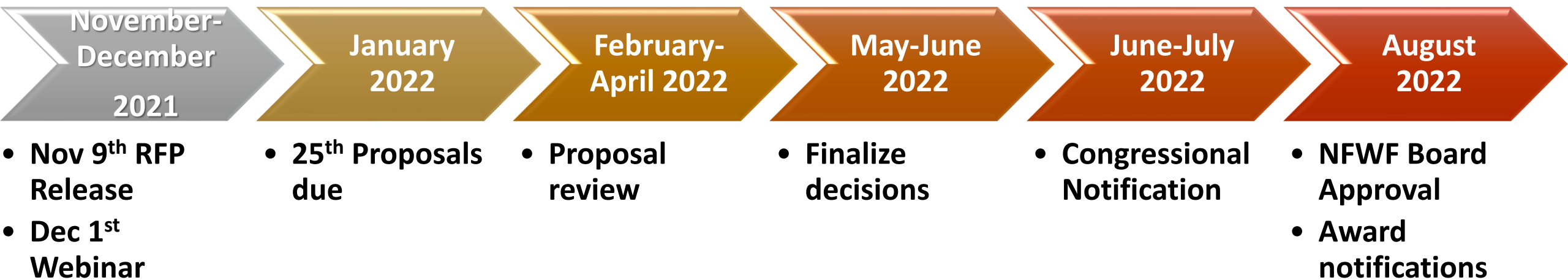
- Explain your plan for monitoring project achievements beyond the project period (3 years or more).
- Please provide details on your plan to monitor project sites and target communities to ensure that the project success will continue past the end date of the grant.
- Include details on how your partnership will implement to ensure the sustainability of the project's results

Narrative Questions?



NFWF

Timeline



Tips

- If you've never used Easygrants before, create your login today and familiarize yourself with the system
- If you aren't new to Easygrants, check and make sure your login is working and that your organization's record is up to date
- Start the application at least a week before it is due to minimize last minute Easygrants trouble
- Turn off browser pop-up blockers
- Keep document settings consistent (font size, margins, etc)
- Check the Review and Submit tab for errors
- Keep contact info up to date in Easygrants



Five Star and Urban Waters Restoration Grant Program 2022 Request for Proposals

🏠 / Programs / Five Star and Urban Waters Restoration Grant Program / ...

2022 REQUEST FOR PROPOSALS

Full Proposal Due Date: **January 25, 2022 by 11:59 PM Eastern Time**

OVERVIEW

The National Fish and Wildlife Foundation (NFWF) and the Wildlife Habitat Council (WHC), in cooperation with the U.S. Environmental Protection Agency (EPA), USDA Forest Service (USFS), U.S. Fish and Wildlife Service (USFWS), FedEx and Southern Company are



Thank you & Resources

www.nfwf.org/fivestar

- Tip Sheet has tutorial links for proposals and budget guidance
- After the webinar, the recording will be linked

Zack Bernstein

Zachary.Bernstein@nfwf.org