



NFWF

# America the Beautiful Challenge

## NFWF CONTACTS

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## PARTNERS

- U.S. Department of Agriculture
- U.S. Department of Defense
- U.S. Department of the Interior

## ABOUT NFWF

Chartered by Congress in 1984, the National Fish and Wildlife Foundation (NFWF) protects and restores the nation's fish, wildlife, plants and habitats. Working with federal, corporate and individual partners, NFWF has funded more than 6,000 organizations and generated a total conservation impact of \$7.4 billion.

Learn more at [www.nfwf.org](http://www.nfwf.org)

## NATIONAL HEADQUARTERS

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Golden eagle

## BACKGROUND

The America the Beautiful Challenge (ATBC) is a new public-private grant program that will fund conservation projects across the nation. Intended to streamline grant funding opportunities for new voluntary conservation and restoration projects around the United States, ATBC consolidates funding from multiple federal agencies and the private sector to enable applicants to conceive and develop large-scale projects that address shared funder priorities and span public and private lands.

The ATBC will seek to advance conservation and restoration projects that focus on at least one of the following core focal areas:

- Conserving and restoring rivers, coasts, wetlands and watersheds
- Conserving and restoring forests, grasslands and other important ecosystems that serve as carbon sinks
- Connecting and reconnecting wildlife corridors, large landscapes, watersheds and seascapes
- Improving ecosystem and community resilience to coastal flooding, drought and other climate-related threats
- Expanding access to the outdoors, particularly in underserved communities

(continued)





Elk in Northern California

ATBC will be implemented through the National Fish and Wildlife Foundation (NFWF), the nation's largest private conservation grant-maker. A request for proposals is currently open, with full proposals due by July 21, 2022. The first round of grant awards from the ATBC are expected to be announced in November. NFWF will seek private-sector partners to leverage the ATBC funding opportunity. This is anticipated to be an annual program over the next five years.

This new program will streamline and centralize the grant application making it easier for states, tribes, territories, local governments, non-governmental conservation organizations, and others to use one application to potentially access multiple funding sources. This one-stop-shop approach is being made possible through financial contributions from the U.S. Department of the Interior, U.S. Department of Agriculture, U.S. Department of Defense, as well as private philanthropy.

**TO LEARN MORE, VISIT: [NFWF.ORG/CHALLENGE](https://nfwf.org/challenge)**