

# WELCOME TO THE CONSERVATION PARTNERS PROGRAM – JUNE 2022 WEBINAR

## Using GoToWebinar

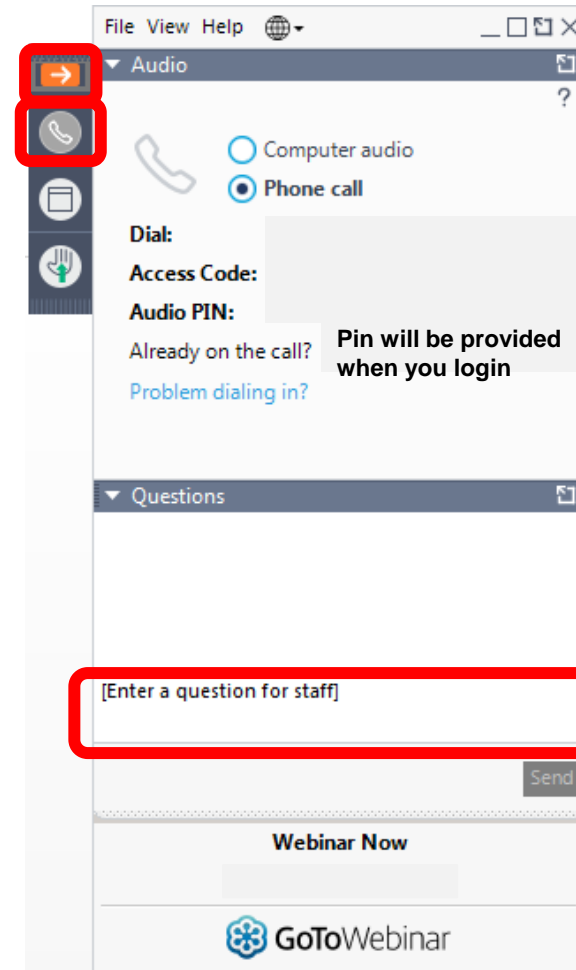
Open and close your control panel

Join audio:

- Choose **Mic & Speakers** to use VoIP
- Choose **Telephone** and dial using the information provided
- Or use Computer audio

Submit questions and comments via the Questions panel

**Note:** Today's presentation is being recorded and will be provided within 48 hours.



We will get started momentarily ...

A photograph of two people shaking hands in a grassy field during sunset. The person on the left is wearing a red and white plaid shirt, and the person on the right is wearing a dark blue pinstriped shirt. The background is a soft-focus landscape with a warm, golden light from the setting sun.

# **Conservation Partners Program**

## **June 2022 Funding Opportunity**

### **Guidance for Applicants**

Thursday, June 16, 2022 – 12 PM ET



# Webinar Agenda

- Welcome and Introductions
- NFWF Overview
- Conservation Partners Program Overview
- Funding Availability
- Program Priorities
- Metrics
- Diversity and Community Engagement
- Preparing a proposal
- Timeline
- Q&A

***Webinar is recorded and  
PDF will be available***





# About Us

## Who We Are

- Chartered by Congress in 1984
- Independent 501(c)(3) organization
- 30 member Board appointed by Secretary of the Interior
  - Includes FWS Director and NOAA Administrator

## What We Do

- Sustain, restore and enhance wildlife
- Bring collaboration among federal agencies and private sector

## How We Do It

- Leverage public funding with private money – average 3:1



*Bald eagle*

## NFWF is

- An implementer – we fund projects

## NFWF is not

- An advocacy organization that engages in lobbying or litigation



# How We Do It

## Non-Federal Partners

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

\$



# NFWF

Convener of focused, leveraged funding and leadership for priority wildlife and habitat conservation through grant making

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## Federal Partners

- Appropriations
- Cooperative Agreements

Competitive Grants/Strategies



Private Lands



Voluntary



Economic Opportunity

# Conservation Partners Program June 2022 Funding Available

- \$3.9 million available
- Funded projects will advance goals of:
  1. NRCS's landscape conservation initiatives
  2. NFWF's conservation priorities





## CPP 2022 Funding will Support:

- Technical assistance to landowners
- Accelerate the adoption of regenerative agriculture principles, managed grazing, and other conservation practices on private working lands
- Facilitate participation in Farm Bill programs in priority geographic areas
- Promoting positive environmental and economic outcomes



# 2022 Funding Opportunity

- No pre-proposal
- Full proposal due date: **July 13<sup>th</sup>**
- Eligible applicants
  - ✓ Non-profit organizations
  - ✓ State, tribal & local governments
  - ✓ Educational institutions
- **Competitive proposals will be focused on one of the four program priority areas:**
  - Prairie Pothole Region
  - Upper Mississippi River Basin
  - Southern Great Plains
  - Soil Health Outreach Campaign





# Overarching Goal - Accelerate Implementation of Conservation Practices and Regenerative Agriculture on Working Lands Through Technical Assistance

Improve wildlife habitat, soil health, water conservation and quality, and carbon storage & sequestration

- Technical assistance:
  - ✓ Outreach
  - ✓ Management plans
  - ✓ Design and implement BMPs
  - ✓ Support Farm Bill program enrollment
  - ✓ Convene farmer-led knowledge sharing groups
- Key strategies:
  - ✓ Grazing management
  - ✓ RA crop systems / soil health / water quality
  - ✓ Irrigation improvement
  - ✓ Habitat enhancement



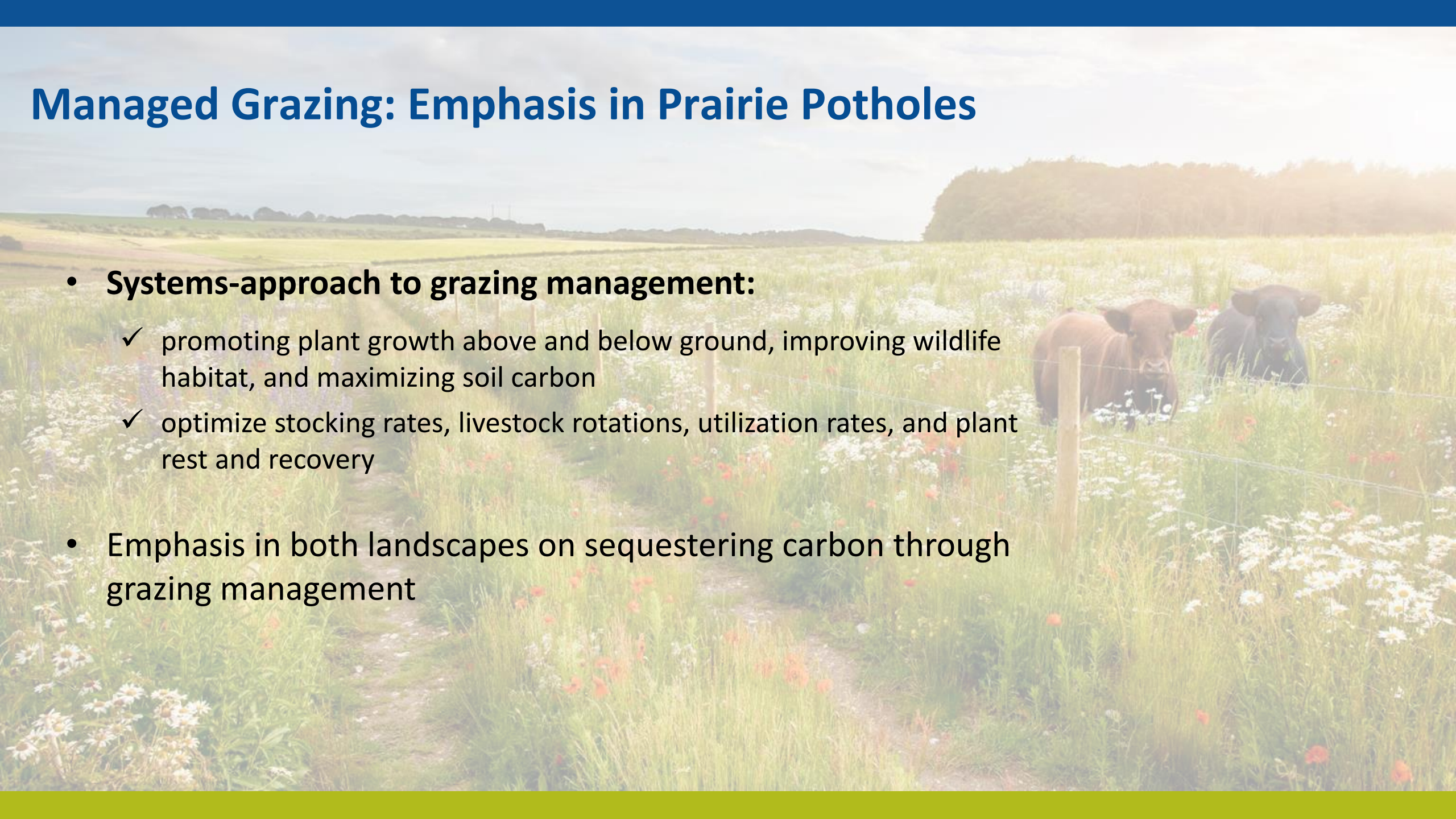
# Regenerative Agriculture: Emphasis in Prairie Potholes and Southern Great Plains

- Systems-approach to farming and ranching – integrates multiple principles of agricultural management for improving ecosystem function and resilience:
  1. Minimizing chronic disturbances to the soil and biological community
  2. Maximizing diversity of plants and animals
  3. Keeping the soil covered
  4. Keeping a living root in the ground at all times
  5. Efficiently managing water resources
  6. Integrating livestock
- Emphasis in both landscapes on providing landowners with technical assistance and fostering community learning and adoption of regenerative agriculture principles.



# Managed Grazing: Emphasis in Prairie Potholes

- **Systems-approach to grazing management:**
  - ✓ promoting plant growth above and below ground, improving wildlife habitat, and maximizing soil carbon
  - ✓ optimize stocking rates, livestock rotations, utilization rates, and plant rest and recovery
- Emphasis in both landscapes on sequestering carbon through grazing management



# 1) Prairie Pothole Region

- Continental importance for birds, pollinators
- Two-thirds grassland-wetland complexes lost

## Priorities:

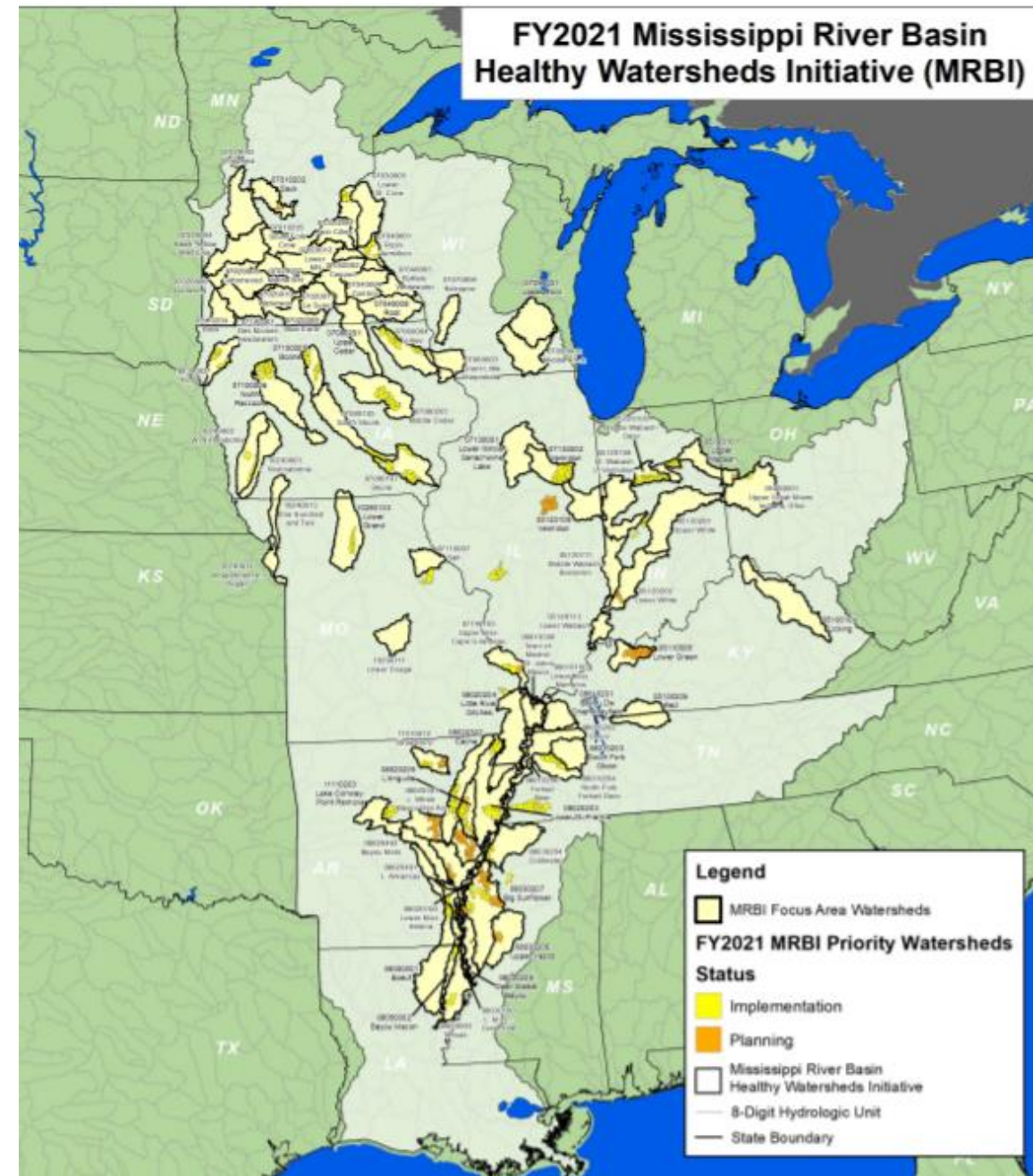
- **Managed grazing** on working grasslands
  - **RA systems in croplands**
  - Reduce nutrients and sediment
  - Habitat quality and connectivity
- 
- \$1 million available

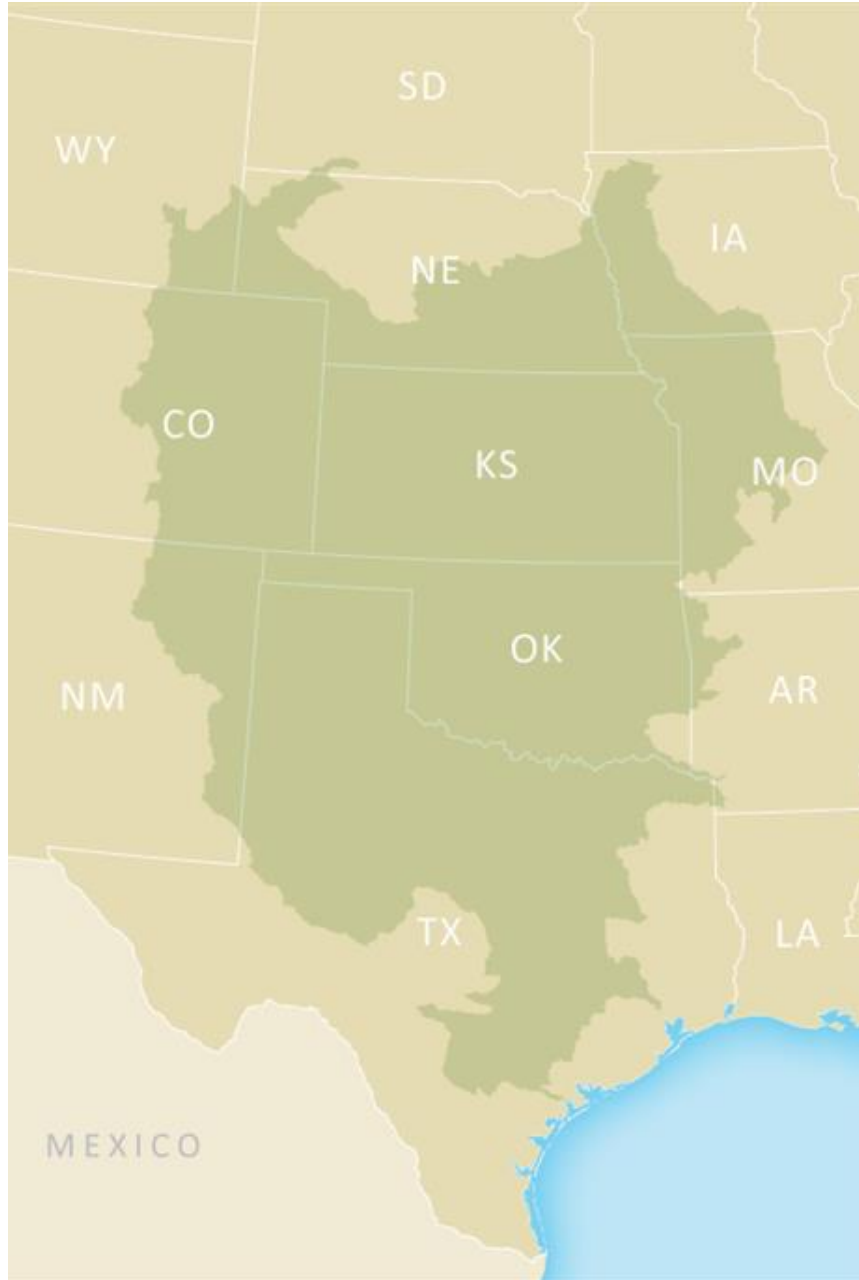




## 2) Upper Mississippi River Basin

- Mississippi River Basin upstream from the confluence with the Ohio River
- Priorities:
  - Managed grazing
  - Improving soil health
  - Improving water quality by reducing nutrient and sediment runoff
  - Improving grassland or forest habitat
- \$1 million available
- Special consideration for soil health projects on fields in a corn rotation in Southwest Ohio





### 3) Southern Great Plains

- Plains portions of Kansas, Nebraska, Oklahoma, Colorado, New Mexico, Iowa, Missouri and Arkansas
- Priorities:
  - **Regenerative agriculture**
  - Soil health and water quality
  - Manage limited water resources
  - Enhance working grasslands
  - Habitat enhancement
- \$1.2 million available
- Priority for soil health projects on corn fields in KS

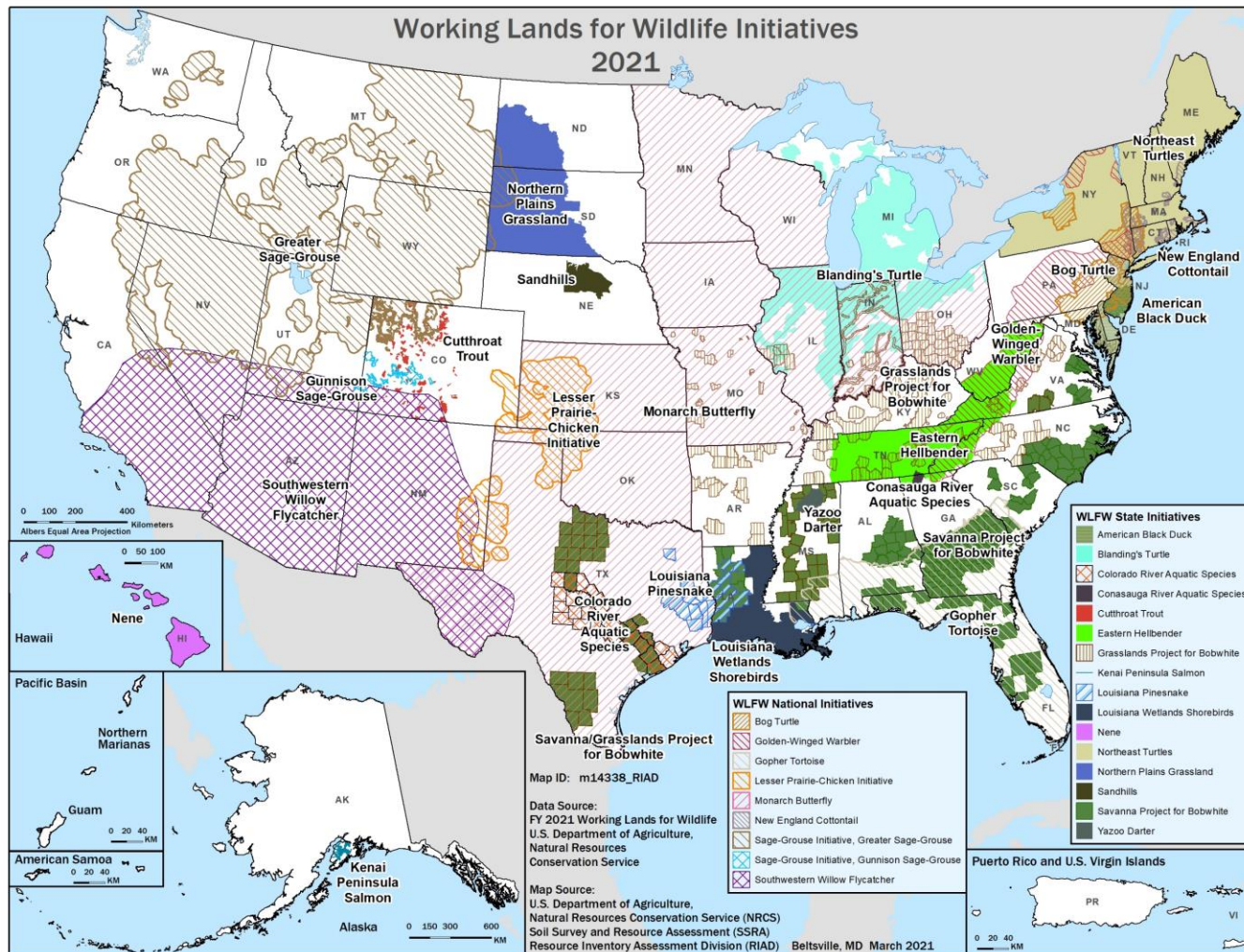




## 4) Soil Health Outreach Campaign

- Advances Farmers for Soil Health's goal of voluntarily expanding cover crop adoption to 30 million acres by 2030.
- Priorities:
  - Outreach, education, and communications
  - TA for famers to implement cover crops and enroll in financial assistance opportunities
  - Identifying and addressing barriers to farmer participation
- Eligibility limited to commodity organizations and their partners
- Focus on corn and soybean growers in 20 states: DE, IL, IN, IA, KS, KY, MD, MI, MN, MO, NE, NY, NC, ND, OH, PA, SD, TN, VA, or WI.
- \$900,000 available

# Working Lands for Wildlife TA funding available through the America the Beautiful Challenge



- ATBC category 4) Private Forests, Rangeland and Farmland Grants
- \$1 million available
- Deadline July 21

<https://www.nfwf.org/programs/america-beautiful-challenge>





# Metrics

- Select only the most relevant metrics
- Starting Values should be set to 0
- **Metrics have been revised. Pay careful attention to metrics instructions in the RFP and provide metrics notes and proposal narrative as directed:**
  - Several metrics are recommended for all proposals, where applicable
  - Habitat restoration metrics used both establishment and enhancement of habitat, specify in notes landcover type before and after restoration
  - Capacity metrics request information on Historically Underserved or Special Emphasis categories (both farmer outreach and staff hired). In notes, provide estimates or recruitment information at proposal stage, actual numbers in final project reports.

## USDA Historically Underserved farmer and rancher categories:

- Those with limited resources
- Beginning farmers/ranchers
- Socially disadvantaged (American Indians or Alaska Natives, Asians, Blacks or African Americans, Native Hawaiians or other Pacific Islanders, and Hispanics) and veterans

## NRCS Special emphasis categories:

- Native American / Alaska Native, Asian American, Black, Disabled, Women, LGBTQ, Hispanic, and / or Veterans





# Full Proposal Narrative – Community Impact

**Describe the community(ies) where the project will take place, who will benefit from the project, and how they were or will be engaged in project development and implementation. Provide demographic information on the community(ies), including but not limited to age, race and ethnicity, poverty rates. When possible, submit letters of support from community partners and/or collaborators demonstrating their commitment to the project and engagement in project activities as proposed.**

## **Two-part question:**

- 1) Describe community characteristics of the project area and identify any communities impacted.
  - Use demographic data to document (poverty statistics, school lunch data, demographic records)
  - This data can be found using Census data, School District data, State data centers, EJ Screen, and other sources
  
- 2) Describe outreach and community engagement activities for project development and implementation

Letters of support welcome but not required.



# Uploads - Applicant Demographic Information Form

- The information you provide will not be shared with proposal reviewers and will not be considered when making grant decisions.
- The Foundation will not share identifying information about any particular entity or project.
- While the form is a required upload, applicants can opt out of providing the information within the form itself
  - If your organization does not collect this information or if you have provided NFWF with this information in the last 12 months, you can opt out.
- The information provided on this excel form will be kept confidential, the Foundation may share its anonymized aggregate findings as appropriate with its staff, Board of Directors, funding partners, and publicly on its website or through other media.

## APPLICANT DEMOGRAPHIC INFORMATION

As part of NFWF's goal to encourage and support diversity across the conservation projects we fund, we would like to better understand the existing diversity in our grantmaking community and in the local communities. To accomplish this task, we are asking organizations that we fund to assist us by providing basic information about their workforce demographics on this form.

As part of this effort to support diversity, we also desire to understand how our grantees engage with the communities where the projects take place and who in those communities might benefit from them. We ask for this information provided on this excel form will be kept confidential, although the Foundation may share its aggregate findings as appropriate with its staff, Board of Directors, funding partners, and publicly on its website. not share identifying information about any particular entity or project. These anonymized aggregate data will be used by NFWF to better understand the demographic profiles of the organizations that we fund.

The information you provide will not be shared with proposal reviewers and will not be considered when making grant decisions.

**Instructions:** Complete all pertinent fields shaded in green. Your Human Resources Department may have some of the information requested readily available. Please be sure to complete the General Information section. If you do not know an answer, use the "don't know/not sure" option instead of guessing. If a section does not apply to your organization you may skip it. **Do not make any other changes to this form.** You may opt out of providing this information to NFWF; however, you still must upload this form to Easygrants with your application and complete the first section of the form.

**All applicants must complete this section, even if you have provided this data to NFWF in the past 12 months or are opting out for another reason.**

If you have provided this data to NFWF in the past 12 months you do not need to provide it again but you must still complete this top section of the form and submit it with your proposal.

Easygrants project # from your grant application:

Grant program name shown on the RFP:

If you are opting out, select a reason from the dropdown list in the green box:

### General Information

Date Completed:

Project Title:

Organization Full Name:

Organization EIN:

Organization Type:

Organization Size (number of employees)

Click on the green box to select from the dropdown list

Click on the green box to select from the dropdown list

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

Please provide the following demographic information about all of your organization's employees, including senior leaders.

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:

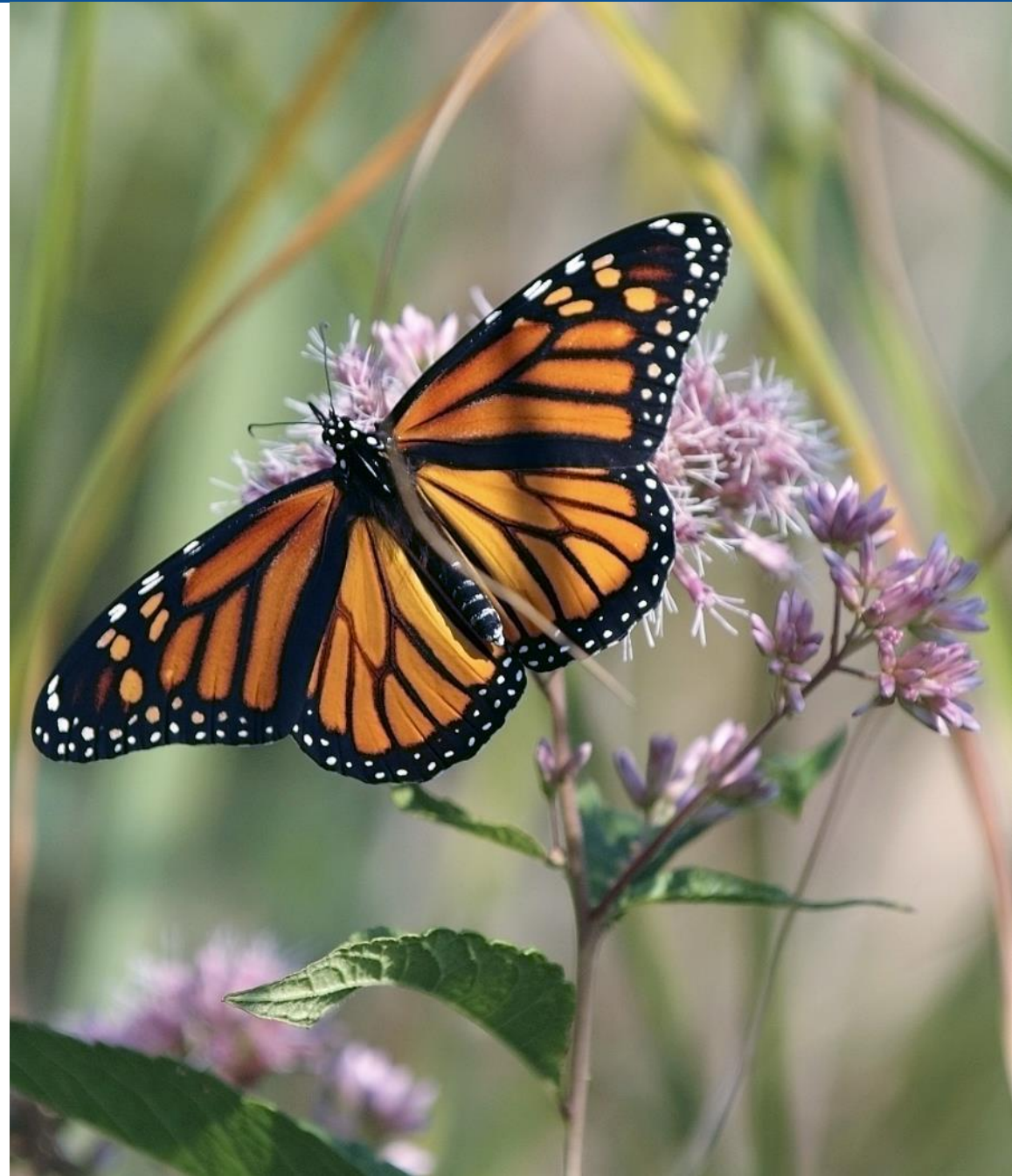


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# Matching Contributions

- Minimum 1:1 non-federal match required
- Match sources
  - ✓ Cash
  - ✓ In-kind contributions of staff
  - ✓ Materials and services donated
  - ✓ Volunteer time
  - ✓ Cost of land acquisition/easement
  - ✓ Allowable indirect costs not covered by grant funding
  - ✓ Other tangible contributions to project goals
- Landowner cost share used to enroll in farm bill programs (e.g., EQIP) is not eligible
- If your project will engage and impact underserved and underrepresented communities but is unable to reach the 1:1 match ratio please reach out to discuss





## Period of Performance

- Start date should be on or after November award announcement
- Duration typically 2 - 3 years
- Match must be spent between project start and end dates

## NRCS Alignment

- Must be distinctly different from other NRCS programs (e.g. RCPP, CIG)
- State Conservationist awareness of project




# Full Proposal – Map Section:

Map

← → ↺

https://easygrants.nfwf.org/NFWF/Implementation/Modules/Application/ModuleContent.aspx?Config=FullProposalNewMetrics500041Config&Page=Map&ID=500324

🔍 ☆ Incognito



Map - Ashleyann Perez - Full Proposal

Home

Main

Contact Information

Organization Information

Project Information

Project Location

Map

Uploads

Metrics

Budget

Matching Contributions

Permits and Approvals

Review and Submit

FAQ

Help

Log Out

Instructions

Leaving this Map page before completing all of the steps below will result in a loss of your unsaved map data. If you take longer than one hour to complete the steps below, Easygrants will time out and you will lose your unsaved map data. You may click Save before you are done to reset the Easygrants clock, but you must first Submit your locations so that they appear GREEN (submitted). Clicking Save when there are ORANGE (pending) locations will result in loss of those orange polygons. You may return to this Map page at any time to add to (or delete) the mapping work that you save.

Overview of Steps to Create and Submit Your Project Location Map

Click Help (on the left) to see detailed instructions for all of the steps below as well as a glossary of mapping terms used in this mapping tool. If using this tool for the first time, please read through the Help guide and familiarize yourself with the mapping tool features and terminology before entering your mapping data.

- Begin by clicking Save at the bottom of this Map page to set the Easygrants one hour clock ticking. If you skip this step, the system may timeout sooner than expected and you may lose unsaved map data.  
*Important: Once you start creating a map, to avoid losing map data, complete all the steps below, in succession, before clicking Save or Save and Continue (Step 5).*
- Next, map your Project Location(s) using one of the three options provided in the mapping tool below. Detailed instructions for each are contained in the Help document.
  - Upload an existing shapefile (see Shapefile requirements below) by clicking on the Upload Shapefile feature bar (this option is open by default when you start using the mapping tool); or
  - Select one or more geographic features (e.g. county, lake, national park) for your project by clicking the Select by Geography feature bar; or
  - Create a custom area to depict your project location(s) by clicking on the Draw a Custom Area feature bar.
- Finalize the creation of your map by clicking Submit Project Location.  
*All spatial locations MUST appear in GREEN to indicate that those project locations have been submitted.*
- To confirm your map, click the Confirmation Check Box at the bottom of the page.
- Finally, click Save to save your map and stay on this page, or Save & Continue to save your map and move to the next page in this task.  
*All GREEN locations will be saved and any ORANGE locations will be discarded.*

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:

+


Home

-

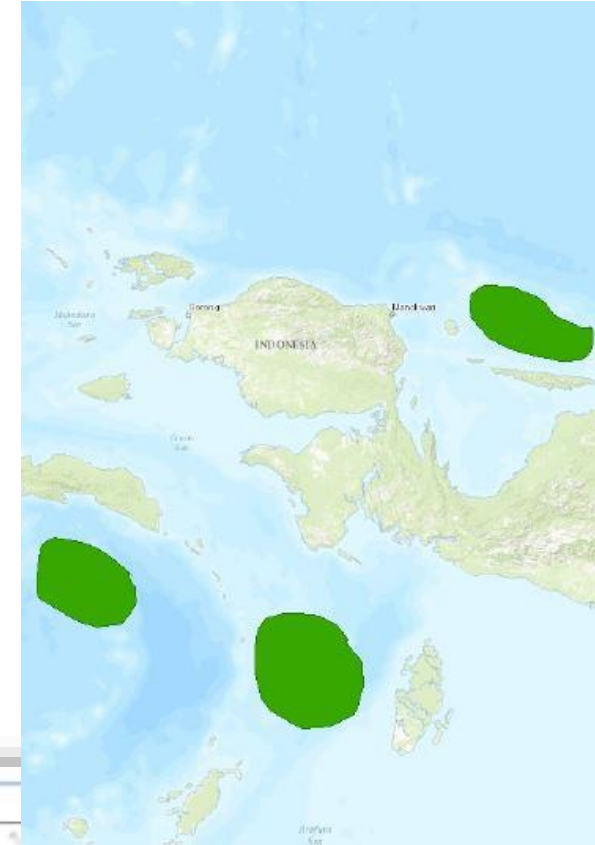
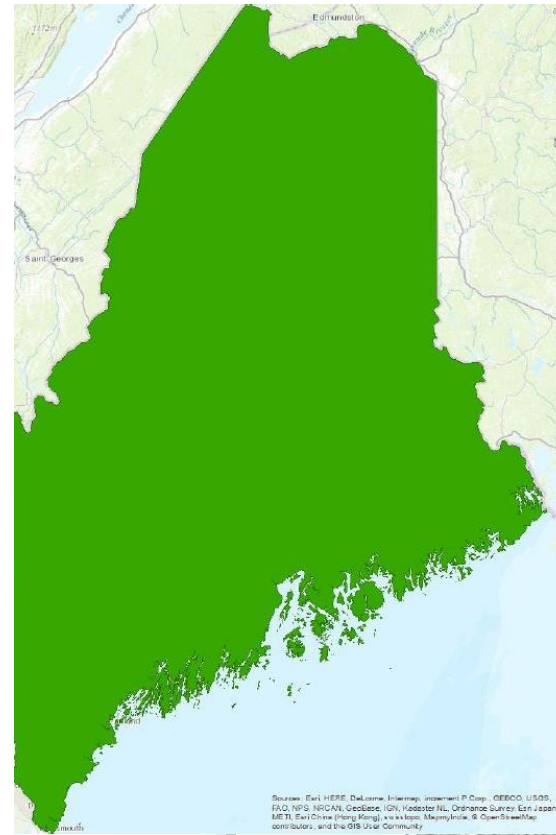
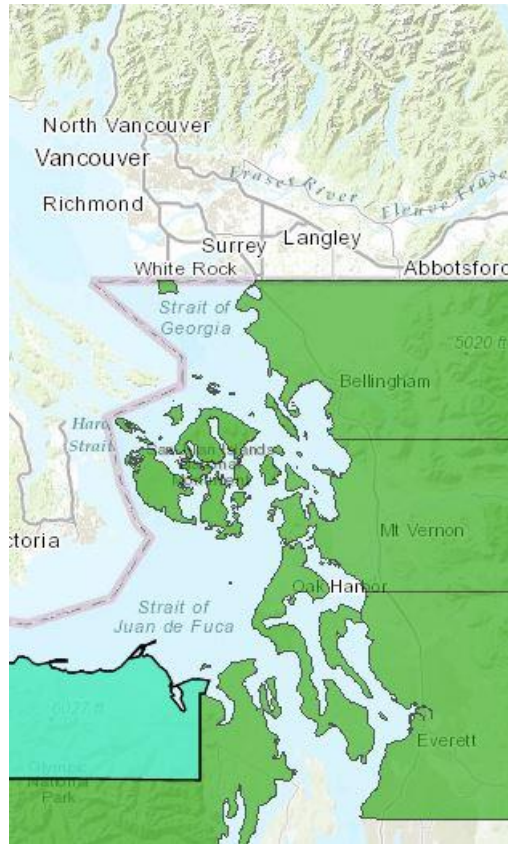
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Search for a location



1. Upload Shapefile
2. Select by Geography
3. Draw a Custom Area

Submit Project Location

Submitted Project Locations  
Pending Project Locations

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

Save and Continue



# Application Assistance – Reference Sheet

## Supporting Documents:

1. [Conservation Partners 2022 RFP webpage](#)
  - a. [Tip Sheet](#)
    - Step-by-step Full Proposal guidance
  - b. [Easygrants Instructional Webinar](#)
    - Step-by-step video tutorial on how to start and complete a proposal in [Easygrants](#) ([easygrants.nfwf.org](https://easygrants.nfwf.org))
2. [NFWF Application Information](#)
  - a. [Budget instructions](#)
    - Download the [Detailed Budget and Narrative Guide](#)
    - \*For the Budget section, please provide a respective budget narrative describing the purpose of each line item towards the project.
  - b. [Required financial documents](#)
    - Financial documents must be for the same fiscal year and **no more than 2 years old**
  - c. [Indirect Cost Policy](#)



NFWF

CONSERVATION PRIORITIES

PARTNERSHIPS

STRATEGY & RESULTS

ABOUT NFWF

Annual Reports

Apply for a Grant

IDEA Accounts

Donate



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# Apply for a Grant

< Application Information

Recipient Information

Grants Library >

## Application Information

In This  
Section:

FAQs

Required Financial Documents

Transparency Act  
Requirements

Pre-Proposal Summary

Full Proposal Summary

Budget Instructions

Easygrants Mapping >



/ Apply for a Grant

/ ...



The National Fish and Wildlife Foundation supports more than 70 grant programs to protect and restore our nation's wildlife and habitats. We encourage you to read our complete list of conservation programs and review the program goals and guidelines to select the one appropriate for you. You can submit applications online through Easygrants, our grant application and management system.

## Who Can Apply



# Application Assistance – Easygrants Tips

- If you've never used Easygrants (<https://easygrants.nfwf.org/>) before, create your login TODAY and familiarize yourself with the system. **View the [pre-recorded instructional webinar](#).**
- Turn off your browser's pop-up blockers.
- Download the “Tip Sheet” (available on the RFP webpage) and use it as a reference to complete each field of the proposal.
- Refer to the RFP and metrics instructions in Easygrants for required metric notes.
- DO NOT mail physical letters of support to NFWF, they must be digital copies uploaded into the online proposal.
- Provide a phone number in your Easygrants account. Keep your email and proposal contact information up-to-date.

## Timeline

Full Proposal Due Date: **Wednesday, July 13<sup>th</sup>, 11:59 PM ET**

Awards Announced: Early November 2022



# Contacts

## Programmatic Questions:

**Bridget Collins**

Program Director

Central Region Working Lands

Phone: 202-595-2655

Email: [Bridget.Collins@nfwf.org](mailto:Bridget.Collins@nfwf.org)

## Application/Easygrants Questions:

**Ernest Newborn &**

**Minna Wong**

Coordinator, Regional Programs

Email: [Ernest.Newborn@nfwf.org](mailto:Ernest.Newborn@nfwf.org)

## Technical Assistance / Easygrants Helpdesk:

Email: [Easygrants@nfwf.org](mailto:Easygrants@nfwf.org)

Voicemail: 202-595-2497

Hours: 9:00 am to 5:00 pm ET, Monday-Friday.

Include: your name, proposal ID #, e-mail address, phone number, program you are applying to, and a description of the issue.





Questions?

