



America the Beautiful Challenge

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PARTNERS

- U.S. Department of Interior
- U.S. Department of Agriculture
- U.S. Department of Defense
- Native Americans in Philanthropy

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

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Golden eagle

BACKGROUND

In May 2022 the National Fish and Wildlife Foundation (NFWF), the nation's largest conservation grant-maker, established the America the Beautiful Challenge (ATBC) to streamline grant funding opportunities for voluntary conservation and restoration projects around the United States. The program consolidates funding from multiple federal agencies and the private sector, enabling applicants to develop and pursue large-scale or complex locally led projects that collaboratively address shared priorities across landscapes including public, private, tribal, and working lands.

Together with ATBC funding partners — the U.S. Department of the Interior through the Fish and Wildlife Service, the U.S. Department of Agriculture through the Forest Service and Natural Resources Conservation Service, the U.S. Department of Defense through the Readiness and Environmental Protection Integration Program, and Native Americans in Philanthropy — NFWF announced the inaugural ATBC grant slate in November 2022. In its first year alone, the ATBC awarded 55 grants totaling nearly \$91 million, leveraging over \$50.7 million in matching contributions to generate a total conservation impact of more than \$141.7 million. Additional funding in 2022 was provided by the Bezos Earth Fund.

To date, more than one-third of ATBC grant funds support conservation and restoration projects implemented by Tribal and Native Nations and U.S. territories.

(continued)



Elk in the Rocky Mountains

GOALS AND OBJECTIVES

The ATBC is envisioned as a streamlined and centralized grant opportunity, making it a more convenient way for states, Tribal and Native Nations, territories, local governments, non-governmental organizations, and others to access multiple funding sources for conservation and restoration.

The ATBC supports projects that address one or more of the following overarching themes:

- 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 flooding, drought and other climate-related threats

- Expanding access to the outdoors, particularly in underserved communities

This program is intended to encourage the development and implementation of diverse and comprehensive landscape-level projects that address priority conservation and restoration needs, showcase cumulative benefits to fish and wildlife, enhance carbon sequestration and storage, engage with and benefit underserved communities, connect people with nature, and help safeguard ecosystems and communities through resilience-focused and nature-based solutions. Projects are often landscape-scale, span multiple jurisdictions and boundaries, and are made possible through robust, committed partnerships. NFWF continues to seek additional federal and private-sector partners to leverage and enhance the ATBC funding opportunity in the coming years.