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**

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Five Star and Urban Waters Program Webinar

December 8, 2022

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**

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Program Overview

- **Grant Size**
  - Award amounts range from $25,000 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
  - Salesforce

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Program Overview

- **Applicants submit one proposal for all sources of funding.**
- **Geographic Focus and Funding Availability**
  - Approx. $1,600,000 available nationwide for projects meeting program priorities
  - Geographic focus varies depending on funding partner priorities (RFP lists geographies)

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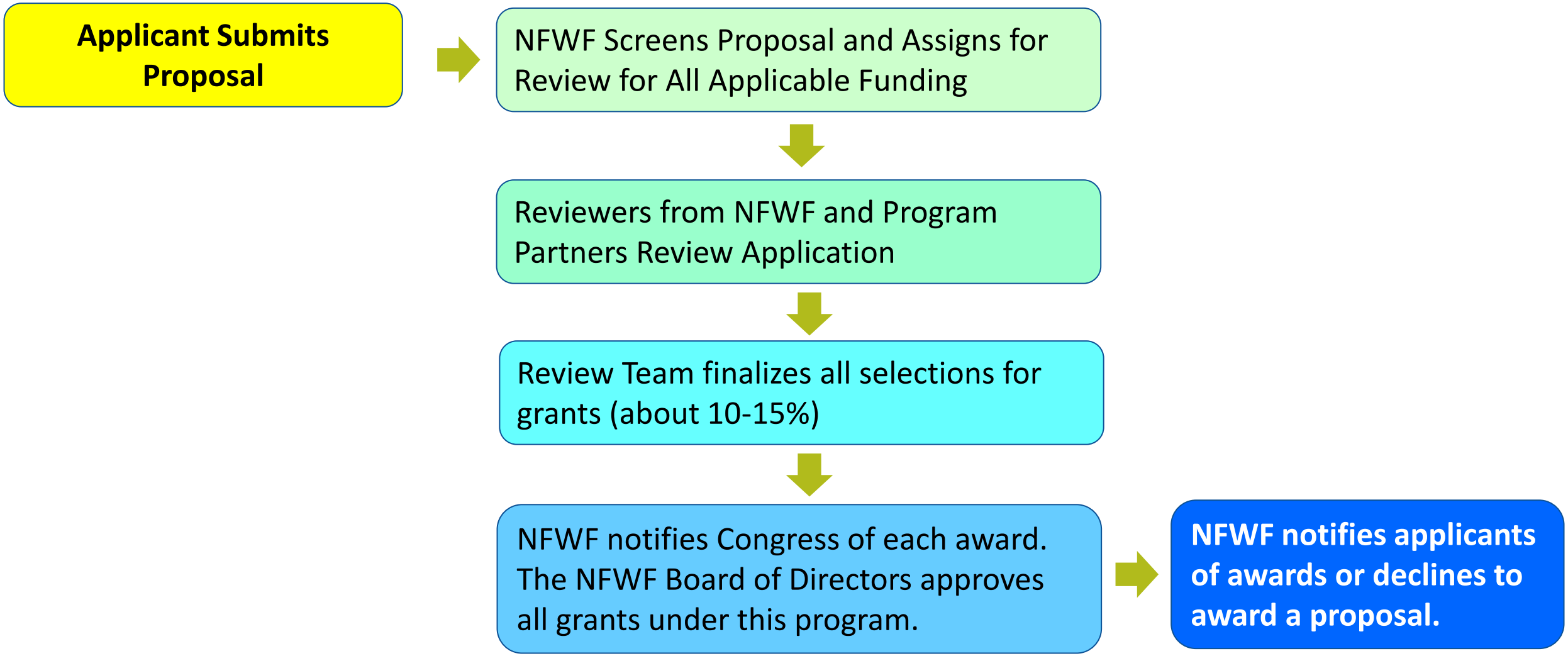
Application Review Process



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

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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

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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

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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

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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?

Program Guidelines

- **The community-based partnership exists to implement and sustain the project.**

- **Grant requests must be for $25,000 - $50,000**

- **Projects should be completed in 1-2 years and start in late summer/early fall 2023.**

- **Indirect Costs:**
  - Detailed information is available at: http://www.nfwf.org/whatwedo/grants/applicants/Pages/indirect-policy.aspx

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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

- $25,000 - $50,000 each, average grant size for the last round was **$43,000**

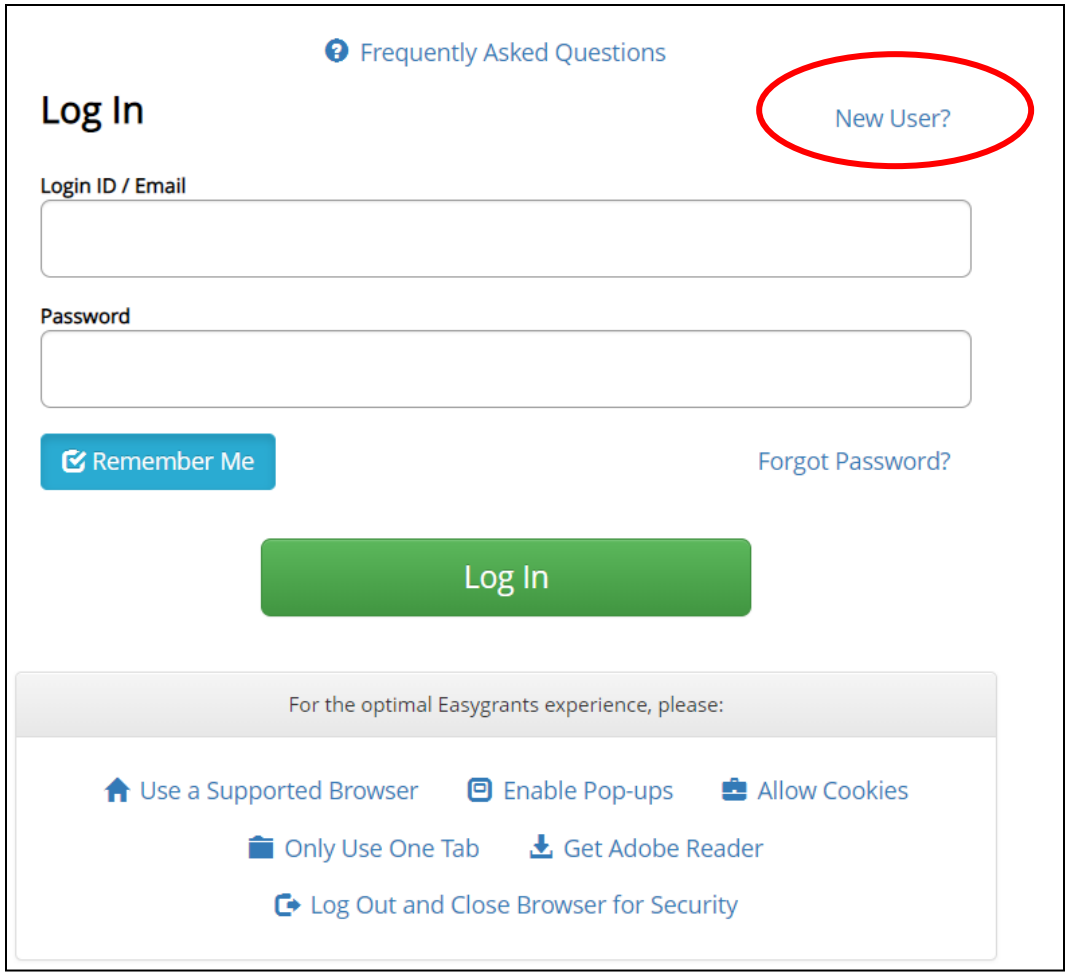
Match

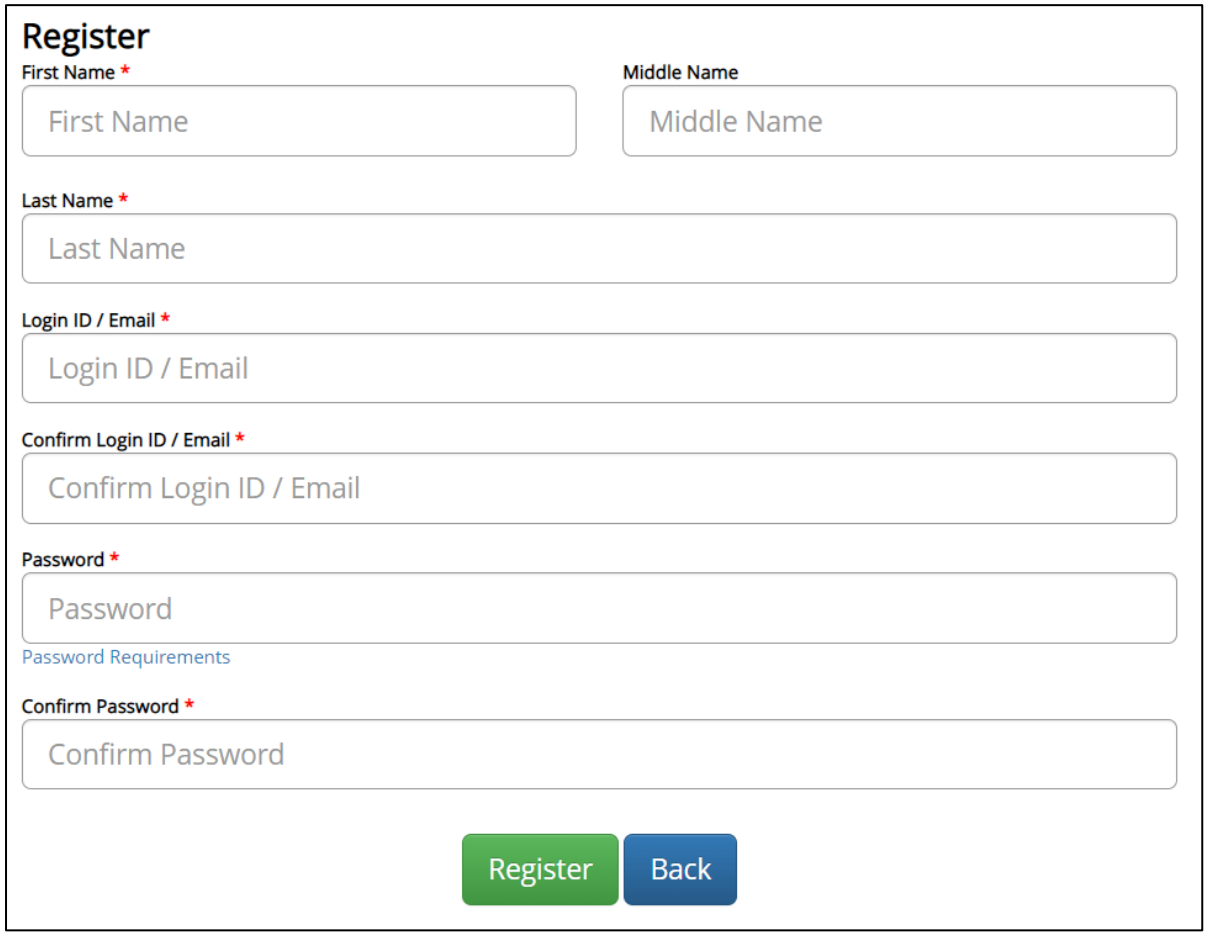
- Minimum 1:1 non-federal match of cash or in-kind goods and services is required

Restrictions

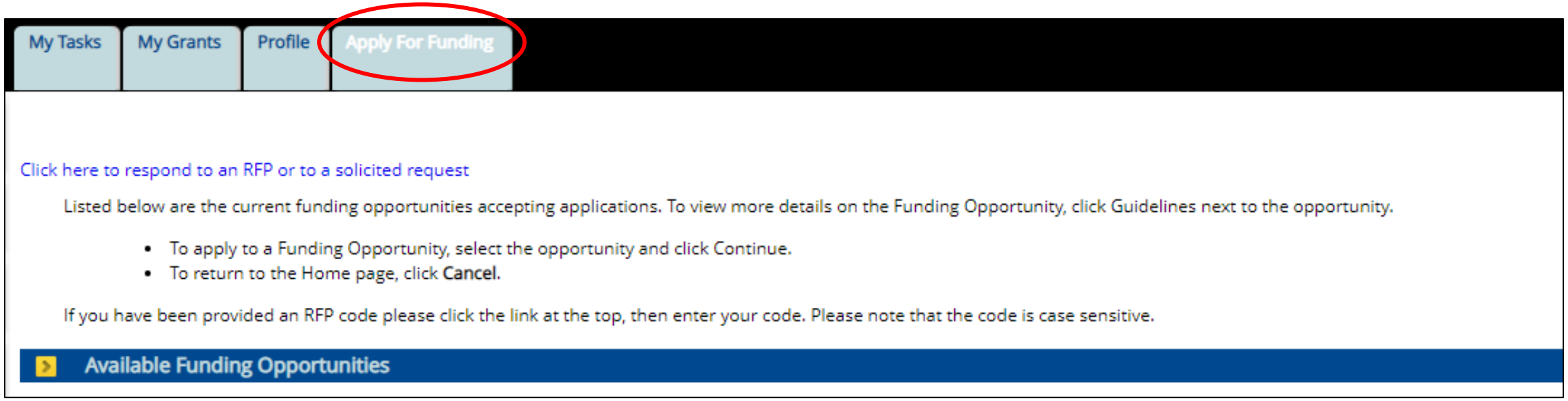
- No political advocacy, fundraising, lobbying, terrorism or litigation
- Not to implement legal requirements (mitigation, permit conditions, etc.)

How to Apply in Easygrants





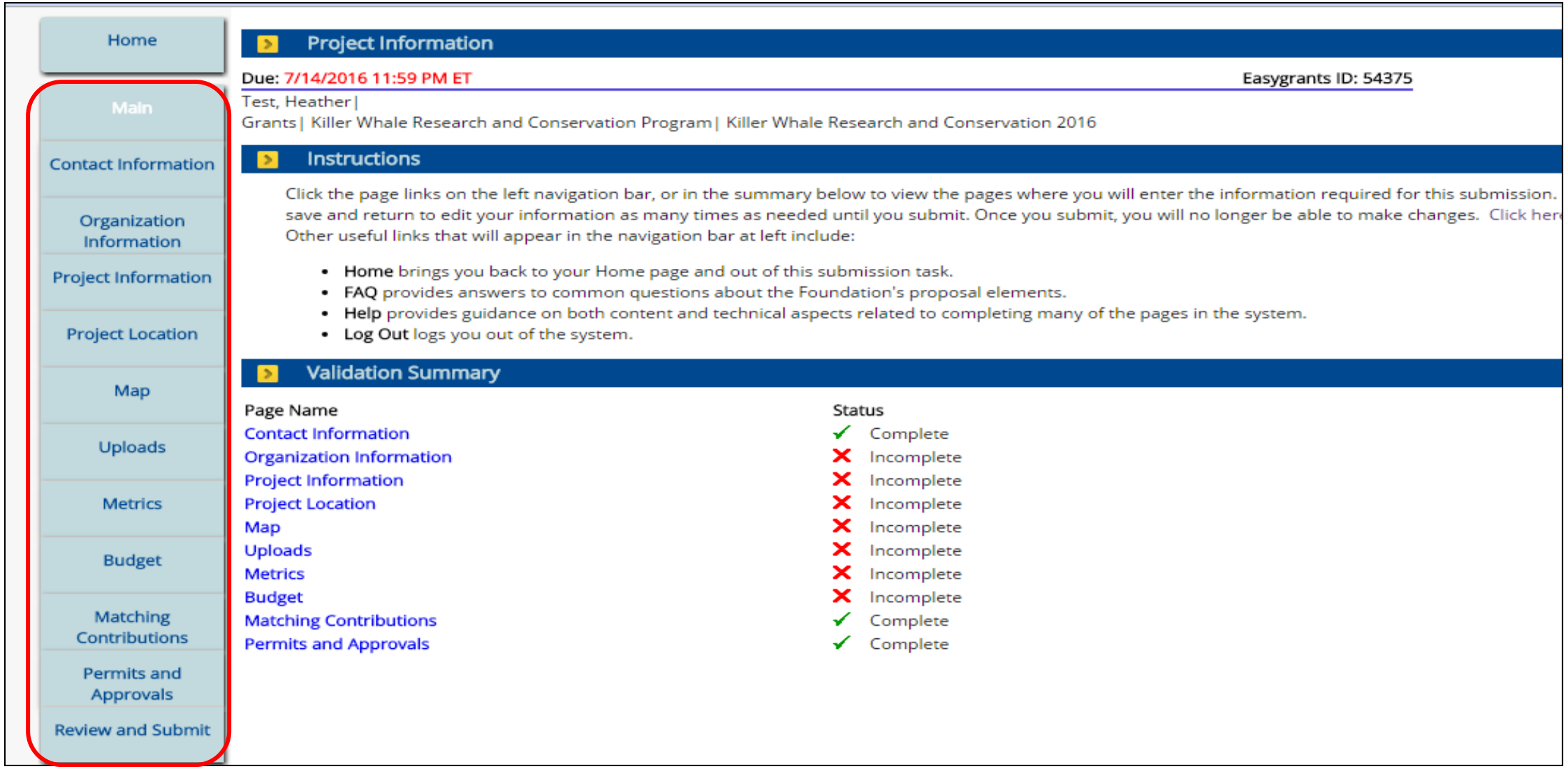
How to Apply in Easygrants



Once you are on your Easygrants homepage, click on “Apply for Funding”

Choose the Funding Opportunity you’re applying to.

How to Apply in Easygrants



Project Title, Description and Abstract

Project Title

Short, descriptive name that distinguishes your project
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
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
  - 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.

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Mapping the Project Location

- Use the full proposal mapping tool to draw your project location or upload a shapefile
- Map the location(s) where on-the-ground project work will occur
- Be as specific as possible!
- You should not select an entire state or county as your project location unless your project spans the entire region

Uploads

Upload Checklist

Upload Type	Required	Template
Five Star Full Proposal Narrative 2023	Yes	Five Star Full Proposal Narrative Template 2023
Project Map	Yes	
Letters of Support	No	
Photos - Jpeg	No	
Statement of Litigation	Yes	Statement of Litigation
Board of Trustees, Directors, or equivalent	Yes	
Applicant Controls Questionnaire	Yes	Applicant Controls Questionnaire Template
Applicant Demographic Information Form	Yes	Applicant Demographic Information Form
GAAP audited financial statements	Yes	
IRS Form 990	Yes	
Single Audit (Formerly A-133 Audit)	Yes	
Indirect Rate Agreement	No	
Other Documents	No	

The full list of required uploads for your organization type is available on the NFWF website here: https://www.nfwf.org/apply-grant/application-information/required-financial-documents

Metrics

- Load program metrics using the “Five Star Metrics” template from drop down menu.

- Select all outcomes that apply to your project.

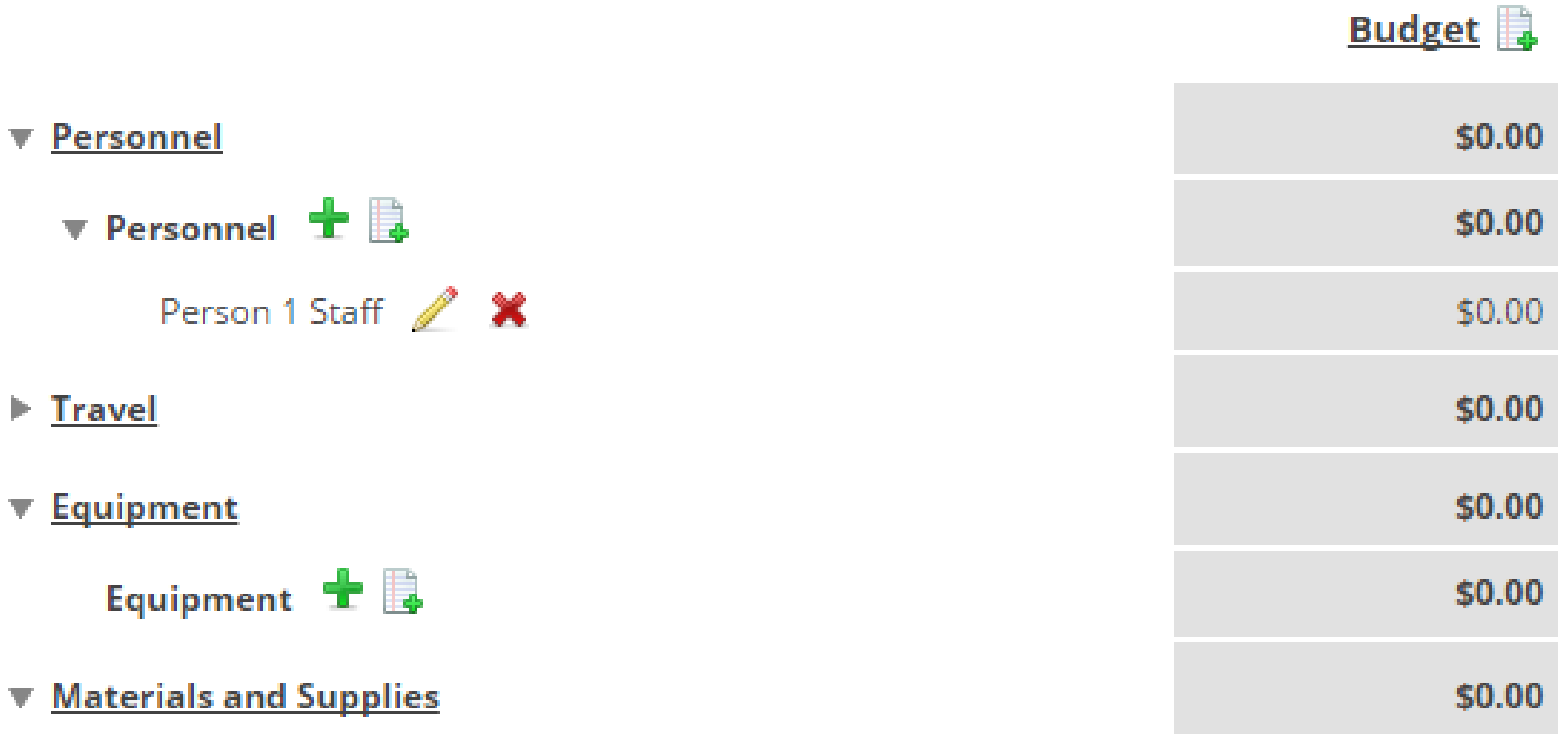
- Include at least one metric for “habitat restoration” and at least one metric for “capacity, outreach, incentives.”

- 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**

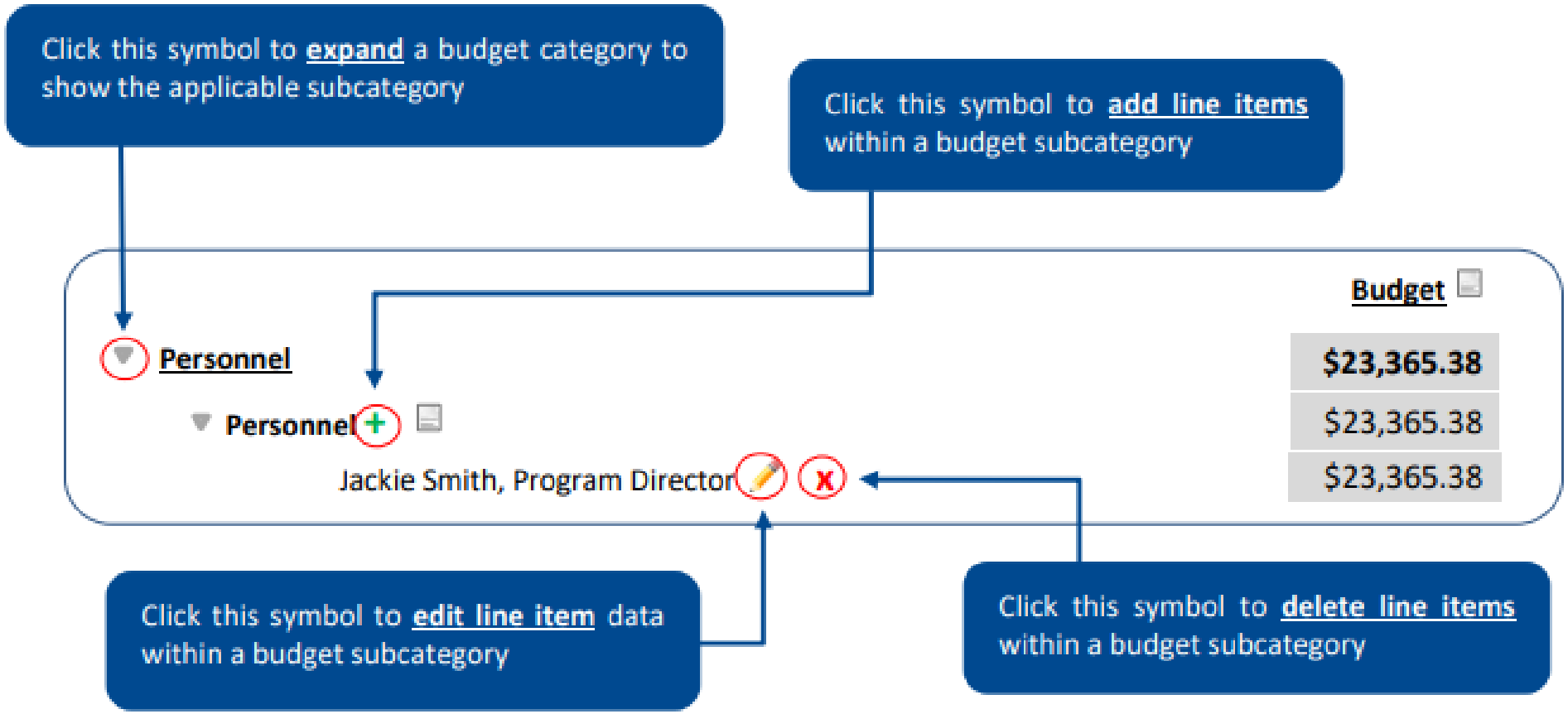
Budget

- Use the green plus sign to add line items to the budget
- Use the pencil to edit line items in the budget
- Use the ‘notes’ feature to add a narrative description for each section of the budget



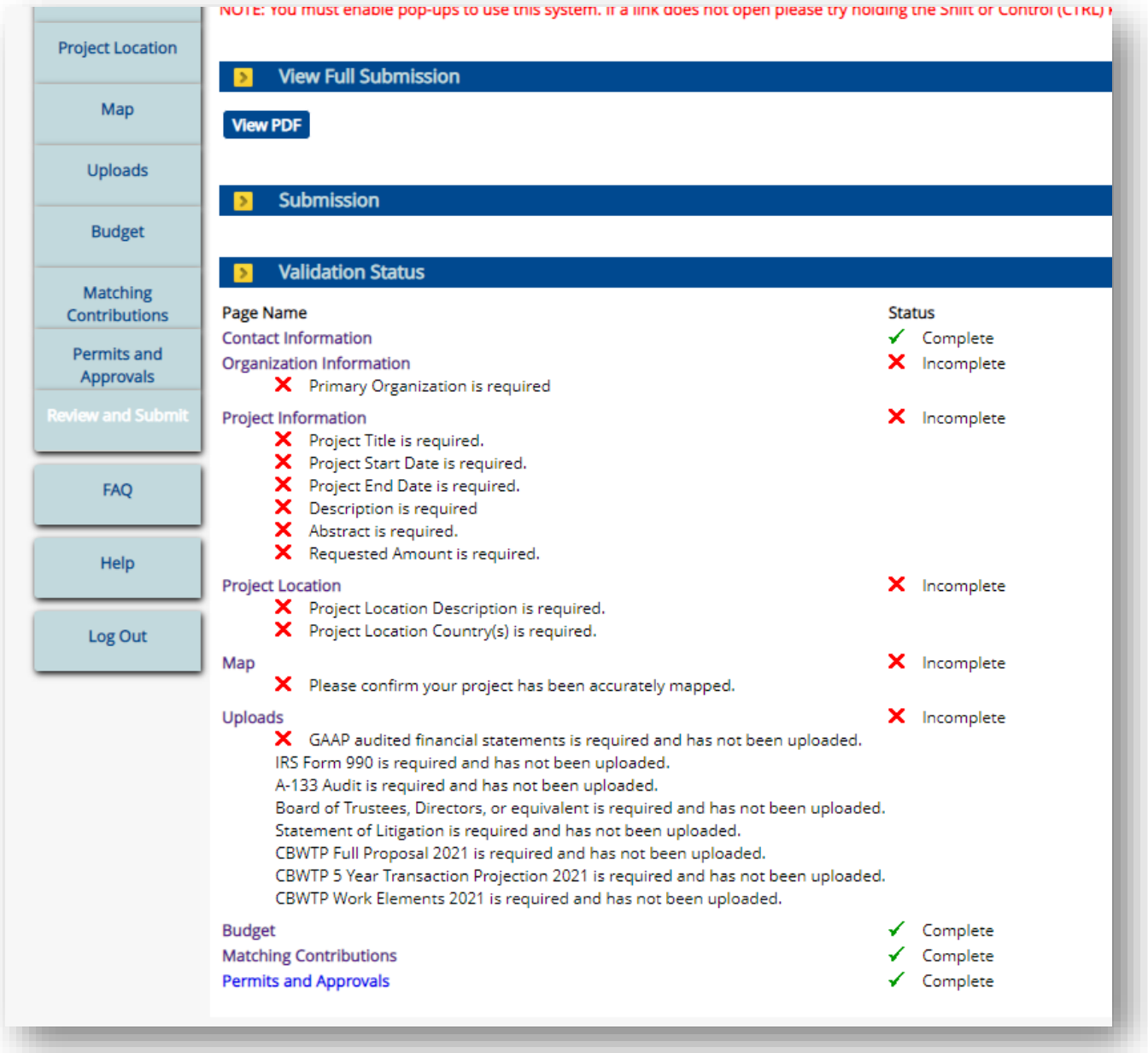
- Learn more:
- http://www.nfwf.org/whatwedo/grants/applicants/Pages/budget-instructions.aspx

Budget


Click this symbol to expand a budget category to show the applicable subcategory
Click this symbol to add line items within a budget subcategory
Budget
Personnel
$23,365.38
Personnel
$23,365.38
Jackie Smith, Program Director
$23,365.38
Click this symbol to edit line item data within a budget subcategory
Click this symbol to delete line items within a budget subcategory

Review and Submit

- Make sure to click the blue **“Submit”** button to submit your proposal.
- If correctly submitted, you will receive a confirmation e-mail and the task will disappear from your homepage.



Questions?

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

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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.

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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.

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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.

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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.

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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?

Timeline

November 9th, 2022
- RFP Release

December 8th, 2022
- Applicant Webinar

January 31st, 2023
- Proposals due

February-June 2023
- Proposal Review
- Finalize decisions

June-July 2023
- Congressional Notification

August 2023
- NFWF Board Approval
- Award notifications

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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

Contacts

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