

WELCOME TO THE FARMERS FOR SOIL HEALTH 2023 WEBINAR

Using GoToWebinar

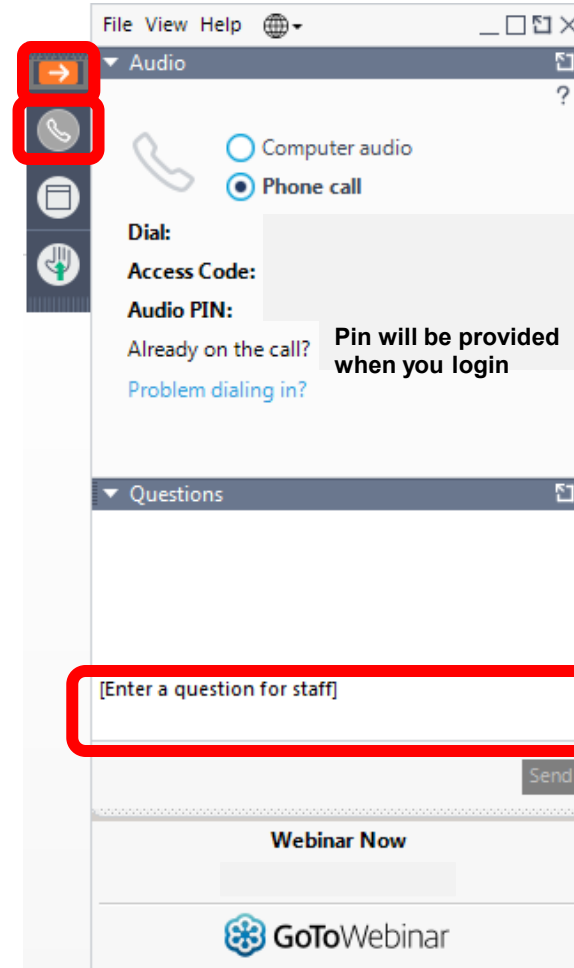
Open and close your control panel

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 green John Deere tractor is pulling a blue implement through a field of tall green corn. The scene is set at sunset, with the sun low on the horizon, casting a warm glow over the field. The tractor is moving from left to right, and the corn is in the foreground, partially obscuring the tractor. The background shows a line of trees and a clear sky.

Farmers for Soil Health 2023 Funding Opportunity Guidance for Applicants

Tuesday, December 13, 12 – 2 PM ET

Webinar Agenda

- Welcome and Introductions
- NFWF Overview
- Farmers for Soil Health Overview
- Funding Availability
- Program Priorities
- Metrics
- Diversity and Community Engagement
- Preparing a proposal
- Timeline
- Q&A

***Webinar is recorded and
PDF & FAQ 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



Overview: Farmers for Soil Health alliance

- 2018 MOU between National Pork Board, National Corn Growers Association and United Soybean Board
- Goal of voluntarily expanding cover crop adoption to 30 million acres by 2030
- Advances national corn, soy, and pork commodity sustainability goals



Pending Farmers for Soil Health Climate Smart Commodity Grant

- FSH selected NFWF as a fiscal agent on its CSC proposal
- FSH tentatively selected for a \$95 million award under USDA's Partnerships for Climate Smart Commodities funding opportunity. A funding agreement with USDA has not been finalized.
- Expanding cover crop adoption on over 1.3 million corn and soybean acres
- Focused in 20 states: DE, IL, IN, IA, KS, KY, MD, MI, MN, MO, NE, NY, NC, ND, OH, PA, SD, TN, VA, or WI.

Pending Farmers for Soil Health Climate Smart Commodity Grant

- Four main FSH strategies:
 - Support creation or expansion of state-level technical assistance programs
 - Financial assistance (guaranteed practice payment, can be stacked):
 - Transition Incentive Payments (TIP) totaling \$50 per new acre of cover crops planted (\$25/acre year 1, \$15/acre year 2, \$10/acre year 3), up to 500 acres per farm, 1.3 million acres total.
 - Signing Incentive Payments (SIP) of \$2 per acre are available for up to 600,000 acres of existing cover crops. Up to 200 acres per farm, 600,000 acres total.
 - Create and launch an enrollment platform as well as a nationwide cover crop Measurement, Reporting and Verification (MRV) system.
 - Create a public marketplace platform to connect farmers to buyers of climate-smart commodities and opportunities for premiums and incentives.

Farmers for Soil Health: TA RFP Funding Available

- Expect to award approximately \$15 million under the RFP
- Single-state proposals likely range from \$200,000 to \$1,200,000, with average of \$750,000. Multi-state proposals may exceed \$1.2 million
- Duplicative proposals within a state will not be funded. Multiple proposals within a state will only be funded if they are distinct from one another in project activities or geographic focus.
- Do not include farmer TIP and SIP costs in your grant proposal budget. NFWF will make the financial assistance payments to participating farmers with other funding separate from the available grant funding.
- Funding availability is subject to finalization of a USDA grant. Additional requirements for TA grantees may apply after USDA grant finalization.

What is Considered Technical Assistance?

- Staff or contractor time to:
 - Conduct farmer outreach, marketing, promotion
 - Targeted outreach to Historically Underserved producers
 - Educational workshops, field days, and technical trainings
 - Design and drafting of implementation plans for cover crops and other soil health practices
 - Ongoing farmer consultations on cover crop management
 - Support FSH SIP and TIP enrollment and eligibility determination
 - Convene farmer-led knowledge sharing groups

Eligible FSH TA Grant Applicants

- State commodity groups
- Designated partners (non-profit organizations; State, tribal & local governments, Educational institutions) – requires a state or national corn, soy, or pork commodity group letter of support

See table 3 in RFP for approximate state enrollment targets to scale your proposal appropriately

State	# Farmers	# Corn/Soy Acres	FSH Enrollment Goal (Total acres across two sign
Iowa	56,000	18,500,000	100,000–200,000 acres per state
Illinois	49,000	18,100,000	
Minnesota	50,000	13,300,000	
Nebraska	31,000	13,100,000	
South Dakota	18,000	9,500,000	50,000–100,000 acres per state
Indiana	37,000	9,500,000	
North Dakota	15,000	8,800,000	
Kansas	26,000	8,500,000	
Missouri	29,000	7,700,000	
Ohio	39,000	7,400,000	25,000–50,000 acres per state
Wisconsin	39,000	4,600,000	
Michigan	48,000	3,500,000	
Kentucky	21,000	2,700,000	
North Carolina	21,000	2,500,000	
Tennessee	14,000	2,200,000	5,000–25,000 acres per state
Pennsylvania	23,000	1,700,000	
New York	12,000	1,300,000	
Virginia	10,000	1,100,000	
Maryland	5,000	900,000	
Delaware	2,000	300,000	
Total	545,000	135,200,000	1,365,000 Total

Table 3. Approximate number of farmers and corn and soy acres per FSH target state (courtesy of Data Transmission Network), and an approximate enrollment goal per state (cumulative across planned signup cohorts).

2023 FSH TA Grant Priorities

Competitive proposals will include all nine program priority areas:

1. Direct staff resources to help farmers adopt cover crops
2. Support farmer SIP enrollment
3. Support farmer TIP enrollment
4. Targeted digital marketing (DTN support)
5. Increase SIP and Tip enrollment among Historically Underserved farmers (NCAT support)
6. Cover crop training and NRCS practice standards (SHI and CRA support)
7. Support farmer eligibility determination, enrollment, and data entry (DTN support)
8. Cover crop TA for farmers (SHI and CRA support)
9. Provide additional TA as requested

Describe your approach to the nine priorities above in the activities section of the proposal narrative

Learn more about the support services available from DTN, NCAT, NACD, SHI, and CRA in our upcoming Technical Resources Webinar January 10, 2023

Eligible Expenses: FSH State TA Program Grants

- Salaries, fringe, travel, supplies and materials for grantee and subawards
- Other direct costs like meeting venues, speaker fees
- Contract services following federally-compliant procurement policies
- Indirect expenses (de minimis or approved NICRA)
- Ineligible expenses
 - Equipment (items >\$5,000)
 - Expenses to promote or support enrollment for other public or private financial assistance opportunities

See NFWF Budget Instructions for more information:

<https://www.nfwf.org/apply-grant/application-information/budget-instructions>

FSH Metrics Overview

- Select only the most relevant metrics
- Starting Values should be set to 0
- Target Values in the proposal should be a reasonable estimate of your expected impact
- **Pay careful attention to metrics instructions in the RFP and provide metrics notes and proposal narrative as directed:**
 - Several metrics are required for all proposals, where applicable
 - Capacity metrics request information on Historically Underserved categories (both farmer outreach and staff hired). In notes, provide estimates or recruitment information at proposal stage, actual numbers in final project reports.

Required FSH Metrics

- # of people reached (this is the number of farmers receiving technical assistance)
- # participants receiving gov't agency cost share or financial assistance (this is the number of farmers enrolled in FSH)
- Acres covered by government agency cost share or financial assistance (this is the number of acres enrolled in FSH)
- Acres with cover crops (this is the number of cropland acres with cover crops implemented as a result of grant technical assistance, enrolled in FSH or not)
- Acreage of project footprint (this is the total number of acres impacted by one or more project conservation activities)
- # jobs created (this is the of individuals hired (non-volunteers) to directly work on the project) and/or # jobs sustained (this is the number paid jobs that are partially or fully sustained through this grant. Sustained jobs should have existed prior to the grant)

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
- Women farmers

The Farmers for Soil Health Partnership is prioritizing 20% of the partnership's financial assistance for Historically Underserved and small producers



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 (e.g., poverty rate, percent racial and ethnic minority population, percent low income, percent free and reduced school lunch)
 - These data can be found using Census data, School District data, State data centers, EJ Screen, and other sources
 - Data can be provided at geographic scale of the proposal, but encouraged to also provide for any HU producer focal areas
- 2) Describe outreach and community engagement activities for project development and implementation. Describe outreach and engagement strategy for Historically Underserved producers here.

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:

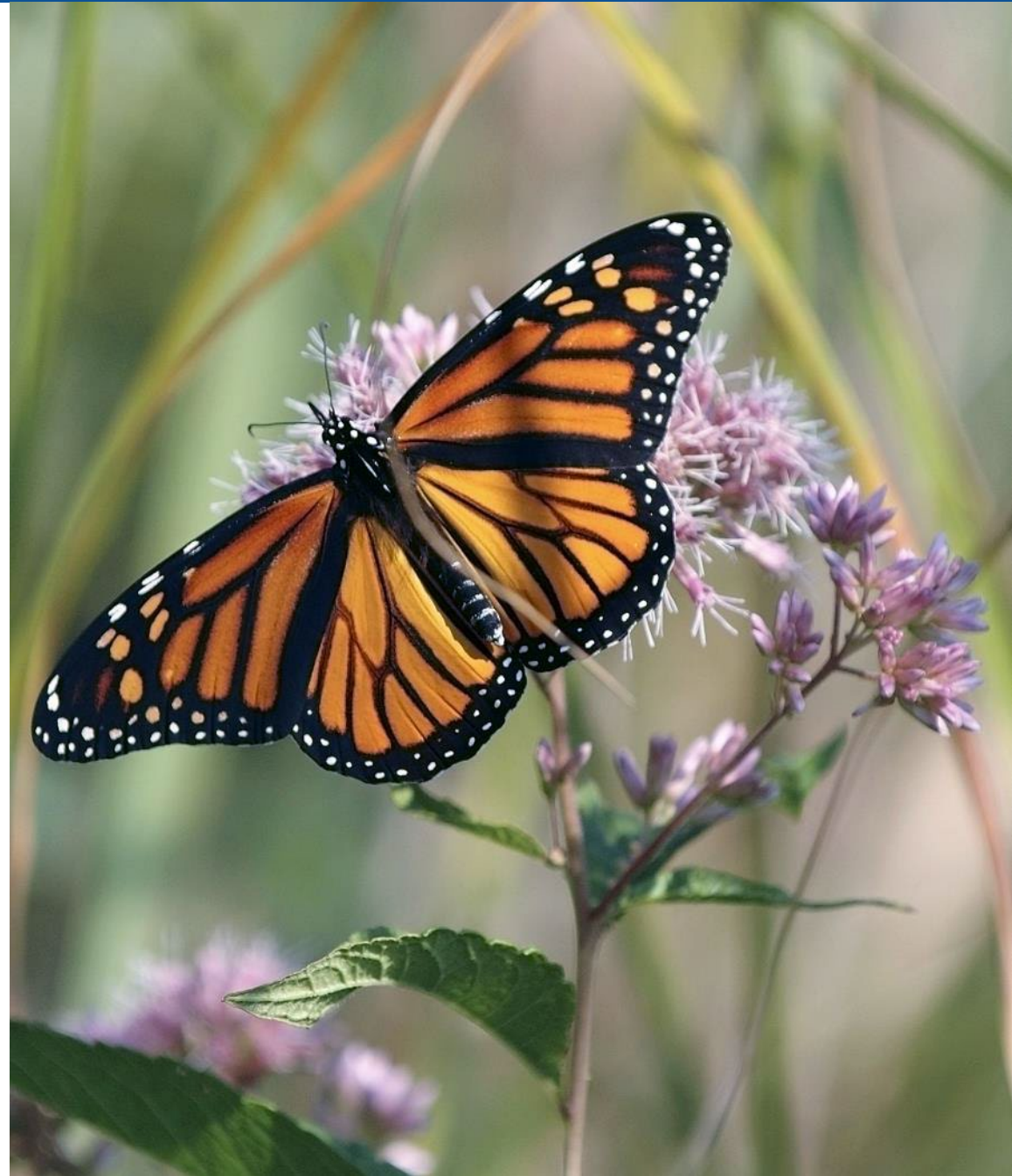


NFWF

FSH Matching Contributions

- No matching contributions required
- Match may make a proposal more competitive
- Goal to raise \$1.7 million non-federal match (~11%)
- 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

Match must advance goals of the project, be spent between project start and end dates, not be used as match toward any other federal source, be non-federal.





Period of Performance

- Start date should be on or after expected late April award announcement.
- Grant start dates must be after the USDA agreement start date
- End date expected spring 2027, possibility of 1 year extension

How to Apply in Easygrants



Eastern hellbender

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 *

First Name

Middle Name

Middle Name

Last Name *

Last Name

Login ID / Email *

Login ID / Email

Confirm Login ID / Email *

Confirm Login ID / Email

Password *

Password

[Password Requirements](#)

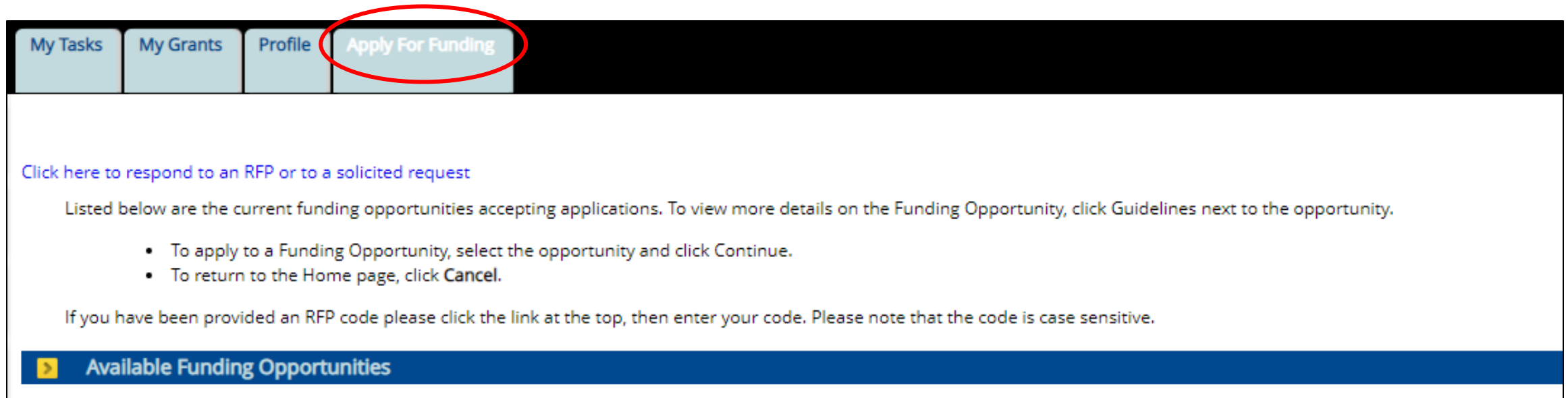
Confirm Password *

Confirm Password

Register

Back

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

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: 7/14/2016 11:59 PM ET

Easygrants ID: 54375

Test, Heather |

Grants | Killer Whale Research and Conservation Program | Killer Whale Research and Conservation 2016

Instructions

Click the page links on the left navigation bar, or in the summary below to view the pages where you will enter the information required for this submission. save and return to edit your information as many times as needed until you submit. Once you submit, you will no longer be able to make changes. [Click here](#)

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 the pages in the system.
- [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 Information

Title: Short, descriptive name indicating project purpose. (~100 characters)

Project start and end dates: Start date should be on or after expected late April award announcement. End date expected spring 2027, possibility of 1 year extension

Description: Two sentences about primary project activities, location, outcome/metrics and relevance to conservation. (~500 characters)

- Clearly state the main activity and the method being used
- Address a specific habitat, location or species benefitted

Abstract: More detailed description including location, major activities, outcome/metrics, and partners. (~1,000 characters)

- State what your organization will do
- Provide context and background information
- Explain how the project outcomes will specifically address a conservation issue



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.



No file chosen

Select By Geography

Draw a Custom Area

My project area:



-  Submitted Project Locations
-  Pending Project Locations



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

Uploads

Upload Checklist		
Upload Type	Required	Template
FSH Full Proposal Narrative 2023	Yes	FSH Full Proposal Narrative Template 2023
Project Map	No	
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>

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.

NOTE: You must enable pop-ups to use this system. If a link does not open please try holding the Shift or Control (CTRL) key.

Project Location

Map

Uploads

Budget

Matching Contributions

Permits and Approvals

Review and Submit

FAQ

Help

Log Out

View Full Submission

View PDF

Submission

Validation Status

Page Name	Status
Contact Information	✓ Complete
Organization Information	✗ Incomplete
✗ Primary Organization is required	
Project Information	✗ Incomplete
✗ Project Title is required.	
✗ Project Start Date is required.	
✗ Project End Date is required.	
✗ Description is required	
✗ Abstract is required.	
✗ Requested Amount is required.	
Project Location	✗ Incomplete
✗ Project Location Description is required.	
✗ Project Location Country(s) is required.	
Map	✗ Incomplete
✗ Please confirm your project has been accurately mapped.	
Uploads	✗ Incomplete
✗ GAAP audited financial statements is required and has not been uploaded.	
IRS Form 990 is required and has not been uploaded.	
A-133 Audit is required and has not been uploaded.	
Board of Trustees, Directors, or equivalent is required and has not been uploaded.	
Statement of Litigation is required and has not been uploaded.	
CBWTP Full Proposal 2021 is required and has not been uploaded.	
CBWTP 5 Year Transaction Projection 2021 is required and has not been uploaded.	
CBWTP Work Elements 2021 is required and has not been uploaded.	
Budget	✓ Complete
Matching Contributions	✓ Complete
Permits and Approvals	✓ Complete

Application Assistance – Reference Sheet

Supporting Documents:

1. [Farmers for Soil Health 2023 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)
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

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Recipient Information

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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.

Contacts

Programmatic Questions:

Bridget Collins

Program Director

Central Region Working Lands

Phone: 202-595-2655

Email: Bridget.Collins@nfwf.org

Application/Easygrants Questions:

Ernest Newborn

Coordinator, Regional Programs

Email: Ernest.Newborn@nfwf.org

Technical Assistance / Easygrants Helpdesk:

Email: 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.

