

2023 Full Proposal Applicant Webinar America the Beautiful Challenge

Dedicated to investing in ecosystem and watershed restoration projects, resilience, equitable access, workforce development, corridors and connectivity, and collaborative conservation

General Session Agenda

1. Webinar Instructions
2. Program Context and Priorities
3. Review of Request for Proposals
 - *Five Grant Categories*
 - *Evaluation and Guidelines*
 - *Proposal Component Breakdown*
4. Frequently Asked Questions
5. Q&A
6. Using Easygrants



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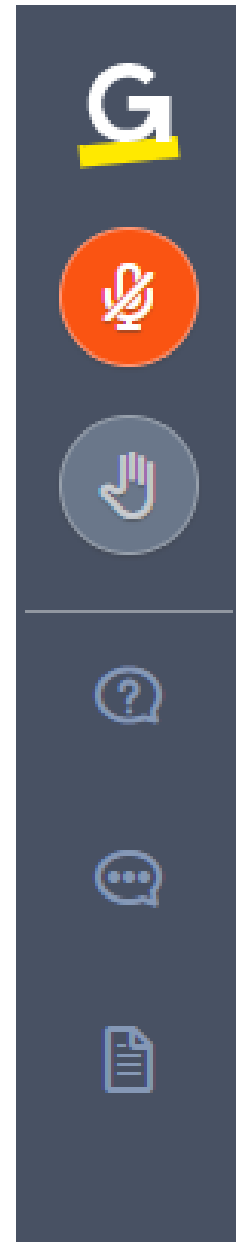


NFWF

Webinar Instructions

- To improve sound quality, all participants will be muted for the duration of the webinar. If you want to ask a question you have two options:
 1. Enter your query where it says “Enter a question for staff” and click send. A NFWF staff member will type a response or read your question aloud when we pause for Q&A.
 2. Write it down and contact us after the webinar. We have a lot of material to cover, so you may prefer to have a more in-depth discussion later.
- We may ask you to raise your “hand” in the webinar dialogue box to confirm participants can hear us.
- If you experience a technical glitch, please type it into the question box, since we can’t hear you. (We may not know about the glitch unless you say something!)

The webinar will be available for download next week at www.nfwf.org/challenge

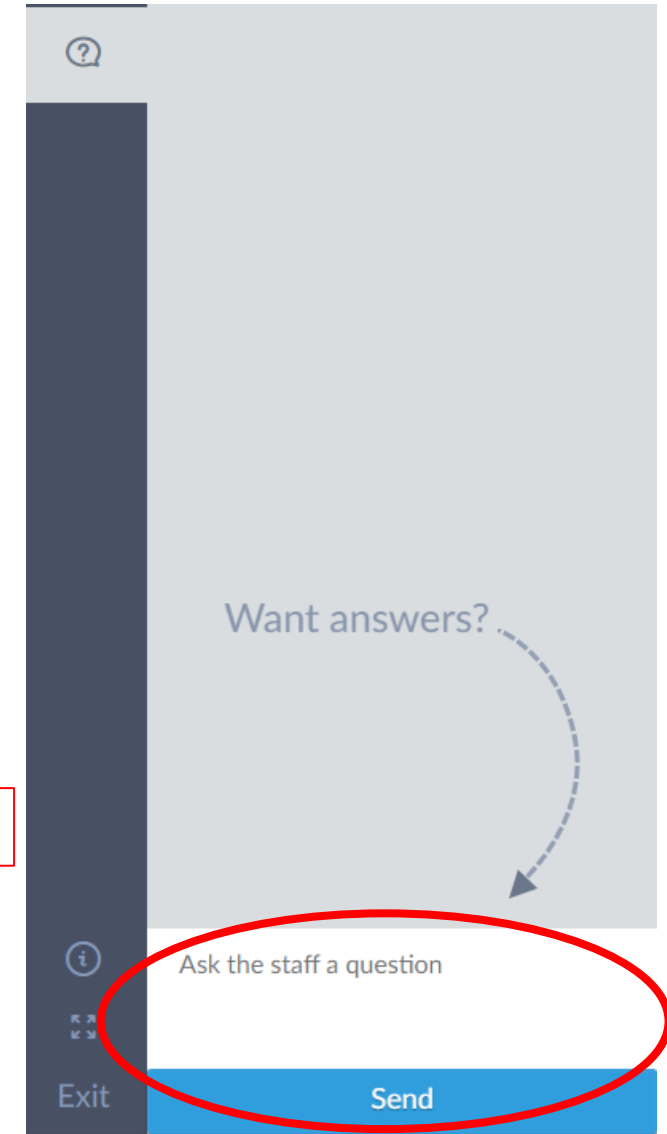


← **Raise Hand**

← **Question**

← **Chat (receive only)**

← **Handouts**



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NFWF

What is the Challenge Program?

- A five-year program that pools together conservation funding and expertise from federal agencies to support locally-led, cross-boundary, multi-state, and/or landscape-scale restoration projects.

- *A minimum of 10% of the 2023 funding will be awarded to Tribal and Native Nation led projects*
- *A minimum of 3% of the 2023 funding will be awarded to U.S. Territories*

Program Themes	Program Priorities
<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">○ Benefit At-Risk Fish, Wildlife and Plant Species○ Expand Habitat connectivity○ Provide a Range of Ecosystem Services○ Strengthen Ecosystem and Community Resilience○ Expand Public and Community Access to Nature○ Engage Local Communities○ Support Tribally Led Conservation and Restoration Priorities○ Contribute to Local or Tribal economies○ Contribute to workforce development○ Advance Sentinel Landscape Partnership Priorities



Golden Eagle

Native Nation Priorities and Opportunities



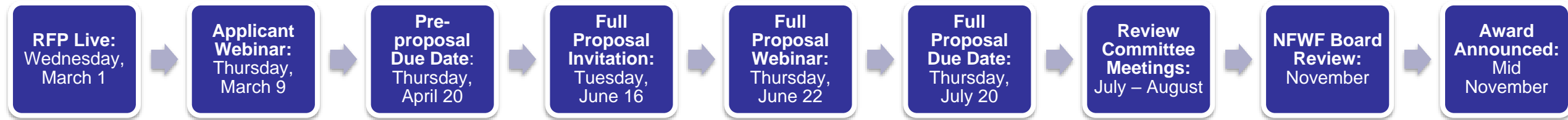
- Prioritizes Tribal and Native Nation implementation, stewardship, collaboration, capacity, planning
- Seeks projects developed and informed by Indigenous Knowledge
- Encourages direct local community engagement
- Directs benefits to accrue to local and Tribal economies
- Match covered by Native Americans in Philanthropy

Pre-Proposal Stage Summary



- **Received 456 pre-proposals**
 - including proposals touching all 50 states, DC, and five Territories
- **Invited 178 full proposals**
- **~\$116 million available**
 - \$100 million for categories 1 and 2 plus ~\$348k from NAP
 - \$5 million for category 3 (DOD)
 - \$10 million for category 4 (USFS)
 - \$1 million for category 5 (NRCS)

Program Timeline



We are here



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Grant Categories



Funding: \$100M for categories one and two – total available this year
Geographic Focus: National

1. Implementation Grants: Grants to implement projects that address program priorities on public, Tribal, and/or private lands; partnerships with NGOs and others through subawards are encouraged.

- Size: \$1 million to \$5 million+, *Landscape scale restoration requests beyond \$5 million may be considered on a limited case-by-case basis. Please contact NFWF program staff to discuss.*
- Length: up to four years

2. Planning Grants: Grants that enhance local capacity to implement future on-the-ground actions that address program priorities through community-based assessments, partnership building, planning, project design, and other technical assistance activities. Projects in this category should include multiple partners, be at a significant scale for the landscape/watershed/seascape, and clearly demonstrate how efforts will lead to implementation projects.

- Size: \$200,000 to \$2 million
- Length: up to 3 years

Grant Categories Continued



Funding: \$5 million available this year

Geographic Focus: Sentinel Landscapes, Pacific, or off-base species/habitat goals

3. Sentinel Landscape Grants: Grants will be funded through the Readiness and Environmental Protection Integration (REPI) Program and will be prioritized to Sentinel Landscapes or areas that preserve or enhance military readiness. Projects should clearly contribute to outcomes identified in a Sentinel Landscape implementation plan or other applicable conservation or restoration implementation plan. Projects in this category must demonstrate benefit to DOD facilities and be in the vicinity of or ecologically linked to a DOD installation or range. DOD funds may not be used for work directly on military lands.

- Size: \$250,000 to \$1.5 million
- Length: 2 to 4 years



Funding: \$10M available this year

Eligible: Non-profits, local municipal governments, and educational institutions, States, U.S. territories, and non-federally recognized and federally recognized Tribes

Geographic Focus: National Forest system lands

4. National Forest Grants: Grants will support projects on National Forest System lands to achieve the restoration of a forest ecosystem through the removal of vegetation, the use of prescribed fire, or the decommissioning of an unauthorized, temporary, or system road. Projects completing vegetation management must be connected to a watershed protection plan.

- Size: \$250,000 to \$1.5 million
- Length: 2 to 4 years

Grant Categories Continued



Funding: \$1 million available this year

Eligible: Non-profits, local, municipal governments, and educational institutions States, U.S. territories, and non-federally recognized and federally recognized Tribes

Geographic Focus: Private lands with a focus on implementing Working Lands for Wildlife Frameworks and Initiatives

5. Private Forests, Rangeland and Farmland Grants: Grants will support outreach and engagement with private landowners for voluntary conservation efforts on working lands to advance NRCS Working Lands for Wildlife Framework and Initiatives (e.g. sagebrush, grasslands, bobwhite quail, northeast turtles, golden-winged warbler).

➤ Size: \$200,000 to \$500,000

➤ Length: 2 to 3 years

Matching Requirements

DOI Conservation and Restoration Funds

Recipient Type	Federal cost share	Non-federal cost share
States	90% of costs	10% of costs (11% of grant request), at least 2.5% must be cash
Tribes & Territories	97% of costs	3% of costs, at least .75% must be cash

DoD Conservation and Restoration Funds

Recipient Type	Federal cost share	Non-federal cost share
All Entities	100% of costs	Not required

USFS Conservation and Restoration Funds

Recipient Type	Federal cost share	Non-federal cost share
All Entities	80% of costs	20% of costs (24% of grant request) COVERED for Tribal Nations, fully covered by Native Americans in Philanthropy)

NRCS Technical Assistance Funds

Recipient Type	Federal cost share	Non-federal cost share
All Entities	50% of costs	50% of costs (equal to grant request) COVERED for Tribal Nations, fully covered by Native Americans in Philanthropy)

Matching Requirements Continued

- Match requirement is waived for the territories of the U.S. Virgin Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands
- Native Americans in Philanthropy is providing all match for any granted Tribally led projects up to the 10% ATBC funding floor for Tribal Nation grantees. Match for Tribally led projects funded beyond the 10% will be subject to NAP funding availability.



NATIVE AMERICANS
IN PHILANTHROPY



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Evaluation Criteria

- All Proposals will be evaluated using 5 major criteria: Program Goals and Priorities, Technical Merit, Conservation Plan and/or Indigenous Knowledge, Partnership and Community Impact, and Budget
- Every ATBC proposal will be evaluated by a minimum of three reviewers (usually five or more)
- Final funding decisions will be based on proposal scoring and additional factors (e.g. geographic distribution of projects, variety of ATBC program priorities addressed, representation of project type and applicant, alignment with available funding, and performance on prior and/or current NFWF grants)

See Appendix 4 for more details!



Rocky Mountain Bighorn Sheep

Evaluation Criteria Continued – Competitive Proposals



Program Goals and Priorities

- Address 3 *or more* program priorities
- Align with Agency Funding Priorities
- Include multiple specific, quantifiable performance metrics to evaluate project success

Technical Merit

- Technically sound and feasible
- Sets forth a clear, logical, and achievable work plan and timeline
- Engages appropriate technical experts throughout
- Planning proposals, clearly demonstrates how efforts will lead to implementation

Evaluation Criteria Continued – Competitive Proposals

Conservation Plan or Indigenous Knowledge

- Advances one or more existing conservation, restoration, resilience, stewardship, or recovery plans or is wholly guided by IK
- Describes how project establishes and adaptively manages capacity, partnerships, and/or processes necessary to develop or implement a plan
- Articulates outcomes and goals set forth in a plan(s) that will be achieved

Partnership and Community Impact

- Robust partnership support
- Partners with, elevates, and engages collaboratively with or directly represents diverse and relevant stakeholders to
- Engages non-traditional partners or communities—or are applicants themselves
- Develops capacity in non-traditional partners
- Uplifts Tribal and Indigenous led efforts, and/or develops the restoration workforce (i.e., AmeriCorps and 21st Century Conservation Service Corps).



Evaluation Criteria Continued – Competitive Proposals

Budget

- Amount requested is proportionate to proposed outcomes
- Costs are allowable, reasonable, and budgeted in accordance with NFWF's Budget Instructions cost categories
- Includes robust detail enabling a clear picture of overall cost effectiveness
- Match is sufficient, detailed, and fully eligible
- Costs are reasonable for the area where work is being performed and for the tasks being proposed
- Budget and match include sufficient detail and justification to instill confidence that proposed outcomes will be achieved



Atlantic Puffins

Federal Funding Compliance Implications and Requirements



- ATBC projects will be subject to requirements under the National Environmental Policy Act (NEPA), Endangered Species Act (ESA; state and federal), National Historic Preservation Act (NHPA), and Clean Water Act (CWA)
 - Documentation of compliance with these regulations must be approved prior to initiating activities that disturb or alter habitat or other features of the project site(s)
- Acquisition included in projects may be subject to requirements under Federal acquisition regulations and Yellow Book standards. Agency approval and reporting may be required.
- Contractors and subcontractors in budgets may be subject to prevailing wage requirements
- Materials and supplies may be subject to Buy American requirements
- *Be sure to budget time and resources towards completing these requirements and obtaining all necessary permits and clearances*

Overall Proposal Guidelines - Highlights

- Project periods of performance cannot start prior to August 1, 2023 or end after June 30, 2028
- If you haven't thought about permits and compliance yet, START NOW!
- Ensure your SAM registration (SAM.gov) and audit requirements are up to date (<https://www.nfwf.org/apply-grant/application-information/required-financial-documents>)
- Provide measurable outputs and outcomes, choose your metrics wisely, and provide details requested (see Appendix 1 for full metrics list)
- Start collecting your letters of support (write templates for your partners)
- Pursuant to OMB rules, indirect is allowed – please review the policy on our website (<https://www.nfwf.org/grants/application-information/indirect-cost-calculator>)
- Complete your budget narratives! Please review guidance on our website (<https://www.nfwf.org/sites/default/files/2020-07/nfwf-detailed-budget-narrative-guide.pdf>)
- **Ineligible Uses of Grant Funds:**
 - Support of ongoing efforts to comply with legal requirements
 - Support of political advocacy, fundraising, lobbying, litigation, terrorist activities or Foreign Corrupt Practices Act violations

Applicant Assistance Opportunities and Resources

- Full RFP and supporting materials are available on our website
 - Tip sheet for help navigating RFP and Easygrants
 - Frequently Asked Questions living document
- Proposal lab sessions with NFWF staff and Field Liaisons June 23rd – July 20th
 - Intended for discussion of feedback from the pre-proposal stage
- Applicants submit proposal through Easygrants portal – Due July 20th
 - easygrants@nfwf.org for help with Easygrants issues
- Webinar recording will be posted to website
- NFWF staff and Field Liaisons are available to assist



Please email us if you have any questions!

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sydney.godbey@nfwf.org

blake.gardiner@nfwf.org



NFWF

Field Liaison Support

NFWF is contracting with [Native American Fish and Wildlife Society](#) and [Sundance Consulting](#) to provide ATBC applicants and grantees with additional assistance

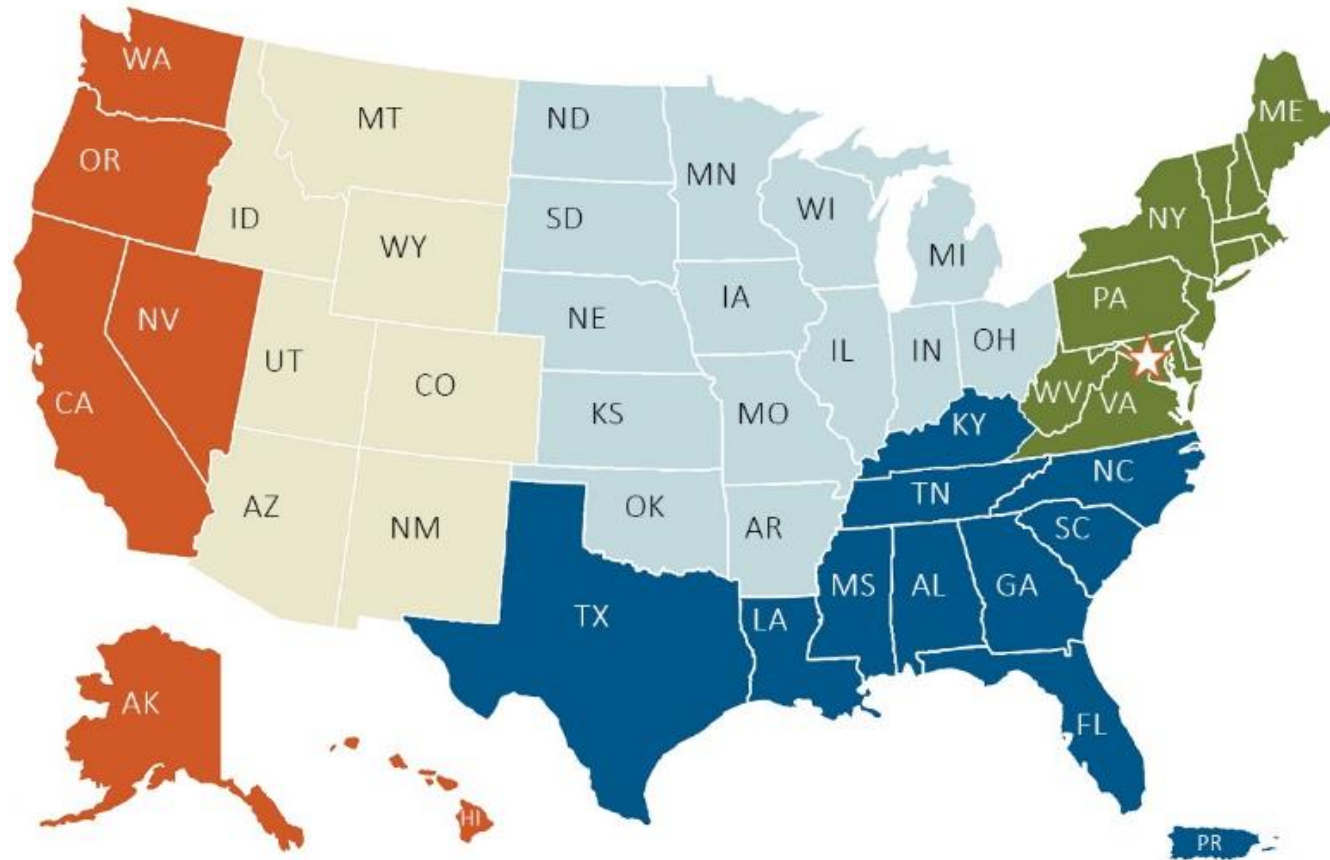
America the Beautiful Challenge Field Liaisons

FIELD LIAISON CONTACT	EMAIL	SECTOR EXPERTISE
NAFWS	JThor@nafws.org	All Sectors, Tribally led projects
Sundance	ATBC_Support@sundance-inc.net	All Sectors



NFWF

NFWF's Conservation Team: Key Contacts



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Full Proposal Sections



- Contact Information
- Organization Information
- Project Information
 - Start date, End date, Description, Abstract, Requested Amount from NFWF
- Project Location
 - Congressional district(s), State(s), Country
 - Location description
- Map
- Uploads
 - Required: proposal narrative, statement of litigation (not required for Tribal applicants), Board of Trustees or Directors, Audit (Single, if applicable or GAAP), IRS Form 990, Applicant Controls Questionnaire, Applicant Demographic Form
 - Not required: Letters of Support (highly recommended), project maps, conceptual or engineered plans, photos, other documents
- Metrics
- Budget
- Matching Contributions
- Permits and Approvals
- Review and Submit

Contact and Organization Information

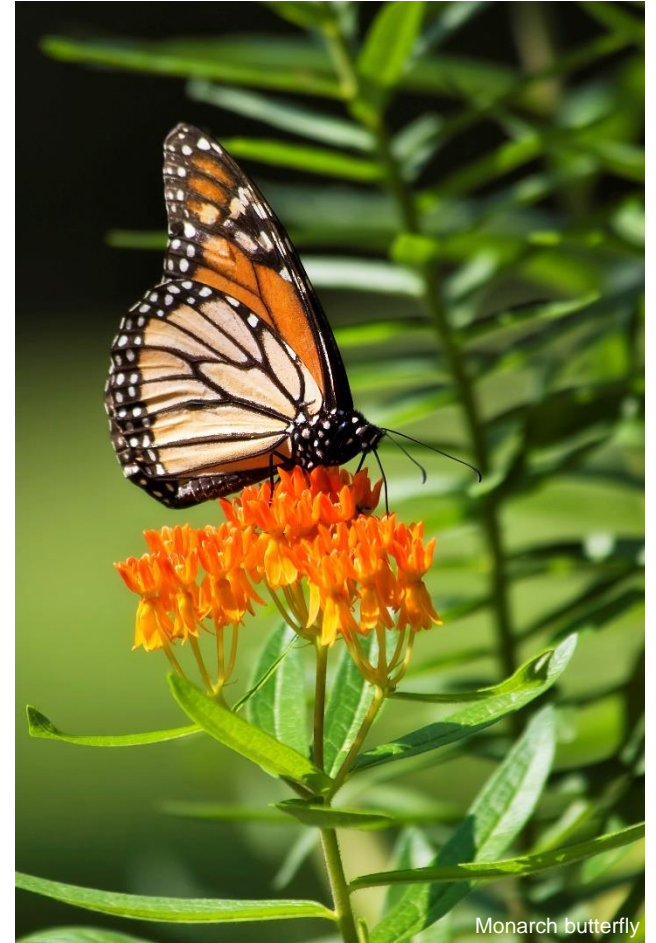
- Both sections will be pre-populated with information from your pre-proposal
- Only one person can be assigned to the full proposal – if this needs to change from the pre-proposal stage, contact ATBC staff
- The organization information should not change
 - ATBC categories each have their own eligibility requirements based on the organization type
 - If for some reason this needs to change, inform ATBC staff immediately



Chinook salmon

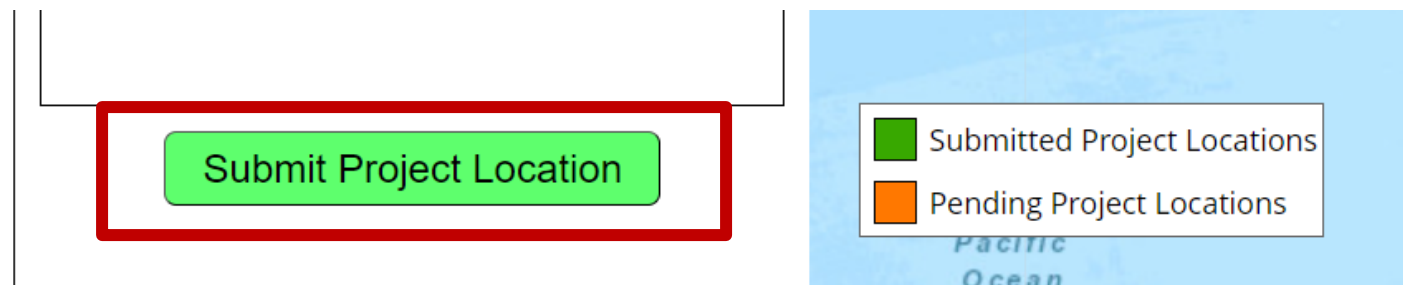
Project Information

- This sections will be pre-populated with information from your pre-proposal, you can update these as needed
- Refrain from using pronouns such as I, we, our, etc.
 - Project Title: Short and descriptive
 - Project Start Date: Begin within eight months of the award announcement date
 - Project End Date: Timeline should align with grant category requirements
 - Description: Should be two sentences long. The first sentence should state the main activity/method being used on the specific species/habitat and location. The second sentence should state the expected outcomes.
 - Abstract: Should be a more detailed description; three to four sentences elaborating on the project description. Additional details should include location, purpose, major activities, target species, specific habitat, outcomes and deliverables, and partnership



Map

- Upload a shapefile, select by geography, or simply draw a custom area
- Be as specific as possible
- Category 5 project areas should be entirely within the applicable [Working Lands for Wildlife](#) initiatives and frameworks boundaries
- If the entered project area is orange IT IS NOT SAVED, be sure to click the bright green button
- Once the area is green, it's saved in our system



confirm that this project has been mapped as accurately as possible

Save and Continue

Uploads – Required Documents

- **Statement of Litigation** – NOT required for state and local governments or Tribal governments
- **Board of Trustees or Directors OR equivalent** – if you have privacy concerns, reach out to ATBC staff
- **Applicant Demographic Information Form** – information provided will be kept confidential and will not be shared with proposal reviewers and will not be considered when making grant decisions, you can opt out within the form



Male blue throat pike blenny

Uploads – Required Financial Documents

- **Single Audit** – annual audit of entities that expend \$750,000 or more of federal financial assistance funds in a fiscal year
- **GAAP Audit** – audited financial statements usually prepared by a CPA (certified public accountant), in adherence to generally accepted accounting principles (GAAP)
- **IRS Form 990** – NOT required for state and local governments or Tribal governments
- **Applicant Controls Questionnaire** – required for all applicants, complete all questions

Check our [Required Financial Documents](#) page for more!

Other Required Financial Elements

- **Unique Entity Identifier (UEI)** – or SAM registration, required for all applicants
 - If you do not have one, start the registration process NOW here:
<https://sam.gov>
- **Employer Identification Number (EIN) or Federal Tax Identification Number (FEIN)** – required for all applicants

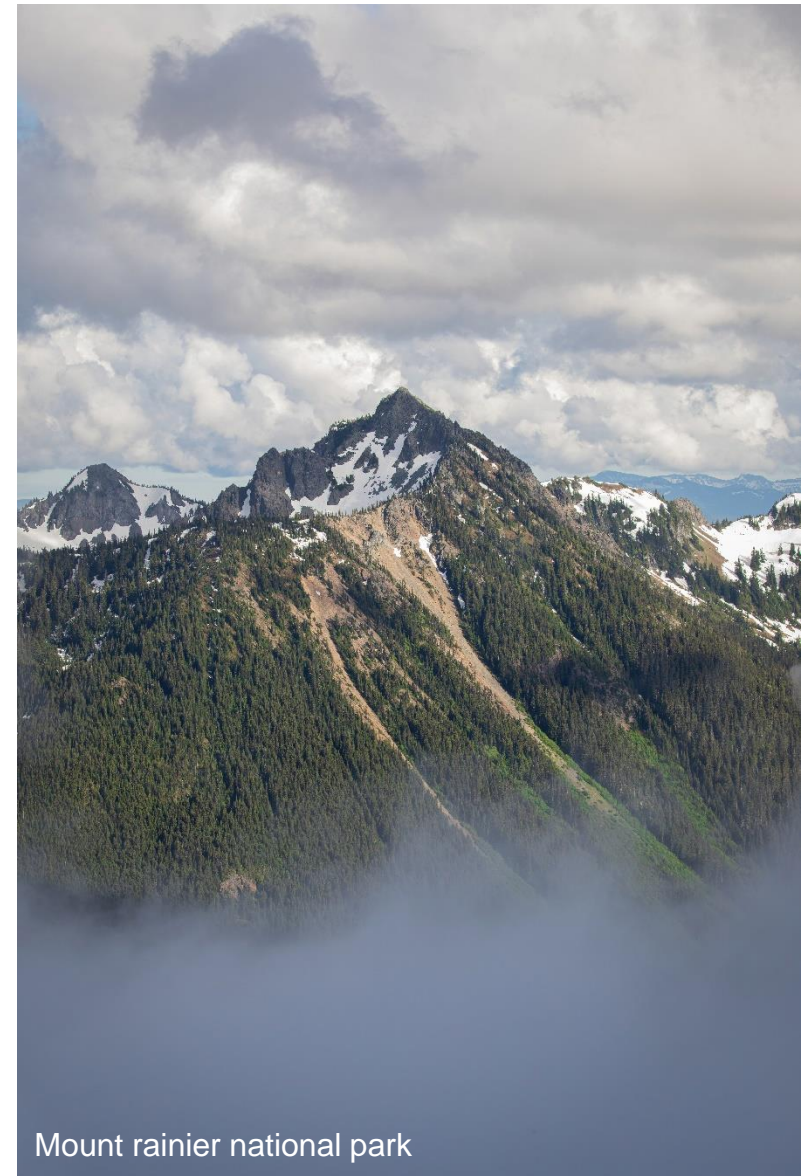


Belted kingfisher

Uploads – Indirect Rates

- If you are applying a Negotiated Indirect Cost Rate (or Recovery) Agreement (NICRA) or an authorized Cost Allocation Plan (CAP) to your budget, you must upload the NICRA/CAP
- If you do not have a NICRA/CAP or it is expired, you can apply the de minimis rate of 10% per uniform guidance

Check our [Indirect Cost Policy](#) page for more!



Mount rainier national park

Uploads- Proposal Narrative



Gray tree frog

- “Heart” of the proposal – the opportunity to provide the most detail about the need, goals, and vision of the project, and articulate the activities and impact
- Many questions will be similar or the same as the pre-proposal narrative, but should include more detail, especially HOW and WHY
- 15 questions total, should not exceed 8 pages
- You can adjust the formatting (e.g., change to single spaced)
- Do not use a font smaller than 10 pt.
- The project type (grant category) should be the same as your pre-proposal
 - If this needs to change for some reason reach out to ATBC staff immediately
 - Only ONE project type should be selected

Proposal Narrative – Question 1

Which Program Priorities listed in the RFP will be addressed by the project?
And how (i.e., how will project outcomes or activities contribute to the Program Priorities)?

- Re-read the “Program Priorities” section from the of the RFP
- List the priorities that are directly related to the project and EXPLAIN HOW they’re related to the project activities



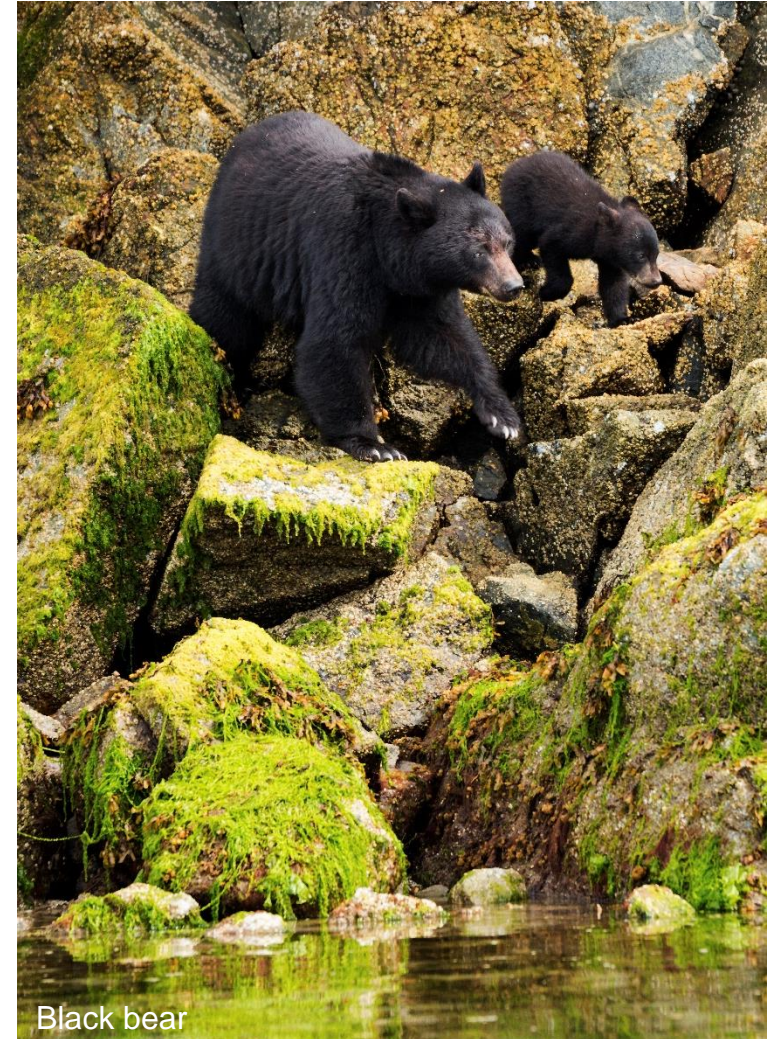
Proposal Narrative Questions 2 and 3

What are the primary project outcomes (the intended result of the project)?

- What is the overall goal of the project or the ultimate vision?
- What will the impact of the project be?

What are the major project activities that will lead to the outcomes provided above (project actions and tasks/workplan)?

- What are the specific actions and activities that will occur between the start and end date of this specific project?
- Helpful to include a timeline and/or workplan of the tasks



Black bear

Proposal Narrative Questions 4 and 5

How will the project metrics be monitored/measured and how will challenges or limitations with tracking be addressed?

- List the metrics that will be used to measure success of this project, and how they will be tracked
- Can include other metrics in this response that are not listed in the Metrics section of Easygrants

How will the project address established plans (e.g., management, conservation, species recovery, Indigenous Knowledge) or an identified conservation restoration planning need?

- Specifically list the plan(s) that this project is contributes to and explain HOW the project connects
- If project will lead to a creation of a plan, describe any connections to existing priorities from stakeholders and how this plan will fill a gap
- Projects in Category 4 must connect to a USFS watershed restoration action plan (https://www.fs.usda.gov/naturalresources/watershed/condition_framework.shtml)

Proposal Narrative Questions 6 and 7



Laysan Albatross

Who are the partners working on this project and what are their roles? (e.g., NGOs, agencies, landowners, community groups)

- Provide an in-depth explanation of how partners support and will contribute to the project activities
- Include detail about existing relationship with partners

Who are the key individuals on the project team and what are their relevant qualifications for project implementation?

- List the specific people that will be working on the project and their expertise (resumes are NOT required)
- This can include people from the applicant organization and partner organizations

Proposal Narrative Questions 8 and 9

Who was or will be engaged in project development and implementation (beyond the project partners)? (e.g., communities, user groups, affected/impacted constituencies and stakeholders) And how will they or were they engaged?

- There can be some overlap here with partners, but it generally should include additional entities, communities, stakeholders
- List any outreach and engagement activities that will occur throughout the project and explain who will be impacted by or benefit from those activities and why you are doing them (i.e., who are these activities for and why?)
- Include any relevant engagement activities done prior to this specific project (e.g., maybe you've worked with or engaged the same stakeholder group or prior engagement activities impacted the design on the project)
- If your project does not include engagement activities – that's okay! Just state that directly and explain why

What is the demographic information of the engaged community(ies)? Use table below, only one factor needed per community(ies)) (i.e., you do not need to provide Race/Ethnicity %, poverty rate, low income %, and annualized unemployment rate for every community, rather you only need to provide ONE of any of the factors listed below).

- List the community(ies) that will be engaged as part of the project and include one statistic to the right
- You can find most of this data using the Census, State census websites, or other places like EJ Screen

Proposal Narrative Question 10

How will long term project sustainability be ensured (i.e., beyond the grant period) and what are the plans for ongoing monitoring, maintenance, and stewardship?

- How will lessons learned be shared with partners or applied to future projects?
- For project completing on the ground implementation activities
 - Is there a plan and resources for continued maintenance beyond the life of the project?
 - Will partners assist or play any roles?
- For projects completing planning activities
 - How will this lead to implementation?
 - How will you and partners ensure the plan will be used?



Indigo Bunting

Proposal Narrative Question 11 – 15

Is this project connected to another ATBC 2023 proposal? If yes, please provide the 5-digit Easygrants ID number.

- Only include another project here if they are joint proposals

Did you apply to any other currently open NFWF RFP with this project? If yes, please provide the 5-digit Easygrants ID number

- E.g., if you applied National Coastal Resilience Fund include the Easygrants ID number

Are you submitting this project as a full proposal to another program? Yes If yes, which program?

- E.g., if you submitted this same project to a grant program outside of NFWF, list the program

Did you include additional uploads (e.g., supplemental budget narrative, letters of support, photos)? If yes, please list them.

- If you uploaded anything in addition to the required documents, list them here

Anything else we should know?

- Include any important project information here not found in the narrative; a good place for helpful links

Would you like to opt out of consideration for other funding opportunities (within NFWF and with other ATBC funding partners)? Yes

- Some partners may have interest in funding declined proposals, check yes to opt out of consideration

Uploads – Optional Documents



- **Letters of Support** – *strongly recommended*, combine into one document with a cover page, check out our detailed [Letters of Support Best Practices](#) guide; avoid Adobe Portfolio
- **Project Map** – a more detailed map can be helpful context for reviewers
- **Other Documents** – e.g. photos, supplemental partner budgets, detailed workplans, fact sheets (do NOT upload full plans or designs with massive file sizes, please consider links when possible)

Metrics



Golden-mantled ground squirrel

- Review the full list of metrics in [Appendix 1](#), and select at least one metric in Easygrants
- Only add metrics for activities that will be completed within the start and end date of the project
- Starting values should always be ZERO
- Include a brief note for each metric to provide reviewers with more detail
- If awarded, progress will need to be tracked, so avoid including too many metrics

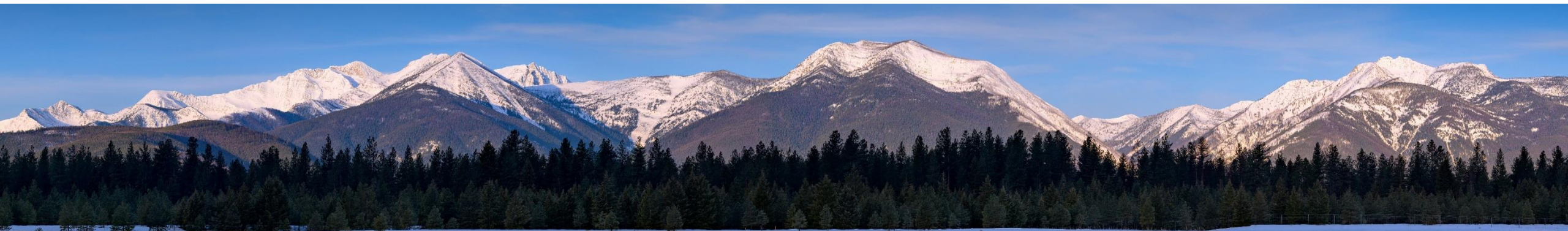
Budget and Matching Contributions

Budget Tips

- Include a detailed narrative for each budget line, see the [detailed budget narrative guide](#)
- Itemize within categories as much as possible (e.g., do not include a lump sum for “office supplies”)
- Total budget must match the “amount requested” in the project information section – only include amount requested from NFWF in the budget (do not include match)

Matching Contributions Tips

- This section is auto-populated from information in the pre-proposal
- Doublecheck the amount of non-federal match requirement for your applicant type and grant category
- Tribal and Native Nation applicants and territories can leave this section blank
- Must be incurred between the start and end date of the project



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Frequently Asked Question – 1

Q: Is land acquisition or conservation easement eligible under this program?

A: The focus of the 2023 ATBC is on implementing restoration priorities identified in established or new conservation plans, broader ongoing restoration efforts and/or projects that are informed by Indigenous Knowledge (IK) and promote Tribal co-stewardship. Voluntary acquisition and easement projects are not excluded, but to be competitive the application would need to demonstrate how the acquisition or easement is critical to the overall landscape restoration and stewardship work being conducted. Land acquisition and conservation easement proposals will be evaluated on a case-by-case basis — particularly with respect to the conservation and restoration outcomes that can be delivered, the degree to which they incorporate a public access component, and the overall cost effectiveness of the proposed approach, among the other evaluation criteria detailed in the RFP. Only grant categories 1 and 3 allow for land acquisition. This type of transaction would require an appraisal and compliance with federal acquisition rules, and the details of the particular project may affect the type of appraisal needed.

In short, acquisition or easement could be a means to achieving a broader conservation goal, but not the goal of the project itself.

An example would be protecting land within a high priority migration corridor as part of a broader effort to improve the overall health and functionality of that corridor.

Frequently Asked Question – 2



Q: What sort of information should be included in project context?

A: While NFWF, our funding partners, and our proposal reviewers have extensive conservation and restoration expertise, they may not know the context of your particular project. Please do make every effort to tell us why this is the right time for this project, why these are the right actions to take, and why it should happen in this geography. Also describe any additional plans (In, municipal, federal, state, etc) and goals this project helps deliver—but do not upload each of those full plans with your proposal (you may provide links). If you are submitting a proposal for planning, collaboration, or capacity building, please be sure to clearly characterize the final project vision and what implementation will achieve/benefit.

Frequently Asked Question – 3

Q: How do we pick which metrics showcase the potential impact of our project? How do we calculate or estimate the target value?

A: Metrics should be reasonable, achievable, and tell a story about your project. You can see the full list of metrics in Appendix 1 of the RFP. Please include at least one metric relevant to reporting your project’s progress. When in Easygrants, hover your mouse cursor over the “?” next to a metric to read its description and specific guidance. For each metric you will need to provide values for “Starting Value” and “Target Value.” **In all cases the starting value will be zero (0).** In your project narrative, you will have the opportunity to describe additional activities and outcomes associated with your project. **Please only select metrics associated with the project elements for which you are requesting funding in this grant.** Be sure to add metrics notes, click the small notepad icon to the right of a selected metric to add notes. Adding notes to metrics assists reviewers in understanding how values were determined.



Frequently Asked Question – 4

Q: Can we request funding for planning, collaboration, engagement and capacity building activities? What if my project is doing both implementation and planning?

A: Yes, activities associated with planning, collaboration, engagement, and capacity building are eligible. It will be helpful to show what initial steps are already underway and what partners and/or impacted communities have offered support or buy-in. Be sure to articulate the ultimate potential and vision for the effort. Giving reviewers the full picture—in addition to describing the activities for which funding is requested—will be helpful. If your project includes a combination of planning and implementation, please focus on the primary activities for the funding category that your proposal is associated with. When explaining proposed activities, clearly describe each part and how both aspects work together in a seamless effort. If the planning and implementation work does not fit together, then please remove the actions which do not align with the category.



Frequently Asked Question – 5

Q: Can you clarify what you mean by capacity building? Will you fund staff positions to help deliver conservation and restoration?

A: We are open to a wide variety of capacity building activities as it relates to increasing the capacity of an organization or collaborative network to deliver on-the-ground restoration or conservation that aligns with the program priorities. In terms of funding full-time positions, while this is an eligible use of funds and budgets should be constructed to adequately reflect what's needed to deliver the project, be aware that full or partial funding of a staff position is not guaranteed after the end date of your project. Be sure to include context on the need for the position and how it will be sustained post-award. This context should be provided in the budget and proposal narratives.



Mule Deer Herd

Frequently Asked Question – 6

Q: If we didn't have to undergo an A-133/Single Audit, do we upload a statement to that effect?

A: Depending on your organization type, you may not be required to provide this upload. To see which documents are required of your organization go here: <https://www.nfwf.org/apply-grant/applicationinformation/required-financial-documents>. If an upload does not apply to your organization, you will need to upload a simple document stating it is not needed and why in one to two sentences in lieu of the financial document itself. The same applies for the Statement of Litigation requirement (Tribal, state and local government applicants are not required to complete this document).



Frequently Asked Question – 7



Atlantic sand fiddler crab

Q: We have privacy concerns when it comes to submitting a full proposal. How will the data provided in the proposal be used and distributed?

A: As stated earlier, the applicant demographic data will not be shared with reviewers, nor used to make grant decisions. Additionally, all financial documents submitted will not be shared with reviewers or externally to NFWF. The Foundation will not share identifying information about any particular entity or project and proposal content will be kept confidential.

All reviewers are subject to a confidentiality clause in order to participate, and are not allowed to share any proposal details outside of their own personal review

Final Tips for Applicants

1. Print/download the tip sheet and use it as a reference
2. Re-read the RFP and reference the linked information provided
3. These are exceptionally competitive grants; projects should address all criteria, respond to all requirements, and have a “wow” factor
4. Include lots of context and details—do not assume reviewers know about or understand your project
5. Submit your full proposal ON OR BEFORE July 20th
6. **Note that NFWF staff will not be in the office at 11:59 pm on July 20th!**
7. Reach out if you need help

Resources that can be found on the America the Beautiful RFP Webpage:

- Tip Sheet
- Bookings Link (Proposal Lab)
- Webinar Recording
- FAQ Document
- Letters of Support Guide
- Quick Reference Guide
- NFWF Staff
- Field Liaisons



General Session Agenda

1. Webinar Instructions
2. Introduction to NFWF
3. Program Context and Priorities
4. Review of Request for Proposals
 - *Five Grant Categories*
 - *Evaluation and Guidelines*
 - *Proposal Component Breakdown*
4. Frequently Asked Questions
5. Q&A
6. Using Easygrants



Questions?

**Full Proposals are Due
Thursday, July 20th**

**Awards will be announced in
November**

www.nfwf.org/challenge

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General Session Agenda

1. Webinar Instructions
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How to Apply to NFWF – Easygrants System

easygrants.nfwf.org

1. Log in with existing email and password
 - Register now if you do not have one – this will allow for time to familiarize yourself with the system
 - If you have trouble logging in, use the help feature
2. Turn off your pop-up blockers
3. Download and use the tip sheet available on the program webpage
4. You can work on the narrative offline – download the template and upload when you're finished
5. Please be as specific as possible with mapping AND providing location information on your project
6. Click save frequently
7. Input budget line-item narratives!
8. Make sure all your check marks are green; do not click SUBMIT until you are completely finished



Submitting a Proposal

Step One: Logging in



Enter your login ID and password and click **Log In** below. If you have forgotten your password, click **Forgot your password?** below.
If you are a first time visitor to this system, click **Register here** below.

[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](#)

For Technical assistance, please contact us via [e-mail](#) or phone 202-595-2497.

[Download Adobe Reader](#)

Powered by Easygrants™ v9.5.0

Submitting a Full Proposal

Step Two: Selecting the Proposal Task

My Tasks My Grants Profile Apply For Funding

Home To access a task below, [click the task name link in the Task column](#). Please note that a task will not be considered submitted until you open the task, go to the Review and Submit page, and click the Submit button. After submitting the task will no longer display on this page but you may view a PDF copy (if applicable) by clicking the View All My Tasks button.

Change Password Peer Reviewers: To view the proposal you are reviewing please click the "Third Party Review" link. Please do not click View PDF, as it will open a copy of the review you are submitting and not the proposal.

FAQ [Frequently Asked Questions \(FAQs\) during COVID-19 Pandemic](#)

Log Out [Apply for Funding](#) [View All My Tasks](#)

My Tasks

Easygrants ID	Primary Contact/PI	Task	Program Name	Funding Cycle Name	Status	Outcome	Due Date	
63078	Fischer, Nate	Submit Payment Request	Grants	Chesapeake Bay Innovative Nutrient and Sediment Reduction 2018	Incomplete	Payment Request Not Submitted	3/2/2023	View PDF
80536	Gardiner, Blake	Eligibility Quiz	Grants	America the Beautiful Challenge 2023	Incomplete	Not Eligible	4/20/2023	
79550	Gardiner, Blake	Eligibility Quiz	Grants	America the Beautiful Challenge 2023	Incomplete	Not Eligible	4/20/2023	
79551	Gardiner, Blake	Eligibility Quiz	Grants	America the Beautiful Challenge 2023	Incomplete	Not Eligible	4/20/2023	
79552	Gardiner, Blake	Pre-Proposal	Grants	America the Beautiful Challenge 2023	Incomplete	Pre-proposal Not Submitted	4/20/2023	View PDF
79575	Gardiner, Blake	Pre-Proposal	Grants	America the Beautiful Challenge 2023	Incomplete	Pre-proposal Not Submitted	4/20/2023	View PDF
80559	Gardiner, Blake	Pre-Proposa	Grants	America the Beautiful Challenge 2023	Incomplete	Pre-proposal Not Submitted	4/20/2023	View PDF
80741	Gardiner, Blake	Pre-Proposal	Grants	America the Beautiful Challenge 2023	Incomplete	Pre-proposal Not Submitted	4/20/2023	View PDF
79549	Gardiner, Blake	Pre-Proposal	Grants	America the Beautiful Challenge 2023	Incomplete	Pre-proposal Not Submitted	4/20/2023	View PDF



NFWF

Submitting a Full Proposal

Step Three: Contact Information

- This information should automatically populate
- This contact should be the individual most involved with this project as they will be the one who completes the rest of the proposal and receives communication about the submission. This **must be** someone who is from the primary applicant organization.
- If awarded, you will be able to assign tasks (Financial reporting, programmatic reporting, etc.) to specific individuals within your organization

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

Return to Staff Module

Project Information

Due: 4/20/2023 11:59 PM ET Easygrants ID: 80741

Gardiner, Blake |
Grants | America the Beautiful Challenge | America the Beautiful Challenge 2023

Instructions

Enter the details requested below regarding the organization requesting the grant, and the primary person contact for the proposal. The user you are logged in as will be the primary contact for this proposal. If you receive an award you will have an opportunity to assign other contacts.
Click Help for examples and instructions. Click Save regularly to save your work. The system will timeout and you will lose unsaved work if you do not save at least once every hour. Click Save and Continue to save and move to the next page. Fields marked with a red asterisk (*) are required for final submission for most programs.

Contacts-Project Personnel

Add

Primary Person	Role	Name	Organization Name	Access Level	Outcome	Options
Yes	Principal	Blake Gardiner		Task Owner		Edit

Contacts-Other

Add

Continue

Submitting a Full Proposal

Step Four: Organization Information

- This information should automatically populate
- The organization section is **only** for the primary applicant. Please enter information for an eligible organization.
- This should not change from the pre-proposal. If you do intend to adjust this reach out to ATBC staff

The screenshot displays the 'Organization Information' section of a web application. The left sidebar contains navigation links: Home, Main, Contact Information, Organization Information (highlighted with a red circle), Project Information, Project Location, Map, Uploads, Metrics, Budget, Matching Contributions, Permits and Approvals, Review and Submit, FAQ, Help, Log Out, and Return to Staff Module.

The main content area is divided into sections: 'Instructions', 'Project Information', and 'Add or Edit Grant Administration Organizations'. The 'Add or Edit Grant Administration Organizations' section includes a checkbox for 'Primary Organization' (checked), a dropdown menu for 'Role' (set to 'Primary'), and a 'Select Organization' button (highlighted with a red circle). Below these are 'Save', 'Save and Close', and 'Close' buttons.

A 'Select Organization' modal window is open, showing a search bar with 'National Fish and Wildlife Foundation' and a 'Search' button. Below the search bar are radio buttons for 'Name' (selected), 'EIN', and 'UEI'. The modal displays 'Organization Search Results' in a table:

	Organization	City	Country	EIN	UEI
<input type="button" value="Select"/>	National Fish and Wildlife Foundation	Washington	North America - United States	521384139	S4SXXUK5RAC8
<input type="button" value="Add New"/>	Add New Organization				

Submitting a Full Proposal

Step Five: Project Information

- This information should automatically populate
- **Project Title**- should be short, descriptive, and have a name that will distinguish it from other proposals while indicating the project purpose.
- **Project Dates**- Projects should begin within eight months of the award announcement date..
- **Description**- Two sentences. The first sentence should state the activity/method being used to address a specific species/habitat and location. The second sentence should state the expected outcome from the investment and relevance to conservation.
- **Abstract**- Three to four sentences and derived from the project description. Provide a more detailed description of your project; including location, purpose, major activities, target species, specific habitat, outcomes (deliverables at the end of the grant period) and partners..
- **Requested Amount**- Please adhere to the funding requirements that correspond with each category. This needs to match the budget total.

The screenshot shows the 'Project Information' form in the Easygrants system. The sidebar on the left contains navigation links: Home, Main, Contact Information, Organization Information, **Project Information** (circled in red), Project Location, Map, Uploads, Metrics, Budget, Matching Contributions, Permits and Approvals, Review and Submit, FAQ, Help, Log Out, and Return to Staff Module. The main content area is divided into sections: 'Project Information' (Due: 4/20/2023 11:59 PM ET, Easygrants ID: 80741, Gardiner, Blake | Grants | America the Beautiful Challenge | America the Beautiful Challenge 2023), 'Instructions' (Enter the details requested below regarding the project. Click Help for examples and instructions. Click Save regularly to save your work. The system will timeout and you will lose unsaved work if you do not save at least once every hour. Click Save and Continue to save and move to the next page. Fields marked with a red asterisk (*) are required for final submission for most programs. Please do not exceed the character limits below to ensure that your entry is not lost or cut off when saving.), 'Project Details' (Project Title *, Project Start Date *, Project End Date *, Description *, Abstract *, Project Location Description *), and 'Project Budget' (Requested Amount *). Each text area includes character limits and remaining counts. At the bottom, there are 'Save' and 'Save and Continue' buttons.

Submitting a Full Proposal

Step Six: Project Location

- **Project Location Country:** All projects must occur within “North America – United States”.
- **Project Location State/Province:** Select all states that apply. Projects throughout the U.S., U.S. territories, and Tribal Nations are eligible for funding.
- **Project Location U.S. Congressional District(s):** As of January 1, 2013, Congressional District lines were redrawn in many states. Please carefully review the district(s) for your project's location. If you are not sure what the Congressional District(s) should be, you can enter the project zip codes or addresses a <http://www.govtrack.us/congress/members/map> to determine the correct district(s) for your project. If your project takes place statewide, please select the “All Districts” option for that state.
- **Project Location Description:** This field will be pre-populated with information from your pre-proposal; however, you may edit to reflect changes or refinements to your project location.

The screenshot displays the 'Project Location' selection interface. On the left is a vertical sidebar with navigation buttons: Home, Main, Contact Information, Organization Information, Project Information, Project Location (highlighted with a red circle), Map, Uploads, Metrics, Budget, Matching Contributions, Permits and Approvals, Review and Submit, FAQ, Help, Log Out, and Return to Staff Module. The main content area is divided into three sections:

- Country:** 'Project Location Countries'. 'Choose From' list includes Africa - Kenya, Africa - Nigeria, Africa - Republic of Mauritius, Africa - South Africa, Africa - Tanzania, Asia - Afghanistan, Asia - Bangladesh, Asia - Bhutan, Asia - Cambodia, Asia - China, Asia - India, Asia - Indonesia, Asia - Kuwait, Asia - Laos, Asia - Malaysia. A search filter is present.
- State:** 'Project Location States'. 'Choose From' list is empty. A search filter is present.
- Congressional District:** 'Project Location Districts'. 'Choose From' list is empty. A search filter is present.

Submitting a Full Proposal

Step Seven: Map

- This section allows you to map the location(s) of your proposed project..
- Navigate to the map window and click “Save” at the bottom of the page to begin mapping your project.
- There are three methods of submitting the location(s) of your project:
 - I. Upload a Shapefile
 - II. Select by Geography
 - III. Draw a Custom Area
- Once your location(s) have been created, click “Submit Project Location”.
- To finalize your location, click the “Confirmation” check box at the bottom of the page.
- Then click “Save” (or “Save & Continue”) to save your map and move to the next task.

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 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.

1. 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).
2. 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.
 - a. 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
 - b. Select one or more geographic features (e.g., county, lake, national park) for your project by clicking the **Select by Geography** feature bar; or
 - c. Create a custom area to depict your project location(s) by clicking on the **Draw a Custom Area** feature bar.
3. 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.
4. To confirm your map, click the **Confirmation Check Box** at the bottom of the page.
5. 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.

No file chosen

Select By Geography

My project area:

Legend:
Submitted Project Locations (Green)
Pending Project Locations (Orange)

Submitting a Proposal

Step Eight: Uploads

Required uploads:

- Full Proposal Narrative Template
- Statement of Litigation
- Board of Trustees, Directors, or Equivalent
- Applicant Controls Questionnaire
- GAAP Audited Financial Statements
- Single Audit

Optional Uploads

- Letters of Support
- Project Map
- Indirect Rate Agreement
- Other Documents

Organization Information

Project Information

Project Location

Map

Uploads

Metrics

Budget

Matching Contributions

Permits and Approvals

Review and Submit

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Help

Log Out

Return to Staff Module

Instructions

Below is a list of documents that can be attached to your submission. Documents marked as required must be uploaded before you will be able to submit. If you do not have a required document, upload a Word document with an explanation in its place. To create your narrative document, begin by downloading the template provided below, and saving it to your computer. Use the template to create and save your narrative document on your computer.

Follow these steps to download and create your narrative document:

1. In the Upload Checklist below, click the **Template** link for the document you want to create, and save the template file to your computer. This is a MS Word document.
2. Work within this template and save it to your computer.

To attach/upload your document(s) to this task:

3. In the Uploads section below, select the appropriate upload type from the Choose Upload Type drop-down list and click **Add Files**.
4. Select the file or files to upload from your computer and return to this page.
5. Click **Start** to the right of the file that you want to upload. The system will upload the document and display it in the Uploads list. If the Status does not display, wait 10 seconds and refresh the page. When complete, the Status will read "Successfully validated and converted file." **Note that the following Upload Types are not included in the Full Proposal Summary PDF and therefore are not converted: IRS Form 990, GAAP Audited Financial Statements, Single Audit, Indirect Rate Agreement.**
6. Once your document is uploaded, you may view it by clicking the file name or the name of the converted PDF (if applicable). To re-upload a document, click **Delete** to the right of the document and start with **Step 3** above. When you are finished, click **Continue** to move to the next page in this submission.

Click **Help** for examples and instructions specific to this Uploads section.

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 on your keyboard while clicking on the link, which may tell a pop-up blocker to allow the link to open. Click [here](#) for more information.

Upload Checklist

Upload Type	Required	Template	File Types Allowed	Max Uploads	Max File Size	Max Pages	Max Words	Max Characters
ATBC Full Proposal Narrative 2023	Yes	ATBC Full Proposal Narrative Template 2023	.doc, .docx, .pdf, .rtf	No Limit	16 MB	8	No Limit	No Limit
Letters of Support	No		.xls, .doc, .pdf, .rtf, .gif, .jpeg, .jpg, .docx	No Limit	16 MB	No Limit	No Limit	No Limit
Project Map	No		.xls, .doc, .pdf, .rtf, .gif, .jpeg, .jpg, .docx	No Limit	16 MB	No Limit	No Limit	No Limit
Statement of Litigation	Yes	Statement of Litigation	.doc, .docx, .pdf, .rtf	No Limit	16 MB	6	No Limit	No Limit
Board of Trustees, Directors, or equivalent	Yes		.doc, .docx, .pdf, .rtf	No Limit	16 MB	No Limit	No Limit	No Limit
Applicant Controls Questionnaire	Yes	Applicant Controls Questionnaire (Rev 6.15.23)	.doc, .docx, .pdf, .rtf	No Limit	16 MB	No Limit	No Limit	No Limit
GAAP audited financial statements	Yes		.xls, .doc, .pdf, .rtf, .gif, .jpeg, .jpg, .docx, .xlsx	No Limit	16 MB	No Limit	No Limit	No Limit
Single Audit (Formerly A-133 Audit)	Yes		.doc, .docx, .gif, .jpeg, .jpg, .pdf, .rtf, .xls	No Limit	16 MB	No Limit	No Limit	No Limit
Indirect Rate Agreement	No		.xls, .doc, .pdf, .rtf, .gif, .jpeg, .jpg, .docx	No Limit	16 MB	No Limit	No Limit	No Limit
Other Documents	No		.doc, .docx, .gif, .jpeg, .jpg, .pdf, .ppt, .pptx, .rtf, .xls, .xlsx	No Limit	16 MB	No Limit	No Limit	No Limit

Uploads

Choose Upload Type

Choose Upload Type

ATBC Full Proposal Narrative 2023

Letters of Support

Project Map

Statement of Litigation

Board of Trustees, Directors, or equivalent

Applicant Controls Questionnaire

GAAP audited financial statements

Single Audit (Formerly A-133 Audit)

Indirect Rate Agreement

Other Documents

+ Add files...
Start upload
Cancel upload

Submitting a Full Proposal

Step Nine: Budget

- There are two main components to editing the budget, the expenses and the narratives
- To add an expense, click the green plus button then enter the basic information.
- To add a narrative, click the paper icon next to the green plus
- Please follow each step carefully and input all required information. We highly recommend viewing “[Detailed Budget and Narrative Guide](#)” on the NFWF website.

The screenshot displays the NFWF budget submission interface. On the left sidebar, the 'Budget' tab is highlighted with a red circle. The main content area shows a 'Personnel' modal window with a table for 'Apply to Year(s)'. The table has columns for Annual Salary, Project Hours, Hourly Rate, LOE (%), Project Salary, Fringe (%), and Fringe Amount. The 'Budget' column shows \$0.00. Below the modal, there is a 'Budget' table with a 'Collapse all' button. The table lists various budget categories such as Personnel, Travel, Domestic Airfare, International Airfare, Train, Rental Car, Taxis, Mileage, Gasoline, Per Diem (M&IE), and Lodging, all with a value of \$0.00.



Submitting a Proposal

Step Ten: Matching Contributions

- This information should automatically populate
- When on the match page, click the “Add” button to add sources of matching contributions and list each source separately in the space provided. Match consists of the portion of project costs not paid with NFWF funds and may be in the form of cash, in-kind or volunteer contributions.
- To determine how much match is needed or if match is needed, please review the table on the right.

DOI Conservation and Restoration Funds

Recipient Type	Federal cost share	Non-federal cost share
States	90% of total project costs	10% of total project costs (11% of grant request), of which at least 2.5% must be cash
Tribal Nations & Territories	97% of costs	20% of total project costs (24% of grant request) (COVERED for Tribal Nations, fully covered by partnership with Native Americans in Philanthropy; WAIVED for territories per DOI legal interpretation)

DOD Conservation and Restoration Funds

Recipient Type	Federal cost share	Non-federal cost share
All entities	100% of costs	Not required. DOD REPI Program funds can serve as a non-federal match for the other federal programs in the ATBC grants.

USFS Conservation and Restoration Funds

Recipient Type	Federal cost share	Non-federal cost share
All entities	80% of total project costs	20% of total project costs (24% of grant request) (COVERED for Tribal Nations, fully covered by Native Americans in Philanthropy)

NRCS Technical Assistance Funds

Recipient Type	Federal cost share	Non-federal cost share
All entities	50% of total project costs	50% of total project costs (equal to grant request) (COVERED for Tribal Nations, fully covered by Native Americans in Philanthropy)

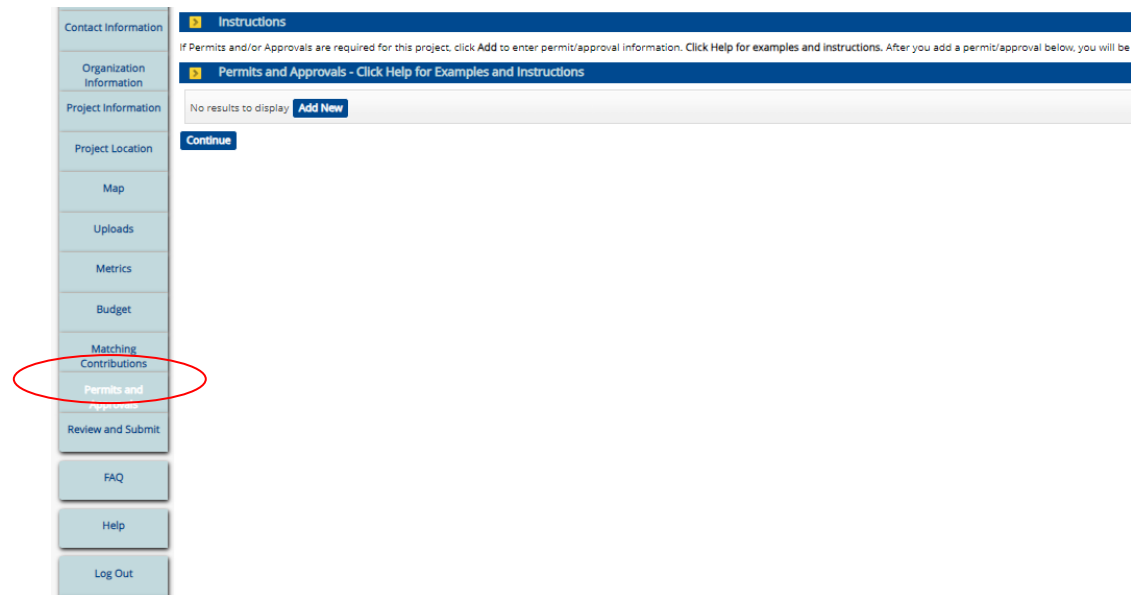


NFWF

Submitting a Proposal

Step Eleven: Permits and Approvals

- If permits and/or approvals are required for this project, click the “Add” button to provide details for each permit and/or status and approval. Include extra information in the description section as necessary (e.g., pre-permit meeting held on Jan. 1, 2023, etc.).



The screenshot displays a web interface for submitting a proposal. On the left is a vertical navigation menu with the following items: Contact Information, Organization Information, Project Information, Project Location, Map, Uploads, Metrics, Budget, Matching Contributions, Permits and Approvals (highlighted with a red circle), Review and Submit, FAQ, Help, and Log Out. The main content area has a blue header with 'Instructions' and a sub-header 'Permits and Approvals - Click Help for Examples and Instructions'. Below this, it states 'No results to display' with an 'Add New' button and a 'Continue' button.



www.nfwf.org/challenge

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