

# WELCOME TO THE CONOCOPHILLIPS SPIRIT OF CONSERVATION PROGRAM – 2023 WEBINAR

## Using GoToWebinar

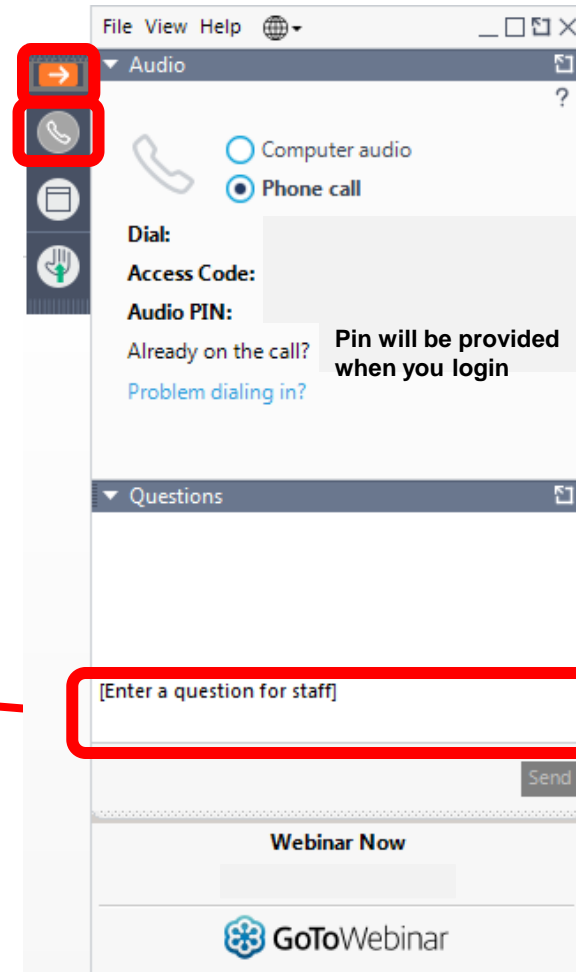
Open and close your control panel

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 on the NFWF SPIRIT webpage.



We will get started momentarily ...



# **ConocoPhillips SPIRIT of Conservation Program 2023 Funding Opportunity**

**Guidance for Applicants**

Tuesday June 13, 2023 – 3 PM ET

# Webinar Agenda

- Welcome and Introductions
- NFWF Overview
- SPIRIT of Conservation Program Overview
- Funding Availability
- Program Priorities
- Diversity and Community Engagement
- Preparing a Proposal
- Timeline
- Q&A

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



# About Us

## Who We Are

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

## What We Do

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

## How We Do It

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



*Bald eagle*

## NFWF is

- An implementer – we fund projects

## NFWF is not

- An advocacy organization that engages in lobbying or litigation



# How We Do It

## Non-Federal Partners

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

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# NFWF

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

## Federal Partners

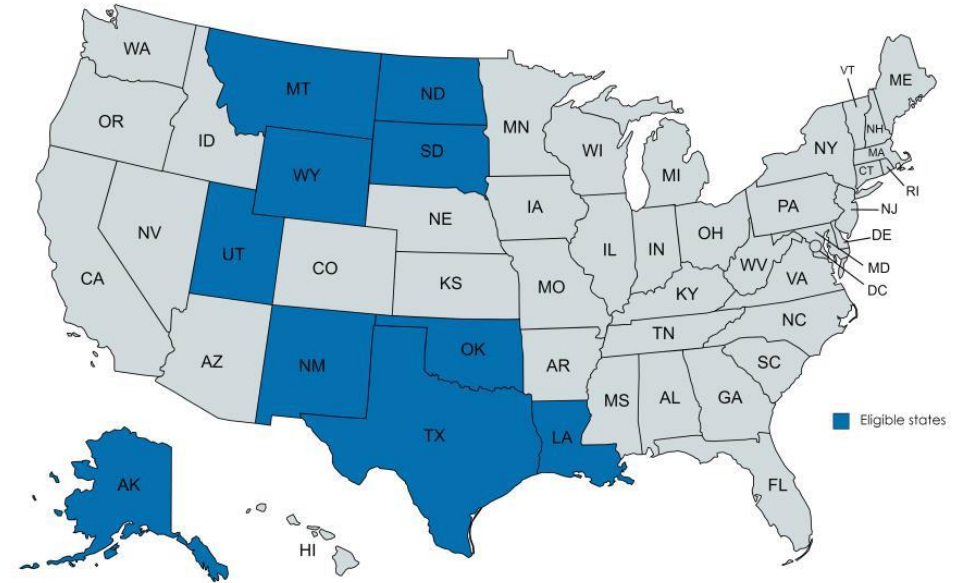
- Appropriations
- Cooperative Agreements

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Competitive Grants/Strategies

# ConocoPhillips SPIRIT of Conservation Program

- **Public-private partnership** since 2005 benefitting migratory and resident bird populations
- **Priority states:** Alaska, Louisiana, Montana, New Mexico, North Dakota, Oklahoma, South Dakota, Texas, Utah, and Wyoming



# ConocoPhillips SPIRIT of Conservation Program

- **Public-private partnership** since 2005 benefitting migratory and resident bird populations
- **Priority states:** Alaska, Louisiana, Montana, New Mexico, North Dakota, Oklahoma, South Dakota, Texas, Utah, and Wyoming
- Funded projects will address one or more of the following **strategies**:
  1. Restore / improve grassland, sagebrush, wetland, or coastal habitats for birds
  2. Conserve key habitats for birds
  3. Conduct research or monitoring on priority bird population(s)



# 2023 Funding Opportunity

- \$1.1 million available
  - Typical grant range \$50,000 - \$275,000; average grant \$150,000+
- Key dates:
  - Full proposals due: **July 26, 2023 at 11:59 PM Eastern Time**
  - Award announcements: **Late November**
- Eligible applicants
  - ✓ Non-profit organizations
  - ✓ State, tribal & local governments
  - ✓ Educational institutions





# 1) Restore / improve grassland, sagebrush, wetland, and coastal bird habitat

- Expand or improve habitat connectivity, quality, or patch size
- Remove encroaching woody vegetation that negatively impacts grassland-nesting or sage-steppe habitat nesting birds
- Reduce invasive species' impact on bird habitats
- Restore wetland functions that benefit birds
- Restore important breeding, wintering or stopover sites.



## 2) Conserve Key Habitats for Birds

- Conservation easement acquisitions
  - Parcels with important habitat connectivity functions, or
  - Important breeding, wintering or stopover sites
- Change since 2022: Fee title acquisitions are generally not allowed for grant funding, but they may be included as match.



### 3) Conduct Research or Monitoring on Priority Bird Population(s)

- Increase the quality or quantity of bird population data that can be used to fill gaps and inform current and future habitat management decisions.
- Data should be useful at specific sites or in assessing bird use of habitats across breeding, wintering, or stopover ranges.
- See key data gaps in:

[https://ppjv.org/assets/pdf/SPPI/Conservation\\_strategy\\_for\\_Grassland\\_birds.pdf](https://ppjv.org/assets/pdf/SPPI/Conservation_strategy_for_Grassland_birds.pdf)



Chestnut-collared longspur



Sprague's Pipit

# Matching Contributions

- Minimum 1:1 match required; at least 50% non-federal
- 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

## Match must be:

- Verifiable from the grantee's records
- Not included as contributions for any other award
- Necessary and reasonable for accomplishment of project or program objectives
- Allowable costs based on the program and funding source guidelines
- Committed directly to the project and must be used within the period of performance
- Note: NFWF will not consider the portion of landowner expenses required as cost share to obtain funding on Farm Bill projects as partner contributions to match





## Period of Performance

- Start date should be no earlier than December 1, 2023.
- End date within 36 months of start date.
- Match must be spent between project start and end dates.
- Significant achievements are expected during year one.



## Compliance

- Applicants should budget time and resources to obtain the needed approvals.
  - National Environmental Policy Act
  - Endangered Species Act
  - National Historic Preservation Act
- Award payments are primarily reimbursable. Projects may request funds for reimbursement at any time after completing a signed agreement with NFWF. Or contact the NFWF program manager to discuss.
- Documentation of compliance must be approved prior to initiating activities that disturb or alter habitat or other features of the project site(s)

# 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.**

## **Two-part question:**

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

Letters of support welcome but not required.





# Proposal 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

# Metrics

- Select only the most relevant metrics.
- Starting Values must be set to 0.
- **Metrics have been revised. Pay careful attention to metrics instructions in the RFP and provide metrics notes and proposal narrative as directed:**
  - “Acreage of project footprint” recommended for all proposals.
  - Habitat restoration metrics used both establishment and enhancement of habitat, so specify in the notes the landcover type before and after restoration.

# Application Assistance – Reference Sheet

## Supporting Documents:

1. [ConocoPhillips SPIRIT of Conservation 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](#) (<https://easygrants.nfwf.org/>)
  
2. [NFWF Application Information](#)
  - a. [Budget instructions](#)
    - Download the [Detailed Budget and Narrative Guide](#)
    - \*For the Full Proposal 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](#)



# Apply for a Grant

**Application Information** Recipient Information Grants Library

OVERVIEW

## 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](#) / ...

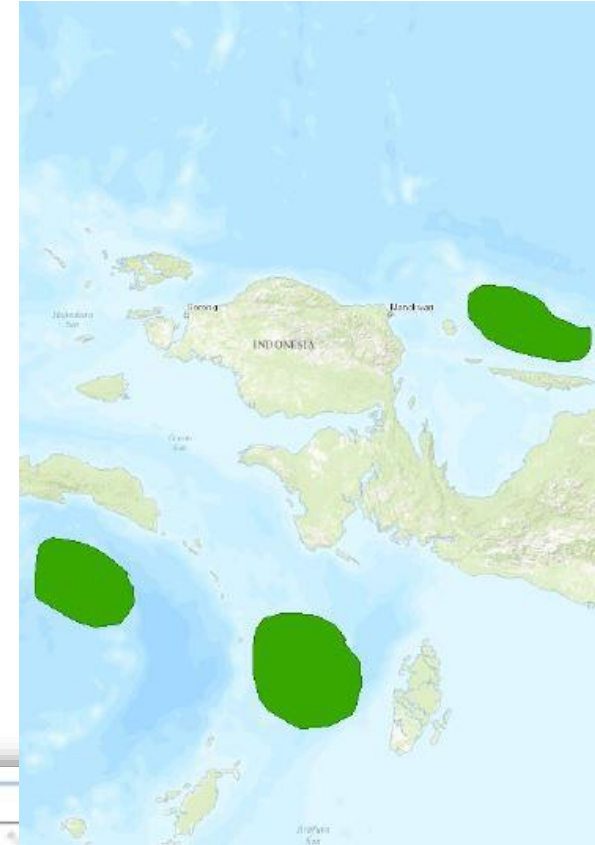
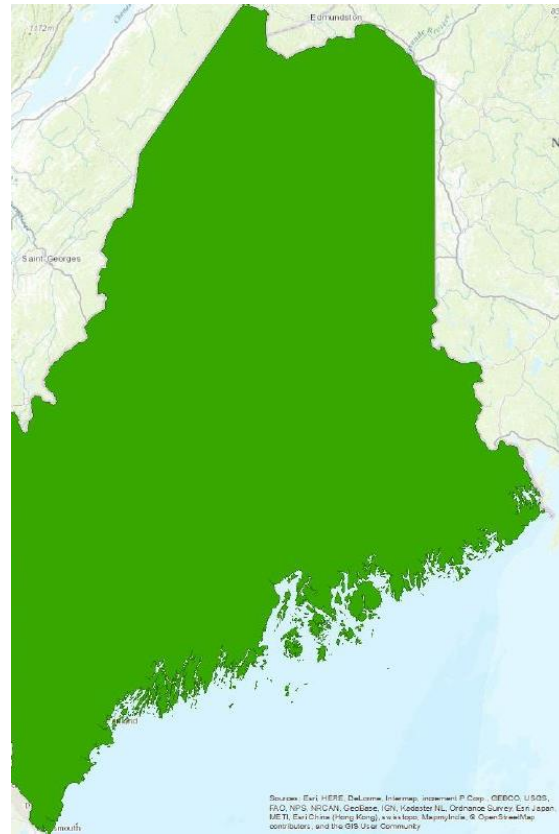


**T**he National Fish and Wildlife Foundation supports more than 70 grant programs to protect and restore our nation's wildlife and habitats. We encourage you to read our complete list of conservation programs and review the program goals and guidelines to select the one appropriate for you. You can submit applications online through Easygrants, our grant application and management system.

### Who Can Apply

OVERVIEW

# Full Proposal – Map Section:



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



# 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.
- Save often!
- 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.

## 2023 Timeline

Full Proposal Due Date: **Wednesday, July 26** by 11:59 PM Eastern Time

Awards Announced: Late November 2023





# Contacts

## Programmatic Questions:

**Crystal Boyd**

Senior Manager

Pollinator Programs

Email: [crystal.boyd@nfwf.org](mailto:crystal.boyd@nfwf.org)

## Application/Easygrants Questions:

**Ernie Newborn**

Coordinator, Regional Programs

Email: [ernest.newborn@nfwf.org](mailto:ernest.newborn@nfwf.org)

## Technical Assistance / Easygrants Helpdesk:

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

Voicemail: 202-595-2497

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

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

[www.nfwf.org/programs/conocophillips-spirit-conservation-program](http://www.nfwf.org/programs/conocophillips-spirit-conservation-program)



Questions?

