

2024 Applicant Webinar

America's Ecosystem Restoration Initiative: 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. 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



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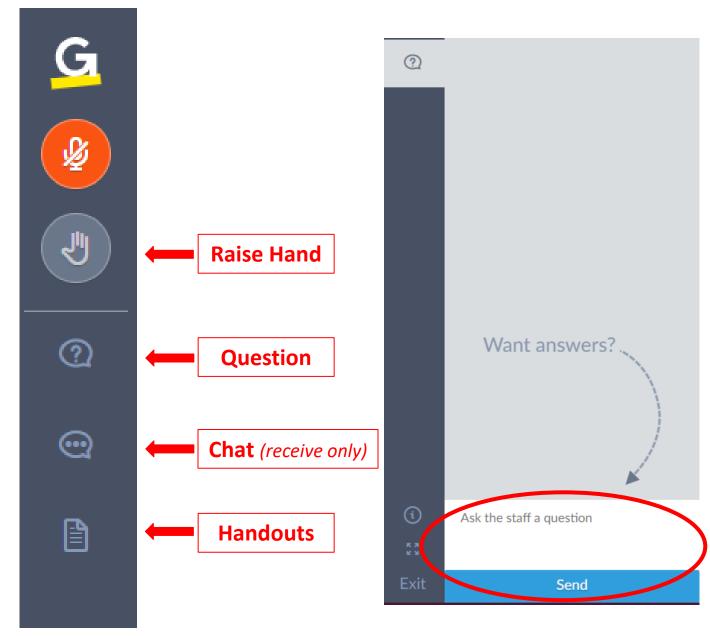
Blake Gardiner, Coordinator blake.gardiner@nfwf.org



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



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Introduction to NFWF

WHO WE ARE

- Chartered by Congress in 1984
- 30 member Board appointed by Secretary of the Interior
 - Includes FWS Director & NOAA Administrator

WHAT WE DO

- Sustain, restore, enhance the nation's natural heritage
- Support collaboration among federal agencies & private funders
- Create common ground among diverse interests

HOW WE DO IT

- Leverage private money with public funding average 3:1
- On-the-ground conservation projects through competitive grant making

NFWFIS

• An implementer – we fund projects

NFWF IS NOT

 An advocacy or litigation organization and does not fund these activities



Public-Private Partnerships





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



6,000+ Implementing Partners















The Nature Conservancy















FRIENDS IS FRONT HANGE WILDLIFE REFUGES













∰ openlands











Office of Research













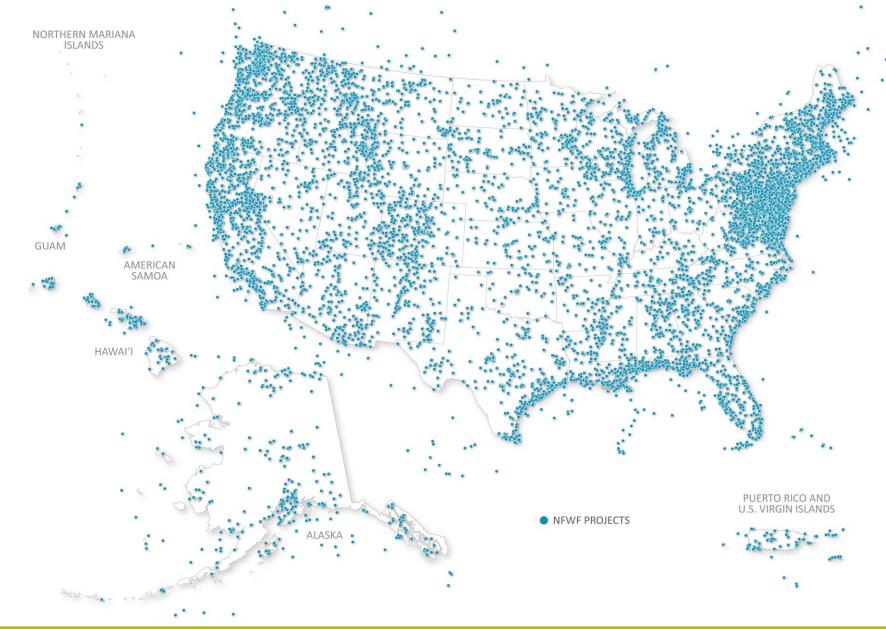








NFWF Conservation Investments (1984 – 2023)



- 22,400+ Investments
- 6,300+ Organizations
- All 50 states



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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.

Program Themes Program Priorities o Benefit At-Risk Fish, Wildlife and Plant Species Conserving and restoring rivers, coasts, wetlands and watersheds. Expand Habitat connectivity Deliver Conservation and Restoration Across Conserving and restoring forests, grasslands **Jurisdictions** and other important ecosystems that serve as Provide a Range of Ecosystem Services carbon sinks o Strengthen Ecosystem and Community Resilience Connecting and reconnecting wildlife Expand Public and Community Access to Nature corridors, large landscapes, watersheds, and Engage Local Communities seascapes Support Tribally Led Conservation and Restoration Improving ecosystem and community **Priorities** resilience to flooding, drought, and other Contribute to Local or Tribal economies climate-related threats Contribute to workforce development Expanding access to the outdoors, Advance the Restoration and Resiliency particularly in underserved communities Framework and Keystone Initiatives Advance Sentinel Landscape Partnership Priorities

- A minimum of 10% of the 2024 funding will be awarded to Tribal and Native Nation led projects
- A minimum of 3% of the 2024 funding will be awarded to U.S. Territories



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

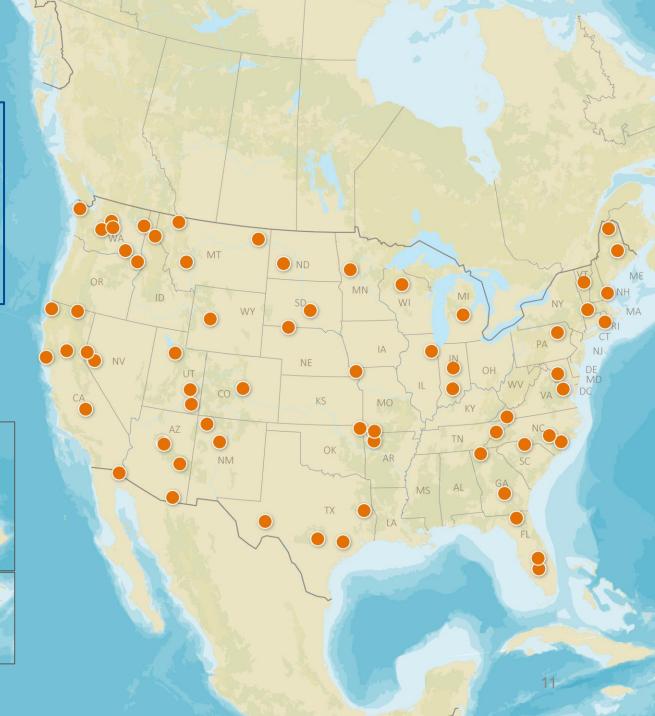
2023 by the Numbers

Applicants

- \$885 million
- 456 preproposals
- 48 states, DC, all U.S. Territories, and 131 Tribal Nations (114 distinct applicants)
- 172 full proposals requesting \$370 million
- 66 Tribal Nations (60 distinct applicants)

Grantees

- \$141 Million
- 74 projects
- 46 states, 3 U.S.
 Territories, and 21
 Tribal Nations





Program Timeline







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Grant Categories



Funding: \$102M for categories one and two – total available this year

Eligible: States, Territories, and federally recognized Tribes

- 1. Implementation Grants: Grants to implement on-the-ground conservation and restoration 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+, multistate, multijurisdictional 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
 - ➤ Geographic focus: nationwide, throughout the U.S. and U.S. territories, on public lands, Tribal lands, and/or private lands
 - Note: Although some elements of planning can be included in these projects, majority of funds should be spent on on-the-ground work
 - Grants under this category are contingent upon awards by DOI



Funding: \$102M for categories one and two – total available this year

Eligible: States, Territories, and federally recognized Tribes

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

➤ Geographic focus: nationwide, throughout the U.S. and U.S. territories, on public lands, Tribal lands, and/or private lands

Grants under this category are contingent upon awards by DOI



Funding: \$5 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

3. Sentinel Landscape Grants: Grants will be funded through the Readiness and Environmental Protection Integration (REPI) Program and will be prioritized to designated or emerging Sentinel Landscapes or areas that preserve or enhance military readiness. Projects in this category should include multiple partners and clearly contribute to outcomes identified in a Sentinel Landscape implementation plan or other applicable conservation or restoration implementation plan. Projects in this category should focus on enhancing local capacity to implement future on-the-ground actions, and secondarily focus on directly contributing to on-the-ground outcomes. 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.

> Size: \$250,000 to \$1.5 million

➤ Length: 2 to 4 years

- ➤ Geographic Focus: Sentinel Landscapes, or in the vicinity of or ecologically linked to a DOD installation or range, cannot be directly on military lands
- Grants under this category are contingent upon awards by DOD



Funding: \$5 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

3. Sentinel Landscape Grants Continued:

Recommended Communication with Installation:

- ➤ **Pre-proposal:** Applicants should provide the contact information of the installation personnel who are part of the project team and support the proposed project efforts.
- Full Proposal: Applicants will be required to upload an endorsement letter from the lead Military Service, such as the installation commanding officer, to affirm support for the proposed activities. If there are multiple Military Services benefitting from the project, applicants should work with all Military Service representatives involved to determine one lead Military Service and identify the lead Military Service in their application. Applicants will be required to work with the lead Military Service on completing all necessary environmental compliance requirements.
- ➤ QUESTIONS: contact the REPI Office at osd.repi@mail.mil.



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

4. National Forest Grants: Projects in this funding category are to be vegetation management or watershed restoration projects on National Forest System land. These projects must be carried out in accordance with a water source protection plan as developed under section 303(d)(1) of the Healthy Forests Restoration Act (HFRA) of 2003 or a watershed restoration action plan developed under section 304(a)(3) of HFRA of 2003. Associated activities may include removal of vegetation, the use of prescribed fire, or the decommissioning of an unauthorized, temporary, or system road.

> Size: \$250,000 to \$1.5 million

> Length: 2 to 4 years

➤ Geographic Focus: Must be on National Forest Service System land

> Grants under this category are contingent upon awards by USFS



Funding: \$2 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

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, northern bobwhite, northeast turtles, golden-winged warbler). Projects will help agricultural producers design and implement voluntary conservation practices and increase Farm Bill program participation and conservation practice implementation among agricultural producers, especially farmers and ranchers in the Historically Underserved and Special Emphasis categories.

> Size: \$200,000 to \$500,000

➤ Length: 2 to 3 years

- > Geographic Focus: Must be within Working Lands for Wildlife Framework and Initiatives boundaries
- > Grants under this category are contingent upon review and concurrence by NRCS

Matching Requirements

DOI Conservation and Restoration Funds

Recipient Type	Federal cost share	Non-federal cost share
States	90% of costs	10% of costs (11.12% of grant request), at least 2.5% must be cash
Tribes & Territories	97% of costs	3% of costs, of which at least .75% must be cash (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 costs	20% of costs (25% 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	100% of costs	Not Required

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.





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Evaluation Criteria

- All pre-proposals will be evaluated using 4 major criteria: Program Goals and Priorities, Technical Merit, Conservation Plan and/or Indigenous Knowledge, and Partnership and Community Impact
- 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!



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 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).



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 (DavisBacon)
- 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, 2024 or end after June 30, 2029
- 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 <u>is allowed</u> 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

- Pre-Proposal 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 March— April 4th
- Applicants submit proposal through Easygrants portal Due April
 4th
 - <u>easygrants@nfwf.org</u> 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!

rachel.dawson@nfwf.org

sydney.godbey@nfwf.org

blake.gardiner@nfwf.org





Field Liaison Support

NFWF is contracting with <u>Native American Fish and Wildlife Society</u> and <u>Sundance Consulting</u> to provide ATBC applicants and grantees with additional assistance

America the Beautiful Challenge Field Liaisons

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



NFWF's Conservation Team: Key Contacts



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Pre-Proposal Sections



- Contact Information
- Organization Information
- Project Information
 - Start date, End date, Description, Abstract, Requested
 Amount from NFWF
- Uploads
 - Required: proposal narrative*
 - Not required: Other Documents, Letters of Support, photos, Applicant Demographic Form
- Matching Contributions
- Review and Submit
- * Sentinel Landscape projects should provide contact information (name, organization, email, and phone number) of the installation personnel in the upload or project narrative.

Contact and Organization Information

Contact Information:

- Enter the contact information for the primary person responsible for completing the Easygrants application (this person is tagged as the Principal).
- Only one person can be assigned to the proposal task in Easygrants

Organization Information:

- Correct organization information is important
 - ATBC categories each have their own eligibility requirements based on the organization type
- Use the "Select Organization" button to search for your organization; you can search by Name, EIN number, or UEI number.
- If your organization is new to Easygrants, click the "Add New" button at bottom of list and fill out your organization's information.



Project Information

- 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
 - Project Location Description: Should be concise and specific. Please include the state and county/city where the project will occur when applicable.
 - Requested Amount: should be the amount you are asking for from NFWF



Uploads- Pre-Proposal Narrative



- "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
- Very similar to the 2023 format, with a few updates
- 12 questions total, should not exceed 4 pages
- You can adjust the formatting (e.g., change to single spaced, adjust the margins)
- Do not use a font smaller than 10 pt.
- Please ensure the project is eligible for the grant category selected
 - If this needs to change for some reason reach out to ATBC staff immediately
 - Only ONE project type should be selected

Pre-Proposal Narrative Grant Category and Questions 1 and 2

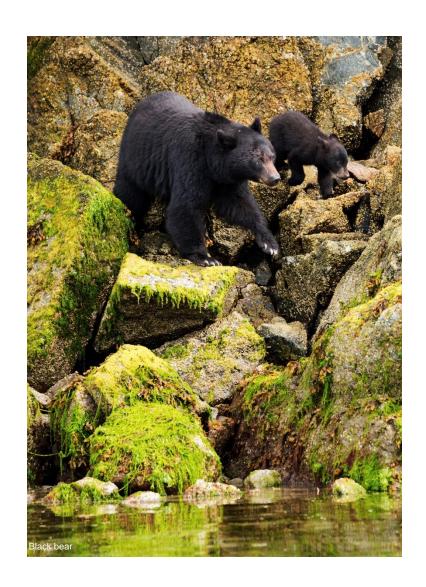
Select a Grant Category from the drop-down menu

What are the primary project outcomes (the intended result of the project) and why is this project needed?

- Describe the overall goal of the project or the ultimate vision
- Provide context about why this project needs to occur in this location, at this time, and with these partners
- Highlight the importance and impact of the project

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

- Detail the specific actions and activities that will occur between the start and end date of this project
- Include a clear timeline and/or workplan of the tasks (can be an estimate!)



Pre-Proposal Narrative – Question 3 and 4

Which Program Priorities listed in the RFP will be addressed by the project?

- Re-read the "Program Priorities" section from the of the RFP
- Check the priorities that are *directly* related to the project and the project activities that will be *completed*

How will the project outcomes or activities contribute to the priorities selected above?

• Explain the direct project activity/outcome connections to the checked program priorities



Pre-Proposal Narrative 5

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

- 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 explain how this plan will fill a gap
- Projects in Category 4 <u>must connect to a USFS water source protection plan OR a watershed</u> restoration action
 - plan (https://www.fs.usda.gov/naturalresources/watershed/condition framework.shtml)

Proposal Narrative Question 5

Examples of key existing conservation or recovery plans

- NFWF's <u>Conservation Landscapes</u>
- Migratory Bird Joint Ventures such as Saltmarsh Sparrow Conservation
 Plan
- Western Association of Fish and Wildlife Agencies (WAFWA) <u>Sagebrush</u> <u>Conservation Strategy</u>
- NRCS Working Lands for Wildlife Conservation Frameworks for <u>Great Plains</u> and <u>Sagebrush</u>, <u>Bobwhite Quail</u> and <u>Gopher Tortoise</u>

Collaborative Landscape Conservation Designs

- Southeast Conservation Adaptation Strategy
- Nature's Network

State-driven conservation efforts

- State Wildlife Actions Plans
- Coastal Master Plans
- State Action Plans for Big Game Migrations

Tribal conservation priorities and Tribal co-stewardship agreements; and local collaboratives

- Black-foot Challenge
- the Great Lakes Indian Fish and Wildlife Commission
- Crown of the Continent Landscape Conservation Design
- Sentinel Landscapes Partnership

Tribal conservation priorities and Tribal co-stewardship agreements; and local collaboratives (cont.)

- Salmon Superhighway
- <u>Sacramento Valley Salmon Recovery Program</u>
- Southeast Conservation Blueprint

Science-based tools

- USFS's <u>Watershed Condition Classification</u> and Terrestrial Condition Assessment
- Nature's Network Conservation Design
- WAFWA's <u>Crucial Habitat Assessment Tool</u>

Climate strategies

Advancing the National Fish and Wildlife, and Plants Climate
 Adaption Strategy into a New Decade and the Voluntary
 Guidance for States to Incorporate Climate Adaptation into
 State Wildlife Actions Plans and other Management Plans

Pre-Proposal Narrative Question 6



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

- Tell us who your partners are and explain how they will support and contribute to the project outcomes and activities
- Include detail about existing relationship with partners when possible

Pre-Proposal Narrative Questions 7 and 8

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 <u>Census</u>, State census websites, or other places like <u>EJ Screen</u>

Proposal Narrative Question 9 – 12

Is this project connected to another ATBC 2024 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

Did you include additional uploads (e.g., letters of support, photos)? If yes, please list them. Include an optional cover page for your uploads to provide more information. Check the Tip Sheet for upload size limits and file type requirements.

- If you uploaded anything in addition to the required documents, list them here
- If you include quite a few uploads, we recommend including a cover page
- Reminder: If the information is crucial to the project, it should be in the narrative. If an upload will supplement the information, include a reference to the specific upload in the narrative

Anything else we should know?

• Include any important project information here not addressed in the other questions in the narrative; a good place for helpful links

Uploads – Optional Documents



- Other Documents e.g., project maps, budget estimates, detailed workplans, fact sheets (do NOT upload full plans or designs with massive file sizes, please consider links when possible)
- Letters of Support combine into one document with a cover page, check out our detailed <u>Letters</u> of <u>Support Best Practices</u> guide; avoid Adobe Portfolio (sorry!)
- Photos e.g., before photos, project examples, engagement activities
- Applicant Demographic Information Form In an effort to better understand diversity in our grantmaking, NFWF is collecting basic demographic information on applicants and their organizations via a voluntary survey form. The information you provide will not be shared with proposal reviewers and will not be considered when making grant decisions.

Matching Contributions

- 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
- If the project category does not require match, you can also leave this section blank
- Must be incurred between the start and end date of the project
- You can include federal match to show investment, but it will not contribute to the match requirement
- If invited to submit a full proposal, you will be able to update/change this section



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

A: The focus of the 2024 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.

Q: Can multiple organizations submit a joint application for one project?

A: Yes, we encourage applicants to bring together broad partnerships in support of the project. However, the application can only have one primary applicant organization, and the point of contact on Easygrants (NFWF's grant-management software) must be directly affiliated with the applicant organization. If awarded, all funding will flow through the applicant organization, which will be responsible for managing subawards to any project partners. If applicants would prefer to or need to apply separately for the same project, they should be sure to reference the co-proposal(s) in the corresponding proposal narrative question.





Q: Can an organization submit more than one application for this RFP?

A: Yes, more than one application may be submitted, but please note that anything beyond two or three submissions per grant category may see diminished competitiveness. We generally encourage applicants to submit the one or two of their best projects per RFP grant category. Please do not submit the same project to multiple categories — select only the most appropriate one. If submitting multiple proposals, please indicate priorities if any.

Q: What qualifies as an eligible Tribal Government for categories one and two?

A: The Department of the Interior has determined that Tribal governments also include affiliated operating entities. This may include Tribal Nation government entities, such as fish and wildlife departments, historic preservation offices, corporations, etc. Generally, a nonprofit, even if Tribally-led/run, would not be such an entity and so would not qualify as a lead applicant for grant categories one and two (funding from DOI through FWS). However, a Tribal government entity may apply for a grant and utilize a nonprofit to execute the grant funding through a subaward within the budget. In other words, while the direct applicant and grantee must be a governmental entity of the Tribal Nation, it is not necessary for the Tribe to carry out the grant on their own. If available, an applicant may include any MOU, statutory language, resolutions, or other documentation that defines the applicant as an entity of Tribal government.



Q: What if you have a project idea for the implementation or planning, collaboration, and engagement grant categories, but you aren't an eligible applicant?

A: Ineligible applicants for these two grant categories are encouraged to partner with eligible applicants (states, territories, and federally recognized Tribes). Subawards and subcontracts to NGOs, associations, state recognized Tribes, counties/municipalities, land trusts, and others are allowed for all four grant categories.





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 (Indigenous Knowledge, 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.



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, try to apply to the category that best fits the scope of work and clearly describe each part and how they work together in a seamless effort. If the planning and implementation work does not fit together, then they should be submitted as two separate projects.

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.



Q: Is ATBC the same as the 30 by 30 Initiative?

A: The America the Beautiful Challenge is intended to fund a broader range of outcomes focused on conservation and restoration, whereas the 30x30 Initiative is a worldwide effort to designate 30 percent of the Earth's lands and oceans as protected areas by the year 2030. The America the Beautiful Challenge includes objectives such as conserving and restoring rivers, coasts, wetlands, and watersheds and connecting and reconnecting wildlife corridors, large landscapes, watersheds, and seascapes. In short, the ATBC is much more comprehensive and focused on a broader range of activities to conserve and restore America's natural heritage for the benefit of future generations.



Q: How is ATBC different from NFWF's National Coastal Resilience Fund (NCRF)?

A: In general, if the project is primarily focused on coastal resilience and aligned strongly with the NCRF program priorities listed in the NCRF RFP, then you should apply only to NCRF. The NCRF and ATBC teams will coordinate together during the proposal review process to ensure any proposals that should be considered in the other program are identified. If you have more questions about your project, reach out to program staff.





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

A: 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 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 pre-proposal ON OR BEFORE April 4th
- 6. Note that NFWF staff will not be in the office at 11:59 pm on **April 4**th!
- 7. Reach out if you need help

RESOURCES:

- 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
 - 4. Frequently Asked Questions
 - 5. Q&A
 - 6. Using Easygrants





Questions?

Pre-proposals are Due Thursday, April 4th!!

Full Proposals invited June 4th
Awards will be announced in
November

www.nfwf.org/challenge

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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. Click save frequently
- 6. 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.

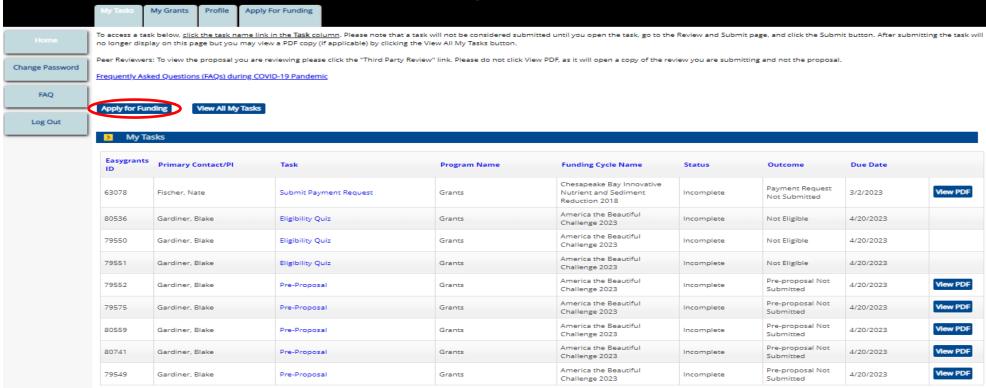
	Frequently Ask	ed Questions	
Log In			New User?
Login ID / Email			
Password			
☑ Remember Me		(Forgot Password?
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For Technical assistance, please contact us via **e-mail** or phone 202-595-2497.

Download Adobe Reader

Powered by Easygrants *** v9.5.0

Submitting a Pre-Proposal Step Two: Locate the Proposal





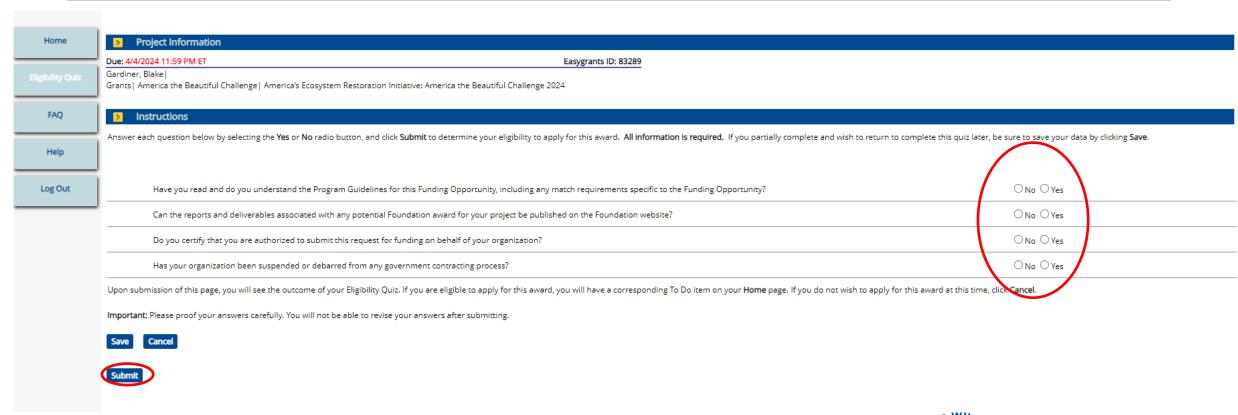
Submitting a Pre-Proposal Step Two Continued: Locate the Proposal

0	America's Ecosystem Restoration Initiative: America the Reautiful Challenge 2024	www.nfwf.org/challenge	4/4/2024 11:59 PM ET
0	Chesapeake Bay Small Watershed Grants - Implementation 2024	www.nfwf.org/chesapeake	4/3/2024 11:59 PM ET
0	Chesapeake Bay Small Watershed Grants - Planning and Technical Assistance 2024	www.nfwf.org/chesapeake	4/3/2024 11:59 PM ET
0	Chesapeake WILD - Implementation 2024	www.nfwf.org/chesapeake	4/10/2024 11:59 PM ET
0	Chesapeake WILD - Planning and Technical Assistance 2024	www.nfwf.org/chesapeake	4/10/2024 11:59 PM ET
0	Conservation Partners Program 2024	www.nfwf.org/cpp	2/28/2024 11:59 PM ET
0	Delaware Watershed Conservation Fund 2024	www.nfwf.org/programs/delaware-river-program	3/21/2024 11:59 PM ET
0	Emergency Prescott Marine Mammal Rescue Assistance 2024	www.fisheries.noaa.gov/national/marine-life-distress/emergency-prescott-grants	12/31/2024 11:59 PM ET
0	Impact Directed Environmental Accounts 2024	www.nfwf.org	9/30/2024 11:59 PM ET
0	Lower MS Alluvial Valley Restoration Fund 2024	www.nfwf.org/programs/lower-mississippi-alluvial-valley-restoration-fund	4/25/2024 11:59 PM ET
0	Mojave Desert Tortoise Recovery Partnership 2024	www.nfwf.org/programs/desert-tortoise-recovery-partnership	3/7/2024 11:59 PM ET
0	National Coastal Resilience Fund 2024	www.nfwf.org/coastalresilience	4/10/2024 11:59 PM ET
0	Northern Great Plains 2024	www.nfwf.org/programs/northern-great-plains-program	3/11/2024 11:59 PM ET



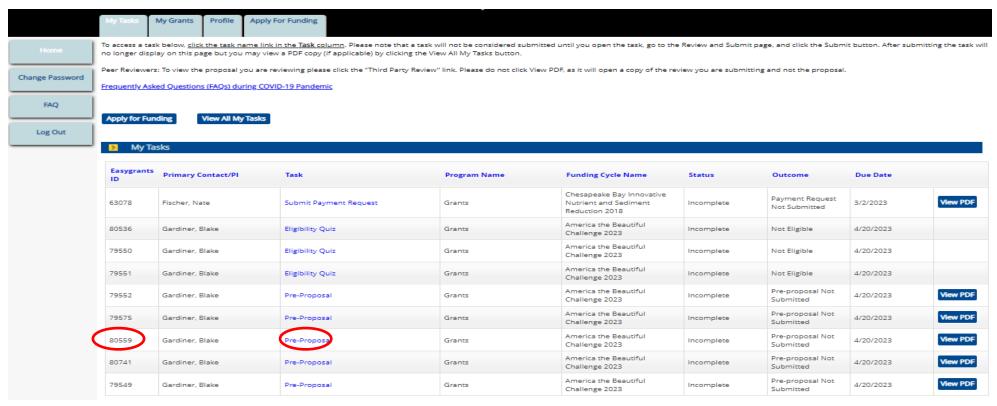


Submitting a Pre-Proposal Step Three: Eligibility Quiz





Submitting a Pre-Proposal Step Four: Selecting the Pre-Proposal Task

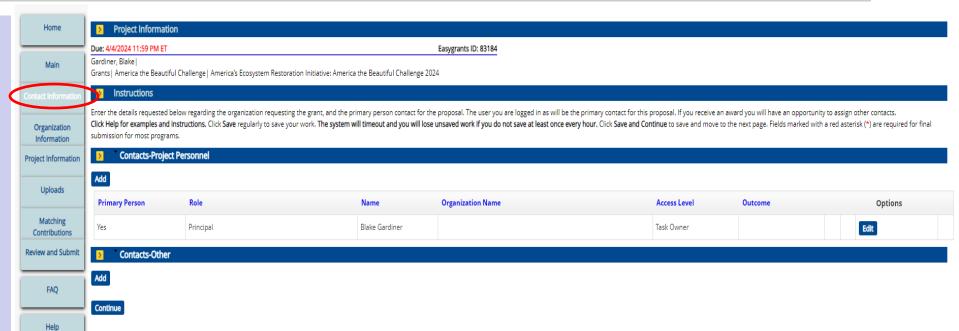




Submitting a Pre-Proposal Step Five: Contact Information

- 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

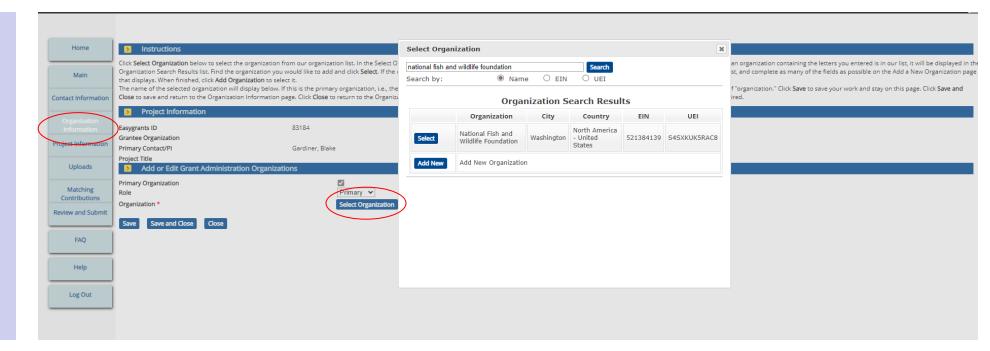
Log Out





Submitting a Pre-Proposal Step Six: Organization Information

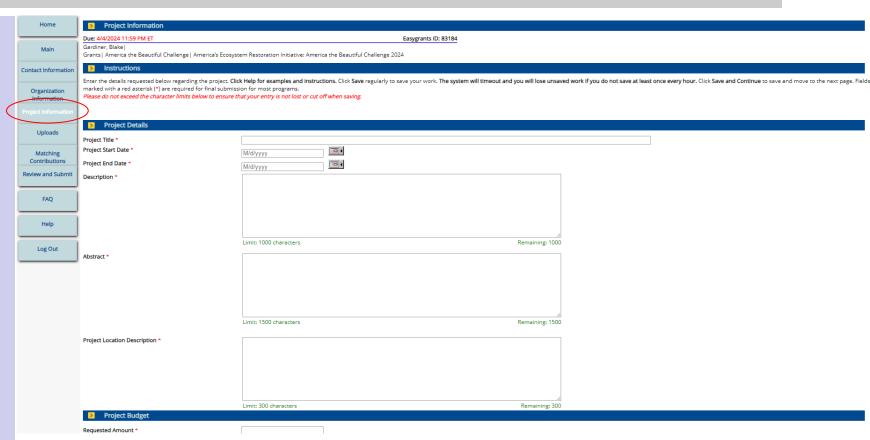
 The organization section is <u>only</u> for the primary applicant. Please enter information for an eligible organization.





Submitting a Pre-proposal Step Seven: Project Information

- 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.
- Project Location Description- Please include the state and county/city where the project will occur. Ex. Grasslands of Western and Central Iowa
- Requested Amount- Please adhere to the funding requirements that correspond with each category.





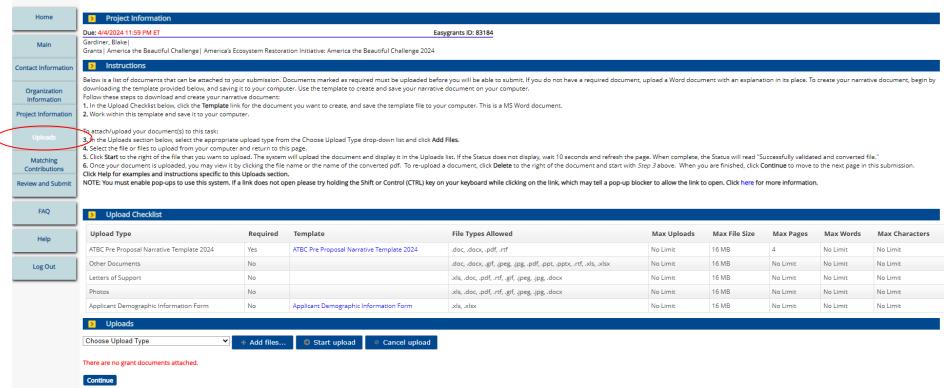
Submitting a Pre-Proposal Step Eight: Uploads

Required uploads:

Pre-Proposal Narrative
 Template

Optional Uploads

- Other Documents
- Letters of Support
- Photos
- Applicant Demographic Form





Submitting a Proposal Step Nine: Matching Contributions

- 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 tables on the right.

DOI Conservation and Restoration Funds (Categories 1 and 2)

Recipient Type	Federal cost share	Non-federal cost share (match)
States	90% of total project costs	10% of total project costs (11.12% of grant request), of which at least 2.5% must be cash
Tribal Nations & territories*	97% of costs	3% of costs, of which at least .75% must be cash (COVERED for Tribal Nations, fully covered by partnership with Native Americans in Philanthropy; WAIVED for territories per DOI legal interpretation, see below)**

DOD Conservation and Restoration Funds (Category 3)

Recipient Type	Federal cost share	Non-federal cost share (match)
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 (Category 4)

Recipient Type	Federal cost share	Non-federal cost share (match)
All entities	80% of total project costs	20% of total project costs (25% of grant request) (COVERED for Tribal Nations, fully covered by Native Americans in Philanthropy)*

NRCS Technical Assistance Funds (Category 5)

Recipient Type	Federal cost share	Non-federal cost share (match)
All entities	100% of project costs	Not required.



Submitting a Proposal Step Ten: Review and Submit

- To submit, each section of your proposal should be indicated "Complete" with a green check mark in the "Status" column. If any section is indicated "Incomplete" with a red X, you will not be able to submit and must go back and check your work.
- To view and save your proposal you may click on the "View PDF" button. Please note that some of the financial documentation will be excluded from the composite file, but will be received by NFWF upon submission. After submission, you will receive a confirmation email from Easygrants@nfwf.org

