

Quick Webinar Items

Thank you for joining us!

- All participants are muted; please type in your questions where it says “Chat” and click send. We will type a response or read your question aloud when we pause for Q&A.
- We’ll answer questions during several questions breaks in the presentation, but you can type them in any time. If you are having technical difficulties, please let us know immediately.
- Contact information is listed on the last slide. Handouts, including today’s presentation are available to download from the Handouts tab.
- **The webinar is being recorded and we will post a copy of these slides and the recording on the NFWF website at www.nfwf.org/fivestar**



Five Star and Urban Waters Program Webinar

November 21, 2024



Nationwide grant program to support on-the-ground, community-based conservation, outreach and education/training





Today's Agenda

- **Program Details**
 - Program Overview
 - Program Priorities
- **Submitting a Competitive Proposal**
 - Guidelines
 - Mapping, Budget and Metrics Guidance
- **Proposal Narrative**
- **Tips and Timeline**



Program Overview

Grant Size

- Award amounts range from \$30,000 to \$60,000
- Average grant in 2024 was \$53,000

Funding Partners

- EPA
- FedEx
- Southern Company
- US Forest Service
- Fish and Wildlife Service Urban Refuge Program
- Fish and Wildlife Service Migratory Birds Program
- NRCS People's Garden Initiative





Program Overview

Applicants submit one proposal for all sources of funding.

Geographic Focus and Funding Availability

- Approx. \$2.5M available nationwide for projects meeting program priorities
- Majority of funding is available nationwide
- RFP lists some specific partner priority geographies
- New funding available for urban agriculture projects

Application Review Process

**Applicant Submits
Proposal**



NFWF Screens Proposal and Assigns for Review for All Applicable Funding



Reviewers from NFWF and Program Partners Review Application



Review Team finalizes all selections for grants (about 10-15%)



NFWF notifies Congress of each award. The NFWF Board of Directors approves all grants under this program.



NFWF notifies applicants of awards or declines to award a proposal.



Program Priorities

On-the-Ground Restoration

- Restore and/or create wetlands, coastal or riparian areas
- Address key species and habitats
- Design and/or implement green infrastructure
- Collect and analyze local water samples
- Create and enhance community agriculture spaces



Program Priorities

Environmental Outreach, Education, and Training

- Integrate meaningful outreach, education and/or training
- Engage the public in conservation experiences in public areas
- Establish or advance a community science or water quality monitoring program
- Improve citizen understanding of community conservation





Program Priorities

Partnerships

- Must involve five or more partners (public and private entities) including the applicant
- Directly engage a diverse group of community partners to achieve specific ecological and educational outcomes
- Demonstrate that the project will advance existing local watershed or conservation plans or coordinate a partnership that develops and implements new plans and projects





Program Priorities

Measurable Results

- Specific, measurable ecological, educational and community benefits
- Identify measurable activities and metrics which clearly link to watershed and community outcomes
- High level of community engagement



Program Priorities

Sustainability

- Include a plan for maintenance and care of the project beyond the grant period
- Reflect a commitment to community strength and long-term capacity
- Address any priority and/or at-risk species, habitats or conservation actions
- Directly connect outcomes to community benefits of watershed restoration

Questions Break

Program Guidelines

- **The community-based partnership exists to implement and sustain the project.**
- **Grant requests must be for \$30,000 - \$60,000**
- **Projects should be completed in 1-2 years and start in summer 2025.**
- **Indirect Costs:**
 - Detailed information is available at:
<http://www.nfwf.org/whatwedo/grants/applicants/Pages/indirect-policy.aspx>



Program Guidelines

Eligibility

- Eligible applicants include non-profit 501(c) organizations, local governments, municipal governments, Indian tribes and educational institutions
- State agencies, Federal agencies and for-profit corporations make great partners but should not be applicants

Grants

- \$30,000 - \$60,000 each, average grant size for the last round was **\$53,000**

Match

- Minimum 75% non-federal match of cash or in-kind goods and services is required
- People's Garden Initiative projects do not require match

Restrictions

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



Project Title and Description

Project Title

Short, descriptive name that distinguishes your project
Include the state abbreviation at the end of the title
Don't call your project "Five Star & Urban Waters Project"

Example: "Whatcom Stream Stewards Program: Engaging Community in Restoration, Education and Stewardship (WA)"



Project Description

Two sentence description
First sentence: state the main activity/method being used to address a specific species/habitat and location
Second sentence: expected outcome and main metrics that will be completed from the investment and relevance to conservation

Example: Restore 15 acres of riparian habitat to improve water quality and habitat for chinook salmon, bull trout and steelhead salmon in Puget Sound. Project will engage 5 local resource management partners and 2,500 volunteers to plant 5,000 trees and remove 6 acres of invasive vegetation.

Easygrants Budget Functions

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

<u>Budget</u> 	
▼ <u>Personnel</u>	\$0.00
▼ Personnel  	\$0.00
Person 1 Staff  	\$0.00
► <u>Travel</u>	\$0.00
▼ <u>Equipment</u>	\$0.00
Equipment  	\$0.00
▼ <u>Materials and Supplies</u>	\$0.00

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

Mapping the Project Location

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



Metrics

- Load program metrics using the “Five Star Metrics” template from drop down menu.
- Select all outcomes that apply to your project.
- Include at least one metric for “habitat restoration” and at least one metric for “capacity, outreach, incentives” and add the “orgs contributing to goal” to capture the partnership
- Each metric’s “target value” should always be greater than the “starting value.” **Most starting values SHOULD BE 0.00**
- **If none of the available metrics apply to your project, please contact NFWF to discuss**

Questions Break



Proposal Narrative

- Download the template from Easygrants
- Proposals should be **no more** than **6** pages
- Keep the formatting – same font, font size and margins and charts
- Do **not** delete the text or tables provided in the narrative



Proposal Narrative: Project Context

1. Specify the total acres the project will restore and identify the target watershed and focal species/habitat. Describe the project's connection to the watershed and explain the need for the project.

- Identify the target watershed/focal species/habitat.
- Describe the project's connection to the watershed and explain the need for the project.
- Explain how the project activities will support established watershed, conservation or species plans in the region

Proposal Narrative: Project Context

2. A. Specify who will be involved in the planning and implementation phases of the project. Explain the role of each partner and state the number of community members directly engaged or impacted.

B. Using the table below, describe community characteristics of the target audiences for the project. Add rows as needed.

Community(ies) or Target Audience(s)	Race/Ethnicity %	Poverty Rate %	Low Income %	Annualized Unemployment Rate %

Recommend using [US Census Bureau](#) website and/or EPA’s [EJ Screen](#) to obtain demographic data.

Proposal Narrative: Project Context

3. Does the project involve a USFWS-designated National Wildlife Refuge, Urban Partnership City, or Urban Bird Treaty Program area? If yes, please note the National Wildlife Refuge, Urban Partnership City, or Urban Bird Treaty Program area; if no, please skip this question.

If your project intends to work with a National Wildlife Refuge, please upload a letter of support from the Refuge or Partnership City. See Funding availability in RFP for more information. *See Funding availability in RFP for more information.*

4. If the project is located in one of the corporate-sponsored urban areas requesting a community service opportunity, propose and describe the type of day-long community service event for up to 50 employees of our corporate sponsor and the partnership's capacity to carry out this event. *See Funding availability in RFP for more information.*



Proposal Narrative: Conservation Activities

5. For each conservation metric, identify and briefly describe the major restoration activity that your partnership will undertake. If the project is focusing on urban agriculture, please also include goals for expected pounds of food produced and donated.

- Describe each restoration activity and the conservation metric corresponding to that activity.
- Provide a description of how each activity will advance the conservation goals of the project and the health of the watershed.
- Explain how the activities will support the conservation goals of the program, the watershed and/or conservation plans and your organization's long term goals.
- Remember to include **all the metrics** entered into Easygrants and describe how these activities will come together into the project.



Proposal Narrative: Outreach Activities

6. For each outreach/educational and conservation metric, briefly describe each corresponding, major educational/outreach activity that your partnership will undertake.

- Describe each major educational/outreach activity and the corresponding metric
- List each outreach/educational activity and provide a description of how that activity will advance the educational and conservation goals
- Provide context for each outreach activity by including all metrics entered into Easygrants and describing how these activities will come together
- Explain how the activities will support the stewardship and educational goals of the program and your organization's long term goals.



Proposal Narrative: Measuring Progress

7. What are your long-term educational and conservation outcomes for this project and how will you measure progress?

- Identify and describe your organization's long-term goals.
- How will you measure progress towards these goals?
- How will you share information with NFWF and other groups about the project?
- Include conservation target species, habitats and any threats to these species and habitats you will address.

Proposal Narrative: Partnership Table

PARTNER	QUALIFICATIONS	CONTRIBUTIONS
Jones County Master Gardeners COMMUNITY GROUP	Restoration coordination, horticultural training	Training and coordinating volunteers for restoration
US Fish and Wildlife Service FEDERAL GOVERNMENT	Horticulture	Providing seedlings for restoration
Lincoln Financial Group CORPORATION	Volunteers	Restoration project will be part of Lincoln’s volunteer workday program
Calhoun Middle School EDUCATIONAL INSTITUTION	Volunteers	Students will plant seedlings during one day of restoration
Jones County Parks Department LOCAL GOVERNMENT	Property Owner	Donating supplies, technical support and meals
CA Wildlife and Fisheries Foundation NGO	Grant funding	Funding to cover site planning and design



Proposal Narrative: Capacity Building

9. Describe how the project partnership will build capacity for expanding community stewardship in the area.

- Describe how the partnership established and/or expanded during this project will build capacity
- Explain how the partnerships created or sustained for this project will grow and facilitate investments in the target communities.
- Discuss the relationships you and your partners have with target audiences
- Identify how existing and new relationships will contribute to long term outcomes.

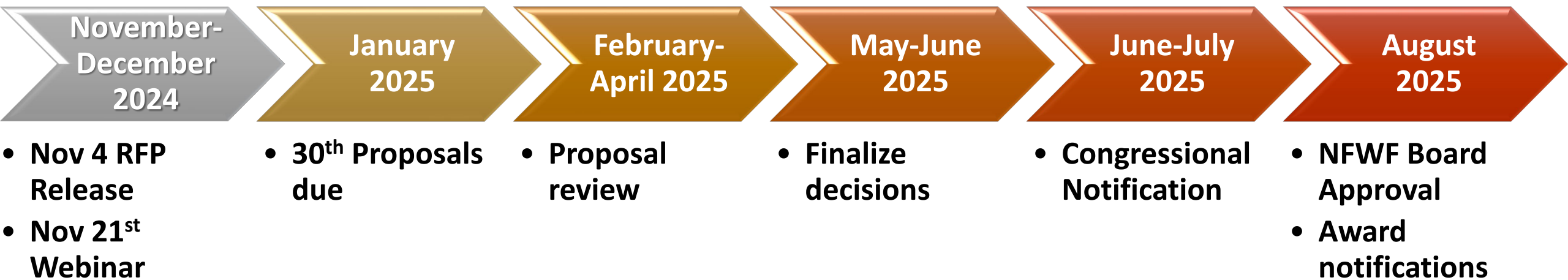
Proposal Narrative: Monitoring and Maintenance

10. Explain your plan for monitoring project achievements beyond the project period (3 years or more).

- Explain your plan for monitoring project achievements beyond the project period (3 years or more).
- Please provide details on your plan to monitor project sites and target communities to ensure that the project success will continue past the end date of the grant.
- Include details on how your partnership will implement to ensure the sustainability of the project's results

Questions Break

Timeline



Tips

- If you've never used Easygrants before, create your login today and familiarize yourself with the system
- If you aren't new to Easygrants, check and make sure your login is working and that your organization's record is up to date
- Start the application at least a week before it is due to minimize last minute Easygrants trouble
- Turn off browser pop-up blockers
- Keep document settings consistent (font size, margins, etc)
- Check the "Review and Submit" tab for errors
- Keep contact info up to date in Easygrants



Applicant Support

Proposal Lab Sessions with NFWF Staff (November-January)

- Schedule a 25 minute session using this QR Code
- Intended for discussion or specific concepts and ideas; please send general inquiries via email:
 - Easygrants questions: easygrants@nfwf.org
 - Application questions:
Sarah.Vest@nfwf.org
Kaitlyn.Hill@nfwf.org

Full RFP and supporting materials available here: www.nfwf.org/fivestar

