NFWF

Monarch Butterfly and Pollinators Conservation Fund:
2025 Guidance for Applicants

Hello & Webinar Instructions

- All participants muted during webinar.

- Questions? Type your questions into the **'Questions'** box on control panel. I'll answer them as time allows. Any that we don't address, I can email you with a response.

- A recording of this webinar will be available on the Monarch Butterfly and Pollinators Conservation Fund webpage: www.nfwf.org/monarch

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Agenda

- Overview of the Monarch Butterfly and Pollinators Conservation Fund

- 2025 Funding Opportunity Details

- Application Guidance

- Q & A
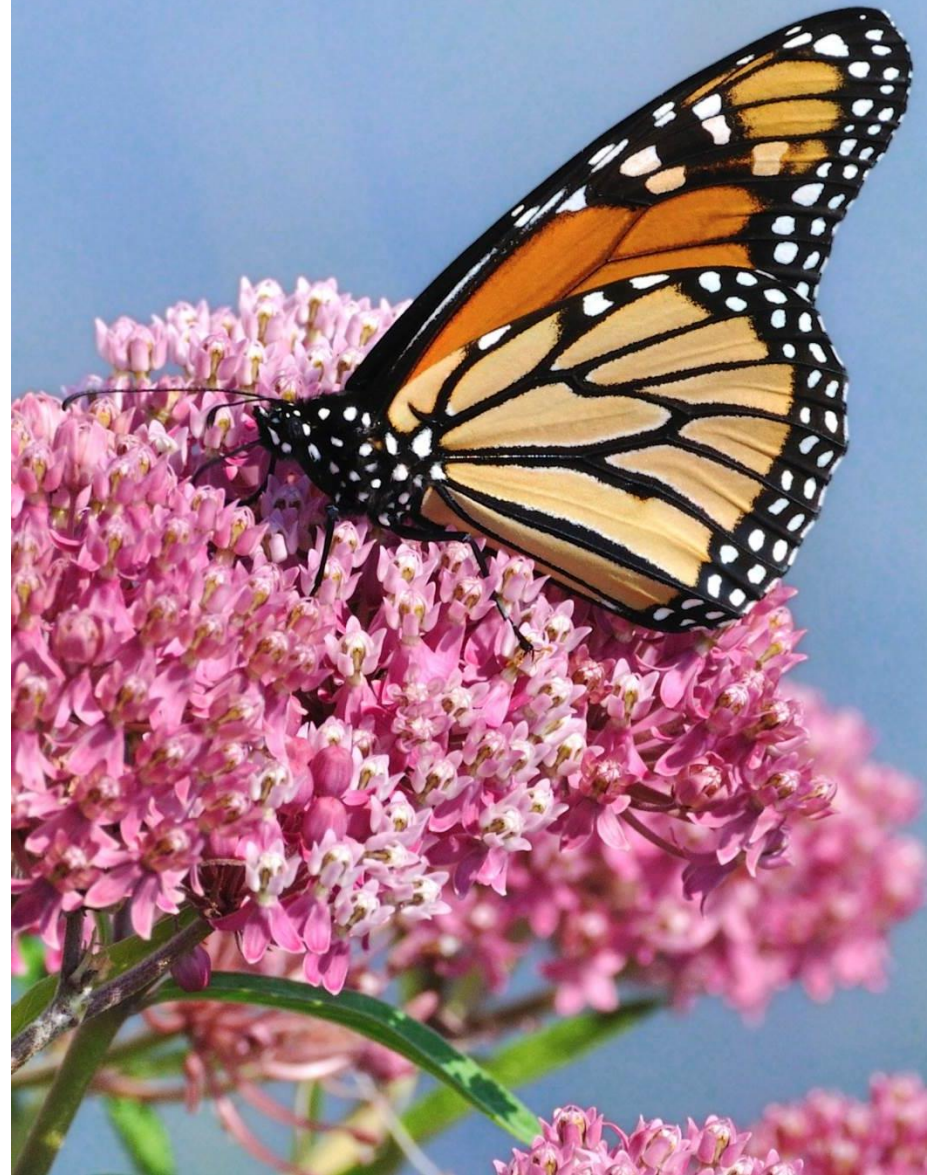
Monarch Butterfly and Pollinators Conservation Fund

Public-Private Partnership

- Bayer Crop Science
- ConocoPhillips
- The Scotts Miracle-Gro Foundation
- U.S. Fish and Wildlife Service
- Bureau of Land Management
- U.S. Forest Service
- National Fish and Wildlife Foundation

Mission: Support efforts to increase monarch butterfly population numbers, with the ultimate goal of supporting a resilient population and continuing its migratory phenomenon, and to support other at-risk pollinators.

2025 Funding Opportunity

- Request for Proposals (RFP) available at: www.nfwf.org/monarch

- No pre-proposal stage

- Full Proposals Due: Tuesday July 8

- Awards Announced: Early December

Eligibility

Applicants may include:

- Non-profit organizations

- Tribal, federal, state, and local governments

- Educational institutions

Ineligible:

- Private businesses

- Unincorporated individuals

- Organizations based outside the United States

Eligibility

Ineligible use of grant funds:

- Political advocacy, fundraising, or lobbying

- Litigation, terrorist activities, or Foreign Corrupt Practices Act violations

- Legally mandated mitigation projects

- Equipment

- Telecommunications equipment, services or systems produced by Huawei Technologies Company or ZTE Corporation

- Research – but data collection to evaluate restoration is eligible as part of a larger project

Grant Size

- Award range:
  - $200,000 to $300,000 for **Habitat Improvement.**

  - Match of 1:1 in non-federal funds is not required but <u>strongly encouraged</u>.
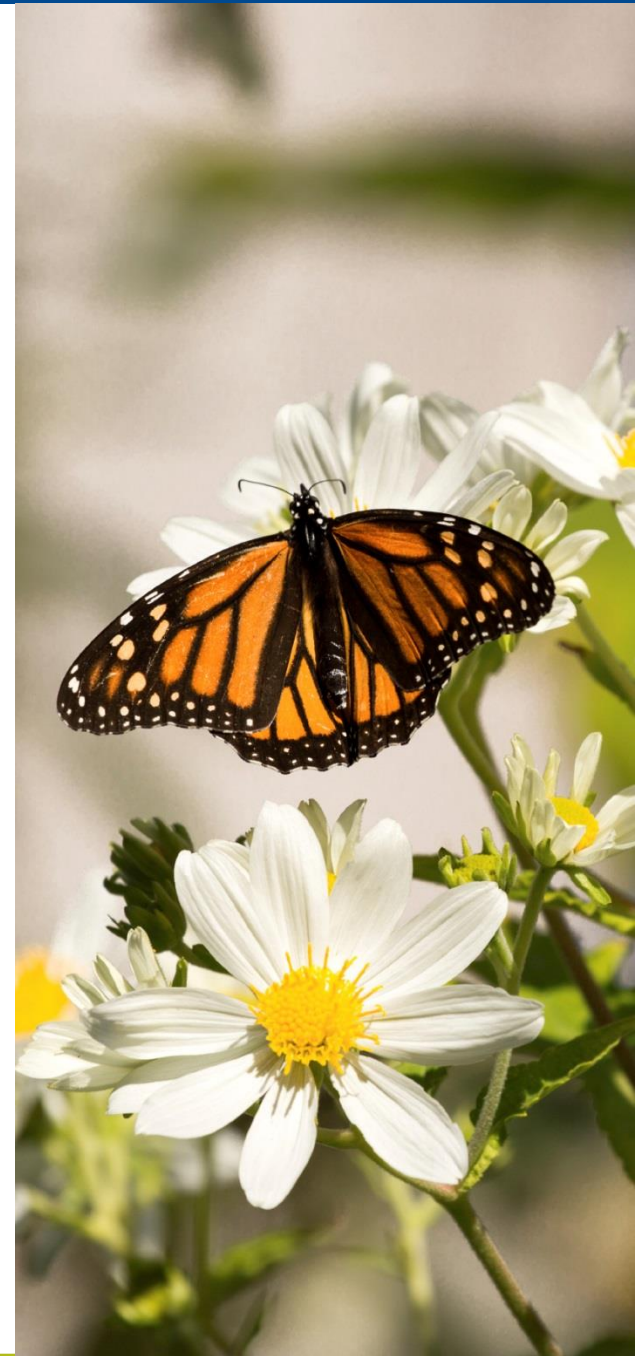
Geography - Overall

Eligible states

- Alabama, Arizona, Arkansas, California, Colorado, Georgia, Idaho, Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Mexico, North Dakota, Ohio, Oklahoma, Oregon, South Carolina, South Dakota, Texas, Utah, Washington, Wisconsin, and Wyoming.

- Projects outside these states are ineligible
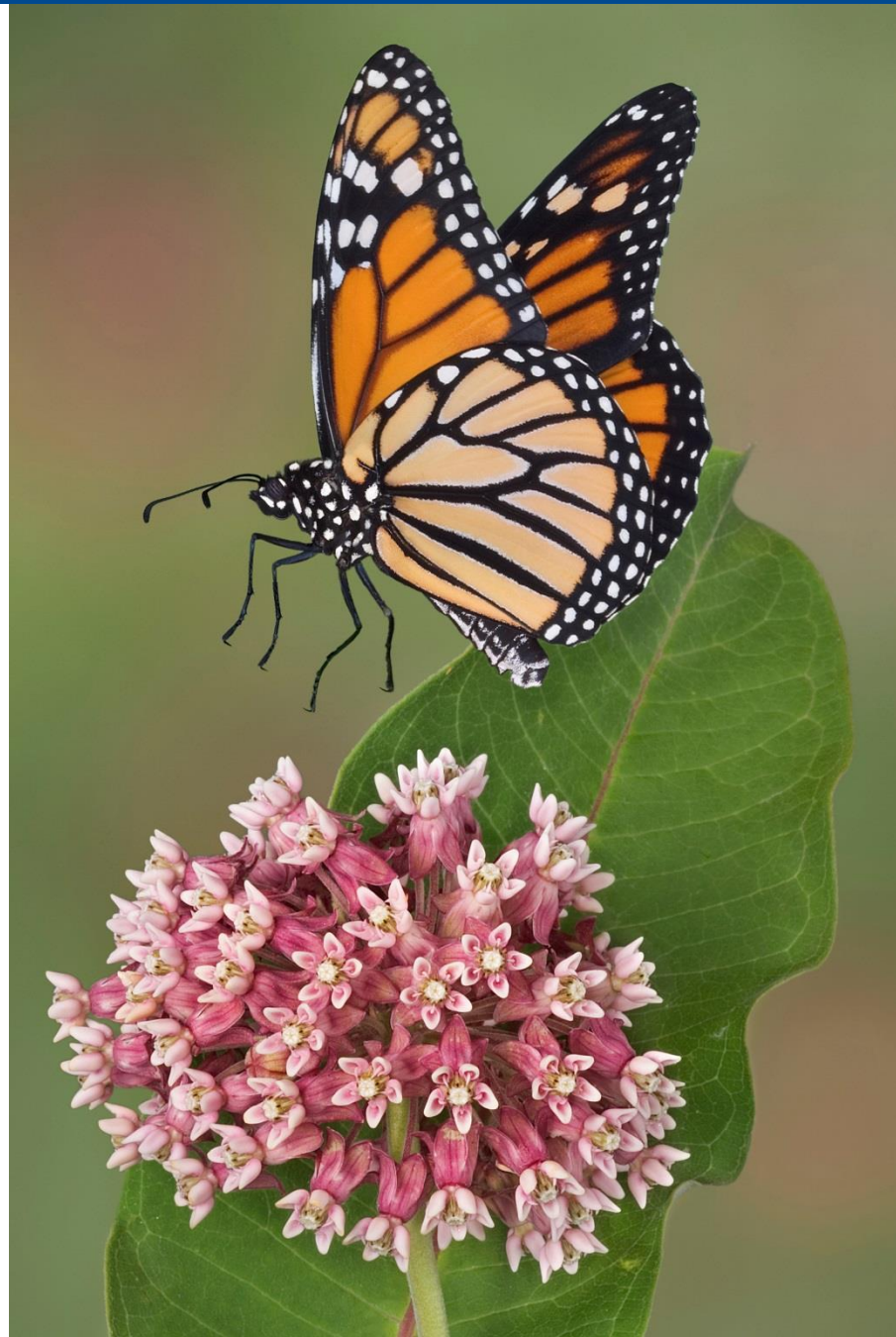
Geography – Habitat Improvement Category

Eligible states: Alabama, Arizona, Arkansas, California, Colorado, Georgia, Idaho, Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Mexico, North Dakota, Ohio, Oklahoma, Oregon, South Carolina, South Dakota, Texas, Utah, Washington, Wisconsin, and Wyoming.

Priority: North Core, South Core, and West Core/Overwintering Units, and 4 states in the South Exterior Unit (Alabama, Georgia, Mississippi, South Carolina)

Priorities west of the Rocky Mountains: Projects on or adjacent to the following: monarch overwintering sites, BLM lands, and USFS lands.
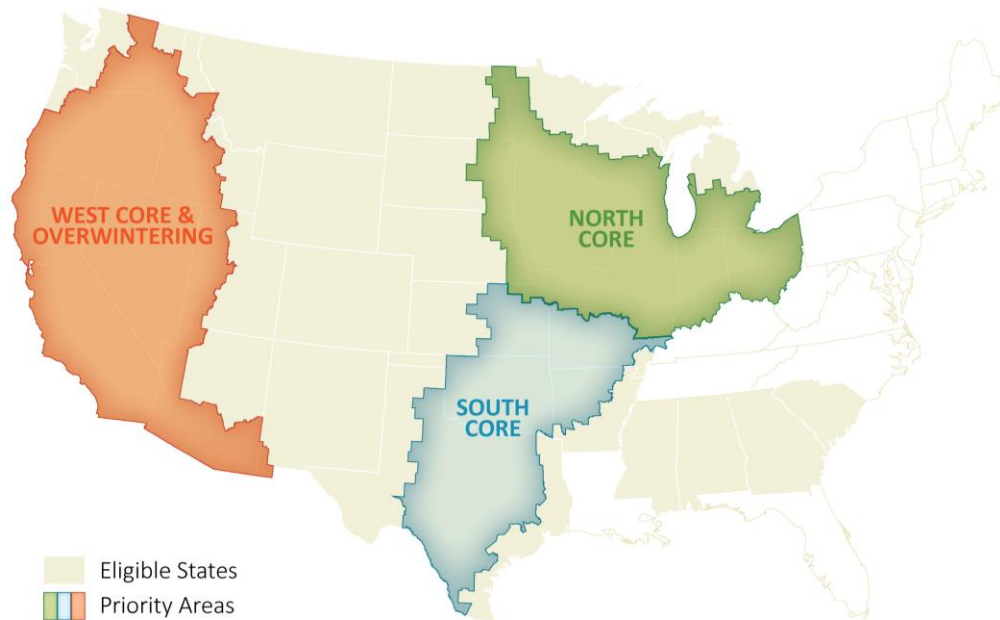
Habitat Improvement

Goal: To restore and enhance connected monarch habitat across the species' range to support its annual life cycle and migration and other at-risk pollinators.

Strategies
1. Restore or enhance pollinator habitat with an emphasis on regionally appropriate milkweed and a diversity of nectar plants*

2. Increase supply of local ecotype seed and seedlings*

*Please define the step-by-step restoration plan, i.e. site prep, project size, techniques used, maintenance plan, etc.

*Please describe the intended use of seed or seedlings. Do <u>not</u> propose giving away seeds or seedlings without including significant follow-up, support, and monitoring efforts.

Metrics

All projects **<u>must</u>** include acres restored or enhanced*

- In California: at least **80 acres**
- In other eligible states: at least **500 acres**
- For projects related to overwintering sites in California: **Contact Program Manager**

- Acres do not need to be contiguous
- Consider *restore = establish* versus *enhance = improve**

Increase Native Milkweed and Nectar Plant Resources Supply

- Milkweed seeds vs. other forb species*

*Read definitions in RFP.

Match

Matching funds of at least 1:1 are not required but <u>strongly encouraged</u>.*

*The ratio of matching contributions offered to grant funding requested is one criterion considered during the review process. Projects that offer a 1:1 match ratio with contributions from non-federal sources will be more competitive.

Match

Matching contributions may include:

- Cash

- In-kind contributions, including:

  - ✓ staff and volunteer time

  - ✓ work performed

  - ✓ materials and services donated

  - ✓ other tangible contributions to the project objectives

  - ✓ eligible indirect costs not covered with grant funding

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
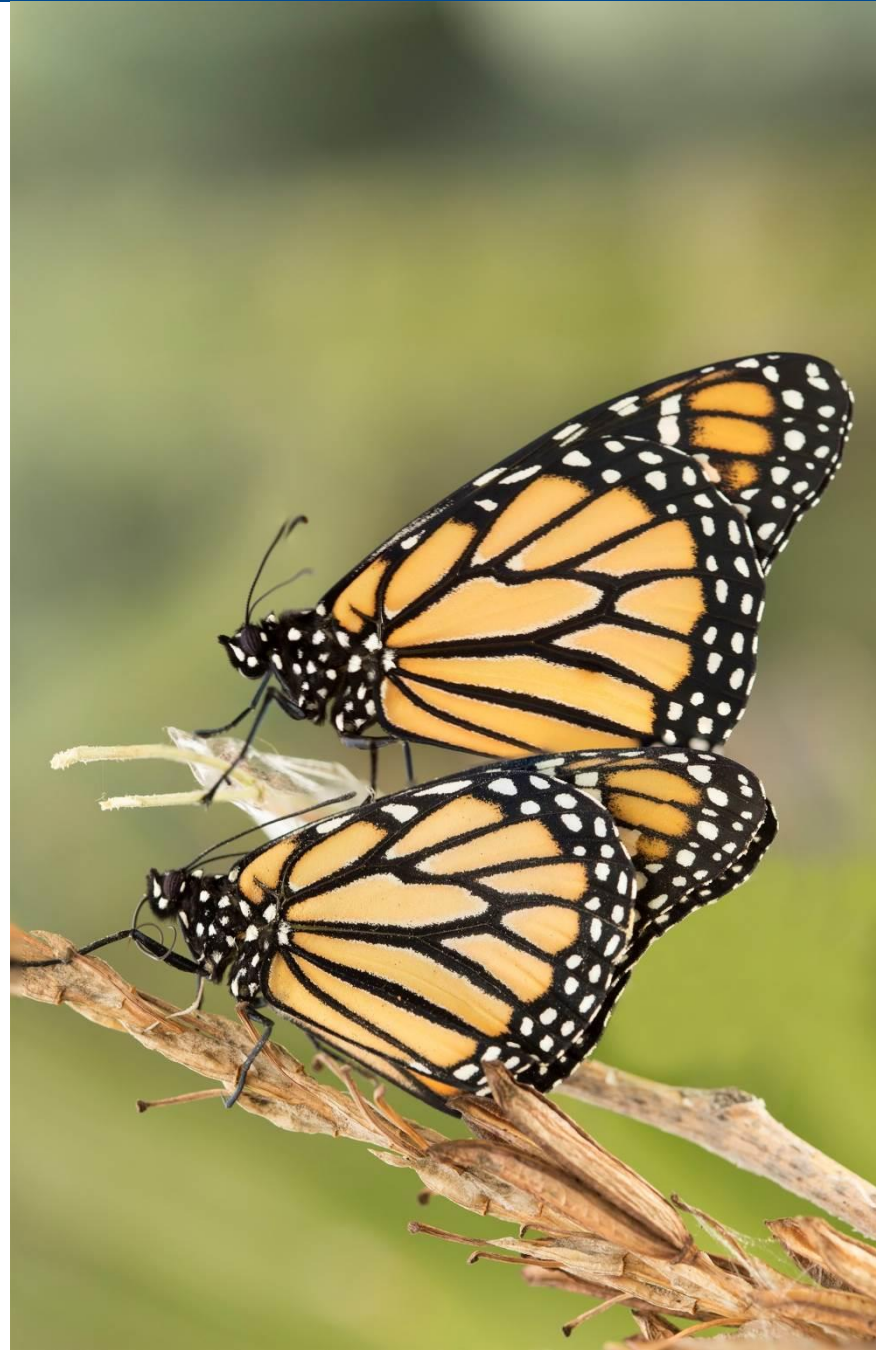
Period of Performance

Duration
* Up to 2 years

Start date should be no earlier than January 1, 2026.

Match must be spent between project start and end dates.

Significant achievements are expected during year one.

Other

- Projects selected to receive federal funding may be subject to requirements under the following acts. 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 <u>reimbursable</u>. Projects may request funds for reimbursement at any time after completing a signed agreement with NFWF.

Application Assistance – Easygrants Tips

How do I get started?

- Review the RFP and ask questions early!

- If you've never used Easygrants before, create your login TODAY and familiarize yourself with the system (easygrants.nfwf.org). View the pre-recorded Easygrants 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.

- 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.

- Save often!
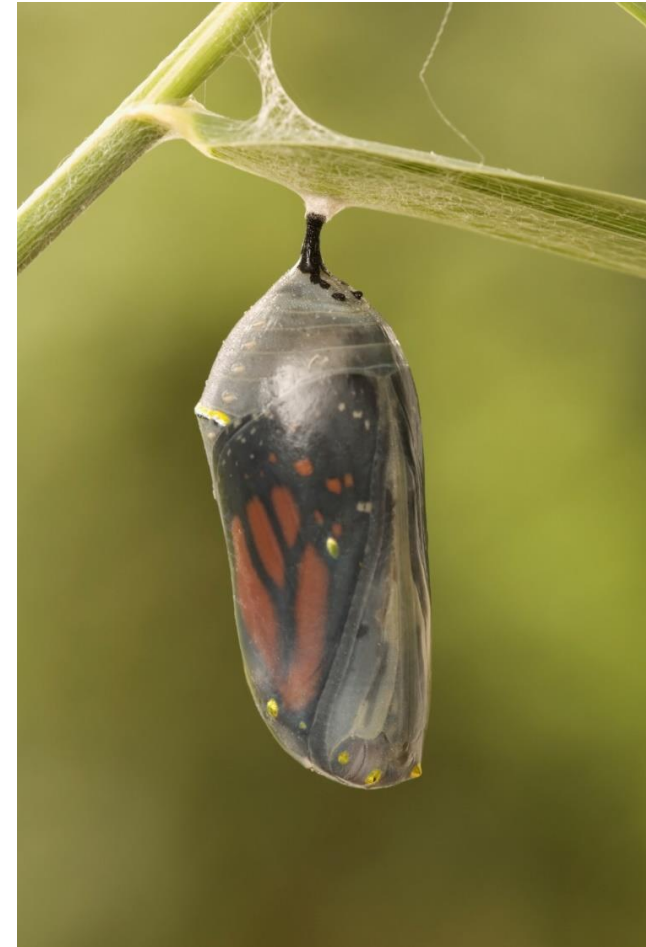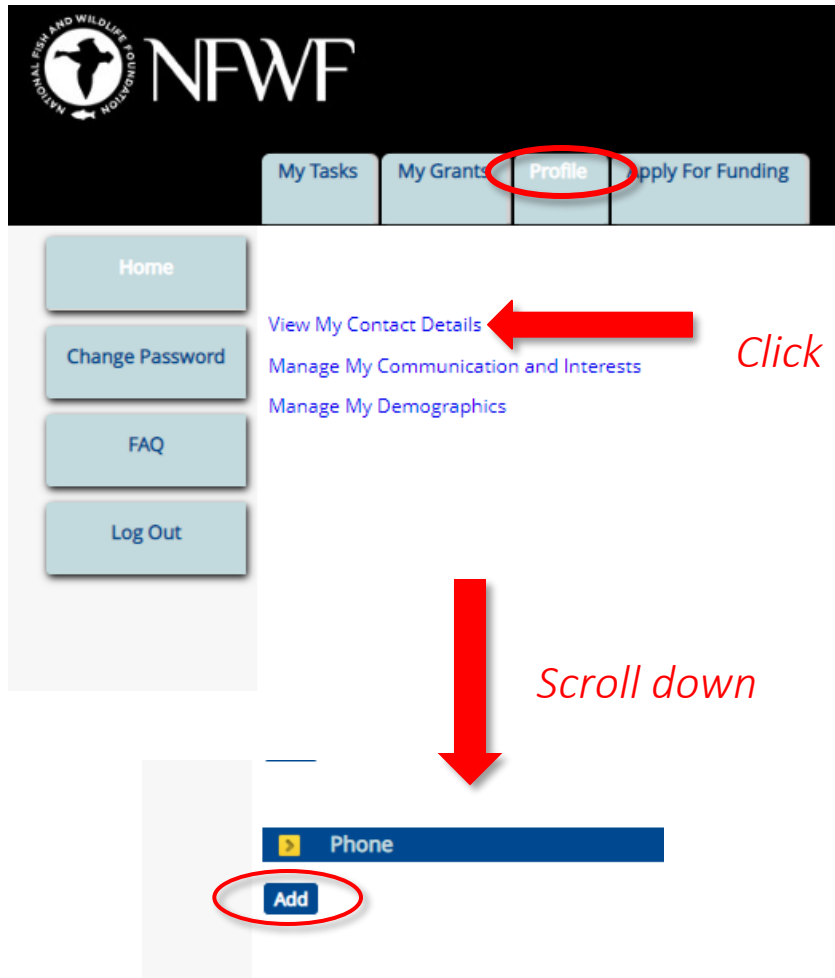
Please review your contact details and make sure that you **provide a phone number**

Full Proposal Requirements

Full Proposal

- Contact Information
- Organization Information
- Project Information:
  - Title
  - Period of Performance
  - Requested amount
  - Description
- Uploads: 6-page Narrative
- Matching Contributions
- Metrics
- Budget
- Project Map
- Required: Letter(s) of support
- Financial documents

Full Proposal - Metrics

- Only metrics relevant to the proposed project should be selected.

- The proposal <u>must</u> include a metric for acres restored and/or under improved management.

- **All starting values <u>must</u> be zero (0).**

- Avoid double counting.

- Complete metrics notes & complete metrics upload.

- Grantees will be required to report progress toward project outcomes in terms of metrics selected.

Full Proposal - Metrics

▶ Instructions

Follow the steps below to provide NFWF with metrics for showing progress on your project's primary activities and outcomes. More detailed instructions, screenshots, and examples are provided in the Metrics Help page displayed when you click **Help.** You may save and return to this page as often as needed to complete your metrics.

1. To view and select the available metrics, click **Select Metric.** A page will display all of the available metrics. If the list of available metrics is long, you can filter the list by clicking on the *Show:* options – **Templates** and/or **Strategies**: Templates allows you to filter on metric templates, if there is more than one; Strategies allows you to filter on a single Strategy, *e.g.*, Habitat Management – *Show All* is the default for both. For more details on each metric, "mouse-over" the question mark icon.
2. To select your metrics, check the box in the *Add* column for the metrics on which you will report, and click **Add Selected.** The table below will refresh and display the metrics. You must select and report on at least one metric on this page, and the Foundation's strong preference is for projects to contain a limited number of metrics for showing progress.
3. For each of your selected metrics, enter both *Starting Value* (*i.e.*, the actual number at the start of your project), and a *Target Value* (*i.e.*, the projected number at the completion of your project) amounts. Notes may be added to a metric by clicking the sheet icon to the right of the Completion number.
4. Click **Save** intermittently to save your data. The system will timeout after 60 minutes of non-use, and any unsaved data will be lost.
5. To remove a metric after you've selected it, click the **red X** to the right of the line item. To delete several metrics at once, click the checkbox to the left of each metric name and click **Delete Selected** at the bottom of the page. The system will request confirmation before deleting Metrics, and the page will refresh with the remaining metrics. All metrics remaining on the page must contain values before final submission.
6. When you are finished providing values, click **Save and Continue** to save your metrics and move to the next page.

Note: The metrics provided here are those selected by the Foundation. If you would like to report on additional metrics, please include these in your project narrative.

▶ Applicant Submission Version

Filter By: [Show All Templates ▼] [Show All Strategies ▼]   [Select Metric]

	Metric		Strategies	Required	Starting Value	Target value	
☐	Monarch - Economic benefits - # jobs created	❓	Capacity, Outreach, Incentives	Recommended	[ ] # jobs created	[ ] # jobs created	📄 ✖
☐	Monarch - Improved management practices - Acres under improved management	❓	Habitat Management	Recommended	[ ] Acres under improved management	[ ] Acres under improved management	📄 ✖
☐	Monarch - Land restoration - Acres restored	❓	Habitat Restoration	Recommended	[ ] Acres restored	[ ] Acres restored	📄 ✖
☐	Monarch - Milkweed - Plant cultivation - # seedlings propagated	❓	Habitat Restoration	Recommended	[ ] # seedlings propagated	[ ] # seedlings propagated	📄 ✖
☐	Monarch - Milkweed - Seed harvesting - lbs harvested	❓	Habitat Restoration	Recommended	[ ] lbs harvested	[ ] lbs harvested	📄 ✖

Viewing Records 1 - 5 of 5

Page size [25 ▼] First | Previous | Next | Last | Show All

☐ Select All [Delete Selected]

[Save] [Save and Continue]

Sidebar Navigation
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Full Proposal - Metrics

Grants | Monarch Butterfly and Pollinators Conservation Fund | Monarch Butterfly and Pollinators Conservation Fund 2025

Instructions

Follow the steps below to provide NFWF with metrics for showing progress on your project's primary activities and outcomes. More detailed instructions, screenshots, and examples are provided in the Metrics Help page displayed when you click **Help**. You may save and return to this page as often as needed to complete your metrics.

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6. When you are finished providing values, click **Sav**...

Note: The metrics provided here are those selected b...

> ### Add notes to selected metrics provided.

Applicant Submission Version

Filter By: [Show All Templates ▾] [Show All Strategies ▾]   [**Select Metric**]

	Metric		Strategies	Required	Starting Value	Target value		
☐	Monarch - Economic benefits - # jobs created	❓	Capacity, Outreach, Incentives	Recommended	[____] # jobs created	[____] # jobs created	🗒	✖
☐	Monarch - Improved management practices - Acres under improved management	❓	Habitat Management	Recommended	[____] Acres under improved management	[____] Acres under improved management	🗒	✖
☐	Monarch - Land restoration - Acres restored	❓	Habitat Restoration	Recommended	[____] Acres restored	[____] Acres restored	🔴🗒	✖
☐	Monarch - Milkweed - Plant cultivation - # seedlings propagated	❓	Habitat Restoration	Recommended	[____] # seedlings propagated	[____] # seedlings propagated	🗒	✖
☐	Monarch - Milkweed - Seed harvesting - lbs harvested	❓	Habitat Restoration	Recommended	[____] lbs harvested	[____] lbs harvested	🗒	✖

Vi...   ...t | Show All

☐

Sa...

Notes   ✖

Metric : Monarch - Land restoration - Acres restored

Note   The 880 acres currently have zero floral resources (corn or soybean fields), and will be restored to a native plant community with at least 3 blooming species per season.

[**Save And Close**]   [**Close**]

Navigation (left sidebar):
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- Matching Contributions
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Application Assistance

2025 RFP Webpage

Tip Sheet - Step-by-step full proposal guidance

NFWF Application Information
- Budget instructions
  - Download Detailed Budget and Narrative Guide
  - ***REQUIRED:** Provide a respective budget narrative describing purpose of each line item towards the project

- Required financial documents (Financial documents must be for the same fiscal year and **no more than 2 years old**)

- Indirect Cost Policy

- Mapping tool

Program Page = www.nfwf.org/monarch
- Grant slates for projects awarded in 2015 through 2024

Application Assistance – Award Acceptance

What should I expect if I receive a NFWF award?

- New NFWF process to minimize # of proposals resubmissions to complete contracting

- Gap (1-2 months) between hearing from NFWF after award notification. NFWF needs more time to bring forward all proposal revisions at once.

- Process can take several months - Please respond to proposal resubmission requests **within two weeks** to keep your proposal moving toward approval & signed grant agreement!

- NFWF cannot reimburse until grant agreement is signed & grant activated in Easygrants

3 commonly missed in full proposal that WILL delay contracting:
- Metrics
- Budget narratives
- Financial documents

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NATIONAL FISH AND WILDLIFE FOUNDATION

Timeline

2025 Timeline

- Note: No pre-proposal stage.

- Full Proposals Due: **Tuesday July 8** at 11:59pm Eastern Time

- Review Period: July – December

- Awards Announced: Early December

Questions

Programmatic Questions:

Crystal Boyd – Senior Manger, Pollinator Programs

Email: crystal.boyd@nfwf.org

Application/Easygrants Questions:

Ernest Newborn - Coordinator, Regional Programs

Phone: 202-595-2444

Email: ernest.newborn@nfwf.org

Technical Assistance / Easygrants Helpdesk:

Email: Easygrants@nfwf.org

Voicemail: 202-595-2497

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

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

www.nfwf.org/monarch