



PACIFIC SEABIRD PROGRAM

2025 REQUEST FOR PROPOSALS

NFWF is committed to operating in full compliance with all applicable laws, regulations, and Executive Orders. We continuously monitor legal and regulatory developments to ensure our policies, procedures, and operations align with current federal directives. We encourage all applicants to do the same.

The ability and extent to which NFWF is able to make awards is contingent upon receipt of funds from federal agencies and/or other funding partners. Final funding decisions will be made based on the applications received and the level and timing of funding received by NFWF.

TIMELINE

Dates of activities are subject to change. Please check the program page of the NFWF website for the most current dates and information – [Seabirds](#).

Full Proposal Due Date: Wednesday, August 20th, 2025, by 11:59 PM Eastern Standard Time

OVERVIEW

The National Fish and Wildlife Foundation (NFWF) is accepting proposals that implement actions and fill information gaps in support of business plan focal seabird species. The Pacific Seabird program 2022–2027 business plan leverages the lessons learned from the 2021 impact assessment and 10 years of programmatic experience to develop a framework for advancing conservation of at-risk seabirds.

The overarching vision of the Pacific Seabird Program Business Plan is to address the impacts of terrestrial and marine threats on focal seabird species (a full lifecycle conservation approach) towards reducing extinction risk and sustaining resilient populations. Specifically, the goal of the plan is to increase population size through improved survival and reproduction. The anticipated changes in productivity and survival are expected to increase the long-term resilience of populations to anthropogenic threats.

By directly addressing threats through supporting actions that implement 1) management of non-native invasive species; 2) restore breeding habitat; 3) reduce seabird bycatch in fisheries, and 4) build conservation capacity and fill knowledge gaps—this business plan aims to slow or reverse population declines. The [Pacific Seabirds Business Plan 2022](#) is available through this link.

AWARD INFORMATION

The Seabird Conservation Program has approximately **\$4,000,000** to award in funding for grants during this single call for proposals. Overall, while upper and lower thresholds are not strictly defined for this RFP, in 2025 awards should fall within a broad range of \$50,000 to \$1,000,000. Project period of performance is expected to range from one to three years. We anticipate awarding between 8-12 projects depending on the size and number of requests received. A minimum of a 1:1 match (federal and non-federal match are eligible) of cash and/or in-kind services is required.

GEOGRAPHIC FOCUS

The 2025 Request for Proposals (RFP) will consider projects from four broad geographies within the Pacific: 1) California Current, 2) Hawaiian Archipelago, 3) Humboldt Current, and 4) locations in the central tropical Pacific supporting priority species listed in the business plan.



PROGRAM PRIORITIES

All proposals must specifically address how projects will directly and measurably contribute to the accomplishment of program goals. The priorities listed below align with the strategies and objectives of the Pacific Seabird Business Plan 2022.

- 1) **Management of non-native, invasive animals:** Introduced animals alter fragile island ecosystems through direct predation on seabirds and through destruction of breeding habitats. Focal geographies for this activity include all four geographies.
 - a. NFWF will consider proposals that advance and implement management actions of non native invasive animals overlapping with the following focal species ***Henderson petrel***, ***Humboldt penguin***, ***Phoenix petrel***, ***Polynesian storm-petrel*** and ***Townsend's shearwater***. Additional management/eradication actions will be reviewed on a case-by-case basis.
 - b. NFWF seeks projects that advance in situ protection of nesting ***Galapagos petrel***, ***Hawaiian petrel*** and ***Newell's shearwater*** through installation or repair of fencing and/or predator control; predator proof fencing projects for additional focal species are encouraged and will also be considered.

- 2) **Restoration:** Invasive plants degrade nesting habitat, sea level rise threatens low lying colonies, and human actions can impact survival and reproduction of seabirds. Focal geographies for this activity include all four geographies.
 - a. NFWF seeks proposals that advance habitat restoration for *black-footed albatross*, *Galapagos petrel*, *Hawaiian petrel* and *waved albatross*.
 - b. NFWF also seeks proposals that advance social attraction and species translocations to establish breeding populations for the following focal species - *Ainley's storm-petrel*, *black-footed albatross*, *Hawaiian petrel*, *Newell's shearwater*, *Phoenix petrel*, *Polynesian storm-petrel*, and *Townsend's shearwater*.
 - c. NFWF welcomes proposals that involve outreach to communities, foster community engagement, and increase organizational and individual technical capacity to assess, monitor and address threats for focal seabird species. When possible, projects should be developed through community input and co-design processes. Additionally, projects should engage community-level partners to help implement and maintain projects to secure maximum benefits for communities and sustainability post-grant award. Proposals that advance opportunities to build range of early career scientists pursuing marine bird studies will also be considered.
- 3) **Bycatch reduction:** Seabird bycatch by fisheries is a global problem, killing hundreds of thousands of seabirds annually. Focal geographies for this activity include the California Current, Hawaiian archipelago, and the Humboldt Current.
 - a. NFWF seeks proposals that assess and fill data gaps on bycatch risk, including integration of large data sets to better understand bycatch risk and potential hotspot locations. NFWF will also support actions that foster research and innovation of fishing gear and mitigation techniques, and that conduct outreach and training, towards adoption and use of best practices and effective mitigation measures in fisheries with an emphasis on fisheries that impact *black-footed albatross*, *Humboldt penguin*, and *waved albatross*.
- 4) **Research and Monitoring:** The wide-ranging, pelagic nature of seabirds is a challenge to understanding and addressing conservation needs. NFWF will invest in research, monitoring, focal species tracking projects, and assessment actions to improve the effectiveness of species conservation, strategies, and the delivery and reporting of conservation actions for focal species. Focal geographies for this activity include all four geographies.
 - a. This RFP seeks projects that support effectiveness monitoring for ongoing or recently completed project activities benefiting *business plan focal species*.
- 5) **Prospective species:** The following prospective focal species and sites require additional information and/or investment before NFWF can include them as species with measurable conservation goals in the business plan. Focal geographies for this activity include the California Current.
 - a. *Craveri's murrelet* (Mexico). NFWF seeks projects that support actions to address data gaps including a threat review (bycatch, marine pollution, forage depletion,

predation/disturbance) and the completion of an assessment of current distribution using standardized methods.

PROJECT METRICS

To better gauge progress on individual grants and to ensure greater consistency of project data provided by multiple grants, the *Pacific Seabird Program* has a list of metrics in Easygrants for full proposal applicants to choose from for future reporting. We ask that applicants select only the most relevant metrics from this list for their project (all possible program metrics are shown in the table below). If you think an applicable metric has not been provided, please contact Scott.Hall@nfwf.org to discuss acceptable alternatives.

Project Activity	Recommended Metric	Additional Guidance
Habitat Restoration	Acres restored	Enter the number of acres seabird breeding habitat restored (Use this metric to enter the number of acres restored including treated for invasive weeds or planted with native during the project period – DO NOT USE this metric for removing non-native invasive animals)
Capacity, Outreach, Incentives	# people reached	Use this metric to enter the number of people reached about seabird conservation issues (for projects that are continuations, only enter NEW people reached)
Capacity, Outreach, Incentives	# people with knowledge	Use this metric to enter the number of people demonstrating increased knowledge or skills in seabird conservation due to training or capacity building support
Species-specific Strategies	# of biosecurity plans	Enter the number of biosecurity plans developed
Species-specific Strategies	# of fences completed	Use this metric to record the number of fences completed to protect existing seabird habitat/colonies and/or potential new colony locations
Species-specific Strategies	# sites with goals met	Enter the number of sites with predation reduction goals met (Use this metric to enter the number of sites protected from non-native invasive animals through removal fencing or control)
Species-specific Strategies	Acres with goals met	Enter the number of acres with predation reduction goals met (Use this metric to enter the number of acres protected from non-native invasive animals)

		through removal fencing, or control)
Species-specific Strategies	# of bycatch assessments	Use this metric to record the number of assessments completed for individual seabird species or fisheries resulting in new information about bycatch risk
Species-specific Strategies	# of fisheries developing gear modifications or mitigation trials completed to reduce seabird bycatch	Use this metric to enter the number of projects completed that are testing fishing gear modifications or testing the efficacy of mitigation tools for fisheries with known seabird bycatch
Species-specific Strategies	# fisheries with reduced seabird bycatch	Use this metric for each fishery with expanded or improved bycatch mitigation through implementation of modified gear or use of mitigation measures
Species-specific Strategies	# translocated/stocked	Enter the number of eggs or chicks translocated
Species-specific Strategies	# translocations and/or social attraction projects	Use this metric for each new instance (location) of a translocation and/or social attraction project for an individual species
Planning, Research, Monitoring	# monitoring programs	Enter the number of monitoring programs established or underway
Planning, Research, Monitoring	# research studies completed	Enter the number of research studies completed
Planning, Research, Monitoring	# studies used to inform mgmt	Use this metric for research (non-bycatch) projects that enhance or develop new data or decision support tools utilized for seabird conservation planning/prioritization

ELIGIBILITY

Eligible and Ineligible Entities

- Eligible applicants include: non-profit 501(c) organizations, Federal government agencies, state government agencies, local governments, municipal governments, Tribal Governments and Organizations, educational institutions and international organizations. For-profit applicants: please note that this is a request for grant proposals, not a procurement of goods and services; see the Budget section below for specific cost considerations.
- Ineligible applicants include unincorporated individuals and businesses.

EVALUATION CRITERIA

All proposals will be screened for relevance, accuracy, completeness and compliance with NFWF and funding source policies. Proposals will then be evaluated based on the extent to which they meet the following criteria.

Conservation Outcomes	Budget	Technical
<ul style="list-style-type: none"> • Alignment with program goals and priorities • Quantifiable performance metrics • Appropriate monitoring of activities and outcomes • Partnership & community engagement • Project long-term sustainability 	<ul style="list-style-type: none"> • Allowable and reasonable costs • Matching contributions • Cost effective 	<ul style="list-style-type: none"> • Technically sound and feasible • Logical and achievable work plan and timeline • Engages technical experts • Accurate spatial data • Sound compliance approach (permits, NEPA, QAQC) • Past grantee success • Transferable

Partnership and Community Impact – The applicant organization partners and engages collaboratively with local community members, leaders, community-based organizations, and other relevant stakeholders to develop and implement the proposed project. This ensures long-term sustainability and success of the project, integration into local programs and policies, and community acceptance of proposed restoration actions. Partners or communities are enlisted to broaden the sustained impact from the project. Describe the community characteristics of the project area, identify any communities impacted, describe outreach and community engagement activities and how those will be monitored and measured. Use data to support descriptions and submit letters of support from community partners and/or collaborators demonstrating their commitment to the project and engagement in project activities as proposed.

Budget – Costs are allowable, reasonable and budgeted in accordance with NFWF’s [Budget Instructions](#) cost categories. Federally-funded projects must be in compliance with [OMB Uniform Guidance](#) as applicable.

Matching Contributions – Matching Contributions consist of cash, contributed goods and services, volunteer hours, and/or property raised, spent, and acquired for the Project during the Period of Performance. Larger match ratios and matching fund contributions from a range of partners are encouraged and will be more competitive during application review.

Cost-Effectiveness – Cost-effectiveness analysis identifies the economically most efficient way to meet project objectives. Project includes a cost-effective budget that balances performance risk and efficient use of funds. Cost-effectiveness evaluation includes, but is not limited to, an assessment of effective direct/indirect costs across all categories in the proposed budget according to the type, size and duration of the project and project objectives. Project budgets will be compared to similar projects to ensure proposed costs across all budget categories are reasonable for the activities being performed and the outcomes proposed.

Spatial Data – Project spatial data submitted to NFWF’s online mapping tool accurately represent the location(s) of conservation activity(ies) at the time of proposal submission. Successful projects

will be required to submit improved spatial data for each conservation activity within the period of performance as necessary.

OTHER

Ineligible Uses of Grant Funds

- NFWF funds and matching contributions are strictly prohibited from being used for a number of reasons to include, for example, political advocacy, fundraising, lobbying, litigation, terrorist activities, or in violation of the Foreign Corrupt Practices Act. See [OMB Uniform Guidance](#) for additional information.
- Equipment: Applicants are encouraged to rent equipment where possible and cost-effective or use matching funds to make those purchases. NFWF acknowledges, however, that some projects may only be completed using NFWF funds to procure equipment. If this applies to your project, please contact the program staff listed in this RFP to discuss options.
- Federal funds and matching contributions may not be used to procure or obtain equipment, services, or systems (including entering into or renewing a contract) that uses telecommunications equipment or services produced by Huawei Technologies Company or ZTE Corporation (or any subsidiary or affiliate of such entities) as a substantial or essential component, or as critical technology of any system. Refer to Public Law 115-232, section 889 for additional information.
- NFWF funds may not be used to support ongoing efforts to comply with legal requirements, including permit conditions, mitigation and settlement agreements. However, grant funds may be used to support projects that enhance or improve upon existing baseline compliance efforts.

Environmental Services – NFWF funds projects in pursuit of its mission to sustain, restore and enhance the nation's fish, wildlife, plants and habitats for current and future generations. NFWF recognizes that some benefits from projects may be of value with regards to credits on an environmental services market (such as a carbon credit market). NFWF does not participate in, facilitate, or manage an environmental services market nor does NFWF assert any claim on such credits.

Intellectual Property – Intellectual property created using NFWF awards may be copyrighted or otherwise legally protected by award recipients. NFWF may reserve the right to use, publish, and copy materials created under awards, including posting such material on NFWF's website and featuring it in publications. NFWF may use project metrics and spatial data from awards to estimate societal benefits that result and to report these results to funding partners. These may include but are not limited to: habitat and species response, species connectivity, water quality, water quantity, risk of detrimental events (e.g., wildfire, floods), and carbon accounting (e.g., sequestration, avoided emissions).

Procurement – If the applicant chooses to specifically identify proposed Contractor(s) for Services, an award by NFWF to the applicant does not constitute NFWF's express written authorization for the applicant to procure such specific services noncompetitively. When procuring goods and

services, NFWF award recipients must follow documented procurement procedures which reflect applicable laws and regulations.

Publicity and Acknowledgement of Support – Award recipients will be required to grant NFWF the right and authority to publicize the project and NFWF’s financial support for the grant in press releases, publications and other public communications. Recipients may also be asked by NFWF to provide high-resolution (minimum 300 dpi) photographs depicting the project.

Receiving Award Funds – Award payments are primarily reimbursable. Projects may request funds for reimbursement at any time after completing a signed agreement with NFWF. A request of an advance of funds must be due to an imminent need of expenditure and must detail how the funds will be used and provide justification and a timeline for expected disbursement of these funds. Requests for monthly advances will not be considered.

Compliance Requirements – Projects selected may be subject to requirements under the National Environmental Policy Act, the Endangered Species Act (state and federal), and the National Historic Preservation Act. 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). Applicants should budget sufficient time and resources to obtain the needed approvals. As may be applicable, successful applicants may be required to comply with additional Federal, state or local requirements and obtain all necessary permits and clearances.

Quality Assurance – If a project involves significant monitoring, data collection or data use, grantees will be asked to prepare and submit quality assurance documentation (www.epa.gov/quality). Applicants should budget sufficient time and resources to complete this task.

Permits – Successful applicants will be required to provide sufficient documentation that the project expects to receive or has received all necessary permits and clearances to comply with any Federal, state or local requirements. Where projects involve work in the waters of the United States, NFWF strongly encourages applicants to conduct a permit pre-application meeting with the Army Corps of Engineers prior to submitting their proposal. In some cases, if a permit pre-application meeting has not been completed, NFWF may require successful applicants to complete such a meeting prior to grant award.

HOW TO APPLY

All application materials must be submitted online through National Fish and Wildlife Foundation’s Easygrants system.

1. Go to easygrants.nfwf.org to register in our Easygrants online system. New users to the system will be prompted to register before starting the application (if you already are a registered user, use your existing login). Enter your applicant information. Please disable the pop-up blocker on your internet browser prior to beginning the application process.

2. Once on your homepage, click the “Apply for Funding” button and select this RFP’s “Funding Opportunity” from the list of options.
3. Follow the instructions in Easygrants to complete your application. Once an application has been started, it may be saved and returned to at a later time for completion and submission.

APPLICATION ASSISTANCE

A *Tip Sheet* is available for quick reference while you are working through your application. This document can be downloaded [here](#).

Additional information to support the application process can be accessed on the NFWF website’s [Applicant Information](#) page.

For more information or questions about this RFP, please contact:
Scott.Hall@nfwf.org

For issues or assistance with our online Easygrants system, please contact:

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.