ABOUT NFWF
The National Fish and Wildlife Foundation (NFWF) protects and restores our nation’s fish and wildlife and their habitats. Created by Congress in 1984, NFWF directs public conservation dollars to the most pressing environmental needs and matches those investments with private funds. Learn more at www.nfwf.org

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OVERVIEW
In 2015, the National Fish and Wildlife Foundation (NFWF) established the Monarch Butterfly and Pollinators Conservation Fund (MBPCF) to reverse recent population declines and ensure the survival of the monarch butterfly. In 2018, the program broadened its focus to include all insect pollinator species and announced $922,080 in funding for seven new or continuing projects to improve habitat for monarchs and other insect pollinators and increase organizational capacity to conserve these pollinators. Grantees committed an additional $2 million in matching contributions for a total conservation impact of more than $2.9 million. The fund is a public-private partnership administered by NFWF with funding and other support from Shell Oil Company, the U.S. Department of Agriculture’s Forest Service, the U.S. Geological Survey and the Bureau of Land Management.

The 2018 projects address two key strategies:
• Improving the availability of high-quality habitat
• Increasing the capacity needed to expand conservation efforts into the future

INCREASING THE QUALITY AND QUANTITY OF HABITAT
The goal of this conservation strategy is to create and sustain a connected patchwork of habitat that supports insect pollinators and the annual migration of the monarch butterfly. Emphasis is placed on restoring and enhancing land to support ample milkweed and nectar plants. In addition, this strategy includes work to ensure an adequate supply of native milkweed and nectar-producing plant seed or plugs that support habitat restoration efforts.

(continued)
Restoring and Enhancing Habitat for Imperiled Pollinators in Dakota County, Minnesota (MN)
Grantee: Dakota County
MBPCF Award: $150,000
Matching Funds: $600,165
Total Amount: $750,165
Restore and enhance nearly 900 acres of prairie and woodland habitat in Minnesota to support monarch butterflies, rusty patched bumble bees and other pollinators. Project also will develop a native plant materials program and engage 100 volunteers to harvest milkweed seed and propagate milkweed seedlings.

Project Wingspan: Enhancing Landscapes for Imperiled Pollinators (AR, IL, IN, MI, MO, OH, PA, WI)
Grantee: Pollinator Partnership
MBPCF Award: $149,000
Matching Funds: $393,500
Total Amount: $542,500
Develop a regional seed collection and native plant materials development program in the Midwest to support monarch butterflies and rusty patched bumble bees. Project will improve 10,000 acres of pollinator habitat, collect 25 pounds of milkweed seed and propagate 10,000 seedlings.

Restoring Pollinator Habitat in Rights-of-Way in Texas
Grantee: Texan by Nature
MBPCF Award: $110,000
Matching Funds: $210,000
Total Amount: $320,000
Convene key stakeholders in Texas to develop strategies focused on pollinator habitat in rights-of-way. The project will develop a case study by restoring 350 acres of habitat in rights-of-way to support monarch butterflies and other pollinators.

Wisconsin Driftless Area Monarch Butterfly Initiative
Grantee: U.S. Fish and Wildlife Service
MBPCF Award: $150,000
Matching Funds: $179,700
Total Amount: $329,700
Conduct field surveys for pollinators and restore and enhance 750 acres of habitat in Wisconsin’s Driftless Area to support monarch butterflies, rusty patched bumble bees and other pollinators. Project will provide baseline data about pollinators, improve pollinator habitat on public and private lands, and enhance technical support for landowners.

Monarchs in the Rough: Pollinator Habitat on Golf Courses (IA, IL, IN, MI, MN, MO, OK, PA, TX, WI)
Grantee: Audubon International
MBPCF Award: $150,000
Matching Funds: $404,050
Total Amount: $554,050
Establish pollinator habitat at 500 golf courses in a 10-state area to support pollinators such as the monarch butterfly. Project will provide technical assistance and native, regionally-appropriate seed while raising awareness about pollinators through educational signage and demonstrating how to manage commercial properties sustainably.
COORDINATION AND CAPACITY BUILDING
The goal of this conservation strategy is to increase organizational capacity and coordination among organizations, states and regions engaged in pollinator conservation. Grant funding supports work to develop regional strategies and plans, build capacity and expertise, maximize information exchange and distribute information about on-the-ground conservation practices.

Monarch Butterfly Conservation in the Western United States (AZ, CA, ID, NV, OR, UT, WA)
Grantee: Western Association of Fish and Wildlife Agencies
MBPCF Award: $120,000
Matching Funds: $120,000
Total Amount: $240,000
Develop a regional strategy and supporting plans to increase organizational capacity and coordination among monarch butterfly conservation partners west of the Rocky Mountains. Project will develop and track implementation efforts identified in the Western Monarch Population Conservation Strategy, establish the Western Monarch and Pollinator Initiative Council, and transition milkweed data into the Crucial Habitat Assessment Tool.

Tribal Alliance for Pollinators: Building Capacity for Pollinator Habitat Restoration in Oklahoma
Grantee: The Learning Center at the Euchee Butterfly Farm
MBPCF Award: $93,080
Matching Funds: $95,576
Total Amount: $188,656
Build capacity for Native American tribes in Oklahoma to support pollinator habitat restoration efforts. Project will coordinate communication between tribal nations and other partners, provide technical support, host training workshops, harvest seeds from milkweed and nectar plants, and manage a website and seed bank.