

2022 ECOS STEP Meeting

Arlington, VA – July 28, 2022

Tips & Tools for Navigating the Funding Maze

*Jay Jensen, Southern Region Director
National Fish and Wildlife Foundation*

Introduction to NFWF

WHO WE ARE

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

WHAT WE DO

- Sustain, restore, enhance the nation's natural heritage
- Foster collaboration among state/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

NFWF IS...

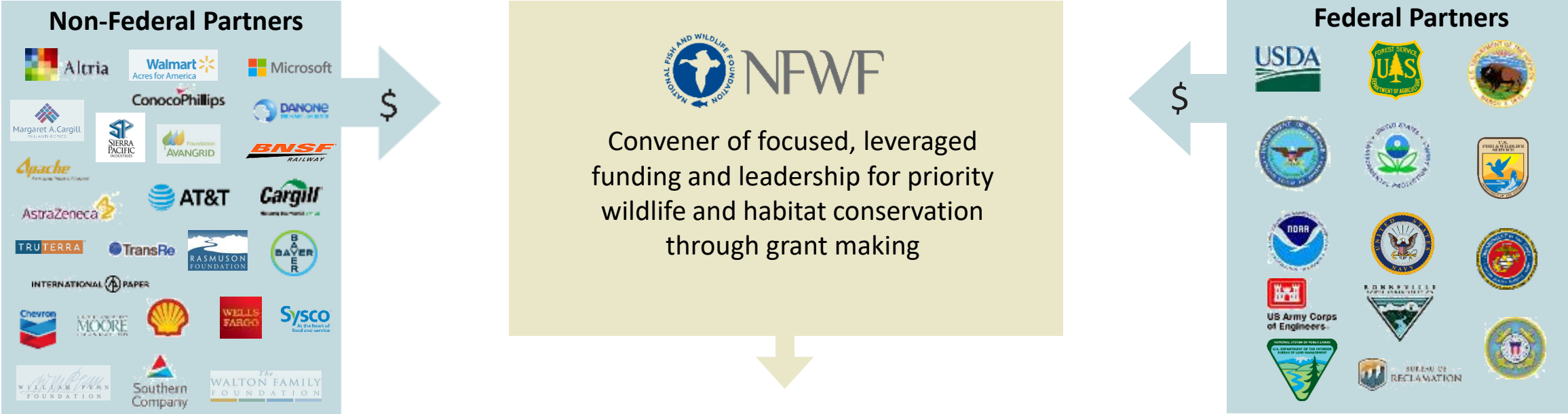
- An implementer – we fund projects

NFWF IS NOT, AND DOES NOT FUND...

- Advocacy organizations that engages in lobbying or litigation



Public-Private Partnerships



5,000+ Implementing Partners



Infrastructure Bill Funding Opportunities at NFWF

- America the Beautiful Challenge RFP (2022: \$85M)
 - *Ecosystem Restoration / Resilience / Access*
- National Coastal Resilience Fund (2022: \$140M)
 - *Wildlife and human community resilience*
- Other Infrastructure Bill funding
 - *Chesapeake Bay*
 - *Delaware River*
 - *Central Appalachia*
 - *Cumberland Plateau*
 - *Long Island Sound*
 - *Great Lakes*
 - *California Forest and Rivers*
- More to come... multi-year, leverage (ex. Bezos Earth Fund)



NFWF

NFWF Tools

Numerous tools to help in project selection and outcomes

- Coastal Resilience Evaluation and Siting Tool (CREST)
 - <https://resilientcoasts.org>
- Carbon Sequestration Tool
- Water Quantity Equivalency Tool
- Jobs Calculator



Contact Information

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Red-cockaded woodpecker chick



Rosyside Dace



Caribou bull



NFWF

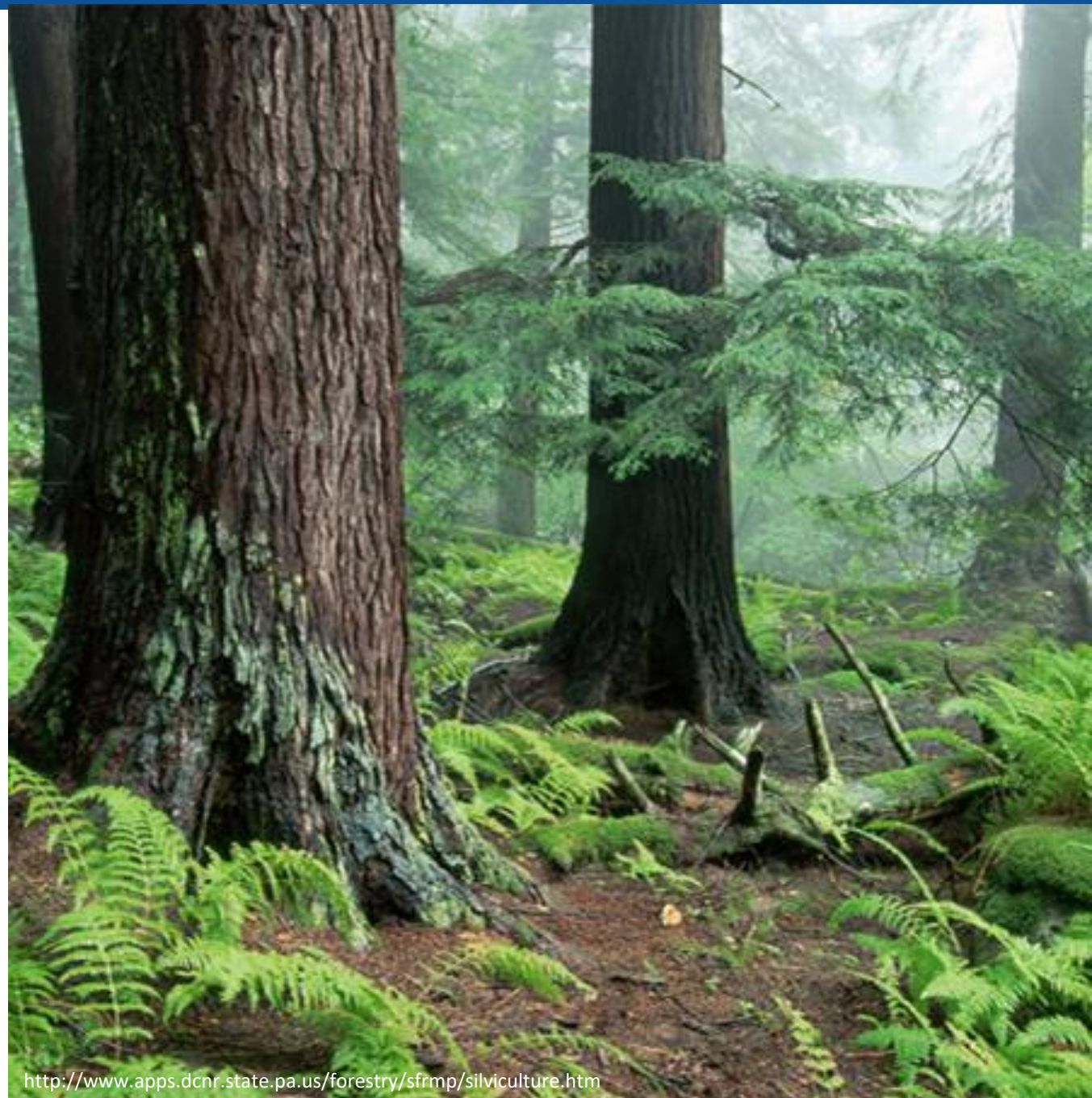
Appendix:

America the Beautiful Challenge
Q&A / Webinar slides



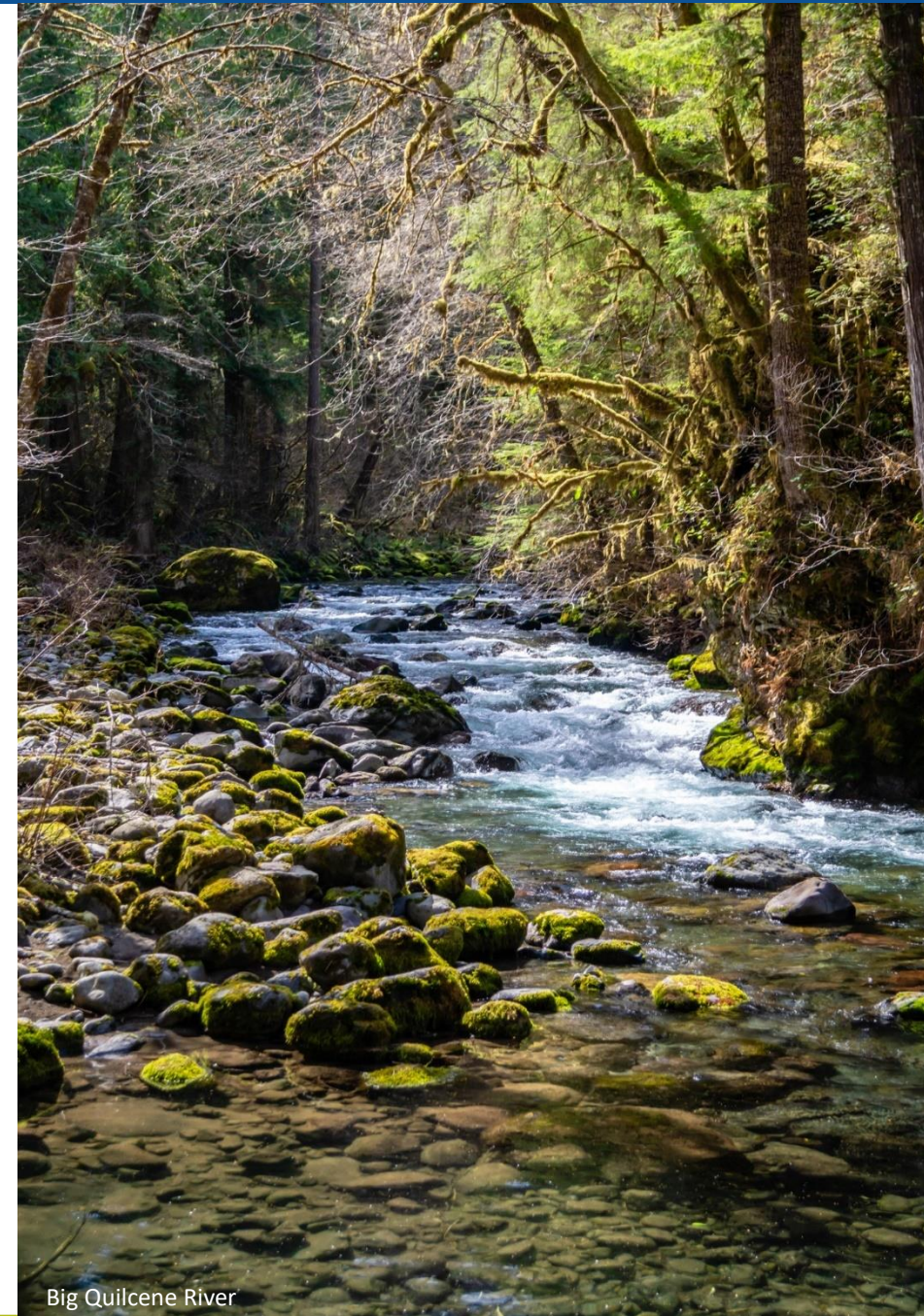
What is the Challenge Program?

- A one-stop-shop for implementers to easily access federal conservation funding from multiple agencies
- An opportunity for public-private partnerships to further leverage federal investments
- A means to deliver infrastructure related conservation funding on the ground in an expedient manner
- A way to pool federal agency funding and expertise to support cross-boundary and/or landscape-scale restoration projects



America the Beautiful Themes

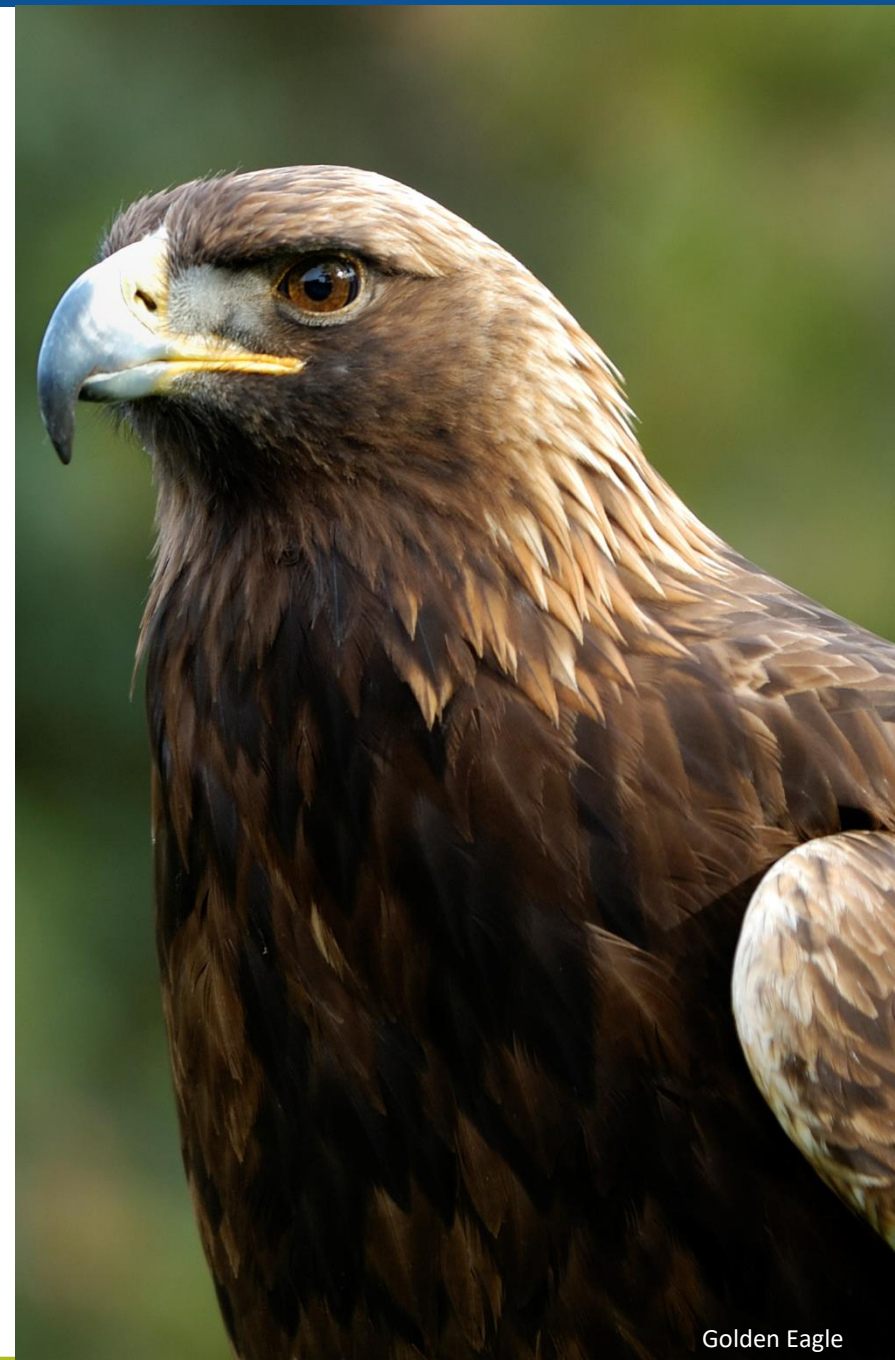
1. Conserving and restoring rivers, coasts, wetlands and watersheds
2. Conserving and restoring forests, grasslands and other important ecosystems that serve as carbon sinks
3. Connecting and reconnecting wildlife corridors, large landscapes, watersheds and seascapes
4. Improving ecosystem and community resilience to flooding, drought, and other climate-related threats
5. Expanding access to the outdoors, particularly in underserved communities



Big Quilcene River

America the Beautiful Cross-Cutting Connections

- Benefit At-Risk Fish, Wildlife and Plant Species
- Expand Habitat Connectivity
- Provide a Range of Ecosystem Services
- Strengthen Ecosystem and Community Resilience
- Expand Public and Community Access to Nature
- Engage Local Communities
- Support Tribally Led Conservation and Restoration Priorities
- Contribute to Local or Tribal Economies
- Contribute to Workforce Development



Golden Eagle

Tribal Priorities and Opportunities

- Prioritizes Tribal implementation, stewardship, collaboration, capacity, planning
- Seeks projects developed and informed by ITK/TEK
- Encourages direct local community engagement
- Directs benefits to accrue to local and Tribal economies
- Tribes and Tribal-affiliated organizations eligible as applicants



Grant Categories



Funding: \$375M over 5 years

Eligible: States, territories, and Tribes

Geographic Focus: National

1. **Implementation Grants:** Grants ranging from \$1 million to \$5 million will be awarded to implement projects that address the program priorities on public, Tribal, and/or private lands. Partnerships with NGOs and localities through subawards are encouraged.
2. **Planning, Collaboration and Engagement:** Grants of \$200,000 to \$1,000,000 will be awarded for projects that enhance local capacity to implement future on-the-ground actions through community-based assessments, partnership building, project design, and other technical assistance-oriented activities. Projects in this category should include multiple partners, be at a significant scale for the landscape/watershed/seascape, clearly demonstrate how efforts will lead to implementation projects, and be completed within approximately one year of award.

Grant Categories Continued



Funding: \$25M over 5 years

Eligible: Non-profits, local, municipal governments, and educational institutions

Geographic Focus: Sentinel Landscapes, Pacific, or off-base species/habitat goals



Funding: \$25M over 5 years

Eligible: Non-profits, local, municipal governments, and educational institutions

Geographic Focus: USFS lands focused on invasive species detection & removal

Funding: \$10M over 5 years

Eligible: Non-profits, local, municipal governments, and educational institutions

Geographic Focus: Water quality/fish passage on Tribal or federal lands

- 3. Grants to Buffer and Benefit Public Lands:** Grants ranging from \$250,000 to \$1.5 million will be awarded for projects that result in direct, **VOLUNTARY** on-the-ground conservation actions that benefit National Forests and DoD facilities. Projects should be targeted toward outcomes identified in a conservation implementation plan.

Grant Categories Continued



Funding: \$5M over 5 years

Eligible: Non-profits, local, municipal governments, and educational institutions

Geographic Focus: Private lands with a focus on implementing Working Lands for Wildlife Frameworks

4. Private Forests and Farmland Grants: Grants ranging from \$200,000 to \$500,000 will support outreach and engagement with private landowners to advance voluntary conservation efforts on working lands that align with the NRCS Working Lands for Wildlife Framework (e.g. sagebrush, grasslands, bobwhite quail, northeast turtles, golden-winged warbler).

Matching Requirements

DoD Conservation and Restoration Funds

Recipient Type	Federal cost share	Non-federal cost share
All entities	100% of costs	Not required

DOI Conservation and Restoration Funds

Recipient Type	Federal cost share	Non-federal cost share
States	90% of costs	10% of costs, at least 2.5% must be cash
Indian tribes & territories	97% of costs	3% of costs, at least .75% must be cash

NRCS Technical Assistance Funds

Recipient Type	Federal cost share	Non-federal cost share
All entities	50% of costs	50% of costs

USFS Conservation and Restoration Funds

Recipient Type	Federal cost share	Non-federal cost share
All entities	80% of costs	20% of costs

Federal Funding Compliance Implications and Requirements

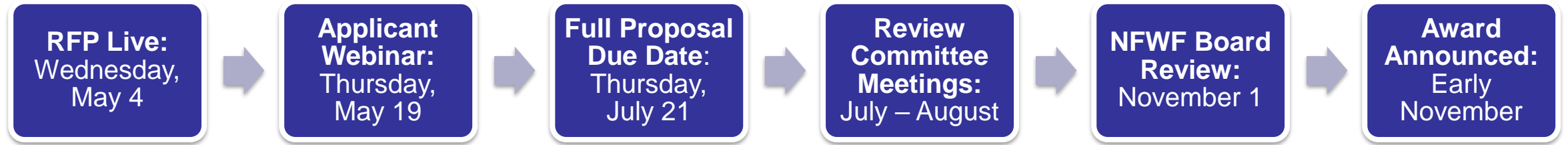


- AtBC projects will be subject to requirements under the National Environmental Policy Act (NEPA), Endangered Species Act (ESA; state and federal), National Historic Preservation Act (NHPA), and Clean Water Act (CWA)
 - Documentation of compliance with these regulations must be approved prior to initiating activities that disturb or alter habitat or other features of the project site(s)
- Acquisition included in projects may be subject to requirements under the Federal acquisition regulations and/or Yellow Book standards
- Contractors and subcontractors in budgets may be subject to prevailing wage requirements
- 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, 2022 or end after June 30, 2027
- Provide measurable outputs and outcomes, choose your metrics wisely and provide details requested (see Appendix 1 for full metrics list)
- If you haven't thought about permits and compliance yet, START NOW!
- Start collecting your letters of support (write templates for your partners)
- Pursuant to OMB rules, indirect is allowed – 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

Program Timeline



Frequently Asked Question – 1

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

A: The focus of the 2022 ATBC is to implement restoration priorities identified in established or new conservation plans, broader ongoing restoration efforts and/or projects that are informed by Indigenous Traditional Knowledge (ITK) and promote Tribal co-stewardship. Voluntary acquisition and easement projects are not excluded, but to be competitive, the application must demonstrate how the acquisition or easement is critical to the overall landscape restoration and/or stewardship work being conducted.

In short, acquisition or easement efforts in an ATBC proposal could be a means to achieving a broader restoration or 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.

Frequently Asked Question – 3

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

A: Yes, we encourage applicants to assemble strategic and collaborative partnerships in support of a project. However, the proposal can only have one primary applicant organization, and the point of contact in Easygrants 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.



Frequently Asked Question – 4

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.

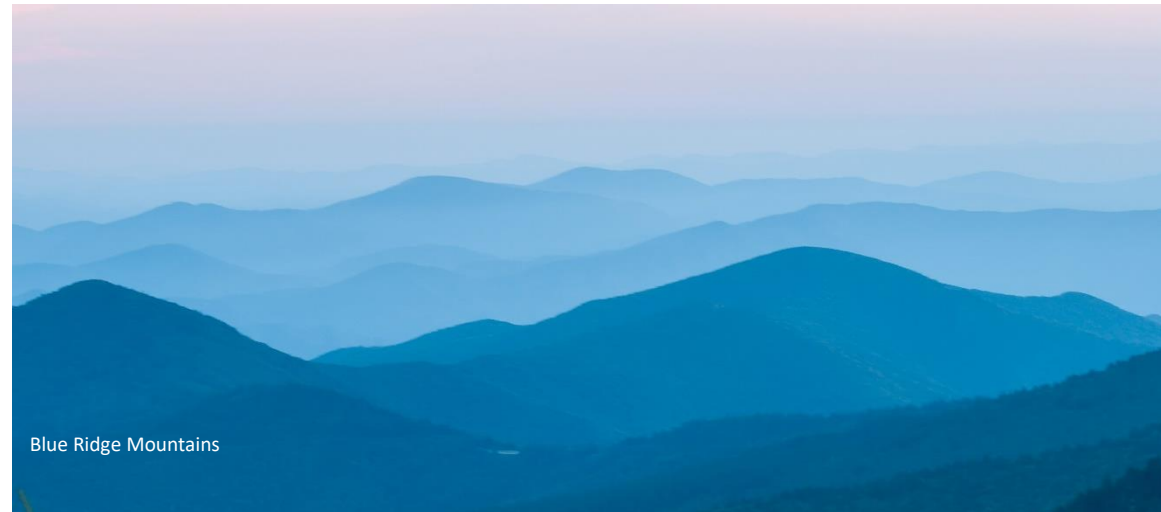


Badlands Prairie

Frequently Asked Question – 5

Q: Can you explain the Tribal eligibility in more detail? The phrases Tribal government, Tribe, Indian Tribe, and Tribal-affiliated organization have all been used – what is the distinction?

A: In general, for the ATBC RFP, any Federally Recognized Tribe is eligible for funding through all four grant categories. A Tribal-affiliated organization is one that is directly managed or run by the Tribe and would include entities like a native corporation or Tribal fish and wildlife department. Third-party associations or organizations collaborating with Tribes are not eligible to be lead applicants but may be sub-awardees and partners in proposals. While State Recognized Tribes are not eligible to be lead applicants for grant categories 1 and 2, they are encouraged to partner with state applicants and can be sub-awardees in proposals.



Frequently Asked Question – 6

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 Tribes). Subawards and subcontracts to NGOs, associations, state recognized Tribes, counties/municipalities, land trusts, and others are allowed for all four grant categories.



Frequently Asked Question – 7



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 (ITK, 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.

Frequently Asked Question – 8

Q: How do we pick which metrics showcase the potential impact of our project? How do we calculate or estimate the target value?

A: Metrics should be reasonable, achievable, and tell a story about your project. You can see the full list of metrics in Appendix 1 of the RFP. Please include at least one metric relevant to reporting your project's progress. When in Easygrants, hover your mouse cursor over the “?” next to a metric to read its description and specific guidance. For each metric you will need to provide values for “Starting Value” and “Target Value.” **In all cases the starting value will be zero (0).** In your project narrative, you will have the opportunity to describe additional activities and outcomes associated with your project. **Please only select metrics associated with the project elements for which you are requesting funding in this grant.** Be sure to add metrics notes, click the small notepad icon to the right of a selected metric to add notes. Adding notes to metrics assists reviewers in understanding how values were determined.



Frequently Asked Question – 9

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, apply to the category that best fits the scope of work and clearly describe each part.

Frequently Asked Question – 10

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.



Frequently Asked Question – 11

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.



Frequently Asked Question – 12



Q: Is the ATBC related to the Justice40 Initiative?

A: Somewhat. Applicants are strongly encouraged to develop projects that incorporate direct outreach and engagement with communities—particularly underserved communities—as is a priority of the Administration’s Justice40 initiative. In the narrative template, there is a question where applicants can describe the community impacted by the project and how they will be engaged. If applicable, applicants should highlight work with underserved communities here.

Frequently Asked Question – 13

Q: How is ATBC different from NFWF's National Coastal Resilience Fund (NCRF)? If I already applied to NCRF and haven't heard back yet, can I apply to ATBC with the same project?

A: While NCRF and ATBC are both national programs with an emphasis on resilience, ATBC is not limited to funding only in coastal areas or only on flooding/coastal resilience. In terms of project focus, although ATBC does prioritize projects aimed at mitigating flooding and storm threats, it may also fund projects that improve resilience to fire and drought. You may submit the same project to both NCRF and ATBC, but note that we will not fund the project through both programs. NFWF staff will work to identify and address any overlap, but feel free to reach out to us with specific project submission questions.



Frequently Asked Question – 14

Q: If we didn't have to undergo an A-133/Single Audit, do we upload a statement to that effect?

A: Depending on your organization type, you may not be required to provide this upload. To see which documents are required of your organization go here: <https://www.nfwf.org/apply-grant/applicationinformation/required-financial-documents>. If an upload does not apply to your organization, you will need to upload a simple document stating it is not needed and why in 1 to 2 sentences in lieu of the financial document itself. The same applies for the Statement of Litigation requirement (state and local government applicants are not required to complete this document).





Long-Eared Owl

Frequently Asked Question – 15

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

A: As stated earlier, the applicant demographic data will not be shared with reviewers, nor used to make grant decisions. Additionally, all financial documents submitted will not be shared with reviewers or externally to NFWF. 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.