



THE
CONSERVATION
TRUST

A Manitoba Climate and Green Plan Initiative
delivered by The Manitoba Habitat Heritage Corporation

Applicant Guide

2019/2020

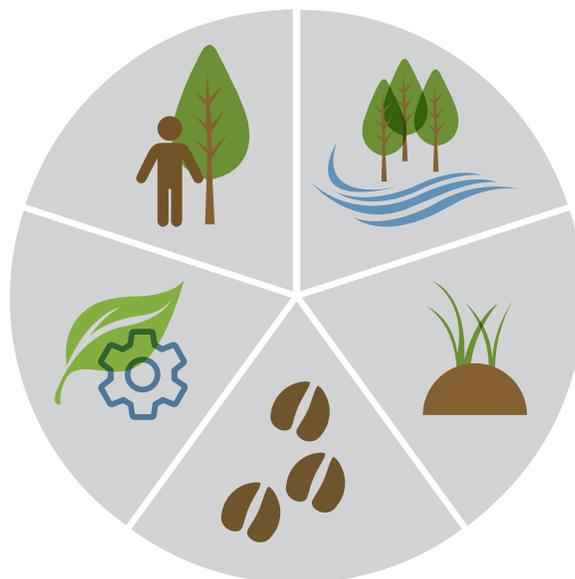
PROPOSAL CATEGORIES



Habitat and Wildlife | Soil Health | Innovation and Conservation Planning | Connecting People to Nature

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INTRODUCTION

Carefully reading both the *Conservation Trust Guidelines* and the Applicant Guide before you begin your proposal is a very important step to completing a successful application. The Applicant Guide is a tool to assist applicants in writing a proposal that will show the benefits of their project as clearly as possible. The guide is intended to provide additional information to applicants submitting a full online application. A glossary of terms used throughout this Application Guide can be found in the Conservation Trust Guidelines. Applicants submitting a Letter of Interest (LOI) may also want to read the Applicant Guide before deciding to submit a LOI to see what submitting a full proposal requires.

If you have questions after reading both documents, please contact the Conservation Trust Team at [204.784.4354](tel:204.784.4354) (Toll free 1.833.323.4636) or CTinfo@mhhc.mb.ca.

To begin your Letter of Interest or online application, go to [The Conservation Trust Online Portal](#). New organizations should complete an Organizational Registration Form.

Note: Each new call for proposals requires the completion of an Eligibility Quiz.

APPLICATION SECTIONS

1. Executive Summary
2. Project Match Funding Summary
3. Project Location
4. Project Description
5. Project Budget
6. Attachments

SECTION 1: EXECUTIVE SUMMARY

Project Title

The project title from your approved Letter of Interest (LOI) will be copied over automatically. It is used to track your project throughout the granting cycle.

Project Leader

Identify the name, title, email address, and phone number of the person who will lead this project and will be the primary contact for communication purposes. This person's information should be listed in the Organizational Registration Form.

Secondary Project Contact

Identify the name, title, email address, and phone number of the secondary project contact. The secondary contacts information should also be listed in the Organizational Registration Form.

Proposal Author

Identify the name, title, email address, and the name of the author(s) who wrote this application, if different from the Project Leader.

Project Duration

Select the number of years it will take to complete the project.

Start Date/End Dates

Expected start date and completion date for your project.

Is this project being delivered in the context of a larger conservation or resource management plan? Yes/No. If Yes, please describe.

Conservation Trust Project Category

Select the Project Category that most closely describes the project type that your application addresses. See [Conservation Trust Guidelines](#) for more information on the project categories.



1. Habitat and Wildlife



2. Soil Health



3. Innovation and Conservation Planning



4. Connecting People to Nature

Ecological Goods and Services Outcomes

Select the EG&S outcomes addressed by your project.

Note: In Section 2 you will need to show how your project outputs contribute to each EG&S selected here.

1. Improved water quality e.g. decreased nutrient loading
2. Flood mitigation e.g. water retention ponds
3. Improved drought resilience
4. Increased biodiversity
5. Increased production of harvestable wildlife species
6. Enhanced carbon sequestration
7. Increased soil health
8. Increased public access to nature (CPN)
9. Interpretive programs delivered in natural areas (CPN)
10. Activities that enhance a recognized greenway or equivalent natural area (CPN)

Project Summary

The Project Summary should clearly and concisely summarize the entire proposal.

Note: You may find it helpful to write this at the end of your application.

Include 1 or 2 sentences on each of the following:

- The need for this project or conservation issue addressed by this proposal
- How will your project address this issue or challenge? (**Objectives**)
- How you will accomplish your objective(s) (**Activities**)
- How you will track the results of your activities (**Measures of Success or Outputs**)

- Specify how the proposed project will help meet the objectives of the Conservation Trust (EG&S Outcomes)
- Include the amount requested from CT, partnership sources and funds confirmed or pending, and the total cost of the project
- Include the measurement of outputs (i.e. acre feet of water, acres of habitat restored/enhanced/conserved, number of trees planted, number of harvestable wildlife (if artificial nesting structures used) number of people connected to nature, etc.)

Brief Project Description

Describe what your project will accomplish in 3 lines or less; The Conservation Trust will use this description for communication purposes.

Note: if your project is successful you may need to revise this description to reflect any changes in objectives or activities.

Conservation Trust Fund Request

Enter funding amount requested from the Conservation Trust.

Total Match Funds

Enter total amount of matching funds, including cash and in-kind funds. The overall objective is a minimum match ratio of 2:1.

- The match ratio may range by project depending on the size and scale of the project.
- 50% of total project costs must be from non-provincial government sources.

Note: If your match ratio is lower than 2:1, you may still apply; however, proposals with higher and lower match levels will be considered and ranked accordingly.

Total Project Budget

Enter the amount of the total project budget. Ensure the CT request plus the total match funds (cash and in-kind) equal the total project budget.

SECTION 2: PROJECT MATCH FUNDING SUMMARY

Project Funding—Match Source 1

Enter the name(s) of the organization(s) providing match funds.

Project Funding—Match Amount 1

Enter the amount of funding provided by the above organization.

Is the above match funding confirmed?

Enter whether the funding is confirmed.

Do you have additional match funding sources?

If additional match sources exist proceed to enter additional match fund information in the applicable sections.

SECTION 3: PROJECT LOCATION

Project Location

Provide a brief description that includes distance to the nearest town or other known feature.

- Using the drop-down menu, select the Municipality(ies) where your project is located
- If applicable, select the Conservation District(s) in which the project will take place
- If applicable, enter the watershed(s) in which the project will take place

Watershed

If applicable, enter the watershed(s) in which the project will take place. *Map of Integrated Watershed Management Plan areas.*

Conservation District

If applicable, select the Conservation District(s) in which the project will take place. *Map of Conservation Districts.*

Municipality

Select the Municipality in which your project is located. *Map of Municipal Manitoba.*

SECTION 4: PROJECT DESCRIPTION

Project Background

You may want to explain important projects aspects such as:

- The problem(s) to be addressed
- The urgency /priority and the risk if nothing is done
- Any relevant justification that supports your project
 - This may include: scientific evidence, literature reviews, local expert and/or Indigenous Knowledge, etc.
- Whether your project being done as a part of a Conservation Plan (e.g. watershed plan, conservation plan, habitat plan)?
 - Please name the plan and describe how your project fits with the priorities of the plan. You may want to upload relevant maps of the target landscape in the Optional Attachments section at the end of the application
- How the proposal intends to solve the problem

Note: do not describe the project in detail or repeat the executive summary

Detailed Project Description

Provide a detailed description of the proposed project, including objectives, activities, and expected outputs. See Appendix below for examples and supporting information.

Objectives

List the ways that your project will address the conservation issue. These are called your *objectives*.

Objectives describe the specific, measurable ways you will address the conservation issue identified. Objectives are important because they are the basis for the activities and evaluation of your project. You should have few objectives. Write one or two objectives for each major part of the project, problem, or need committed to in the issue statement. Objectives are not a list of the activities you will be doing.

Each objective should:

- describe how your project will address the conservation issue you have identified or what you want to accomplish
- state the changes you want to see as a result of the project
- describe the steps that you need to take to reach the project results

When describing objectives:

- they are S.M.A.R.T. - specific, measurable, achievable, relevant and time-bound

See Table 3 for how to write SMART objectives.

Project Workplan

1. Download the *Project Workplan Template*.

Table 1. Project Workplan Template

Activity	Outputs (Measures of Success)	Timeline	Estimated % of CT Request	Estimated % of Total Project Budget

2. Complete the table, including project activities, measures of success (outputs), and timelines.
3. Save the completed template in PDF format and upload it.

Outputs and Outcomes

Identify how information will be collected on the project outputs (measures of success). How do the project outputs contribute to the EG&S outcomes selected?

Outputs (measures of success)

- Outputs are measurable and result from activities that you carry out. They can be activities that you do, people you are trying to reach, products or services you provide.
 - E.g. in a wetland restoration the outputs are the number of acres of restored wetland, the quantity of nutrients sequestered (phosphorus etc.), the amount of carbon sequestered, wildlife benefits etc.
- Outputs can be tracked using Measures of Success.
 - These measures can be objective (data collected through direct observations - records, tests, field work), subjective (participants self-reporting, surveys, feedback), or both.

Outcomes

Outcomes are the ultimate goal of the project.

- Outcomes are the measurable Ecological Goods & Service benefits you wish to achieve or changes or benefits that result from project activities. Outcomes measure how people and the environment are impacted by your project.
 - E.g. in the above example of a wetland restoration the outcome is the volume of water held back in a runoff event.
- It is understood that many projects will not be able to fully evaluate outcomes within the project time frame.

Connecting People to Nature: Measuring Success

Conservation outcomes for Connecting People to Nature may be more challenging to describe. It is common to develop process measures, such as number of participants, products produced, etc. These types of measures help track annual progress and activities, but do not evaluate how the project is bringing about conservation benefits.

Table 2. Short, medium, and long-term outcomes

Output	Short-Term Outcome	Medium-Term Outcome	Long-Term Outcome
# Participants reached	Changes in knowledge, awareness, skills, and/or attitude (KASA)	Changes in practice/behavior	Ultimate conservation impact of the project

Organizational Experience and Key People

Describe how your organization’s and/or your team’s knowledge, skills, and expertise demonstrate your ability to effectively complete your project. Please only describe experience or education relevant to this project.

Project Partnerships

Provide the following:

- List of all collaborating partners
- Briefly describe how these groups will be involved in the planning and implementation of the project
- Contributions of each partner (financial and/or in-kind)
- Letters of Support from project partners are not required as part of the application. However, successful applicants may be required to submit letters of support as part of the contribution agreement

Projects based on active effective partnerships are of interest to the Conservation Trust. Partners may be involved in both the planning and implementation of the project. Organizations that are not eligible to apply directly to the CT may be identified in the application as project partners.

Note: Projects that incorporate partners will be ranked higher in the partnership review section than projects with single applicants.

Project Consultations

- Identify any individuals, groups, organizations, conservation districts, or provincial or federal government staff that are not partners that you have consulted with on your project.
- If community engagement is a focus of your project, you do not need to duplicate information that you have already included in detail in the Objectives and Activities section of the proposal.

Communications

In this section, you’ll describe how you plan to communicate about your project. You may include:

- An explanation of how relevant data or information gathered will be shared
- What audiences you want to make aware of your project, and why
- Specific communications activities/deliverables that you will complete during the project year (e.g., press releases, technical papers, public presentations, brochures, video, social media, etc.)
- How will you recognize CT’s contribution to this project?

Project Liability

Identify liability concerns and where ownership of liability will lie (especially regarding construction projects). Tenure and public access should be addressed.

Project Risks

Identify any risk factors that may affect the project and describe how these factors will be mitigated.

Licenses/Permits/Approvals

Are any licenses, permits, or approvals needed to undertake this project? Describe your plan to acquire any required documentation.

Sources Cited

Sources Cited: If you have used other sources of information for your proposal, please list where you found them (website, etc.) including articles, reports, academic publications, names of local experts and/or Indigenous Knowledge Keepers, etc.

Additional Information

Please provide any other relevant information not already captured above.

SECTION 5: PROJECT BUDGET

Download the *Application Budget*. You can save it on your computer and upload it when you are ready to submit your application.

The project budget should only include incremental costs as a direct result of conducting the project and should show how CT funds help to directly achieve measurable conservation results. Applicants are encouraged to conduct all aspects of the project, including items such as purchasing and travel, in a manner that demonstrates environmental conservation benefits.

- Ineligible expenses, such as major equipment purchases, are listed in the CT Guidelines document
- Funding recognition – If materials such as signs at the project site are to be used to recognize the CT contribution, include the cost of the sign in the “printing, production, & distribution costs” budget category

Budget: Request For CT Funding

When completing your on-line application, check to ensure the Budget details you entered are correct. Ensure the CT Total Funding Amounts match in both the funding source and budget category tables.

Note: You should also ensure that the total request matches that in your Executive Summary.

Budget: Matching And Other Funding Partners

Use the *Application Budget* to:

- List funding sources
- Indicate whether the funding is from the Manitoba Provincial Government
- Indicate whether the funding is cash or In-kind
- Indicate whether it is confirmed or pending

Matching Funds

- Matching funds can be both financial and in-kind goods and services (see below)
- Matching funds may have been received up to one year prior to the start of the proposed project

Cash Matching

Cash matching includes project costs (goods or services) with a financial transaction resulting in an exchange of benefits.

For example:

- Project applicant staff time
- Project partner staff time (even if the applicant did not pay for the staff time the partner did and would have payroll documents to show a financial transaction)
- Goods and Services (paid directly or by a project partner)
- Donations with a tax receipt

In-Kind Matching

In-kind includes project costs (goods or services) with a non-financial transaction but are valued in monetary terms and accounted for as a contribution to the budget. In-kind includes any goods and services provided for "free" (with no direct costs).

For example

- Land use where no rent is paid
- Landowner and community time in project planning and implementation
- Community volunteer time
- Use of facilities
- The use of equipment, construction materials or other specialized materials donated by a retailer. Materials donated by a partner who paid for those materials would be considered cash matching because the partner would have a receipt to show a financial transaction
- Volunteer equipment and operator time

Please contact the CT Team for support if you are experiencing challenges identifying a 2:1 match contribution 204.784.4354 (Toll free 1.833.323.4636) or CTinfo@mhhc.mb.ca.

Budget Categories

Use your own spreadsheet to calculate the total costs for each project activity identified in the Project Workplan Template (Table 1). Then enter the amounts as a % of the total project budget in the final column of the Project Workplan Template.

Proposals need to show how much the activity costs so that the Conservation Trust can calculate the cost/benefit of total projects towards Conservation Trust results. The connection between funding request and proposed activities will be considered in the application review process.

Use the *Application Budget* to provide a breakdown of total project costs by the following categories:

- **Salaries & Benefits:** Labor Costs includes staff, excluding contractors, that are working directly on the project
- **Contractor & Professional Services:** Contractor or Operating Cost includes contractors, consultants, crews or equipment operators including equipment, and legal fees
- **Travel & Field Costs:** Based on current Manitoba Government reimbursement rates https://www.gov.mb.ca/csc/labour/pubs/pdf/agreements/master_agree_14_19.pdf
- **Materials & Supplies:** Required for conducting the project
- **Printing, Production & Distribution Costs:** Required for conducting the project
- **Equipment Purchase, Lease or Rental Costs:** Equipment purchase not eligible for Conservation Trust funding
- **Incentive Payments (Leases, Incentive Payments, and Easements):** Incentive payments include payments from grantees to third parties, generally landowners, who are receiving payments for conservation activities or commitments. These payments are outlined in a contract or agreement between the grantee and the incentive payment recipient
- **Land Purchase:** Land purchase is not eligible for Conservation Trust funding. Land purchase costs may be included as in-kind, or matching cash or in-kind project costs

- **Overhead/Administration:** Applicants can request reasonable overhead and/or administration fees and rent against eligible CT costs that are directly related to project delivery.
 - Administration fees include incremental costs as a direct result of conducting the project. All applicants are encouraged to minimize requests for administration fees or itemize detailed overhead costs
 - Provide details on the project overhead costs being requested from CT
 - If direct overhead costs are being charged to the Conservation Trust (phone, office supplies, etc.) there should not be an administration fee (% of eligible costs) charged as well
 - It is assumed that all contractor/consultant overhead costs are included in their day rate. If their costs are billed separately, you can include it here
 - As noted earlier, administration fees cannot be charged on equipment or capital purchases
 - If you've included a flat administration fee in your budget request, provide an explanation of how the amount was calculated in the text box titled Budget Notes. Show this as a percentage

Note: Funding for overhead and administration costs is subject to available funds, and the CT may reduce funding requests for overhead costs and administration fees at its discretion.

- Other: includes costs that do not fit in the Project Cost categories above and could include special costs related to the nature of collaborative activities
- Capital Expenditures / Equipment Purchases over \$5,000: Please list and describe any single item with anticipated capital and materials costs (equipment purchases and equipment rentals, vehicle rentals, materials and supplies, and miscellaneous expenses) greater than \$5,000 in the Budget Notes text box in the Application Budget. This refers to items with a per unit cost >\$5000 (not multiple, lower cost items whose total is greater than \$5000). Make sure to also include these items in the appropriate project cost category as well as providing further details in the Budget Notes text box

Note: Don't forget to attach the Application Budget that you saved to your computer.

SECTION 6: ATTACHMENTS

Optional Attachments

- Supporting documents such as maps and site photos may be attached if applicable.
- Provide a list of the filenames of each attachment and a brief description of the contents (if not evident from the filename).

Note: reviewers may not have time to review additional documents in detail; do not rely on attachments to provide critical details of activities.

List of Attachments

This helps ensure that all your attachments are accounted for as your proposal is reviewed.

If the project is approved applicants may need to provide the following documents:

- List of organizational board members (if applicable)
- Organizational Annual Budget (if applicable)
- Organizational financial statements (up to last three years if available and applicable)
- Letters of support (on the supporting organization's letterhead or a copy of an original email)

Note: You may want to use the checklist at the end of this guide to carefully review your proposal prior to submitting.

BEFORE YOU SUBMIT

Reviewing

We suggest you review, download, save, and print your application before submitting it. You will not be able to access it online after the proposal deadline.

The **Submit** button is your final step

- Select the Submit button which will automatically send your proposal directly to The Conservation Trust. You will then receive a confirmation email. Please contact us if you do not receive this notification

Conservation Trust Fund Application Process Feedback

The Conservation Trust will be seeking your input to develop the best process possible. An anonymous online survey regarding the grant application process will be distributed to proposal applicants after submission of the grant application. The survey will be anonymous however your grant will not proceed to review until you have completed the survey.

Thank you for your application to The Conservation Trust.

If you have any questions, please contact The Conservation Trust Team at [\(204\)-784-4354](tel:204-784-4354) (Toll free 1-833-323-4636), or CTinfo@mhhc.mb.ca.

NOTIFICATION AND REPORTING REQUIREMENTS

You may be contacted during the review process to provide additional information on your proposal. Once the review process has been completed applicants (both successful and unsuccessful) will be notified in writing.

If your project proposal has been recommended for approval, you will be contacted to develop a contribution agreement, which outlines the terms and conditions of funding, including reporting requirements. **Please note that funding is not considered final until a final Contribution Agreement has been signed by the applicant and the Conservation Trust. No invoices can be submitted for project funding until the Contribution Agreement is signed.**

We work towards completing this process within 21 working days. Please note that this 21 working day standard for the development of a contribution agreement is a shared responsibility and largely depends on the submission of all required documentation to The CT in a diligent and timely fashion.

Each Contribution Agreement may include

- List of organizational board members
- Organizational Annual Budget
- Organizational financial statements (up to last three years if available and applicable)
- Copy of organizational signing authority and, where applicable, corresponding board resolution
- Letters of support or partnership (on the supporting organization's letterhead or a copy of an original email)
- Written confirmation of all funding sources
- A summary of project design, delivery, progress evaluations and anticipated results
- A budget forecast or cashflow. All of these components must be accurately completed before the agreement can be signed

All approved recipients are required to submit reports to CT throughout the duration of the project as outlined in the Contribution Agreement. Payments are based on reporting, meaning that payments cannot be made until a report has been submitted, reviewed and deemed satisfactory. Reports are submitted to and reviewed by the Conservation Trust Team.

A final report is required once a recipient's project is finished. The final report should include a project evaluation, financial and in-kind contribution records and, if applicable, a financial audit. The final payment will not be provided (minimum 20% holdback) until a final report has been submitted, reviewed and approved by CT. All successful CT projects are subject to a random audit.

APPENDIX

Table 1. Writing SMART Objectives for the Project

A SMART objective should be:	
Specific:	It describes a specific action, behavior, outcome, or achievement that is observable
Measurable:	It is quantifiable and has measures of success associated with it so it can be measured
Achievable:	It is realistic and attainable within constraints such as: availability of human resources and money; knowledge and skills of key participants; and, timeframe
Relevant:	It is tied to priorities of the funder and contributes to bringing about desired conservation outcomes
Time-bound:	It states the time-frame within which the objective will be achieved

Table 2. Examples of stronger objectives¹

Objective	Stronger Objective
To plant 1,000 riparian trees/shrubs/herbaceous vegetation	To create a 1,000m ² riparian corridor and link two ecologically significant habitats for local native fauna transit by the end of 2019.
To install infrastructure so that people can access the Turtle Island Greenway and increase conservation awareness	To increase the awareness of an estimated 500 people visiting the Turtle Island Greenway on the environmental and cultural significance by posting an interpretive sign at the entrance (average 1000 visitors per year) by the end of the summer of 2019.

¹ Adapted from: <http://www.environment.nsw.gov.au/resources/grants/11846MEgoodob.pdf>; and from Foundations of Success 2009

Table 3. Examples of measurable short-term objectives, activities, outputs and outcomes for CPN projects within CT project timeframes

Objective	Short-Term Outcome	Medium-Term Outcome	Long-Term Outcome
To enhance # hectares of the Turtle Island Greenway by the end of 2020.	Activities will include enhancement of the riverbank along the Turtle River through planting riparian trees.	# hectares of habitat enhanced	# people accessing greenway
To increase public awareness of wetland benefits in Whiskey Jack Park by the end of the summer of 2019.	Design an interpretive program to educate park visitors about wetland ecological benefits and train local volunteers to run the program.	# Interpretive programs designed # volunteers trained	# people participating in the program annually
To increase public access to Bird Mountain Park by the end of 2020.	Design and construct a nature trail along Robin’s Creek in Bird Mountain Park, and install signs describing natural and cultural features along the trail.	Km of trails #of signs	# people accessing the Robin’s Creek Trail

CT APPLICATION CHECKLIST

Does your application...

- Clearly describe the conservation issue to be addressed
- Describe the urgency/priority and the risk if nothing is done
- Indicate if your project being done as a part of a conservation plan (e.g. watershed plan, conservation plan, habitat plan)?
- Describe how the proposal intends to solve the problem
- Optional: Provide facts, stats and knowledge to support the project
- Optional: Provide justification to support the project including scientific support, literature reviews, local expert and/or Indigenous knowledge, conservation plan (watershed plan, conservation plan, habitat plan)
- Develop measurable (SMART) objectives for how the project will address the conservation issue
- Describe activities, timelines, and methods to achieve the objectives
- Develop measures of success for the project
- Have a completed and uploaded work plan
- Show how will you know if this project has been successful?
- Describe the conservation benefits of the project (EG&S outcomes)?
- Show how the project, including specific activities, contributes to each of the EG&S outcomes selected in Section 1?
- Optional: Briefly describe an evaluation plan or strategy to assess project outcomes
- Develop partnerships and engage in consultation
- Describe your communications plan on how you intend to distribute any information products and / or extend the results of the project to the community
- Show how will you recognize CTs contribution to the project
- Identify any licenses/permits/approvals needed
- Identify any sources cited
- Have a complete and uploaded *Application Budget*
 - Identify matching funding sources and whether the funding is cash or In-kind
 - Indicate whether the funding is from the Manitoba Provincial Government
 - Indicate whether it is confirmed or pending
 - Indicate project costs by budget category
 - Identify total Contribution Trust funding request
 - Identify any capital expenditures >\$5000 and in the budget notes text box
- Have any optional attachments
 - Maps
 - Site Photos