



THE CONSERVATION TRUST

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

Conservation Trust Criteria-at a Glance	
<p>The Conservation Trust (CT) funds on-the-ground conservation projects across Manitoba's working landscapes that provide Ecological Goods and Services.</p> <ul style="list-style-type: none"> The CT fund uses a two-stage application process <ul style="list-style-type: none"> Stage 1: Letter of Interest (LOI) Stage 2: Accepted LOIs proceed to full project application Applications will be completed entirely online <p>The following highlights key CT eligibility criteria only. Please refer to the current call Guidelines for full details.</p>	
Category	Criteria
Eligible Areas	<ul style="list-style-type: none"> "Municipal Manitoba"
Eligible Applicants	<ul style="list-style-type: none"> Community-based not-for-profit groups Provincially-based not-for-profit groups National not-for profit groups with established Manitoba operations <p>Eligible applicants may include ineligible applicants as project partners.</p>
Ineligible Applicants	<ul style="list-style-type: none"> Organizations without established operations in Manitoba Governments (including Municipalities and Indigenous Governments) Individuals For-Profit organizations <p>Applicants are encouraged to seek knowledge and partnerships from various experts in the field. Ineligible applicants are encouraged to participate as project partners with eligible applicants.</p>
Eligibility Frequency	<ul style="list-style-type: none"> A lead applicant may apply for as many projects as they wish per year across multiple categories, however no lead applicant organization will be awarded more than \$250,000 per <i>funding cycle</i>. Organizations are not restricted from partnering multiple times in the same funding cycle as their own application.
Project Timelines	<ul style="list-style-type: none"> Projects may be for a one or two-year duration
Matching Funds	<ul style="list-style-type: none"> CT aims to provide one-third of the total project costs with matching funds that meet or exceed a 2:1 ratio Proposals with less than a 2:1 match ratio will be considered and ranked accordingly No more than 50% of matching funds can be from provincial government sources Matching funds for activities that directly relate to the proposal may have been received up to one year prior to the proposed start date of the project

<p>Eligible Projects and Expenses</p>	<p>The Trust will support direct project costs including:</p> <ul style="list-style-type: none"> • Salaries & Benefits tied directly to project delivery • Contractor & Professional Services • Travel & Field Costs • Materials & Supplies • Printing, Production & Distribution Costs • Equipment Purchase, Lease or Rental Costs • Incentive Payments • Overhead/Administration (note that the percentage of direct costs will be a factor in review and ranking of project applications)
<p>Ineligible Expenses</p>	<p>The Conservation Trust is a project funder and it is not the intent of the Fund to provide on-going operating or programming support. The following expenses are ineligible however these may be used as match</p> <ul style="list-style-type: none"> • Research costs • Water quality monitoring • Land purchases • Major equipment purchases (> \$5000 per item) • Management fees • Major capital assets such as buildings • Maintenance of existing projects • Activities primarily focused on festivals / tours/ events • Mapping-only projects that are not integral to the development of a larger CT project • Creation or management of stand-alone electronic databases, websites or file systems • Organizational fundraising <p>See Conservation Trust Guidelines for additional ineligible expenses.</p>
<p>Ineligible Activities</p>	<ul style="list-style-type: none"> • Any activity that must be undertaken because of a government order or regulatory requirement (e.g. the restoration of wetlands that are already required by regulation) • Primary and applied research • Fish or wildlife rearing, farming, stocking, or hatcheries projects • Feeding or control of wildlife species • Rearing or rehabilitating wildlife in captivity • Conferences, lecture series, or conventions • Policy promotion and advocacy activities • Ongoing control of alien invasive aquatic or wildlife species • Projects whose requested funding exceeds maximum stated limits
<p>Conservation Trust Project Categories</p>	<p>Projects must apply under one of the following Conservation Trust project categories. Note that individual Calls for Letters of Interest may not include all categories.</p>

	<p>Please see current Call Guidelines for full details.</p> <ul style="list-style-type: none"> • Watersheds • Habitat and Wildlife • Innovation and Conservation Planning • Soil Health • Connecting People to Nature <p>See Conservation Trust Guidelines for more information.</p>
Proposal Review	<p>Full proposal applications undergo a three-tier review process:</p> <ol style="list-style-type: none"> 1) Application review and pre-screen 2) Technical review and evaluation 3) Final review

Successful proposals will meet and exceed basic eligibility requirements.

Preference may be given to projects which:

- Address an evident conservation need that is a priority for the Conservation Trust
- Have significant, measurable, and/or multiple EG&S outcomes (conservation benefits)
- Involve active partnerships and have effective engagement with other organizations
- Request CT funds for one-third of total project costs (have matching funds that meet or exceed 2:1 ratio)
- Show how CT funds help to directly achieve measurable conservation results

After reading the [Conservation Trust Guidelines](#), if you still have questions or need assistance, please contact the Conservation Trust Team at [204.784.4354](tel:204.784.4354) (toll free: [1.833.323.4636](tel:1.833.323.4636)) or CTinfo@mhhc.mb.ca.