



Manitoba Climate and Green Plan Initiatives
delivered by The Manitoba Habitat Heritage Corporation

Watersheds and GROW Applicant Guide

New Guidelines January 10th, 2020



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APPLICATION SECTIONS

1. Executive Summary
2. Match Funding Summary
3. Activity Location(s)
4. Proposal Description
5. Budget
6. Attachments

SECTION 1: EXECUTIVE SUMMARY

Proposal Title

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

Proposal Leader

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

Secondary Proposal Contact

Identify the name, title, email address, and phone number of the secondary proposal 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 Proposal Leader.

Proposal Duration

Select the number of years it will take to implement the proposal, **excluding** the years of annual incentive payments.

Start Date/End Dates

Expected start date and completion date for your proposal.

Conservation/Watershed Plan

Is this proposal being delivered in the context of a larger conservation or watershed management plan? Yes/No.

If Yes, please describe and:

1. Identify the IWMP Goal, Objective and specific Action items (with page numbers) addressed by your proposed project
2. Describe how you will target your local GROW program to address these priorities (Table or bulleted list preferred)
3. Explain how the deliverables link to implementation priorities of your IWMP (Table or bulleted list preferred)

Ecological Goods and Services Outcomes

Select the Priority Outcomes addressed by your proposal.

- Improved watershed resilience to the impacts of a changing climate (e.g., extreme weather events, drought, flooding)
- Improved water quality (e.g. improved nutrient management)

Measures of Success/Outputs*

Identify the measurable outputs of the proposal including the units.

Examples:

- Acre feet of water stored
- Acres of wetlands/grasslands conserved/enhanced/restored
- Number of harvestable wildlife
- Number of trees planted
- Number of people connected to nature

Proposal Summary

The Proposal 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 proposal or conservation issue addressed by this proposal
- How will your proposal 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 proposal will help meet the objectives of the GROW Program (EG&S Outcomes)
- Include the amount requested from The Trusts, partnership sources and funds confirmed or pending, and the total cost of the proposal
- 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 Proposal Description

Describe what your proposal will accomplish, including the measurement of outputs (e.g. acres), in 3 lines or less; The Trusts will use this description for communication purposes.

Trust Fund Request

Enter the funding amount requested from the Trusts.

Incentive Payment Portion

Enter the amount of money that will be used for incentive payments

Total Match Funds

Enter the total amount of matching funds, including cash and in-kind funds. The overall objective is a minimum match ratio of 2:1. **However the incentive payments component of any GROW program proposal does not require matching funds.**

- At least 50% of total match must be from non-provincial government sources.

Note: If your match ratio is lower than 2:1, you may still apply; however, amount of match in the proposal is a factor in ranking the proposal.

Total Budget

Enter the amount of the total budget. Ensure the Trust Fund request plus the total match funds (cash and in-kind) equals the total budget.

SECTION 2: MATCH FUNDING SUMMARY

Funding—Match Source 1

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

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 source?

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

SECTION 3: ACTIVITY LOCATION(S)

Activity Location

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

Watershed Districts

Enter the Watershed District in which the proposal will take place. [Map of Future Watershed Districts](#).

Municipality

Select the Municipality in which your proposal is located. [Map of Municipal Manitoba](#).

Is your proposal located in more than one Municipality?

Yes/no

SECTION 4: PROPOSAL DESCRIPTION

Proposal Priority

What other Provincial environmental priorities do your proposed activities address? E.g. loss of temporary wetlands. Identify:

- The urgency /priority of your proposal
- The risk of loss/conversion
- The potential public benefit
- Any relevant justification that supports the proposed activities
 - This may include: scientific evidence, literature reviews, local expert and/or Indigenous Knowledge, etc.

Background

You may want to explain important aspects such as:

- The problem(s) to be addressed
- Any relevant justification that supports your proposal
 - This may include: scientific evidence, literature reviews, local expert and/or Indigenous Knowledge, etc.
- How the activities intend to solve the problem

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

Detailed Project Description

Provide a detailed description including objectives, activities, and expected outputs. See Appendix A Writing Objectives for examples and supporting information.

Objectives

List the ways that your proposal 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 proposal. You should have few objectives. Write one or two objectives for each major part of the proposal, 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 proposal 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 proposal
- Describe the steps that you need to take to reach the proposal results

When describing objectives:

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

See Table 1 + 2 in Appendix A Writing Objectives for an example of how to write SMART objectives.

If applying for GROW, identify the potential GROW program activities that may be

included. *Note: See The GROW Guidebook for examples of these activities.*

- a) Water retention
- b) Wetland conservation, restoration or enhancement
- c) Riparian area conservation, restoration or enhancement
- d) Buffer establishment (e.g., shelterbelts, multi-species buffer strips)
- e) Upland area conservation, restoration, or enhancement (e.g., woodlot management, grassland conservation, converting marginal cropland to grassland, soil health improvements)

- f) Innovative approaches - Other projects that provide innovative ideas to conserving or enhancing EG&S in Manitoba will also be considered.

Proposal Workplan

1. Download the [Project Workplan Template](#)

Table 1. Project Workplan Template

Activity	Measures of Success (Outputs)	Timeline (by date)	Estimated % of Trust Request Proposal Budget	Estimated % of Total Proposal Budget

2. Complete the Project Workplan Template, with proposal activities, measures of success (outputs), timelines by date (e.g. May 2020-October 2020), and estimated % of the proposal budget for both the Trust request and the Total budget
3. Save the completed template in PDF format and upload it to the [Online Grant Portal](#)

Outputs and Outcomes

Identify how information will be collected on the proposal outputs (measures of success)

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

Note: Examples can be found in the activity catalogue in [The Provincial GROW Guide](#)

- 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.

Incentive Payments

Does this proposal include annual incentive payments? Y/N

If yes, please fill out the Proposal Incentive Payment Template

1. Download the [Proposal Incentive Payment Template](#)

Table 2. Proposal Incentive Payment Template—Example

Activity	# of sites	Length Of Time For The Incentive Payment	Estimated Average Cost Per Acre	Estimated Total Acres across all sites	Total cost per activity
Temporary Wetland Conservation	3	10 years	\$40/acre	60 acres	\$24,000
Riparian enhancement	5	10 years	\$20/acre	100 acres	\$20,000
Buffer Strip	2	10 years	\$40/acre	50 acres	\$20,000
Total (for incentive payments over the life of all contracts)	10			210 acres	\$64,000

2. Complete the Incentive Payment Template with activities, # of sites, length of time for the incentive payment, estimated average cost per acre, estimated total acres across all sites, and total cost per activity (across all sites)
3. Save the completed template in PDF format and upload it to the [Online Grant Portal](#)

Incentive payments should be considered for projects where landowners have a of loss of income due to the project and/or the natural areas in question are considered to be of high environmental value and are at high risk of loss. Details about estimating incentive payments can be found in Provincial GROW Guide.

As this is the first year of GROW it is anticipated average costs per acre will be estimated at the proposal stage.

Proposal Sustainability

Describe the sustainability and required maintenance of the proposed activities during and beyond the length of the project agreement.

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 proposed activities. Please only describe experience or education relevant to this proposal.

Proposal Partnerships

Provide the following:

- List of all collaborating partners that have agreed to be part of the project
- Briefly describe how these groups will be involved in the planning and implementation of the proposal
- Contributions of each partner (financial and/or in-kind)

Note: Letters of Support from proposal 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.

Active effective partnerships are of interest to the Trusts. Partners may be involved in both the planning and implementation of the proposal. Organizations that are not eligible to apply directly to The Trusts may be identified in the application as proposal partners.

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

Proposal 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 proposal
- If community engagement is a focus of your proposal, 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 proposal activities. You may include:

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

Proposal Liability

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

Proposal Risks

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

Licenses/Permits/Approvals

Are any licenses, permits, or approvals needed to undertake this proposal? Describe your plan to acquire any required documentation prior to the start of your activities.

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: BUDGET

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

Your budget needs to include both grant funds as well as your matching contributions. However the incentive payments component of any GROW program proposal does not require matching funds. Match and contributions would include your cash and in-kind match. See Appendix A Calculating Match, in the *January 2020 CT Guidelines*.

If you are using a staff day rate to estimate your eligible delivery costs for the project, please contact a CT Grants Associate for guidance on how to proceed. Whether you identify expenses through a staff day rate or by individual activity ensure that there is no duplication of expenses in your budget. For example, if travel expenses are part of your day rate you should not have a separate Travel line in your budget.

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

Budget: Request For Trust Funding

When completing your on-line application, check to ensure the Budget details you entered are correct. Ensure all Total Funding Amounts match in the Excel budget template.

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

Budget: Request for Incentive Payments

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 costs (goods or services) that have run through the applicant's books.

For example:

- Applicant staff time
- Goods and services (paid directly or by a proposal partner)
- Donations with a tax receipt

In-Kind Matching

In-kind includes costs (goods or services) provided for "free" (with no direct costs) to the applicant.

For example

- 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)
- The lost agricultural value associated with land affected by a conservation project where no incentive is paid (See Appendix A Calculating Match, in the *January 2020 Guidelines*)
- Landowner and community time in 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 Trust 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

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

As reminders:

- Proposals need to demonstrate how much each activity costs so that The Trusts can calculate the cost/benefit of total projects towards Trust results
- 3) Divide your budget expenses into the Trust Application Budget categories to provide a breakdown of total costs by the following:

A. Direct Project Costs

Direct Project Costs are capital and associated expenses that are required to complete a project. These expenses would not exist if a project was not delivered. These may be grant or match expenditures.

- Consulting/Professional services: includes contractors, construction contracts, consultants, crews or equipment operators including equipment, and legal fees

- Materials: Required for conducting the proposal
- Equipment rentals
- Acquiring interest in land (conservation easements, and land acquisition): Land purchase is not eligible for Trust funding. Land purchase costs may be included as in-kind, or matching cash or in-kind costs. At the proposal stage it is understood that applicants can only provide estimates of these in-kind contributions. The final match amounts will be calculated when projects are established
- Landowner Incentive Payments: 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

B. Delivery Costs

Delivery costs include expenses that are tied to the proposal and, in many cases, are a component of your general operations. These may be grant or match expenses.

- **Salaries & Benefits*:** The cost of staff that are tied to the proposal (including contract staff hired to support project delivery)
- **Travel & Field Costs*:** Vehicle, accommodations, and meals based on current Manitoba Government reimbursement rates https://www.gov.mb.ca/csc/labour/pubs/pdf/agreements/master_agree_14_19.pdf
- **Administration and Overhead associated with proposal*:** Applicants can identify overhead and/or administration fees that are related to proposal delivery. Much of these expenses may be matching funds. All applicants are encouraged to minimize requests for administration fees
 - Board expenses
 - Management costs
 - Rent, phones, computer infrastructure
- **Communications:** should not be calculated as part of a day rate

**Note: If a day rate is used to capture Salaries, Travel, and Administration expenses then report it as one lump sum only in the Salaries and Benefits*

C. Other (see existing language)

- Includes costs that do not fit in the Proposal 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 proposal 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.

Note: You may want to use the checklist in Appendix B 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 Trusts. You will then receive a confirmation email. Please contact us if you do not receive this notification

Trust Fund Application Process Feedback

The Trusts will be seeking your input to develop the best process possible. A brief 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 Trusts.

If you have any questions, please contact The Trust Grants Associates 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 MHHC.**

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 from applicants to The Trusts in a diligent and timely fashion.

Each Contribution Agreement will require:

- Copy of organization's by-laws or a board resolution identifying signing authority for your organization
- New certificate of insurance evidencing the addition of Manitoba Habitat Heritage Corporation as an additional insured
- Copy of organizational logo for the Conservation Trust to display on the Manitoba Habitat Heritage Corporation website as a Funded Project

And may require a:

- List of organizational board members
- Organizational annual budget
- Organizational financial statements (up to last three years if available and applicable)
- 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 proposal 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

Procurement

Applicants are encouraged to conduct all aspects of the proposal, including items such as purchasing and travel, in a manner that demonstrates environmental conservation benefits.

APPENDIX A WRITING OBJECTIVES

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

APPENDIX B 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