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

Tips to a Successful Proposal

Before You Begin

1. Read the Guidelines carefully

- Read the *Guidelines* to understand what the Trusts Fund
- You may want to read the *Applicant Guide* from the previous year before you decide to submit a Letter of Interest to see what submitting a full proposal might require

2. Make sure you are Eligible

- Check that you are an eligible applicant
- If you are not eligible to apply, you may partner with an organization who is eligible
- Ensure your project site is within the eligible areas
- Ensure your project activities and proposed expenses are eligible
- Check to see if at least 50% of your match funding is from non-provincial sources
- Contact the Trust Team if you have any questions about eligibility

3. Plan Your Time to Complete the Application

- Ensure the application is completed and submitted by midnight CST on the deadline date. The online system will not accept applications after the deadline date
- Build in extra time for unforeseen circumstances (e.g., internet connections, equipment issues)
- We recommend you plan to submit your application well ahead of the deadline (days, not hours). This may also give our team time to contact you if we spot any major errors
- Plan time for you to have your project partners, colleagues, or mentors read your proposal and make revisions/edits from that review. If possible, have both experts in your field and those who are less familiar with your project provide feedback

4. Review Application Questions

- Before you start, know what the Trusts are looking for. First review the application questions and consider the review criteria (in the *Guidelines*) to ensure you can provide the information needed to fairly assess your project

Writing your LOI or Application

1. ## Pay attention to the instructions
   - Read the Applicant Guide for important advice on required proposal content
   - Read the Online User Guide for tips on navigating the Online form
   - Ensure you answer the question in the relevant space provided as reviewers look for information in specific sections

2. ## How to select your Project Category (Conservation Trust Only)
   - Only one project category may be selected per application
   - Select the category that best fits the outputs of your project and captures the greatest number of EG&S benefits that occur within the 1-2 year implementation timeframe of your project

3. ## If your project has multiple EG&S outcomes
   - For every EG&S selected your proposal should show how your activities contribute to the selected benefit. Project measures should also show how information will be collected on the activities, measures of success, and outcomes

4. ## Make the case for why the Trusts should fund your project
   - Provide a compelling case that your proposal addresses an evident conservation need that is a priority for the Trusts. Show that your project will lead to on-the-ground change with significant conservation impacts that provide significant, measurable, and multiple EG&S outcomes on Manitoba's working landscapes.
   - Do not rely only on extensive attachments or supplemental information to provide critical detail or rationale for your project. Your proposal should be a stand-alone document able to represent your project. Review Committee members read many proposals and may not have the time to thoroughly review attachments

5. ## Consider incorporating active partnerships and engaging others
   - Projects that involve active partnerships and have effective engagement with other organizations will be ranked higher in the partnership engagement section Incorporate matching cash and in-kind funding

6. ## Write in clear, concise language
   - Reviewers may be reading many proposals, so your application has a better chance of being successful if it is easy to read and well written
   - Ensure that your proposal follows a logical flow of topics and content
   - If writing is not your strength, seek help!

7. ## Make sure that your budget is clear and complete
   Your budget should contain enough detail for reviewers to determine if it is cost effective
   Important criteria to check:
   - Show how the requested funds are for direct project costs

- Place proposed expenditures in the correct sections
- Include your **full project budget**, not just the portions that you are asking CT to fund
- Use the budget notes section of the table to explain any administration fees and capital items >$5000, or other expenses if relevant
- Identify if partner contributions are from a Provincial Government source
- Cross check your totals

8. Leave time to edit

- Allow someone with fresh eyes to critically review your final proposal and evaluate the application using the review criteria
- Look over the entire grant application one final time

9. Ensure your application is complete

- We cannot accept incomplete applications, so please review your application to ensure you have provided everything we need to assess your application

Contact Us
If you have questions about your project's eligibility, your proposal, what reviewers are looking for, or any other details of application and grant management, please contact The Trust team at *granting@mhhc.mb.ca*
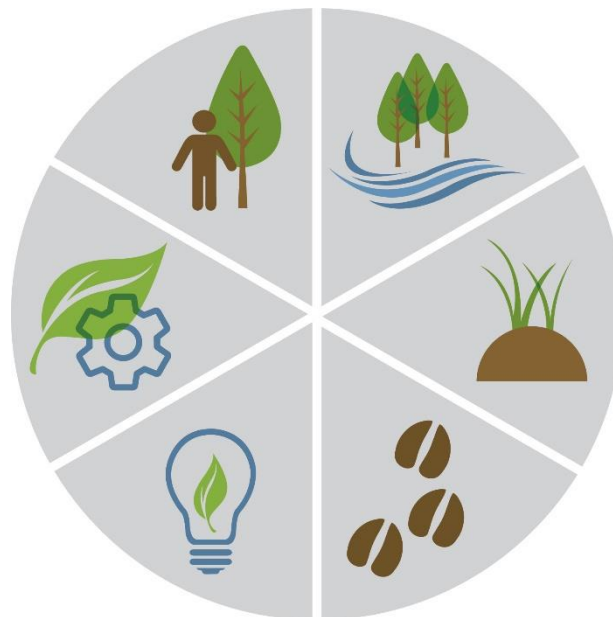
Application Checklist
Does your application …
☐ Clearly describe the conservation issue to be addressed
☐ Describe the urgency/priority and the risk if nothing is done
☐ Indicate if your project being done as a part of a conservation plan (e.g. watershed plan, conservation plan, habitat plan)? ☐ If so, do you reference the specific IWMP Goals, Objectives and Action Items to be addressed
☐ (GROW only) describe how the proposed activities address the GROW program priorities
☐ Describe the conservation benefits of the project (EG&S outcomes)
☐ Have a completed Project Output table to identify expected/estimated project Outputs
☐ Have a completed and uploaded Work plan and Incentive Payment Template (correct version)
☐ Identify the Incentive Payments (if any) being requested
☐ Describe the sustainability and required maintenance of the proposed activities during and beyond the length of the project agreement
☐ Describe your team's knowledge, skills, and expertise to effectively complete your proposed activities
☐ 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 the Trusts contributions to the project
☐ Identify any liability, risks, and subsequent licenses/permits/approvals needed
☐ 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)

☐ Have a complete and uploaded an Application Budget (correct version)
   o Identify matching funding sources and whether confirmed or pending
   o Indicate whether the funding is from the Manitoba Provincial Government
   o Indicate whether the funding is cash or In-kind
   o Indicate project costs by budget category
   o Identify total Trust funding request
   o Identify any capital expenditures >$5000 and described in the budget notes text box

Have any optional attachments ☐ Maps ☐ Site Photos