



# THE CONSERVATION & GROW TRUSTS

## The Conservation and GROW Trust Criteria-at a Glance

The Conservation and GROW Trusts fund on-the-ground conservation projects across Manitoba's working landscapes that provide Ecological Goods and Services (EG&S).

- The Trusts use a two-stage application process
  - Stage 1: Letter of Interest (LOI)
  - Stage 2: Accepted LOIs proceed to full project application

*The following highlights key eligibility criteria only.*

*Please refer to the current call [Guidelines](#) and Manitoba GROW Guide for full details.*

Category	Criteria
<b>Eligible Areas</b>	<p>GROW applicants: see Manitoba GROW Guide</p> <p>Conservation Trust applicants:</p> <ul style="list-style-type: none"> <li>• Project sites in "Municipal Manitoba"</li> <li>• Projects in Urban and Suburban Settings: Support for projects in urban/suburban situations is primarily focused on projects in the Connecting People to Nature category. Projects in urban and suburban settings that will impact larger tracts of habitat may be considered beyond the Connecting People to Nature category</li> </ul>
<b>Eligible Lead Applicants</b>	<p>GROW applicants: only Watershed Districts may submit a GROW application</p> <p>Conservation Trust applicants:</p> <ul style="list-style-type: none"> <li>• Community-based not-for-profit groups</li> <li>• Provincially-based not-for-profit groups</li> <li>• National not-for-profit groups that have established operations within Manitoba</li> </ul> <p>Applicants are encouraged to seek knowledge from various experts in the field as well as local community leaders, and develop partnerships with other organizations. Organizations are not restricted from partnering multiple times in the same funding cycle.</p>
<b>Ineligible Applicants</b>	<p>GROW applicants: all groups other than Watershed Districts</p> <p>Conservation Trust applicants:</p> <ul style="list-style-type: none"> <li>• Organizations without established operations in Manitoba</li> <li>• Governments (including Municipalities and Indigenous governments)</li> <li>• Individuals</li> <li>• For-profit organizations</li> </ul> <p>Ineligible applicants are encouraged to participate as project partners with applicants. Grant recipients with existing funded projects that are substantially behind their proposed work plan and deliverables may be restricted from re-applying.</p>

<b>Eligibility Frequency</b>	<ul style="list-style-type: none"> <li>• There is a \$100,000 organizational funding limit for Watershed District applications to the Conservation Trust</li> <li>• There is a \$750,000 organizational funding limit for other Conservation Trust applicants to the Conservation Trust</li> </ul> <p><i>Groups should be aware that partial funding of applications is a possible outcome.</i></p>
<b>Project Timelines</b>	Groups may submit applications for up to two years for project establishment activities. If applicants are considering including Annual Incentive Payments to landowners, please contact a Trusts Grant Associate.
<b>Matching Funds</b>	<p>The overall objective for the Trusts is a total match ratio (cash and in-kind) of 2:1. Annual incentive payments from the GROW Trust do not require match. Conservation Trust funded incentive payments require match. For GROW and the Conservation Trust, the Trust funding request for project establishment should not exceed one-third of the total project cost.</p> <ul style="list-style-type: none"> <li>• Matching funds can be cash and/or in-kind goods and services</li> <li>• Projects with less than a 2:1 match ratio may be considered and ranked accordingly</li> <li>• No more than 50% of matching funds can be from provincial government sources</li> <li>• Matching funds for activities that directly relate to the project may have been received up to one fiscal year prior to the proposed start date, e.g. April 1st - March 31st</li> </ul>
<b>Eligible Expenses - GROW and Conservation Trust</b>	<p><b>A. Direct Project Costs</b></p> <ul style="list-style-type: none"> <li>• Materials and Supplies: required for conducting the proposal</li> <li>• Construction Services</li> <li>• Consulting/professional services: includes consultants and legal fees</li> <li>• Equipment Rental</li> <li>• Materials associated with the construction, delivery, or establishment of the project</li> <li>• Establishment costs to landowners include all other payments to landowners working on their own land, with the exception of incentive payments</li> <li>• Incentive payments: direct payments to landowners to encourage them to take part in projects that are expected to result in a loss of future income-generating potential from the land affected.</li> </ul> <p><b>B. Delivery Costs</b></p> <ul style="list-style-type: none"> <li>• Salaries and Benefits*</li> <li>• Travel &amp; Field Costs</li> <li>• Administration and Overhead associated with proposal* (board expenses, management costs, rent, phones, computer infrastructure)</li> <li>• Communications (should not be calculated as part of a day rate)</li> </ul> <p><i>*Note: Applicants could choose to capture all expenses in a day rate which is entered in the Salaries and Benefits line</i></p>

<p><b>Ineligible Expenses - GROW and Conservation Trust</b></p>	<p>The Trusts are project funders, and it is not the intent of the funds to provide on-going operating, maintenance, or core operating support. The following expenses are ineligible for Trust funding, however, these may be used as match. Ineligible expenses include, but are not limited to:</p> <ul style="list-style-type: none"> <li>• Activities primarily focused on festivals and general public events</li> <li>• Contributions to endowment funds</li> <li>• General repairs or rebuilding of existing projects</li> <li>• Land purchases</li> <li>• Major capital assets such as buildings</li> <li>• Major equipment purchases (&gt; \$5000 per item. Equipment for off-site watering, temporary fencing, etc. may be purchased by the applicant with their own funds and rented to the project for its duration at standard market rates)</li> <li>• Mapping-only projects that are not integral to the development of a larger Trust funded project</li> <li>• Organizational fundraising</li> <li>• Research costs</li> <li>• Tenancy agreements/rentals</li> <li>• Water quality monitoring</li> </ul>
<p><b>Ineligible Activities - GROW and Conservation Trust</b></p>	<ul style="list-style-type: none"> <li>• Abandoned well sealing</li> <li>• 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)</li> <li>• Conferences, lecture series, or conventions</li> <li>• Feeding or control of wildlife species</li> <li>• Fish or wildlife rearing, farming, stocking, or hatcheries projects</li> <li>• Law enforcement activities</li> <li>• Policy promotion and advocacy activities</li> <li>• Prevention and ongoing control of alien invasive species or wildlife species</li> <li>• Primary and applied research (see definitions)</li> <li>• Projects with a primary purpose of providing irrigation services to landowners are generally not eligible for funding from the Trusts. If there are significant EG&amp;S benefits to the project, beyond water storage, a small portion of project costs may be eligible. For GROW projects, a separate justification will need to be submitted to the Trusts for review and approval prior to establishment</li> <li>• Rearing or rehabilitating wildlife in captivity</li> <li>• Reduction of point-sources of nutrients and other contaminants: from sewage lagoons, similar waste-water treatment facilities, and water retention ponds. The Trust focuses on supporting landscape-based activities where the primary water quality issue is non-point sources of nutrients and other contaminants affecting surface waters</li> <li>• Routine brush control of fence lines is not longer considered an eligible Trust expenditure, though it maybe used as match</li> </ul>
<p><b>Proposal Review</b></p>	<p>Full proposal applications undergo a three-tier review process:</p> <ol style="list-style-type: none"> <li>1. Application review and pre-screen</li> <li>2. Technical review and evaluation</li> <li>3. Final review</li> </ol>

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 Trusts
- Have significant, measurable, and/or multiple EG&S outcomes (conservation benefits)
- Involve active partnerships and have effective engagement with other organizations
- Meet or exceed 2:1 match ratio for project implementation costs
- Show how the Trusts funds help to directly achieve measurable conservation results

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