

## The Conservation and GROW Trusts 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 Application Intake

*The following highlights key eligibility criteria only.  
Please refer to the current call [Guidelines and Provincial GROW Guide](#) for full details.*

Category	Criteria
<b>Eligible Areas</b>	<p>GROW applicants: see <a href="#">Provincial GROW Guide</a></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 settings 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 currently a \$500,000 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>	<p>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 Grants Associate.</p>
<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.</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> <p><b>Ineligible Match</b></p> <ul style="list-style-type: none"> <li>• Any activities that result in habitat and/or water degradation or loss</li> <li>• Any activities that must be undertaken because of a government order or regulatory requirement (e.g. wetland restoration activities mandated by regulation)</li> <li>• Construction and maintenance of drainage and other significant infrastructure (drains, machinery crossings, etc.)</li> <li>• Land operating costs such as property taxes, debt servicing, etc. are not eligible</li> <li>• Using multiple funders (unbeknownst to them) to fund activities at a combined cost that exceeds accepted markets rates and/or established landowner cost-shares (this activity is known as <i>stacking</i>. See <a href="#">definitions</a>).</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 project</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>• Landowner Establishment Costs include all other payments to landowners working on their own land, with the exception of <b>annual</b> incentive payments</li> <li>• Annual 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> <li>• Annual Incentive Payments to landowners</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* If travelling outside of Manitoba, please consult with your Grants Associate</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 (may be eligible under specific circumstances)</li> <li>• Land purchases and easements</li> <li>• Major capital assets such as buildings</li> <li>• Major equipment purchases (&gt; \$5000 per item)</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>• Routine brush control of fence lines</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 <a href="#">definitions</a>)</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> </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).**