



NFWF



## Urban Waters Workshop

*Jody Olson, Director Federal Relations – October 18, 2018*

Roseate spoonbill

# About Us

## Who We Are

- Chartered by Congress in 1984
- 30 member Board appointed by Secretary of the Interior,
  - Includes FWS Director and NOAA Administrator

## What We Do

- Sustain, restore and enhance wildlife
- Bring collaboration among federal agencies and private sector

## How We Do It

- Leverage public funding with private money – average 3:1



*Bald eagle*

## NFWF is

- An implementer – we fund projects

## NFWF is not

- An advocacy organization that engages in lobbying or litigation



# How We Do It



## Competitive Grants/Strategies



Species and Habitats



Water Quality and Scarcity



People in Conservation



# Current Federal Partners



**US Army Corps  
of Engineers®**



# Current Corporate Partners

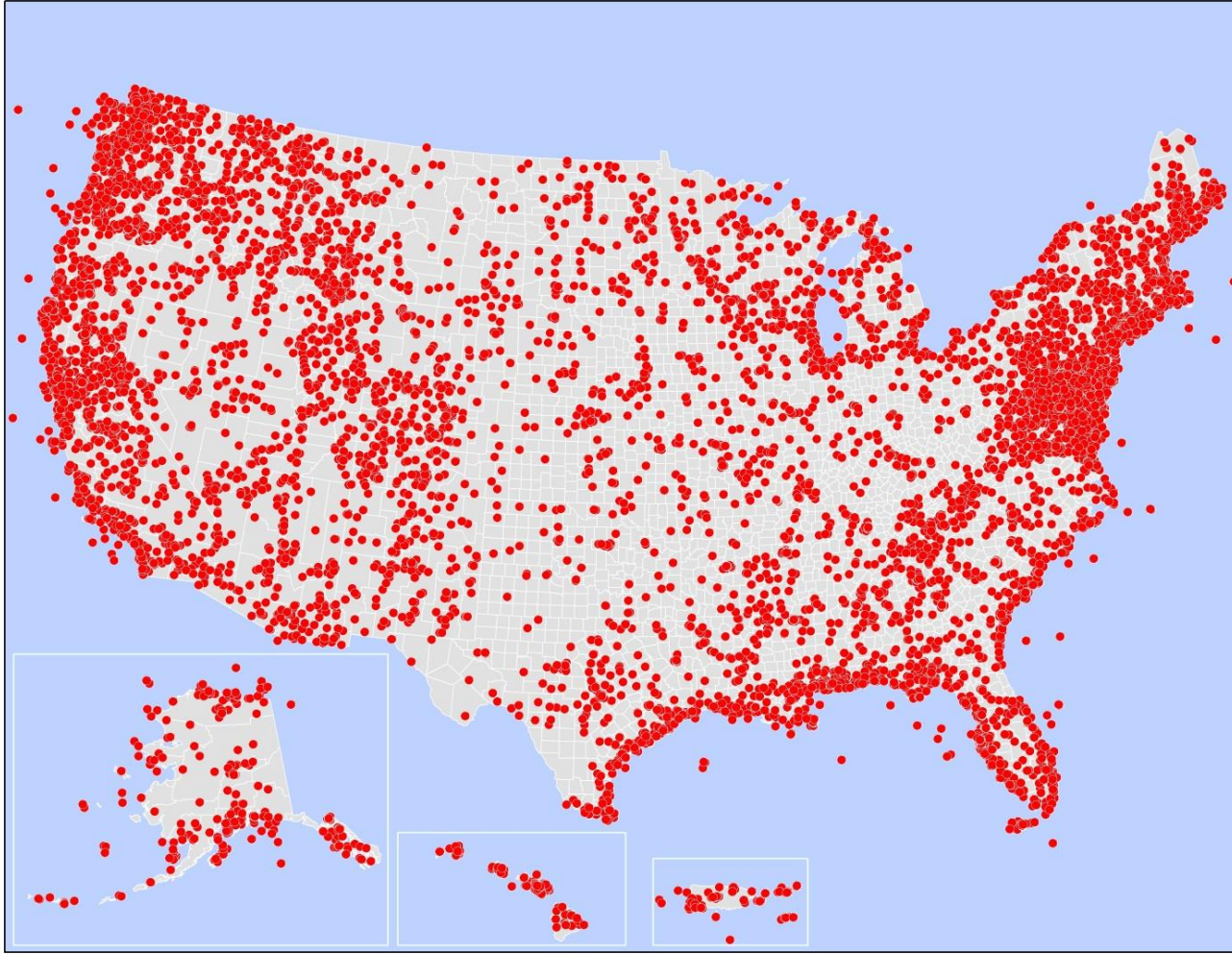


# Current Foundation Partners



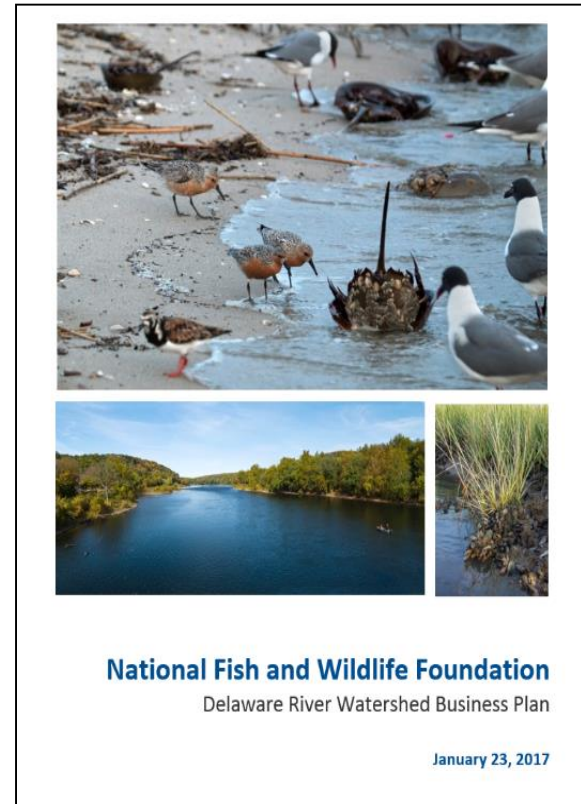
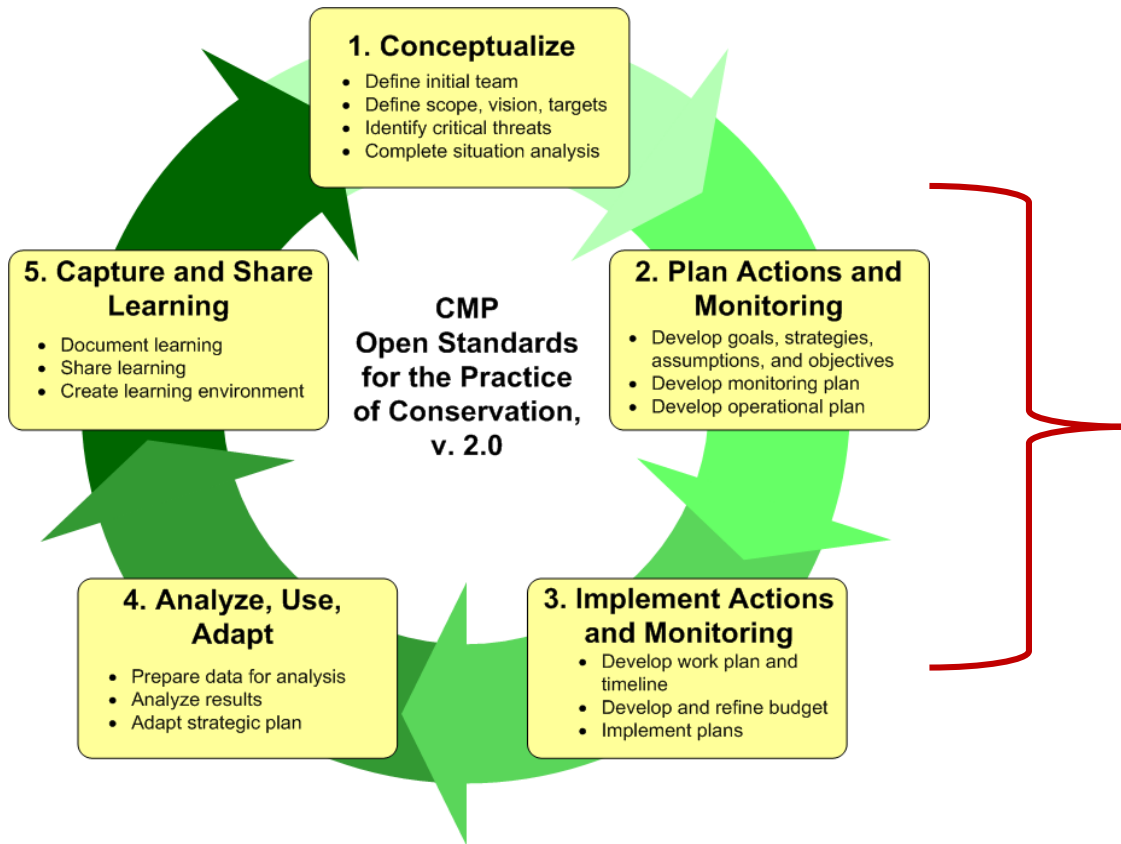


# NFWF Conservation Investments (1984 – 2016)



- 16,815 Investments
- 4,500 organizations
- All 50 states

# Development of a Business Plan



Description of conservation need,  
strategies, and funds required to  
**achieve and monitor the desired  
conservation outcome**



# What's in a NFWF Business Plan?



**National Fish and Wildlife Foundation**  
Business Plan for Los Padres National Forest

June 20, 2016

- Conservation Need
- Conservation Outcomes
- Geographic Focus
- Implementation Plan
- Monitoring & Evaluating Performance
- Budget

# How To Submit Successful Grants - Overall

- Think about your project from all angles – environment, public health, education, community engagement, etc. and apply for funding from diverse sources
- Reach out to funders in advance to discuss your proposal
- Solicit letters of support from diverse entities within the community that have relevance to the funder
- Be specific and clear about how your project will address desired outcomes in the RFP

# How To Submit Successful Grants – NFWF Specific

- Read all materials, especially RFP, and FAQ and/or business plan
- Participate in webinar or call and speak with staff
- Work on applications early so you have time to address each section
- Use budget narrative to provide an explanation for your costs and connect them to project
- Check your math and ensure everything adds up
- State project outcomes and tie them back to RFP goals
- Check RFP for notification deadlines – do not reach out before, but do reach out if after deadline



# Questions or Comments?

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Coral reef



Caribou



American avocet