

**U.S. Fish and Wildlife Service  
Division of International Conservation**

**WILDLIFE WITHOUT BORDERS-LATIN AMERICA AND THE CARIBBEAN**

Catalog of Federal Domestic Assistance (CFDA) Number: 15.640

**NOTICE OF FUNDING AVAILABILITY & APPLICATION INSTRUCTIONS**

**I. DESCRIPTION OF FUNDING OPPORTUNITY**

The *Wildlife Without Borders-Latin America and the Caribbean* Program (WWB-LAC) funds projects designed to strengthen the ability of Latin American and Caribbean institutions to manage and conserve species, habitats, and ecological processes for the benefit of the people of the Americas and the world.

Ultimately, conservation is about people. While the biological sciences are essential to understanding the degree to which ecosystems and species are threatened and how to manage them, at the root of most threats are social, political, and economic conditions: poverty, population growth, and inadequate policy planning and implementation. The question is no longer whether to involve local communities in conservation, but *how*.

As conservation organizations address this question, they face a number of challenges. Constituency building, for example, involves addressing this broad array of social, economic, and political factors affecting communities and wildlife, while at the same time forging stronger human connections with nature—forces which often may appear opposed. While abundant tools exist for reaching people, many conservation initiatives inadequately address the role of people in the conservation equation, thinking, perhaps, that making a poster will transmit sufficient knowledge to change behaviors. Furthermore, many conservation groups work in isolation without the benefit of learning from a broader community or gaining the efficiencies of applying proven tools.

The Wildlife Without Borders Latin America and Caribbean program recently completed a strategic planning process that includes three areas of focus for the 2011 – 2016 timeframe: 1) building the capacity of future conservation leaders through innovative training programs; 2) fostering networks to facilitate learning and collaboration across sites; and 3) creating a conservation ethic while changing attitudes and behaviors.

As part of this strategy for 2011 – 2016, the Wildlife Without Borders Latin America and Caribbean program seeks to address key questions around the topic of building conservation constituencies. For example, what methods really work best to reach target audiences and change attitudes and behaviors—what do people really respond to? How does building an emotional connection with nature affect conservation attitudes and behaviors? What is the role of technology in building conservation constituencies, particularly when juxtaposed with getting more people outside to personally experience nature? How can you address issues of scale, taking locally developed conservation ethics to regional or national policy levels?

**II. AWARD INFORMATION**

This program will use cooperative agreements as the primary assistance instrument. For cooperative agreements, substantial involvement from FWS staff is expected and may include, but is not limited to, approval of annual workplans, providing technical assistance and guidance in the development of certain activities, as well as monitoring and evaluation. Initial projects may be for up to a two year period, and may be extended based upon performance. Applications may be submitted requesting any amount up to a maximum of \$100,000.

### **III. ELIGIBILITY INFORMATION**

**Eligible Applicants:** Applicants under this program can be: federal, state and local government agencies; non-profit, non-governmental organizations; and public and private institutions of higher education. U.S. non-profit, non-governmental organizations must submit documentary evidence of their Section 501(c)(3) non-profit status.

**Applicants must have a valid DUNS number to receive funding.** U.S. Government-wide policy requires that all applicant organizations and individuals, both domestic and non-domestic, apply for, and include a Dun & Bradstreet Data Universal Number System (DUNS) number on their proposal. Applicants without a DUNS number should go to <http://fedgov.dnb.com/webform>. You will be prompted to select your country and then search the database for your organization/name. If your organization/name is not found, you will be routed to a web page that allows you to select “Request a New D-U-N-S Number.” Follow the instructions for obtaining a new number. Applicants who already have a DUNS number are responsible for updating changes to their address or business name with Dun and Bradstreet directly, as the organizational address to be used in the event an award is made must match the information in Dun & Bradstreet’s system.

**Central Contractor Registration (CCR) Database:** As of October 1, 2010, all domestic and foreign applicants MUST register with the CCR database to apply for funding. Exceptions are: all individuals, all Federal agencies, and those foreign applicants submitting a proposal for less than \$25,000. This database is used by the U.S. government as the repository for standard information about applicants and recipients of federal funds. *Recipients* must maintain an active CCR registration with current information at all times during the project period.

Domestic Registrants go to: <http://www.ccr.gov> (click on “What you need to Register”)

Non-Domestic registrants go to: <https://www.bpn.gov/ccr/international.aspx>

**Eligible Activities:** Education and outreach activities that answer the questions in Section I above. Programs may focus either on protected areas in general or on a specific protected area or buffer zone (the site must have recognized legal status as a protected area or buffer zone, either nationally, provincially or locally). In the case of countries which do not have any Protected Areas or protected area systems, proposals may be submitted for projects to support efforts for the establishment of a protected area/spaces by building constituencies or participatory management frameworks that involve local people.

**Ineligible Activities:** The Division of International Conservation will not fund: the purchase of firearms or ammunitions; buying of intelligence information or paying informants; gathering information by persons who conceal their true identity; law enforcement operations that prompt suspects to carry out illegal activities so they may be arrested (entrapment); or any activity that would circumvent sanctions, laws, or regulations of either the U.S. or the country in which the activity would occur. Funds may not be used to provide material support or resources to individuals, entities, or organizations of countries that have been identified by the U.S. Department of State as state sponsors of terrorism. The countries currently identified are: Cuba, Iran, North Korea, Sudan, and Syria.

**Applicant and Partner Contributions:** Applicants and/or other project partners must contribute funds to the project, which may include cash or in-kind contributions. Applicant and partner contributions cannot be included as contributions for any other federally assisted project or program. Equipment paid for by the U.S. Federal Government under another award cannot be used as cash or in-kind contributions.

### **IV. APPLICATION AND SUBMISSION INFORMATION**

**APPLICATION DEADLINE:** Applications must be received by June 15th, 2011.

**RANGE OF APPROVAL/DISAPPROVAL TIME:** Pre-proposals that are found meritorious and programmatically relevant will be notified of the opportunity to submit a full application on or about May 1<sup>st</sup>, 2011. This NOFA is exclusively available to those selected applicants, with proposals due on June 15<sup>th</sup>, 2011. Full proposals will be reviewed and proponents notified on or about August 1<sup>st</sup>, 2011.

**1. APPLICATION FORMAT AND CONTENT: You may submit your proposal in English or Spanish.**

**Your proposal should include these elements:**

**A. Application Cover Page**

Complete the Application Cover Page located on the Internet at <http://www.fws.gov/forms/3-2338.pdf> according to the instructions on page 2 of the form.

**B. Project Summary**

BRIEFLY summarize your project in one page or less. Include the title of the project, geographic location, and a brief overview of the need for the project. Goal(s), objectives, specific project activities, beneficiaries, and expected products can also be included in this section.

**C. Project Narrative**

- 1. Statement of Need:** This section should answer the question, “Why is this project necessary?” The statement of need should clearly identify the **targeted species or habitat**, a description of the **direct threats** that adversely affect the targeted species/habitat at the project site, a justification for which threat(s) is the most important to address, and the specific **threats that the project will implement and address**.

Explain how your proposal differs from past work or builds upon it. Explain the success or failures of past efforts by yourself or others, and how your proposal build upon those efforts and lessons learned. Summarize previous or on-going efforts (of your organization as well as other international, national, regional, and/or local organizations or individuals) that are relevant to the proposed work.

- 2. Project Goals and Objectives:** This section should answer the question, “What do you want to achieve?” State the long-term overarching goal(s) of your program. Objectives are the specific outcomes that you want to achieve in order to reach your stated goal(s). Your objectives must be **attainable within the project period** and should be specific, capable of being measured, realistic, and results-orientated (i.e., objectives should represent necessary changes in threats, conditions or capacity that affect one or more conservation targets or project goals). Objectives should form the basis for the project’s monitoring and evaluation section, described later in the proposal. A suggested reference for identifying and developing appropriate goals, objectives, and measures is the Conservation Measures Partnership website. Go to <http://www.conservationmeasures.org/initiatives/standards-for-project-management> to download open standards for conservation project management.
- 3. Project Activities, Methods, and Timetable:** This section should answer the question, “What are you going to do and how?” State the proposed project activities and describe how they relate to the objectives. Provide a detailed description of the methods for each activity. Provide a timetable indicating roughly when (over the life of the project) activities or project milestones will be accomplished. Include any tables, spreadsheets or flowcharts within the body of the narrative (DO NOT include separate attachments). The timetable should not propose specific dates but rather group activities for each month of the project period. To view a sample project timetable go to: [http://www.fws.gov/international/DIC/pdf/Sample\\_timetable.pdf](http://www.fws.gov/international/DIC/pdf/Sample_timetable.pdf)
- 4. Stakeholder Coordination/Involvement:** This section should answer the question, “Who are you going to be working with?” Describe how you have coordinated with and involved local resource managers and other relevant organizations or individuals in planning your project, and how they will be involved in conducting project activities and disseminating project results.

- 5. Anticipated Benefits, Outputs, and Outcomes:** This section should answer the question, “What will we achieve?” Identify all expected project products/outputs (examples include: management plans, brochures, posters, training manuals, number of people trained, workshops held, hours of training provided, patrols conducted, etc.).

Once the outputs are identified, describe the intended impact of the products/outputs on the objectives. Conservation outcomes are the desired impacts of a project, such as a change in capacity, threat, or condition of a species or habitat, and should relate directly to your objectives. To track your progress toward achievement of each project objective, identify what you will measure (i.e., **indicators**), and how you will measure it (i.e., methods, sample sizes, survey tools). For example:

- For education and outreach, include examples of questionnaires or behavioral surveys that you will employ to measure how knowledge, skills, attitudes, and behaviors were affected by your project.
- For training, assessment tools like exams or tests should be described and benchmarks for passing the training program should be stated.
- Where appropriate, include direct measures of abundance or spatial extent for the focal species, population, or habitat to demonstrate the impact of project activities.

The USFWS values projects that report both the success and failures of efforts as a means by which an applicant can improve their performance and provide lessons learned to improve our efforts to conserve wildlife.

- 6. Project Monitoring and Evaluation:** This section should answer the question, “How will we know that the project is working successfully?” Describe how you (or others) will monitor project progress and measure the project’s results and impacts, including project performance indicators. Indicators should assess the project’s impacts and progress toward objectives, and can be a mix of impact indicators (such as behaviors changed) and process indicators (such as radio spots produced and aired on a radio station). Include details on how you will assess your progress toward reaching the objectives and how project participants and beneficiaries will participate in these activities.
- 7. Sustainability:** This section should answer the question, “What is your longterm plan for this project beyond the USFWS funding period?” Explain which project activities will continue beyond the year described in your proposal and how these activities will be funded in the future.
- 8. Description of Organization(s) Undertaking the Project:** This section should answer the question, “Who are you?” Provide a brief description of the applicant organization and all cooperating organizations and agencies. State the activities for which each group or individual is responsible. Provide brief (1-2 paragraphs) describing the experience and abilities of key personnel, identifying their qualifications to meet the project objectives. DO NOT include Social Security numbers, photos, the names of family members, or any other personal or sensitive information including marital status, religion, or physical characteristics.

## **9. Project Budget Table**

### **Things to consider when developing your Budget Table:**

**Federally Funded Equipment:** If the U.S. Federal Government has paid for equipment for another award, applicants cannot claim it to be a matching or in-kind contribution and SHOULD NOT include it in the budget table. Instead, provide a separate list of any equipment paid for by the U.S. Federal Government that will be used for the project, including the name of the Federal agency that paid for the equipment.

**Indirect Costs:** Applicants with Negotiated Indirect Cost Rate Agreements (NICRA) must include a copy with their proposal.

**Program Income:** Your project may include activities that will generate program income. Program income earned as a result of activities supported with Federal funding includes, but is not limited to, the following: income from fees for services, the use or rental of property, the sale of commodities or fabricated items, license fees and royalties on patents and copyrights, and interest on loans. Program income does not include interest earned on advances of Federal funds. Under this Fund, income earned during the project period of an approved award shall be retained by the recipient and used in one *or more* of the following ways:

1. added to the funds requested from the FWS for the project in addition to those committed by the recipient/other partners, and later used to conduct additional activities that will further the project objectives; OR
2. used to finance the non-Federal share of the project.

If your project will generate program income, provide: (1) a description of how the income will be generated, (2) an estimate of how much income will be made during the project duration, and (3) a description of how the funds will be used. If the income is to be used to conduct additional activities, you must include a Program Income column in your budget table and include all cost categories/items and associated amounts that the program income will cover.

**Instructions for Budget Table:**

**Begin your project budget table on a new page.** The budget table should include a column for all cost categories/items for the project, one column to show the cost calculation, a column for the total costs, one column for the requested USFWS funding, one or more columns for applicant and partner contributions, and, if applicable, a column for any program income that will be used to conduct project activities, as demonstrated here:

Category/ Budget Item	Cost Calculation	TOTAL COST	USFWS	“Applicant”	“Partner X”	“Partner Y”	Program Income <i>(if applicable)</i>
<b>Totals</b>							

**Present all amounts in U.S. dollars**

*\*We cannot accept the term “contingencies” in the budget as a line item*

Go to <http://www.fws.gov/international/dicprograms/Sample%20Budget.pdf> to view a sample project budget table.

**10. Budget Justifications:** Justify or explain all requested budget items/costs. Demonstrate a clear connection to project activities, and show how line item amounts were determined. For example, a \$3,300 line item for lodging costs should include the formula for how the cost was calculated: *Lodging for 20 nights x 11 people x \$15/night = \$3,300.* Requests for personnel salary should be well documented, including the base-line salary figure and the estimate of time (percent) to be directly charged to the project. Assistance to cover personnel salaries is generally given a lower priority. Wherever possible, cost calculations should be included in the Project Budget Table. Narrative justifications should be included immediately after the Project Budget Table.

**11. Governmental Endorsement:** Non-governmental applicants should include a RECENT letter of support (no older than 2 years) from the appropriate local, regional, or national government wildlife or conservation authority. Where appropriate, letters of support from local communities or project beneficiaries should be provided. Endorsement letters should make specific reference to the project by its title, as submitted on the applicant’s proposal.

- 12. Map:** Provide a map showing the location of your project site at the regional or national level, as well as the latitude and longitude of your project site

## **PROPOSAL APPLICATION CHECKLIST**

### **ALL PROPOSALS MUST INCLUDE:**

- Signed Grant Application Cover Page (must be signed by Authorized Representative)
- Project Narrative

### **PROPOSALS FROM U.S. APPLICANTS MUST ALSO INCLUDE:**

- A complete, signed SF 424-Application for Federal Assistance  
<http://www.fws.gov/international/DICprograms/sf%20424.pdf>
- A complete Standard Form 424b-Assurances  
<http://www.fws.gov/international/DICprograms/sf%20424b.pdf>
- Documentary evidence of Section 501(c)(3) non-profit status, if applicable
- A copy of your organization's Negotiated Indirect Cost Rate Agreement, if applicable

**SUBMISSION INSTRUCTIONS:** Applications may be submitted by e-mail or via the Internet through Grants.gov. Please select **ONE** of the following submission options.

#### ***How to submit a proposal by e-mail:***

Applications must be submitted in 12 point font, with 1 inch margins. All documents must be printable on Letter (8 ½" x 11") paper. We prefer to receive all e-mailed documentation incorporated into **ONE** file attachment. E-mail your proposal to the USFWS at [WWB\\_LAC@fws.gov](mailto:WWB_LAC@fws.gov).

#### ***How to submit a proposal through the Internet using Grants.gov:***

*Applicants are not required to submit proposals through Grants.gov.* Applicants are responsible for ensuring that their Grants.gov proposal submission is received in its entirety. The USFWS bears no responsibility for data errors resulting from transmission or conversion processes associated with electronic submissions. You must meet all stated submission deadlines regardless of submission method. The USFWS will bear no responsibility for delays in submissions due to technical difficulties at or with the Grants.gov website.

All applicants choosing to use Grants.gov to submit proposals must be registered and have an account with Grants.gov. *It may take up to three weeks to complete Grants.gov registration.* For more information on registration, go to <http://www.grants.gov/ForApplicants>. Once your organization is registered go to <http://www.grants.gov/search/basic.do>. Enter the CFDA Number located on the top of page 1 of this document in the field under **Search by CFDA Number** to view this program's Grants.gov announcement. Follow the instructions found under the How to Apply section of the Grants.gov announcement.

## **V. APPLICATION REVIEW**

The USFWS may solicit advice from qualified experts to conduct a technical review of your proposed project. The USFWS may also discuss your proposal with known past and present partners to reduce the potential for waste, fraud and abuse and to encourage coordination and collaboration among projects on the ground.

**Review Criteria:** To be considered for funding, proposals must address the priority strategy listed above in the Description of Funding Opportunity. The Division of International Conservation ranks proposals by scoring how well each addresses the program priority and the requested elements listed in the Application and Format section above. High priority, well-justified, and feasible projects that address all

of the requested proposal elements will receive higher scores. These scores are not the sole determining factor for final funding decisions. Other review criteria include considering the degree to which a project:

- Strengthens local institutions and local people, and ensures that communities have an active role in project planning and implementation;
- Provides a catalyst for activities in a previously neglected area with significant conservation value;
- Utilizes funds in an efficient, cost-effective manner to accomplish project objectives;
- Complements activities of other organizations/individuals in a manner which will lead to efficient, effective conservation of the resource and avoids duplication of other on-going activities;
- Proposes activities supported by international, national, and/or regional conservation priorities, action plans and/or strategies;
- Promotes networking, partnerships, and/or coalitions;
- Demonstrates a clear theory of change, and includes specific impact assessment criteria;
- Provides for the development of a demonstration activity that can be replicated for widespread use.

The above considerations are not listed in any order of importance. All considerations listed do not necessarily apply to every proposal. Following review, applicants may be asked to revise the project scope and/or budget before a final funding decision can be made.

## **VI. AWARD ADMINISTRATION**

### **Administrative and National Policy Requirements:**

Go to <http://www.fws.gov/international/dicprograms/AAG%209-6-07.pdf> to review the Division of International Conservation's *Assistance Award Guidelines* document which details the policies, terms, and conditions applicable to awards made under this program. Printed copies of this document are also available upon request at the address/telephone number listed in Section IV above. U.S. Government-wide policy requires all applicants, both domestic and non-domestic, to apply for, and include a Dun & Bradstreet Data Universal Number System (DUNS) number on their application. See Section III above for additional information on the DUNS requirement.

## **VII. AGENCY CONTACT**

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## **VIII. RELATED PROGRAMS**

CFDA 15.635 Neotropical Migratory Bird Conservation Fund  
CFDA 15.641 *Wildlife Without Borders-Mexico* Program  
CFDA 15.645 Marine Turtle Conservation Fund