



JULY 24, 2023

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CALL FOR PROPOSALS

Art Image: 2023 WHC Art Competition winner - "Boreal Mist - Ring-necked Ducks" by Isabelle Collin

Habitat Conservation Stamp Initiative

Wildlife Habitat Canada (WHC) is pleased to announce the launch of the 2024-2025 grant program, for projects taking place between April 1, 2024 and March 31, 2025.

The application window will open on July 24, 2023.

The deadline to apply is October 6, 2023.

Apply Online: Applications will be accepted ONLY through our [online grant management platform](#)

Match funding: Projects must demonstrate a minimum 1:1 match ratio (Canadian federal funding cannot be included in matching funds)





Photo Credit: Nashwaak Watershed Association Inc. - Jason Nugent Photography

WHAT WE DO

Wildlife Habitat Canada is a national, not-for-profit, non-governmental, charitable conservation organization that was established in 1984.

The Grant Programs we currently offer:

- **The Habitat Conservation Stamp Initiative:** supports habitat conservation, restoration and/or enhancement or stewardship projects with a focus on wetlands, waterfowl and migratory game birds.
- **Land Trusts Conservation Fund** (*under the Natural Heritage Conservation Plan*): supports Canadian charity land trusts in securing land that contributes to the achievement of the terrestrial and inland water elements of Canada's Target 1 of the Biodiversity Goals and Targets and the protection of habitat for the recovery of Species at Risk.
- **Community Conservation Action Program:** supports small(er) organizations in making conservation achievements within their community, through projects that connect Canadians with nature, engage youth in conservation, or provide educational conservation programming (*funding requests between \$1,000-\$10,000*).





2022 Conservation Stamp "Nordic Light - White-fronted Goose"
Photo Credit: Pierre Girard

THE CONSERVATION STAMP

The Conservation Stamp = Investment in Conservation

The Canadian Wildlife Habitat Conservation Stamp was introduced in 1985 as a way to raise funds for Canadian conservation. The money generated from the Stamp provides funds for important conservation work through WHC's grant program.

The price of the Conservation Stamp, currently \$8.50, has not changed since 1991.

As a result, the Conservation Stamp's purchasing power has been greatly diminished.

Environment and Climate Change Canada put a proposal to increase the price of the Stamp out for public consultation in Spring 2018.

The process has been put on hold and it is still unknown as to when the Minister of Environment and Climate Change will make a decision on the proposed Stamp increase.

WHC continues to advocate for an increase to the price of the Conservation Stamp, which will provide much-needed, additional funds to the important conservation efforts being undertaken across Canada.





*The inaugural painting in 1985 by Robert Bateman
"Mallard Pair - Early Winter"*

PROGRAM BACKGROUND

It all begins with an art competition - artists submit their work to WHC for selection for the Canadian Wildlife Habitat Conservation Stamp.

An art piece is selected or commissioned annually and is affixed to the Canadian Migratory Game Bird Hunting Permit, which is primarily purchased by migratory game bird hunters.

The Stamp and Limited Edition Prints are also purchased by collectors and individuals interested in contributing to the conservation of wildlife habitat in Canada.

Since the establishment of its grant program in 1985, Wildlife Habitat Canada (WHC) has invested over \$64 million supporting more than 1,600 conservation projects across Canada.

Every year, we receive grant requests that more than *double the amount* available through the Stamp grant program

Working with multiple partners across the nation, WHC has leveraged over \$175 million for conservation work through this grant program.



Photo Credit: Delta Waterfowl

OUR STRATEGY

MISSION Conserve wildlife habitat in Canada through wise conservation investments

Given the primacy of habitat conservation in WHC's mission statement, 2024-2025 grant program funding under the Habitat Conservation Stamp Initiative will be allocated on the following basis:

- at least 60% of the funds available will be directed to Habitat Conservation projects;
- up to 30% of the funds available will be directed to Conservation Networking projects;
- up to 10% of the funds available will be directed to Research projects; and,
- up to \$30,000 continues to be available to projects under the NL Murre Conservation Fund.

Invasive Species Policy: Please refer to page 9 of this document for eligibility of Invasive Alien Species projects and activities.

Small Grant Requests: If you are a small(er) organization seeking \$10,000 or less for a project that will connect Canadians with nature, engage youth in conservation and/or provide conservation education programming, please apply to WHC's [Community Conservation Action Program](#).





Photo Credit: Manitoba Habitat Heritage Corporation

APPLICANT ELIGIBILITY

Eligible Recipients of the Grant Program are:



- Canadian Residents;
- Not-for-profit Organizations;
- Indigenous organizations, associations, and wildlife management boards;
- Research, academic, and educational institutions;
- For profit organizations such as small businesses, companies, corporations, and industry associations;
- Local organizations such as community associations and groups, seniors' and youth groups, and service clubs;
- Provincial, territorial, municipal, and local governments and their agencies.

Ineligible Recipients of the Grant Program include but are not limited to:



- International organizations or individuals;
- Federal level organizations or individuals: Government employees, departments, agencies, and crown corporations.





Photo Credit: Stewardship Association of Municipalities

PROJECT ELIGIBILITY



In recognition of the fact that the purchase of the Canadian Wildlife Habitat Conservation Stamp by waterfowl hunters is the primary source of funding for WHC's grant program, within its available budget, WHC will primarily support projects involving the participation of multiple partners that:

- Support the priority conservation activities under the North American Waterfowl Management Plan (NAWMP), including the human dimensions' goal;
- Support regional and local habitat projects of importance to other migratory game birds; or,
- Support the priority conservation and management activities under the Newfoundland and Labrador Murre Conservation Fund.

Funding Requirements:

- Applicants must ensure that project implementation complies with all relevant legislation, regulations, licenses, permits, etc.
- Projects must be carried out between April 1, 2024 – March 31, 2025. If approved, WHC grant funds must be spent within the 2024-2025 fiscal year.
- Projects must clearly demonstrate a minimum 1:1 funding match ratio* in the 2024-2025 fiscal year (i.e., WHC contributions cannot exceed 50% of the Project Revenue). **Funding from Government of Canada programs cannot be considered as match.*
- Confirmed Funding must include signed letters by the partners, confirming cash and in-kind contributions to the project.
 - These letters must accompany the submission of the grant application form.
 - Anticipated funding sources that are not yet confirmed should be clearly identified in the Financial Summary section of the grant application form.
- Projects must read, understand and abide by the Program Guidelines, available online.



Photo Credit: BC Wildlife Federation

PROJECT ELIGIBILITY

Ineligible Expenses - WHC funds cannot be used:



- as a contribution to an endowment fund
- for expenditures directly related to the acquisition of land or an interest in land, including a lease, conservation easement or conservation covenant.

Additional Considerations:

Other items taken into account by the WHC Board of Directors:

- Projects that contribute to an equitable geographic distribution of WHC support across Canada.
- The involvement of multiple funding partners.
- Assurance that WHC funds will be used for project related activities within the specified fiscal timeframe.
- Projects that support the waterfowl hunting community's role and contribution to wildlife and habitat conservation.
- Projects that promote and advocate the importance of wildlife habitat in Canada.
- Projects with a lasting and long-term conservation impact.



Photo Credit: The Nature Trust of New Brunswick

IAS PROJECTS

The WHC Board of Directors recognizes that Invasive Alien Species (IAS) are an important habitat issue; however, in acknowledgement of the reduction in grant funding available through the Habitat Conservation Stamp Initiative, the scope of IAS projects that will be considered has been narrowed.

To be eligible for funding, projects with IAS components must clearly demonstrate activities based on the guidelines provided in the table below.

The focus for funding will be on education and awareness, research and long-term, best practice eradication of IAS, for the future of conservation practices for wetlands / waterfowl / habitat.

Project Type	Education and/or Awareness*	Demo Site*	Research*	Initial Control*	Maintenance*
IAS as Main Focus	Yes	Yes	Yes	Yes	No
IAS is Secondary	Yes	No	Yes	No	No

*Education/awareness projects such as workshops, seminars, and public outreach initiatives.

*Demo site includes projects such as implementation of proven scientific methods in a practical setting.

*Research projects that promote new and innovative scientific methods to further knowledge on IAS.

*Initial Control projects such as early action into the invasive cycle for new found IAS sites.

*Maintenance projects such as maintaining the reduction of existing levels of IAS, without eradication in mind.





Photo Credit: BC Wildlife Federation

SUPPORTING ALL GROUPS

Embracing diversity, for both ecosystems and Canadian organizations, is a core value at Wildlife Habitat Canada (WHC). As we recognize the need for increased inclusion and diversity in all aspects of wildlife conservation and management, WHC is committed to supporting projects from groups with diverse and inclusive goals and objectives for the 2024-2025 grant program.

Eligibility Requirements for these projects:

- Must be carried out between April 1, 2024 – March 31, 2025. If approved, WHC grant funds must be spent within the 2024-2025 fiscal year.
- Must have clear milestones & deliverables in both years and a minimum of 1:1 match.
- Projects are required to be related to NAWMP (wetlands, waterfowl and migratory game birds) and must fall within the scope of our regularly schedule grant programming (See Grant Categories Page 11 - 14 for more details)
- Within the Application, self-identify and demonstrate clearly how your organization or project will be providing improvements to diversity, equity and inclusion within the community of Canada.

For more information on Diversity and Inclusion, please visit www.ccdi.ca





Photo Credit: Nashwaak Watershed Association Inc. - Jason Nugent Photography

GRANT CATEGORIES

Habitat Conservation

Projects under this category focus on direct, on-the-ground activities that:

- address the North American Waterfowl Management Plan (NAWMP) conservation priorities, as outlined in the Habitat Joint Venture Implementation Plans, including conservation, restoration, protection and enhancement of habitat in priority areas; or
- support habitat conservation for other important migratory game birds.

NOTE: For infrastructure repair and/or re-build projects (e.g., water level control structure repairs or replacement), WHC will only consider projects that:

- increase wetland acres and/or improve the ecological integrity of affected acres;
- address long term maintenance needs for infrastructure (which do not rely on any future WHC funding).





Photo Credit: Delta Farmland and Wildlife Trust

GRANT CATEGORIES

Research

Projects under this category focus on furthering the understanding of waterfowl and/or habitat conservation in priority areas or the NAWMP human dimensions component.

NOTE:

To be considered for funding, Research projects require a letter of support, attached at application submission, from the scientific or technical committee of the associated North American Waterfowl Management Plan Habitat (or Species) Joint Venture in Canada.

Academic Institutions

If applying for a grant through an academic institution, such as a college or university, the Applicant must:

- Contact WHC **before** submitting the application if the academic institution requires an overhead expense be charged against the requested WHC grant funds;
- Ensure that the appropriate academic institution administrative office has reviewed the draft WHC Letter of Agreement **before** the application is submitted. If the grant application is successful, the academic institution will be expected to enter into an agreement substantially in accordance with the draft, as a requirement of grant eligibility; and,
- Provide a letter at application submission, from the administrative office confirming that the draft WHC Letter of Agreement has been reviewed, including any comments or changes that may need to be considered if the grant application is successful.



Photo Credit: Manitoba Wildlife Federation

GRANT CATEGORIES

Conservation Networking

Projects under this category address the NAWMP goals and priorities of the human dimensions component, *“Growing numbers of waterfowl hunters, other conservationists and citizens who enjoy and actively support waterfowl and wetlands habitat conservation.”*

Includes:

- wetland educational programs and workshops;
- waterfowl hunter education and/or recruitment programs/workshops;
- web-based conservation education programming/videos;
- projects that advance regional or national stewardship.

NOTE: To be considered for funding, Networking projects must:

- clearly outline the curriculum of the program; and,
- include a follow up component (planned future activities) to demonstrate how the benefits of the program will be sustained in future years and to evaluate the success of the program (e.g., are new hunters continuing to actively hunt after the program?).





Photo Credit: McGill University

GRANT CATEGORIES

Newfoundland and Labrador Murre Conservation Fund

Projects under this category support Murre conservation activities and management, including those that:

- Assess Murre breeding populations, productivity, survival, harvests and other mortality factors;
- Facilitate Murre hunting stewardship and wildlife conservation to ensure that Murre populations are sustained; or
- Involve other Murre habitat conservation activities and events.

Applications submitted under this category are reviewed by the NL Murre Conservation Fund Steering Committee, made up of representatives from Birds Canada, the Government of Newfoundland and Labrador (Department of Environment and Conservation), and Wildlife Habitat Canada. A representative from the Atlantic Region of the Canadian Wildlife Service (Department of Environment and Climate Change) also provides technical information for the committee.

NOTE:

If applying through an academic institution, such as a college or university, the Applicant must meet the requirements listed under "Academic Institutions" for the Research grant category. Please refer to page 12.



Photo Credit: Fondation SETHY

APPLICATION PROCESS

- Application forms must be completed and [submitted online](#).
- Applicants will be prompted first to create a username and password.
- You can add collaborators to your application if there are multiple people assisting you with your submission.
- You can save your work at any point in time.

The application window will open on July 24, 2023.

Note: Any application forms submitted to WHC by email or mail will not be considered.

Before you Press "Submit":

- ➔ Review this Call for Proposals document
- ➔ Review the WHC Letter of Agreement (funding agreement)
- ➔ Explore your applicable Habitat or Species Joint Venture
- ➔ Review the Program Guidance Document and the Program Guidelines available online at www.whc.org/grants

Deadline to apply: Friday, October 6, 2023

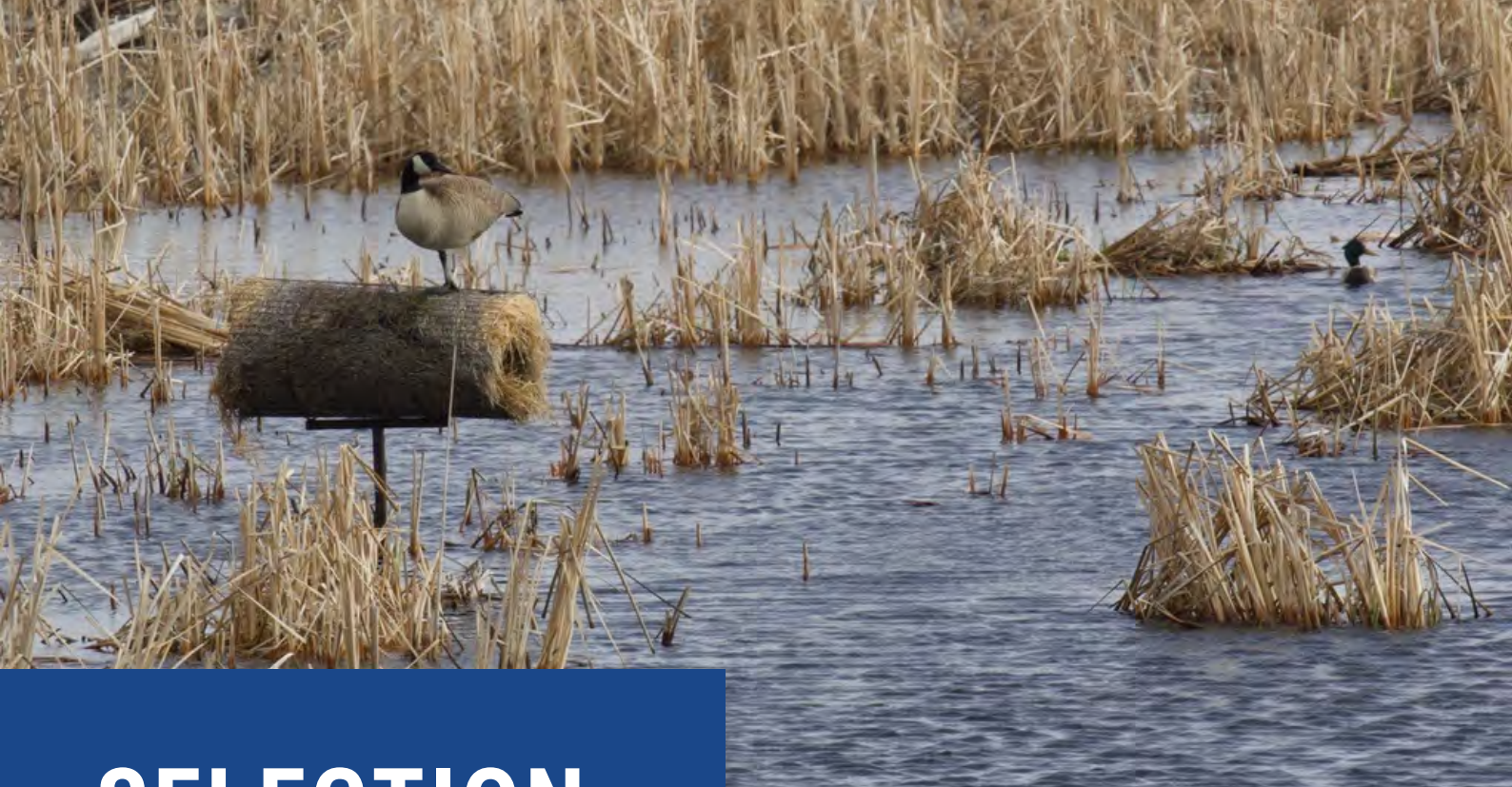


Photo Credit: Delta Waterfowl

SELECTION PROCESS

Grant applications submitted by the October 6, 2023 deadline will be reviewed by WHC Staff for eligibility requirements. A review panel made up of technical and professional subject matter experts will review each application and make recommendations to the Wildlife Habitat Canada Board of Directors in late January 2024.

Applicants will subsequently be advised of the Board's funding decision prior to the start of the 2024-2025 fiscal year (i.e. prior to April, 2024). It is anticipated that award notifications will be provided in February 2024.

Grant applications received by WHC are reviewed on their own merit annually. Please note that receiving funding one year does not guarantee subsequent funding.

Proponents with projects approved for WHC funding will receive a 2024-2025 funding agreement ("Letter of Agreement") for signature. WHC funding is subject to projects meeting the conditions and requirements set out in the Letter of Agreement.

Questions?

If you require any further information, or assistance in completing your applications, please contact **Kylie Graham, Project Manager**, by email (grants@whc.org).

