



THE CONSERVATION TRUST

A Manitoba Climate and Green Plan Initiative delivered by The Manitoba Habitat Heritage Corporation

Conservation Trust Criteria-at a Glance

The Conservation Trust (CT) funds on-the-ground conservation projects across Manitoba's working landscapes that provide Ecological Goods and Services.

- The CT fund uses a two-stage application process
 - Stage 1: Letter of Interest (LOI)
 - Stage 2: Accepted LOIs proceed to full project application
- Applications will be completed entirely online

The following highlights key CT eligibility criteria only.

Please refer to the [Conservation Trust Guidelines](#) for full program details.

Category	Criteria
Eligible Areas	<ul style="list-style-type: none"> • "Municipal Manitoba"
Eligible Applicants	<ul style="list-style-type: none"> • Community-based not-for-profit groups • Provincially-based not-for-profit groups • National not-for profit groups with established Manitoba operations <p>Eligible applicants may include ineligible applicants as project partners</p>
Ineligible Applicants	<ul style="list-style-type: none"> • Organizations without established operations in Manitoba • Governments (including Municipalities and Indigenous Governments) • Individuals • For-Profit organizations <p>Applicants are encouraged to seek knowledge and partnerships from various experts in the field. Ineligible applicants are encouraged to participate as project partners with eligible applicants.</p>
Eligibility Frequency	<ul style="list-style-type: none"> • No lead applicant organization will be awarded more than \$125,000 <i>per funding cycle</i>. Organizations are not restricted from partnering multiple times in the same funding cycle as their own application
Project Timelines	<ul style="list-style-type: none"> • Projects may be for a one or two-year duration
Matching Funds	<ul style="list-style-type: none"> • CT aims to provide one-third of the total project costs with matching funds that meet or exceed a 2:1 ratio • Proposals with less than a 2:1 match ratio will be considered and ranked accordingly • No more than 50% of matching funds can be from provincial government sources • Matching funds for activities that directly relate to the proposal may have been received up to one year prior to the proposed start date of the project

<p>Eligible Projects and Expenses</p>	<p>The Trust will support direct project costs including:</p> <ul style="list-style-type: none"> • Salaries & Benefits tied directly to project delivery • Contractor & Professional Services • Travel & Field Costs • Materials & Supplies • Printing, Production & Distribution Costs • Equipment Purchase, Lease or Rental Costs • Incentive Payments • Overhead/Administration* <p>* the percentage of direct costs will be a factor in review and ranking of project applications.</p>
<p>Ineligible Expenses</p>	<p>The Conservation Trust is a project funder and it is not the intent of the Fund to provide on-going operating or programming support. The following expenses are ineligible however these may be used as match</p> <ul style="list-style-type: none"> • Land purchases • Major equipment purchases (> \$5000 per item) • Management fees • Major capital assets such as buildings • Maintenance of existing projects • Research costs • Feeding or control of wildlife species • Fish rearing, farming, stocking or hatcheries projects • Mapping-only projects that are not integral to the development of a larger CT project • Creation or management of stand-alone electronic databases, websites or file systems • Cultural, heritage, or historical activities • Projects that primarily focus on festivals / tours/ events • Organizational fundraising <p>See Conservation Trust Guidelines for additional ineligible expenses.</p>

<p>Ineligible Activities</p>	<ul style="list-style-type: none"> • 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) • Primary and applied research • Conferences, lecture series, or conventions • Policy promotion and advocacy activities • Rearing or rehabilitating wildlife in captivity • Ongoing control of alien invasive aquatic or wildlife species • Projects whose requested funding exceeds maximum stated limits
<p>Conservation Trust Project Categories</p>	<p>Projects must apply under one of the following Conservation Trust project categories</p> <ul style="list-style-type: none"> • Watersheds • Habitat and Wildlife • Connecting People to Nature • Innovation and Conservation Planning • Soil Health <p>See Conservation Trust Categories-at a Glance and the Conservation Trust Guidelines for more information.</p>
<p>Proposal Review</p>	<p>Full proposal applications undergo a three-tier review process:</p> <ol style="list-style-type: none"> 1) Application review and pre-screen 2) Technical review and evaluation 3) Final review

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 Conservation Trust
- Have significant, measurable, and/or multiple EG&S outcomes (conservation benefits)
- Involve active partnerships and have effective engagement with other organizations
- Request CT funds for one-third of total project costs (have matching funds that meet or exceed 2:1 ratio)
- Show how CT funds help to directly achieve measurable conservation results

After reading both the [Conservation Trust Guidelines](#) and the [Applicant Guide](#), if you still have questions or need assistance, please contact the Conservation Trust Team at [204.784.4354](tel:204.784.4354) (toll free: [1.833.323.4636](tel:1.833.323.4636)) or CTinfo@mhhc.mb.ca.