



# THE CONSERVATION TRUST

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

## Tips to a Successful Application

### Before You Begin

#### 1. Read the Guidelines carefully

- Read the [Conservation Trust Guidelines](#) to understand what the Conservation Trust Funds
- You may also want to read the [Applicant Guide](#) before you decided to submit a Letter of Interest to see what submitting a full proposal might require
- Contact the CT Trust Team if you have any questions about eligibility

#### 2. Make sure you are Eligible

- Check that you are an eligible applicant or who you need to partner with to apply
- Check if your project site is within the eligible areas
- Check if your project and proposed expenses are eligible
- Check to see if at least 50% of your match funding is from non-provincial sources

#### 3. Plan Your Time to Complete the Application

- We cannot accept late applications, out of fairness to all applicants. Please complete and submit your application by midnight CST on the deadline date. The online system will not accept applications after the deadline date
- Build in extra time for unforeseen circumstances (e.g., internet connections, equipment issues)
- We recommend you plan to submit your application well ahead of the deadline (days, not hours). This also gives us time to contact you if we spot any major errors due to the online application process
- Plan time for you to have your project partners, colleagues, or mentors read your proposal and make revisions/edits from that review. If possible, have both experts in your field and those who are less familiar with your project provide feedback

#### 4. Review Application Questions

- Before you start, know what the Conservation Trust is looking for. First review the application questions and consider the review criteria (in the [Guidelines](#)) to ensure you can provide the information needed to fairly assess your project

## Writing your LOI or Application

### 1. Pay attention to the instructions

- Read the Applicant Guide for important advice on required proposal content
- Read the Online User Guide for tips on navigating the Online form

### 2. How to select your Project Category

- Only one project category may be selected
- Your best chance of success is to select the category that best fits your project
- If your project has multiple benefits that apply to more than one category you choose the category which best captures the greatest number of EG&S benefits of your project

### 3. If your project has multiple EG&S outcomes

- For every EG&S selected your proposal should show how your activities contribute to the selected benefits. Project measures should also show how information will be collected on the activities, measures of success, and outcomes

### 4. Make the case for why the Conservation Trust should fund your project

- Provide a compelling case that your proposal addresses an evident conservation need that is a priority for the Conservation Trust. Show that your project will lead to on-the-ground change with significant conservation impacts that provide significant, measurable, and/or multiple EG&S outcomes on Manitoba's working landscapes.
- Do not rely only on extensive attachments or supplemental information to provide critical detail or rationale for your project. Your proposal should be a stand-alone document able to represent your project. Technical Committee members and our Board are reading many proposals and do not have the time to thoroughly review attachments

### 5. Consider incorporating active partnerships and engaging others

- Projects that involve active partnerships and have effective engagement with other organizations will be ranked higher in the partnership engagement section than projects with single applicants

### 6. Incorporate matching cash and in-kind funding where possible

- Proposals with less than a 2:1 match ratio may be considered and ranked accordingly

### 7. Write in clear, concise language

- Reviewers may be reading many proposals, so your application has a better chance of being successful if it is easy to read and well written
- Write a clear topic sentence for each paragraph with one main point or idea
- Ensure that your proposal follows a logical flow of topics and content
- If writing is not your strength, seek help!

### 8. Make sure that your budget is clear and complete

Your budget should contain enough detail for reviewers to determine if it is cost effective

Important criteria to check:

- Show how the requested funds are for direct project costs
- Place proposed expenditures in the correct sections
- Include your full project budget, not just the portions that you are asking CT to fund
- Use the budget notes section of the table to explain any administration fees and capital items >\$5000, if relevant
- Capture anticipated partner contributions
- Identify if partner contributions are from a Provincial Government source
- Cross check your totals

#### 9. Leave time to edit

You've most likely been looking at the same words, sentences, and paragraphs repeatedly. Allow someone with fresh eyes to read your content, check your punctuation, and give you feedback on whether the content flows

- Check for typographical errors, misspellings, grammatical mistakes, and formatting
- Ask those who are providing a review to use a critical eye and evaluate the application using the review criteria
- Prior to submission, look over the entire grant application one final time

#### 10. Ensure your application is complete

- Reviewers look for information in specific sections of the applications
- We cannot accept incomplete applications, so please review your application to ensure you have provided everything we need to assess your application

### Contact Us

If you have questions about your project's eligibility, your proposal, what reviewers are looking for, or any other details of application and grant management, please contact the Conservation Trust team at

*204.784.4354 (Toll free 1.833.323.4636) or [CTinfo@mhhc.mb.ca](mailto:CTinfo@mhhc.mb.ca)*

## CT Application Checklist

### Does your application ...

- Clearly describe the conservation issue to be addressed
  - Describe the urgency/priority and the risk if nothing is done
  - Indicate if your project being done as a part of a conservation plan (e.g. watershed plan, conservation plan, habitat plan)?
  - Describe how the proposal intends to solve the problem
  - Optional: Provide facts, stats and knowledge to support the project
  - Optional: Provide justification to support the project including scientific support, literature reviews, local expert and/or Indigenous knowledge, conservation plan (watershed plan, conservation plan, habitat plan)
  - Develop measurable (SMART) objectives for how the project will address the conservation issue
  - Describe activities, timelines, and methods to achieve the objectives
  - Develop measures of success for the project
  - Have a completed and uploaded work plan
  - Show how will you know if this project has been successful?
  - Describe the conservation benefits of the project (EG&S outcomes)
  - Show how the project, including specific activities, contributes to each of the EG&S outcomes selected in Section 1?
  - Optional: Briefly describe an evaluation plan or strategy to assess project outcomes
  - Develop partnerships and engage in consultation
  - Describe your communications plan on how you intend to distribute any information products and / or extend the results of the project to the community
  - Show how will you recognize CTs contribution to the project
  - Identify any licenses/permits/approvals needed
  - Identify any sources cited
  - Have a complete and uploaded [Application Budget](#)
    - Identify matching funding sources and whether confirmed or pending
    - Indicate whether the funding is from the Manitoba Provincial Government
    - Indicate whether the funding is cash or In-kind
    - Indicate project costs by budget category
    - Identify total Conservation Trust funding request
    - Identify any capital expenditures >\$5000 and described in the budget notes text box
- Have any optional attachments
- Maps
  - Site Photos