



# Conservation Trust Guidelines

SPRING 2025 CALL FOR PROPOSALS

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## What's New for 2025

- Organizational funding limit has been increased from \$500,000 to \$600,000.
- The category limits for Habitat & Wildlife, Soil Health and Watersheds have increased to \$600,000.
- Connecting People to Nature category limit has increased to \$75,000.
- Cash matching funds should be expensed by the applicant. Financial transactions that occur via project partners and landowners should be categorized as In-kind match.
- Match being claimed for forgone incentive payments on eligible activities must be done at rates disclosed and approved at the application stage. Rates should be calculated using the same approach as if it was a Trust funded activity.

*Manitoba Habitat Conservancy (MHC) is working to embed Inclusion, Diversity, Equity and Accessibility (IDEA) into our organization through our policies, operations, and programming. We recognize this requires intentional effort, continuous learning, and the active involvement from all members of our community.*

*We encourage organizations applying for funding from MHC to demonstrate a commitment to IDEA principles and practices. To build on this, we will be reviewing how to best integrate IDEA principles into the Trust Program and the grant application process for implementation in future intakes.*

## Manitoba Habitat Conservancy

MHC was established in 1986 as a provincial Crown Corporation by the Manitoba Habitat Heritage Act. MHC underwent a significant transformation on February 1, 2021 when it moved out of government to become a charitable organization (CRA charitable registration #126479468 RR 0001). To complete the transformation, Manitoba Habitat Heritage Corporation was rebranded as the Manitoba Habitat Conservancy in the fall of 2023.

While the organization has evolved over the decades, its purpose – conservation, restoration and enhancement of fish and wildlife habitat – has remained the same. The mission of Manitoba Habitat Conservancy is to realize enduring conservation benefits through investment in and delivery of initiatives that achieve productive natural landscapes and community well-being. MHC seeks innovative solutions to conservation challenges that benefit landowners, wildlife, and all Manitobans.

Since its establishment, MHC has increasingly facilitated conservation partnerships and voluntary, farm-friendly conservation initiatives that promote ecosystem health and biodiversity. MHC has built on this experience, as well as the advice of many local, regional and national organizations, in the development of the grant programs for the Trusts.

# About the Conservation Trust

The \$102 million Conservation Trust was established in 2018 by the Government of Manitoba to fund activities that promote the conservation of natural resources by creating, conserving, or enhancing natural infrastructure for the benefit of Manitobans.

The Conservation Trust is a dedicated fund held by the Winnipeg Foundation, with annual grant revenues managed and disbursed by MHC. As a proposal-driven fund, The Conservation Trust invites grant applications from Manitoba non-profit organizations for on-the-ground projects that benefit watersheds, habitat and wildlife, advance innovation and conservation planning, enhance soil health on Manitoba's working landscapes, and connect people to nature. The Conservation Trust focuses on providing a broad range of Ecological Goods and Services (EG&S) benefits to Manitobans.

The activities supported by The Conservation Trust will achieve the following outcomes: conserve biodiversity, increase production of harvestable wildlife, mitigate floods and droughts, and improve water quality by decreasing nutrients and other pollutants entering waterways. In addition, Trust funded activities will improve climate change mitigation through carbon sequestration and reduction of greenhouse gases, improve soil health, and decrease soil erosion. Projects may also provide other value to Manitobans, such as improve opportunities to connect people to nature. Highest priority will be given to projects that impact significant areas of land, significant numbers of people, and demonstrate significant and/or multiple EG&S outcomes. The majority of funding will go towards landscape-based proposals for watersheds, habitat, and wildlife. See the 'Funded Projects' section on [mbhabitat.ca](http://mbhabitat.ca) for a list of funded projects.

A thorough review process is designed to select projects that meet or exceed basic eligibility requirements, including:

- Address a 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/or engagement with other organizations
- Have matching funds (cash and/or in kind) that meet or exceed a 2:1 ratio; i.e. Conservation Trust request is for one-third of the total project costs

## Land Donation Support Fund

The Conservation Trust also provides funding for groups wishing to receive financial support for donations of land and conservation agreements via the Land Donation Support Fund (LDSF). The LDSF provides cost-shared funds to cover a portion of closing costs (e.g. legal fees and appraisals tied to securing donations).

Applications for this fund may be made directly to MHC at any time. Funds for the LDSF are available on a first come first serve basis, with new funding being made available at the beginning of each year. For those interested in applying for the LDSF, please contact your Grant Associate.

### WHAT IS NATURAL INFRASTRUCTURE?

Natural infrastructure is an area or system that is either naturally occurring or naturalized and then intentionally managed to provide multiple benefits for the environment and human-wellbeing.

### WHAT ARE WORKING LANDSCAPES?

Working landscapes are areas where people and significant economic activities co-exist with natural lands and water. Working Landscapes have a higher immediate risk of loss than areas without significant economic activity. Working Landscapes have generally experienced significant loss of natural areas already and the future risk of loss remains significant.

### WHAT ARE ECOLOGICAL GOODS AND SERVICES?

Ecological goods and services (EG&S) are the societal benefits that come from healthy ecosystems. EG&S can include market goods produced from ecosystems (ex: commodities, food, and fiber), benefits from ecosystem processes (ex: nutrient cycling, water purifications and carbon storage, etc.) and other values such as improving recreational opportunities.

# Conservation Trust Call for Proposals

## Spring 2025 Timeline

LETTER OF INTEREST INTAKE OPENS	SEPT. 9/24
LETTER OF INTEREST INTAKE CLOSES	OCT. 7/24
LETTER OF INTEREST NOTIFICATIONS	OCT. 25/24
PROPOSAL INTAKE OPENS	NOV. 1/24
PROPOSAL INTAKE CLOSES	NOV. 29/24
GRANTING NOTIFICATIONS	APRIL 2025



# Conservation Trust Categories

Organizations seeking funding from the Conservation Trust may apply for up to \$600,000 total across the six Conservation Trust funding categories listed below. An applicant may submit multiple applications.

Applications may be approved for partial or full funding. Applicants may partner on additional proposals over and above their funding cap. Watershed Districts may also apply for a maximum of \$100,000 across the six Conservation Trust funding categories, for activities not eligible under GROW.

Categories should be selected based on deliverables achieved within the project period.



## HABITAT AND WILDLIFE

### UP TO \$600,000

- Projects designed to improve habitat quality and quantity
  - Activities that enhance populations of key wildlife species or suites of species
  - Habitat activities that support a regional, provincial, or national plan for wildlife or habitat
- Project examples may include:**
- Wildlife habitat restoration and enhancement activities
  - Grass and forage cover plantings
  - Native prairie and rangeland enhancement
  - Pollinator habitat establishment
  - Block plantings for forests and wildlife corridors
  - Fish habitat restoration above the waterline
  - Crown land habitat restoration or enhancement that is within agricultural landscapes



## WATERSHEDS\*

### UP TO \$600,000

- Projects that have water quality and quantity (water retention, drought mitigation, etc.) as key EG&S outcomes
  - Activities that contribute to other EG&S such as biological diversity, soil conservation, carbon sequestration, etc.
  - Activities that support established priorities in an integrated watershed management plan, established basin plan, or a plan that has watershed health as a fundamental objective.
- Project examples may include:**
- Wetland restoration and enhancement
  - Water retention with a significant habitat enhancement component\*
  - Riparian habitat enhancement
  - Forage plantings that have significant watershed benefits, e.g. buffer zones, grassed waterways, forage plantings on marginal croplands

\*Water retention projects that deliver multiple ecological goods and services (EG&S) benefits will be ranked higher than projects that are designed simply to store water. Natural infrastructure projects that incorporate habitat (e.g. re-vegetating associated berms and structures, inclusion of pollinator habitat, inclusion of tree planting around a structure, etc.) will be ranked higher than those with a single or few EG&S benefits.



## SOIL HEALTH\*

### UP TO \$600,000

- Activities that build soil organic matter, decrease soil erosion, and increase carbon sequestration through perennial cover management, or other cropping practices that maximize the period of living roots in the soil on agricultural lands

**Project examples may include:**

- Perennial cover management primarily to enhance soil health
- Grazing and cropping systems that align with regenerative agriculture principles and practice

*\*Priority will be given to projects that emphasize perennial cover systems or multi-species cover crop systems*



## INNOVATION

### UP TO \$100,000

- On-the-ground pilot projects that are designed to focus on new approaches to the conservation of land, water and wildlife. Deliverables must be tied to on-the-ground projects within the grant period.



## CONSERVATION PLANNING\*

### UP TO \$25,000

- Large area planning initiatives at an eco-regional, basin, or multi-species scale

*\*Successful planning applications will guide on-the-ground conservation projects in the near-term*



## CONNECTING PEOPLE TO NATURE\*

### UP TO \$75,000

- Landscape Enhancements, e.g. riverbanks and natural greenways or equivalent natural areas in urban or high use rural settings
- Projects that improve citizens access to nature (e.g. trails) or enhance a visitor's experience with nature (signage)
- Outdoor-based interpretive and/or educational programs specifically designed to connect people with nature and foster environmental awareness and conservation efforts

*\*Funding is limited in this category. Projects in the Connecting People to Nature category that include all three activities (landscape enhancements, infrastructure enhancements, and provide in-person outdoor-based interpretive programming) will be ranked higher.*

# Application Requirements

## ELIGIBLE AREAS

- Project sites located within Manitoba's working landscapes
- Projects in Urban and Suburban Settings: Support for projects in urban/suburban settings is primarily focused on projects in the Connecting People to Nature category. Projects in urban and suburban settings that will impact larger tracts of habitat may be considered in other funding categories beyond the Connecting People to Nature category

## ELIGIBLE APPLICANTS

- Community-based not-for-profit groups
- Provincially-based not-for-profit groups
- National not-for-profit groups that have established operations within Manitoba

Applicants are encouraged to seek knowledge from various experts in the field as well as local community leaders, and develop partnerships with other organizations. Organizations are not restricted from partnering multiple times in the same funding cycle.

## INELIGIBLE APPLICANTS

- Organizations without established operations in Manitoba
- Governments (including Municipalities and Indigenous governments)
- Individuals
- For-profit organizations

Ineligible applicants are encouraged to participate as project partners with applicants. Grant recipients with existing funded projects that are substantially behind their proposed work plan and deliverables may be restricted from re-applying.

## ELIGIBLE EXPENSES

### Direct Project Costs

- Materials and Supplies associated with the construction, delivery, or establishment of the project
- Construction Services
- Consulting/professional services: includes consultants and legal fees
- Equipment Rental
- Communications (e.g., advertising, signage, outreach materials, etc)
- Landowner Establishment Costs include all other payments to landowners working on their own land, with the exception of incentive payments
- Incentive payments are direct payments to landowners to encourage them to take part in projects that are expected to result in a loss of future income-generating potential from the land affected

### Delivery Costs

- Salaries and Benefits\*
- Travel & Field Costs\*: If traveling outside of Manitoba, please consult with your Grants Associate
- Administration and Overhead associated with proposal\*: (board expenses, management costs, rent, phones, computer infrastructure)

*\*Note: Applicants could choose to capture all expenses in a day rate which is entered in the Salaries and Benefits line*

## INELIGIBLE EXPENSES

The Trusts are project funders, and it is not the intent of the funds to provide on-going operating, maintenance, or core operating support. The following expenses are ineligible for Trust funding, however, these may be used as match. **For Ineligible Match, see page 11 .**

### **Ineligible expenses include, but are not limited to:**

- Activities primarily focused on festivals and general public events
- Contributions to endowment funds
- Cover crop insurance
- Fence removal
- General repairs or rebuilding of existing projects (may be eligible under specific circumstances)
- Land purchases and easements
- Major capital assets such as buildings
- Major equipment purchases (> \$5000 per item)
- Mapping-only projects that are not integral to the development of a larger Trust funded project
- Organizational fundraising
- Research costs
- Routine brush control of fence lines
- Tenancy agreements/rentals
- Water quality monitoring

## INELIGIBLE ACTIVITIES

The following activities are ineligible for Trust funding, however, these may be used as match. For Ineligible Match, see page 11 .

### **Ineligible activities include, but are not limited to:**

- Conferences, lecture series, or conventions
- Feeding or control of wildlife species
- Fish or wildlife rearing, farming, stocking, or hatcheries projects
- Law enforcement activities
- Policy promotion and advocacy activities
- Prevention and ongoing control of alien invasive species or wildlife species
- Primary and applied research (see definitions, page 17 and 18 )
- Projects with a primary purpose of providing irrigation services to landowners are generally not eligible for funding from the Trusts. If there are significant EG&S benefits to the project, beyond water storage, a small portion of project costs may be eligible.
- Rearing or rehabilitating wildlife in captivity
- Reduction of point-sources of nutrients and other contaminants: from sewage lagoons, similar waste-water treatment facilities, and water retention ponds. The Trusts focus on supporting landscape-based activities where the primary water quality issue is non-point sources of nutrients and other contaminants affecting surface waters
- Well sealing
- Sod seeding in native grasslands

### **The following activities are ineligible for Trust funding and are also ineligible match:**

- Any activities that result in habitat, wildlife and/or water degradation or loss
- Any activities that must be undertaken because of a government order or regulatory requirement (e.g. wetland restoration activities mandated by regulation)
- Construction and maintenance of drainage and other significant infrastructure (drains, machinery crossings, etc.)
- Land operating costs such as property taxes, debt servicing, etc.
- Using multiple funders (unknownst to them) to fund activities at a combined cost that exceeds accepted markets rates and/or established landowner cost-shares (this activity is known as stacking. See page 17)

## MATCHING FUNDS

### **See Appendix A, Tips for Calculating Match**

- The overall objective for the Trusts is a total match ratio (cash and/or in-kind) of 2:1
- Matching funds can be cash and/or in-kind goods and services
- Projects with less than a 2:1 match ratio may 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 project may have been expended up to one fiscal year prior to the proposed start date, e.g. April 1st – March 31st
- Match funding that has already been applied to a Trust project cannot be applied to another Trust project

### **Examples of Cash Matching (costs with a financial transaction paid for by applicant)**

- Project staff time paid for by the applicant
- Goods and services paid for by the applicant
- Donations with a tax receipt
- Funds received from the GROW Trust cannot be used as match for the Conservation Trust

### **Examples of In-Kind Matching (non-financial transactions valued at generally accepted market rates and/or financial transactions that are not paid for by the applicant)**

- Landowner and community time in project planning and establishment
- Community volunteer time
- Goods and services provided for free (e.g. land use where no incentive payment is provided)
- Project staff time and goods and services paid for by project partners including landowners

See the Trusts section of the MHC website for an example in-kind tracking form: <https://mbhabitat.ca/the-conservation-trust/conservation-trust-all-downloads/>

**If you experience a significant match deficiency during project implementation, and no longer meet the 2:1 match ratio requirement, please contact your Grants Associate. If you are unsure if your project is eligible or have questions about match, please contact the Trusts Grants Associates at [granting@mbhabitat.ca](mailto:granting@mbhabitat.ca). If you are a returning applicant, please contact your designated Grants Associate.**

## PROJECT TIMELINES

Groups may submit applications for up to two years for project activities.

## PARTNERSHIPS AND COLLABORATION

Trust criteria are designed to encourage broad, effective partnerships that increase capacity between partners. Partners may be involved in the planning and/or project establishment. Project applicants are responsible for project deliverables and should retain all relevant project information. Trusts Grants Associates will communicate with the Project applicant. Partnership projects require additional cooperation and communication and project applicants should budget sufficient time and resources for this. Projects demonstrating interactive partnerships will be ranked higher in the partnership engagement evaluation category. For approved projects a signed letter from the partner(s) that clearly outlines the partner roles and responsibilities may be required as part of the contribution agreement.

## PROJECT ESTABLISHMENT AND MONITORING

### Project Establishment

Most grants from the Trusts will involve significant activities and expenses at the front end to establish projects on the ground. MHC considers this phase to be the *Project Establishment Period*.

#### Examples of project establishment activities include:

- Design and construction of a water retention project
- Design and construction of drain plugs for wetland restoration
- Installation of fences and watering systems for grazing projects
- Purchase of seed, shrubs or trees, whether purchased by the grantee or cooperating landowners
- Establishment of grass, forage, or tree plantings, whether completed by the grantee or cooperating landowners
- For most grants, the establishment would occur within a two-year period.
  - + As part of landowner establishment costs we are accepting Forage Establishment Insurance at MASC approved rates for projects that sign 10-year landowner agreements

### Incentive Payments

Additional payments to landowners, often termed 'incentive payments' may also be made, especially when the income generating potential of the land is restricted by the project. This is especially true when projects alter existing land use, e.g. restoration of a drained wetland. Amounts and timing of these additional payments need to be specified in a written agreement with the landowner.

- If the conservation project includes incentive payments for existing natural areas, those lands should be of high environmental value and at high risk of loss.
- Incentive payments should be made to landowners following the verification of successful project establishment.

Restoration of temporary wetlands where the resulting wetland will be classified as a Class III (or higher) wetland as per the Steward and Kantrud Wetland classification system may receive an incentive payment for the agreement term length in order to ensure the efficacy of the restoration project. Once the restoration project term length has ended, no future incentive payments would be eligible.

### Landowner Agreements

All activities occurring on properties not owned or controlled by the grantee will be supported by written agreements between the grantee and the landowner.

Those agreements should include responsibilities of the landowner and the grantee as well as the duration of the agreement and the project area.

Longer term lengths will be prioritized by the Trusts and are encouraged to ensure that the intended environmental goods and services are achieved.

Landowners may elect to have incentive payments made to renters of their lands. If so, the agreement must reflect the landowner's decision to direct payments to the renter and the renter's acceptance of the conservation project provisions.

As a demonstration of due diligence, grantees are encouraged to include a question on their landowner application form that requests the landowner disclose current or future partner funders on the same project, and if the project is occurring on areas with existing Conservation Easements.

### Project Monitoring

Once established, Grantees are responsible to ensure all projects are monitored regularly over the life of the agreement to ensure that they continue to function effectively.

## PROJECT REPORTING TIMELINES

PROJECT LENGTH	INTERIM REPORT DUE DATE	FINAL REPORT DUE DATE
One-Year Projects	N/A	April 30th, 2026
Two-Year Projects	April 30th, 2026	April 30th, 2027

## PROJECT AMENDMENT REQUESTS

A project amendment form can be requested from your Grants Associate who will assign the form to you in the Online Grant Portal. The grantee can apply to modify their project activities, duration, deliverables, budget, or terms of the agreement, the acceptance of which will be subject to MHC review and approval.

Possible modifications which may require an amendment include, but are not limited to:

- Project extensions; or
- Changes to project deliverables and/or activities (as described in the Proposal, including Output Table, and Workplan); or
- Any budget re-allocations that exceed 10% or \$35,000, in or out a budget category, will be subject to review and approval by MHC

If you are considering any changes, please contact your Grants Associate to determine whether a Project Amendment Request is necessary.

Project Amendment Requests can be received at any time, but no later than 60 days prior to the expiration of the project term (i.e., received by the end of January for a project term ending March 31st).

# Application Process

The Trust Funds use a two-stage application process. All applications and reporting will be completed entirely through the online Grant Management System.

- Stage 1: Letter of Interest
- Stage 2: Project Application

**STAGE 1:** Open call for Letters of Interest (LOI), using the online form. LOIs will be screened to ensure proposed projects meet the Trusts criteria.

In the event that a Trust category is significantly oversubscribed, the number of LOIs that may proceed to a full application may be restricted.

**STAGE 2:** If the LOI is accepted, applicants will be invited to apply for project funding. The LOI invitation to submit a full application does not imply a guarantee of funding.

## Review Process

**Applications will undergo a multi-tier review process:**

1. Applications will be screened to determine eligibility and suitability
2. Applications will be forwarded to a Technical Advisory Committee (TAC) for technical review, evaluation and ranking. Reviewers have diversified expertise in wildlife, biodiversity, soil and water conservation, and are not employed by organizations eligible for Trust funding

Application review criteria include:

- Potential conservation benefit
- Alignment with Trust outcomes
- Technical feasibility
- Deliverables and delivery cost efficiency (cost/benefit)
- Extent of co-benefits
- Partnership engagement and matching funds
- Project sustainability
- Organizational capacity and delivery history
- Evidence to support project activities

3. Recommendations from the TAC will be forwarded to MHC
4. MHC makes a final determination of successful applications and funding levels, based on TAC rankings, funds available and Trust priorities. MHC's decision is final
5. All applicants will be notified of decisions

While not a part of the current review process, MHC encourages organizations applying for Trust funding to demonstrate a commitment to Inclusion, Diversity, Equity and Accessibility (IDEA) principles and practices. We will be reviewing how to best integrate IDEA principles into the Trust grant application process for implementation in the future.

## APPLICATION PROCESS FEEDBACK

MHC seeks your input to help develop the best possible process for the Trusts. A brief anonymous online survey regarding the grant application process will be distributed to applicants as part of the grant application process.

**For any questions regarding the Trusts please contact a Grants Associate at [granting@mbhabitat.ca](mailto:granting@mbhabitat.ca). If you are a returning applicant, please contact your designated Grants Associate.**

## Appendix A – Tips for Calculating Match

- Applicants can go back one fiscal year (April 1st – March 31st) from project start date for match (meeting and planning, feasibility, etc.)
- Utilize other non-MHC Trust funded grants associated with your project
- Include time from partners towards the project, including attending meetings, completing project work, etc.
- Include time from community volunteers or landowners completing project work on their land
- Calculate the time at the cost it would take to replace it (e.g. What would it cost if you had to hire a contractor to do the work?)
- Advisory Committee or Board member time is eligible. In the absence of any other calculated rate \$250/day may be used to estimate expenditures.

Note that for Audit purposes, the Trusts require you keep a record for both cash and in-kind match in as careful a manner as you would for Trust expenditures.

See the Trusts section of the MHC website for an example in-kind tracking form: <https://mbhabitat.ca/the-conservation-trust/conservation-trust-all-downloads/>





# Appendix B – Calculating the Value of In-Kind Land

If land of a third party is being impacted by a project and incentive payments are not being offered, the value may be used as an in-kind contribution.

- Match should be equivalent to the opportunity cost, in this case the loss of agricultural income that occurs because of the project
  - + E.g. If land that is currently cultivated is going to be dedicated to a wetland restoration/ water retention project, then the loss of agricultural use is essentially 100%
  - + If that same property has perennial cover established, but the landowner can hay or graze, then the loss of agricultural opportunity is partial, and the in-kind calculation should reflect this (e.g. 30-60% of the agricultural value of the land)
  - + If non-arable land is impacted by a conservation project, then the impact on agricultural production is expected to be very small (10% or less)
- The area of land that is counted as match should be the footprint of the project plus a reasonable buffer zone. Tree-planting projects may include a buffer zone up to three times the planting area. Wetland and water retention projects may define a footprint up to 1.5 times the water area. For grassland projects, the footprint is the area of impact
- Land operating costs such as property taxes, debt servicing, etc. are not eligible
- Lands owned by conservation organizations and managed for conservation purposes may not be used in this manner to develop in-kind contributions to grant proposals

Match being claimed for forgone incentive payments on eligible activities must be done at rates disclosed and approved at the application stage.

Rates should be calculated using the same approach as if it was a Trust funded activity.



# Glossary of Terms

**CARBON SEQUESTRATION:** a process that removes carbon from the atmosphere and stores it in the natural environment.

**CONSERVED:** where existing natural infrastructure is protected/ unchanged through an agreement.

**ECOLOGICAL GOODS AND SERVICES:** the positive conservation benefits that come from healthy ecosystems, including clean water and air and enhanced biodiversity. Ecological goods & services include market goods produced from ecosystems (commodities, food and fiber), improved wildlife habitat, benefits from ecosystem processes, including water purification or carbon storage and other values such as improving recreational opportunities. Ecological Goods and Services are sometimes referred to as EG&S.

**ENHANCED:** an activity that improves existing natural infrastructure in terms of ecological function. i.e., a landowner implementing a new grazing system on an existing grassland.

**FISH HABITAT "ABOVE THE WATERLINE":** riverbank and lake shoreline enhancements that significantly contribute to fish habitat restoration. An example would be establishing bank vegetation to promote bank stability, decrease silt accumulation, reduce the degree to which rocks, boulders, gravel, etc. are embedded in silt and sand (embeddedness) and provide shade, and nutrients and insects for food.

**NATURAL INFRASTRUCTURE:** natural infrastructure is an area or system that is either naturally occurring or naturalized and then intentionally managed to provide multiple benefits for the environment and human-wellbeing. (<https://www.iisd.org/articles/multiple-benefits-natural-infrastructure>)

**OBJECTIVES:** describe the specific, measurable ways a project will address the conservation issue identified. Objectives should be S.M.A.R.T. – specific, measurable, achievable, relevant and time-bound.

**OUTPUTS:** result from activities that you carry out and are an indication of project effort. Outputs are measurable and can be activities that you do, people you are trying to reach, products or services you provide, e.g. in a wetland restoration the outputs are the number of acres of restored wetland, the water storage capacity (volume), wildlife benefits, etc.

**OUTCOMES:** are the estimated Ecological Goods & Service benefits you wish to achieve or changes or benefits that result from project activities. Outcomes measure how people and the environment are impacted by your project, e.g. in the above example of a wetland restoration the outcomes are the volume of water actually held back in a runoff event, the quantity of nutrients sequestered (phosphorus, etc.), and the amount of carbon sequestered.

**PRIMARY AND APPLIED RESEARCH:** research projects, including feasibility studies of new land and water conservation concepts, are not eligible for Trust funding, though these activities may be used for matching fund purposes if the research activity relates to the project proposal.

**RESTORED:** an activity that restores natural infrastructure that no longer exists to a semblance of its original condition. i.e., taking a drained wetland and plugging the drain.

**RIPARIAN ZONES:** the transition zones that are found along streams, rivers, lake shores and wetlands. These areas support unique wildlife and plant communities. Healthy riparian areas have many important functions in our watersheds (Manitoba Climate and Green Plan).

**STACKING:** multiple funders (typically unbeknownst to them) fund activities at a combined cost that exceeds accepted market rates and/or the established landowner cost-shares

**Examples:**

1. A Trust funded project is approved for incentive payments at a specific rate and later funding from an additional funder is added to increase the incentive payment above the specific rate.
2. A Trust funded project is approved with a landowner cost-share, and later funding from an additional funder is added to substitute landowner cost-share.

**WORKING LANDSCAPES:** areas where people and significant economic activities co-exist with natural lands and water. Working Landscapes have a higher immediate risk of loss than areas without significant economic activity. Working Landscapes have generally experienced significant loss of natural areas already and the future risk of loss remains significant.



  
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Photo by: Peter Lindsay