

Embedding Evaluation into the National Fish & Wildlife Foundation's Conservation Initiatives

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The National Fish & Wildlife Foundation

- Congressionally chartered in 1983
- Mission: Conserve & restore nation's wildlife & habitats
- Match public with private dollars
- 10,000 grants to ~3,500 grantees
- \$635 million invested in projects nationwide & > 50 countries



Traditional Role of NFWF Evaluation

- Retrospective assessment of existing programs
- 12 evaluations; ~1/3 of NFWF programs
- Data limitations



NFWF's New Strategic Direction

- Board mandate
- Opportunistic → Strategic grantmaking:



- Fish
- Birds
- Marine & Coastal
- Wildlife & Habitat

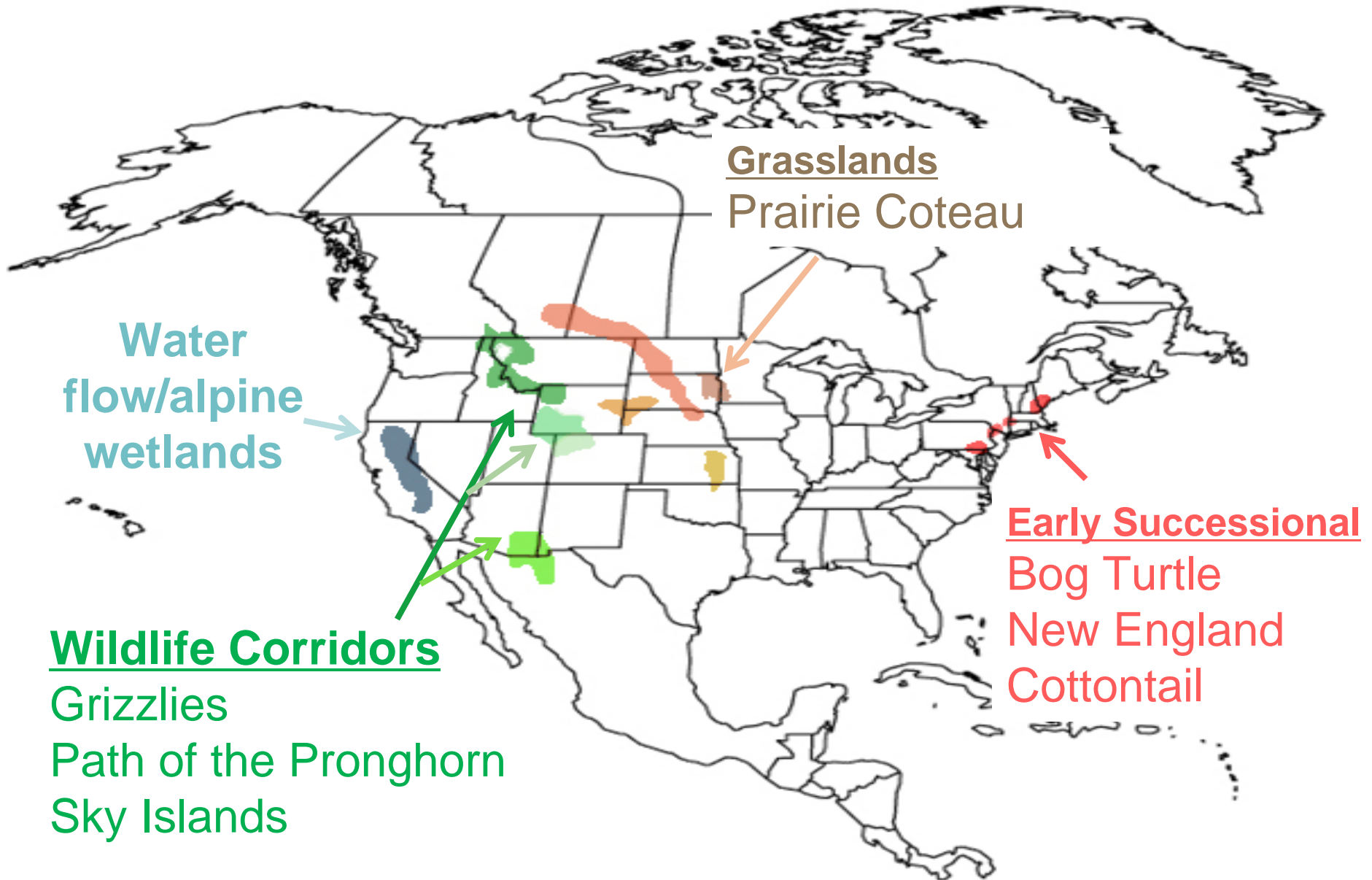
- Changed:
 - How we select **WHAT** we work on
 - **HOW** we work on it:
Design, Implementation, M&E



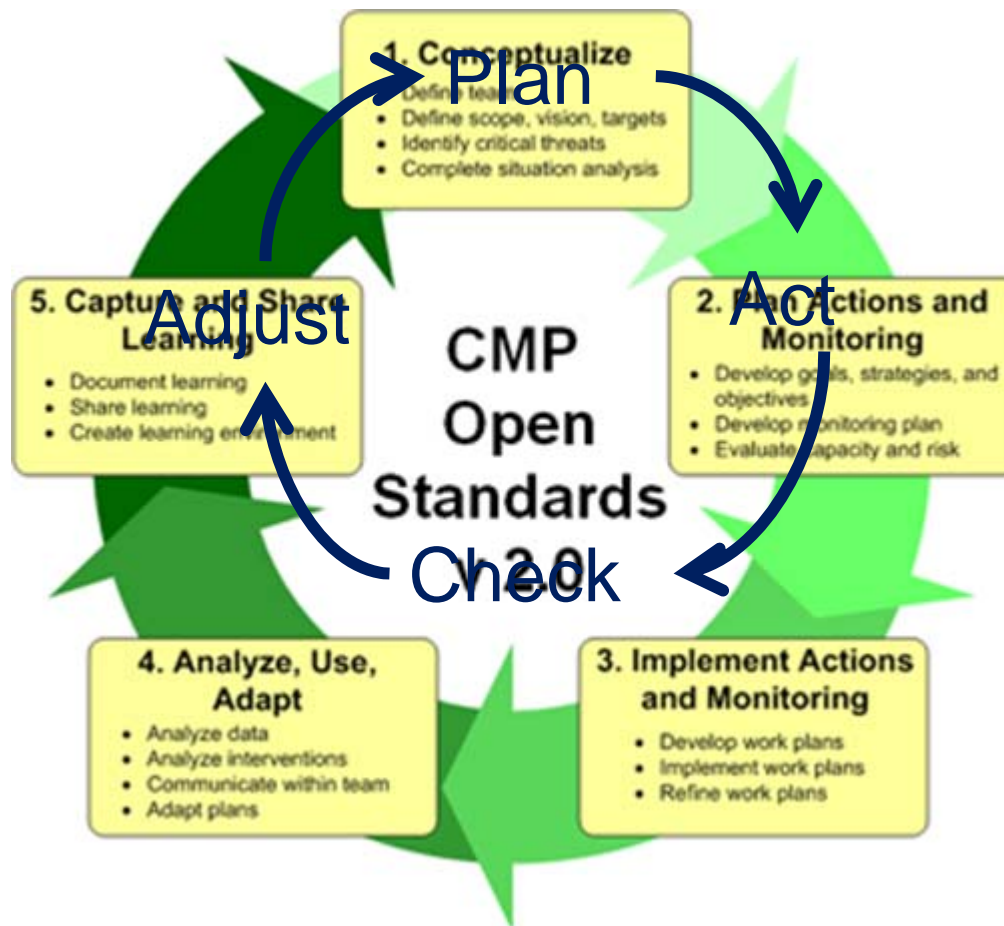
Shift in Selection of Conservation Initiatives



Wildlife & Habitat Initiatives



Shift in Initiative Design & Implementation



Initiative Design & Implementation



- Convene partners
- ID & prioritize key threats
- Define conservation targets

Sky Islands Grasslands



Ag practices

Land
conversion
for farming

Predator &
Varmint
control

Rangeland &
Ranchland
Mgmt Practices

Subdivision &
Development

Mining

Chytrid
fungus

Poaching

Invasive
aquatic
species

Fire
suppression

Fences

Sky Islands Grasslands Initiative Conservation Targets

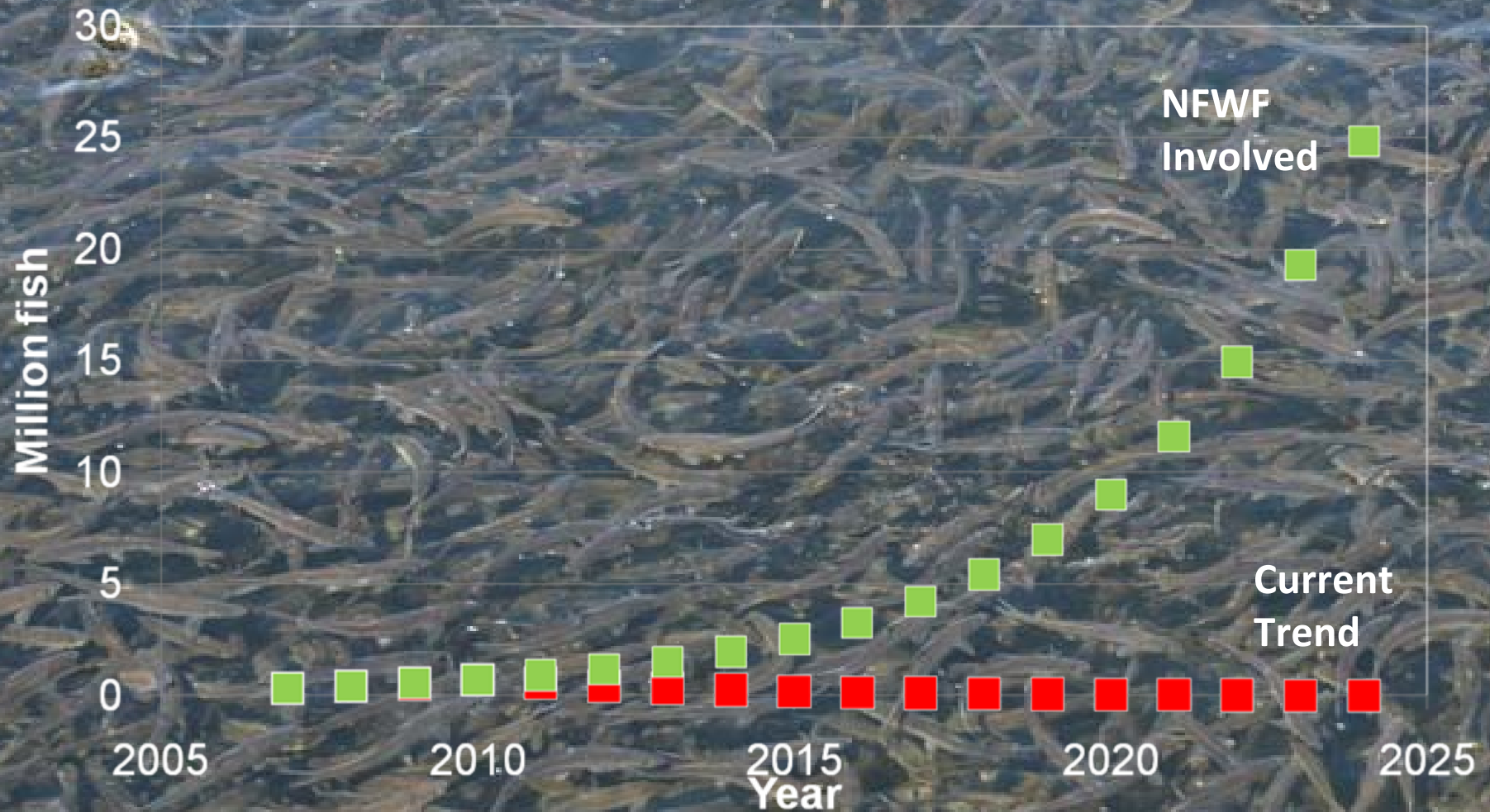


Initiative Design & Implementation



- **Define goals**
- ID priority geographies
- ID priority strategies
- Assess risk
- ID priority metrics

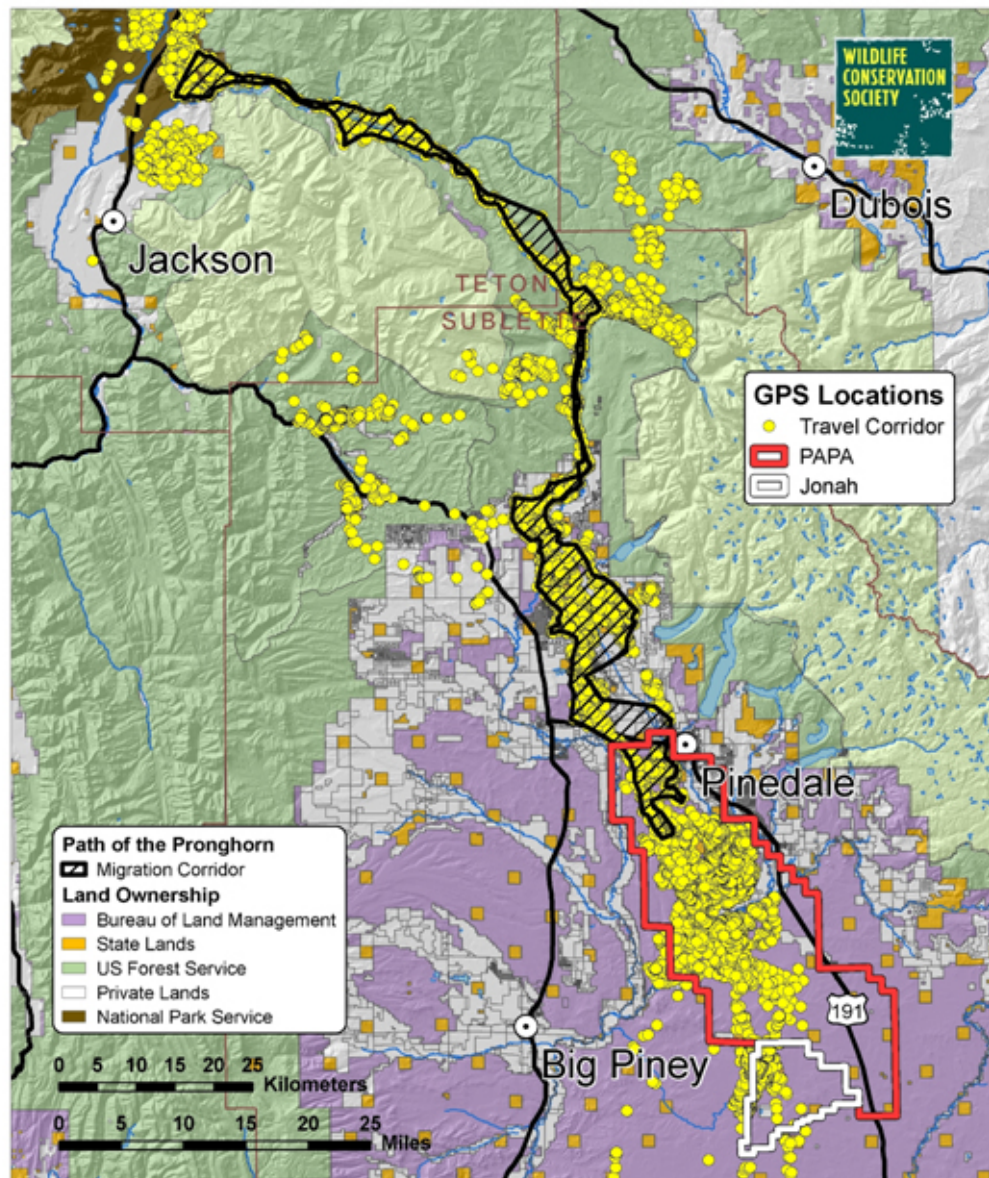
Defining Initiative Goals: Estimating Impact for River Herring



- Define goals
- **ID priority geographies**
- ID priority strategies
- Assess risk
- ~~ID priority metrics~~



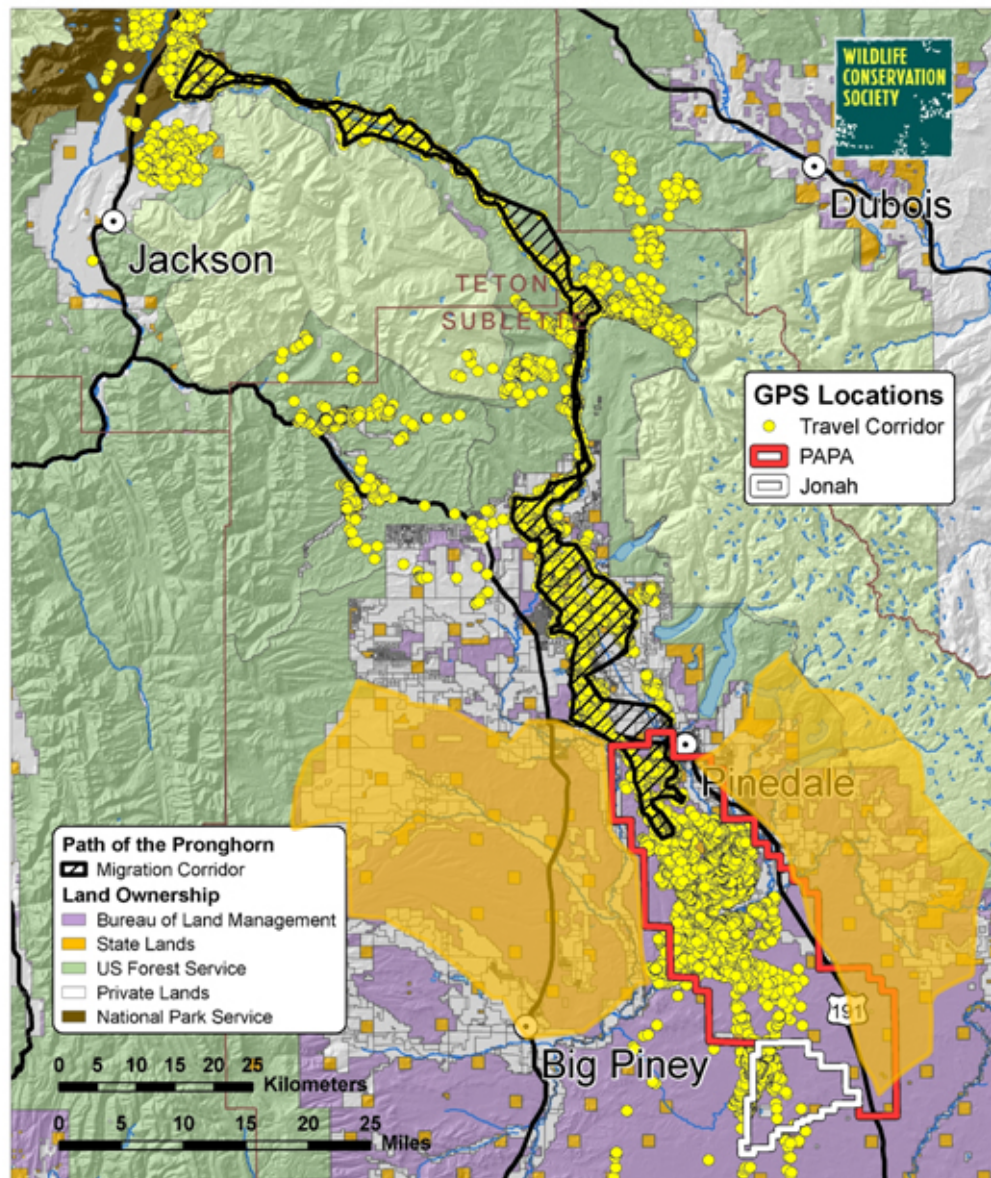
PATH OF THE PRONGHORN - CORRIDOR AND WINTERING GROUND



\$24.5 million in Mitigation



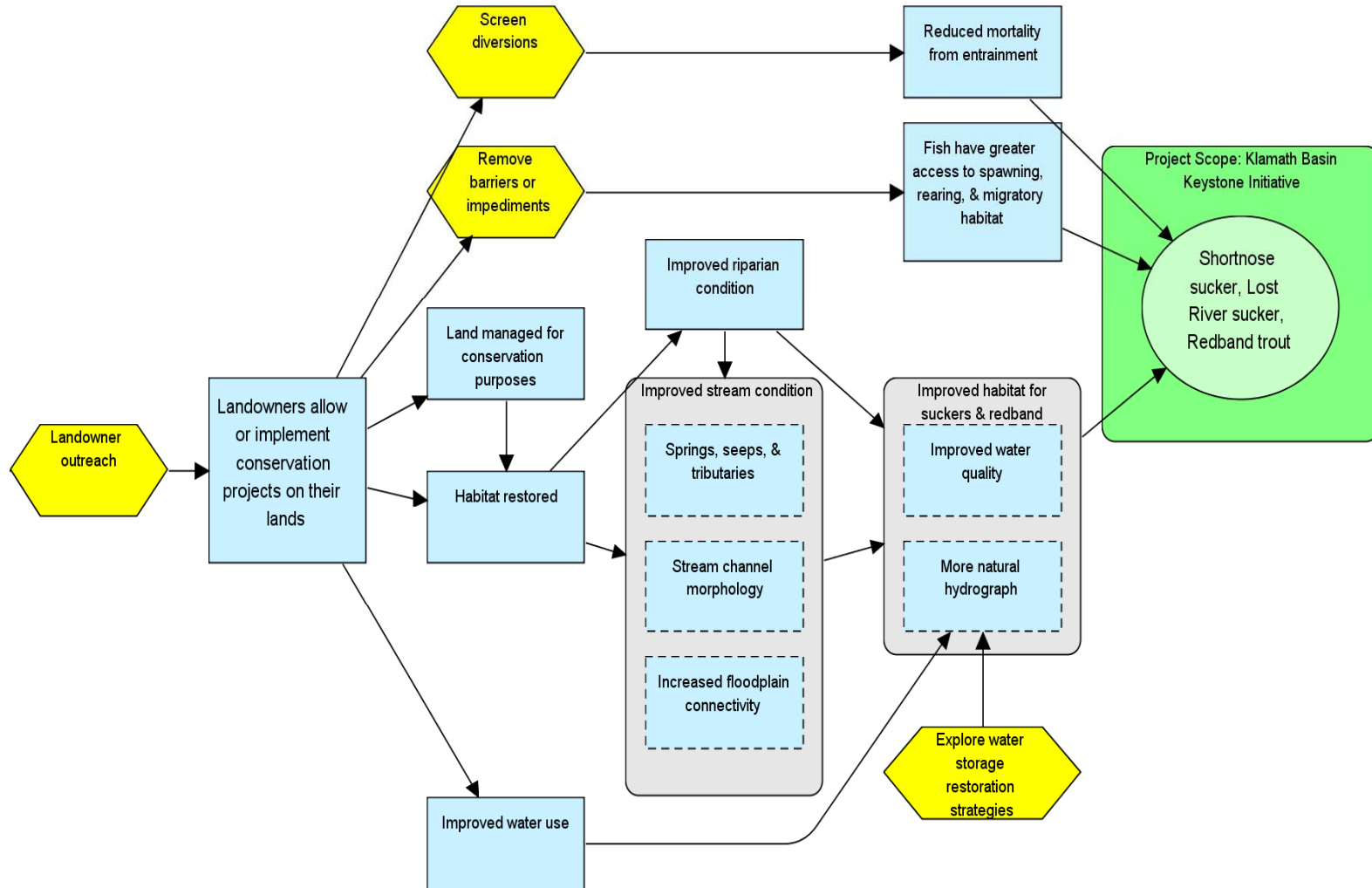
PATH OF THE PRONGHORN - CORRIDOR AND WINTERING GROUND



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Mapping the Logic—Klamath Initiative



Risk Assessment

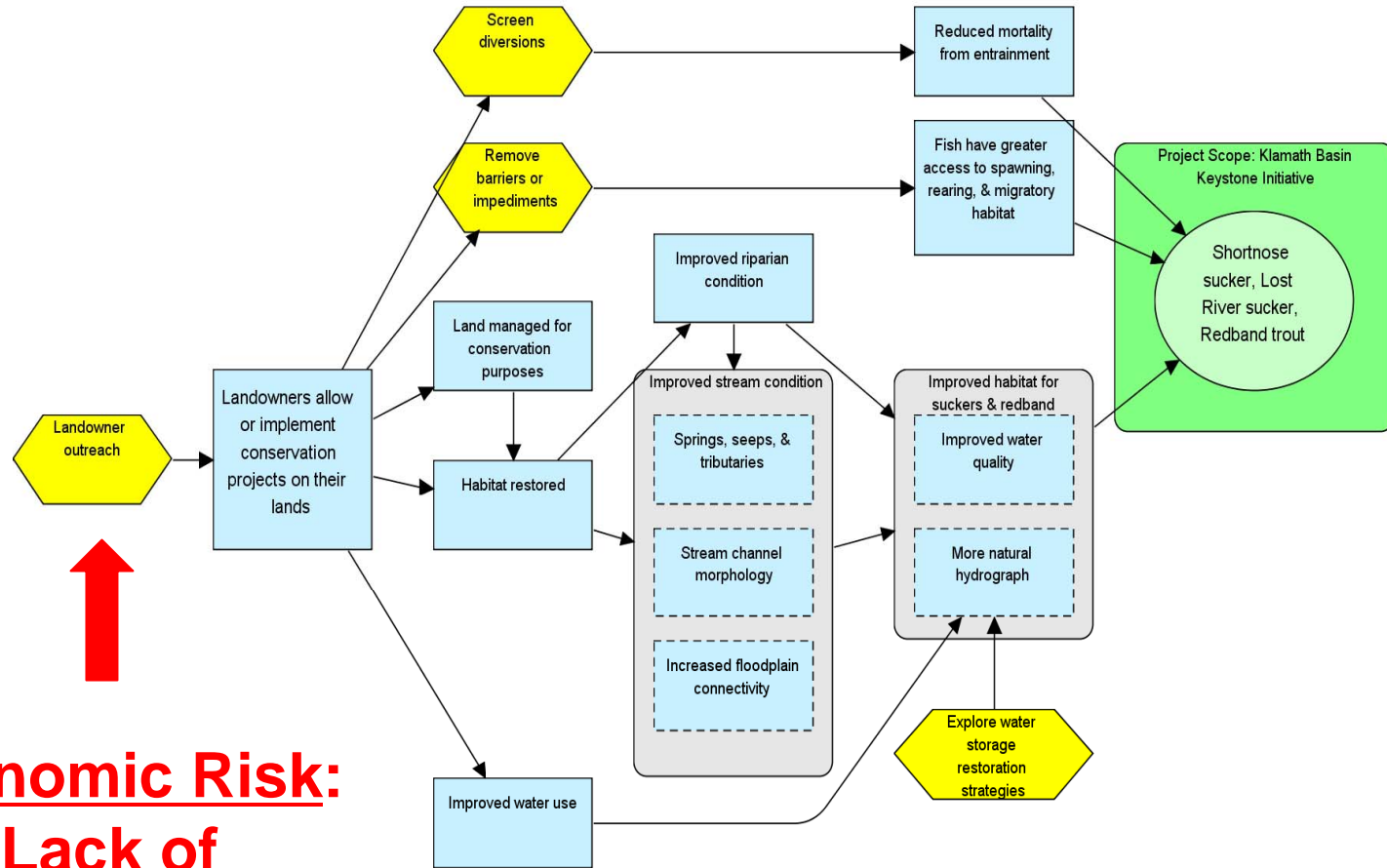
- **Risk:** An uncertain event or condition that, if it occurs, has a negative effect on one or more project objectives (if it occurs) has a negative goal.
- **Categories of Risk**
 - Regulatory
 - Financial
 - Environmental
 - Scientific
 - Social
 - Economic
 - Institutional
 - Project Management

- Define goals
- ID priority geographies
- ID priority strategies
- **Assess risk**
- ID priority metrics



“We’ve considered every potential risk except the risk of avoiding all risks”

Risk in the Klamath Basin Initiative



Economic Risk:
**Lack of
economic
incentives**

Metrics

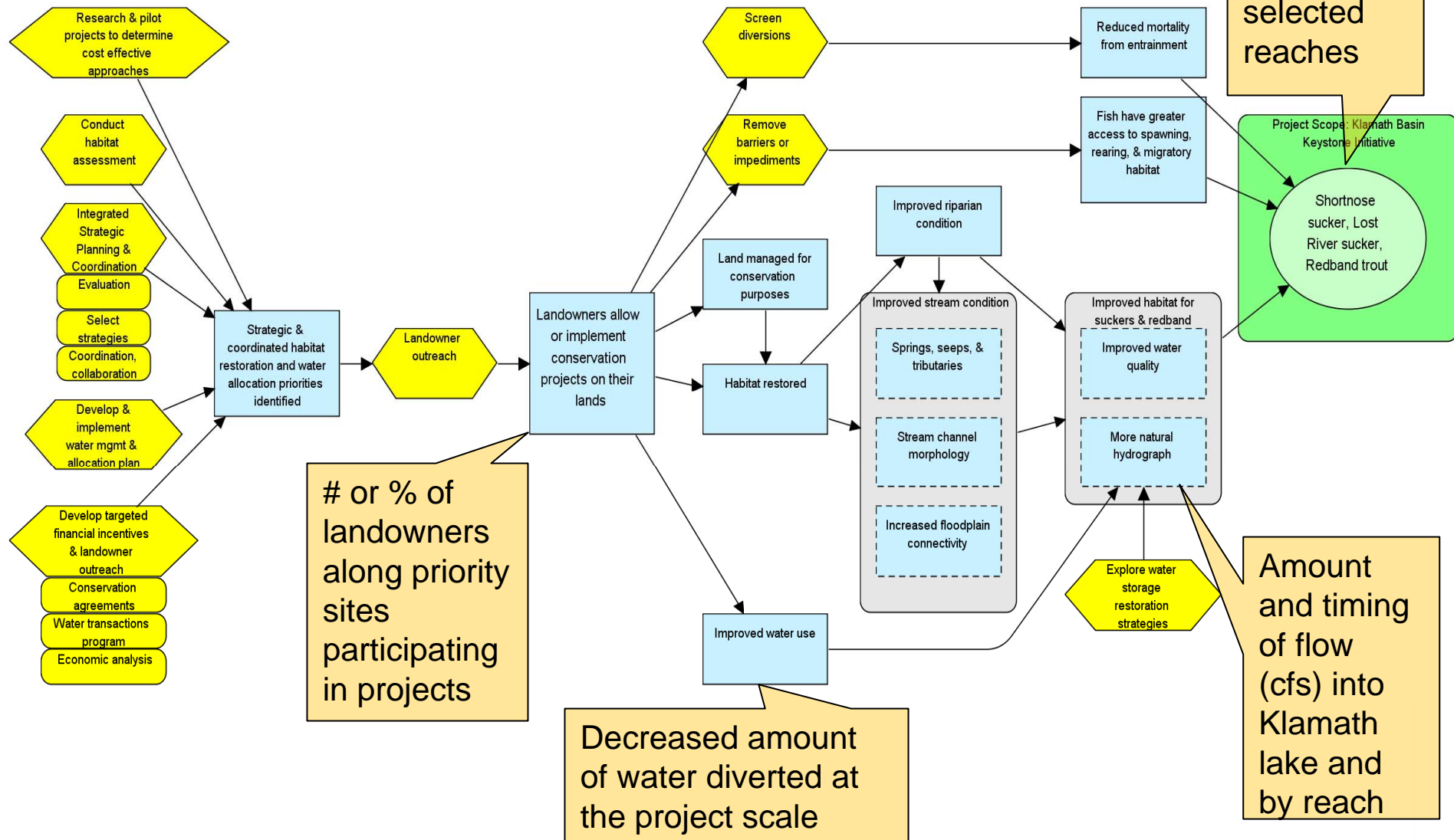
- Identifying
 - Scale of outputs
 - Scientific
 - Feasible considering available resources
 - Data needed to answer evaluation questions
- Monitoring:
 - Protocols, Baseline, Comparison groups

- Define goals
- ID priority geographies
- ID priority strategies
- Assess risk
- **ID priority metrics**

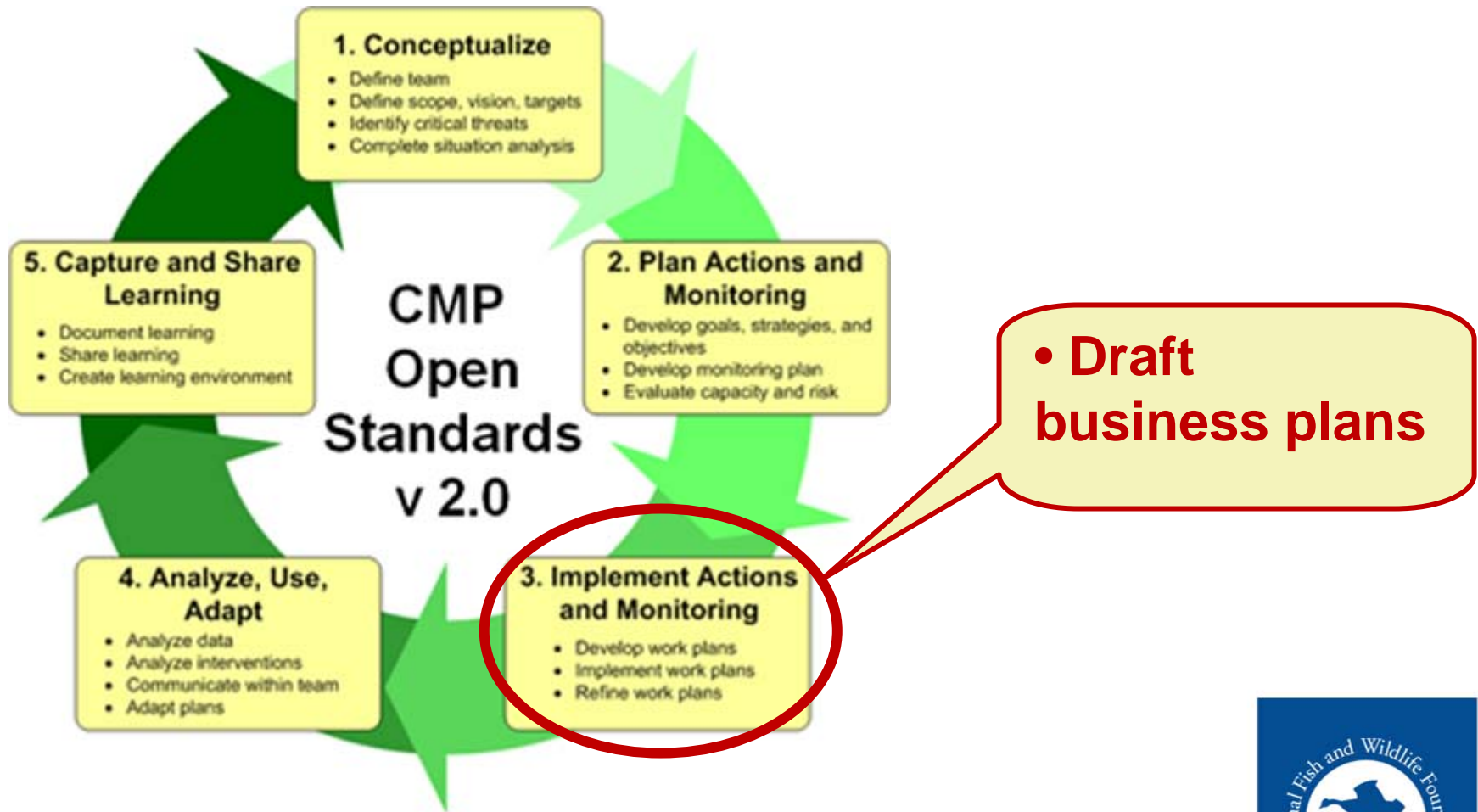
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Klamath Basin Initiative—Metrics



Initiative Design & Implementation



Challenges to Address

- Scale & Responsibilities:
 - Project/Grantee → Initiative/Foundation
- Uncertainty of estimations
- Selective implementation of adaptive mgmt principles recognizing resource constraints & planning fatigue



NFWF Conservation Directors' Perspectives

