

DISNEY CONSERVATION FUND

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1. What criteria are used to evaluate each proposal?

The Disney Conservation Fund gives priority consideration to holistic programs that address a significant and urgent conservation need (or projects that are part of a program) which reflect all of the following:

- Alignment with Disney's priority regions/species, as defined below.
- Contribution to the conservation of endangered, threatened or vulnerable species and their habitats in the wild
- Applied scientific field studies on species and habitats that demonstrate scientific rigor, directly inform/advance conservation strategies, and evaluate impact.
 - The Disney Conservation Fund does *not* fund ex-situ projects/project components.
 - Although the fund recognizes that basic science is a critical first step in conservation initiatives, preference is given to projects that include specific conservation action components.
- Engagement of relevant communities/stakeholders through community-based education programs or support of sustainable community development projects directly connected to protecting species and habitats, including measurement of impact on attitudes and behaviors (see below for additional information on expectations for education components).
- Proposal of feasible activities to advance conservation outcomes for wildlife/habitats over the next two years, including evidence of adequate support through cooperative efforts with relevant partners (other nonprofit organizations, government agencies, communities, etc.), additional funding sources, relevant permits, etc.
- Expansion of previous work including an established commitment to a conservation program OR demonstration that proposed project is well suited to become or contribute to a long-term conservation program.
- Consideration for welfare of the animals involved in the study. Specifically, the principal investigator affirms:
 - Capture/restraint techniques minimize stress and the potential for physical injury or psychological harm
 - Immobilization/anesthesia is done under the direct supervision of a veterinarian or other trained professional
 - Exposure to noxious stimuli and presumptive negative effects are minimized with administration of anesthetic and/or analgesic agents where appropriate

2. What are the priority regions for the Disney Conservation Fund?

The Disney Conservation Fund supports programs and projects around the world, with programs in 120 different countries receiving support thus far. The fund also seeks to support projects taking place in areas where Disney has a significant business focus, including the regions below:

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Region (Based on DCF Review Committees)	Priority Areas *
Africa	Angola, Botswana, Congo, DRC, Egypt, Gabon, Kenya, Madagascar, Malawi, Mozambique, Namibia, Rwanda, South Africa, Tanzania, Uganda, Zambia, Zimbabwe
Asia	Cambodia, China, Hong Kong, India, Indonesia, Japan, Laos, Malaysia, Singapore, The Philippines, Thailand, Vietnam
Central/South America	Antigua, Argentina, Barbados, Bermuda, Bolivia, Brazil, British Virgin Islands, Castaway Cay, Cayman Islands, Chile, Costa Rica, Colombia, Ecuador, El Salvador, Galapagos Islands, Guatemala, Honduras, Jamaica, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, St. Lucia, St. Maarten, St. Thomas, The Bahamas, Uruguay, Venezuela
Europe/Middle East/Australia	Albania, Austria, Australia, Belgium, Bulgaria, Croatia, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, the Hashemite Kingdom of Jordan, Hungary, Iceland, Israel, Italy, Kingdom of Bahrain, Kuwait, Latvia, Lebanese Republic, Lithuania, Luxembourg, Netherlands, New Zealand, Norway, Portugal, Poland, Republic of Ireland, Romania, Russia & CIS, Serbia, the Slovak Republic, Slovenia, Spain, Sultanate of Oman, Sweden, Switzerland, Turkey, United Arab Emirates, United Kingdom
Marine <i>*any projects focused on marine species, brackish or saltwater habitats will be considered by this committee</i>	Alaska, Antarctica, Antigua, Australia, Barbados, British Virgin Islands, California, Castaway Cay, Cayman Islands, China, Eastern Gulf of Mexico (especially in/near Florida), Hawaii, Indo-Pacific, Jamaica, Puerto Rico, St. Lucia, St. Maarten, St. Thomas, The Bahamas and Western Atlantic; will also consider marine projects occurring near other priority areas listed
North America	Canada: Alberta, British Columbia, New Brunswick, Nova Scotia; Mexico; USA: Alaska, Arizona, California, Connecticut, Florida, Georgia, Hawaii, Illinois, Maine, Montana, New Hampshire, New York, North Carolina, Pennsylvania, South Carolina, Texas, Utah, Vermont, Washington, Wyoming

**Please note this list is subject to change.*

Organizations may submit one project application for each of the six (6) geographic regions above, see #13 for details.

We will also consider support for projects focused on species/habitats featured at Disney’s Animal Kingdom or The Seas with Nemo and Friends at Epcot. If you are interested in applying for conservation funding but your project takes place outside of the above priority areas, please contact the DCF team at Corp.Conservation@disney.com to share the country where your project takes place and the species you are focused on to see if it may be considered.

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3. What is the timeline for Disney Conservation Fund funding?

Inquiry Deadline: 11:59pm EDT, October 15, 2021

TechSoup Verifications Deadline: 11:59pm, EST
December 18, 2021

Invitations Distributed: January 2022

Proposals Due: 11:59pm, EST, February 18, 2022

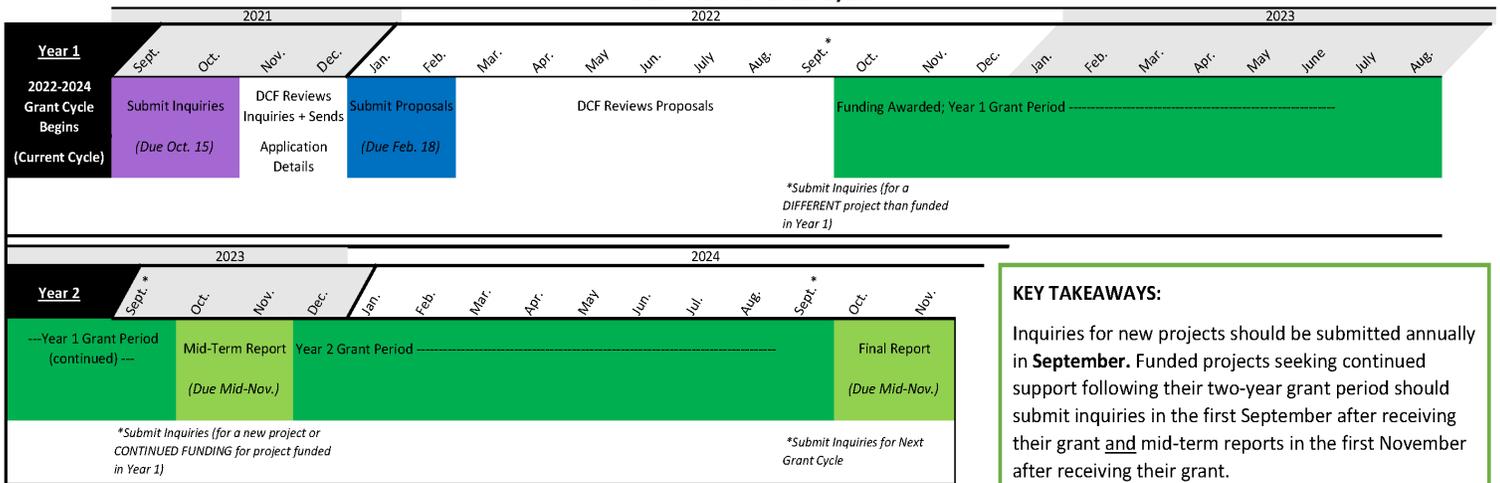
Evaluation Completed: August 2022

Processing/Notifications/Check Distribution:
August-September, 2022

Mid-Term Report Deadline for 2022 Grant Recipients:
November 2023, check Cybergrants for exact date

Final Report Deadline for 2022 Grant Recipients:
November 2024, check Cybergrants for exact date

DCF Two-Year Grant Cycle



KEY TAKEAWAYS:
Inquiries for new projects should be submitted annually in **September**. Funded projects seeking continued support following their two-year grant period should submit inquiries in the first September after receiving their grant **and** mid-term reports in the first November after receiving their grant.

Please do not contact us any earlier than August 31st, 2022 regarding the status of your proposal. It is our policy to notify all applicants at the same time regarding the status of their application.

Conservation Hero Applications can be submitted from March-April each year with annual selections announced shortly after annual conservation grant announcements. Visit www.disney.com/conservation to review previously awarded Heroes. Please contact Corp.Conservation@disney.com if you would like to nominate a Hero during the next cycle and we will add you to our invitation list.

4. When is the application due?

Completed proposals must be received by **11:59pm, EST (-UTC -5:00), February 18, 2022**. Late proposals cannot be considered out of fairness to all applicants. Please note Disney Conservation Fund or CyberGrants support will NOT be available after 1800 hours, EST, on this date.

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5. What are Disney's charitable giving guidelines?

Please view our full global charitable giving guidelines [here](#). Organizations must have been established for at least one year and have an annual income of more than \$50,000 for the last year, and able to provide supporting documentation upon request.

6. How does The Disney Conservation Fund consider justice, equity, diversity and inclusion when determining grant distributions?

The Walt Disney Company prioritizes justice, equity, diversity and inclusion across its businesses and has committed to allocating at least 50 percent of charitable giving, including grants provided by the Disney Conservation Fund, to programs that directly impact diverse communities. Within your application, you will be asked to share how your project will support underserved or vulnerable communities where you work over the next two years, including: how you identify and define any underserved/vulnerable audiences in your region, how your project is specifically serving this audience through planned activities over the next two years, and how you will evaluate success in reaching and positively impacting this audience.

7. How do I receive an invitation to apply?

To receive an invitation for the next annual grant application year, please complete an [application inquiry](#) in our Cybergrants online system between September 15, 2021 – October 15, 2021. An invitation code is *not* required to submit an inquiry. **Automatic invitations will not be provided to previous grant recipients.** An inquiry is required by all organizations interested in being invited to apply for funding.

Our inquiry deadline for the next funding cycle is 11:59pm, EDT, October 15th, 2021. Inquiries received after this time will not be considered. Inquiries will be reviewed through December 2021. Formal application is by invitation only.

Emergency Funding: The Disney Conservation Fund has a long history of supporting organizations working with communities to prepare for and respond to disasters or conservation emergencies. The Disney Conservation Fund is proud to be supporting the International Fund for Animal Welfare (IFAW) to help carry forward this commitment to helping communities and animals when they need it the most. For more information on how to apply for an IFAW Disaster Response Grant and the program criteria please visit the [IFAW website](#).

8. Are individuals, universities and government agencies eligible?

We encourage scientists, students and institutions to work with nonprofit organizations to apply. Only charitable organizations may apply, and organizations must meet eligibility requirements (see #5).

The Disney Conservation Fund does not accept applications directly from government agencies and will not fund any budget items that support government officials, staff, agencies, etc. that may be working with your organization on a conservation project.

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Colleges and universities should apply either through or in conjunction with their school's foundation or in partnership with another non-profit organization. We accept applications from Ph.D. level faculty focused on long term conservation programs. Graduate students can be involved in the project but cannot be the primary investigator. Please see #13 for more information on how many project proposals can be submitted by each school.

9. What if I am a student and want to apply?

Graduate students can not directly apply but can be included in a Ph.D. level faculty project that is part of an established program or a new initiative that establishes objectives for a long term conservation impact. Tuition is not funded.

10. Are organizations outside the US eligible?

Non-US charity organizations without US 501(c)(3) nonprofit status may apply directly for Disney Conservation Fund support and are no longer required to identify a US 501(c)(3) nonprofit intermediary if they meet certain criteria. **To be considered eligible, non-US charity organizations without US 501(c)(3) status must be considered a nonprofit/charity organization in their own country, please refer to [TechSoup's local NGO definitions](#) for additional details.**

Charity organizations without US 501(c)(3) nonprofit status will be asked to provide additional information for validation through TechSoup and NGOsource verification services* per the following timeline:

- September- October 15: All interested organizations submit inquiries online following instructions at disney.com/conservation.
- November: Organizations with approved inquiries and without US 501(c)(3) status will be asked to provide additional organizational details to support validation through TechSoup. Note, this process is free and generally takes 5-20 days to receive results. Validation must be confirmed by December 18, 2021 to be eligible for this granting cycle.
- January, 2022: Upon successful TechSoup verification, approved organizations will be sent details to complete and submit a full application.
- February 19, 2022: DCF applications due.
- June 2022: As a part of the review process, organizations without US 501(c)(3) nonprofit status may also be asked to complete an NGOsource application in June 2022.

If preferred, organizations without US 501(c)(3) status may choose to work with a US 501(c)(3) nonprofit organization as an intermediary. US intermediary organizations must be mission-relevant or thematically related to the non-US nonprofit organization. In the event the non-US organization's project is chosen for funding, we will respectfully recommend that the US organization accept an award check on behalf of the non-US organization and direct the funding to them. A US organization may act as an intermediary for an unlimited number of international organizations- each of these individual organizations is still limited to submitting one proposal per geographic region. The intermediary support does not count against the one per geographic area proposal stipulation that a US organization may submit to the Disney Conservation Fund.

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11. What are Tech Soup and NGOsource?

Before providing a grant to an organization based outside of the United States, Disney needs to verify that an organization is eligible for support.

Disney is working with [TechSoup](#) to determine legitimacy of an NGO, nonprofit, or charity in its home country. Organizations without US 501(c)(3) status whose DCF inquiries are approved to advance will be asked to request TechSoup validation as a second step to the DCF process. Organizations that can be successfully validated will be eligible to apply and sent full DCF application details.

Disney is also working with [NGOsource](#) to streamline international grantmaking and evaluate whether a non-U.S. organization is the equivalent of a U.S. public charity — a process known as equivalency determination or ED. As a part of the DCF application review process, organizations without US 501(c)(3) status may also be asked to complete an NGOsource application. Organizations that have received equivalency determination through NGOsource have cited [benefits](#) including increased credibility, visibility with funders and opportunities for cross-border philanthropy. NGOsource retains a secure and confidential file on your organization with the information needed to process ED requests from other grantmakers. This helps minimize the burden on your organization caused by future ED requests. We are hopeful that this process proves beneficial to your organization beyond this grant opportunity. Learn more about [how this process works](#).

12. Are zoological institutions and aquariums eligible?

We allow Association of Zoos and Aquariums (AZA) institutions to apply only if the researchers conducting the program are involved in field research and do not hold a curatorial, veterinary or supervisory role related to the captive collection at the accredited institution. If a zoo or aquarium is seeking funding for curatorial, veterinary or supervisory staff working on in-situ or ex-situ programs, the request should go through the AZA Conservation Grants Fund (CGF). The Disney Conservation Fund contributes each year to the CGF, providing more than \$3 million since 1995. If the facility has a key external nonprofit or university partner, such organizations may apply directly to the Disney Conservation Fund, and if the partner is a foreign nonprofit the AZA facility can act as a U.S. intermediary for that organization. **Please note the Disney Conservation Fund will not fund a project if the same project activities are also being funded by the AZA CGF.**

13. Can I submit more than one proposal?

Each organization is limited to one project application for each of the six (6) following geographic regions: Africa, Asia, Central/South America, Europe/Middle East/Australia, Marine, and North America (see page three for priorities within each region). For universities, the same statement above applies to each university department. Please see the table on page three for additional details about Disney's priorities within these regions. Large organizations are responsible for self-governing to ensure no more than one proposal per geographic region is submitted. If you have questions about which area your project may fall, please contact Corp.Conservation@Disney.com.

14. Do you support multi-year proposals?

The DCF will consider requests for a maximum of \$50,000 to be provided over a grant period of two years. Organizations that received a grant for a project in one granting cycle may not apply for additional funds for the

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same project during the next granting cycle; projects become eligible to re-apply in the second year of the two-year grant period. (Note: Organizations that have received a grant can submit an application for a different project during the next granting cycle, following the online inquiry process.)

15. What if my project was previously funded (I am submitting a continuing project)?

If your project was previously funded, please upload your most recent progress report or final report to the appropriate field within your new Cybergrants application.

Please also remember to log into Cybergrants to review progress and final report deadlines for your previously funded projects.

Reminder to returning applicants: Please be aware that DCF review committee members can change from year to year. For the benefit of new committee members, please be sure provide adequate background/history of your program within your application.

16. What if my program has been funded for 10+ years by the Disney Conservation Fund?

Programs* that have been funded for 10+ years by the DCF are eligible for consideration, but will be reviewed against additional criteria due to the long-term nature of the relationship and support. A program that falls into this category will be ranked most favorably if it can demonstrate it is advancing conservation impact, leveraging storytelling opportunities and offering inspiration for Disney Cast and Employees.

We define a **conservation program as a suite of multi-faceted projects centered around a species/habitat of interest. Projects complement each other to achieve overarching, long-term goals of the broader program.*

• **Impact:**

- Continually demonstrates a high level of collaboration, and has demonstrated/is measuring attitude and behavior change of stakeholders most relevant to reducing critical threats
- Continually demonstrates urgency and need for the work, as well as positive impact on the target species/population
- Has developed and described a strong strategic plan and continually demonstrates adaptive management, scientific rigor, effective evaluation and project management (including efficient use of funding and consistent delivery of quality reports by deadlines)

• **Storytelling:**

- Strongly aligns with Disney's business priorities (focuses on a Disney priority species/region)
- Has published or can share a plan to annually publish at least one article/interview and one social media post about Disney's support and accomplishments to date (blog post, news article in a respected publication, interview, etc.)
- Consistently shares program communications materials where Disney support is referenced with Disney for review prior to distribution, and shares links/copies when published
- Has submitted or can share a plan to submit at least 10 new, high-resolution photos and/or video assets annually representing work completed with Disney support that are approved for Disney's use in telling the story of this program (*Disney funding can be used to support storytelling assets as long as detailed in the budget/narrative*)
- Consistently shares program updates and photos (can be in the form of existing field updates, newsletters, etc.)

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- **Inspiration for Disney Employees:**

- Has provided or can share a plan to provide at least one virtual presentation to the Disney team annually (timing flexible based on both organizations' schedules and capacity)
- Has provided or can share a plan to offer annual opportunities for Disney Cast to meaningfully engage with the program or contribute their time/expertise to further advance your project goals through volunteerism (distance or in-person)

17. If I have applied in the past, do I need to create a new login to access the Cybergrants system?

US organizations that have applied in the past do not need to create a new login. Once an organization record is created it will be saved in the CyberGrants system for your use in future years. Although there can be multiple users that can submit on behalf of an organization, each application/proposal that is created is linked to the specific user and login that started the application. This means that if you want to see a proposal that you submitted in previous years you will need to use the same login that you used previously. It is our preference that you keep the same login information for consistency and if you have forgotten your information you can click the need assistance link on the site to request or update the information.

Non-US organizations that have previously applied under a US intermediary account should contact the DCF team for assistance in creating a new account for their non-US organization.

First time applicants must register an account in our Cybergrants system in order to submit an inquiry.

18. How do I combine my applications under one login if I submitted multiple applications under different logins?

We are able to combine the applications associated with various logins into one account. Just contact us at Corp.Conservation@disney.com and provide the accounts (email addresses and passwords) you would like to combine within an organization and the single email and password you would like everything consolidated under.

19. Can multiple people work on the same application on the online system at the same time?

No. CyberGrants has a security feature that only allows one user to log in and complete information at a time. If you log at the same time as someone else using the same login information, one of you will be blocked from the system with the risk that your work will not be saved.

20. What do I do if I submitted my application prematurely?

If you feel you have submitted your Disney Conservation Fund application in error, please contact the Disney Conservation Fund team at Corp.Conservation@Disney.com to change the status of your application.

21. Don't I need to submit my IRS letter this year?

No, your up-to-date W-9 form is sufficient and is preferred by our financial team when we process payment.

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22. Can I submit my own W-9 form? (US nonprofit applicants or intermediaries, only)

No. We require a completed IRS 2018 W-9 form, signed and dated (handwritten or electronically-verifiable signature, only), that includes your US 501c3 organization's official name (as shown on your income tax return), business name if different than organization name, address, and Employer Identification Number (EIN). **The form should also include a checkmark by the appropriate Federal Tax Classification.** Once you have submitted the form it will be saved with your organization information for future years. Make sure to replace the form if any of your nonprofit information changes, such as your address or name.

23. How will my application photo be used?

The Disney Conservation Fund may use the photo submitted with your application in the fund's publications, websites, social media (Facebook, Instagram, Twitter, YouTube) etc. to promote the conservation projects supported by the Disney Conservation Fund. If a project photo is unavailable, one (1) map of the project region may be uploaded instead.

24. How much information can I submit in my application?

Please abide by the character maximums listed under each field. (Character counts include both characters and spaces.) Reviewers prefer your information be as clear and concise as possible. All application materials must be submitted with the online application. **Documents that are unable to be attached in an appropriate field within the online application will not be accepted (via email, etc).**

25. What do you mean by "conservation education?"

We believe that an impactful conservation program includes three primary components: scientific investigation, education, and empowering communities/partners to become actively involved in protecting wildlife and habitat. We define conservation education as a process of positively influencing people's knowledge, attitudes and behaviors about wildlife and wild places. Examples might include working with local farmers/fisherman, local school groups, or local communities. We often see "support of a graduate student" as an example of conservation education in Disney Conservation Fund proposals. While we recognize the importance of graduate students in projects, their involvement does not constitute "conservation education" as we are defining/describing it here.

More specifically, conservation education experiences should:

- Engage **relevant** audiences whose knowledge/attitudes/behaviors impact conservation success of the target species or habitat
- Broaden the target audience's (children and/or adults) wildlife/conservation **knowledge**
- Address and positively influence people's **attitudes** toward wildlife
- Inspire conservation action (**behavior change**) relevant to addressing the threats facing the species or area where you are working
- **Evaluate impact** of methods to demonstrate progress toward knowledge/attitude/behavior change
- Adjust programs where necessary based on evaluation results
- Utilize or partner with trained professionals (social scientists, educators, behavior change experts, etc.)

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26. What is the Disney Conservation Fund's stance on invasive and non-native species?

We generally do not provide funding for removal or eradication of invasive/non-native species other than plants. While we allow for such methods to be part of the overall program given the welfare methodology, funding requested from the Disney Conservation Fund should not be directed to these components. If your project involves invasive species removal/eradication, please provide detailed information of the methods used connected with those activities.

27. Do you require letters of support?

Letters of support are no longer requested or accepted. In lieu of letters of support, the DCF requests that all first-time applicants provide the name and email address of three references or partners. References should be individuals who are not directly involved in the project, but who can speak to the importance of the project and the qualifications of the applicant. The DCF team may contact references for additional information.

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28. Where do I find a list of previously funded projects?

Please visit www.disney.com/conservation to access a listing of past programs supported.

29. What size grants do you entertain?

The DCF will consider requests for a maximum of \$50,000 to be provided over a grant period of two years. Overall budget may be larger and incorporate several financial partners. The budget may be allocated in whatever way makes the most sense for your program; i.e. \$30,000 in the first year, \$20,000 in the second year, etc.

The Disney Conservation Fund will not award funds at less than 80 percent of the amount requested. For example, if the requested amount is \$50,000, the awarded amount would be no less than \$40,000. Most grants are able to be funded at the full amount requested.

30. Does the Disney Conservation Fund support:

- **Overhead costs?**

The Disney Conservation Fund allows a small percentage of overhead costs to be included in the proposed budget. This includes administrative fees, manuscript fees, etc. A maximum of **10 percent** of the grant request can be allocated to overhead and any overhead costs should be clearly delineated in the budget

- **Salaries, benefits, travel or tuition?**

The Disney Conservation Fund will fund field staff including in-country participants. Although we do fund salaries, benefits and travel expenses, we prefer a diverse budget and do not like to see the entire budget directed to staffing or travel. **We do not fund student university tuition or any budget items that support government officials, staff, agencies, etc. that may be working with your organization on a conservation project.**

- **Infrastructure?** The Disney Conservation Fund allows infrastructure budget items with associated detail and justification where large cost items are concerned. This includes the construction of buildings, enclosures, etc. and we ask that you provide detail in the budget for these items to understand the specific cost breakdown within each component.

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- **Media/Film/Photography/Video Projects**

We understand the importance of engaging conservation storytelling through film and photography. While we will not consider entire budget requests for support of these types of projects, we will consider partial support where media assets will be used to directly impact conservation outcomes, and use, potential impact and evaluation are fully explained.

31. If I am funded, when are reports due?

Mid-Term Report: Organizations that receive an award in 2022 will be asked to submit a mid-term report in November 2023 for each project awarded. Visit “Grant Seeker Resources” at disney.com/conservation to view a template of the information that will be required.

Final Report: A final report for each project funded in 2022 is required in November 2024.

Report Extensions and Budget Reallocations: If the reporting timeline is not feasible considering your fieldwork timeline or if other unforeseen circumstances require a delay or adjustment to the approved budget, please visit “Grant Seeker Resources” at disney.com/conservation to submit a request for a report extension or budget reallocation. *Grant modifications must be approved by the DCF team.*

Please note, organizations and projects with overdue reports are considered *ineligible* for continued funding, unless the DCF team has approved an extension request. To determine if reports are pending, log into your organization's existing Cybergrants account (<http://www.cybergrants.com/disney/DCFannual>), leave invitation code blank. Scroll to the bottom of the page to review "Applications Requiring Action."

32. If I'm not funded, will you reconsider later?

Inquiries and full applications are not re-visited after the review is completed. The committee reviews applications once per year only.

33. Can I obtain feedback on my proposal?

As possible, the DCF team will provide feedback on full proposals as a part of grant notification communications. Due to the number of inquiries we receive, we cannot provide individual feedback at the inquiry phase of our process.

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Who is my contact?

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