



Photo: Danny Bergeron/Marine Photobank

NFWF Coral Assessment

Erin Hofmann
Manager, Marine Conservation



NFWF

National Fish and Wildlife Foundation

- Created by Congress
- Independent, 501(c)(3) non-profit
- No advocacy, lobbying, litigation
- Public/Private Partnerships
- Partners with 14 federal agencies and 60 corporations
- Focus on conservation outcomes



NFWF Approach to Coral Conservation

- Place based to focus funding and partners
- Outcome focused through specific strategies
- Goal to increase live coral cover at significant U.S. sites by 30% within 10 years
- Initial Pilot Scale
- Incrementally add geographies

Reduce land-based sources of sedimentation and nutrient run-off



Reduce unsustainable harvest of important fish guilds like herbivores

Coral Initiative Achievements: First Three Years

- \$830,000 invested
- Catalyzed new coral reef partnership between NOAA and NRCS
- Sustainable fishing goals developed for coral reef fish in Puerto Rico
- Coffee farmers implementing best management practices
- Wastewater treatment wetlands to break ground this fall
- Maui Coordinator



NFWF Internal Assessment

- Focus on the implementation of the business plan for Guanica pilot
- Presented to NFWF BOD last week
- Includes questions added by Task Force regarding the efficacy of the Task Force and NFWF's role



NFWF

NFWF's Rapid Assessment Process

Conducted by:

Christina Kakoyannis, Ph.D., NFWF's Evaluation Officer

Assessment Criteria:

- I. Quality of Business Plan Design
- II. Implementation Process
- III. Conservation Progress
- IV. Broader Impacts
- V. Long-Term Sustainability
- VI. Adaptive Program Management (Lessons Learned)

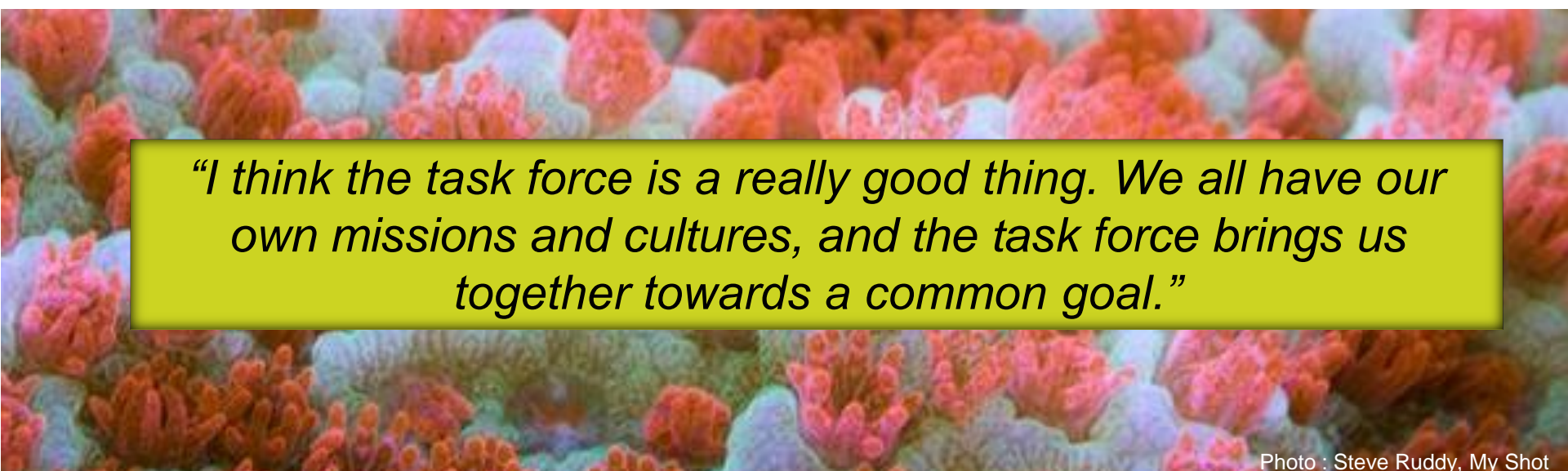
Data Sources:

- Review of all grant project documents
- Review of plans and existing data
- 20 interviews of grantees and key partners



What's the added value for federal agencies leveraging resources and executing them through the USCRTF?

- Expanding the local reach into the community through
 - Additional monetary resources
 - Interaction and expertise obtained from additional partners



"I think the task force is a really good thing. We all have our own missions and cultures, and the task force brings us together towards a common goal."

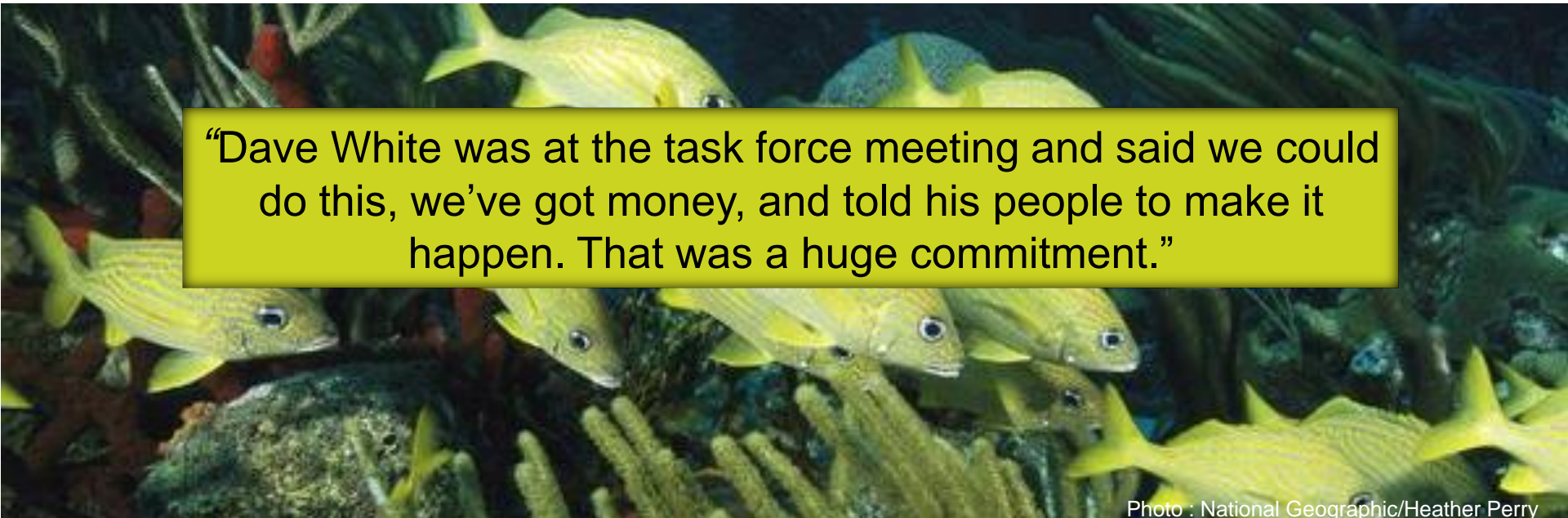
What is the impact of using NFWF to administer the Fund?

- NFWF's ability to pool resources from diverse agencies into one fund
- NFWF's ability to target capacity-building efforts in local community
- Value of NFWF staff involvement with grantees
- Coordinating partners towards a common vision – However, need to clarify NFWF's initiative expectations and role in the Task Force

"I like how there's so much follow up with the NFWF projects... I like follow up. I like that the people I'm working for know what I'm doing...because sometimes you have people in the States who don't understand this area." (NFWF grantee)

What are the challenges to engaging other agencies?

- Lack of leadership mandate and ready funds inhibits involvement of key agencies – It appears that the absence of one can be overcome, but the absence of both is a significant road block to greater engagement

A photograph of a school of yellow-striped snappers swimming over a coral reef. The fish are yellow with dark vertical stripes and are swimming in a loose formation. The background is a dark, underwater scene with various types of coral and other marine life.

“Dave White was at the task force meeting and said we could do this, we’ve got money, and told his people to make it happen. That was a huge commitment.”

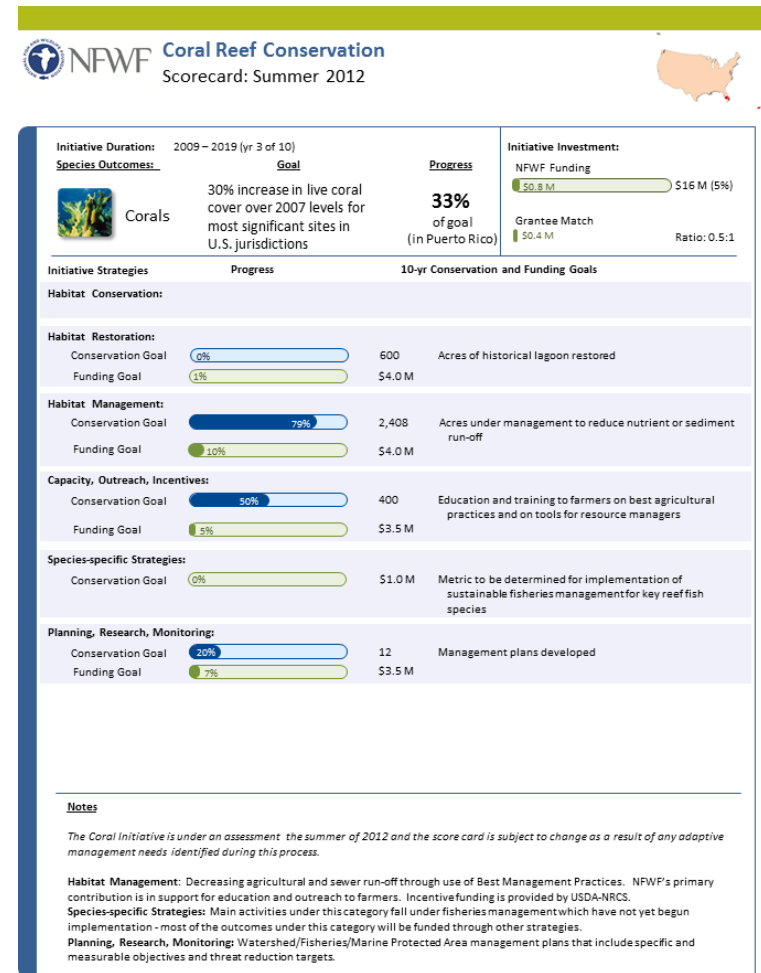
How can agencies and NFWF improve execution of the partnership initiative?

- For proposed geographies:
 - Determine whether sufficient financial resources exist for full implementation
 - Identify clear goals and measures of progress
- Invest strategically:
 - Institutionalize local capacity
 - Fund project site coordinator
 - Fund data collection to prove the model



Does NFWF have standard evaluation criteria for projects?

- **Project-level:** Required to submit performance and outcome metrics
 - NFWF works with each project to develop metrics
 - NFWF has developed standard metrics for similar projects
- **Initiative-level:** NFWF has developed common metrics across strategies for evaluating performance and outcomes at the initiative level
 - NFWF is exploring partnerships for increasing standardization in monitoring and assessment and investing in ‘real-time’ application tools



Questions?

Contact Information

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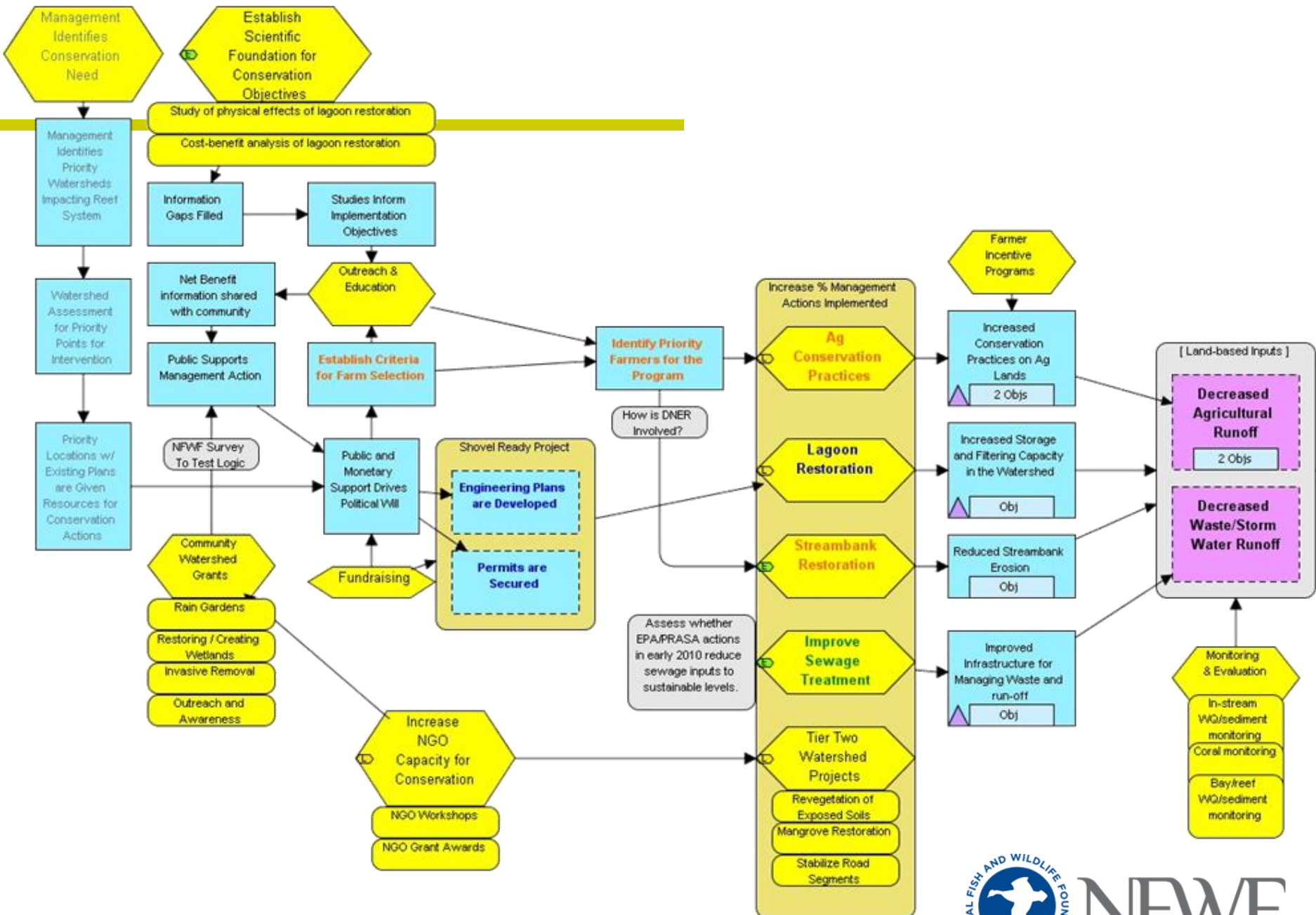
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12 Year Partnership in Coral Conservation



- International and Domestic Grant-Making – *Coral Reef Conservation Fund*
- Land-based run-off, MPA development and management, Tourism impacts, Sustainable fisheries, International Year of the Reef
- Over \$30 M in award and matching funds to over 300 projects in 39 Countries