

HUNTER R3

(RECRUITMENT, RETENTION AND REACTIVATION)

GRANT PROGRAM GUIDANCE

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*Subrecipient refers to an applicant who has been awarded a grant.

Program Introduction

The purpose of the Hunter R3 grant program is to support safe and ethical hunting by funding projects that 1) develop new hunters; and 2) offer continuing education for all hunters. In keeping with national recruitment, retention, and reactivation (R3) efforts, the goals of the Wisconsin Department of Natural Resources (DNR) are to increase awareness and promote the relevance of hunting; provide opportunities to hunt; help experienced hunters share their knowledge and expertise with new hunters; and provide useful resources to people from all backgrounds who are interested in learning how to hunt. In particular, the DNR targets adults and families who have little prior hunting experience.

Research on the topic of hunter recruitment, retention, and reactivation has identified consistent motivations for hunting. These motivations include hunting to acquire food and share it with family and friends; a desire to learn skills contributing to self-sufficiency; the health benefits of spending time in nature; and quality time spent with family and friends. These motivations ring true both with current hunters and with people who did not grow up in hunting or fishing families, whose interest in hunting started later in life.

Research has also identified a variety of barriers that prevent people from learning or continuing to hunt. These barriers include:

- Finding access to private land or high-quality experiences on public land (land that is not overcrowded, has good habitat and high numbers of game species, and easy accessibility to good hunting spots).
- Finding a trusted, experienced hunter willing to act in the role of a mentor for someone new to hunting.
- Finding and maintaining a core group of people to hunt with, who provide moral support and camaraderie.
- Learning and understanding hunting regulations.
- Finding time and motivation to hunt rather than prioritizing other activities.
- Safety concerns related to aspects of the public image of hunting.
- A desire to feel safe handling firearms.
- Health concerns related to Chronic Wasting Disease in white-tailed deer.

Successful Hunter R3 grant projects will address one or more of these barriers to provide high quality, welcoming experiences for current and future hunters in Wisconsin.

The Outdoor Recreation Adoption Model

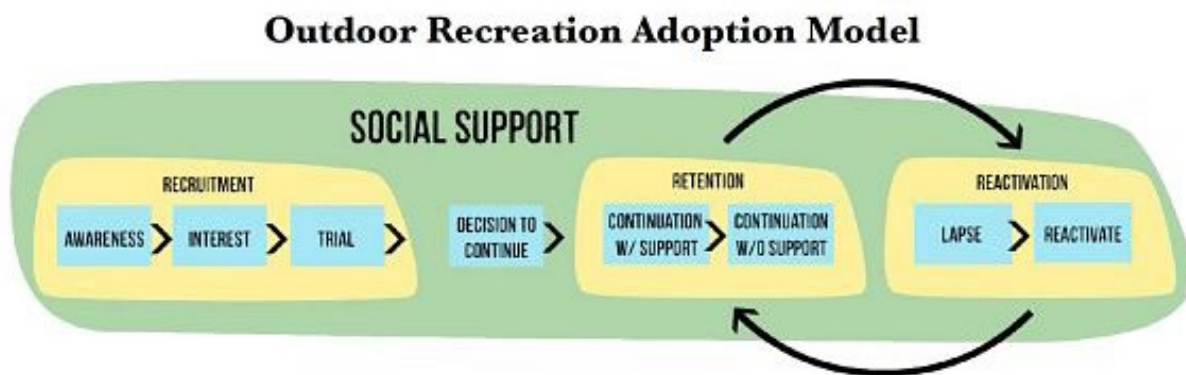
The journey of learning to hunt is a long process, from awareness of hunting to interest in trying it, to continued trials and ongoing education. In many cases this journey can take years or even decades due to the many different aspects and skills needed to hunt effectively. It is a best practice to identify your target audience, where they land in their journey of learning to hunt, and related barriers to hunting participation. Your program should meet participants where they're at and strategically reduce barriers that may prevent them from continuing to participate in hunting. Oftentimes, pre- and post- program surveys can help identify who your audience is and if you have correctly identified and addressed barriers facing your participants.

The DNR R3 Team uses the Outdoor Recreation Adoption Model as a reference to map and connect our efforts to help people become confident, independent hunters who feel that they have a supportive community to rely on.

If you are unfamiliar with the Outdoor Recreation Adoption Model, please visit “Understanding and Using the Outdoor Recreation Adoption Model” section of the R3 Practitioner’s Guide and use the resources provided to help you identify which part of the model your program addresses, barriers you will need to address in your program, and where you will need to point participants after your program to help them continue.

In your application, we will ask you to identify your target audience, explain how your program fits into the Outdoor Recreation Adoption Model, and how your program will reduce barriers to hunting participation specifically for your target audience.

If you need assistance answering these questions or have interest in resources we may be able to offer, please reach out to the Hunting & Shooting Sports Program Specialist.



Keys to a Successful Project

- 1- The grant application review and approval timeline takes 10-12 months **after** the grant application deadline (September 15). This means projects may not be started for 1-1.5 years after you submit a grant application. Plan your project's start date accordingly. It is important to think this far ahead and start **planning** your project early and communicate with the staff contacts listed below about your plans and timeline.
- 2- The DNR encourages novel and creative projects with good strategies and measures of effectiveness. At the same time, applicants don't have to reinvent the wheel — if there's something that has been documented to work, build on it and evaluate your success.
- 3- This grant is administered as a reimbursement program. This means that, if you receive a grant, you must incur and pay all costs associated with the project before seeking reimbursement from DNR. Grant advances are not possible. See the Reimbursement Process section, on page 8, for details on documenting project expenses.
- 4- Finish your project during the Period of Performance listed on the grant agreement. **Costs incurred before the start date and/or after the end date on your grant agreement are NOT eligible for reimbursement.**
- 5- The DNR and staff of the U.S. Fish and Wildlife Service (USFWS) have the right to audit or examine all books, papers, accounts, documents, or other records related to project costs that the DNR will reimburse. Grant recipients agree to retain all project records until final resolution of any audit findings, or for a period of three years following the date on which the DNR issued final reimbursement, whichever is later.
- 6- **IMPORTANT:** Ask questions if you don't know how to proceed or need clarification on topics such as eligible costs or project administration procedures. We are happy to help!

Contact Information

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Hunting & Shooting Sports Specialist
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Sarah Brenner
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Wisconsin DNR
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Email applications and supporting documents to: DNRHunterR3Grants@wisconsin.gov

DNR Hunter R3 webpage: <https://dnr.wisconsin.gov/aid/HunterRecruit.html>

Grant Program Specifications

Eligible Applicants

- Wisconsin counties, towns, villages, and cities
- Wisconsin universities, colleges, and technical schools
- Other Wisconsin governmental units, as defined in s. 66.299, Wis. Stats.
- Wisconsin tribes
- Wisconsin school districts
- Conservation organizations (*i.e.*, local rod and gun clubs, sporting organizations, local chapters, and national organizations)
- Individuals

CAUTION: If a third party completes the application for you, be sure to check the completeness and accuracy of the application before submitting it to DNR. As the grant applicant, you are responsible for the accuracy of the information provided on your application and meeting program requirements.

Grant Program Priorities

Applications that enhance public/private partnerships are strongly encouraged. Priorities for the Hunter R3 program include:

- Projects that are intended for people who do not come from traditional hunting backgrounds (have little prior hunting experience); and projects intended for families, women, and adults.
- Projects that demonstrate a likelihood of success and long-term sustainability; and a clear plan for evaluation.
- Projects that use best practices established by practitioners in the field of outdoor skills-based outreach and education. Please review the information in the [R3 Practitioner's Guide](#).
- Projects that address specific barriers to the recruitment, retention and/or reactivation of hunters.

See Project Scoring Criteria on the Hunter R3 Grant webpage (under the Applying tab) for more information on grant program priorities.

Cost-Share Program

This is a cost-share program between DNR and subrecipients. Grant awards can cover up to 75% of total eligible project costs. The subrecipient must provide the remainder via match.

Total Available Funding and Award Cap

The DNR typically has up to \$75,000 available for grants each calendar year. Individual grant awards are capped at \$25,000.

Source of Program Funds and Applicable Laws

This program will award federal Wildlife Restoration funds awarded to DNR by the U.S. Fish & Wildlife Service – Office of Conservation Investment. These funds are derived from a federal excise tax on the sale of firearms, ammunition, and archery equipment. Funds are allocated to states and US territories based on a formula that includes the number of hunting license holders in each state and the geographic land area of the state. Successful applicants are *subrecipients* of the federal award and thus must adhere to the same rules and regulations the Department is required to follow as part of the federal award. Wildlife Restoration grants are subject to [2CFR200](#) and [50CFR80](#).

Grant Program Timeline

- **Application Due Date:** Grant applications are due by close of business on September 15, each year*.
- **Application Review Process:** Applications will be reviewed for completeness and eligibility, scored, ranked in descending order based on score, then recommended to Office of the DNR Secretary who will make a final decision on funding.
- **Applicant Notification:** Once the review process is complete and applications approved by the Wisconsin DNR, the Hunter R3 grant staff will contact all applicants to notify them whether or not their project was selected for funding.
- **Project Review:** For the next several months, the Grant Program Manager will work on compliance as required by the US Fish & Wildlife Service, contacting subrecipients as needed. Then projects are submitted to the US Fish & Wildlife Service for their review and approval.
- **Grant Agreements Issued:** Once the US Fish & Wildlife Service approves the projects, the DNR will issue subrecipients written grant agreements**. It normally takes approximately one – one and a half years from the application deadline until a grant agreement is issued.

Activity	Timeline
Application Materials Available Online	July
Deadline for Complete Application Submitted to DNR*	September 15
DNR Notifies Applicant of Application Status	December
DNR Anticipates Issuing a Grant Agreement**	August, the following year

*Per s. 990.001(4)(c), Wis. Stats., if any application deadline falls on a Saturday, Sunday, or state holiday, the deadline is moved to the next state working day.

**Funds will not be available until the grant agreement is signed by the DNR and subrecipient.

Examples of Eligible Project Costs/Donated Values

- Salaries, wages, and benefits for employees who are directly working on the project, or donated labor for the project.
- Services – such as printing, mailings, professional guide services.
- Supplies necessary to perform the project – such as ammunition, hunting gear, decoys, etc.
- Background checks of mentors and instructors.
- Equipment – equipment is defined as one item with a fair market value of \$5,000 or more; approval of equipment purchase requires subrecipient to adhere to special conditions listed in the grant agreement.
- Hourly/daily rental charges – such as boat rental fees, ATV rental fees, room rentals.
- Other costs needed to implement the project. Contact the Hunter R3 Grant Program Manager with cost eligibility questions.

Ineligible Project and Activities Costs

- Costs incurred before the start date or after the end date of the grant agreement.
- Firearms and bows.
- Hunting licenses for mentors/instructors and participants.
- Payments that have been or will be received from another federal funding source.
- Law enforcement activities.
- Activities conducted for the primary purpose of producing income.
- Fines and penalties resulting from violation of, or failure to comply with, federal, state or local laws and regulation.
- Boats, autos, trucks or office furniture purchases.
- Capital improvement projects.
- Land acquisition.

Subrecipient Responsibilities

Award: If your project is selected to receive grant funds, DNR will execute a grant agreement (i.e., a contract) with your organization. By signing the agreement, your organization becomes a formal subrecipient of a federal award. As a subrecipient, it is your responsibility to carry out the project, including obtaining any approvals/permits/licenses, incurring eligible expenses, maintaining appropriate documentation, and other applicable activities. DNR does not pay invoices on behalf of subrecipients or accept matching funds directly. In addition, terms and conditions of the federal grant program (e.g., requirements of 50 CFR 80 and 2 CFR 200, described under the “Laws” tab on the HR3 webpage) are applicable to subrecipients. These provisions are referenced directly in the agreement. If you are unsure about your organization’s ability or willingness to take on these obligations, please reach out to the Grant Program Manager for information and guidance before submitting your application.

Financial: Financial responsibility listed in a grant agreement cannot be transferred to another entity by a resolution or any other means. All reimbursement requests must be submitted by the subrecipient named on the grant agreement.

If a consultant completes the grant application for you, be sure to check the completeness and accuracy of the application before submitting to the DNR. As the grant applicant, you are responsible for the accuracy of the information provided in your application and meeting program requirements.

Authorizing Resolution: Grant applicants that have a governing body, must include a resolution adopted by the governing body; use [Form 8700-388](#).

Cost Containment: Local government applicants must follow cost containment procedures, sometimes also called bidding procedures, required by Wisconsin Statutes.

Subrecipient Share = Match: “Match” means the portion of project costs that the subrecipient will contribute. Funds from other federal sources may not be used as match. The value of donated supplies, labor, services, and equipment used may be included as match. Subrecipients cannot be reimbursed for more than their incurred costs (cash spent). If donated values exceed cash costs, reimbursement is capped at the total cash spent or grant award, whichever is less. Donations are subject to the following provisions:

All sources of match, including the match that will come from donations, must be indicated in the application.

The value of donated labor is set by the hourly wage for similar jobs in the area. Make sure to document how you arrived at the volunteer rate. You **MUST** document volunteer hours worked. The DNR has volunteer timesheets available for your use, which can be found under the “Reimbursement” tab on the HR3 webpage. The timesheet **MUST** include the volunteer’s name, date, hours worked, and activity completed. The timesheet **MUST** be signed by both the volunteer and the subrecipient who can verify the hours worked for each day the volunteer works. A timesheet that has several days of work, but only one signature will not be accepted.

The value of donated supplies and professional services shall be determined by market rates and be established by invoice provided by the donor (typically done on business letterhead or invoice). The DNR also has Form 8700-350 to help you track donated professional services.

Background Checks: Completion of background checks is authorized by Per s. NR 19.30, Wis. Adm. Code and they are required to be an educational skills activity mentor or instructor. Any widely accepted background check method is allowable. Grant recipients may be asked to provide a description of the background check process and documentation of cleared background checks. Costs associated with conducting background checks are eligible for reimbursement under the Hunter R3 Grant Program.

Collection of DNR Customer ID Numbers: Subrecipients, including school-based and youth program providers, must collect DNR customer identification numbers from project participants who either have or will obtain one during participation; these data must be included in the final report. The DNR will use data submitted for future program evaluation. These numbers are free and the DNR has a worksheet to help you collect them. Please use the DNR’s Hunter R3 Participant Report Form 8700-358P for this data collection effort.

Program Income: Program income is the gross income earned by the subrecipient that is directly generated by a supported activity or earned as a result of the federal award during the period of performance. If the project receiving funds from the grant program will generate revenue, then that income must be documented, reported annually during the grant period, and included in the grant financial calculations. You must include in your application any program income you plan to generate during the grant award period of performance, and you must retain all documentation of income earned during your grant award. More information about program income can be found in 2 CFR 200. Please contact the Grant Program Manager if think your project could include program income.

Reports: Interim and final reports describe the project’s progress and final assessment. Multi- year grants will require yearly written progress reports and may require quarterly check-ins with the grant program manager. Subrecipients will be required to submit a final report with the final reimbursement request. The DNR shall make no final reimbursement payment until the report is completed, submitted to the grant program manager, and approved. All reporting requirements will be listed in your grant agreement.

The final report shall include project deliverables as outlined in the grant agreement.

The DNR will share results and summaries of funded projects, including materials produced, photos, project research results, and data collected for project assessments, to the extent allowed by Wisconsin’s Open Records Law. Credit shall be given to the subrecipient, the DNR, and the USFWS in any material

published or released to the news media related to this project.

Inspections: Depending on the project elements, subrecipients may be responsible for ongoing inspections.

Application Review

Grant applications will be reviewed for adherence to program priorities and detail provided in the application. A detailed and complete application is required. Applications will be scored by a team consisting of internal and external specialists with experience in hunter and mentor recruitment/training. For more information, see Project Scoring Criteria on the Hunter R3 Webpage under the Applying tab.

Grant Award and Grant Agreement

If your project is selected for funding, you will receive a notice of award and grant agreement from the DNR detailing the approved project scope, grant start and end dates (grant period of performance), and approved budget. Your grant agreement will contain conditions that govern your project. Make sure you review and agree with the project scope and conditions described in the grant agreement before you sign it.

IMPORTANT! Only costs incurred during the period of performance are eligible for funding. Costs incurred prior to the start date or after the end date listed on the grant agreement are not eligible for reimbursement by the DNR.

Reimbursement Process

To be eligible for reimbursement, all costs must be incurred during the Period of Performance and must be items identified in the “Project Scope and Description of Project” section of the grant agreement. No grant advances are possible.

It is possible for subrecipients to request partial reimbursements from the DNR during the Period of Performance. If you are interested in submitting a partial reimbursement package, please contact the Grant Program Manager to discuss. The total of all partial reimbursements shall not exceed 90% of the total grant award. The last 10% of the project budget will be maintained by the DNR for the final reimbursement payment.

Reimbursement requests must be submitted to the Grant Program Manager. Final reimbursement requests must be submitted within 60 days of the end date of the grant agreement. A complete reimbursement request should include:

- Grant Payment Request & Worksheet ([Form 8700-001](#)).
- Grant Partner Financial Data Report ([Form 9300-230](#)).
- Copies of all proofs of purchase (*i.e.*, invoices, receipts, etc.) and proofs of payments (*i.e.*, cancelled checks (front and back), bank statements, credit card statements, etc.). Personal information may be blacked out.
- If applicable: Signed [Volunteer Labor Form\(s\)](#), [Donated Professional Services Form\(s\)](#), [Subrecipient Mileage Reimbursement Form\(s\)](#).
- Deliverables for Final Reimbursement; they will be listed on the grant agreement.

Once all items are received, reviewed, and a site visit has been completed (if required), payment will be processed by the DNR. **All project records must be retained by the subrecipient for a period of not less than three years after final payment is issued by the DNR or final disposition of audit findings (if applicable).**

In-kind match (donated time, service, supplies, etc.) are not reimbursable; they will only be applied to the subrecipient's share of the total project costs. Grant reimbursement amount will be 75% of total eligible costs or total cash costs, whichever comes first.

Resource List

[R3 Practitioner's Guide](#) (Council to Advance Hunting & the Shooting Sports)

[Wisconsin DNR Learn to Hunt Program](#)

[Wisconsin DNR Hunter Education Program](#)