Corporate Funding Process
Regional Conservation Partnership Program

In Texas, corporations have the opportunity to leverage their funding (through matching funds) and meet their environmental, social, and governmental goals by working with the Natural Resources Conservation Service (NRCS) through the Regional Conservation Partnership Program (RCPP). This program helps farmers, ranchers, and forest landowners implement practices that conserve water and soil resources, improve the health of wildlife habitats, and increase climate resilience.

“The Regional Conservation Partnership Program is public-private partnerships working at their best,” said Kristy Oates, NRCS State Conservationist in Texas. “RCPP projects harness the power of partnerships to help bring about solutions to natural resource concerns while supporting Texas agriculture.”

NRCS is a permanent agency within the US Department of Agriculture. The agency provides technical and financial assistance to ranchers, farmers, and forest landowners and develops and implements conservation plans that contribute to soil surveying, water management, and wildlife biodiversity. These plans help landowners manage and enhance privately-owned wetlands and forests. Learn more.
Get Involved:

1. **Know your geography of focus and the metrics** you would like reported for your investment.
   
   a. *The Natural Resources Conservation Service (NRCS) reports implemented conservation practices, the number of producers involved, and acres impacted, among other metrics.*
   
   b. *Corporations should work with their preferred consulting company to prepare annual sustainability report information regarding water savings, water replenishment, etc.*

2. **Contact** Paul Long paul.long@usda.gov / 254.742.9942 to convey your interest, learn more about potential projects, tell NRCS more about your project ideas, and discuss Regional Conservation Partnership Program (RCPP) eligibility. RCPP applicants should work closely with NRCS throughout the proposal process.
   
   a. *If you do not meet the requirements to be the RCPP applicant, your company can be a funding partner within the project and/or help lead the project.*

3. If the proposed project(s) align with RCPP’s goals and policies, a **project proposal** will be developed by the eligible applicant and project partners.

   *Successful RCPP applicants and partners bring an array of financial and technical capabilities to projects, demonstrate experience working effectively and collaboratively with agricultural producers and landowners across the landscape, and propose innovative, sustainable, and measurable approaches to achieving compelling conservation outcomes.*

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**Successful RCPP projects embody these CORE PRINCIPLES…**

**IMPACT:** RCPP proposals must articulate effective and compelling solutions that address one or more natural resource concerns or challenges. Partners are responsible for evaluating a project’s impact and results.

**FINANCIAL CONTRIBUTIONS:** Applicants and their partners are responsible for identifying any combination of cash and in-kind / value-added contributions to leverage NRCS’s RCPP investments. It is NRCS’s goal that project contributions at least equal the NRCS investment in an RCPP project. *Substantive and sizable contributions are given priority consideration as part of the RCPP proposal evaluation criteria.*

**INNOVATION:** NRCS seeks projects that integrate multiple conservation approaches, implement innovative conservation approaches or technologies, build new partnerships, or effectively take advantage of program flexibilities to deliver conservation solutions.

**PROJECT MANAGEMENT:** Applicants and their partners must have experience, expertise, and capacity to manage the partnership and project, provide outreach to producers, and quantify the environmental (and when possible, economic and social) outcomes of an RCPP project. *RCPP ranking criteria give priority consideration to applicants that meaningfully engage historically underserved farmers and ranchers.*