



**National
Wildlife
Federation**

**Mutual of Omaha's
WILD KINGDOM**

2025 Mutual of Omaha's Wild Kingdom College and University Grant Program

Request for Proposals

Topic: Wild Kingdom College and University Grant Program

Location: Any U.S. location

Background:

America's experience with cherished landscapes and wildlife has helped define and shape our national character and identity for generations. Protecting these natural resources is a cause that has long united Americans from all walks of life. To hikers, birders, wildlife watchers, boaters, climbers, campers, cyclists, gardeners, farmers, forest stewards, and other outdoor enthusiasts, this conservation ethic represents a sacred duty and obligation to protect and build upon our conservation heritage for the sake of wildlife, ourselves, our neighbors, and—most of all—for future generations.

Mutual of Omaha's Wild Kingdom and National Wildlife Federation (NWF) have teamed up to inspire and support the efforts of the next generation of conservation leadership. To that end, we are collaborating on a series of grants that support Universities and Colleges throughout the country to showcase and fund innovative and solutions-based programs or strategies that help protect and/or restore wildlife and/or their key habitats.

Mutual of Omaha's Wild Kingdom is one of the most loved and respected wildlife programs in television history. Wild Kingdom continues to inspire the next generation of conservationists through Mutual of Omaha's Wild Kingdom Protecting the Wild hosted by wildlife expert Peter Gros and large carnivore ecologist Dr. Rae Wynn-Grant. The show airs on Saturday mornings on NBC and focuses on conservation success stories and leaders in the conservation world. To learn more about Wild Kingdom or our hosts, visit WildKingdom.com.

Grant Focus:

In an effort to protect threatened, vulnerable and endangered wildlife across the United States, the Wild Kingdom college and university grant recipients will be selected based on the criteria below and may also have access to NWF staff and state affiliates on campus and community projects for support.

Focus areas may include, but are not limited to:

- Develop and implement plans to protect and/or restore habitat for any threatened or endangered species on campus or in the community
- Conduct research on threatened or endangered species on campus or in the community
- Conduct survey of species on campus, for the purpose of identifying any threatened or endangered species
- Implement conservation strategies with a goal of ensuring a safe and healthy habitat for humans and endangered or threatened wildlife to coexist.
- Incorporate smart growth strategies in regard to a campus expansion project with wildlife in mind

- Introduce environmental solutions to urban spaces with wildlife in mind

Grant Program Requirements:

- A faculty and/or staff member (at least 18 years of age) is required to be designated as lead on this grant project.
- At least one undergraduate or graduate student (at least 18 years of age) is required to serve on the project team and write a letter of support to accompany the grant application submission.
- Create a project plan for a 4–8-month grant term based on agreed-upon goal(s).
- Review and finalize grant project budget.
- Participate in a grant kick-off call - date TBD.
- All students on the project team are required to join the [NWF EcoLeaders community](#).
- Participate in periodic phone check-ins with NWF staff about project status and responsibilities.
- Participate in one Wild Kingdom mentor call with (either or both) Dr. Rae Wynn-Grant and Peter Gros
- Monthly progress updates will be required (over the course of the grant term) accompanied by photos and/or video documentation for potential use in NWF and Mutual of Omaha's Wild Kingdom communication and marketing channels (monthly submission date will be determined during the grant kick-off call).
- Designation of one or more contacts in the university or college program to manage media and press requests.
- Develop a summary report upon completion of the grant project including findings, progress and proposed next steps, if necessary; visuals required.
- Develop a summary video at the completion of the grant project that shares highlights and results of the grant funding (no more than 5 minutes).

Grant Team Member Competencies:

- Motivated by values of equity and responsibility to those most marginalized.
- Dedicated to deepening understanding of cultural and systemic racism and the intersectionality of multiple forms of social inequality.
- Demonstrates awareness of positional power and privilege (both personally and professionally) and its attendant impacts.
- Consistently brings a high level of empathy and social skills to work and interpersonal interactions.
- Demonstrates awareness of the attributes associated with a white dominant culture and takes actions to dismantle hierarchies of oppression within that culture.
- Must be a strategic thinker, self-starter, well organized, strong communicator, and relationship builder.
- An entrepreneurial spirit, initiative and energy is critical to success.
- Must have a passion for and commitment to NWF's mission.

Perks and Privileges:

- Grants up to \$8,500 per project
- Professional development resources, assistance, and networking
- Recognition by NWF and Mutual of Omaha's Wild Kingdom social media channels

Eligibility:

Faculty or staff 18 years of age from any college or university within the U.S. is eligible to apply. Applications are invited from faculty and staff in all disciplines and are not limited to environmental studies, wildlife biology, etc. Current and former employees of NWF are ineligible to apply. Former NWF interns and fellows are eligible to apply one year after their final work date. The name on the application must be limited to **one individual** and the grant reporting, training, or other requirements cannot be transferred to or shared with another staff or faculty member. Additional involvement should be noted in the proposal. The applicant must be employed at the school through the duration of the 4-8 month grant period.

Grant Terms:

The grant term is 4-8 months, depending on grant leads schedule and project timeline. The grant project will begin in May 2025, with the specific date TBD.

Grant payments are dispersed in one installment within two weeks of awarding the grant and finalizing grant agreement. Grant funds will be distributed to an Administrative Office on campus (e.g., Research, Grants and Contracts Office, Financial Aid Office, Campus Sustainability Office) to the attention of the appropriate administrator. Grant funds may be taxable; consult your tax advisor for U.S. Internal Revenue Service reporting requirements.

How to Apply:

1. Carefully review the information provided in this document.
2. Complete and submit the application form for the 2025 NWF Wildlife Kingdom Grant Opportunity, [HERE](#). The online application requests project goals, proposed timeline, rough budget, and expected results and outcomes. The online application also requests a letter of support and engagement (as an attachment) from a student project team member (as mentioned under Key Guidelines above).

The deadline to submit applications is March 15, 2025, 12 a.m. Pacific Standard Time.

Applications are reviewed by a committee to determine which meet the selection criteria. All campus applicants will be notified of their status within one month of the application deadline.

Questions? Contact Kristy Jones, Director of Higher Education, National Wildlife Federation, jonesk@nwf.org