

Friends of the Greenbelt Foundation Grant Guidelines

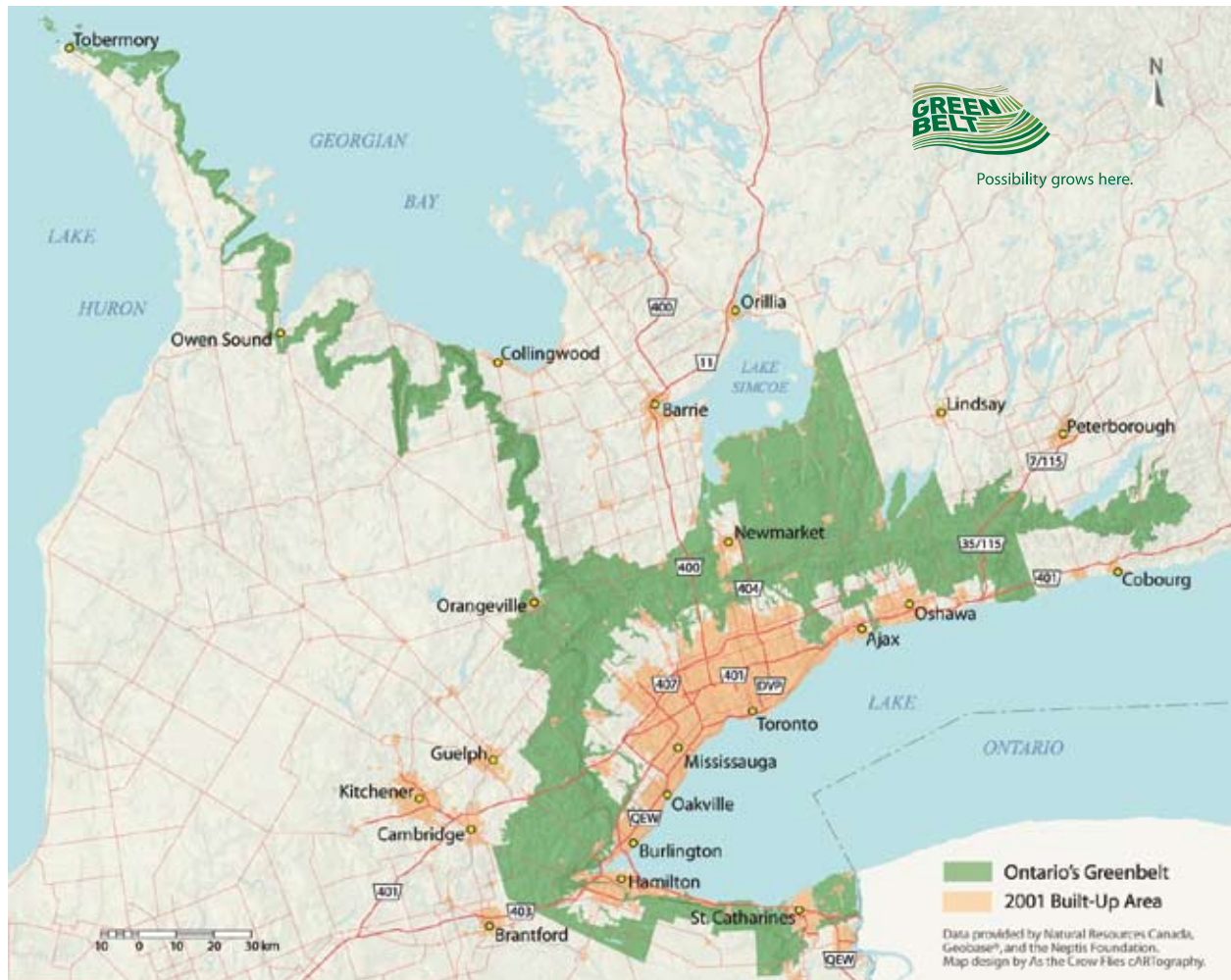


Possibility grows here.



Our Vision

The *Friends of the Greenbelt Foundation* is dedicated to promoting and sustaining the Greenbelt as a beneficial, valuable, and permanent feature, enhancing the quality of life for all residents of Ontario. Our vision is a vibrant and healthy Greenbelt with a protected and restored natural environment, a strong and successful rural countryside, a robust agricultural sector and a pattern of urban settlement that supports the Greenbelt.



Our Goal

The goal of the *Friends of the Greenbelt Foundation* is to nurture and support activities that preserve and enhance the Greenbelt's agricultural, rural and ecological integrity and viability.

Our Approach

We will support organizations whose efforts are realizing our vision of the Greenbelt. Organizations working on the ground are critical to our success and these groups are often in the best position to identify opportunities, build broader public involvement, and act as a powerful force for change.

We will promote mutually-supportive relationships between the Greenbelt and the urban areas adjacent to it. By coordinating diverse initiatives we will foster urban/rural connections that highlight the important relationship between cities and rural communities.

We will support a variety of means to increase public awareness of the Greenbelt and its many benefits. Widespread knowledge of the Greenbelt, its geography and contribution to our health and well-being is essential to sustaining it as a beneficial, valuable and permanent feature.

We will track and report on accountability at three levels: the Foundation's accountability to the public with respect to the responsible and effective use of its resources; organizational accountability of grantees to the Foundation regarding efforts to achieve stated goals; and government accountability to the public regarding the fulfillment of commitments and obligations under the Greenbelt Act and Greenbelt Plan.

We will seek to facilitate and convene. We will encourage and foster relationships among many different organizations with an interest in Greenbelt activities. By bringing together not-for-profit organizations, other foundations, governments and corporations, we hope to cultivate collaborative partnerships, learn from others' expertise, and catalyze activities that support the Greenbelt as a whole.

Our Grant Making

The *Friends of the Greenbelt Foundation* is a charitable organization, independent from the Province of Ontario. The *Foundation* is interested in funding activities that promote and sustain the Greenbelt as a beneficial, valuable and permanent feature, enhancing the life of all Ontarians.

Our vision can be realized by supporting a variety of activities that inspire possibility in three grant program areas:

- Promoting Greenbelt-grown food
- Greening the Greenbelt through cleaner air and cleaner water
- Inspiring innovation in the Greenbelt

The *Foundation* is interested in being a positive force for creating new relationships and connections across the Greenbelt. We encourage proposals that integrate the three program areas. We also encourage applicants to consider including public awareness and engagement activities in their proposals or to conduct specific public awareness efforts geared to targeted audiences with focused messages and benchmarks for success.



Greenbelt-Grown Food

The Greater Golden Horseshoe has the largest concentration of farmers and residents in Canada, making it a dynamic place to foster a local food network. The Greenbelt's abundance of products ranging from fruit and vegetables, to meats, dairy, spices, wine grapes and specialty crops can deliver a wide selection of products to retailers and the region's diverse population. The Greenbelt is essential for securing a sustainable and stable local food supply.

The goals of this program area are to:

- Establish structural and permanent elements of a local food system in Ontario's Greater Golden Horseshoe region
- Increase the viability of Greenbelt farming
- Stabilize the local food supply

We would be interested in projects that:

- Open up new marketplaces for Greenbelt farmers
- Develop and implement government policies and infrastructure favouring Greenbelt-grown food
- Develop new distribution links between farmers and purchasers
- Encourage consumers and retailers to buy local
- Promote locally-grown ethno-cultural crops since we are one of the most ethnically-diverse regions in the world



Greening the Greenbelt Through Cleaner Air and Cleaner Water

The Greenbelt's natural capital delivers some \$2.7 billion worth of ecological goods and services to Ontario each year, making its forests, wetlands, meadows, grasslands and other natural features extremely valuable, particularly in providing clean air and safe drinking water to the residents in this region and enhancing biodiversity.

The goals of this program area are to:

- Improve the ecological functions in the Greenbelt
- Foster more environmentally-sustainable farming practices
- Achieve cleaner air and water and greater biodiversity in the Greenbelt

Generally, we would be interested in projects that cover large landscapes and/or have a significant impact on natural capital.

Please note that we cannot fund the cost of ecological restoration work such as tree planting, riparian re-vegetation, erosion control, etc.

Specifically, we would be interested in projects that:

- Maintain and improve the natural and hydrological features that provide clean drinking water, water and air filtration/treatment, biodiversity and carbon storage
- Advance sustainable agricultural practices
- Apply assessments of, or increase natural capital values for, the Greenbelt
- Identify and protect species at risk and their habitats
- Promote green energy
- Mitigate climate change



Inspiring Innovation in Ontario's Greenbelt

The Greenbelt invites its rural communities and urban neighbours to imagine a healthier future and find new approaches to challenges. This bold legislation has created the largest greenbelt in the world, one which fosters a more sustainable way of living and enhances the quality of life for over eight million residents and thousands of businesses who call this region home.

The goals of this program area are to:

- Increase the size, and ensure the permanency, of the Greenbelt
- Strengthen public and municipal support for the Greenbelt

We would be interested in innovative projects that:

- Inspire rural and urban communities to embrace the Greenbelt, utilize its assets to help create a healthy future and promote economic development that supports the Greenbelt
- Encourage new models of growth for municipal planning and address land use controversies within the Greenbelt
- Monitor Greenbelt Plan implementation and, where needed, encourage better adherence with the Plan
- Grow the Greenbelt in order to extend its protection to vulnerable agricultural lands, natural and hydrological features
- Extend Greenbelt principles and best practices beyond the Greenbelt in ways other than extending the Greenbelt boundaries, providing a model to other areas



Our Application Process

Please read all of the following information before submitting an application.

The *Foundation* welcomes people to contact us at any time to discuss ideas. Our staff can provide advice and guidance to assist groups to submit the best possible application and we welcome innovative approaches.

Potential applicants must submit a Letter of Inquiry. If the project falls within the *Foundation's* goals and program areas, the applicant may be asked to provide a full proposal and may also be invited for an interview to discuss the project in person. **This is not a guarantee of funding.**

We do not encourage the inclusion of additional materials such as videos, CDs, annual reports or newsletters with your application. We cannot store or return these materials. Application pages shall be letter-sized and printed with 12 point text. Applications must be received by the *Foundation* by the due dates specified, no exceptions will be made.

Letters of Inquiry

Applicants seeking a grant must submit a brief Letter of Inquiry as the first step.

We regret that Letters of Inquiry which do not follow these instructions cannot be considered for funding by the *Foundation*. All pages must be letter sized with 12 point text.

This pre-proposal inquiry should contain the following:

1. Completed Letter of Inquiry Cover Page (attached)
2. Letter of Inquiry (maximum 2 pages), which includes:
 - An overview of the project
 - A description of how the project benefits the Greenbelt
 - An explanation of how the project achieves the goals of the *Foundation*
 - A brief outline of the organization's history, objectives, current activities
 - A preliminary budget and timeline of activities

Letters of Inquiry must be submitted as one original, signed hard copy sent to the *Foundation* office and one electronic copy sent to info@greenbelt.ca by the due date. The *Foundation* cannot offer extensions to the due dates under any circumstances.

Full Proposals

Your organization may be invited by the *Foundation* to submit a full proposal. This is not a guarantee of funding. Organizations invited by the *Foundation* to submit full proposals should submit eleven (11) paper copies and one electronic copy of the full proposal by the due date. Original, signed hard copies must be sent unbound, unstapled, hole-punched, and printed double-sided. All pages must be letter sized with 12 point text. Electronic copies should be sent by the due date to info@greenbelt.ca.

We regret that full proposals which do not follow these instructions cannot be considered for funding by the *Foundation*.

Applicants are encouraged to be clear and concise. Longer applications are not considered to be better.

The proposal package should contain the following:

1. Executive Summary (maximum 1/2 page)

Summarize the main objectives of your project and nature of the work to be done.

2. Project Description (maximum 2 pages)

Include a detailed description of your project, a work plan, methodology, and anticipated results. Provide the names and a brief description of the responsibilities of all key personnel to be involved in the project, and indicate the primary qualifications and skills required for any staff to be hired. This is an opportunity to showcase the group's experience and capacity to carry out the proposed project.

If the project is technical or scientific, describe it in lay terms in the body of the proposal and provide a more technical description for peer-review purposes as an appendix.

3. Rationale and Fit with Greenbelt Priorities (maximum 1 page)

Describe how your project benefits the Greenbelt and supports the *Foundation's* vision and goals, and why your organization is best qualified to carry out the work. If the project involves collaboration, include a brief description of each partner, each organization's role in the project, and the reasons for forming the partnership.

4. Communications Plan (maximum 1/2 page)

Tell us what your main communication messages will be. The communications plan need not be long, but should include an outline of:

- To whom you will communicate your key messages. For example: media, residents of a certain geographic area, targeted stakeholders, politicians and other decision-makers.

Full Proposals (cont'd)

- How you will spread this message, and why you think this will be successful.
- Provide a timeline for communication.

5. Evaluation Plan (maximum 2 pages + Criteria sheet and Work Plan table provided)

Describe how you will measure success and the plan for undertaking, reporting and acting upon the evaluation including:

- What you want to accomplish with this project and how you envision doing this.
- The intended results of the project, i.e., short- and medium-term effects.
- The potential challenges and opportunities to achieving your project's overall goal.
- Projects which focus on increasing awareness and capacity must identify how activities will lead to action.
- The outputs or specific products/services which will be developed or delivered for the project such as maps, reports, communications tools, events, etc. to help achieve the result.
- Explain how benefits to the Greenbelt will be maintained after the project is complete and beyond receiving support from the Foundation. Identify whether there will be permanent change and the resources in place to continue work after the grant ends.

6. Budget

Provide an itemized budget using the template provided. Typically, the larger the amount requested, the more detail required. If the *Foundation* is being asked for partial funding of the project, indicate which expenses would be covered by our grant and which would be supported with other sources of funding. Specify all other possible funders, the amount of funding expected from each source, any confirmed sources of funding, and sources of in-kind support.

7. Organizational Information

Provide a list of your organization's Board of Directors, identifying each person's affiliations, and a list of any relevant committees or advisory groups. Also, provide information about the chief executive officer of your organization and the project's lead (if different from the CEO).

8. Financial Information

Provide the most recent audited financial statements and a copy of the operating budget for the current year, including expenses and revenues to date for your organization.

Application Review

Each full proposal will be reviewed by *Foundation* staff, by an external Advisory Committee and by the Board of Directors. The *Foundation* is committed to achieving its primary goals and thus reviews applications with an eye towards specific outcomes.

A strong application clearly identifies:

- How the outcomes will directly benefit the Greenbelt
- How the outcomes support the *Foundation's* vision and goals
- The likelihood of success for the project and whether the proposed activities will lead to the outcomes sought
- The integration of the *Foundation's* public awareness and engagement goals
- The involvement of stakeholders and level of collaboration
- The organization's history, track record and ability to manage and sustain growth that may result from the grant
- Value for funding and cost efficiency
- Measurable performance results



Eligibility & Program Limitations

Grants cannot be made to individuals. Grants can only be made to registered Canadian charities or other qualified donees. If you have an idea that meets our goals but your group does not qualify, please contact us. We may be able to offer support or assistance in other ways.

The *Foundation* reserves the right to support any appropriate initiative that we deem to be relevant to our mission. Projects will only be granted one year of funding, no multi-year grants will be made. Overhead costs of up to 10% of the total project budget will be supported.

The *Foundation* will fund activities including, but not limited to:

- Communications and event coordination
- Contract and professional service costs
- Human resources costs, including salary and benefits
- Materials and supplies
- Planning
- Translation, printing, production and distribution costs
- Travel

The following activities are not funded:

- Basic research
- Buildings and infrastructure
- Capital campaigns
- Deficit financing
- Ecological restoration activities
- Endowments
- Establishing new farmers' markets
- Land claim disputes
- Projects occurring outside the Greenbelt
- Sponsorships

Our Contact Information

Please send all applications in hard copy to:

Burkhard Mausberg
President
Friends of the Greenbelt Foundation
661 Yonge Street, 5th Floor
Toronto, Ontario M4Y 1Z9

Please send the electronic version of your application to info@greenbelt.ca.

Letter of Inquiry Cover Page

This form is available for download at www.greenbelt.ca.

Name of Organization: _____

Date Submitted: _____

Contact Name: _____ Position: _____

Charitable Registration Number: _____

Address: _____

City: _____ Postal Code: _____

Telephone: _____ Fax: _____

Email: _____ Website: _____

List all project partners: _____

List all project funders: _____

Total Organizational Revenue (from last audited statements): _____

Amount Requested: _____

Total Project Budget: _____

Please provide a project title and description (100 words or less): _____

Signature

Date

This form must be attached to your letter of inquiry.



Proposal Budget Template

To be included with full proposal only.
 This form is also available for download at www.greenbelt.ca.

EXPENSES	TOTAL	Friends of the Greenbelt Foundation Share
PERSONNEL		
<i>(Itemize all positions indicating percent of time, salary, names, titles/functions of all personnel. Attach additional sheet if necessary.)</i>		
<i>Fringe benefits (specify rate and base)</i>		
Subtotal Personnel		
CONSULTANTS		
TRAVEL		
MATERIALS, SUPPLIES & EQUIPMENT		
COMMUNICATIONS COSTS		
OVERHEAD		
OTHER EXPENSES <i>(itemize)</i>		
GST		
TOTAL EXPENDITURES		
INCOME	TOTAL	Committed to date
FOUNDATIONS <i>Friends of the Greenbelt Foundation share</i>		
GOVERNMENT		
CORPORATIONS		
INDIVIDUAL DONORS		
OTHER INCOME <i>(specify)</i>		
TOTAL REVENUES		
TOTAL PROJECT COST		

Grant Proposal Criteria

This form is available for download at www.greenbelt.ca.

Organization:

Project Title:

1) Which of the *Foundation's* program area goals does your proposal primarily address?
(select one only)

Greenbelt-Grown Food

- Establish structural and permanent elements of a local food system in Ontario's Greater Golden Horseshoe region
- Increase the viability of Greenbelt farming
- Stabilize the local food supply

Greening the Greenbelt through Cleaner Air and Cleaner Water

- Improve the ecological functions in the Greenbelt
- Foster more environmentally-sustainable farming practices
- Achieve cleaner air and water and greater biodiversity in the Greenbelt

Inspiring Innovation in Ontario's Greenbelt

- Increase the size, and ensure the permanency, of the Greenbelt
- Strengthen public and municipal support for the Greenbelt

2) Does your project address any other of the *Foundation's* program area goals?
(select all that apply)

Greenbelt-Grown Food

- Establish structural and permanent elements of a local food system in Ontario's Greater Golden Horseshoe region
- Increase the viability of Greenbelt farming
- Stabilize the local food supply

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- Improve the ecological functions in the Greenbelt
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- Increase the size, and ensure the permanency, of the Greenbelt
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Grant Proposal Workplan

This form is available for download at www.greenbelt.ca.

Organization:

Project Title:

Expected Results	Activities	Performance Indicators
<p>What will you accomplish with this project?</p> <p>Describe the main result. List only the major goal.</p> <p>Example: Increase implementation of Beneficial Management Practices (BMPs), as recommended in completed Environmental Farm Plans (EFPs), for farms in the Greenbelt which qualify for cost-sharing.</p>	<p>How will you accomplish these results?</p> <p>Use action words to describe the tasks you will complete to achieve the expected results. List all activities.</p> <p>Example: 1. Promote program, targeting farmers in the Greenbelt who have completed EFPs. 2. Screen applicants, administer cost-share program. 3. Track completion of BMP work and details of participating farms. 4. Compile final report of delivery.</p>	<p>How will you measure what you have accomplished?</p> <p>Identify means to measure progress in achieving the expected results. Be as specific as possible.</p> <p>Example: 1. Number of farmers who apply to participate in program (target = 300). 2. Number of farms which qualify for participation (target = 250-300). 3. Number of farms (and acreage) with work completed based on EFP recommendations (target = 250 farms).</p>