



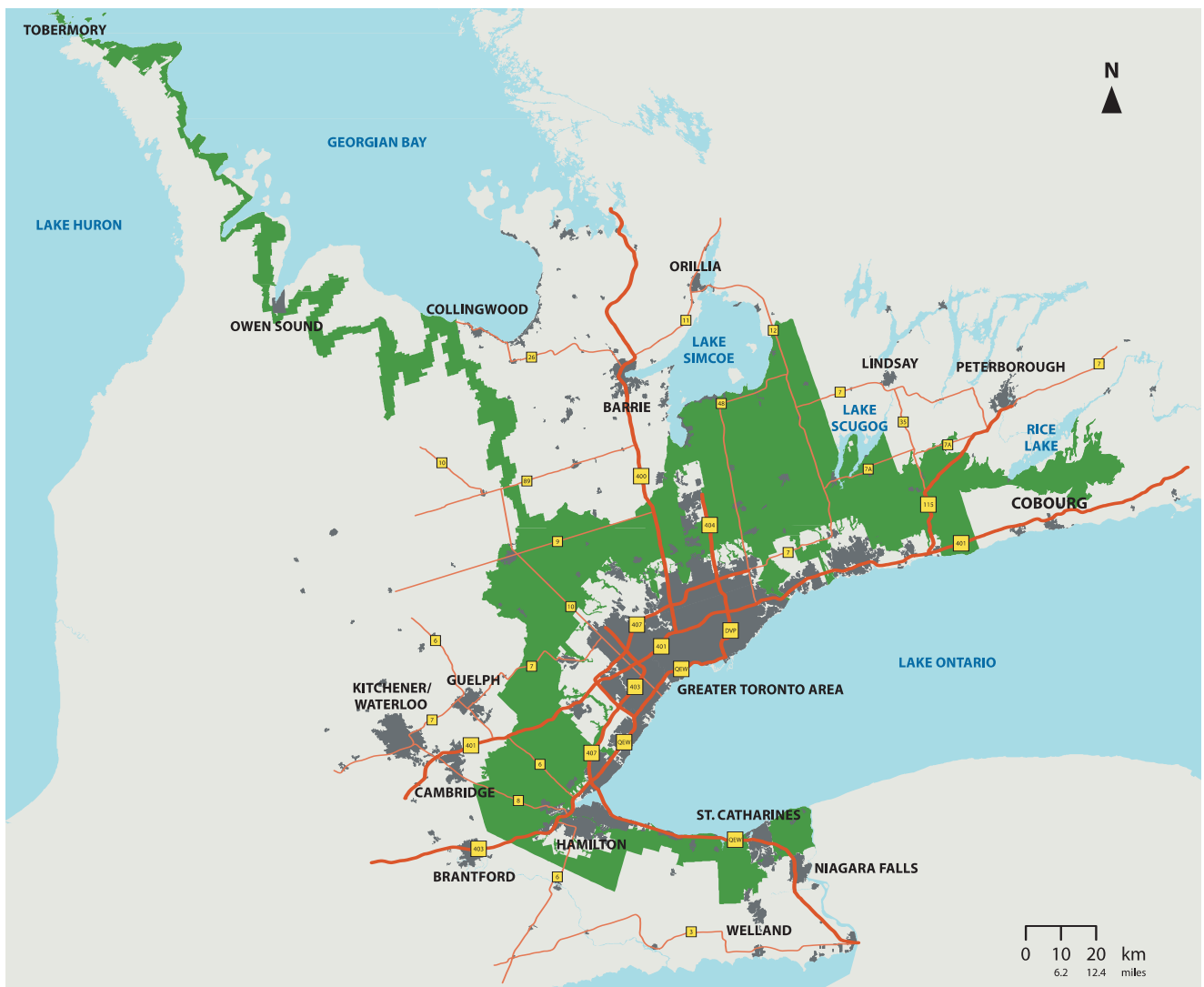
# *Greenbelt*

## Grant Program Guidelines



# 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. The Foundation's vision is a vibrant and healthy Greenbelt with a protected and restored natural environment, with a strong and successful rural countryside, with a robust agricultural sector, and with 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.

## **Our vision can be realized by:**

- developing a viable agricultural and viticultural sector;
- promoting vibrant rural communities and working landscapes; and
- protecting, restoring and enhancing the natural environment.

# Our Approach

We recognize that the scope of this work is vast. The physical area of the Greenbelt is enormous and the challenges inherent in pursuing our mission are significant. As such, we need to concentrate our resources over a short time period in order to achieve our ambitious goals and we intend to gift the \$25 million endowment over a period of five years.

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 other's expertise, and catalyze activities that support the Greenbelt as a whole.

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 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.

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 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.

Equally essential is that residents are given opportunities to engage with, and fully appreciate, the Greenbelt. We will **promote public engagement** with the Greenbelt by encouraging Ontarians to buy fresh food grown by its farmers, visit its communities, hike its trails, relax in its parks, enjoy its arts and culture, help to clean up its shorelines, and participate in making decisions about its future.

# Our Grant Making

The Friends of the Greenbelt 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. We will support a variety of activities in the following three program areas: developing a viable agricultural and viticultural sector; promoting vibrant rural communities; and protecting, restoring and enhancing the natural environment.

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 and seek outcomes that are beneficial to each of our agricultural, rural and environmental goals. 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.

## **Developing a viable agricultural and viticultural sector**

The Greenbelt contains almost one million acres of farmland used to produce a wide variety of food and related products: from fruits and vegetables, dairy and livestock, to flowers and wine. But the viability of agriculture in Ontario has become an important concern. Protecting local agricultural land is critical as it provides fresh and nutritious food,

lessens our dependence on imported foods, shrinks transportation costs, and reduces transportation-related pollution such as smog and greenhouse gases. At the same time, farmers need economic and market conditions that allow them to make a good living growing our food.

While international forces affect agriculture in multifaceted ways, and our financial resources cannot possibly affect such forces, we believe that by building solid working relationships with farmers and their organizations, we can promote viable agriculture in the Greenbelt. We anticipate building direct relationships between the consumer and the producer, rewarding farmers for their land stewardship efforts, and finding ways to generate additional land-based incomes for farm families.

As such, the Foundation seeks ways to promote and encourage an agriculturally productive countryside in the Greenbelt. We will fund activities that support

agriculture and viticulture in the Greenbelt and improve the viability of farming. These may include projects that: promote and find new markets for local produce from the Greenbelt; provide renewable power and energy conservation support to farmers; support education and learning experiences for students and youth in agriculture; enhance farmers' ability to participate in Environmental Farm Plans; or provide capacity for agricultural groups to deliver programs that provide economic opportunities for Greenbelt farmers.

### **Promoting vibrant rural communities**

The rural communities of the Greenbelt are home to many small businesses, from artist studios and kids' camps, to furniture makers and tourist attractions. Their continued success is important to the goals of the Foundation. While we cannot provide direct support to private interests, we can support the activities of organizations promoting vibrant rural communities and working rural landscapes.

The Foundation is interested in funding activities that protect and enhance the rural character and integrity of the Greenbelt. To this end, the Foundation is interested in supporting cultural activities, promoting tourism opportunities, and encouraging the appreciation of the rural countryside. We will consider proposals that: promote events and activities taking place in rural communities in the Greenbelt; help rural communities market their Greenbelt identity; support trail initiatives; develop land use plans that enhance community livability; or support the local economy by encouraging partnerships between local businesses and tourism or related activities.

### **Protecting, restoring and enhancing the natural environment**

The Foundation is seeking ways to protect, restore and enhance the Greenbelt's lands, waterways, wetlands, and the habitat for flora and fauna, particularly species at risk. Some areas of the Greenbelt are among the most biologically diverse areas in the country, providing protected habitat for more than one fifth of the species of Canada's plant diversity.

Conservation can take many forms and we are looking for activities that have multiple benefits and that link ecological enhancements with economic, educational or cultural components. We are interested in initiatives that: collect scientific, economic or cultural information to establish baseline information for the Greenbelt; support environmental stewardship of private or public lands across the Greenbelt; link Greenbelt protection to other environmental initiatives such as source water protection or planning policies; identify new areas of provincial significance; or build partnerships that enhance the natural environment for long term conservation.

# Our Application Process

Please read all the following information before submitting an application. As a first step, we request that potential applicants submit a letter of inquiry. If the project falls within the Foundation's goals and program areas, the applicant will be asked to provide a full proposal and may also be invited for an interview to discuss the project in person.

## Letters of Inquiry

Applicants seeking a grant will submit a brief letter of inquiry (maximum of two pages). This pre-proposal inquiry letter should contain the following:

1. the coversheet (blank one attached)
2. a brief description of how the project or activities achieve the goals of the Foundation;
3. a short overview of the project or purpose for which assistance is requested;
4. a brief description of the organization's history, objectives, activities, website and contact information; and
5. a brief budget and time-line of activities.

Those organizations invited to submit full proposals should develop an application containing specific details as noted below.

## Full Proposals

1. Executive Summary (1 page)
2. Description (2-3 pages)  
Include a description of your project, a detailed work plan, methodology, and anticipated results. Provide the names and a brief description of the responsibilities of all key personnel involved in

the project, and indicate the primary qualifications and skills required for any staff to be hired. 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 Foundation priorities (1 page)  
Describe how your project supports the Foundation's vision and goals, and why your organization is best qualified to carry out the work. If the project is a 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 (1 page)  
Tell us what you will communicate, to whom, how, when, and why you think this will be successful.
5. Evaluation Plan (1 page)  
Describe how you will measure success and the plan for undertaking, reporting and acting upon the evaluation.
6. Budget (1 page)  
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 a grant from this Foundation and which would be supported with other sources of funding. Specify all other requested and confirmed sources of funding.

## 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, the project's lead (if different from the CEO) and a copy of the most recent annual report.

## 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.

### 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. Applications will be reviewed with the following criteria:

- how the outcome(s) sought(s) support the Foundation's vision and goals;
- whether the proposed activities will lead to the outcome(s) sought;
- the likelihood of success;
- the integration of the Foundation's public awareness and engagement goals;
- the engagement of stakeholders and level of collaboration;
- cost efficiency; and,
- the organization's history and track record.

### Budget

The annual program budget to meet our goals is \$5 million. Grants will generally not exceed \$500,000 nor be less than \$10,000, and the Foundation accepts multi-year applications. Grants cannot be made to individuals and are only made to registered charities or other qualified donees. If you have an idea that meets our guidelines but your group does not qualify, please contact us. We may be able to offer support or assistance in other ways.

The Friends of the Greenbelt Foundation realizes that strategic opportunities may arise from time to time. These opportunities may relate to any of the three program areas and preference is given to projects that address timely issues, reflect a short-term need, and/or explore exciting opportunities. Strategic grants will range in size from \$5,000 to \$50,000. While there are no deadlines for this grant-making area, we request that you contact the Foundation before submitting a letter of inquiry.

Applicants are encouraged to apply for the resources they deem necessary to accomplish the goals and outcomes they seek. Where appropriate, we will consider general or operational support to strengthen the capacity of organizations critical to meeting our mission.

The Friends of the Greenbelt Foundation is a not-for-profit organization, independent from the Province.

### Eligibility & Program Limitations

Grants cannot be made to individuals and are only made to registered charities or other qualified donees. If you have an idea that meets our guidelines 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 it deems to be relevant to its mission. The following activities will generally not be supported:

- land claim disputes
- basic research
- capital campaigns
- endowments
- deficit financing
- projects or organizations outside Ontario.

### Our Contact Information

Please send all applications, in hard copy, to:

Burkhard Mausberg  
Executive Director  
Friends of the Greenbelt Foundation  
68 Scollard Street, Suite 201  
Toronto, Ontario M5R 1G2

Please send the electronic version of your application to [info@ourgreenbelt.ca](mailto:info@ourgreenbelt.ca).

### Our Deadlines

The Foundation will have three grant rounds in 2006 and for each round, applicants will first submit a letter of inquiry. Upon review, the Foundation will request the submission of a full proposal. All material must reach our office as hard copies by the dates indicated. Please also send your application electronically to [info@ourgreenbelt.ca](mailto:info@ourgreenbelt.ca).

We accept letters of inquiry throughout the year and will have three grant decision rounds for 2006:

Requests for full Proposal	Proposal Due	Decision
March 17	April 13	June 06
June 16	July 14	September 06
September 15	October 13	December 06

# Letter of Inquiry Cover Page

*This form is available for download at [www.ourgreenbelt.ca](http://www.ourgreenbelt.ca)*

**Name of Organization:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Position:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **Postal Code:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Charitable Registration Number:** \_\_\_\_\_

**Total Organizational Revenue (from last audited statements):** \_\_\_\_\_

**Amount Requested:** \_\_\_\_\_ **Total Project Budget:** \_\_\_\_\_

**Please provide a project title and description (250 words or less):** \_\_\_\_\_

\_\_\_\_\_  
Signature Date

*This form must be attached to your letter of inquiry.*

# Proposal Budget Template

This form is available for download at [www.ourgreenbelt.ca](http://www.ourgreenbelt.ca)

## Project Budget :

EXPENSES	TOTAL	GREENBELT FOUNDATION SHARE
Personnel <i>(specify all positions, titles, names, percent of time and benefits)</i>		
Consultants		
Travel		
Materials and Supplies		
Communications Costs		
Other <i>(specify)</i>		
Overhead		
<b>TOTAL</b>		

INCOME	TOTAL	COMMITTED
Foundations Greenbelt Foundation Share		
Government		
Corporations		
Individuals		
Other		
<b>TOTAL</b>		