

Friends of the Greenbelt Foundation 2019 Funding Guidelines



Possibility grows here.

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INTRODUCTION

With 9.7 million residents, the Greater Golden Horseshoe (GGH) is home to 70% of Ontarians, and is expected to grow by 3.8 million people and add an additional 1.5 million jobs by 2041. The continued prosperity and livability of the region will be determined to a very significant degree by the success and strength of the Greenbelt and supportive programs. By investing in the opportunity provided by the Greenbelt, the Foundation is helping to ensure Ontarians continue to enjoy a “return on environment” – including abundant fresh water, local food, active recreation, a working countryside, and the \$3.2 billion in ecosystem services that the Greenbelt provides each year. Investments in smart growth and regional connectivity will fuel economic growth and prosperity in the livable communities that the labour force of the future demands.



Ontario's Greenbelt

At the centre of Ontario's most urbanized region, the Greenbelt permanently protects over 2 million acres of agricultural and environmentally sensitive lands, clean and abundant freshwater supplies and a vibrant rural economy. The Greenbelt also extends into the region's major city centres through 21 urban river valleys.

The Greenbelt is vital to the quality of life of Ontarians and enjoys unprecedented public support, inspiring excellence in how we live, plan and grow.

The Greenbelt is a leading example of positive climate action, demonstrating that sustainability is possible and makes us more prosperous. Through investments in the Greenbelt and the efficient planning of our cities and rural towns, we can strive to increase resilience and reduce vulnerabilities to climate change in the region.

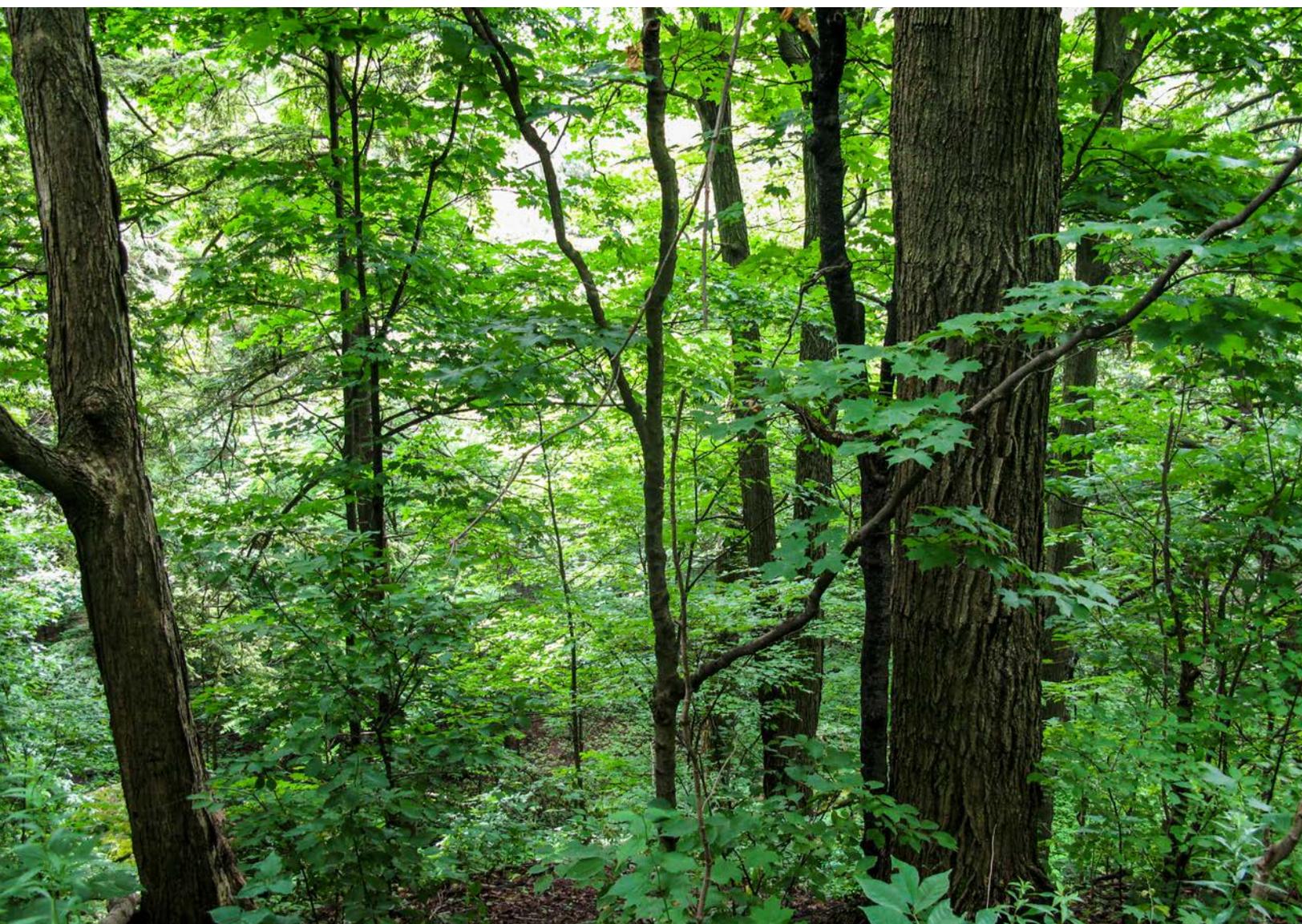


Ontario's Greenbelt encompasses the Niagara Escarpment, the Oak Ridges Moraine, 21 urban river valleys, as well as numerous lakes, wetlands and forested areas. Nearly half of the Greenbelt is agricultural land, home to over 5,000 family farms.

Healthy Returns:

- The permanence of the Greenbelt has helped to focus development in existing areas without eroding natural systems and agricultural land.
- The Greenbelt has stopped the loss of farmland inside its boundaries, protecting one of the region's top economies, job sectors and a sustainable food system.
- The Greenbelt contributes \$9.1 billion in economic activity to Ontario's economy each year and supports 161,000 jobs. It also provides \$3.2 billion in ecosystem services each year.

- The Oak Ridges Moraine and Niagara Escarpment house many species-at-risk. The Moraine provides critical migratory routes for birds and mammals, contains the headwaters of more than 65 rivers and streams and is home to the most continuous forest cover in the GTA.
- Every year the Greenbelt stores and sequesters almost 102 million tonnes of carbon, a value of \$377.7 million per year in averted damage costs: the equivalent of taking almost 32 million cars off our roads.
- The Greenbelt's natural features contribute to a robust economy as well: its natural water filtration systems save \$189 million a year in drinking water filtration costs; its wetlands save another \$379 million a year in flood control costs; and the pollution-removing activity of its tree canopy is a \$69 million a year value.
- The Greenbelt has fostered an active interest in understanding where our food comes from and is helping to shape a cultural identity for this region – a way of thinking, acting and collaborating.



FUNDING PROGRAM

The Friends of the Greenbelt Foundation values greatly the efforts of a broad range of stakeholders and community partnerships to enhance the Greenbelt. The Funding Program invests in projects that increase environmental and economic returns from the Greenbelt, enhance the health of the Greenbelt's systems, support farmers and foster a sustainable rural economy.

With responsibility for implementing land use plans, relationships with municipalities will be key to achieving the goals outlined in each funding area, and building complete communities in the Greater Golden Horseshoe.

Indigenous communities have strong cultural ties to the Greenbelt's agricultural and natural landscapes. The Foundation will begin the process of building relationships with Indigenous communities and understand perspectives and interests in relation to the Greenbelt.

In 2019, the Foundation's Funding Program will support the efforts of charities and non-profit organizations to:

Funding Priorities

- Enhance the Greenbelt's natural systems, advance best practices in soil health and engage communities in improving their local river valleys.
- Advance municipal natural asset management within infrastructure programs to manage stormwater, prevent flooding and reduce costs.
- Support rural economic development activities in agriculture and nature/culture-based recreation and tourism.
- Increase awareness of public, community and agricultural benefits associated with environmental actions and stewardship.
- Protect biodiversity by identifying important natural cores and connectivity corridors between the Greenbelt and the broader southern Ontario landscape.
- Engage Indigenous communities to understand perspectives and objectives for the Greenbelt.

Potential results of the Funding Program Priorities may include:

- Awareness of restoration benefits to the Greenbelt's natural capital and ecosystem services, reduction in water pollution and regional climate resiliency;
- Municipal, community and agricultural partnerships developed to implement priority restoration activities;
- Community stewardship of local river valleys to improve ecology, access and enjoyment;
- Expanded agricultural programming in soil health/water quality best practices;
- Examples of natural capital integrated into municipal asset management programs, including rural towns and villages;
- Innovation and education in natural solutions to stormwater management and resulting public benefits and cost savings;

- Support for activities that strengthen agricultural businesses and farming in the Greenbelt;
- Promotion of rural recreation and tourism activities, enhanced collaborations with tourism operators;
- Increased awareness of Indigenous history, culture and knowledge related to the Greenbelt landscape; and
- Identification of centres of biodiversity in the Greenbelt, and opportunities for larger landscape connectivity and conservation partnerships across south-central Ontario.

PROGRAM AREAS

In 2019, the Foundation has 2 areas of focus for its Funding Program:

- Prosperous Greenbelt
- Resilient Greenbelt



Grant Program Area 1: Prosperous Greenbelt

Supporting Sustainable Agriculture and Rural Vitality in the Greenbelt

The unique character of the Greenbelt's agricultural and natural landscapes – along with the stability provided by its protection – supports \$9.1 billion in economic activity every year and 161,000 jobs. From farming and agricultural activities to sustainable tourism and outdoor recreation, the Greenbelt has a demonstrated role as the bedrock of rural economies across the region.

Strengthening these activities supports the long-term prosperity of the region. Local farm businesses benefit from unique natural and locational advantages – a moderate climate, highly productive soil types and proximity to Ontario's largest consumer market and key food processing industries. With 7 in 10 Ontarians living within 20km of the Greenbelt and its urban river valleys, there is a tremendous opportunity to increase access for 9.2 million residents to nature, local food, hiking, cycling, fishing, and enjoyment of all the landscape has to offer.

A number of initiatives already underway support rural resilience and vibrancy – increasing local food sales through the Greenbelt Farmers' Market Network, supporting community stewards through the Greenbelt Urban River Valley Connector Program, enhancing tourism through recreation-based hiking and cycling infrastructure including the 475km GreenbeltRoute (cycling), and acknowledging and increasing the presence of Indigenous peoples on the landscape through the Moccasin Identifier Program.

This funding stream continues to support projects that enhance and strengthen the rural economy through agriculture, recreation and tourism. Collaborations are encouraged in order to strengthen the impact and reach of projects across the landscape.

Objectives:

1. Support farmers in pursuing economically significant agricultural priorities, including climate mitigation and adaptation activities;
2. Enhance agricultural, natural and cultural-based recreation and tourism in the Greenbelt and along its river valleys;
3. Engage communities to improve the ecology and enjoyment of river valleys; and
4. Support Indigenous-led projects that align with the funding stream.

Project Examples:

- Support value-added agricultural activities and local food connections in the region;
- Strengthen the recreational cycling tourism industry around the GreenbeltRoute;
- Promote the Greenbelt as a destination through regional or community partnerships;
- Enhance site-specific Greenbelt destinations; or
- Engage local residents to protect, enjoy and steward their river valleys.

Grant Program Area 2: Resilient Greenbelt

Working with Nature to Increase Public Benefits from Ontario's Greenbelt and Regional Resiliency

The Greenbelt's natural resources and river valleys provide tremendous benefits to rural and urban residents in the Greater Golden Horseshoe, as well as a return of over \$3.2 billion annually in flood protection, fresh water, clean air, and enjoyment of nature. The Greenbelt contains some of the best agricultural soils in the country which sustain an important industry, abundant forests that provide clean air for the region, the Oak Ridges Moraine which replenishes water supplies, the unique habitat of the Niagara Escarpment, and much more.

As the population and urbanization of the region expands, the economic, environmental and quality of life solutions delivered by the Greenbelt will only become more important. Through a climate mitigation and adaptation lens, the health of the Greenbelt and its river valleys is essential to improving resilience in the region.

The Resilient Greenbelt funding stream supports investment in the Greenbelt's already available natural solutions – for innovative, cost-effective solutions to our region's most pressing challenges. Regional collaborations that enable knowledge and experiences to be easily shared are encouraged.

Objectives:

1. Restore and enhance Greenbelt natural and water resource systems and ecosystem services;
2. Maintain and improve the health of agricultural soils;
3. Advance the use of natural solutions and climate resiliency tools such as green infrastructure, carbon sequestration or other activities;
4. Minimize fragmentation of the Greenbelt landscape, and enhance connectivity with broader regional landscapes; and
5. Support Indigenous-led projects that align with the funding stream.

Project Examples:

- Ecological and hydrological restoration activities;
- Education and facilitation of soil health best practices among Greenbelt farmers;
- Advancement of the use of cost-effective climate mitigation tools or policies such as green infrastructure, carbon sequestration or other activities;
- Research into the potential for creating cooling corridors in urban river valleys; or
- Sustaining local water systems and supplies.





FUNDING PROGRAM DEADLINES

The Funding Program will be managed by internal staff, led by the Program Director with support from the Grants Officer and Grants Coordinator. Grant Round timing is expected to be as follows:

Spring Grant Round (Prosperous Greenbelt and Resilient Greenbelt)

- Call for Proposals, Letters of Intent and Decision: February 4, 2019 – June 2019
- Funding Program Announcement: February 4, 2019
- Letters of Intent due: February 22, 2019
- Decision on Request for Full Proposals: March 8, 2019
- Full Proposals due: April 5, 2019
- Final Approvals: June 2019

Fall Grant Round (Prosperous Greenbelt and Resilient Greenbelt)

- Call for Proposals, Letters of Intent and Decision: September 18, 2018 – December 2019
- Funding Program Announcement: September 6, 2019
- Letters of Intent due: September 27, 2019
- Decision on Request for Full Proposals: October 11, 2019
- Full Proposals due: November 1, 2019
- Final Approvals: December 2019



APPLYING FOR FUNDING

Please read this guide in its entirety before submitting an application. We encourage all organizations to contact us at any time to discuss their idea. Staff can provide advice and guidance to assist groups to submit the best possible application. All funding applications are submitted online through the Foundation's grant portal.

A link to the grant portal is available at http://www.greenbelt.ca/applying_for_a_grant

In order to be considered for funding under the Funding Program, applicants must complete an eligibility quiz and provide the information requested in our application process via our grant portal, including details on the project goals and rationale, activities, results, how success will be measured, as well as a full project budget.

Organizational Eligibility: Organizations can apply individually or in collaboration with others. Lead applicants must be a registered charity or non-profit organization.

Registration: In order to be considered for funding, applicants must complete an eligibility quiz and register their organization via our grant portal.

The Foundation's Grant Program staff can be reached at program@greenbelt.ca or 416-960-0001 ext. 310 to schedule a call in advance.

The Friends of the Greenbelt Foundation is a non-partisan registered charity, separate from government.

The Foundation's grant program has received funding from the Government of Ontario. Such support does not indicate endorsement by the Government of Ontario of the contents of the program.

APPLICATION PROCESS

Letter of Intent

To be considered for funding, applicants must first submit a Letter of Intent through the Foundation's grant portal that outlines a case for support and includes the following:

1. Project partners.
2. Key project personnel.
3. Project funders.
4. Overview of the project and stated goal and objectives.
5. Project results and planned outcomes.
6. Evidence of project need and how it aligns with the funding program goals.
7. Key activities.
8. Brief outline of your organization's history, objectives and current activities.

These letters are assessed on how your idea aligns with our goals, expected results of the work and level of impact, along with the strength of expertise involved in the project. The cost of the project is also taken into consideration. Our grant rounds are highly competitive and this will also influence whether applicants are invited to submit a full proposal.

Full Proposals (Invitation only)

After reviewing Letters of Intent, the Foundation will contact successful applicants to request a full proposal. Applicants invited to submit a full proposal will upload their project and budget information through the Foundation's grant portal.

Information requested includes the following:

- **Executive Summary:** Summarize the goal(s), purpose, main objectives and expected outcomes of the project. i.e. tell us what you are trying to do and why it is important. Please limit your response to 250 words.
- **Project Description and Activities:** Outline what you are trying to achieve, how you plan to achieve your goals and expected outcomes for the Greenbelt. Please list a clear set of goals, objectives, activities and results for your project. Please use bullets.
- **Key Applicant Project Personnel:** Identify the project personnel, including partners, involved in the project and describe their role, skills and expertise in relation to the project.
- **Project Partners:** Identify the project partner(s) and describe their role, skills and expertise in the relation to the project.
- **Project Funders:** Identify all the project funders.
- **Rationale and Fit:** Outline the need for your project and present an argument for why your methodology is sound and relates to your project goal. Describe how the project benefits the Greenbelt and aligns with the Foundation's vision and goals. Please limit your response to 250 words.

- **Assumption and Risk Assessment:** Please describe the main assumptions that the success of your project is based on. Also, provide a risk assessment and mitigation strategy in case project expectations change. Each risk should be followed by a mitigation strategy. Please use bullets.
- **Communication Plan:** Communication needs and opportunities will vary with each project. Outline main communication messages; identify your target audience(s); provide detail on how you will communicate with your target audience(s); provide a timeline for communication; and, explain what you hope to accomplish through these activities.

Additionally, the Foundation is interested in how your organization will communicate information about Ontario's Greenbelt through the project. In particular, describe how the project will broaden and deepen awareness and even increase support for the Greenbelt - a major priority for the Foundation.

Also consider how the Greenbelt logo and branding – representing the landscape and benefits to the region – can be integrated into your communication activities. If needed, the Foundation has multiple resources for organizations to use and distribute.

- **Evaluation Plan:** Outline what will change as a result of your organization's work. List expected results and describe a plan for tracking and measuring progress and the success of your project. Take the time to understand the difference between immediate outputs (the straight reporting of numbers - held 10 workshops, published a report); outcomes (how your target audiences have or will benefit from the project); and, longer-term impact (what change has or will happen in the broader community).
- **Organization and Financial Information:** Please provide a brief outline of your organization's history, vision and mission. Please limit your response to 200 words.
 - o In the "Upload Document" section on the portal, upload:
 - your organization's Board of Directors, identifying each person's affiliations;
 - a list of any relevant committees or advisory groups relevant to this project;
 - most recent audited financial statement, copy of the operating budget for the current year, including expenses and revenues to date for your organization.
- **Background Materials and Additional Information:** Please limit the amount of additional materials (reports, Audio, Video, PDF booklets etc.) submitted with your application. Upload only background materials that are highly relevant to the project. Inquire among Foundation staff what, if any, additional materials may be useful or necessary.

Eligible Expenditures: When completing the project budget please review the list of Eligible and Ineligible Activities and Spending Restrictions on Eligible Activities detailed in Appendix A.

All projects will be subject to a 10 percent holdback payable upon successful completion of the project and the approval of a final report. Supplies, equipment, or services purchased by the recipient with funding supplied by the Foundation, must have gone through a process that promotes the best value for the funds spent. Non-profit organizations, that are not registered charities, must submit paid invoices and proofs of payment with their interim and final reports.

Charities are required to retain invoices and proof of expenditures, and provide it to the Foundation, on request. With adequate notice, the Foundation may inspect the work carried out by all funding recipients, including accounts, records and physical assets whose acquisition was financed by the Foundation.



REPORTING REQUIREMENTS

To report on results and track progress in meeting the goals and objectives of the Foundation's grant streams, every recipient is required to submit satisfactory Interim and/or Final Project Reports. The specific requirements for these reports will be outlined for each applicant and dependent on the funding program. Generally, where applicable, an applicant is expected to report on the following:

- 1. Protection and Enhancement:** increased protection or enhancement of Greenbelt systems.
- 2. Climate Resiliency:** activities that advance climate adaptation and resiliency.
- 3. Rural Economy:** actual or potential economic impact on rural communities, and/or Greenbelt agriculture.
- 4. Implementation of Plans:** Identification of challenges and opportunities to realize objectives of the Growth Plan, Greenbelt, Oak Ridges Moraine and Niagara Escarpment Plans.
- 5. Engagement Capacity:** number and organization of new partnerships generated.
- 6. Public Awareness and Support:** number of people reached, geographic spread and awareness and support for the Greenbelt and its various benefits to specific communities.



PROPOSAL REVIEW PROCESS

Each application will be reviewed and assessed by Friends of the Greenbelt Foundation staff and an advisory committee. External peer reviewers may also be used to assess individual proposals as needed. The Friends of the Greenbelt Foundation Board of Directors makes funding decisions.

The following criteria guide the review and decision making process for each proposal: Feasibility - Likelihood of success is clearly evaluated and project need is well documented.

Demonstrate Impact - Projects must provide an evaluation plan that clearly identifies planned outcomes and how progress will be measured.

Create Systemic Change - If applicable, projects should make changes in policies, operational procedures, and practices to ensure change is permanent and continues to progress.

Leadership & Expertise - Project leaders will be experienced and ensure the expertise required to achieve goals is engaged.

Demonstrate Sustainability - If applicable, projects must demonstrate how the activities conducted during this project will be carried on without continued financial contribution.

Communicate Greenbelt Benefits - Applicants must have a clear plan on how they intend to communicate the results of their project and benefits of the Greenbelt.

Budgets & Financial Health - Budget expenditures must be reasonable and applicants must submit their latest audited financial statements or other acceptable documentation of financial health.

Assess and Mitigate Risk - Proposals will identify potential risks or challenges faced in meeting stated goals and acceptable mitigation strategies.

APPENDIX A

ELIGIBLE ACTIVITIES

- Overhead
- Contract and professional service costs
- Human resource costs, including salary and benefits
- Materials and supplies
- Planning
- Translation, printing, production, and distribution costs
- Travel

INELIGIBLE ACTIVITIES

- Primary research
- Buildings and infrastructure
- Capital campaigns
- Deficit financing
- Land claim disputes
- Endowments
- Establishment of new farmers' markets
- Projects occurring outside the Greater Golden Horseshoe
- Sponsorships, festivals and events
- Legal costs not necessary for the Project
- Costs of alcohol
- Costs of travel outside Ontario
- Costs associated with preparing and submitting grant proposals and letters of intent, unless funding is given for a planning grant or feasibility study

Eligible and Ineligible Expenditures

As the Friends of the Greenbelt Foundation is a charitable organization, funding cannot be made to individuals and for-profit businesses. Funding can only be made to registered Canadian charities or other qualified donees such as, incorporated not-for-profit organizations with audited financial statements.

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 and assistance in other ways. The Foundation reserves the right to support any appropriate initiative that we deem to be relevant to our mission.

Overhead costs of up to 10% of the total requested project budget will be supported. The Foundation requires that all funding recipients submit audited financial statements before funding can be approved.

Spending Restrictions on Eligible Activities

1. General Restriction

The portion of the HST or other expense for which funding recipients have received, will receive, or are eligible to receive, a rebate, credit, or refund – is not an eligible project expense.

2. Overhead and Administration

Eligible overhead and administration expenses include: rent and occupancy costs, telephone, internet; and, disbursements such as computer equipment, equipment leases, postage/courier charges, photocopying and printing charges, general office supplies, volunteer appreciation, and financial institution service fees incurred in carrying out the Project.

Funds may not be used for avoidable financial institution service fees (e.g. NSF charges), or legal fees that are not connected to the Project.

3. Transportation

Eligible travel costs are limited to Ontario.

Transportation will be by the most practical and economical method; tickets (e.g. train, airplane) purchased must be for economy/coach class and when renting a vehicle, the Funds may only be used for a compact model or its equivalent unless approval for a different model is obtained prior to rental

- Mileage Allowances:
 - 40 cents/km; more than 200 kms recommended rental car.

- Car rentals:
 - A compact model is required.
 - Any exception must be documented and guided by the principle that the rental vehicle is the most economical and practical size taking into account the business purpose, number of occupants and safety.

4. Accommodation

Accommodation refers to the provision of accommodation for meetings or events to the Recipient's staff or contractors or other meeting/event attendees if specified in the Budget.

- Accommodation will be in a standard room; the Funds may not be used for hotel suites, executive floors or concierge levels. Funds may not be used for:
 - Accommodation for staff or contractors when the distance to the meeting or event venue is less than 24 km;
 - Accommodation for meeting/workshop/event attendees when the distance to the meeting, workshop or event venue is less than 24 km; or
 - Penalties incurred for non-cancellation of guaranteed hotel reservations.

5. Food and Beverage

Funds can be used for the provision of food or beverages during Project meetings/workshops/ events held with groups, organizations and the public:

- Funds used to pay for meals during project-related meetings, workshops or events can be up to the following maximums:
 - Meal Allowances
 - Breakfast: \$10
 - Lunch: \$12.50
 - Dinner: \$22.50
- Itemized receipts must be collected and retained to verify these expenditures.
- If the Funds are being used to pay for non-meal food and beverages (e.g. coffee, water, snacks) during project-related meetings, workshops or events the amount from the Funds used for these non-meal expenses can be up to the following maximums:
 - \$5/day per person for a half-day public Project meeting/event
 - \$10/day per person for a full day public Project meeting/event