



Loblaws Water Fund

2014/15 Guidelines

Loblaw Water Fund

PART 1: Guidelines 2014/15

Introduction

The Loblaw Water Fund was established in 2013 to help WWF-Canada achieve its goal of having all freshwater in Canada in good health by 2025. The objective of the Loblaw Water Fund is to support high quality projects that aim to restore the health of freshwater ecosystems (including lakes, rivers, streams, wetlands and the surrounding riparian habitat) in Canada through direct on-the-ground initiatives.

The Loblaw Water Fund will support action oriented projects that take specific steps towards ecosystem restoration and/or the collection of data for long-term monitoring initiatives.

This program is supported in partnership by WWF-Canada and Loblaw Companies Limited.

Deadline and Contact Information

The proposal form can be found under **Part 2** of this package.

Proposals must be submitted **by email** to waterfund@wwfcanada.org by **5pm E.S.T.** on or before **December 15th, 2014**. Applications must be received before the cut off time and must not contain any additional appendices or attachments. Applications that fail to adhere to the guidelines will not be accepted.

For questions regarding the Loblaw Water Fund, please contact:

Emily Giles, Freshwater Program Manager
Email: waterfund@wwfcanada.org

Proponents will be notified of the outcome of their proposal by March, 2015.

Objective

Restore the health of freshwater ecosystems (including lakes, rivers, streams, wetlands and the surrounding riparian habitat) in Canada through direct on-the-ground initiatives.

2014-15 Funding Availability

For the 2014-15 grant cycle, a total of **\$250,000** is available to distribute between selected projects. This includes \$200,000, which is available to projects nationally, and \$50,000, which is restricted to projects in the Carolinian Region of Southwestern Ontario.

Eligible Activity Categories:

The Loblaw Water Fund will contribute up to **\$25,000** to support practical, applied work that aims to meet one or more of the following objectives:

1. **Restoration:** Activities directly related to restoring, rehabilitating, or recovering freshwater ecosystems.
2. **Monitoring:** Activities that contribute data to national databases and/or long-term collaborative studies.

Note: Preference will be given to projects that engage local communities in the project work.

Project examples include, but are not limited to:

1. Restoration:

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- Stream, pond, or wetland creation
- Streambank stabilization
- Placement of spawning gravel in streams
- Construction of refugia for aquatic species
- Restoring stream connectivity
- Restoring natural flow regimes
- Installation of structures to facilitate fish (or other aquatic species) passage

2. Monitoring:

- Collection of data for contribution to a national database (e.g. data will be submitted to Environment Canada's [CABIN](#) program)
- Water quality, water flow, fish or benthic data collection that helps address the "Data Deficiency" gaps highlighted in WWF's Freshwater Health Assessments (www.wwf.ca/waterhealth)
- Programs that aim to standardize monitoring efforts on a wide scale (e.g. [CURA H2O](#) Program)

Non Eligible Activities:

- Projects or studies that are required by law
- Activities that relate to marine or estuary environments

Eligible Applicants:

- Registered Charities
- Other listed Qualified Donees – Please visit <http://www.cra-arc.gc.ca/chrts-qvng/qlfd-dns/qd-lstngs/menu-eng.html> to confirm that your organization is a listed Qualified Donee
- Not-for profit organizations

Previous Loblaw Water Fund grantees are eligible to apply 2014/15 funding and can be awarded funding pending submission and approval of the 2013/2014 reporting requirements by March 31st, 2015.

Eligible Costs:

- Human resources costs:** includes wages and mandatory benefits (as required by law) for human resources that will be directly involved in the implementation of the project, including professional and technical personnel, project assistants and consultants.
- Equipment costs:** includes the lease and/or rental of equipment required for the completion of the project. In some cases, equipment purchase may be considered with proper justification.
- Field and supplies costs**
- Travel expenses and vehicle rental fees:** includes travel costs, (e.g. fuel and mileage*), accommodations, and meals.
- Documentation of results:** includes preparation/design/printing of reports associated with the project, photographs and /or video footage of restoration/monitoring process.
- Communications costs:** includes press releases or public notices in newspapers and magazines, and distribution costs.
- Administrative overheads:** up to a maximum of 12.5% of total budget.

*for use of an automobile, the mileage rate should not exceed \$0.44/km.

The Loblaw Water Fund will not fund 100% of project expenses. Proponents must demonstrate availability of some matching funds.

Non-Eligible Costs:

- a. Large capital expenses, such as buildings and vehicles.
- b. Costs of purchasing or leasing property, including municipal service fees and property taxes.
- c. Rental fees for research facilities or office space (where relevant the proponent organization is expected to provide, without charge to the Loblaw Water Fund, research and office space and facilities. These items can be counted as matching funds).
- d. Costs incurred or paid prior to, or after the project term.

Assessment Criteria:

All projects will be assessed using the following criteria. Following each criterion is a list of considerations that the Loblaw Water Fund Advisory Committee members will consider when evaluating each proposal.

- **Overall quality of project** - How and to what extent will the work contribute to the improved status of the health of the freshwater ecosystem? What is the likelihood of success?
- **Community Engagement** - Will the work engage the local community in the project? Have appropriate key stakeholders in the watershed been actively engaged in the project? Do strong relationships, coordination and support exist among key players?
- **Communications Plan** - Will this work and the results be communicated in an engaging, thought and action-provoking manner? Can the results be translated into a broader conservation message? What makes this work relevant to key audiences?
- **Urgency** - What is the current state of the watershed/river/project area of focus? Is the watershed in dire condition, does it contain species at risk, and/or features which are of national or global significance? Is there a demonstrated need to do the proposed work?
- **Proven achievements** - Does the applicant(s) have a strong record in conservation related endeavours, or practical conservation experience? Does the applicant have unique contributions or qualifications?
- **Project relevance** – Have concrete goals and objectives been identified that meet the objectives of the Loblaw Water Fund? Have concrete, measurable results been identified for the period of the project? Are the project objectives practical, appropriate and scientifically sound?
- **Budget** - Is the budget appropriate for the proposed activities? What level of resources will the project proponent or other contributors provide? Have appropriate matching funds been secured?

Notification

All proponents will be notified of project selection in writing in March, 2015. Proponents should not proceed with a project on the expectation that it will be selected. Proponents of selected projects should not proceed until a written agreement has been signed by both the proponent and WWF-Canada. Any activities conducted before an agreement is signed will not be funded.

Proponents will have from **April 1, 2015** until **March 31, 2016** to complete projects and reporting requirements.

Permits

Successful proponents are responsible for identifying and obtaining any permits, licences or other approvals required in order to begin and/or complete the project.

Terms of Reference

This call for proposals is not intended to be a formal legally-binding procurement process.

WWF-Canada reserves the right to seek clarification and supplementary information from any proponent.

WWF-Canada may elect not to consider a proposal containing misrepresentations or any inaccurate, misleading or incomplete information.

Once a project proposal has been submitted, it cannot be modified or changed.