

UNILEVER—EVERGREEN

Aquatic Stewardship and Conservation Grant

2009 Application Guide



EVERGREEN
Imagine your city with nature



Humans depend on water to sustain virtually every aspect of our lives.

We have a responsibility to wildlife and to future generations to protect the important and remarkably diverse habitats found in aquatic areas, particularly in urban and urbanizing centres after decades of neglect and abuse.



Since 2004, Unilever Canada and Evergreen together have distributed \$448,000 supporting Canadian communities engaged in the protection and stewardship of urban aquatic habitats. We are pleased to say that the scope of the program now also includes projects that promote the wise use of water resources through educational and hands-on activities.

For more than 16 years, Evergreen has promoted, funded and supported environmental stewardship—community-based, hands-on monitoring, care and maintenance of natural areas. The protection, conservation and sustainable use of water is a Unilever corporate priority, as is fostering a partnership approach to community water initiatives.

The Unilever—Evergreen Aquatic Stewardship and Conservation Grant program provides grants of between \$3,500 and \$10,000. These funds will support a range of small-scale, community-driven, education and restoration projects that increase public awareness of sustainable water use and the importance of aquatic features, while providing meaningful opportunities for community action. Eligible projects include community workshops, education campaigns and event displays promoting water conservation practices, as well as hands-on aquatic restoration work.

To download a Grant Application, go to Evergreen – Common Grounds Funding.

Please note that the deadline for applications is Friday, February 6, 2009.

“Restoring aquatic habitat is vital to the health of our communities. When citizens come together to do stewardship work, the result is transformative to both the environment and for those involved. Partnerships at all levels are critical and we gratefully acknowledge the support of Unilever Canada in making this national grant initiative possible.”

Geoff Cape, Executive Director, Evergreen

“Unilever’s activities are intimately linked with safe water supplies. Almost all its products need water either to grow the ingredients, to make them in factories or for consumers to be able to use them. Water is a shared resource and its care requires citizens, corporations and governments to act responsibly. In Canada, Unilever works with organizations that are making positive changes to restore and protect the ecological integrity of river, lake and wetland ecosystems.”

Catherine McVitty, Unilever Canada Foundation



WHO CAN APPLY?

This grant is available to community groups across Canada. Projects must be located in, or within close proximity of, a city or town. Eligible groups must have a community-based membership.

In some cases, we require that the applicant be working with at least one institutional partner in the planning, design and implementation of their projects. Your institutional partner could be a municipal department, federal or provincial government agency or Crown corporation, and/or a publicly funded institution such as a university or housing authority.

You must be working with an institutional partner, and letter of support from that partner is required as part of your funding application if you are proposing to undertake a hands-on aquatic restoration project, or your organization or group is not legally incorporated, regardless of project type. Unincorporated groups and those without charitable status are welcome to apply for a Unilever—Evergreen Aquatic Stewardship and Conservation Grant. If your application is successful, funds will be granted to the institutional partner to administer.

You are not required to work with an institutional partner if your group is legally incorporated, and you are proposing to undertake a water conservation or education project without an aquatic restoration component.

Only one application per group will be considered.

ALREADY RECEIVED A UNILEVER—EVERGREEN GRANT?

Organizations that have previously received a grant through this or other Common Grounds grant programs are eligible to apply. Please note, however, that there is no preference given to previously granted organizations, and all applications are subject to the same review process.

ELIGIBLE PROJECTS

The Unilever—Evergreen Aquatic Stewardship and Conservation Grant will fund water conservation and aquatic restoration projects in progress or scheduled to be underway by **August 31, 2009**.

To be successful, grant applications for Aquatic Restoration Projects must:

- occur in or around a river, creek or drain, a fresh or saltwater shoreline, a marsh/wetland, a pond, or estuary
- use native plants exclusively (species that have existed in a particular region prior to European settlement and are therefore low maintenance and do not require chemical inputs)
- involve the community, especially children and youth
- be open to all, and be located entirely on lands that are publicly accessible (i.e. public land owned by a government agency, non-profit organization or public institution)
- have a strong public education component
- comply with all environmental, health and safety and insurance regulations and policies of all pertinent government agencies



Frank Gasparik

This grant may also be used by community organizations to deliver hands-on activities that promote the protection and sustainable use of local water resources. These could include distributing water-saving information kits and devices to local residents and school groups, working with homeowners to disconnect their downspouts or initiating Yellow Fish Road painting projects that discourage the dumping of toxic materials into local storm drains.

Each year, Evergreen and Unilever receive more eligible applications than we can fund. While we would like to support all eligible projects please note that we may not have sufficient funds to do so.

ELIGIBLE EXPENSES

For all proposed projects, this grant will cover up to 50% of the total project budget. A maximum of 20% of awarded funds may be used for staff wages, salaries, and honoraria, regardless of project type.

For Aquatic Stewardship Projects, up to 80% of awarded funds may be used for:

- native plant material (aquatic plants, trees, shrubs, wildflowers)
- gardening / planting supplies (soil, compost, hand tools)
- landscape construction (excavation, etc.), equipment rentals and operators
- design services such as landscape design, soil and groundwater assessment, and ecological assessment
- monitoring equipment
- bio-erosion control materials such as brush bundles and
- transportation (car or truck rental, delivery of materials/supplies)

A maximum of 20% of the funds can be used for:

- educational and communications materials such as signage, flyers, and press releases
- volunteer expenses such as refreshments and awards and
- health and safety supplies

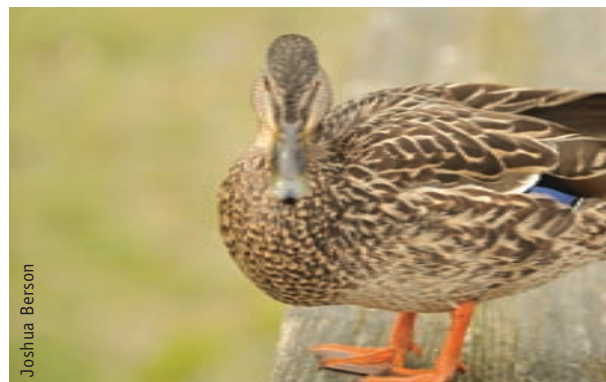
For Water Conservation and Education Projects, awarded funds may be used for:

- educational and communications materials such as information kits, flyers, and press releases
- volunteer expenses such as refreshments and awards
- health and safety supplies
- transportation (car or truck rental, delivery of materials/supplies) and
- water conservation devices and/or demonstration materials

WHAT EXPENSES ARE NOT ELIGIBLE?

The following are not covered as part of this grant:

- projects occurring on privately owned land
- projects, or portions thereof, completed before the application is reviewed
- reports and studies
- purchase of land or buildings
- fish stocking and
- stormwater management ponds and devices



ENVIRONMENTAL IMPACTS, PERMITS and APPROVALS

Aquatic habitats are sensitive in nature. Occasionally, efforts to restore them inadvertently cause negative environmental impacts (for example, when topsoil or mulch is placed in the wrong location, or if heavy machinery is used when amphibians and reptiles are breeding). Through careful planning, applicants can prevent or mitigate negative environmental impacts.

Applicants should consult with local aquatic habitat experts (including representatives of federal, provincial and/or municipal government agencies) about their projects and develop plans to address any anticipated negative environmental impacts.

Aquatic habitat restoration projects often require permits and other environmental approvals from local, provincial and/or federal government agencies (e.g., federal Fisheries Act permits and provincial Environmental Assessment Act approvals). Requirements will depend on the circumstances of individual projects and locations and will vary among provinces and municipalities. Grant recipients will be responsible for obtaining any necessary permits and approvals. Please consult with the relevant government agencies to determine which permits and approvals are required and to ensure that all regulatory requirements are met.

HOW TO APPLY

Application forms can be downloaded from our Website or obtained by contacting Evergreen. Applications must be submitted by mail or courier and postmarked no later than Friday, February 6, 2009. Faxed and emailed applications will not be accepted.

Send your application package to:
**Unilever—Evergreen Aquatic Stewardship
and Conservation Grant
EVERGREEN**
355 Adelaide Street West, 5th Floor
Toronto, Ontario M5V 1S2

For more information, or to obtain an application form, please contact:

Zanita Lukezich, Common Grounds Grant Co-ordinator
Phone: 416-596-1495 x450
(toll free outside Toronto: 1-888-426-3138 x450)
Fax: 416-596-1443
E-mail: zlukezich@evergreen.ca

WHO WILL REVIEW NOMINATIONS?

A review committee consisting of Evergreen and Unilever staff, as well as external experts from conservation organizations and government agencies across the country will evaluate applications. Grant recipients will be notified by April 10, 2009.

GRANT RECIPIENT RESPONSIBILITIES

If your project is selected, you will be asked to sign a Grant Recipient Contract indicating your commitment to:

- certify that you will obtain all necessary regulatory permits and approvals
- submit "before-and-after" photos, photos of community planting events, as well as copies of any news clippings and newsletters
- prepare a final narrative report upon project completion that addresses accomplishments, challenges and how they were overcome (it should specify how it has been successful based on the measurable outcomes you identified in Question #12 on your application form)
- submit photocopies of relevant receipts
- adhere to the Funder Recognition and Logo Use guidelines provided by Evergreen
- Agree to participate, if requested, in the promotion of your project locally and/or nationally, in concert with Unilever and Evergreen (e.g., press release or press conference etc.)

NEED HELP?

For tips on writing effective applications, visit www.evergreen.ca/en/resources/fund-tips.html. If you have any questions about this grant, please contact Evergreen.

For information about planning and designing your project, be sure to check out the Common Grounds urban greening resources, and our online library of printed materials and organizations at www.evergreen.ca.

For a list of native plants in your province, visit Evergreen's native plant database at www.evergreen.ca/nativeplants/. Applicants are also encouraged to consult local ecologists to determine appropriate native plant species for aquatic habitat projects.

ABOUT UNILEVER CANADA

Unilever, one of the world's largest consumer products companies, adds vitality to life by meeting everyday needs for nutrition, hygiene and personal care. Unilever is best known in Canada by brands such as Becel®, Lipton®, Dove®, Red Rose®, Knorr®, Hellmann's, Breyers®, Suave®, Sunsilk®, and Degree®.

Unilever employs almost 1,800 people across Canada and generated sales of just over \$1.5 billion in 2007. With a steadfast commitment to water sustainability, Unilever strives to lead by example and remains committed to continually reducing its water footprint. For ten years running, Unilever has been acknowledged as the food industry category leader on the Dow Jones Sustainability Index, and for the fourth year running was named amongst the "Global 100 Most Sustainable Corporations in the World" by Corporate Knights and Innovest. In 2008, Unilever Canada launched the Go Blue campaign aimed at educating Canadians about the need to conserve water and providing tips on how to reduce water use in the home.

To learn more visit www.goblue.org.

For more information on Unilever Canada visit www.unilever.ca.

For more information on Unilever's Global Sustainability Initiatives visit www.unilever.com.

ABOUT EVERGREEN COMMON GROUNDS

Evergreen is a not-for-profit organization that makes cities more livable. Our Common Grounds program helps communities conserve, restore and steward parks and natural areas in urban areas.

We have built a "tool shed" of resources to help communities fund, plan and implement restoration and stewardship projects. Resources include:

- No Plot is Too Small: A Community's Guide to Restoring Public Landscapes A step-by-step guide to help groups through all stages of developing successful naturalization projects, including planning, design, outreach, goal setting, fundraising, and on-going stewardship
- Ground Work: Investigating the Need for Nature in the City Helping groups develop the rationale for their restoration and stewardship projects
- Hands for Nature: A Volunteer Management Handbook This booklet provides practical tips and ideas for working effectively with volunteers to create and sustain greening projects



Michael H. Reichmann

To find out more about these and other resources, visit www.evergreen.ca/en/cg/cgresources.html

OTHER ORGANIZATIONS CAN HELP TOO!

Many other organizations have information and programs related to the restoration and stewardship of aquatic habitats. Some examples are:

- Canadian Wildlife Service (www.cws-scf.ec.gc.ca)
- Environment Canada (www.ec.gc.ca)
- Wildlife Habitat Canada (www.whc.org)
- Canadian Wildlife Federation (www.cwf-fcf.org)
- Ecological Monitoring and Assessment Network (www.eman-rese.ca)
- Stewardship Canada (www.stewardshipcanada.ca)
- Ducks Unlimited Canada (www.ducks.ca)

In addition, the following organizations have information on funding community-based projects:

- EcoAction (www.ec.gc.ca/ecoaction)
- TD Friends of the Environment Foundation (www.fef.ca)



evergreen.ca

Head Office 355 Adelaide St. W., 5th Floor, Toronto, ON, Canada M5V1S2 Tel: 416-596-1495 Fax: 416-596-1443
British Columbia Office #107-555 Great Northern Way, Vancouver, B.C. V5T 1E2 Tel: 604-689-0766 Fax: 604-669-6222
Toll free in Canada 1-888-426-3138 | info@evergreen.ca

To make a donation please call 1-888-426-3138

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