

Reinventing Growth

Program Guidelines 2014

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The Metcalf Foundation

The George Cedric Metcalf Charitable Foundation's goal is to enhance the effectiveness of people and organizations working together to help Canadians imagine and build a just, healthy, and creative society.

WE FOCUS OUR EFFORTS ON THREE AREAS:

- sustaining the vibrancy of the professional performing arts,
- harnessing the benefits of living within the Earth's environmental limits, and
- improving low-income people's economic livelihoods and access to quality jobs.

Our work is grounded in the belief that change happens when we share hopeful visions of the future, work and learn collectively, think broadly in pursuit of comprehensive solutions, and take a meaningful role in the decisions that affect our lives.

We believe that non-profit organizations play a critical role as catalysts who animate and facilitate lasting change. They create space for people to connect, communicate, and participate. We are interested in organizations that are deliberately engaging communities in their work and developing new strategies and collaborations.

WE TRY TO ENCOURAGE SUCCESS BY:

- supporting dynamic leadership — celebrating, developing, and strengthening leaders who are contributing to positive change;
- nurturing new ideas and practices — exploring and developing innovative approaches to tackling tough problems and seizing opportunities; and
- fostering integrated thinking — creating opportunities for ongoing dialogue, collaborative learning, and reflection, to build new knowledge and inform action.

In our work, we aim to be clear, open, reflective, and responsive. We actively seek to learn from our experiences with funded projects and from our ongoing exploration of issues and ideas. We expect our grant-making practices to evolve as we strive to realize the full potential of our commitment and resources.

Environment Program

Metcalf's *Prosperity in Balance* Program seeks to strengthen our ability to harness the ecological, social-economic, and cultural benefits of living within the Earth's environmental limits.

We believe it is possible to strengthen and preserve the integrity of our natural environment in tandem with a successful economy that allows individuals to flourish and communities to thrive.

There are a variety of ways that humans interact with the natural environment and economic activity is definitely one of our most evident and powerful forms of interaction. Economic growth has traditionally been linked to increased productivity, often in the form of the production of new goods and services that rely on continued innovations and the use of natural resources.

Southern Ontario continues to benefit from relatively easy access to all forms of natural resources but the limits to environmental goods and services are real. Potential disruptions associated with moving towards those limits on a global or even regional scale — less fresh water, loss of plant and animal species, dwindling agricultural and forested lands, increasing levels of atmospheric carbon — are severe enough to merit consideration of what positive options for living within environmental limits might look like and how they might be achieved.

At the heart of our Environment Program is a desire to support tangible initiatives that significantly reduce pressure on the natural environment in southern Ontario while ensuring economic and social well-being.

Over the long-term we aim to enhance understanding of how to better align the needs of society with the needs of the biosphere.

As part of meeting these goals we hope to support an increase in the number of practical on-the-ground exemplars of how to achieve both healthy ecosystems and thriving communities. We want to help bring good ideas to the challenge of separating economic development from direct impact on the natural environment by integrating economic necessities into good environmental practice.

Clear and transparent communication is an essential component of identifying and sharing better ways of doing things. As such, we encourage individuals and organizations to express best environmental practice in a way that spells out the broader socio-economic benefits.

The Metcalf Environment Program, *Prosperity in Balance*, has three core initiatives. They are:

- [Sustainability Internships](#)
- [Reinventing Growth](#) (detailed guidelines and template follow)
- [Metcalf Green Prosperity Challenge](#)

Reinventing Growth

The primary objective of the Reinventing Growth Program is to reduce pressure on the natural environment in southern Ontario by identifying and supporting creative, practical activities that protect the environment in tandem with ensuring economic and social well-being. Protecting and restoring fundamental ecological systems has been a central goal of Metcalf's Environment Program since its inception. Reinventing Growth embraces that objective but does so in a way that targets economic, community, and cultural improvements at the same time. In addition, Reinventing Growth places a heavy emphasis on supporting and promoting the translation of good ideas into tangible exemplars.

THE CONTEXT

Almost all major global environmental problems have implications at the regional and local level. Atmospheric disruption from the use of fossil fuels and the decay of waste (climate change), the spread of persistent hazardous substances throughout the Earth's water tables (widespread pollution and impacts on health), and the loss of fertile farm land from encroaching urbanization and erosion (threats to food security and degradation of greenspace), are just a few of the high profile environmental challenges that resonate in communities and across natural and working lands throughout southern Ontario.

Transitioning away from activities that have detrimental environmental impacts is neither a straightforward nor easy endeavour. International and research institutions, national, provincial and local governments, agencies, community organizations, and businesses all have important roles to play. Metcalf believes that supporting relatively small, local and novel initiatives based on new ways of thinking about environmental protection can make a significant difference, particularly when these initiatives capture and communicate new ideas and promising project outcomes and are tied to complementary policy development.

THE FOCUS

We believe that non-profit organizations should have a central role in the environment and economy debate through their contributions to policy analysis, community engagement, project implementation, and scientific research. They promote alternative visions and best practices that reflect deep ecological and social values. They reach out to diverse interests — residents, business people, community leaders, developers, financial and research institutions, farmers, aboriginal peoples, governments — to find common ground and shared goals.

Reinventing Growth (continued)

We want to assist these organizations in their work. Reinventing Growth is designed to support organizations that are: exploring, developing, and implementing innovative approaches to reducing pressure on the natural environment while strengthening the viability of the economy and the well-being of communities; actively seeking opportunities for ongoing dialogue, collaborative learning, and reflection; and inspiring people and communities to contribute to positive change.

EVALUATION CRITERIA

We will take the following criteria into account during our evaluation of the applications. Specifically, we're interested in proposals that:

Demonstrate Better Outcomes for the Environment and the Economy — We believe there are ways of ensuring a healthy environment while also strengthening our economy and our communities. Metcalf wants to find and support these better models and approaches.

Provide Tangible Benefits — Metcalf is interested in practical on-the-ground exemplars of “how to” achieve healthy ecosystems at the same time as thriving, happy communities. There are a growing number of thoughtful and informed authors and researchers proposing strategies to

protect the environment while supporting strong economies. (For example: Peter Victor, *Managing Without Growth: Slower by Design not Disaster*; Tim Jackson, *Prosperity without Growth*; and Juliet Schor, *Plentitude*.) We want to understand the practical and concrete dimensions of the best of these promising ideas.

Potential for Positive Impact — We are interested in practical and inspiring examples consistent with the goals of Metcalf's Environment Program. As such, we will give particular consideration to proposals that demonstrate potential for significant positive impact, including opportunities to leverage the best of project outcomes for the greatest number of people.

Effective Dissemination — The project will need to include monitoring and analysis along with public reporting. We're interested in understanding how the proponent plans to report and disseminate information in a creative and effective manner.

Make Connections — We are keen to support efforts that contribute to integrated thinking and action. Preference will be given to proposals that demonstrate the value of new types of partnerships, engage communities, and encourage collaboration among a diverse range of interests.

Reinventing Growth (continued)

Inform the Conversation — The Foundation seeks to ensure that the conversation about human use of ecosystems is informed at all levels. We recognize the need for ongoing, multi-pronged communication that tells a comprehensive, positive story, showcasing best findings, results, policy and practice towards reinventing the constructs of growth.

Strengthen Organizations — We acknowledge that organizational capacity is inextricably linked to effective program delivery and therefore needs to be nurtured at the same time. As such, we will consider supporting a number of organizations to increase the breadth and depth of their work by helping them seize opportunities to translate promising ideas into effective actions.

WHO IS ELIGIBLE TO APPLY?

Eligible applicants include organizations in southern Ontario such as community groups, and environmental and aboriginal organizations that have shown commitment to Metcalf's Environment Program goal which is: to strengthen our ability to harness the ecological, socio-economic, and cultural benefits of living within the earth's environmental limits. Organizations may apply individually, or in partnership with others.

As a charitable foundation registered with the Canada Revenue Agency (CRA), the George Cedric Metcalf Charitable Foundation can only offer support to organizations with charitable status. If you have an idea that advances the goals and objectives of our program but your group does not qualify, please contact us. We may be able to offer support or assistance in other ways.

WHAT IS THE APPLICATION PROCESS?

Prospective applicants are encouraged to contact the Environment Program Director in advance to discuss their proposals.

Applying is a two-step process.

Step One — Letter of Interest

Interested organizations must first send a letter of inquiry to the Foundation. The letter should briefly outline the proposed project clearly highlighting the environmental and economic benefits of the work. As well, the letter should include the work schedule, approximate budget, and the amount being requested from the Foundation. The letter should not exceed 3 pages. Please complete and attach the Reinventing Growth Application Cover Page to the front of your letter. Foundation staff will review letters of interest, and identify those proposals it wishes to pursue.

Reinventing Growth (continued)

Please mail or courier **two** paper copies of all materials, printed double-sided, **and** submit an electronic version by email to:
hdunford@metcalffoundation.com

Letter of interest deadline:
February 25, 2014, 5:00 pm

Please note that we are unable to consider late or incomplete applications for funding; both paper and electronic copies must be **received at the Foundation** by 5:00 pm on the deadline date.

Step Two – Full Application

Based on the letters of interest, the Foundation will invite organizations to submit full applications. **This is not a guarantee of funding.**

Rather than listing a set of criteria that applicants need to address, we ask you to answer a set of questions designed to shape your full proposal. These questions can be found in the Grant Application Template on page 7. We ask you to limit the length of your submission. Applications that go beyond the word or sentence limit indicated in the template will not be read.

Please mail or courier **two** paper copies of all materials, printed double-sided, **and** submit an electronic version by email to:
hdunford@metcalffoundation.com

Full application deadline:
April 15, 2014, 5:00 pm

Please note that we are unable to consider late or incomplete applications for funding; both paper and

electronic copies must be **received at the Foundation** by 5:00 pm on the deadline date.

ADDITIONAL BACKGROUND INFORMATION

Through the Reinventing Growth Program, Metcalf hopes to gradually build an inventory of practical examples that demonstrate how to significantly reduce pressure on the natural environment/southern Ontario ecosystems at the same time as producing community, local economy and cultural benefits. Please keep this objective in mind when you complete the grant application on the following pages.

GRANT APPLICATION TEMPLATE

Please address the following points in your application, using no smaller than 11 point type and double spacing. Proposals longer than 8 pages will not be read.

Please include the following in your application using the numbers and headings given below.

1. **Title**

What is the title of the proposal?

2. **Core Idea**

What is the core idea of the proposal? (No more than 100 words.)

3. **Innovation**

Why is this idea particularly original or novel?

4. **The Context**

What is the context for the proposal? (No more than 150 words)

5. **Reinventing Growth Rationale**

Why is this work important to the goal of improving the natural environment while strengthening local prosperity and community well-being?

6. **Expected Outcomes**

Identify and explain the concrete practical outcomes anticipated from the project.

7. **Environmental Benefits**

List specific environmental improvement(s) related to this proposal and provide up to 250 words on how they will be determined and/or measured.

Grant Application Template (continued)

8. Economic Benefits

List the specific economic benefit(s) related to this proposal and provide up to 250 words on how they will be determined and/or measured.

9. Community and Cultural Benefits

List specific community and/or cultural benefits related to this proposal and provide up to 250 words on how each will be determined and/or measured.

10. Work Plan

Explain the work plan up to a 2-year timeline. Include how the work will be performed, who will lead and participate in what tasks, timing and expected outcomes. Include a paragraph or two on each individual with a major role. Attach relevant CVs as an appendix. If applicable, identify any partners and their role.

11. Budget

Assign a budget to each major task. A table format may be helpful for budget and other aspects of the work plan description. Please note other funding that is confirmed or pending.

12. The Communications Plan

Briefly describe how you are going to communicate the outcomes of your work.

13. Additional Information to be Included in the Application

- The Reinventing Growth Application Cover Page – found on page 9, or download from metcalffoundation.com/downloads.
- Attach any CVs as an appendix.
- The organization's most recent audited financial statement.

Reinventing Growth

APPLICATION COVER PAGE

Name of Organization

Contact Name

Position

Address

City

Province

Postal Code

Telephone

Fax

E-mail

Website

Charitable Registration Number

Total Organizational Revenue (from last audited statements)

Signature

Date

PROJECT OVERVIEW

Total Amount Requested

Amount Requested per Project Year

Total Project Budget

Duration of Initiative

Please provide a brief description of the organization and project (250 words or less).

This form must be attached to your Reinventing Growth application. Word and fillable PDF versions of this form can be downloaded at: metcalffoundation.com/downloads.

Application Deadlines for 2014

APPLICATIONS MUST BE RECEIVED BY THE FOUNDATION AS FOLLOWS:

REINVENTING GROWTH

Application Steps	Dates
Letter of interest	February 25, 2014, 5:00 pm
Foundation extends invitation to apply	March 11, 2014
Full application deadline	April 15, 2014, 5:00 pm
Board decision	June 2014

SUSTAINABILITY INTERNSHIPS

Application Steps	Dates
Full application deadline	January 28, 2014, 5:00 pm
Board decision	April 2014

refer to separate guidelines for application requirements

METCALF GREEN PROSPERITY CHALLENGE

guidelines to be released in 2014

Prospective applicants are strongly encouraged to contact the Environment Program Director in advance, to discuss their proposals.

Please submit your application by mail or courier to:

Metcalfe Foundation
Attention: Andre Vallillee
Environment Program Director
38 Madison Avenue
Toronto, Ontario M5R 2S1

and by email to: hdunford@metcalffoundation.com

Please note that we are unable to consider late or incomplete applications for funding; both hard and electronic copies must be **received at the Foundation** by 5:00 pm on the deadline date.