

2013 Community Action Grant Application

Application Deadline: February 8, 2013

The RBC Blue Water Project is a wide-ranging, multi-year program to help foster a culture of water stewardship in Canada and abroad, so that people have clean fresh water today and tomorrow.



RBC
Blue Water
Project™

About RBC

RBC is one of Canada's largest corporate donors. We contributed more than \$56.6 million to charitable organizations in hundreds of communities worldwide in 2011, and were named one of Canada's 50 Most Socially Responsible Corporations and one of the top 100 sustainable companies in the world in 2012.

About the RBC Blue Water Project

The RBC Blue Water Project, launched in 2007, is a wide-ranging, multi-year program to help foster a culture of water stewardship in Canada and abroad, so that people have clean fresh water today and tomorrow. Since 2007, RBC has committed over \$36 million to more than 500 organizations, for awareness, education and on-the-ground programs that protect watersheds and ensure access to clean drinking water.

The RBC Blue Water Project offers two levels of grants:

1. **Community Action Grants:** \$1,000 to \$10,000 (Applications are due February 8, 2013, 11:59 PM EST)
2. **Leadership Grants:** \$10,001 to \$100,000 (Organizations must submit an Expression of Interest by January 11, 2013. Refer to www.rbc.com/bluewater for more information.)

Our New Granting Direction

In 2013, RBC will fund projects that raise awareness about urban water issues, as well as 'on the ground' projects that improve water quality and efficiency in towns and cities. This new direction applies to both Community Action Grants and Leadership Grants.

Objectives

RBC will fund projects that focus on one or more of the following objectives:

- Improved control and management of urban storm or rain water, such as awareness building about or use of low-impact design or natural systems to control storm or rain water
- Efficient and innovative use (or capture and reuse) of water in towns and cities
- Protection and restoration of urban waterways
- Improved urban water quality

Funded projects are expected to demonstrate outcomes such as:

1. Increased riparian green space and aquatic habitat
2. Reduced damage from flooding
3. Reduced energy consumption in the use or treatment of water
4. Reduced rate of water runoff
5. Increase water absorption through natural landscape or infiltration
6. Reduced water pollution
7. Improved water quality of beaches
8. Reduction in public health risks caused by polluted water
9. Decreased use of potable water for landscaping, toilet flushing, and other industrial uses
10. Increased knowledge or awareness about water management in urban areas

Preference will be given to projects that:

- Are located in cities and towns with a population of 10,000 or more
- Provide opportunities for community and stakeholder involvement

How to Apply

- Complete the application and print the final version.
- Have your executive director (or equivalent) sign the printed form.
- Submit both a scanned PDF file of the final completed and signed application form, and the final completed file of the form, saved with your organization's name as the file name.
- Email us the 2 files with this subject line: "Submission CAG XX (your organization's name)" to bluewaterproject@rbc.com by February 8, 2013, 11:59 pm EST.
- If you are applying for a donation of over \$5,000, you must also attach
 - a copy of the applicant organization's audited financial statements (must be less than 1 year old)
 - a list of the applicant organization's board of directors

Do not submit additional material that is not requested.

Timelines

Community Action Grant Application available	December 3, 2012
Application deadline	February 8, 2013
Applicants notified of funding decision	March 8 to 15, 2013

Questions: email with subject line "Question CAG *organization name*" to bluewaterproject@rbc.com

Eligibility

Applicants must meet all eligibility criteria at the time of submission:

- an eligible applicant organization is:
 - Canada Revenue Agency (CRA) registered charity or other qualified donee, or
 - US IRS 501(c) 3 charity, or
 - Official charitable status as designated by local regulatory authorities for organizations outside Canada or USA.
- If applying for a donation of more than \$5,000, applicant organizations must submit
 - a copy of the organization's audited financial statements (less than 1 year old), and
 - a list of the organization's board of directors

Conditions

Applicants are expected to meet eligibility criteria as outlined at:

<http://www.rbc.com/community-sustainability/apply-for-funding/guidelines-and-eligibility/index.html> as well as the below criteria.

Additional granting criteria

RBC does not accept applications from:

- individuals
- political organizations or parties
- organizations whose primary purpose is lobbying or political action
- fraternal organizations, service clubs or third parties raising funds for charity
- private (fee-based) schools
- post-secondary institutions that have received capital funding from RBC in the last 10 years.
- organizations that are not registered charities
- private foundations

RBC does not fund programs or projects that:

- take place in countries where we do not have a business presence
- have religious or sectarian elements or outcomes
- have lobbying or political action as a primary goal
- have goals that are purely research
- are solely infrastructure related, such as physical structures for collection, treatment and distribution of drinking water, dikes, levees, etc.
- will use the funds to underwrite advertising, media production or media buys.
- discriminate or restrict access based on things like race, colour, religion or creed, age, gender, sexual orientation, marital status or disability.

RBC does not provide charitable grants for:

- endowments
- conferences or events
- sports tournaments



We and you

Throughout this document, *we*, *us* and *our* mean RBC and the RBC Foundation.

You and *your* mean the organizations applying for a grant.

1 — About Your Organization

Organization name: _____
(Full, official name of the applicant organization)

Contact person: _____

Title or role: _____

Phone number: _____

E-mail address: _____

Mailing Address:

Indicate the eligibility type of the lead applicant organization

- ☐ Canada Revenue Agency (CRA) registered charity or other CRA qualified donee with CRA registered charity# (if applicable): # _____
- ☐ USA IRS 501 (c)(3) tax-exempt charity EIN#: _____
- ☐ Other charitable organization – provide details:

Are any RBC employees involved with your organization? If yes, how many?: _____

What is your organization's mission or mandate?

2 — Your Grant Request

Amount of your request: _____

in currency:

☐ CAD

☐ USD

☐ Other currency – *please specify* _____

3 — About the Project

Please tell us about the project that you'd like RBC to fund.

1. Project Name:

2. What is the goal(s) of your project?

- ☐ Improved control and management of urban storm or rain water, such as awareness building about or use of low-impact design or natural systems to control storm or rain water
- ☐ Efficient use (or capture and reuse) of water in towns and cities
- ☐ Protection and restoration of urban waterways
- ☐ Improved urban water quality
- ☐ Other:

3. Describe the project:

4. Where will the project take place? *Include the community, city, town, country.*

5. Describe the importance of this project and clearly indentify the benefits and primary beneficiaries.

6. What are the expected outcomes of your project?

- ☐ Increased riparian green space and aquatic habitat
- ☐ Reduced damage from flooding
- ☐ Reduced energy consumption in the use or treatment of water
- ☐ Reduced rate of water runoff
- ☐ Increase water absorption through natural landscape or infiltration
- ☐ Reduced water pollution
- ☐ Improved water quality of beaches
- ☐ Reduction in public health risks caused by polluted water
- ☐ Decreased use of potable water for landscaping, toilet flushing, and other industrial uses
- ☐ Increased knowledge or awareness about water management in urban areas
- ☐ Other: Describe:

7. How will you measure success in reaching the goals and expected outcomes of your project?

8. Will other organizations be involved in your project?

Name of Organization	How is the organization involved?

3 — Project Budget

Project budget: _____ (indicate currency)

RBC Blue Water Grant amount requested from RBC: _____ (indicate currency)

Tell us about other secured or pending funding sources for this project budget, if applicable.

Our right to publicize:

By signing and completing this application form, you consent that RBC has the right to publicize any Community Action Grants it awards under the RBC Blue Water Project. This may include, but is not limited to, making public the name of the organization and details of the program or project in news releases or publications, on our website or in interviews we may grant to the media. You also consent to receive e-mail updates from RBC about the Blue Water Project.

4 — Submit your grant application

By signing this grant application, you are confirming that the information provided is complete and accurate to the best of your knowledge.

Signed by:

x _____

Name and title

Email address and phone number

Thank you for applying for an RBC Blue Water Project Community Action Grant.

- ☐ Submit a complete application by the deadline of **February 8, 2013 11:59 pm EST**.
- ☐ Submit your application and other supporting documents by **email**, with the subject line: Submission CAG *Organization Name* to bluewaterproject@rbc.com.
- ☐ The attached files to the email must include:
 1. Completed application file, and
 2. Completed and **signed** application, **scanned** in a pdf file, and
 3. If your grant request is more than \$5,000, you must also submit:
 - a. a copy of the applicant organization's **audited** financial statements (must be less than 1 year old), and
 - b. a list of the applicant organization's board of directors

Do not submit additional material that is not requested. Incomplete submissions will not be considered.

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