

RBC Blue Water Project 2015 Leadership Grant Application

Informational Webinar



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SPEAKERS

RBC Foundation:

Cameron Miller

Manager, Corporate Donations

Shannon Robertson

Assistant Manager, Corporate Donations

Joshua Grant

Associate, RBC Career Launch Program

RBC Wealth Management:

Francis Binney, UK

Environmental Officer, Facilities Management

Special Guest:

Emma Tomkinson, Australia

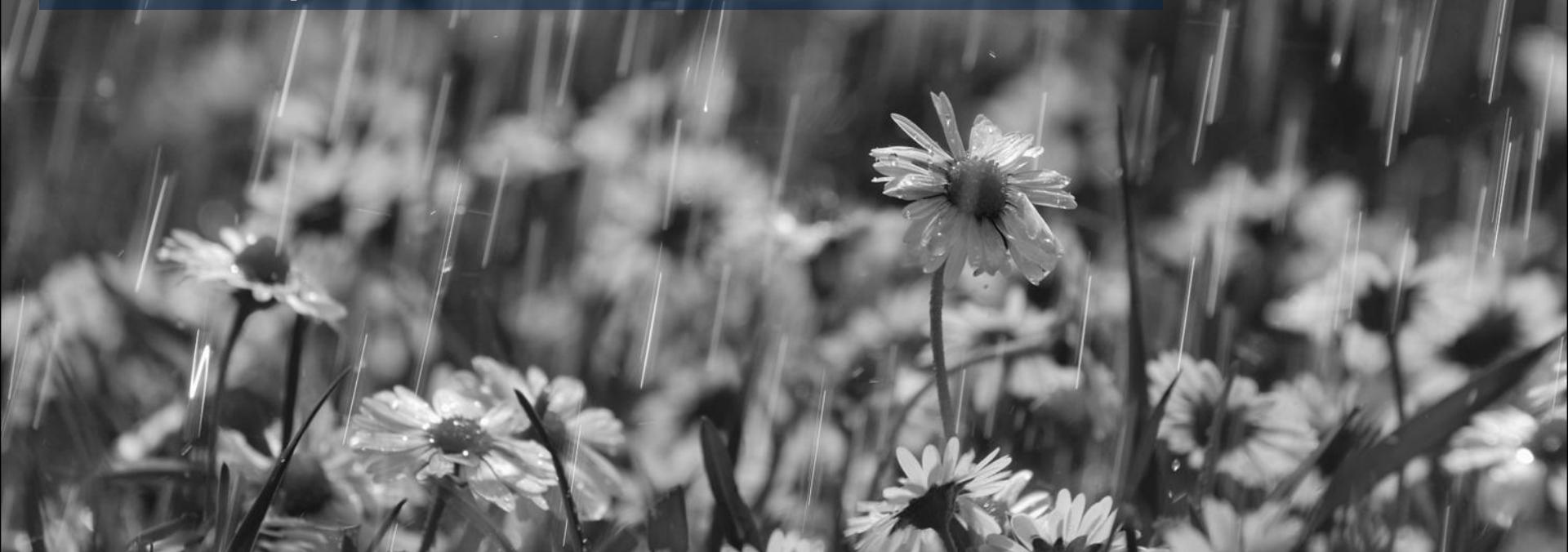
Social Impact Analyst, Think Impact



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AGENDA

- 1. Introduction**
- 2. Impact Measurement & Reporting**
- 3. RBC Online Donation Application**
- 4. Leadership Grant Application Questions**
- 5. Next Steps**



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SUMMARY

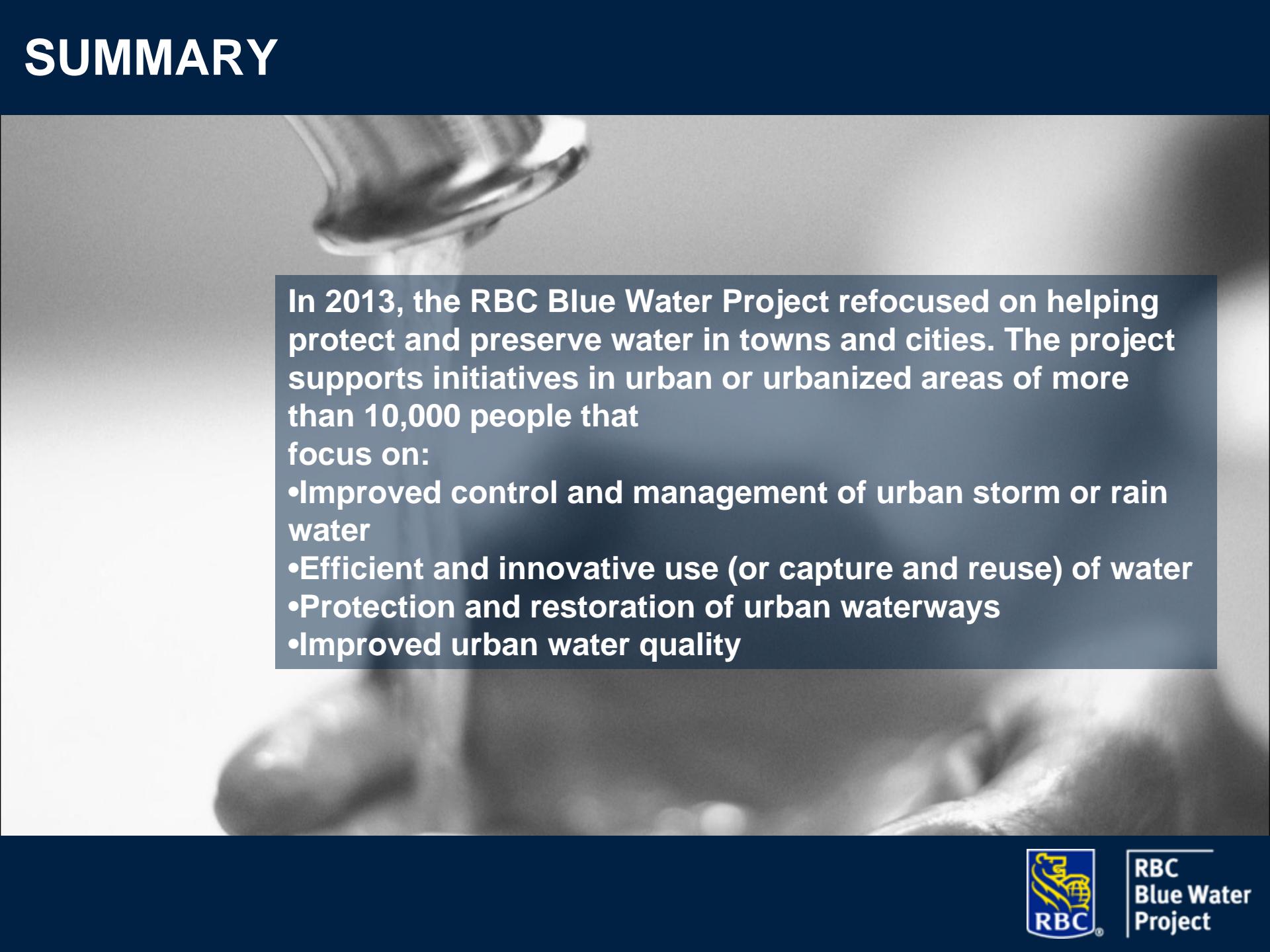


The RBC Blue Water Project is a historic, wide-ranging, 10-year global commitment to help protect the world's most precious natural resource: fresh water. Since 2007, RBC has pledged over \$41 million to more than 700 charitable organizations worldwide that protect water, with an additional \$8.8 million pledged to universities for water programs.



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SUMMARY



In 2013, the RBC Blue Water Project refocused on helping protect and preserve water in towns and cities. The project supports initiatives in urban or urbanized areas of more than 10,000 people that focus on:

- Improved control and management of urban storm or rain water
- Efficient and innovative use (or capture and reuse) of water
- Protection and restoration of urban waterways
- Improved urban water quality



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SUMMARY



Each year, we celebrate RBC Blue Water Day. We welcome communities and partners around the world to take part in RBC Blue Water Community Makeovers and join our employees in helping to make the community more water-friendly.

This year's RBC Blue Water Day is Thursday, June 4, 2015



SUMMARY

RBC Blue Water Project Desired Outcomes

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. Increased water absorption through natural landscape or infiltration
6. Reduced water pollution
7. Improved water quality
8. Reduction in public health risk caused by polluted water
9. Decreased use of potable water for landscaping, toilet flushing and other industrial uses
10. Increased knowledge and awareness of water management in urban areas



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2013's Impact

11,253 km
of stream/lake banks
protected/stabilized

14,589
attendees

Learnt about urban water
management at funded
workshops/info sessions

35,313
volunteers
participated in RBC
Blue Water Project
supported
programs

93,317
kids
impacted

3,227
kg
of garbage removed, reduced
and/or diverted from urban
water and
shore lines

86,127
hours

devoted to RBC Blue Water
Project supported
programs

256
workshops
held

Thanks to the combined efforts of 2013's RBC Blue Water Project supported programs, like yours!



2014 Best-in-Class Examples



CANADA

Canadian Water Research Society

Project Supported: Increase knowledge and awareness of water management in urban areas

› To pre-empt the modernization of the Columbia River Treaty, this project will harvest lessons learned on trans-boundary water governance from around the world, build the capacity of First Nations, Tribes, and others to engage in the ongoing governance of the basin; and inform efforts to balance urban and other needs and interests.

Blue Water Day 2014

Live on Breakfast Television experts from Canadian Water Research Society had the opportunity to speak about their project. They were joined by RBC Olympians: Darcy Marquardt and Douglas Vandor



USA

Wildlife Conservation Society

Project Supported: Reduce rate of water runoff & increase permeable surface area

› The Wildlife Conservation Society operates the Bronx Zoo, a 265 acre urban parkland and naturalistic habitats close to Manhattan. Funding was directed to prevent flooding of the Zoo by the Bronx River as well as to limit the amount of storm water discharged into the river during rainstorms by implementing green construction techniques and permeable pavement installation.



CHINA

Shangri-la Institute for Sustainable Communities

Project Supported: Increase knowledge and awareness of water management in urban areas

› This project develops water stewardship through participation by students and community members. It seeks to protect Huizhou's rivers and lakes through the education, benefitting not only the urban communities living in the Dong River Basin, but also residents of Hong Kong for whom the river is a direct water source.

Blue Water Day 2014

Awareness makeover in Beijing with the Executive Direction of the Shangri-la Institute and RBC employees to learn about where our grant will be directed and how they can help



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2014 Best-in-Class Example: UK

Francis Binney

RBC Blue Water Project Expert, UK

RBC Wealth Management

The project is currently due to finish in October 2014 with the final deliverables of:

- X3 interpretation boards to be installed;
- Production and dissemination of the Regent's Canal management plan to all stakeholders;
- Water quality data analysed and incorporated into the management plan as baseline data;
- Delivery of the Wildlife on your Waterways festival on September 20th.

In addition, London Wildlife Trust is producing a management plan and intends to continue to host the Wildlife on your Waterways Steering Group to ensure implementation of habitat management and maintenance on the waterways is mainstreamed into existing work

London Wildlife Trust Wildlife on your Waterways

Material produced to be widely shared:

Wildlife on the Regent's Canal

Wildlife and habitats

The Regent's Canal is an important green corridor, providing a wildlife route which stretches from the River Thames to North West London and beyond, linking isolated pockets of urban green space as it winds through London.

Aquatic plants in the canal create a rich underwater habitat for invertebrates such as dragonfly nymphs and freshwater mussels, as well as many species of fish. Where these have been installed, marginal plants allow insects to flourish, providing food for birds and bats which feed along the canal. Waterfowl also use such areas for roosting and raising chicks.

Invasive species, such as the red swamp crayfish, zebra mussels and terrapins have also colonised the canal. Such species can outcompete native wildlife and are very hard to control once they become established.

Take time to watch the canal and you will see that nature and wildlife are all around us, even in the middle of London.

London Wildlife Trust is the only charity dedicated solely to protecting the capital's wildlife and wild spaces, engaging London's diverse communities through access to our nature reserves, campaigning, volunteering and education.

Tel: 020 7833 2511
Email: cawley@londonwildlife.org

 @londonwildlife

 LondonWildlifeTrust

Join London Wildlife Trust and support our work at: www.londonwildlife.org.uk



Protecting London's
wildlife for the future

How a floating island works

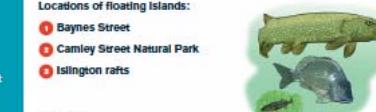
The roots of plants which grow on these islands reach down into the water and offer shelter and food for fish and aquatic invertebrates. The planted area above the water provides nesting habitat for birds such as coot, mallard and moorhen during the spring and summer months.

Locations of floating Islands:

- Baynes Street
- Camley Street Natural Park
- Islington rats

Visit us:

- Camley Street Natural Park
12 Camley Street, London N1C 4PW
- London Canal Museum
12-13 New Wharf Road, London N1 9RT



Pike, bream and stickleback

The canal is home to many species of fish, such as the pike which can grow to just over one metre long; medium sized schooling fish such as bream and many smaller fish such as spiny sticklebacks.

Emperor dragonfly and common blue damselfly
These beautiful insects live for up to three years under water as nymphs, before metamorphosing into adult flying insects which only survive for a few months. They are voracious predators that hunt other insects, and are themselves hunted by birds such as the grey wagtail.



Moorhen and coot
Coots and moorhens have adapted well to urban living. The coot with its white beak and the smaller moorhen with its yellow-tipped red beak can be spotted across London's waterways. Both build nests along the canal margins, often displaying resourceful behaviour by making use of floating litter as nesting material.



Purple-loosestrife, gipsywort and reeds
Purple-loosestrife is a native British plant with striking purple flowers. Gipsywort, another native plant, can be recognised by its toothed edged leaves and small white or pale pink flowers. Reeds, with their tall stem and long narrow leaves can be found world-wide, but are less common along the canal.

SOCIAL IMPACT MEASUREMENT

**EMMA TOMKINSON, SOCIAL IMPACT ANALYST
THINK IMPACT (AUSTRALIA)**



Emma is a social impact analyst living and working in Sydney, Australia. She helps social purpose organisations use impact measurement to run and improve their services. She dislikes useless data collection. She created the [Social Impact Bond Knowledge Box](#) for the Centre for Social Impact Bonds at the UK Cabinet Office and also developed the social impact bond concept for application in New South Wales, Australia.



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A CULTURE OF OUTCOMES MEASUREMENT

“The first (and perhaps most critical) step in creating a culture of outcomes measurement is getting everyone to understand this simple statement: *A nonprofit should measure outcomes for a single reason: to improve the quality of services for clients.*”

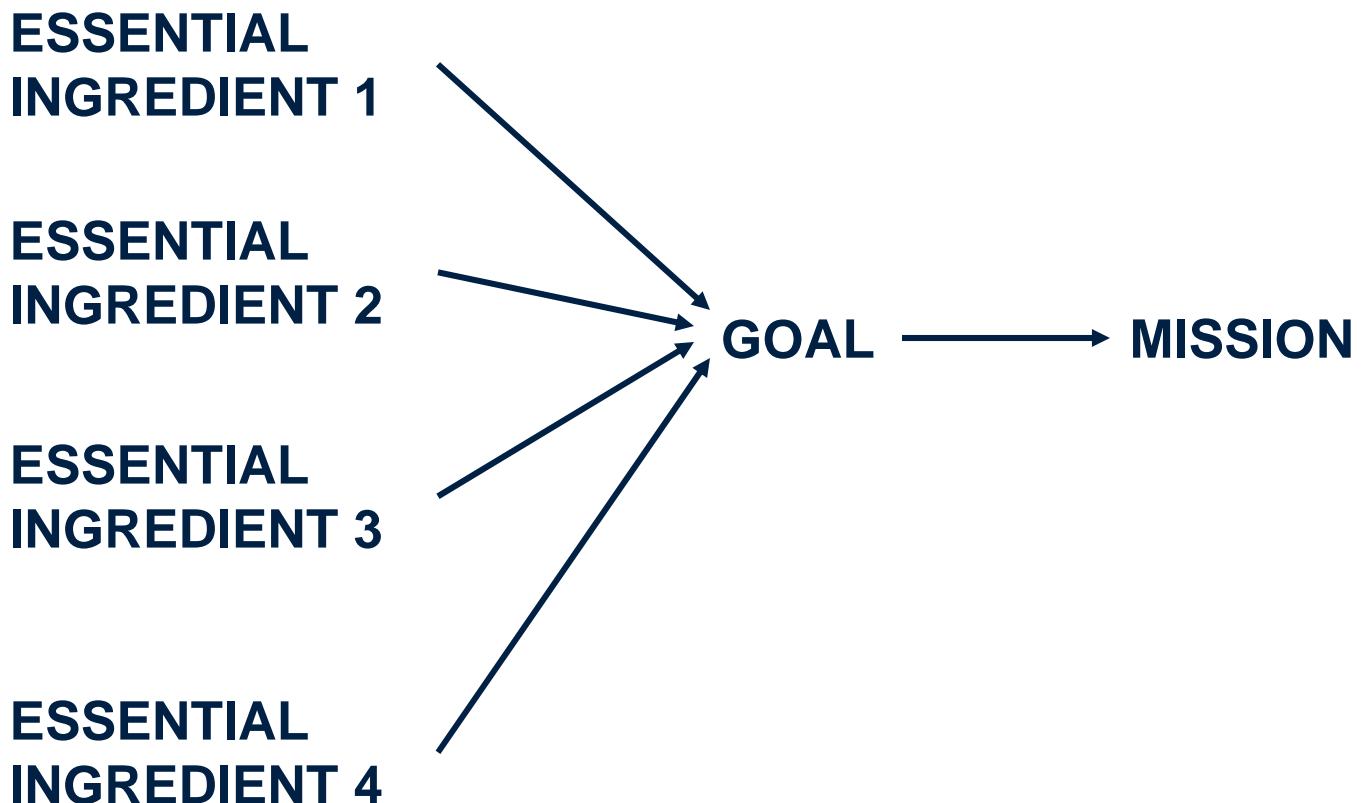
(Isaac Castillo (2012). [*First Do No Harm... Then Do More Good*](#). In Morino, M. [*Leap of Reason*](#).)

We can interpret this as “to improve the quality of programs for the people involved and their environment” for the types of programs involved in the RBC Blue Water Project.



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PURSUING A GOAL



OTHER STUFF YOU HAVE TO REPORT



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PRINCIPLES OF MEASUREMENT

1. Set Goals
2. Develop Framework & Select Metrics
3. Collect & Store Data
4. Validate Data (Do they make sense? Are there errors?)
5. Analyse Data (What do they mean? So what?)
6. Report Data (To all stakeholders including frontline)
7. Make Data-Driven Management Decisions

(Adapted from Working Group on Impact Measurement (2014). [Measuring Impact](#). Social Impact Investment Taskforce.)



RBC ONLINE DONATION APPLICATION

The screenshot shows a web browser window titled "SmartSimple Login" with the URL https://donations.rbc.com/s_Login.jsp. The page is divided into two main sections: "New User" on the left and "Users" on the right.

New User

Welcome to the RBC Corporate Donations online application system.
The following RBC applications are available online:

- RBC Blue Water Project (Global)
- RBC After School Project (Canada)
- RBC Learn to Play Project (Canada)
- RBC Emerging Artists Project (Global)
- General Donations (Canada)

For all other programs, including Hospital and University campaigns please [click here](#).

[Register Here >](#)

Users

Login

E-mail:

Password:

[Login >](#)

[Forgot Password?](#) [Francais](#)

donations.rbc.com



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LEADERSHIP GRANT APPLICATION QUESTIONS

Your Measurement Questions:

Q: Does RBC have a list of reputable global measurement indicators that are acceptable when conducting evaluation of the project?

A: The RBC Sustainability team uses a number of different measures, but has recommended the IRIS as a simple and scalable measurement tool. The key here is consistency for your organization. Please feel free to continue using existing methodology. If you are concerned about the quality of your measurement tool, please contact us.

Q: What if my program is not able to be measured by any of the suggested standards?

A: Use the allocated space to describe two comparable measures and how you will measure and track them for statistically significant changes. Please try your best to use suggested measure and be specific when creating new criteria.

Q: Can the year end evaluation be done internally by the organization?

A: We do not want to create a make work project here, and we understand that often the lack of true measurement is associated with high cost to the organization. We are asking for you to report on the measures you have selected as feasible, and can be tracked easily against a measurable baseline. This can be preformed externally or internally.



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LEADERSHIP GRANT APPLICATION QUESTIONS

Your Measurement Questions:

Q: Should we only be listing goals we can directly impact? For example, reducing rate of water runoff might be measured as part of the project, and will in turn reduce water pollution, which is not going to be measured. Should we then only select the former?

A: Please only list goals you can directly impact and measure.

Q: Do we need to provide indicators for all four categories (community capacity, economic impact, environmental impact and community impact) or just choose one category, then select 2 or more indicators for that one category?

A: Yes, all sections within the Impact, Measures and Reporting section are mandatory and require each organization to report on at least 2 of the indicators provided in each section.

Q: Can you provide more information on what you are looking for with the baseline requirement in the Impact Measures and Reporting section please? What if the baseline is not known?

A: The baseline is set by your organization. It is something that you will use to measure and track the success of your project. A baseline can be set at 0 if this is a new project with nothing to compare against.



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LEADERSHIP GRANT APPLICATION QUESTIONS

Your Budget Questions:

Q. Does a budget need to be uploaded and if so how much detail is recommended?

A: There is a project budget template you can download directly above the upload function in the Project Financials section. Please feel free to upload your existing project budget if applicable. The level of detail we are looking for here is the projects main sources of revenue and expenses. In kind contributions should be included. The upload is optional if you have completed a detailed budget above.

Q: How will RBC evaluate project expenses/budgets? Are there guidelines you are using to compare?

A: Our main evaluation tool is comparison against your peers for responsible, reasonable spends. Please check with your respective country charitable eligibility requirements, as this may differ.



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LEADERSHIP GRANT APPLICATION QUESTIONS

Your Timeframe Questions:

Q: Can you share more details regarding the timeframe for which we should measure goals?

A: We will require a year end report, at which time we will expect data to have been collected for the measures you have selected. This year end report is required one year from the cheque issued date.

Q: In the past, there has been multi-year funding for initiatives. It appears that this is a one-year only funding opportunity. Is that correct? If so, is it possible to apply for two years of funding or is there a re-grant mechanism?

A: This is correct, we will only provide one year of funding at a time. You can reapply the following year. Although there is no “re-grant” function, with our new online system it will be much easier to apply next year as the fields will be auto-populated based on your last application.

Q: RBC funding will not be awarded until June 2015. Therefore, if the grant timeframe is for one year, and grant reports must be issued within one year of the grant issuance, can the project end date be adjusted to one year from the awarding of the grant

A: You can adjust the project timeframe or more reasonably if the project will not yet be complete, you can report on the projects progress as at June 2016.



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LEADERSHIP GRANT APPLICATION QUESTIONS

Your General Questions:

Q: The main contact for our application has changed. How can I update this information?

A: Please direct any technical questions/requests to bluewaterproject@rbc.com

Q: Who would you like to see letters of support from? How important are these letters to the selection committee?

A: The letters are important to the overall perception, credibility and sustainability of the organization. They also offer us an indication of the relationship with key stakeholders.

Q: When asked if others are working on this problem, are you asking us to list all organizations in this space?

A: This question is designed to see if you have scanned other organizations in the field for collaborative opportunities. Demonstrating your knowledge of this space and either honing in on a niche area for improvement or working with the others who are already doing good work, is what we want to see.



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NEXT STEPS

February 13, 2015
Deadline to submit Leadership Grant applications

April 13, 2015
Applicants notified of funding decision

June 4, 2015
RBC Blue Water Day



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THANK YOU!

For any further questions, please contact us:

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