



RBC
Blue Water
Project™

2013 RBC Blue Water Project Leadership Grant Expression of Interest

Expression of Interest Submission Deadline: January 11, 2013





RBC Blue Water Project Leadership Grant

Expression of Interest

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 charitable 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 (refer to www.rbc.com/bluewater for information on how to apply)
2. Leadership Grants: \$10,001 to \$100,000 (organizations must submit an Expression of Interest by January 11, 2013). These grants are awarded to organizations that are leaders in providing programs in North America and specific countries where RBC does business. (For a list of countries, refer to page 8.)

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 must commit to provide a project progress report by August 31, 2014, where applicable. Reports must include measured outcomes, and/or forecasted 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 towns, cities or urban areas with a population of 10,000 or more
- Involve collaboration with organizations, agencies or governments representing stakeholders that are affected by the problem or have a role in solving it
- Provide opportunities for community and stakeholder involvement
- Are based on scientific evidence and best practices and have the ability to demonstrate innovative approaches to solve problems
- Can demonstrate sufficient financial support to ensure project delivery

What we are looking for in your Expression of Interest

We will assess your Expression of Interest based on the following:

1. How well your project fits the RBC Blue Water Project granting objectives
2. How well you have demonstrated the need for the project
3. How well you will be able to measure and report verifiable outcomes of your project
4. Evidence of a clear implementation plan, including
 - a. Timelines
 - b. Demonstrated ability/capacity to deliver project described
5. Evidence of appropriate partnerships, collaborations, and stakeholder engagement

How to Submit an Expression of Interest

- 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 EOI XX (your organization's name)" to bluewaterproject@rbc.com by **January 11, 2013**.
- If your Expression of Interest would qualify for consideration for a 2013 RBC Blue Water Leadership Grant, we'll ask you to submit a formal RBC Blue Water Leadership Grant application.
- If we do not believe your project would qualify for consideration for a 2013 Blue Water Leadership Grant, we'll advise by email by January 28, 2013.
- Please **do not** submit additional supplementary material.
- **Answer questions in the space provided in the application. Do not alter the application format. Your Expression of Interest application should be a maximum of 2 pages.**

Timelines

Expression of Interest Issued	December 3, 2012
Deadline to Submit Expression of Interest	January 11, 2013
Applicants Notified of Decision on Expression of Interest	January 28, 2013
Q & A Webinar for Invited Leadership Grant Applicants	February 11, 2013
Deadline to Submit 2013 Leadership Grant Application	March 8, 2013
Applicants Notified of Funding Decision	May 15, 2013

Questions: email with subject line "Question EOI XX (organization name)" to bluewaterproject@rbc.com

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 provide charitable grants for:

- endowments
- conferences or events
- sports tournaments

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.



Collaborations

RBC is committed to supporting collaborative projects through the RBC Blue Water Project. Organizations who are working together to achieve a common goal, where there is shared decision making and accountability for the project, may submit a joint grant application. Collaborative projects may involve both eligible and non eligible organizations; however, the **lead grant applicant must be an eligible organization.**

Eligibility:

The lead applicant for the Expression of Interest is expected to be the lead applicant for an RBC Blue Water Project Leadership Grant, if selected to apply, and must meet all eligibility criteria at the time of submission:

- Is the applicant of record and completes and submits the E of I and grant application
- Is an eligible organization with either:
 - 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.
- Facilitates the application process and accept responsibility for fiscal accountability of the grant and all project reports required by RBC
- Will provide a copy of the lead applicant's audited financial statements (must be less than 1 year old)
- Will provide the information/ name and contact information for all partner organizations involved in the collaborative project

RBC Blue Water Project – Expression of Interest Application

Applicant Organization name: _____

Address: _____

Contact Person and Title: _____

Contact Information (email and phone) : _____

Organization's charitable status:

Canada Revenue Agency (CRA) charitable registration # or USA IRS 501 (c)(3) tax-exempt charity EIN#:

Other eligibility information:

1. Does the eligible lead applicant organization produce audited financial statements annually?
(yes or no, or explain):

2. What is your organization's annual operating budget?:

3. What is your organization's mission statement?:

4. Project Name:

5. Grant Amount to be Requested:

6. Project Description:

Provide a description of the project, including project location, goals and activities.

7. Project start date:

8. Key Partners: (List the key partners and stakeholders involved in the project.)

9. Demonstration of Need

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

10. Strategic Fit & Linkages

Briefly explain how the project supports the priorities and objectives of the RBC Blue Water Project.

11. Project Viability and Sustainability

Outline project costs, other funding sources pending or secured, and project timelines.

12. Outcomes and Measurement:

Briefly describe the anticipated environmental outcomes of the project and how you will measure the results.

Anticipated outcome	How will you measure the outcome?

Thank you for completing this Expression of Interest. Please print off this document and have it signed by the Executive Director or equivalent of your organization.

- 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 EOI XX (your organization’s name)” to bluewaterproject@rbc.com by **January 11, 2013 (11:59 PM EST)**.

Signed by:

X _____
Name and title (Executive Director or equivalent)



RBC will accept and Expression of Interest from organizations whose projects take place in the following countries where we do business.

We do not provide grants to programs or projects in countries not on this list:

Antigua & Barbuda	Chile	Jamaica	Singapore
Argentina	China	Japan	Spain
Aruba	Costa Rica	Jersey	St. Maarten
Australia	Curacao	Liechtenstein	Suriname
Bahamas	Dominica	Luxembourg	Switzerland
Barbados	France	Malaysia	Trinidad and Tobago
Belgium	Germany	Mexico	Turks & Caicos Islands
Bonaire, Saint Eustatius and Saba	Grenada	Montserrat	United Arab Emirates
Brazil	Guernsey	Netherlands	United Kingdom
British Virgin Islands	Hong Kong	Panama	United States
Brunei Darussalam	India	Saint Kitts & Nevis	Uruguay
Canada	Ireland	Saint Lucia	Venezuela
Cayman Islands	Italy	Saint Vincent & The Grenadines	