

Application Guidelines

Waste Reduction Community Grants

2020

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ABOUT THIS GUIDE: This application guide will help you apply for the City of Toronto Waste Reduction Community Grants. Please read the guidelines to ensure your group/organization and project are eligible for funding. We also encourage you to read the City's [Long Term Waste Management Strategy](#). This comprehensive strategy, adopted in 2016, emphasizes the importance of community engagement and outlines the City's waste reduction and diversion priorities.

1. Program Overview

1.1 Purpose

The purpose of the City of Toronto's Waste Reduction Community Grants (WRCG) pilot program is to provide funding for innovative community-based projects that reduce residential waste and increase participation in the City's waste diversion programs (e.g. Blue Bin recycling and Green Bin organics). The WRCG program supports a commitment to community partnership and public engagement set out in the City's [Long Term Waste Management Strategy](#) (Waste Strategy). It also aligns with the Waste Strategy by placing priority on reducing and encouraging the prevention of waste, maximizing its value before disposal, and supporting the move towards a circular economy. Waste diversion (e.g. recycling), which minimizes the amount of waste sent to landfill, follows reduction and reuse in order of priority. Investing in actions in multi-residential buildings, multi-lingual communities, and [Neighbourhood Improvement Areas](#), where waste diversion rates are typically lower than in single family homes, will be prioritized.

1.2 Program Objectives

Proposed projects must satisfy one or more of the following objectives:

- directly result in a reduction in the amount of residential waste produced and/or an increase in the amount of residential waste diverted from landfill;
- directly enhance the knowledge and ability of individuals or the community group to engage in activities that will result in the reduction and/or diversion of residential waste; and/or
- foster long-term changes in behaviour that result in waste reduction or increased participation in the [City of Toronto's waste diversion programs](#).

1.3 Timelines

Waste Reduction Community Grants Timelines* – 2020

Stage	Key dates (2020)
Expression of Interest (EOI) Applications Open	January 22
Expression of Interest (EOI) submission deadline	March 9 at 11:59 p.m.
Notification to shortlisted EOI applicants	mid-April
Full Application submission deadline	mid-May
Full Application reviewed by the Grant Review Committee	June
Funding decisions communicated	early July

* Timelines are subject to change

2. Funding

2.1 Available Funding

The City will accept applications for a minimum of \$5,000 up to a maximum of \$25,000 in grant funding. It is our expectation that the grant will be used to complement and help leverage other resources to support the project. Applicants should do their best to secure funding from other sources, in-kind support, such as donations or volunteer time, or a combination of both. A minimum of \$150,000 of total grant funding, will be available in 2020.

2.2 Eligible Groups/Organizations

To be eligible for funding, applicant groups/organizations must be a [registered non-profit](#), but do not need to be a registered charity. Applicants that are not a registered non-profit organization may apply if they enter into a trusteeship agreement with a registered charity or non-profit organization. See *Section 3.2 Applying with a Trustee*, below.

Examples of **eligible** groups and organizations include:

- resident, tenant, neighbourhood, and business associations;
- condominium corporations;
- service clubs;
- community organizations;
- registered charitable organizations and non-profit environmental organizations; and
- school groups, clubs, student associations and parent councils (including at the elementary, secondary and post-secondary levels).

Note:

- Organizations with offices outside of Toronto, but still in the Greater Toronto Area, are eligible to apply for the grant as long as the proposed project is located within the city of Toronto's borders.
- Projects in buildings/establishments that do not receive City waste collection services are eligible to apply but they must align with the Long Term Waste Management Strategy and support the City's aspirational zero waste goal.

2.3 Ineligible Groups/Organizations

Individuals are not eligible for grant funding. Examples of **ineligible** groups and organizations include:

- for-profit businesses;
- building managers and property owners (with the exception of individual condominium unit owners forming a group on behalf of their building(s));
- grant making organizations;
- organizations allied with political parties;
- organizations without a clear distinction between religious and community service functions at the program and budget levels;
- academic institutions and school boards (with the exception of school groups, clubs, student associations and parent councils); and
- organizations with an active or incomplete project funded by the WRCG program

2.4 Eligible Projects

The WRCG program will provide funding to support community-based actions that reduce residential waste and/or increase participation in the City's waste diversion programs. All proposed project activities must be located in the city of Toronto.

Examples of eligible projects include education, promotion, engagement, tools and/or other initiatives related to:

- waste reduction and/or diversion (e.g. food, textiles);
- reduction of single-use items (e.g. hot and cold drink cups, plastic and paper bags, takeout containers, cutlery, straws);
- reduction in contamination of waste streams (e.g. non-recyclables in the recycling);
- repair (e.g. electronics, clothing);
- sharing/borrowing, exchanging/swapping items (e.g. clothing, books, toys, sports equipment); and
- circular economy

Priority will be given to projects that:

- include a strong role of resident leadership;
- emphasize access, equity and diversity ([learn more](#));
- increase community engagement of people of all ages, abilities, economic levels and cultures;
- do not duplicate a program being delivered in the same community by another organization or the City of Toronto;
- are innovative in terms of program design, audience reach and/or delivery mechanism;
- are replicable (i.e. could be replicated in other communities)
- address waste reduction in at least one of these three areas:
 - multi-residential buildings;
 - multi-lingual communities; and/or;
 - [Neighbourhood Improvement Areas](#).
- include partnerships between at least two or more non-profit organizations, resident groups and/or associations;
- have a strong communications plan to engage the community in the project from start to finish;
- obtain all necessary approvals and/or permits before submission of the full grant application;
- can be completed in a one-year period; and
- include plans to keep the project sustainable for the long term (i.e. does not require ongoing funding from the City to continue)

2.5 Ineligible Projects

Examples of **ineligible** projects include:

- pre-existing projects and/or events (with the exception of existing projects in multi-residential buildings being facilitated through the City's 3Rs Ambassador program; in this case, a WRCG project proposal may be submitted to uniquely enhance the pre-existing work carried out by the 3R Ambassador)
- projects already approved for funding from other City of Toronto grant programs;

- projects focused on industrial, commercial, and institutional waste;
- one-off events (e.g. conference, seminar);
- community cleanup events;
- lobbying or advocacy on behalf of for-profit entities;
- mass market advertising campaigns;
- research or scientific studies; and
- unproven technologies

2.6 Eligible Project Costs & Budget Limits

Eligible costs include:

- project materials and supplies (e.g. paper, pens);
- communications and outreach expenses (e.g. printing, distribution);
- equipment rentals or purchase;
- space rental;
- public transportation costs for project participants;
- staffing (e.g. salaries, honoraria, instructor fees);
- overhead costs (e.g. rent, utilities, trustee administration)*; and
- consultant/contractor fees (e.g. web design, translation, communications)*

*up to 15% of total grant request

2.7 Ineligible Project Costs

The WRCG program **will not fund** the following:

- purchases which solely provide or improve waste management infrastructure and services, such as waste bins, bin enclosures, bin washing, chute repair, etc.;
- disbursement of City grant funds to provide additional grants to other parties;
- fees and expenses for memberships, courses, conferences; and
- expenses for travel (except for public transportation costs for project participants), vehicle mileage, maintenance and rental, and parking

3. The Application Process

3.1 How to Apply

The WRCG program application process involves the following:

1. Applicants must complete and submit the Expression of Interest (EOI) Application Form, which is a clear and concise overview of the proposed project, including information about the group or organization undertaking the work, the project's rationale, a preliminary budget and expected outcomes.
2. The City will accept EOIs through its online submission form. While this is the preferred method, applicants can also submit the MS Word document version of their completed EOI by email to livegreengrants@toronto.ca in one of the following file formats: .docx, .doc or .rtf. The City will not accept other unspecified file formats in email submissions (e.g. PDF file format). Similarly,

the City will not accept mailed or delivered hardcopy (i.e. printed) submissions of EOI applications.

3. All EOI applications will be reviewed by City of Toronto staff and a limited number of applicants will be invited to submit a Full Application, which is more detailed than the EOI (i.e. it includes the submission of a detailed project work plan, communications plan and budget summary).

Important Notes:

- Applicants are strongly encouraged to contact the WRCG Program Coordinator before submitting an EOI to discuss the proposed project and application process.
- Incomplete EOIs will be disqualified.
- Applicants can only submit one EOI application per grant round. If more than one EOI is submitted by the same applicant (i.e. two or more different project proposals), only the application submitted first will be reviewed.
- However, if an applicant needs to revise their EOI after submission (i.e. revision to same project proposal previously submitted), they may do so after obtaining written permission via email from the WRCG Program Coordinator. The revised EOI must be received by the submission deadline. Otherwise, the previous submission will be evaluated during the EOI review.
- Organizations with an active project funded by the WRCG are ineligible to apply again until the first grant project is complete.

3.2 Applying with a Trustee

If your group is not a registered non-profit organization and/or does not have a recent audited financial statement, you must work with a trustee/administrative partner organization to receive grant funding.

- A Trustee/Administrative partnership **is not required** when you submit your Expression of Interest; but **is required** for the Full Application.

The Trustee/Administrative partner must:

- meet all the organizational eligibility criteria (including non-profit status and audited financial statements);
- have a service mandate related to the proposed project;
- demonstrate effective management and administrative capacity;
- agree to take responsibility for the management of the finances and project proposed by the applicant organization; and
- report on the use of the project funds through their annual financial audit

3.3 Step One: Expression of Interest (EOI)

The EOI is a brief overview of the proposed project. The form requires the following information:

Sections 1-3: Contact Information: Group, Project Lead and Secondary Contact

Complete all fields (where applicable) about your group, project lead and the secondary contact. All contact information will be used strictly for grant application purposes only.

Section 4: Project Information

Provide a title/name for the proposed project; the specific location(s) where the project will take place; and the timelines of the project. It is our expectation that all approved grant projects will be executed by fall 2020 and that they will be completed within a 1 year timeframe.

Section 5: Project Summary

Provide a brief summary of the key elements of your proposed project. The summary should include:

- the project's goal(s) and objective(s);
- the key project activities that will be conducted to achieve the goal(s) and objective(s); and
- the intended outcomes/results of the activities

Section 6: Project Rationale

The rationale is the justification/reasoning for why the City should support your project. This section should clearly answer the following three things:

- i. who (i.e. the community or target audience) will be served by your proposed project;
- ii. the waste problem or challenge that the community is facing (i.e. the need for the project); and
- iii. how your proposed project will successfully address this waste problem/challenge

Section 7: Project Delivery

Explain why you believe your group is well-suited to deliver this project, identify who else is working with you and their involvement in your project (i.e. the other stakeholders and their contributions) and finally, list the key steps required to carry out your project.

i. Describe how your group or organization's skills, expertise, past experience and accomplishments will assist you in delivering your project proposal. Your explanation should include the following:

- group/organization's mandate, goals and/or objectives
- group/organization's structure (how you operate/function)
- existing or past programs or services your group/organization or its individual members have provided and/or delivered to local communities;
- if applicable, provide examples of community-based projects, past grant/funding awards and/or other special accomplishments; and
- any special skills, experiences, and background data (quantitative or qualitative) that your group has to justify the project's need and success

ii. Tell us about all of the stakeholders in your proposed project. This includes:

- your group/organization;

- your chosen target audience (i.e. the community members who will directly benefit from your project); and
- any other partner agencies or organizations that you may be working with to help deliver the project (if applicable)

When describing your chosen community or target audience, please include general details such as where they live (neighbourhood, building, etc.), key characteristics, current behaviours, barriers, the number of people, etc.

Project partners can be groups, organizations or even individuals who can impact the outcomes of your proposed undertaking, such as government officials, property owners and managers, community organizations, etc. Your particular project may warrant or benefit from one or more project partners or none at all. There is no requirement to have partner agencies involved in the delivery of your project.

Lastly, you must outline the roles of each your key stakeholders and how they will be involved in the project's delivery.

iii. Chronologically list the key steps involved in delivering your project and their associated actions, activities and items. Your goal here is to formulate a clear and detailed outline of your group or organization's work plan. Your work plan outline should help you estimate the amount of funding your project will require as well as the types of expenses it will support. As such, you may want to revisit sections 2.4 through 2.7 of this Application Guidelines document when answering this question to ensure that your project and its work plan satisfy all of the WRCG program requirements.

Additionally, it is recommended that you consider employing a numbering system (i.e. numbers for each step and sub-numbers for associated actions, activities and items in each step, etc.) when listing your key steps. You may find the numbering scheme helpful when completing Section 8: Budget Projection.

Section 8: Budget Projection

Provide a preliminary evaluation of your proposed project budget. This is the sum of your grant request (between a minimum of \$5,000 to a maximum of \$25,000) through the WRCG program and any other funding sources your group/organization may be directing towards this project. Other funding sources refer to monetary donations, other non-City grants or funding your group/organization has been awarded for the proposed project or any financial contributions from any project partners that may be working with you. There is no requirement to have other funding sources to support your project, though it is encouraged. Therefore, your total project budget should be the sum of your grant request and all other funding sources (if applicable).

- Other funding sources do not have to be confirmed at the time of the submission of the EOI. If you have or think you may have other funding sources, please indicate the agency or provider, the amount (approximate value if unknown) and whether or not the funding source has already been confirmed or is expected (i.e. your group/organization is in the process of applying/has applied and you are awaiting a decision).
- List any in-kind donations or support that will be directed towards the project. In-kind contributions are the cash equivalent of goods or services (e.g. volunteer time) donated to the project. Only list in-kind donations or support that are confirmed at the time of submission of the EOI.

iii. Provide a breakdown of your proposed budget for each of the listed budget categories. Briefly outline the associated actions, activities and/or items that would fall into that category. Where the total dollar amount is unknown, please estimate the amount to the best of your ability. Fill out the grant request, other funding sources (if applicable) and total project budget columns accordingly.

You may also find it helpful to refer to the associated actions, activities and/or items in each budget category using the key steps outlined in your project's work plan (i.e. the last question in Section 7: Project Delivery). If you used a numbering scheme to list your key steps in Section 7, you may reference the steps using the same numbering scheme in this section.

If a certain budget category does not apply to your budget, enter N/A in the description. You may also add other budget categories as needed for your specific project. For more information, please refer to sections 2.6 and 2.7 of this Application Guidelines document to ensure your budget categories and their individual actions, activities and/or items meet the WRCG program requirements.

Section 9: Project Impact

Explain the potential impacts and outcomes of your proposed project, how your group/organization expects to measure and quantify these impacts and how those results satisfy the objectives of the WRCG program.

i. Outline the results and deliverables that you anticipate or expect your project will achieve. The project outcomes should be specific, measurable and relevant to the project. Please include anticipated short and long-term results.

ii. Explain how your group/organization intends to measure your anticipated project outcomes and evaluate the success of the project's delivery. Some results may be qualitative while others may be quantitative. Discuss the different methods, strategies and techniques your group/organization will employ to capture both qualitative and quantitative data.

iii. Describe how the intended outcomes of your project satisfy one or more of the core objectives of the WRCG program. For more information, please refer to the program objectives in section 1.2 of this Application Guidelines document.

Section 10: Submitting the Expression of Interest (EOI)

- All EOI applications are due by Monday, March 9, 2020 at 11:59pm
- Submission of the online EOI form is preferred
- Submissions of the completed EOI application form, as a digital word document are also accepted by email and must be sent to: livegreengrants@toronto.ca in only one of the following file formats: .docx, .doc or .rtf. Only electronic submissions will be accepted.
- An email confirming the EOI has been received will be sent within two (2) business days of the Submission Deadline.
- City of Toronto staff will review the EOI applications and short-list the proposals that will proceed to the next stage – Step Two: Full Application.
- Applicants moving to Step Two: Full Application will be notified via email by mid-April 2020.
- Please note that an invitation to Step Two: Full Application stage is **not** a guarantee of funding.

3.4 Step Two: Full Application

A short-list of selected applicants will be invited to submit the Full Application, a comprehensive and detailed overview of the proposed project. The Full Application form (Microsoft Word) and templates will be emailed to the selected applicants.

The Full Application requires the following information and supporting documents:

Section 1: Applicant Information

Please complete all required contact information. All contact information will be used strictly for grant application purposes only.

Section 2: Project Information

Provide a title/name for the proposed project; the specific location(s) where the project will take place; the timelines of the project; and a brief summary of the project (maximum 150 words). The summary should be a concise statement that includes the waste problem you plan to address, the proposed activities that will be undertaken and the outcomes you expect to achieve.

Section 3: Funding Request and Total Budget

Tell us the exact amount of grant funding that is being requested and the total project budget, including any applicable taxes. Please refer to the grant funding restrictions in Section 2.1 Available Funding. For in-kind contributions and support, please provide a monetary value and include this amount in the total project budget. Please ensure to quote exact costs and provide reasoning/clarification for your requests.

Section 4: Goals and Objectives

Define the goal of your project (the waste challenge(s) your group is trying to address), and the short-term objectives (plans/activities) you will deliver in order to achieve the goal. A project goal is the primary/core result you expect your project to achieve (e.g. make our building a zero-waste building), whereas objectives are detailed actions that support in achieving your goal (e.g. develop a permanent reuse centre in our building).

Section 5: Rationale

The rationale is the justification/reasoning why the City should support your project. This section should clearly answer the following two things:

- i. why the proposed project is needed by clearly defining the waste challenge/problem that the community is facing; and
- ii. why your group and your proposed project will successfully address this challenge/problem.

Be sure to list the special skills, experiences, and background work/data (quantitative and qualitative) that your group has to justify the project's need and success.

Section 6: Community Engagement

Tell us about the intended audience/community members who will directly benefit from your project. Please include general details such as where they live, key characteristics, current behaviours, barriers, the number of people, etc. In addition, list and outline the roles of the key stakeholders and/or partner groups that will be engaged during the project. Key stakeholders are individuals, groups, or organizations who can impact the outcomes of your proposed undertaking, such as government officials, property owners and managers, community organizations, etc.

Section 7: Outcomes

Outline the results/deliverables that your project activities will achieve. The project outcomes should be specific, measurable and relevant to the project. Please include anticipated short and long-term results and state how they align with the City's [Long Term Waste Management Strategy](#).

Section 8: Risks and Barriers

Outline the potential risks and/or barriers to achieving your project's outcomes, and how you will address and reduce these risks and/or barriers. Risks are possible actions or events that can interfere with the delivery and/or successful completion of your project. Barriers are things that prevent adoption of project activities, and can range from being a temporary obstacle to a structural roadblock. For example, a temporary barrier can be lack of education whereas a structural roadblock is a building that only has a chute for garbage, requiring tenants to carry recyclables and organics to bins to a different location, making waste diversion inconvenient.

Section 9: Evaluation

Define how and when you will measure and monitor the success of your project. Both qualitative and quantitative indicators of success should be included in your proposal. Qualitative indicators are typically determined through pre- and post-project surveys and may include: participant feedback, enhanced awareness, improved knowledge and behaviour changes. Examples of quantitative measures include the numbers of: participants engaged, website visits, emails received, media impressions, waste diverted, etc.

Section 10: Work Plan

Using the work plan template (will be provided with the Full Application form), present in chronological order the activities you plan to undertake. The work plan template should include: a description of the proposed activities, timelines for each activity, total cost, and list the anticipated outcomes of each activity.

Section 11: Project Budget

Using the budget template (will be provided with the Full Application form), list all direct costs for each project activity, including, but not limited to: material supplies, staffing, consulting, marketing, communications, etc. The budget template must include in-kind contributions. In-kind contributions are the cash equivalent of goods or services (e.g. volunteer time) donated to the project. Please contact us if you have questions about determining the dollar value of in-kind contributions.

Important - funding limits:

- up to 15% of the grant request may be used for overhead costs (e.g. rent, utilities, trustee administration); and
- up to 15% of the grant request may be used for consultant/contractor fees (e.g. web design, translation, communications)

Section 12: Project Communications Plan

Tell us how you plan to communicate with your audience. Using the communications plan template (will be provided with the Full Application form), list each activity/message that will be communicated: the audience you are trying to reach; when you will communicate (timelines); and what tools/channels will be used. Communications tools/channels include: blogs, flyers, newsletters, paid media, posters, press

releases and conferences, promotional materials, social media, word of mouth, etc. Also, include information about how you will recognize the City's [Long Term Waste Management Strategy](#) during the project.

Section 13: Sustainability

It is the City's intent to fund projects that provide long-term benefits to the community. Tell us how your project will be sustained beyond this funding agreement. Please identify any ongoing costs and who will be responsible for the long-term success of the project.

Section 14: Other Funding and Donations

If applicable, list the other sources of funding (confirmed and pending) that will be allocated to the project. Also, please list all in-kind donations and the monetary value of this donation.

Section 15: Other Relevant Documentation

In support of your application, please include the following:

- a) Proof of your organization's non-profit status. If you're using a trustee/sponsoring organization, provide a letter of support from them and confirmation of the trustee/sponsoring organization's non-profit status.
- b) A brief biography of all key project staff and key partners.
- c) A list of your organization's board members, and the trustee/sponsoring organization, if applicable.
- d) The most recent financial statement of your organization, and the trustee/sponsoring organization, if applicable.

Section 16: Submitting the Full Application

- Print five (5) copies of your Full Application form (double-sided) and mail to:
Gowthaman Rajakumar, Program Coordinator
Waste Reduction Community Grants
City of Toronto, Environment & Energy Division
Metro Hall, 2nd Floor
55 John Street
Toronto, Ontario M5V 3C6
- In addition, submit the completed Full Application form, as a **Microsoft Word Document**, to: livegreengrants@toronto.ca along with the requested templates and scanned copies of necessary documentation.
- An email confirming the Full Application has been received will be sent within two (2) business days of the Submission Deadline.
- *Next steps:* Applications that pass a technical review by City of Toronto staff will then be evaluated by a Grant Review Committee. Final funding recommendations are the sole responsibility of the Grant Review Committee. Successful applicants will receive notice of the approved funding amounts. If the funding offer is accepted, the successful applicants will enter into a funding agreement with the City of Toronto. Additional information about the funding award process and the funding agreement will be discussed in detail at that time.

3.5 Assessment of Full Applications

Full Applications will undergo a technical review and evaluation by a Grant Review Committee, supported by staff from the Environment & Energy Division and Solid Waste Management Services along with other City divisions. Factors that will be considered include:

- your organization's history and track record;
- your organization's capacity to undertake the proposed work;
- the project's ability to meet the goals and objectives of the WRCG program;
- measurable results and likelihood of success;
- strategies and tools to engage and educate the community;
- community partnerships;
- feasibility of the budget and work plan to successfully complete the project; and
- the project's technical merit, level of community engagement and project sustainability

Please note that you may be asked for additional information to assist in the review, assessment and monitoring of your application.

4. Role of the Grant Recipient

Successful grant recipients will be required to submit an interim report and a final summative evaluation of their project. Evaluations will determine whether funding recipients have:

- adhered to the project plans submitted during the application phase; and
- made progress towards or achieved the Waste Reduction Community Grants program goals and objectives

Funding recipients will be provided with standardized reporting requirements. Funding recipients will also be asked to provide photos or video documentation of their project activities.

Acknowledgement of Funding

Grant recipients must acknowledge the financial assistance provided by the City of Toronto in program materials and signage, including any promotional materials used in project activities. This requirement will be discussed in greater detail after a funding decision is made.

5. Contact Information

For questions, comments or concerns regarding the WRCG program or for general guidance about preparing your application, please contact:

Gowthaman Rajakumar, Program Coordinator
Waste Reduction Community Grants
City of Toronto, Environment & Energy Division
Metro Hall, 2nd Floor
55 John Street
Toronto, Ontario M5V 3C6

Telephone: 416-338-8278
Email: livegreengrants@toronto.ca