

Helen McCrea Peacock Foundation

2017 Letter of Intent Guidelines

Deadline: Wednesday, March 22, 2017

Eligibility

The Helen McCrea Peacock Foundation supports environmental organizations whose work and initiatives have a positive impact on the environment with a focus on protection and remediation. Funding is provided to registered Canadian charitable organizations whose mandates and missions are to work on environmental initiatives that are carried out in Ontario. Successful applications must have a well-developed program or project for which they are seeking funds, and they must be able to articulate clear and specific objectives, outcomes and impact.

Grant Restrictions

The Helen McCrea Peacock Foundation will not support:

* Operating deficits
* Capital campaigns
* 100% staff salaries
* Attendance at conferences
* Endowment funds
* Political or religious activities
* Event or fundraising sponsorships
* Marketing materials
* Activities that occur before September 2017
* Environmental education programs (unless the education component is secondary and supplementary to the primary focus of hands-on environmental protection and remediation projects)

The Foundation does support hands-on programming that helps to remediate an environmental concern. Past grants have been in the following areas:

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| Land* conservation and protection
* tree planting and stewardship
* naturalization and restoration
 | Watershed* land and shore restoration
* conservation, protection and naturalization
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| Wildlife * biodiversity
* wildlife rehabilitation and protection
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How to Apply

Applicants are asked to complete a letter of intent briefly describing the organization, the program for which they are seeking funding, and the alignment with the Helen McCrea Peacock Foundation’s granting priorities as outlined above. Staff at Toronto Foundation will review all proposals and only those which most closely meet the Helen McCrea Peacock Foundation's priorities will be considered by the Foundation’s Directors.

The Helen McCrea Peacock Foundation accepts grant applications once per year. The timeline for 2017 is as follows:

* **The deadline for letters of intent is March 22nd, 2017**
* Applicants who best meet the criteria for funding will be contacted in April 2017 to submit a more detailed application
* **Full applications from invited organizations are due May 1, 2017**
* Final decisions made by the Helen McCrea Peacock Foundation Board of Directors in late August. All applicants will be notified about the status of their application at that time

The Helen McCrea Peacock Foundation’s 2017 letter of intent can be filled-in and saved on your computer and printed off, signed and sent in by e-mail. Faxed proposals will not be accepted. Proposals should be signed by a senior officer (Executive Director or Chair of the Board) of the organization. Incomplete submissions will be declined.

Contact

Torey Kehoe, Donor Relations Coordinator

Helen McCrea Peacock Foundation

c/o Toronto Foundation

E: tkehoe@torontofoundation.ca

T: 416.921.2035 ext. 230



Helen McCrea Peacock Foundation

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We encourage you to be as clear and concise as possible - you know your work better than anyone, and need to articulate it so that people who may have little or no knowledge of your work can learn about how your organization works to have a positive impact on the environment in Ontario.

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| Section A: Cover Sheet - Contact Information |
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| Name of Organization |       |
| Charitable Registration Number |       |
| Organization Mailing Address |       |
| Contact Name and Title |       |
| E-mail Address of Contact |       |
| Phone Number of Contact |       |
| Organization Website |       |
| Name of Program requesting funds for |       |
| Amount Requested (up to $8,000 for one year) |       |
| Total Program Budget |       |
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| If you have a charitable trustee, please fill out the fields below: |       |
| Charitable partner name and address |       |
| Charitable partner charitable registration number |       |
| Charitable partner contact name, email and phone number |       |

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This application was authorized by:

Name:

Title:

(Executive Director/President/Chair, Board of Directors)

Signature and Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| Section B: About Your Organization |
| 1. Briefly describe the role of your organization: Limit: 300 words |
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| Section C: Alignment with Helen McCrea Peacock Foundation prioritiesWhich of the following priorities does your program address? [check one]

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| --- | --- | --- |
| [ ] Land* + conservation and protection
	+ tree planting and stewardship
* naturalization and restoration
 | [ ] Watershed* + land and shore restoration
* conservation,

protection and naturalization | [ ] Wildlife * + biodiversity
* wildlife rehabilitation

and protection |

If you have been invited to complete this 2017 application by a Helen McCrea Peacock Foundation Board Member, please indicate the name of the Board Member here:      Section D: Program Impact and Quality |
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| 1. Briefly describe the program for which you are requesting funding, and the impact it will have. Focus on how your program serves one or more of the three issue areas of interest of the Helen McCrea Peacock Foundation (land, wildlife, watershed): Limit: 500 words. |
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Please submit this form by e-mail to:

Torey Kehoe, Donor Relations Coordinator

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c/o Toronto Foundation

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T: 416.921.2035 ext. 230