



Weston Family
Foundation

Weston Family Soil Health Initiative Frequently Asked Questions

1. What is the Weston Family Soil Health Initiative?

The Weston Family Soil Health Initiative is a new funding program from the Weston Family Foundation. It aims to expand the adoption of ecologically-based beneficial management practices (BMPs) that *increase soil organic matter* in order to improve biodiversity and resiliency on agricultural lands across Canada. Through multi-year investments, the initiative will test which approach(es) will maximize the adoption rate of identified BMPs in an efficient and scalable manner.

2. Who is eligible to apply?

Applicants must be qualified donees as defined by the [Canada Revenue Agency Income Tax Act](#).

3. What are the key dates of the Initiative?

Program launch: April 11, 2022

Information webinars: April 18 ([register here](#)) and April 25 ([register here](#))

Letter of Intent (LOI) deadline: May 11, 2022 (8:00 PM ET / 5:00 PM PT)

Selected applicants invited to submit full proposal: June 6, 2022*

Full application deadline: July 18, 2022 (8:00 PM ET / 5:00 PM PT)*

Award announcements: Early October 2022*

**Subject to change*

4. How much funding is available and what is the timeframe?

The Foundation anticipates a five-year, \$10M program for this initial phase of the Soil Health Initiative.

The timeframe for this initial phase was chosen to allow successful applicants to initiate and build their delivering capacity, and for the Foundation to evaluate the efficacy of the various approaches before shepherding ‘winning approaches’, and ultimately scaling projects with the greatest opportunities for impact.

5. Is there a minimum or maximum financial request?

Applications in the LOI phase are not required to submit a minimum/maximum financial request or leverage. However, as a major objective is to find the best and most impactful approach to scale, we expect that successful applicants in the LOI stage will be able to demonstrate a comprehensive project model supported by a realistic capacity and funding model that will achieve measurable results. While a minimum (committed or uncommitted) match is not required, we anticipate that successful applicants will be able to demonstrate some existing leveraging or a high-potential to obtain leveraged funding.

6. How does the Weston Family Soil Health Initiative differ from the Homegrown Innovation Challenge?

In February 2022, the Weston Family Foundation announced the Homegrown Innovation Challenge – a six-year, \$33M initiative to identify teams and support the development of tools and technologies that will enable Canadian farmers and producers to sustainably and competitively grow berries out of season. By addressing the interconnected barriers that currently prevent out-of-season production at scale, the Homegrown Innovation Challenge will catalyze a range of solutions relevant to a broad array of fruit and vegetable crops in Canada and around the world.

You can read more about the Homegrown Innovation Challenge at homegrownchallenge.ca.

7. Who can I email if I have other questions?

Email conservation@westonfoundation.ca with any questions regarding your submission.