



Weston Family
Foundation

Weston Family Soil Health Initiative Letter of Intent Guidelines

Overview

The Weston Family Foundation invites interested applicants to submit a Letter of Intent (LOI) to the Weston Family Soil Health Initiative; an initiative designed to promote soil organic matter on agricultural lands.

The goal of the initiative is 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.** The LOIs will allow the Foundation to understand the opportunities and comprehensive project ideas that currently exist, in order to build an informed framework for the proposal phase.

The initiative's goal will be supported by the Foundation's longer-term strategy which is comprised of catalyzing and shepherding 'winning approaches', to ultimately scaling projects with the greatest opportunities for impact. Successful applicants who meet the defined selection criteria within the LOI will be invited to submit full proposals.

The Weston Family Soil Health Initiative is a five-year program with a total funding envelope of \$10M. This document serves as a guide on how best to write your LOI, and provides specific guidelines on the information required. It is encouraged that you read and understand this material before submitting your LOI to the Foundation.

Strategy

The Weston Family Soil Health Initiative aims to **increase the number of agricultural producers using (BMPs) that are scientifically proven to help increase soil organic matter** on agricultural lands. Through multi-year investments, the

initiative aims to promote a behavioural shift towards the wider acceptance and adoption of the following BMPs:

- **Cover Cropping**
- **Nutrient Management (4R Principles), and;**
- **Crop Diversification/ Rotation**

Project Eligibility

Our strategy is designed to test which of the following approaches maximize the adoption rate of the desired BMPs in an efficient and scalable manner. Submissions must specifically address how the proposed project will utilize one or more of these strategic approaches to measurably increase the adoption of BMPs. Eligible approaches include:

1. **Incentivizing Stewardship:** Projects which incentivize producers to adopt one or more of the identified BMP's (e.g. reverse auctions, community-based models).
2. **Outreach/Education and Training:** Projects which increase access to, share technical knowledge of, and train producers on the identified BMPs.
3. **Sustainability Certification/Standard:** A project which aims to establish a sustainable farmland management certification/standard at scale.

The timeframe for this 'spark phase' will run 3-5 years in length. This funding timeframe was chosen to allow successful applicants to initiate, 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.

Applicant Eligibility

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

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.

Important Dates

Program launch: April 11, 2022

Information webinars: April 18 ([register here](#)) and April 25 ([register here](#)), 2022

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.*

Applicant Support

- Attend one of the Foundation-led webinars to hear more about the Initiative and ask questions. Webinars will be held on [Monday, April 18](#) and [Monday, April 25](#).
- Email conservation@westonfoundation.ca with any questions regarding your submission.

About the Foundation

At the Weston Family Foundation (formerly The W. Garfield Weston Foundation), more than 60 years of philanthropy has taught us that there's a relationship between healthy landscapes and healthy people. That's why we champion world-class health research and innovation with the same passion that we support initiatives to protect and restore biodiversity on our unique landscapes. We take a collaborative approach to philanthropy, working alongside forward-thinking partners to advance Canada and create lasting impacts. We aspire to do more than provide funding, as we enable others to find transformational ways to improve the well-being of Canadians.