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| **DEADLINE**:May 11, 2022, 8:00 PM ET / 5:00 PM PT  **Length: Four pages maximum**  Applicants will be notified of proposal invitations in early June 2022\*  Grant award decisions are anticipated for early October 2022\*  *\*Dates are estimates only, subject to change*  **Please submit your completed Letter of Intent (LOI) by email to:**[conservation@westonfoundation.ca](mailto:conservation@westonfoundation.ca) |

**Initiative Goal:** 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.

Please review the [LOI Guidelines](https://westonfoundation.ca/?post_type=grant_call&p=2884) for further information before submission. The LOI Guidelines describe how best to write your LOI and provides specifics on the information we require.

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| **Organization Name:** | Click or tap here to enter text. |
| **Province or Territory:** | Click or tap here to enter text. |
| **CRA Registration Number:** | Click or tap here to enter text. |
| **Project Title:** | Click or tap here to enter text. |
| **Main Contact Name:** | Click or tap here to enter text. |
| **Email:** | Click or tap here to enter text. |
| **Phone Number:** | Click or tap here to enter text. |

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| **Introduction** |

**1. Please share a brief description of your organization, its mandate, and mission.**

Click or tap here to enter text.

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| **Executive Summary** |

**2. Please provide a description of your proposed project, including objectives, the need you are addressing, and geographical area the project will cover.**

Click or tap here to enter text.

**3. How will the project directly and measurably contribute to the Weston Family Soil Health Initiative’s goal of expanding the adoption of BMPs to increase soil organic matter and ultimately biodiversity on agricultural lands?**

Click or tap here to enter text.

**4. Which of the strategic approach(es) will your project use to address the Initiative goal? Check all that apply.**

**Incentivizing Stewardship:** Projects which incentivize producers to adopt one or more of the identified BMP’s (e.g., reverse auctions, community-based models).

**Outreach/Education and Training:** Projects which increase access to, share technical knowledge, and facilitate producer education/training on the identified BMPs.

**Sustainability Certification/Standard:** A project which aims to establish a sustainable farmland management certification/standard at scale.

**5.** **Describe the main activities that will be carried out to implement the proposed project.**

Click or tap here to enter text.

**6. Why are you uniquely qualified to contribute to the initiative’s goal and what is your capacity (organizationally and financially) to deliver impactful results?**

Click or tap here to enter text.

**7. How will success and ultimate impact of the strategic approach(es) be monitored and measured throughout the project?**

Click or tap here to enter text.

**8. Explain how your project model includes a sound design, including scientific merit, efficacy, sustainability and scalability in the long-term?**

Click or tap here to enter text.

**9. Partnerships/Collaborations: Explain what type of partnerships or collaborations (if any) you are engaged in currently or will propose as part of a full proposal. If none leave blank.**

Click or tap here to enter text.

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| **Timeline/Budget** |

**10. Please provide a general timeline (minimum 3 years/maximum 5 years) and budget estimate for your project.** (NB: This should include high-level information only. If invited to submit a full proposal, a more detailed budget and timeline with targeted milestones will be requested.)

Click or tap here to enter text.

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| **Map** |

**11. To illustrate the geographic reach of your project, please feel welcome to attach a map of the targeted area/region.** *Note that this will not contribute to the LOI’s page limit.*