The *Weston Family Prairie Grasslands Initiative* is a five year, open call funding opportunity centered on securing the long-term protection of biodiversity in Canada’s Prairie Grasslands by promoting the use and adoption of best stewardship practices, addressing the economic drivers affecting land conversion, and delivering evidence-based knowledge, tools and resources to support ecologically based land management.

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| * Letters of Intent (LOIs) must use the template outlined below and should be **no longer than seven pages** (Arial, 11pt, including first (current) page).
* **All LOIs must be submitted as a single, PDF document via email** to the Conservation Program Team (conservation@westonfoundation.ca), using the subject line ‘*Weston Family Prairie Grasslands Initiative LOI Application - [Organization Name*]’.
* Applications received following the LOI deadline will not be included for funding consideration.
* Prospective **applicants should review the full** [**Program Details,**](https://westonfoundation.ca/wp-content/uploads/2025/02/1_WFPGI-Program-Details_FINAL.pdf) **PRIOR to completing the LOI**.

**Deadline to submit LOIs**:April 1, 2025, 3pm ET**Important Dates:*** The Foundation will be offering two, 1-hour informational webinars on **Tuesday February 25, 2025 at 1pm ET** and **Thursday March 13, 2025 at 1pm ET.** Webinar and registration details can be found on the [program website](https://westonfoundation.ca/grant_call/2025-grasslands/).
* Successful applicants will be invited to submit a proposal in Spring 2025 with an anticipated **proposal submission deadline of Monday June 30, 2025**\*
* Grant award decisions are anticipated in **Fall 2025**\*

\*Indicated dates are estimates and subject to change |

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| **Principal Applicant:** (Organization name) | Click or tap here to enter text. |
| **Primary collaborators** (if applicable, organization name(s)) | Click or tap here to enter text. |
| **Location of principal applicant**(Province(s) or Territory(ies))**:** | Click or tap here to enter text. |
| **CRA Registration Number\*:**(if applicable) | Click or tap here to enter text. |
| \*Applicants without a CRA Registration Number are asked to contact conservation@westonfoundation.ca **PRIOR to** completing the LOI. |
| **Project Title:** | Click or tap here to enter text. |
| **Geographic scope of project:**(Province(s))**:** | Click or tap here to enter text. |
| **Project Duration:**(in years) | Click or tap here to enter text. |
| **Total Funding Request:**(in Canadian dollars) | Click or tap here to enter text. |

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| Contact Information: |
| **Primary 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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| Section 1: Applicant Information |

1. **Provide a brief description of your organization, its mandate, and mission** (recommended ~200 words)**.**

Please demonstrate how your organization meets the Applicant Eligibility requirements as outlined in the Program Details.

Click or tap here to enter text.

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| Section 2: Project Design |

1. **Describe your proposed project, including objectives, the need you are addressing, geographical scope and targeted outcomes and impacts.**

Click or tap here to enter text.

1. **Describe how the project directly and measurably contributes toward the long-term protection of biodiversity in Canada’s Prairie Grasslands.**

Click or tap here to enter text.

**Which of the three conservation approaches will your project use to address the Initiative goals? Select all that apply.**

Please note that projects are not required to use all three conservation approaches and that those including more than one priority conservation approach will not be reviewed more favorably.

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| [ ]  | **Stewardship**Projects that promote the increased use and adoption of best stewardship practices to protect the biodiversity and ecological function of grasslands. *Examples: Rotational grazing, prescribed fire, wildlife friendly fencing, and water development.* |
| [ ]  | **Economic Viability**Projects that address the economic drivers affecting land use change, to minimize grasslands conversion and protect the ecological integrity of grass-based systems.*Examples: Market-based incentives and preferred insurance, and lending programs.* |
| [ ]  | **Training**Projects that deliver evidence-based knowledge, tools and resources to support ecologically based land management. *Examples: Peer-to-peer training, practical workshops, and on-the-ground demonstrations.* |

**Provide a brief description of how your project will address each selected conservation approach** (recommended ~200 words, point form).

Please include a maximum of 2 -3 sentences describing project objectives for each selected conservation approach.

Click or tap here to enter text.

1. **Outline major activities/milestones and timelines for the proposed project** (recommended ~100 words, point form)**.**

Please specify the duration of your project and identify when, within the overall project timeline, you expect major activities to be implemented/delivered.

Click or tap here to enter text.

1. **Describe how your organization is uniquely qualified to contribute toward the Initiative’s goal and outline your organizational and financial capacity to deliver scalable and lasting impact** (recommended ~100 words)**.**

Click or tap here to enter text.

1. **Identify the types of measures (quantitative and/or qualitative) that will be used to monitor and evaluate project success and impact as it relates to protecting the biodiversity of Prairie grasslands** (recommended ~100 words)**.**

Click or tap here to enter text.

1. **Identify whether your project design and approach can be scaled to protect the biodiversity of Prairie grasslands in the long term** (recommended ~150 words)**.**

The Foundation is committed to supporting projects with meaningful and lasting impact and is accordingly interested in understanding the long-term goals and potential scalability of proposed projects.

Click or tap here to enter text.

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| Section 3: Budget |

1. **Provide a high-level budget and associated timeline for your project** (recommended ~100 words)**.**

At the LOI stage, funding requests are not required to adhere to a minimum or maximum value. Funding requests must be reasonable, appropriate and inclusive of the proposed project activities and associated outcomes for projects ranging from three to five years in length. A detailed budget and timeline with targeted milestones will be requested at the proposal stage (select applicants only).

Click or tap here to enter text.

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| Section 4: Collaboration  |

1. **Which of the following groups does the proposed project seek to engage, either through consultation, partnership or direct collaboration? Select all that apply.**

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| [ ]  | Federal, provincial/territorial and/or local government(s) | [ ]  | Professional associations |
| [ ]  | Livestock producers/ ranchers | [ ]  | Non-governmental organizations |
| [ ]  | Crop producers/ farmers | [ ]  | Academic institutions |
| [ ]  | Indigenous communities/Nations/organizations | [ ]  | Other  |

**If you selected ‘Other’, please specify:**

Click or tap here to enter text.

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| Section 5: Other |

1. **How did you learn about the Weston Family Prairie Grasslands Initiative?**

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| [ ]  | Weston Family Foundation Website |
| [ ]  | Social media |
|  | **If so, please specify the platform:**Click or tap here to enter text. |
| [ ]  | Email from the Weston Family Foundation |
| [ ]  | Referral from another organization |
| **If referred, please specify by whom:**Click or tap here to enter text. |
| [ ]  | Other |
| **If you selected ‘Other’, please specify:**Click or tap here to enter text.**Optional: Consider including a map or satellite image outlining the geographic area within which your proposed project will be implemented, identifying an estimate of the total land area to be impacted (in acres) as a direct result of project activities.** All maps or satellite images must include jurisdictional boundaries. Maps should be formatted as image, PDF or shapefiles and included at the end of the LOI document. Maps or satellite images will not count toward the page limit for the LOI.

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| Please ensure your LOI is **no longer than seven pages** (Arial, 11pt, including first (cover) page). Optional maps or satellite images used to demonstrate geographic scope or anticipated project impact **will not be included in the total page count.**  |

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