



SFI-00001

## **SFI Inc. Conservation & Community Partnerships Grant Program Request for Proposals Directions and Grant Application for Conservation Grant Projects**

The Sustainable Forestry Initiative® (SFI) Conservation and Community Partnerships Grant Program supports collaborative projects that involve non-profit organizations, SFI® program participants and other stakeholders, and which support SFI Program objectives. Since 2010, SFI has awarded 66 grants totaling more than \$1.9 million to foster research and pilot efforts to better inform future decisions about our forests. When leveraged with project partner contributions, that total exceeds \$7.1 million.

This application is for Conservation-related proposals. For proposal requests in support of Community engagement objectives, please use the Application for Community Grants which may be downloaded at the SFI, Inc. website: <http://www.sfiprogram.org/community-conservation/conservation-community-partnerships-grant-program/2015-sfi-community-grant-process/>

For this grant cycle, SFI Inc. is placing a priority on projects which measure, demonstrate, or establish methodologies to demonstrate, the conservation-related values of SFI-certified forestlands, or such values which result from application of the [SFI Fiber Sourcing standard](#). Ideally such projects will be scalable to a regional, or bio-regional scale (e.g., Ponderosa Pine forests, Boreal Plains, Longleaf Pine ecosystem, the central hardwood forest, etc.).

Secondary priority will be placed on innovative projects related to the application of the SFI Forest Management or Fiber Sourcing standards, and particularly in the areas of climate change, forest health, water, wildlife, fish, biodiversity, or which support the growth of SFI certification within the Aboriginal/Tribal community, or which enhance the capacity of this community to assess and manage natural and cultural resources.

Examples of priority projects which may serve to demonstrate the conservation-related values of SFI certified lands, or SFI Fiber Sourcing activities, may include:

- Projects which quantify the impact of SFI Program Participant activities relative to improving stream habitat and/or water quality.
- Studies that quantify the relationship between diversity of age-classes and structure in well-managed forests, and forest ecosystem water storage, and filtering. A related component could include quantifying the value of reforestation in promoting water quality and regulating flow.

- Studies that quantify the contribution of SFI-certified forests, or SFI Fiber Sourcing, toward the attainment of broadly accepted conservation goals in landscapes of conservation interest.
- Studies that measure or illustrate the unique role of large blocks of managed forests in contributing to the habitat needs of wide-ranging species, climate change adaptation, contributions to landscape-scale objectives, or other worthy conservation objectives that demonstrate the unique attributes and scale of SFI certified forests.
- Rapid ecological or biological assessments on selected SFI certified forestlands to quantify their biodiversity-related values, and/or any assessments that could suggest scalable methods to examine the biodiversity-related contributions of SFI's 270 million acre (100 million hectare) certified forest footprint.
- Studies that examine the difference in value added of SFI-certified forests versus other forests, in regards to conservation attributes of broad interest (eg. water, climate adaptation, biodiversity, carbon, etc.).
- Studies which measure the numbers or percentage of species by group (e.g., reptiles, birds, mammals) that are utilizing SFI-certified forests, at a regional, sub-national or national scale. Of particular interest would be any such studies which focus on the unique benefits of sustainably managed forests toward particular species or groups;
- Application of established, internationally accepted methodology for quantifying the carbon sequestered by SFI certified forests. Also of interest are methods to quantify carbon-related benefits of forested wetlands within SFI-certified forests.

**Information on the Grant Application Process:**

Process

The proposal must be submitted via email in MS Word format (please, no hard copies) to [grants@sfiprogram.org](mailto:grants@sfiprogram.org) by 11:59 pm Eastern Time on Friday, October 2, 2015. Applicants will be notified via email that their application was received. Late proposals will not be considered.

Proposals are limited to 8 pages total, must address all components of the Request for Proposals, and must follow the template provided in the application section of the RFP below. Applications that do not follow this template, or which exceed 8 pages in length may not be considered. Applicants should use 12 point or larger font. Applications are preferred in English, but applications for projects in Canada may be submitted in French.

Timeline

<b>Event</b>	<b>Date</b>
Request for Proposals issued	August 11, 2015
Proposals due to SFI, Inc.	October 2, 2015 by 11:59 pm Eastern Time (no exceptions)
Lead Organizations advised of results	By December 18, 2015

## Terminology

The following terminology applies to this Request for Proposal:

- “Must” or “Mandatory” means a requirement that shall to be met in order for a proposal to receive consideration.
- The “Grant Agreement” will be developed collaboratively by SFI Inc. and the Lead Organization once the proposal is accepted. The Grant Agreement will stipulate reporting deadlines, payment schedules and milestones consistent with the project proposal.
- “Lead Organization” is a conservation group, college or university, community, aboriginal or tribal group or other non-profit that submits this application, oversees the project funding and is responsible for reporting to SFI Inc. on the project progress.
- “Program Participant” is an organization certified by an accredited certification body to be in conformance with the [SFI 2015-2019 Forest Management Standard or SFI 2015-2019 Fiber Sourcing Standard](#) (or SFI 2010-2014 Standard if appropriate).
- “Project Partner” means an individual, partnership, government agency, corporation, non-profit, or other entity that is named in the Proposal as one of the entities in addition to the Lead Organization that has agreed to be involved in the implementation of the Project.
- “Project” means the work described in the proposal.
- “Proposal” means a response prepared and submitted in response to this Request for Proposal.
- “Should” or “Desirable” means a requirement having significant degree of importance to the objectives of this Request for Proposal, and will be taken into account in the evaluation of the Project.

## Mandatory Requirements for All Proposals

All proposals must contain the following elements. Projects that do not contain these core requirements will not be considered:

- Projects must be collaborative and involve at least one Project Partner, in addition to the Lead Organization. Additional Project Partners may strengthen the proposal.
- Projects must include a SFI Program Participant or a SFI Implementation Committee (SIC) as a Project Partner, and where applicable must take place in part or in whole on lands/sources certified to the SFI 2015-2019 Forest Management Standard or lands providing fiber through the SFI 2015-2019 Fiber Sourcing Standard.” (or 2010-2014 Standard if appropriate). To search for SFI Program Participants, click here:

<http://sfiprogram.org/find-sfi-certified-forests-companies-products/>

A map of SFI Implementation Committees can be found here:

<http://www.sfiprogram.org/community-conservation/sfi-implementation-committees/sic-maps1/>

- The project results must have implications or benefits that are applicable to other sites, or which may be adaptable to a larger scale.
- The Project Lead Organization (i.e. the Applicant) must be a tax exempt, non-profit organization (e.g., a 501(c)(3) in the US or registered with the Charities Directorate of the Canada Revenue Agency in Canada) whose scope encompasses expertise in improved forest management, forest conservation, wildlife habitat, water resources, or other areas that would support a project related to one or more of the topics outlined in the RFP.
  - Note: Colleges, universities and schools qualify as non-profit organizations; however additional non-profit conservation partners will increase the strength of the application.
  - Applicants must submit current proof of non-profit status with this application.
- The Project must relate to or support one or more elements of the SFI 2015-2019 Standards. You can download a copy of the SFI Standards and supporting documents from the SFI website here: <http://www.sfiprogram.org/sfi-standard/>
- All Project Partners involved in the Project must agree to authorize SFI Inc. to publicize the Project and to use their names, images, logos and information about the Project in such publicity. All Organizations listed in the application will be required to sign an agreement to this effect and submit it with this application – a copy of this agreement is included at the end of the application template below. If additional Project Partners join the Project after an application is accepted by SFI Inc., they will also be required to sign the agreement. To the extent possible, SFI Inc. will work cooperatively with Project Partners on any publicity associated with the project.

#### Additional Desirable Considerations:

These elements are not mandatory, but SFI Inc. will give preference to Proposals that contain one or more of the following desirable elements:

- The Project demonstrates how SFI certification complements or engages existing cooperative or government initiatives (including, but not limited to, landscape-scale collaborations) that advance conservation objectives in managed forests, and includes involvement from decision-makers associated with relevant initiatives.
- Project Lead Organization and Project Partners are strongly encouraged to secure matching or in-kind funds for the Project from other organizations and/or other outside funding

sources. Applications without matching or in-kind funds may still be considered, however those demonstrating matching or in-kind funds of at least 1:1 match will be given stronger consideration, and greater proportions of match are desirable.

- Organizations are strongly encouraged to speak about the Project in public venues, including the SFI Annual Conference, or other venues identified by SFI Inc. and the Project partners.

### Successful Applications

- Successful applicants will be required to sign an agreement (the “Grant Agreement”) with SFI Inc. specifying reporting timelines, project deliverables, payment schedules and other specifics surrounding the project. Successful applicants will be expected to work closely with SFI Inc. to complete such agreement as expeditiously as possible following notification of acceptance.
- The Lead Organization will be expected to work with SFI Inc. to schedule a “kickoff” meeting to discuss details of the project, deliverables, plans for engagement of SFI program participants (or SIC’s), plans for external communications, and other relevant aspects of the project as soon as practical after notification of acceptance.
- Lead Organizations will be required to submit progress reports to SFI Inc. at least twice annually (or more if stipulated in the Grant Agreement), and hold quarterly briefing calls with SFI staff.
- Projects payments will be tied to attainment of project milestones and will generally be made on a six-month payment schedule, subject to the specific circumstances of the project. SFI Inc. will receive and process invoices during a brief window each quarter (e.g., in March, June, September and December). The specific timeline for each project will dictate the schedule of reports and payments, and will be spelled out in the Grant Agreement.
- Funding will be disbursed based upon receipt of scheduled progress reports that demonstrate that deliverables and timelines have been met. If the project meets any unexpected difficulty which could disrupt the scheduled deliverables, it is essential to communicate this swiftly to SFI Inc. SFI staff will work closely with project partners to get the project back on track or redefine project expectations.
- SFI Inc. anticipates that the results of grant projects will aid in the advancement of the conservation and community outreach goals of the SFI Program, and thus be useful to SFI Program Participants or the conservation objectives of SFI Inc. Some projects may additionally lend themselves to more public reporting and publicity. SFI staff will work closely with project partners to identify such opportunities and work cooperatively to craft messages and outreach strategies appropriate to each specific project.

### Inquiries

The RFP and supporting documentation below should provide most of the information potential applicants may need. Any additional inquiries related to this Request for Proposals

are to be directed to the person identified below. Information obtained from any other source is not official and should not be relied upon.

For Conservation Projects in Canada:

**Sustainable Forestry Initiative, Inc.**  
1306 Wellington Street, Suite 400  
Ottawa, ON K1Y 3B2  
**Attention: Andrew de Vries**  
Vice President, Conservation and Indigenous Relations  
Phone: (613) 424-8734  
E-mail: [Andrew.Devries@sfiprogram.org](mailto:Andrew.Devries@sfiprogram.org)

For Conservation Projects in the United States:

**Sustainable Forestry Initiative, Inc.**  
2121 K St. NW, Suite 750  
Washington, DC 20037  
**Attention: Paul Trianosky**  
Vice President of Conservation and External Affairs  
Phone: 423-571-2562  
E-mail: [Paul.Trianosky@sfiprogram.org](mailto:Paul.Trianosky@sfiprogram.org)

## Grant Application Template

### Application Requirements:

- *Proposals must follow this application format.*
- *Applications cannot be longer than 8 pages (Note that the required agreements to Public Communications, and the Lead Organization's current proof of non-profit status do not count towards the 8 page maximum).*
- ***Prior to submission, applicant may delete all text that precedes this section and any text in italics throughout the application.***

All applications must include the following items:

### Organization Information

*The Lead Organization in the Project must be a non-profit organization (e.g., a registered, tax-exempt 501(c)(3) in the US or registered with the Charities Directorate of the Canada Revenue Agency in Canada). Colleges, universities and schools qualify as non-profit organizations. Applicants must submit current proof of tax-exempt status with this application.*

Lead Organization Name and Address	
Name, phone and email for Project Director	
Lead Organizational Mission Statement (25 words or less)	
Lead Organization Annual Operating Budget	
Two references (Name, Organization, email and phone) who can speak to the relevance and potential impact of the Project and the capability of the organization to carry out the stated objectives (these should not be the same as your Project partners):	

### Project Overview

*The Project must relate to or support one or more elements of the SFI 2015-2019 Standards. You can download a copy of the Standard and supporting documents from the SFI website here:*

<http://www.sfiprogram.org/sfi-standard/sfi-standards/>

Project Title	Total Length of time for completion of project (in months, from commencement to final reporting)	Amount Requested from SFI	Total Project Budget (including matching funds and in-kind contributions)*	Brief Project Summary (50 words or less)	What element(s) of the SFI 2015-2019 Standards are addressed by your Project? (Please cite the Standard Component(s))

*\* Matching funds and in-kind contributions should be reflected again in the budget outline below, indicating the source for each amount and Project Partner*

### Project Partners

*\*For each Project Partner, please complete the following table. This application must include a signed copy of the Agreement to Public Communications for each listed partner, as well as the Lead Organization. A copy of this agreement may be found at the end of this document.*

Confirmed Project Partners (list organization name only)*	Primary Contact Name & Title	Contact Information (Email, Phone Number)	Brief Summary of Individual and/or Organization Qualifications and Experience (150 words or less per partner)

*\* Note that Project Partners must include at least one SFI Program Participant. Additional non-profit or academic partners in addition to the Project Lead organization are desirable.*

**Project Details**

*Please provide answers to the following questions to describe your project.*

- 1. Please provide an introductory narrative describing (a) the basic methodology, and (b) the intended impact of your project.*
- 2. Please explain how your project relates to the suggested project focal areas outlined on the first page of this RFP, or alternatively how this project would inform or improve conservation values related to the application of the SFI standard.*
- 3. What activities will you and your Project partners perform to promote the outcomes of your Project and SFI involvement in the Project?*
- 4. In the table below, please list the goals for your project. For each goal, please describe: the actions you will take to achieve your goal; the corresponding tangible outcomes (e.g. provide implementation guidance on a component of the SFI Standard, landowners reached through education programs, acres positively affected by the Project); the means by which you will measure success in achieving each goal, and; the portion of the requested grant funds that would be used to achieve the goal. Add rows as needed to address all project goals.*

Project Goals	Actions	Tangible Outcomes	Measure Success	Grant Funds	In-Kind or Matching Funds

**Project Timeline**

*Please provide a timeline for completion of the project. Projects may range to a maximum of three years. Projects will commence at the time the Grant Agreement is signed, soon after notification of acceptance of your proposal. The timeline should indicate approximately when you will deliver upon the goals and outcomes – project payments will be tied to attainment of project milestones and will be generally be made on a six-month payment schedule. The specific timeline for each project will be finalized in the Grant Agreement, and will dictate the schedule of reports and payments.*

**Project Budget**

*Please fill out the table below to illustrate the entire Project budget. SFI Inc. will not award any funds for organization overhead costs, which include but are not limited to, office rent or maintenance, utilities, temporary hires, etc. While some portion of the grant may be used to offset staff salary and benefits, the focus should be on-the-ground activities.*

*You may modify this table to fit your needs, however please ensure your budget addresses the following components:*

- 1. Portion of the budget to be allocated to each staff person working on the Project*
- 2. Total costs by line item, e.g., travel, meetings, communications, education & outreach (please add categories as needed)*

3. Identify any in-kind support allocated to this Project by each project partner
4. Identify any matching funds allocated to this Project by each project partner

<b>Expenditure</b>	<b>SFI Grant Funds</b>	<b>Total Matching Funds</b>	<b>Source of Matching Funds*</b>	<b>In-Kind Contributions*</b>	<b>Source of In-kind Contributions</b>	<b>Total per expenditure category</b>
<b>Staff Salary and Benefits</b> (please list budget amount individually per staff person)						
Research Activities						
Meetings						
Travel						
Education & Outreach						
Communications						
<b>Total</b>						

\*list sources and amounts of any matching funds or in-kind contributions for each project partner

Agreement to Public Communications

*As part of the Grant Application, the Lead Organization must complete and sign this page. This Agreement to Public Communications does not count against the 8 page maximum for this proposal.*

*All identified organizations and partners involved in the Project must agree to authorize SFI Inc. to publicize the Project and to use their names, images, logos and information about the Project in such publicity. All Organizations listed in the application will be required to sign an agreement to this effect and submit it with the application. If additional Organizations join the Project after an application is accepted by SFI Inc., they will also be required to sign the agreement. You can access an additional copy of this agreement for your Project Partners here:*



Agreement to Public Communications.doc

I, \_\_\_\_\_ (Name, Title), as a representative of \_\_\_\_\_ (Organization Name) and a Partner in \_\_\_\_\_ (Name of Project), hereby give the Sustainable Forestry Initiative® (SFI), Inc. permission to use my name, the organization name as written above, and any other information about the Project in public communications regarding the Project.

I understand that public communications include, but are not limited to:

- Press releases and announcements regarding the SFI® Inc. Conservation and Community Partnerships Grant Program.
- Public presentations, fact sheets, briefing notes and other communication materials that highlight successful Projects and the SFI Inc. Conservation and Community Partnerships Grant Program.
- Use of the Organization logo on the SFI Inc. website, on news releases or other materials.
- Other materials as appropriate.

SFI Inc. will not attribute quotes or opinions to my organization without permission.

With my signature below, I attest that, to the best of my knowledge, the information provided in this application is true and accurate, and I am authorized by \_\_\_\_\_ (Organization Name) to sign this agreement.

Signed:

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Organization

\_\_\_\_\_  
Date