

May 28, 2010

NOTE:

SFI Inc. is not currently accepting applications for its Conservation and Community Grant Program. This document is for reference only and should not be considered as an invitation for proposals.



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January 19, 2010

The Sustainable Forestry Initiative® Inc. is pleased to announce its Conservation and Community Partnerships Grant Program. In 2010 SFI® Inc. will fund cooperative projects that illustrate the tangible, on-the-ground benefits of the SFI Program.

SFI Inc. is a non-profit, charitable organization with over 180 million acres (73 million hectares) certified to our North American forest certification standard. Research and continual improvement are core components of the SFI Program, and since 1995, SFI Program Participants have invested over one billion dollars in research alone.

This Request for Proposals (RFP) builds upon the work of our Program Participants and expands the scope to organizations outside of the SFI Program. SFI Inc. is looking to fund projects that will support partnerships between organizations interested in improving forest management in the US and Canada and responsible procurement globally, or are working to strengthen communities through SFI related activities. Applicants should note the following topics are currently of importance to the SFI Program:

- The role of certified forests in the emerging bioenergy/carbon markets
- Avoidance of controversial sources, including illegal logging in the global supply chain
- Improved wildlife habitat management
- Projects that benefit communities (examples include low-income greenbuilding projects or work with aboriginal communities)

In preparation for your submission, you may want to review the newly released SFI 2010-2014 Standard Kit, located on our website, [here](#).

More information on the RFP process and detailed directions for submitting a proposal are in the attached application. The deadline for submissions is 4:00 pm Eastern on March 1, 2010 (no exceptions). All applicants will be notified of the status of their submission by April 1, 2010.

SFI Inc. will host a webinar on January 26, 2010 at 1 PM Eastern to provide more information on the RFP process. To register for this webinar, click [here](#).

Should you have any questions regarding this RFP process, please feel free to contact me.

Thank-you,

Allison Welde
Director, Conservation Partnerships and Communications

SFI Inc. Conservation & Community Partnerships Grant Program Request for Proposals

1. Background

Today there over 180 million acres (73 million hectares) independently certified to the Sustainable Forestry Initiative® (SFI) Inc. forest certification Standard. The SFI® Program is supported by major conservation groups and is internationally recognized and accepted by governments, organizations, and companies around the world. In fact, today there are more than 2,500 organizations and individuals involved in the SFI Program. The independent Board of Directors that governs the SFI program is comprised of three equal sectors that represent a balance of the economic, environmental and social stakeholders in forest management.

The SFI 2010-2014 Standard is a comprehensive set of values, objectives and performance measures developed by professional foresters, conservationists and scientists. The Standard includes 20 objectives, 39 performance measures, and 114 indicators based on 14 core principles, in addition to a commitment to continuously improve sustainable forest management.

For over 10 years, a core component of the SFI Standard has been research. Since 1995, SFI Program Participants have collectively invested over \$1 billion (US) in research to improve forest management and technology. In 2010, SFI Inc. will build upon the successes of our Program Participants by offering grants for collaborative projects that illustrate the benefits of the SFI Program. SFI Inc. may award up to \$400,000 total in 2010, depending on proposals received. SFI Inc. reserves the rights to reject any application, with or without cause.

2. Request for Proposal

The following pages detail the components of this request for proposal.

Request for Proposal Terminology

The following terminology applies to this Request for Proposal:

- “Must” or “Mandatory” means a requirement that has to be met in order for a proposal to receive consideration.
- “Organization” or “Partner” means an individual, partnership, firm or company that submits a Proposal in response to this RFP, or is named in the Proposal as one of the entities that has agreed to be involved in the implementation of the Project.
- “Project” means the work described in the proposal.
- “Proposal” or “Submission” 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.

Request for Proposal Process

Two identical versions of each proposal must be submitted via email, one in MS Word or plain text format, and one in PDF. (please, no hard copies) to Allison.Welde@sfiprogram.org by 4:00 PM Eastern Time on March 1, 2010. Applicants will be notified via email that their application was received. Late submissions will not be considered.

Proposals are limited to 10 pages total, and must address all components of the Request for Proposals in the same order as they appear in the application. Any text beyond 10 pages or any supplemental materials not within the 10 pages will not be considered. Applicants should use a True Type font in 10 pt or larger and all margins should be one inch or larger. All applications must be submitted in English.

Request for Proposal Timeline

Event	Anticipated Date
Request for Proposals issued	January 18, 2010
Submissions due	March 1, 2010 4 PM Eastern
Organizations advised of results	April 1, 2010

Mandatory Requirements for All Proposals

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

- At least one principal partner in the Project must be a registered, 501c(3), non-profit organization whose scope encompasses one of the following:
 - For conservation based Projects, the organization must have expertise in improved forest management, forest conservation, wildlife habitat, or other areas that would support a project related to forest management and the SFI Program.
 - For community collaboration Projects, the organization must work to promote local communities or provide opportunities for involving local communities in SFI related activities.

Applicants must submit proof of tax-exempt status with this application.

- The Project must relate to or support one or more elements of the SFI 2010-2014 Program. You can download a copy of the Standard and supporting documents on our [website](#).
- All organizations and partners involved in the Project must agree to authorize SFI Inc. to publicize the Project and to use their names, images and information about the Project in such publicity. This includes, but may not be limited to, announcements regarding grant awards, presentations that include discussion of the grant process, and/or SFI or other organizational communications materials related to the Project or grant process. 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 expected to sign the agreement. A copy of this agreement is located in the appendix.

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:

- Project partners are strongly encouraged to secure matching funds for the Project from other organizations and/or other outside funding sources. Applications without matching funds will still be considered, however those demonstrating matching funds will be given stronger consideration.
- Organizations are willing to speak regarding the Project in public venues, including the SFI Annual Conference, or other venues identified by SFI Inc. and the Project partners.
- The Project demonstrates how SFI certification complements existing government initiatives and includes involvement from decision-makers at government agencies.

3. Grant Application

Applications must address the following components.

Lead Organization Name (This organization is the Project Leader)	
Name of the Project Director (application contact person) – include email address, title and phone number	
Mailing Address	
Confirmed Project Partners (For each organization, list a contact name, title, email, phone number and include a summary of the individual and organizations qualifications and experience as it relates to your project.)	
Project Title	
Amount Requested	
Total Project Budget	
Brief Project Summary (25 words or less)	
Lead Organizational Mission Statement (25 words or less)	
Annual Operating Budget	
What element(s) of the SFI 2010-2014 Program does/do your Project address (Please cite the Standard Component(s))	
List two references (Name, Organization, email and phone) who can speak to the potential of the Project (these should not be the same as your Project partners):	
1.	
2.	

Project Details

1. For conservation Projects, explain how your Project will improve the implementation of the SFI Standard or will benefit forest management through SFI certification. For

- community Projects, please explain how this Project will strengthen and involve communities in forest management.
2. Please provide a summary of the core goals, activities and importance of your Project (*10 line maximum length*).
 3. What are the goals of your Project? *To the extent possible, these goals should be measurable and outcome oriented.*
 4. What activities will you implement to achieve the goals set forth for your Project?
 5. What is the Project timeline? *Projects may be multi-year in length, and should be for 9 months at a minimum.*
 6. What tangible outcomes will be achieved as a result of your Project (*e.g. implementation guidance on a component of the SFI Standard, outreach and education to landowners, acres positively affected by the Project*)?
 7. What activities will you and your Project partners perform to promote the outcomes of your Project?
 8. Include a description of any leveraged resources which will contribute to the success of the Project. *Leverage sources include existing partnerships, past projects, additional funding, etc.*

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, this should be no more than 10% of the requested amount. Please specify whether the Lead Project organization will oversee the disbursement of funds to the Project partners as needed, or whether your Project requires SFI Inc. to disburse funds to each Project partner.

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

1. *Percent of budget allocated to each staff person working on the Project*
2. *Total Operating costs divided up by relevant topics such as travel, meetings, communications, education & outreach etc.*
3. *Identify any in-kind support*
4. *Identify any matching funds allocated to this Project*

Expenditure	Amount	Matching Funds*	In-Kind Contributions*
Staff Salary and Benefits			
Operating Costs			
Research Activities			
Meetings			
Travel			
Education & Outreach			
Communications			
Total			

*list sources and amounts of any matching funds or in-kind contributions

Successful Applications

All Lead Organizations will be required to report on progress in meeting the Project objectives. Reporting and funding disbursement schedules will be based upon the Project timeline and finalized via contract before the Project begins.

Enquiries

All enquiries related to this Request for Proposals are to be directed, in writing, to the person identified below. Information obtained from any other source is not official and should not be relied upon.

Sustainable Forestry Initiative, Inc.

900 17th St. NW, Suite 700

Washington, DC 20006

Attention: Allison Welde

Director, Conservation Partnerships and Communications

Phone: **202.596.3452**
Fax: **202.596.3451**
E-mail: Allison.Welde@sfiprogram.org

Appendix

Agreement to Public Communications

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.
- Other materials as appropriate.

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

Signed:

Name

Title

Organization

Date