

Guide to Applicants

General Information

Unless otherwise specifically agreed to between the Applicant and the Initiative, all applications and supporting material will be used by the Initiative solely for the purpose of evaluating the application and may be disclosed, in the strictest of confidence, to the Adjudication Committee as part of the approval process.

This Guide to Applicants follows the order of the individual headings in the Application Form and provides general guidance for completing the application form including the Funding Plan and the Project and Expenditures Plan. It is recommended that it be at hand while completing the application form.

Guide for Completing the Funding Application Form

Project Title

Clear, short title for the project proposal.

APPLICANT DESCRIPTION

Applicant Name

The organization fully accountable for the project including project management, reporting, financial control and communications. The applicant must be a business or an association with the ability to enter into legal contractual agreements with the Investment Agriculture Foundation of BC who administers the Food and Beverage Processing Industry Initiative Fund. Include the name of the organization, mailing address, telephone and fax numbers, website address, and business or association number.

Designated Officer

The person who is authorized to submit the application and sign agreements on behalf of the organization. Include designated officer's name, title, mailing address, telephone and fax numbers, and email address.

Project Primary Contact Person

The person who has actively participated in the development of this application and may be contacted by the Administrator for further information. This person will work directly with the Administrator on project reporting. Include the contact person's name, title, mailing address, telephone and fax numbers, and email address.

Funding provided by:

Applicant Background Information

Include a synopsis of the applicant organization, indicating the size of the membership and constituency of a non-profit organization, or the size and nature of the commercial entity. Provide a listing of the current directors and executive officer.

List the names and affiliation of project partners, if applicable.

Include information on the financial capacity of the applicant to carry out the proposed project.

PROJECT DESCRIPTION

Project Timing

Indicate the planned start and completion dates. Projects that are already in progress cannot be funded.

Identify if there are any major challenges to delivering the project within the planned timelines and explain how they would be addressed.

Goal

Indicate what the project will accomplish and what the result will be.

For example: - BC processors using health and lifestyle segment market trend and market opportunity information to adopt marketing strategies, expand sales and profitability.

Objectives

List specific project objectives in clear, concise terms. Objectives are what you aim to achieve in the short term on the way to accomplishing your goal. Objectives must be stated in a way that clearly communicates what is to be achieved, measured, or assessed.

*For example: - Produce an annual bulletin of health and lifestyle market trends in North America
- Conduct three industry workshops / seminars to disseminate market information and raise awareness / understanding of the opportunities*

Context/Need

Explain the specific problem, opportunity or challenge the project intends to address and why it is important that it be addressed for the development of your industry. Include an indication of financial and economic implications.

Briefly explain the background and current situation of the project. Explain links to the Initiative's Strategic Plan. Identify the extent of industry support. Include letters of support where appropriate.

Project Description

Provide an overview of the key project components, identify the major activities to be carried out and identify who will carry out the activities.

Also include a timeline outlining when each activity is to be accomplished during the period of the project and a description of where the project will be located.

Guide for Completing the Funding Application Form (continued)

Human Resources

Briefly outline how the project will be managed and implemented. Identify participating organizations to be involved in the project and what their roles will be.

If consultants are to be engaged in the project, identify the firm and the principle consultants who will work on the project.

Expected Results

Describe the measurable changes or specific results you expect to accomplish with the implementation of the project. Indicate how you intend to measure these results.

For example:

- *Improved understanding of health/lifestyle trends and opportunities by BC firms*
- *Number of participants attending the seminars/workshops – target 125*
- *Number of firms/individuals purchasing the bulletin – target 200*
- *BC firms using project information to expand product lines and sales into the market segment by 15% over 2 years*

Performance Reporting & Targets

Describe how the overall results of the project will be measured and reported back to the Administrator and Advisory Committee.

Communications

Describe how the results of the project will be communicated to other processors.

Guidelines on requirements for recognizing project funding support in project materials and at events are available from the Administrator.

Other Funding Applications

If you have applied for project funding from other sources, please identify these sources, the amount requested, and for which parts of the project.

Please note that funding directly from other provincial or federal government sources cannot be used to lever Initiative funds.

Guide for Completing the Project Funding and Expenditures Plan Spreadsheets

Templates are available online as well as through the Administrator. Details for use of these templates follow.

Guide for Completing the Project Funding Plan

Contribution Sources

Industry Sources

These include funds provided directly to the project by industry organizations, firms and through registration fees generated at events or revenue from the sale of project outputs, corporate advertising or sponsorships, and from industry funds held by industry organizations.

Government Sources

These include sources of funding from programs of public institutions such as government, universities and colleges, and other organizations that receive designated funding from government for assisting industry. Identify the name of the specific funding program being accessed and the Agency managing the program.

Other Sources

These include funds provided by others that are arms length from the industry benefiting, such as non-profit organizations.

Food & Beverage Processing Industry Initiative Request

The level of funding requested from the Initiative.

Confirmed

For each funding source listed, use a “Y” to indicate an authorized person has confirmed funding in writing. Use an “N” if funds are not yet formally confirmed.

In-kind Support

This is non-cash support provided by project participants. Applicants are expected to use fair market value for claimed contributions and will need to maintain records of the actual contributions made over the life of the project, just as they will for cash contributions. Include a brief notation of the type of in-kind support with Contribution Source.

The Initiative aims for an overall 50:50 balance between industry contribution and Fund contribution. Applicant contributions may include up to 50% “in-kind” contribution (maximum of 25% of the total project costs).

Total Project Support

The sum of total cash and in-kind support from a Contribution Source.

Guide for Completing the Project and Expenditures Plan

Project Outputs

Identify what will be the actual things, products, events, etc. that will be produced by the project. These need to be specific as it will be the delivery of these items as evidence of accomplishments that will trigger the Administrator to make payments.

Start and Finish

Target dates for starting and accomplishing the outputs listed as mm/yy, i.e. 02/11 for February 2011.

Cash Cost

The anticipated cash cost expected to be expended to accomplish each output. These estimates will be used by the Administrator to anticipate your requirements for cash payments as the project unfolds. Payments will be made based on actual documented expenditures. The total here should be the same as the total for **cash** expenditures in the Expenditure Area section of the table.

Expenditure Areas

Description of the specific types of expenditures, services, fees, materials, etc. being purchased to carry out the project. Please refer to the Initiative's Funding Criteria (available from the Program Administrator) to determine which areas of expenditure are eligible for funding by the Initiative and which are not.

Example Eligible Expenditure Areas:

- *Contractor/consultant fees*
- *Rentals and workshop charges*
- *Materials and supplies*
- *Incremental administration costs to the organization managing the project*

Example Ineligible Expenditure Areas:

- *Wages*
- *Capital costs*
- *Fees to start up or expand a particular business*
- *Costs incurred prior to application's approval date*

Cash

The cash costs to pay for the project services, materials, etc. identified in the Expenditure Areas that are supportable by invoices. These are specific, incremental costs for expenses that would not be incurred if the project were not undertaken. Project expenditures incurred prior to the formal acceptance date of the application by the Initiative are not eligible for program funding.

In-kind

This is non-cash support provided by project participants. Provide brief detail in Expenditure Area. Applicants are expected to use fair market value for claimed contributions and will need to maintain records of the actual contributions made over the life of the project, just as they will for cash contributions.

The Initiative aims for an overall 50:50 balance between industry contribution and Fund contribution. Applicant contributions may include up to 50% “in-kind” contribution (25% of the total project costs).

For example:

- Participating organization staff time
- Materials and facilities provided by applicant

Total

The sum of cash costs and in-kind support. The total here for cash costs should be the same as that showing in the Project Outputs section of the table.

Submitting the Completed Application

The Investment Agriculture Foundation of BC serves as the Administrator of the Initiative. Please submit Applications as follows:

By Email: mesquitin@iafbc.ca

By Mail, Fax or Courier:

Miriam Esquitin
Emerging Sectors Specialist
Investment Agriculture Foundation of BC
Tel: 604-430-2778
Fax: 250-953-5612

Mailing Address

PO Box 8248
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Courier Address

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Victoria, BC V8W 2Z7