

Project Proposal Content

The following basic components should be included in an application:

- **Program Title**
- **Summary** — The proposal summary should outline the key elements of the program proposal in two or three paragraphs.
- **Program Team and its Leader** — List of the participating organizations (municipality, regional district, community group, airshed management committee, etc), and their rationale and interest in delivering a wood stove exchange program. Describe the individual staff members who will be involved in the program delivery and include any relevant experience running similar community-based programming. The project leader should be identified and his/her contact coordinates provided.
- **Program Partners** — List any community partners who are not an immediate part of the delivery team, and describe their roles and responsibilities (i.e. partnerships with local retailers, credit unions, newspapers/radio, etc). Any contributions (in-service, financial or both) should be described.
- **Problem/Issue Statement** — Provide a concise statement of the local or regional need for a wood stove exchange program. This may include supporting evidence of air quality data showing poor air quality during the heating season, a description of local geography susceptible to inversions, the number of homes heating with wood, and the number of old technology stoves currently in use. Anecdotal evidence or strong support from residents for the program could also be included.
- **Program Objectives** — The program objectives should clearly describe the number of old stoves targeted to be removed/year, as well as any output (number of media materials, workshops, etc) and awareness goals. If the introduction or amendment of bylaws will be considered, please describe the bylaw goals and a strategy for moving forward.
- **Program Design and Schedule** — This section should outline the specific tasks which will be accomplished with the requested funds, any planned community events, advertising and marketing strategies, and any other local **community-based social marketing ideas**. It should also describe how the program progress will be evaluated and the overall objectives will be achieved. The proposal should include the timelines for the tasks and lay those out as a schedule for the whole project. The proposal should also outline any potential problems that may arise during the course of the program and the suggested methods of resolution.
- **Estimated Total Costs of the Program** — The proposal should outline the budget^{*†} for the project. A sample budget form is below.

* Maximum incentive/stove from provincial funds is \$250.

† Budget for Burn it Smart workshops and education delivery should be at least \$1000-\$1500.

Project Costs			Funding Sources			
Period: either Sept-Aug or Mar-April (please specify)	08/09	09/10 [‡]	BC MoE	Other: cash	Other: in kind	BC MoE grant 07/08 [§]
Salaries (part time)						
Advertising and Promotion						
Production of Materials						
Burn It Smart Workshops and Education Delivery						
Incentives/rebates						
Evaluation						

- **Funding Requested** — The proposal should list contributions that are committed or under serious consideration by any agencies or other partners towards the total costs of the program, and the amount requested from the Ministry of Environment.
- **Appendices** — Appendices to the proposal should contain letters of support or endorsement for the program, confirmation or commitment of funding for the program from other agencies or partners, and any other items in support of the proposal.

[‡] For planning purposes, you may want to budget for multiple years, although funds will be granted for the first year.

[§] For communities reapplying, show any remaining funds and how they will be applied to the new program.