



Water Security and Conservation

– our first environmental grant project 

OVERVIEW

To select our first environmental grant project, we emailed a survey to our clients asking them to choose what areas of the environment were most important to them. Water security and conservation came up as the top priority in that sector.

For our fresh water initiative, we partnered with Small Change Fund.

ABOUT OUR PARTNER



smallchangefund

Small Change Fund (SCF) was founded on the principle that the grassroots movement in Canada is a powerful force to solve the environmental problems our country faces today. SCF promotes and supports the efforts of people and communities

working on sustainability issues that have global significance from coast-to-coast-to-coast. SCF does this by enabling individual and institutional donors to give micro-grants to grassroots-led projects through a network of advisors that puts decision-making in the hands of those closest to the ground.

Small Change Fund connects funders and institutional donors and acts as a bridge between individuals and grassroots initiatives through their platform, smallchangefund.org. The platform allows individuals to browse through a selection of grassroots projects and donate funds to projects of their choice.

Launched in December 2009, Small Change Fund has reviewed over 210 project applications; and has raised over \$450,000.00 for projects through the support of foundation partners and the smallchangefund.org funding platform.

It is important to note that 36% of the SCF projects supported to date address grassroots-led water conservation and preservation initiatives. 

CGOV's partnership with Small Change Fund

The CGOV Foundation and the partners of CGOV Asset Management have granted \$25,904.00 thus far to Small Change Fund which is helping support 12 water projects. These projects address issues such as lake and river preservation and monitoring, drinking water awareness for youth, empowerment of indigenous women through water conservation activities, as well as watershed restoration projects.

Below is the list of water projects we have supported thus far through SCF.

PROJECT	ORGANIZATION	PROVINCE
Annapolis River Guardians: Citizen Science Monitoring	Clean Annapolis River Project (CARP)	Nova Scotia
Endangered Cultus Fish Logo	The Fraser Basin Council	British Columbia
Protecting MB's Colour Changing Lake	Canadian Parks and Wilderness Society	Manitoba
Clayoquot Watershed Monitoring	Central Westcoast Forest Society	British Columbia
Urban Youth Catching Rain	Green Thumbs Growing Kids	Ontario
Elk River	Elk River Alliance	British Columbia
Refill Your Bottle Stations	Clean Nova Scotia	Nova Scotia
Alewife Run	Conservation Council of NB	New Brunswick
WOW!	Tides Canada	British Columbia
Storytelling to Save Salmon	Adams River Society	British Columbia
River Rangers 2012/Fish Friends 2013	Sackville Rivers Association	Nova Scotia
Toquaht Coasta Creek Habitat - restoration project	Central Westcoast Forest Society	British Columbia

“Local activism is the heart and soul of change.”

- GLOBAL GREENGRANTS FUND

FUTURE IMPACT

Our funding is being used by SCF to match other institutional funders' grants (Royal Bank of Canada, the Ontario Trillium Foundation, among others) or 'seed fund' projects appearing on the smallchange.org funding platform. This has, in turn, encouraged additional donors to support the projects. Seeding is done by infusing a project with funds from an institutional donor when the project is first posted on smallchange.org to give the project a head start in their fundraising and encourage more people to get involved with giving and advance grassroots philanthropy.

We are proud to be involved in this impactful granting project. Just 2% of donations in Canada are directed towards the environment, and most of those donations are received by very large organizations such as Greenpeace and World Wildlife Fund – both worthy causes. Hopefully we can act as a catalyst for Canadians increasing their donations to the environment, and to grassroots, impactful projects. ↪

To learn how you can donate to any grassroots projects we are supporting or obtain additional information, please do not hesitate to contact me. As well, SCF's website is www.smallchange.org should you wish to fund any of their projects directly.

Thank you,

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