

# Pureian Springs Water BC Waters Clean-up Challenge



## **Application Form**

Pureian Springs Water is committed to creating quality, refreshing beverages and to supporting communities throughout BC by nurturing our shared environment.

Water plays a key role in our communities. It is a source of life. It quenches our thirst, nourishes our gardens, refreshes us in the heat, is home to our fish and other aquatic life, and creates fun and vibrant community places like beaches, parks and skating and hockey rinks year round.

Proceeds from Pureian Springs will be used to create a \$20,000 fund to support the clean-up of streams, rivers or lakes in beautiful British Columbia. We will be selecting community water clean-up projects and awarding funding and tools this summer to support local community initiatives.

## **Objective:**

To support community-led clean-ups of local streams, rivers and lakes in British Columbia, with a primary focus on bank and shore clean-up to benefit water quality.

## **Timing:**

Deadline for applications will be midnight on Friday, July 16 to [paul@naturelandproducts.com](mailto:paul@naturelandproducts.com)

Selected water clean-up project(s) will be announced by Friday, July 30, 2010.

Application Guidelines:

- 1) Submission can be from a community group or individual.
- 2) Requirements:
  - a) Application must include details of stream location, and details re: clean-up and actual work required
  - b) Application must include how much funding is requested, proposed clean-up cost, outline of clean-up plan and proposed use of funds.
  - c) Maximum 500 words, plus multimedia
  - d) Submissions will be accepted through website only
- 3) Submissions will be judged based on:
  - a) Potential positive impact of stream/river clean-up on community and/or wildlife and the natural environment
  - b) Community support for project, ie. volunteer commitment
  - c) Efficient use of budget
  - d) Passion and creativity of submission "story"; encourage use of photos, video, etc.
- 4) Judges may choose one or more projects to fund.
- 5) Selected projects will be required to pay for and show evidence of insurance.
- 6) Selected projects are able to engage the services of a project coordinator for a maximum of 10 hours at \$20/hour.
- 7) The project(s) selected must agree to allow sponsors and partners to use their application materials for promotional purposes, and participate in media coverage related to their project.

**Entry Form Information**

Contact person name: \_\_\_\_\_

Phone number: \_\_\_\_\_

Email: \_\_\_\_\_

Organization or group name: \_\_\_\_\_

Name of stream, river or lake: \_\_\_\_\_

Location of stream, river or lake (please include map): \_\_\_\_\_

Brief description of clean-up project (50 to 100 words):

Funds requested: \_\_\_\_\_

Proposed budget breakdown/use of funds: \_\_\_\_\_

Proposed workplan, ie who will do the work and when: \_\_\_\_\_

Please tell us, in 500 words or less (attach separate sheet, if required), why this project is important to your community, how it will impact your community, the benefit to stream or lake health and describe the level of community support for this clean-up. Feel free to support your story with photos and video. (Attach separately)