



## Community Yard Tree Giveaway Grant Application Fall 2017

TreePhilly's Community Yard Tree Giveaway program empowers community groups to help restore Philly's urban forest – starting in their own back yards! Through this program, we provide small grants to local community groups so they can host their own yard tree giveaways each spring and fall. We do what we do best – provide the trees, mulch, and education – and community groups do what they do best – connect with constituents to improve their neighborhoods!

This season **we are offering five grants worth 50 or 100 trees plus \$500 to community groups and local businesses to host yard tree giveaways in their neighborhoods.** Tree giveaway events must be held in Philadelphia, and trees must also be planted in Philadelphia on private property (not in the sidewalk or in containers). For information on previous events, check out [treephilly.org](http://treephilly.org). For photos, check out our Flickr page at [flickr.com/treephilly](http://flickr.com/treephilly).

### Grants Provide:

- \$500 grant upon successful completion of event and submission of deliverables\*
- 50 or 100 yard trees in 5 gallon containers (first time grantees are only eligible for 50 trees)
- Mulch and paper bags for participants
- Tree and mulch delivery to giveaway location
- Event planning support
- Training workshop for organizers
- Educational materials and tree tags
- A TreePhilly staff member at the event to provide planting demonstration and event support

\*Only not-for-profit organizations are eligible to receive the \$500 award. Other organizations are invited to apply with a fiscal sponsor

**The deadline to submit applications for Fall 2017 Community Yard Tree Giveaway Grants is  
Friday, August 25, 2017.**

Winners will be announced on Tuesday, September 5, 2017.

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## Guidelines

### Tree Rules

- **Trees must be planted in Philadelphia.**
- **Trees must be planted in the ground on private property.**
- **Trees CANNOT be planted in the sidewalk or in containers.**
- Tree recipients must commit to watering, mulching, and caring for their trees.
- Applicants should indicate their preference for receiving 50 or 100 trees. First time grantees are only eligible for 50 trees. For any returning grantees, TreePhilly will determine the final number based on availability and the group's capacity.
- TreePhilly will select tree species for each grantee. Species are generally native to the area, well suited for urban environments, and may include shade trees, smaller ornamentals, and/or fruit trees.

### **Community Group Requirements**

- Applicants must serve Philadelphia or a Philadelphia community. Nonprofits, faith-based organizations, civic associations, Tree Tenders groups, local businesses, school associations, and similar organizations are encouraged to apply. We are also happy to receive joint applications from no more than 3 partnering organizations.
- Groups must have the capacity to plan, promote, and run a giveaway, including providing staff and/or volunteers to work the event.

### **Giveaway Requirements**

- Must be held in Philadelphia.
- Fall 2017 giveaways must be held between September 29<sup>th</sup> and November 22<sup>nd</sup>, 2017. Events may not be scheduled for Sat. 11/4, Sun. 11/5, Sat. 11/11 or Sun. 11/12 because of existing TreePhilly Yard Tree Giveaways which prevent us from providing the necessary support for your event.
- Must include space for planting demonstrations, which will be provided by TreePhilly.
- Must include a contingency plan in case of inclement weather (e.g. indoor space, rain date, etc.).

### **Grant Recipients are Responsible For:**

- Participating in a grantee training the week of September 11-14<sup>th</sup>, 2017.
- Securing an event space that includes: (a) indoor space or tents in case of bad weather, (b) secure location to store trees during the event, and (c) parking for participants.
- Planning and promoting their giveaway event.
- Registering tree recipients using a required spreadsheet template.
- Organizing at least 5 volunteers/staff to run event.
- Providing all other giveaway materials and supplies, including tables, chairs, pens, registration sheets, etc.
- Submitting final deliverables:
  - 1) List of names, addresses, phone numbers, and email addresses (when available) for tree recipients, via the provided spreadsheet template
  - 2) Sample promotional materials (must be submitted for approval before promotion begins)
  - 3) Digital photos from the event along with sign-in sheet of attendees releasing photo rights to TreePhilly
  - 4) A brief report (no more than five pages) detailing how the requirements listed in this agreement were met, a summary of successes and challenges of the giveaway, and feedback on the grant program.
  - 5) Signed agreement with recipient's financial sponsor if applicable.



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## Application

Please submit your answers to the following questions in a separate Word document that is no more than five double-spaced pages. To submit your application by email, please include your organization's name in the title of the document and send it to [treephilly@phila.gov](mailto:treephilly@phila.gov) by 11:59PM on Friday, August 25th, 2017. To submit a paper application, please mail it to TreePhilly, Philadelphia Parks & Recreation, 1515 Arch Street 10<sup>th</sup> Floor, Philadelphia, PA 19102. We will confirm receipt of all applications. Applications received after the August 25th deadline will not be considered.

### Community Group Information

- 1) Group name, mailing address, website and any social media handles
- 2) Primary contact person's name, title, email address, and phone number
- 3) Alternate contact person's name, title, email address, and phone number
- 4) Number of staff people (please specify ft/pt) and/or regular volunteers
- 5) Group's mission and vision
- 6) Please tell us a bit more about your organization. What do you do and why?
- 7) If partnering with other organizations, please answer questions 1-6 for each group.

### Giveaway Information

- 8) Why does your group want to host a TreePhilly Community Yard Tree Giveaway? How would a Community Yard Tree Giveaway help your community?
- 9) Is there demand for trees in your community, and what type? Tell us how much yard space the average resident has, and what size trees would be best for your community (a "small" tree will grow to between 12-30 feet tall, a "medium" tree will grow to between 30-50 feet tall, and a "large" tree will grow to over 50 feet tall).
- 10) Does your group have the capacity to staff and run a yard tree giveaway? Please explain and provide a brief description of any events your group has recently organized.
- 11) Please describe how your group would promote a community yard tree giveaway.
- 12) Please provide a preliminary plan for your giveaway event. Be sure to include a proposed date, time, and location; the number of trees\* your group is requesting (50 or 100); and describe how you would handle registration, how you would staff the event, how your event would flow, and what you would do in case of inclement weather. Be sure to address the requirements and guidelines listed on page 2 of this application.

\*Please note that you may not receive the number of trees you request; amount will be determined by TreePhilly. All first-time grantees will be awarded 50 trees, returning grantees are eligible for 100 trees.