



Community Yard Tree Giveaway Grant Application Spring 2018

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 up to 15 grants 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. For photos, check out our Flickr page at flickr.com/treephilly.

Grants Provide:

- 25, 50, 75, or 100 yard trees in 5 gallon containers (first time grantees are only eligible for up to 50 trees)
- An award of \$200 for a 25 tree event, \$300 for a 50 tree event, \$400 for a 75 tree event, or \$500 for a 100 tree event upon successful completion of event and submission of deliverables*
- 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 monetary award. Other organizations are invited to apply with a fiscal sponsor.

**The deadline to submit applications for Spring 2018 Community Yard Tree Giveaway Grants is
Friday, February 7th, 2018.**

Winners will be announced on Wednesday, February 14th, 2018 .

Guidelines

- **Trees given away must be planted in Philadelphia.**
- **Trees given away 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 25, 50, 75, or 100 trees. First time grantees are only eligible for up to 50 trees. Final number of trees awarded will be determined by TreePhilly 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 ornamental trees, 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

- Events must be held in Philadelphia.
- Spring 2018 giveaways must be held between March 31st and May 13th, 2018. Events may not be scheduled for Sat. 4/14 because of an existing TreePhilly Yard Tree Giveaway which prevents 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 on Wed. 2/21.
- Securing an event space that includes: (a) indoor space or tents in case of bad weather, (b) secure location to store trees before and after 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 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 by 11:59PM on Wednesday, Feb. 7th, 2018. To submit a paper application, please mail it to TreePhilly, Philadelphia Parks & Recreation, 1515 Arch Street 10th Floor, Philadelphia, PA 19102. We will confirm receipt of all applications. Applications received after the February 7th 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 generally 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 (25, 50, 75 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 25 or 50 trees, returning grantees are eligible for 75 or 100 trees.