



## Community Yard Tree Giveaway Grant Application

Fall 2018

---

### What is the Community Yard Tree Giveaway Grant?

TreePhilly's Community Yard Tree Giveaway program empowers Philadelphia community groups to grow the urban forest in their own neighborhoods. Through this program, we provide small grants to community groups to host their own yard tree giveaways each spring and fall. We do what we do best – provide FREE trees, mulch, and education. Community groups do what they do best – connect to neighbors, friends, and families!

This season **we are offering up to 12 grants to community groups and local businesses to host yard tree giveaways in their neighborhoods between October 1<sup>st</sup>, 2018 and November 18<sup>th</sup>, 2018.** Giveaway events must be held in Philadelphia, and trees must 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:

- 25, 50, 75, or 100 yard trees in 5 gallon containers (first time applicants are only eligible for 25 or 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 each participant
- Tree and mulch delivery to giveaway location
- Event planning support
- Expert tree knowledge, resources, and advice
- Training workshop for event organizers
- Educational materials and tree tags
- TreePhilly staff members at the event to provide planting demonstrations and event support

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

---

**The deadline to submit applications for Fall 2018 Community Yard Tree Giveaway Grants is  
Friday, August 31<sup>st</sup>, 2018.**

Winners will be announced on Wednesday, September 5<sup>th</sup>, 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.**



## Community Yard Tree Giveaway Grant Application

**Fall 2018**

---

### 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. We also accept 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.
- Fall 2018 giveaways must be held between **October 1<sup>st</sup>, 2018 and November 18<sup>th</sup>, 2018**. Events may not be scheduled for Saturday, November 10<sup>th</sup>.
- Giveaway events must include space for planting demonstrations facilitated by TreePhilly staff.
  - Space could be: a yard, parking lot, large sidewalk, patio, or playground.
- Giveaway events 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 **Wednesday, September 19<sup>th</sup>, 2018**.
- 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 or transportation access for participants.
- Planning and promoting their giveaway event.
- Registering tree recipients using a required spreadsheet template.
- Organizing at least 4 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.



## Community Yard Tree Giveaway Grant Application

**Fall 2018**

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](mailto:treephilly@phila.gov) by 11:59PM on Friday, August 31<sup>st</sup>, 2018.

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 31<sup>st</sup> deadline will not be considered.

### Community Group Information

- 1) Group name, mailing address, website, and, if applicable, 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 full-time or part-time) and/or regular volunteers
- 5) Group's mission vision
- 6) Please tell us a bit more about your organization. What do you do, who do you serve, 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?
- 9) How would a Community Yard Tree Giveaway help your community? How would trees help your community?
- 10) Describe the community you serve and how you connect with them. Do you work with property owners? Renters? Families? Do you communicate with them on listserv, face-to-face, at events?
- 11) Do people in your community have yards, and what type? Tell us how much yard space the average resident has, and what size trees would be best for your community
  - a. (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).
- 12) Does your group have the capacity to staff and run a yard tree giveaway? Please write a brief summary of any events your group has recently organized.
- 13) Please provide a preliminary plan for your giveaway event. Include a proposed date, time, and location; the number of trees\* your group is requesting (25, 50, 75 or 100). 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. 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. All first-time grantees will be awarded 25 or 50 trees, returning grantees are eligible for 75 or 100 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.*