



COMMUNITY YARD TREE GIVEAWAY

GRANT APPLICATION

SPRING 2021

The Community Yard Tree Giveaway Program empowers Philadelphia community groups to distribute free yard trees to their neighborhoods! A program of Philadelphia Parks and Recreation and the Fairmount Park Conservancy, TreePhilly invites you and your neighbors to apply to be our community partner on this program for Spring 2021. TreePhilly provides FREE trees, logistical support for promotion and distribution, mulch, education, and a \$200-500 grant award. Partners are responsible for promoting the trees within their community, helping people sign up for trees, and, when applicable, providing event support.

This season we are offering up to 20 grants to community groups to promote and register their community for trees. Partners will have the option to offer trees to their neighbors through [a contactless pick-up hosted in their region](#) or [a door-to-door delivery program](#). These distribution models have been designed to accommodate COVID-19 safety and health precautions. Please read about our Community Yard Tree Giveaway Grant and our COVID-19 programming options in detail below. The application form begins on page 6.

Guidelines:

- Trees must be planted in Philadelphia.
- Trees must be planted on private property.
- Trees given away must be planted in the ground, NOT in the sidewalk or containers.
- Tree recipients must commit to watering, mulching, and caring for their trees.

Submit applications for Spring 2021 Community Yard Tree Giveaway Grants by
February 9th, 2020.

Email complete applications to info@treephilly.org or mail to:
TreePhilly, 10th Floor, 1515 Arch St. Philadelphia, PA 19102

Contact the TreePhilly Team before February 8 for advice and consultation on your application!



REQUIREMENTS

Community group requirements:

- **Applicants must serve a Philadelphia community**— Nonprofits, faith-based organizations, civic associations, CDCs, Tree Tenders groups, local businesses, school associations, and similar organizations.
- We accept applications authored by multiple groups. If more than one group is applying, no more than three groups may be listed on the application. If you applying with multiple groups please designate:
 - One 501(c)(3) group to act as fiscal sponsor and receive the monetary award.
 - One group to act as the lead organization for executing giveaway responsibilities.
- There may be additional requirements depending on preferred distribution option.
- Applicants must be available to attend a virtual Community Partner Essentials Workshop if selected.

TREEPHILLY RESPONSIBILITIES

For all giveaway options TreePhilly is responsible for:

- Providing an in-depth training on how to promote, register tree recipients for, and execute the selected giveaway option
- Supporting grant recipients in tree promotion and registration
- Supplying yard trees in 5 gallon containers (3-9 feet tall). Depending on the kind of tree (species), trees will grow to be small (12-30 feet tall), medium (30-50 feet tall), or large (50+ feet tall). Tree species will be selected for your giveaway based on neighborhood conditions and yard sizes
- Providing care information packets and bags of mulch for each tree recipient
- Supplying a monetary grant award

See Giveaway Options for additional TreePhilly responsibilities

GIVEAWAY OPTIONS

Which option is right for you?

Option 1: Delivery Only



This option is right for you if...

- ✓ You are comfortable promoting and registering your community for trees
- ✓ Your community would benefit from delivery due to health restrictions, restricted vehicle access, or discomfort with traveling to other neighborhoods
- ✓ You are not sure you could supply 1-3 volunteers for an in-person event

Option 2:

Pick-Up



+

Delivery



This option is right for you if...

- ✓ You are comfortable promoting and registering your community for trees
- ✓ Most of your community has access to vehicles and would feel comfortable traveling to a nearby neighborhood to get a tree
- ✓ You can supply 1-3 volunteers for an in-person event

Option 1: Door-to-Door Delivery Only

Organizations will sign up community members to receive a tree that will be delivered directly to their doorstep. Organizations must promote the tree delivery program and register community members for 25 trees by a set registration deadline (see application for deadline options). TreePhilly will support with promotion and help manage the tree registration sheet. Organizations have the option of TreePhilly delivering the trees or, if they have an organization-owned vehicle and insured drivers, they may select to run the deliveries themselves in exchange for an increased grant award.

This is the right option for you if...

- Your community is best served by trees being delivered directly to residents' doorsteps
- Your community is unlikely to be able to travel to an event outside their immediate community

- You are able to promote and register your community for trees, but are not confident that you could supply volunteers for events in case of a spike in COVID-19 cases

<p><u>Grant recipients are responsible for:</u></p> <ul style="list-style-type: none"> • Attending an online TreePhilly training on February 24, 1pm-2:30pm. • Designating a primary contact who can attend the training and oversee the grant, and an alternate contact who will take over in case of emergency • Promoting the tree delivery program • Registering residents for tree species using a designated Google Form • Sending tree recipients a post-delivery email with tree planting and care instructions • Submitting final deliverables: <ul style="list-style-type: none"> • Materials developed to promote the tree giveaway • A ten-question survey administered by TreePhilly • Signed W-9 for partner’s organization or fiscal sponsor 	<p><u>TreePhilly is responsible for:</u></p> <ul style="list-style-type: none"> • Managing tree delivery logistics and executing tree deliveries <p>See additional responsibilities on page 2!</p>
<p><u>Award Amount:</u></p> <ul style="list-style-type: none"> • Grant Recipients will receive a \$200 grant • <u>Optional Grant Bonus:</u> If an organization is able to provide an organization-owned vehicle and an insured-driver to complete deliveries during the week following their registration deadline, they will be compensated with an additional \$100 bringing their total grant award to \$300. In this case TreePhilly would be responsible for creating delivery routes, putting together delivery materials, and providing PPE and safety protocols to delivery drivers, and grant recipients would be responsible for coordinating date of delivery with TreePhilly and executing all tree deliveries in accordance with TreePhilly’s safety protocols. <p>*** All deliverables must be completed and received before receiving the monetary award.</p>	

Option 2: Regional Pickup Event, plus Delivery

Organizations will be paired with up to three other grant recipients from their region to distribute trees at a contactless pick-up event organized by TreePhilly staff. TreePhilly will work in collaboration with grant recipients to determine an event location that is accessible for each of the co-hosting organization’s communities.

The event will be a contactless, drive-thru-style tree pickup event where people register for a tree ahead of time, then arrive in a vehicle to receive their tree. Organizations are responsible for pre-registering all tree recipients by a designated registration deadline. There will not be an option for walk-in registration. A limited number of door-to-door tree

deliveries will also be available as an option for community members who are unable to access an event due to lack of a vehicle or an increased vulnerability to COVID-19.

This is the right option for you if...

- Many members of your community are able to travel within their region to pick up a tree
- Many members of your community will be comfortable and able to attend a contactless pickup event, even in the case of increased COVID-19 cases
- You are able to supply at least one volunteer to support an event, even in the event of an increased number of COVID-19 cases

<p><u>Grant recipients are responsible for:</u></p> <ul style="list-style-type: none"> • <u>Attending an online TreePhilly training during the week of March 1.</u> • Designating a primary contact who can attend the training and oversee the grant, and an alternate contact who will take over in case of emergency • Promoting the contactless pickup event and delivery program • Registering residents for tree species using a designated Google Form • Helping secure an event location • Supplying 1-3 volunteers for the duration of the event • Sending tree recipients a post-delivery email with tree planting and care instructions • Submitting deliverables: <ul style="list-style-type: none"> • Materials developed to promote the tree giveaway • A ten-question survey administered by TreePhilly • Signed W-9 for partner’s organization or fiscal sponsor 	<p><u>TreePhilly is responsible for:</u></p> <ul style="list-style-type: none"> • Managing all event logistics • Supplying trees, care information packets, and mulch • Managing tree delivery logistics and executing all tree deliveries • Supplying COVID-19 safety protocol and PPE to event volunteers <p>See additional responsibilities on page 2.</p>
<p><u>Award Amount:</u></p> <ul style="list-style-type: none"> • Grant Recipients will receive a grant award of \$200 for registering their community for 25 trees, \$300 for 50 trees, \$400 for 75 trees, and \$500 for 100 trees. <p>*** All deliverables must be completed and received before receiving the monetary award.</p>	

TREEPHILLY COMMUNITY YARD TREE GIVEAWAY GRANT FORM
Spring 2021

Forms are due at 5:00 pm Tuesday, February 9th. Please email applications to info@treephilly.org . Contact TreePhilly via phone (215-683-0217) or email (info@treephilly.org) with all questions.

A. LEAD ORGANIZATION: (required)

Name: _____

Address: _____

Email: _____

Phone: _____

Social Media Handles or URLs (if applicable): _____

Fiscal Sponsor? Y ___ N ___

Group's Mission or Vision:

Who is your community?

How do you communicate with your community? Do you work with property owners, renters, or families? How have you stayed connected with your community during the pandemic? Through email, weekly events, through canvassing?

What is your vision for your neighborhood? How would a community yard tree giveaway help you achieve that vision?

How would you promote tree distribution in your community?

Primary languages spoken by your community?

Would you like TreePhilly to translate materials? Y ____

B. PARTNER ORGANIZATIONS: *(skip this step if you are not applying with partner organizations)*

Organization 2 (optional)- _____

Name: _____

Address: _____

Email: _____

Phone: _____

Social Media Handles or URLs (if applicable): _____

Fiscal Sponsor?: Y ____

Organization 3 (optional)- _____

Name: _____

Address: _____

Email: _____

Phone: _____

Social Media Handles or URLs (if applicable): _____

Fiscal Sponsor?: Y ____

C. CONTACT INFORMATION

Primary Contact- _____
Name: _____
Organization: _____
Email: _____
Phone/s: _____

Alternate Contact- _____
Name: _____
Organization: _____
Email: _____
Phone/s: _____

D. TREE DISTRIBUTION OPTION: After carefully considering the options described above, please select **ONE** of the two options and answer all questions under the option you select.

- OPTION 1: Door-to-Door Delivery Only

A. Who will complete delivery? (select one)

- TreePhilly will complete the delivery of 25 trees to my community
- I will supply an organization-owned vehicle and an insured driver to complete tree deliveries in exchange for an additional \$150 to my grant award.

B. Delivery Registration Deadline:

With this option, you will be expected to register your community for all 25 trees by a specific registration deadline. Please **rank** the following four dates with 1 being the optimal delivery registration deadline for your organization and 4 being the least optimal deadline. (TreePhilly will work with you to find a deadline that will suit your needs, but due to our delivery capacity, may not be able to give you your top choice.)

___ Tuesday, March 23

___ Tuesday, May 11

- OPTION 2: Regional Pickup Event plus Delivery

A. Number of Trees (TreePhilly will determine the final number of trees based on availability, estimated partner organization capacity, and TreePhilly staff capacity):

25 50 75 100

B. Event Date:

Select all dates that your organization would be available to co-host an event in your region. TreePhilly will work with community partners to find a date that works for all grant recipients in a region who are interested in hosting an event. Community partners must be able to supply 1-3 volunteers on their event day and must have all trees registered for pickup at events and delivery at least three days in advance of the event date. If you are selected, TreePhilly will contact you by February 18th to finalize your event date and registration deadline.

Check ALL dates you are available.

- Saturday, March 27th
- Sunday, March 28th
- Saturday, April 10th
- Sunday, April 11th
- Saturday, April 17th
- Sunday, April 18th
- Saturday, April 24th
- Sunday, April 25th
- Sunday, May 2nd
- Saturday, May 8th
- Sunday, May 9th
- Saturday, May 15th