

Spring 2017 Community Tree For Me Grant Application

Toronto Parks and Trees Foundation (TPTF) is pleased to announce our Spring 2017 Community Tree For Me Grants. Now in its second year, we are looking to expand the Tree For Me program to involve in spring 2017 up to eight (8) groups and/or individuals in tree matching and planting efforts in the city of Toronto. Our grants of \$500, up to 150 trees, and hands on support from TPTF staff, will enable eligible individuals and groups to organize and host a Tree For Me event in late-April to late-May 2017. Grant applications will be accepted online via torontoparksandtrees.ca until **Friday, February 17th, 2017 at 5pm**. Grantees will be announced March 1st, 2017.

About Toronto Parks and Trees Foundation

Since 2002, the Toronto Parks and Trees Foundation (TPTF) has been helping Toronto transform its parks and green spaces. We work in partnership with the City of Toronto, community groups, neighbourhoods, the business community, and individuals. Our mission is to re-imagine local parks and improve the health of Toronto's urban forest by supporting tree planting and stewardship efforts, with a focus on private land and lesser treed priority neighbourhoods. TPTF also works in tandem with the City's front yard tree program, and the numerous neighbourhood tree advocates across Toronto. **It is through these strategic partnerships that TPTF is able to provide park and greenspace enhancements that cannot be achieved through public funding alone.**

Toronto's Tree Canopy Goals and Every Tree Counts

Toronto has set out an ambitious goal to plant 3.8 Million trees across Toronto over 10 years, and increase tree canopy from 26% today, to 40% over the next 50 years. TPTF acts as the central agency for reporting and tracking success toward the city-wide goal. To meet the tree canopy target of 40%, 300,000 trees must be planted in Toronto each year. City of Toronto, Urban Forestry plants approximately 100,000 trees on public land annually. The City's estimates show only half this target is being met and that the greatest potential for planting is on private land, where currently only 25,000 trees are being planted annually. That's why community participation and leadership is critical to achieving Toronto's tree canopy goals.

Every Tree Counts is TPTF's capital fundraising and public awareness campaign in support of this goal, launched by TPTF and Mayor John Tory in spring 2016. **In 2017, we will expand the campaign's impact and reach in part through growing our successful Tree For Me program**

in partnership with stakeholders, like you, across Toronto.

The Tree For Me Program

Launched in spring 2016, Tree for Me is geared toward Toronto homeowners or anyone who has permission to plant a tree on private land. The program aims to increase canopy in Toronto's least treed neighbourhoods.

'Tree For Me' carefully matches registered individuals with a free native tree from local seed stock. Through TPTF's online registration system, participants can fill out a short questionnaire to select an appropriate tree species. Registrants pick up their tree and take part in a mandatory tree planting and care workshop at a Tree For Me event in their local community. Each tree comes in a one gallon bucket, weighs less than five pounds and is 2 to 5 feet tall - small enough to fit in a car, a wagon or on the TTC. TPTF makes tree stewardship resources available to participants via torontoparksandtrees.ca and we continue to engage with participants long after the event with seasonal tree care tips.

Here's how the program works:

Step 1: Registration & Tree Matching - Through TPTF's registration system, participants can fill out a short questionnaire about the soil type, drainage condition and size of their site. Based on their responses, a tree species meant to thrive in those conditions is recommended. A confirmation email is sent with important information, such as checking with Hydro One for a free locate to confirm the best location. Reminder emails are sent leading up to the event.

Step 2: Tree Pick Up & Education - At their community Tree for Me event, participants take part in a mandatory tree planting and care workshop to learn how to properly plant and maintain their young tree. Participants are also given a link to online tree species information sheets (limited quantities available in print to help save trees!).

Step 3: Planting & Ongoing Care - Participants receive a follow up email with reminders to log their tree at torontoparksandtrees.ca to 'make it count' and to check out the tree planting and care guide available on the TPTF website. Participants receive follow up emails from TPTF with seasonal tree care tips.

Be Part of Growing Toronto's Tree Canopy

Community groups, business associations, and individuals are important partners in growing Toronto's tree canopy. TPTF designed the Community Tree For Me Grant program to help increase your capacity and support your efforts to promote tree planting and tree care in your locale. The TPTF grant provides:

1. \$500*
2. 50, 100 or 150** tree seedlings (2 to 5 ft tall in 2 gallon buckets).

3. Mulch
4. Promotional materials to distribute (door hangers and postcards)
5. Event planning and promotion support
6. Use of online registration and inventory system
7. Educational materials
8. Training workshop for staff and/or volunteers
9. Up to two TPTF staff members at your event to help host tree planting and care workshops

*A budget breakdown will be required from grantees, e.g. coordination, food, material rentals, venue

**Applications that choose 150 trees will automatically be recognized as a participating Canada 150 neighbourhood. In the event of leftover trees, TPTF will work with successful applicants to find appropriate homes

**The deadline to submit applications for the Spring 2017 Community Tree For Me Grant is
Friday, February 17, 2017**

Winners will be announced on Wednesday, March 1st.

Applicant Guidelines

The Community Tree For Me Grant program is intended to help eligible individuals and groups to organize, promote and host a Community Tree For Me event in their neighbourhood. The goal is to match and educate eligible participants on tree planting and care - and log these efforts in order to demonstrate the impact on Toronto's tree canopy.

Applicant Requirements:

- Must be a charitable organization (charitable number required). Groups or individuals that do not have a charitable number must partner with a registered charity to receive funding.
- TPTF will receive joint applications for no more than 3 community groups.
- Must serve Toronto or a Toronto community.

Tree For Me Event Requirements:

- Event must be held in the City of Toronto (see attached map)
- Event must be held between April 22nd and June 3rd (weekends are suggested but not mandatory; suggested to piggy-back on other community events such as Farmers Markets or Environment Days)
- Location must include space for tree planting demonstrations. Demonstrations can either take place outdoors or inside with the use of large bins.
- If outdoors, event plan must include a contingency plan for inclement weather (access to indoor space, rain date, etc)
- Walk up registrants are allowed however, you must ensure such registrants intend to plant trees in the city of Toronto and on private property (Note: the majority of registration will be handled online prior to your event)

Grant recipients are responsible for:

- Identifying one person to liaise between the community group and TPTF
- Attending a grantee training workshop in March (Note: date to be determined, option for evening or weekend)
- Securing an event space (Note: if your event space is in a public park, please inform TPTF no later than March 16, 2017 to receive a park permit for use of the space)
- Planning and promoting your event
- Recruiting volunteers to help run your event
- Transferring trees from holding location in Toronto to event site.
- Submitting final deliverables to TPTF within two weeks of your Tree For Me event, including:
 - List of names, emails, phone numbers, address and species of walk-up registrations
 - A brief report with final numbers of registrants, trees given away, volunteers, etc, as well as how requirements of the grant were met, successes and challenges you encountered, and any feedback collected from volunteers and participants (Note: TPTF will provide an online template to complete this report)
 - Samples of the promotional materials that you distributed
 - Final budget, including how you intend to use any leftover funds

Completing the Grant Application Form

Please submit your application online via tptf.ca

The will need to gather the following information in order to complete the online form:

Your Information:

1. Individual or group name, address, email, website and social media handles
2. Primary contact name, contact information and title
3. Alternate contact name, information and title
4. Number of staff people and/or regular volunteers
5. Your mission and values
6. Please tell us a bit more about yourself/ your group. What neighbourhood/community do you serve?
What do you do and why?

Tree For Me Event Information:

1. Why do you want to host a community Tree For Me event?
2. Is there a demand for trees in your neighbourhood? Please estimate what the average yard space is for residents in your community.
3. Do you have the capacity to host an event? Please tell us about any past events you have hosted.
4. Please describe how you plan to promote your community Tree For Me event.
5. Please provide a brief preliminary plan for your event. Please include your proposed date, location, time and number of trees as well as your staffing/volunteer plans, and what you plan to do if in the event of inclement weather (if your event is outdoors).