



California Arbor Week Celebration Program Call for Applications 2018



California ReLeaf is pleased to announce \$20,000 in the first cycle of pass-through funding for the 2018 California Arbor Week to celebrate the value of trees for all Californians. This program is brought to you thanks to the support of the USDA Forest Service and Pacific Gas and Electric Company (PG&E).

If you are interested in receiving a stipend to celebrate California Arbor Week, please review the criteria and details below and **submit the one page application via email by Thursday, March 1, 2018 – or sooner.**

Program Criteria:

Eligible Applicants:

- Urban forest nonprofits
- Community Based Organizations who include tree planting, tree care education in their programs/projects

Eligible Projects:

- **Educational events occurring within the PG&E service area** that include Tree Plantings and Tree Care Activities **and** "Call Before You Dig" outreach, with info from PG&E

Priority Constituencies and Geographic Locations (included yet are not limited to):

- Diverse Communities
- Low income Communities
- Communities that have not had access to recent urban forestry funding

Program Details:

- Stipends will range from \$1,000-\$2,000.
- 50% of the stipend will be paid upon Award Announcement, with the remaining 50% upon receipt and approval of the Final Project Report.
- Celebration events must occur between March 7 and May 31, 2018. **Please Note:** a second cycle of PG&E sponsored grants will be released later this year.
- Arbor Week Celebrations are key outreach publicity events about the importance of trees. Grantees will be expected to develop events that engage the public **and** capture local media attention. You can capture media attention by involving school children in your events and inviting local leaders and elected officials – and letting the local media know. Local media includes community newspapers, bloggers, public television, and even student television.
- Projects supported with PG&E funds will be expected engage with local PG&E staff on publicity.
- Final Project Report should be 1 to 2 pages with 5 to 10 photographs and include information about publicity activities. ReLeaf will provide a user-friendly template.

How to Apply:

Please send your Arbor Week 2018 **application by March 1, 2018** to Chuck Mills at cmills@californiareleaf.org.



**California Arbor Week
Celebration Program
Application 2018**



Organization Name: _____

Project Manager Name: _____

Title: _____

Address: _____

City: _____ **Zip** _____

Email: _____

Telephone Number: Office: _____ **Cell:** _____

Stipend Amount Requested (\$1,000 - \$2,000): \$ _____

Number of Arbor Week Events: _____ **Dates of Events*:** _____

Number of trees to be planted: _____ **Number of trees to be cared for/stewarded:** _____

Number of schoolchildren to be engaged overall: _____ **Number of schools to be engaged:** _____

Local Elected Official(s) to be invited: _____

Name of Local Community Newspaper(s) to be contacted: _____

Summary of the Event Activities and how the stipend will be used *(1,275 character limit):*

Application Deadline: March 1, 2018

Email Application PDF to: Chuck Mills (cmills@CaliforniaReLeaf.org)

Questions: Call Chuck Mills at 916.497.0035 or Cindy Blain at 916.497.0034

*All Organizations receiving a stipend must register their Arbor Week event at www.arborweek.org/events. **Event can be any time between March 7th & May 31st 2018.**