



California Arbor Week Celebration Program Call for Applications 2019



California ReLeaf is pleased to announce \$75,000 in statewide pass-through funding for the 2019 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, the California Department of Forestry and Fire Protection, Edison International, PG&E Corporation Foundation, and Sempra Energy California utilities.



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 Friday, February 22, 2019 – 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 service areas of the sponsoring utility organizations: Edison International (aka Southern California Edison), PG&E, and Sempra Energy California utilities. Educational events will include Tree Plantings and Tree Care Activities as well as provide safety information from the applicable utility regarding trees near power lines and checking for underground utility lines.

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 may occur either in the Spring between March 1 and May 31, 2019 or in the Fall between September 1 and October 30. **Please Note:** In September tree care events are preferred while October is better for tree plantings when the weather is more appropriate.

- 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.

Sponsor Engagement & Recognition

- You will be expected to engage with your sponsoring utility in order to coordinate California Arbor Week publicity as well as to offer volunteer opportunities for your utility sponsor's personnel.
- You will be expected to recognize your utility sponsor's contribution by:
 - posting your utility sponsor's logo on your website
 - including your utility sponsor's logo in your Arbor Week social media
 - offering your sponsor time to speak briefly at your celebration event
 - thanking your sponsor during your celebration event.

Final Report

- Final Project Report should be 1 to 2 pages, with 5 to 10 photographs sent separately as jpegs. The report should include information about the event, community engagement, and publicity activities. ReLeaf will provide a user-friendly template in MS Word.
- Spring Final Reports are due June 15, 2019
- Fall Final Reports are due November 15, 2019

Questions?

Please feel free to call us with any questions you may have:

Cindy Blain – 916.497.0034

Mariela Ruacho – 916.497.0037

How to Apply:

Please send your Arbor Week 2019 application **by February 22, 2019** to Cindy Blain at cblain@californiareleaf.org.

Thank you for supporting greener, healthier, and stronger communities with trees!