



California Arbor Week Celebration Program Call for 2020 Applications



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California ReLeaf is pleased to announce \$40,000 in funding for 2020 California Arbor Week to celebrate the value of trees for all Californians. This program is brought to you thanks to the partnership of Edison International and the support of the USDA Forest Service and the California Department of Forestry and Fire Protection.

Arbor Week Celebrations are wonderful community engagement and education events about the importance of trees in promoting community health and combatting climate change! It's a great opportunity to engage a wide range of volunteers, from school children, to college students, to retirees. Grantees will be expected to develop events that engage the public **and** capture local media attention.

If you are interested in receiving a stipend to celebrate California Arbor Week, please review the criteria and details below and **submit the [Arbor Week Grant Application Form](#) by Monday, February 17, 2020.**

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 your final report.
- Celebration events must occur by **May 31, 2020**.
- Priority will be given to diverse, disadvantaged, or low-income communities, as well as communities that have not had recent access to urban forestry funding.
- Media is a key aspect of Arbor Week events. You can capture media attention by involving school children and inviting local leaders and elected officials – so please let the local media know what you're doing! Local media includes community newspapers, bloggers, public television, and even student television.
- [Arbor Week Final Report](#) is due **June 30, 2020** and should be filled out online, with 5 to 10 photographs sent separately as jpegs. The report should include information about the event, community engagement, and publicity activities.

Eligible Applications:

- Urban forest nonprofits. Or community-based organizations who do tree planting, tree care education, or are interested in adding them to their projects/programs
- Must be a 501c3 or obtain a fiscal sponsor
- Educational events must occur within the service areas of the sponsoring utility Edison International (aka Southern California Edison).
- Educational events will include Tree Plantings and Tree Care Activities as well as share information from the sponsoring utility regarding trees.

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 their logo on your website
 - including their logo in your Arbor Week social media
 - offering them time to speak briefly at your celebration event
 - thanking them during your celebration event.

Questions?

Contact **Chuck** (916.497.0035; cmills@californiareleaf.org) or **Sarah** (916.497.0036; sdillon@californiareleaf.org)

For more information and to apply, visit www.californiareleaf.org/programs/grants