



California's Continuing Arbor Week Celebration Call for Applications 2018



California ReLeaf is pleased to announce \$20,000 for the second cycle of pass-through grants honoring California's 2018 Arbor Week. These funds are available to celebrate the value of trees for all Californians. This program is supported by the USDA Forest Service and Pacific Gas and Electric Company (PG&E).

If you are interested in receiving a stipend to continue the celebration of California Arbor Week, please review the criteria and details below and **submit the one page application via email by Monday, October 15, 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
- *All Projects must occur with the PG&E Service Area (see map and URL below)*

Program Details:

- Stipends will range from \$1,000-\$2,000.
- 50% of the stipend will be paid upon Award Announcement, with the remaining 50% paid upon receipt and approval of the Final Project Report, due no later than January 13, 2019.
- Projects must be completed by December 31, 2018.
- While these events take place later in the year, grantees will be expected to incorporate language honoring Arbor Week and the importance of trees into their outreach event program. You can riff on the theme that "Every Day is Arbor Day" and a good time to plant and care for trees. Grantees are also expected to develop projects that engage the public **and** capture local 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.
- Grantees will be expected to engage with local PG&E staff on publicity for their projects.
- 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 **application by October 15, 2018** to Chuck Mills at cmills@californiareleaf.org.

PG&E Service Area Map

More info available at https://www.pge.com/tariffs/tm2/pdf/ELEC_MAPS_Service_Area_Map.pdf

