



K E E P A M E R I C A
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2019 Keep America Beautiful® Community Tree & Recovery Tree Planting Grants

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Application Deadline: July 2, 2019

The UPS Foundation has been a supporter of Keep America Beautiful since funding KAB's Volunteer Management program in 2004. In 2015, the UPS Foundation announced it will fund the planting of 15 million trees by the end of 2020. To date, The UPS Foundation and its environmental and educational partners, including Keep America Beautiful, have planted more than 9.8 million trees in over 53 countries.

In 2019, Keep America Beautiful has partnered with the UPS Foundation once again to offer the Community Tree & Recovery Tree Planting Grants consisting of the following:

- 1) FIVE grants @ \$5,000 each for Community Tree & Planting Projects**
- 2) FIVE grants @ \$5,000 each for Post-Recovery Tree Planting Projects**
- 3) TWO grants @ \$10,000 each for a large scale Post-Recovery Tree Planting Project**

Community Tree Planting Projects will address one or more of the following: reducing levels of carbon dioxide (CO₂) and greenhouse gas emissions through strategic plantings; emphasizing the importance of native trees; or planting fruit trees to produce fruit for local consumption.

Post-Recovery Tree Planting Projects will be given to affiliates whose communities have lost significant trees as a result of a natural disaster. These grants will focus on planting trees that have a greater likelihood of withstanding disasters (e.g., roots hold soil and prevent erosion, lessen runoff to mitigate flooding).

- Projects will demonstrate long term operational and financial sustainability
- Priority will be given to affiliates that encourage and have an articulated plan for UPS employee engagement in tree planting projects

KAB Affiliate Eligibility:

- KAB certified affiliates in Good Standing are eligible to apply

Proposal Requirements:

- **Please review this [tip](#) sheet on how to define and measure outcomes before you craft your application. You will be required to measure outcomes in your wrap-up report.**
- Proposals should clearly describe the need for the project in the community
- Applicants must clearly outline metrics measurement and define outcomes
- A strong sustainability plan must be included in the proposal
- Employee engagement plan to utilize and capture/track the number of UPS employees involved in the project
- If a Keep America Beautiful State Affiliate organization is applying for pass-through grant funding to support their local affiliates, Keep America Beautiful requires that the sub-recipients are certified affiliates of Keep America Beautiful in Good Standing



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Contact Information

* 1. Contact Information

Your Name:	<input type="text"/>
Affiliate	<input type="text"/>
Address:	<input type="text"/>
City/Town:	<input type="text"/>
State:	<input type="text" value="-- select state --"/>
ZIP:	<input type="text"/>
Email Address:	<input type="text"/>
Phone Number:	<input type="text"/>

* 2. What is your affiliate's tax ID #?

* 3. Which tree planting grant funding category are you applying for?

- \$5,000 Community Tree Planting Grant
- \$5,000 Post Recovery Tree Planting Grant
- \$10,000 Large Scale Post-Recovery Tree Planting Grant

* 4. Please provide a brief (1 to 2 sentences) description of your project:

*** 5. Provide an OVERVIEW of the community need that the tree grant funds will be used to address. How will your project/program address specific community needs? (1-2 paragraphs)**

*** 6. What are the specific GOALS AND OBJECTIVES of this tree planting project/program? (1-2 paragraphs)**

*** 7. What's the anticipated COMMUNITY IMPACT that will result from this grant funding? (1-2 paragraphs)**

8. What are the anticipated project OUTCOMES? How will this project help community residents or stakeholders? (e.g. increase in shade, increase in education surrounding the importance of disaster resistant trees, reduction in damaged homes as a result of planting more storm resistant trees, reduction in poverty and food insecurity rates, reduction in carbon dioxide levels, etc.) Please reference [Defining & Measuring Outcomes Tips](#) for assistance. (1-2 paragraphs)

9. Outcome metrics are the specific data that you collect to assess the extent to which expected outcomes (e.g., changes in behaviors, attitudes, or knowledge) have been achieved.

Specific: Have you explicitly identified the changes you expect to see, for whom, by when?

Measurable: Can the change be seen (i.e., observed behavior), heard (i.e., participant interview), or read (i.e., client records)?

Achievable: Is it reasonable that you can collect and analyze data on the metrics? Do you have the time, resources, and staff capacity to do so?

Relevant: Are the metrics directly related to the outcome?

Timely: Will your metrics help you understand progress in the first third to half of your program, as well as at the end of the program?

Which METRICS will you use to measure success?

- Conduct surveys or interviews of park users or residents before and after the tree-planting
- Include residents or users of the public space where trees are to be planted in the planning process
- Work with an arborist to design planting project, utilize native plants
- Analyze the increase/decrease in number of visitors around tree project

Other metrics you will use:

*** 10. Detail your project/program BUDGET including a description of how tree grant funds will be spent. If additional funders, please name and provide their respective funding amounts:**

*** 11. Provide a detailed project/program TIMELINE:**

*** 12. Provide your plan to TRACK the number of UPS employee volunteers involved in the project as well as the scope of their engagement:**

*** 13. Provide your plan for reaching out/utilizing traditional as well as social MEDIA sources:**

14. Supplemental Info (not required) - How will other partners such as neighborhood, civic trade or gov't groups, businesses as well as schools and youth groups be involved? If relevant, how will any additional funding or in-kind contributions received support the project?

*** 15. Estimated project launch date:**

Date / Time

*** 16. Estimated project completion date:**

Date / Time



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Please Note

Important deadlines:

JULY 2, 2019: APPLICATION DUE

JULY 16, 2019: RECIPIENTS ANNOUNCED

JULY 10, 2020: WRAP-UP REPORT DUE

Reporting Requirements:

Upon completion of the winning projects, affiliates will be required to report on:

- 1) Number of Trees
- 2) Type, Size, Caliber and Height of Trees
- 3) Measurement of Tree Canopies (for projects aimed at reducing CO₂ and greenhouse gas emissions)
- 4) Tree Planting Location and Justification
- 5) Project Summary
- 6) Intended Outcomes Met
- 7) Community Impact
- 8) Results: Outcome Measurement
- 9) Media Outreach
- 10) UPS Employee Numbers & Engagement Results