



# My Great Neighbourhood Grant Application



**PROJECT TITLE:** Trees Belong in Neighbourhoods

**PROJECT TYPE:**

**PLACEMAKING**

**CONTACT INFORMATION:** Frances Litman

**Not-for-Profit Organization** Creatively United for the Planet Society

**PROJECT LEAD:**

Contact Name: Community Trees Matter Network in partnership with CreativelyUnited.org

Organization Name: *(if applicable)* Creatively United for the Planet Society

Mailing Address: *c/o* **Personal info** Victoria BC V9A 6P4

Telephone: **Personal info**

Email: info@creativelyunited.org

**PARTNERING NOT-FOR-PROFIT GROUP:**

Society Registration Number: #S0060506 Creatively United for the Planet registered non-profit society

Contact Name: Frances Litman or Lisa Gordon

Organization Name: Community Trees Matter Network

Mailing Address: *c/o* Creatively United for the Planet Society **Personal info** /ictoria BC V9A 6P4

Telephone: **Personal info** (Lisa Gordon)

Email: info@creativelyunited.org and/or treesmatternetwork@gmail.com

**PROJECT DESCRIPTION:** Please describe your proposed project

The City of Victoria recently accepted the UN Trees for Cities Challenge and pledged to plant 5,000 trees. The Community Trees Matter Network has been working with the city on raising awareness about our urban forest. We want to encourage and showcase community placemaking by encouraging individuals and community groups to: 1) share what they believe to be the most beautiful and significant trees in their neighbourhood (with supporting visuals, photos, artwork, etc. and reasons why) and sharing that on our community hub and social media channels; 2) encourage residents to identify possible locations in their community where trees could be planted on private and public property; 3) provide a free online community tree resource, connection, tips and information hub.



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**SUSTAINABILITY:** (Placemaking only), what is the intended lifespan for your proposed project?

<1 year      2 years      3 years      4 years      5 years

How will your project be maintained through its lifecycle and retired after its intended lifespan?

The benefits of this project will be enjoyed by future generations. The information gathered and shared will contribute to trees being planted to survive and thrive with community awareness, pride and involvement. Having the collaborative support of the city and its arbourists will create a win/win. We are committed to collaborating with and reporting to the Director of the Victoria City Parks Department during the project to respect and enhance their own existing programs.

Who will assume responsibility for ensuring these actions are undertaken?

Creatively United and the Community Trees Matter Network will be harnessing the power of our collective networks to ensure our project is fulfilled and providing lasting benefit to the community at large.

**COMMUNITY INVOLVEMENT:** How will your proposed project involve the community before, during and/or following implementation?

We have already been approached by and identified several individuals and neighbourhood associations keenly interested in being involved. Our city is filled with tree lovers who want to do something but don't know where to start and what they can do. We want to bridge that gap because trees bring people together to help create a strong sense of community and neighbourhood pride; enhance the quality of life for residents and visitors to Victoria neighbourhoods; and renew and revitalize space in the public realm.

**BENEFITS:** How will your proposed project benefit the community?

The educational value and community pride resulting from this project has lasting benefits. 1) By helping a community grow more aware of their existing trees or the lack of them, and instilling pride in those trees, people are more inclined to take better care of trees, especially when viewed as a precious resource to be stewarded. 2) By involving people in the scouting, planting and stewarding of new trees, the long term maintenance and survival of those trees is greatly enhanced, resulting in renewed public spaces and the revitalization of neighbourhoods. 3) Helping people recognize the eco benefits and cost savings of mature trees may also result in the protection and preservation of more trees as public attachment grows.

**APPROVALS:** What approvals and/or other regulatory requirements must be met to complete your project? (e.g. property owner permission, Heritage Alteration Permit, etc.)

Planting trees on private land requires no approvals, however, by working with the city and community on identifying both private and public lands to plant trees, this project may assist the city in saving money while instilling community pride by involving neighbourhoods in the planting of more trees and enhancing awareness of the importance of our urban forests.



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**LIABILITY:** Are there aspects of your project that present risk to people or property during the activity or placemaking project installation? How will risk be managed during the lifespan of the placemaking project after installation? (e.g. insurance)

There is no risk involved in this project.

### PROJECT TIMELINE:

Start date: October 23, 2019 Completion date: October 20, 2020

(Projects must be completed within one year of receiving funds)

### PROJECT LOCATION:

**Neighbourhoods: as many as we can organize as possible**

Street: TBA

Address: TBA

### WORKPLAN SCHEDULE:

(Please add more lines if necessary)

ate	Milestone
October 23, 2019	Host public lecture: Planting Trees Properly with city arborist, Ryan Senechal
November 15, 2019	Video from Oct. 23 <sup>rd</sup> posted to website as the beginning of an organized tree planting and tips resource section to help those wanting to plants trees right away
January 31, 2020	Resource section of website and strategy sessions complete for roll out
Feb. 1, 2020	Strategy sessions complete for best practices for community roll out
	Invite created, posted and sent to community groups and associations inviting them to take part in Our Community Trees Matter on Feb. 14
Feb. 14, 2020	Official launch of Our Community Trees Matter
Feb. 14-April 22, 2020	Posting of favourite community trees, planting locations shared with city + groups
April 22, 2020 Earth Day	City wide tree planting and educational events

### PROJECT COST:

What is the **total cost** of the proposed project (including in kind labour and donated goods and services): \$ 9990.00

Amount requested from the My Great Neighbourhood grant fund: \$ 4995.00 (must not exceed 50% of total cost)



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### WORKPLAN SCHEDULE continued:

April 22, 2020-August 22, 2020 – Tree Awareness and maintenance, ongoing posting of city wide initiatives, favourite trees, stories, art, etc.

Sept. 23, 2020 – National Tree Day awareness campaign and continued sharing of planting and maintenance tips, posts, etc., possible tree bike tour

Oct. 20, 2020 – Community wrap up event and discussion of next steps



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Please complete following budget (budget examples can be viewed on the website)

Items Funded by Grant	Amount
Meeting expenses for related public events	\$100
Videographer/Editing/Posting of How to Plant Properly	\$500
Year-round web support by webmaster to revise and include ongoing information, posts and photographs	\$2500
Graphic design and invitation creation for Feb. 14 <sup>th</sup> launch	\$100
Printed materials	\$75
Year-round project coordinator salary	\$720
Year-round social media blogger for project	\$1000
For Placemaking, include any funding required to maintain and/or retire the project	
<b>TOTAL REQUESTED (must not exceed your Total Matching Contribution below)</b>	<b>\$4995</b>

Items Provided by Applicant	Amount
Meeting expenses for public events	\$100
Videographer/Editing/Posting of How to Plant Properly	\$500
Year-round web support by webmaster to revise and include ongoing information, posts and photographs	\$2500
Graphic design and invitation creation for Feb. 14 <sup>th</sup> launch	\$100
Printed materials (as required)	\$75
Year-round coordinator salary	\$720
Year-round social media blogger for project	\$1000
<b>YOUR TOTAL MATCHING CONTRIBUTION</b>	<b>\$4995</b>



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### DECLARATION:

I certify that the information given in this application is correct. I agree to the following terms:

1. The grant application meets all the eligibility requirements of the My Great Neighbourhood Grant Policy.
2. The not-for-profit organization is not in arrears with the City.
3. The Project or Activity will be carried out when and as described in the application. If there are significant changes to the Project or Activity or it is not completed, I am responsible to notify the City of Victoria of any changes and I am required to return the funds back to the City of Victoria.
4. I assume all liability for activities associated with Project or Activity implementation and for all life cycle costs described above.
5. The Project or Activity will be in compliance with all applicable municipal policies, bylaws and requirements of the City of Victoria respecting use of City property.
6. A final report conforming to the format on the last page of this application will be submitted.
7. I provide the City of Victoria permission to share my name and details of this application to outside organizations for the purpose of determining funds from those organizations for the project.
8. I acknowledge that information contained in this application will become a matter for the public record and is subject to disclosure under the Municipal Freedom of Information and Protection of Privacy Act.

Date: October 10, 2019

Applicant Group/Resident Lead Name: Frances Litman

Signature(s): 

I have completed the Readiness Checklist

### LIST OF ATTACHMENTS:

Design information, including site map and visuals of Project or Activity location

Visit [www.creativelyunited.org](http://www.creativelyunited.org)

**N/A** If the application is not from a registered not-for-profit organization, a letter from a not-for-profit partner indicating their support for the project needs to accompany the application. If the applicant is successful, the grant payment will be made to the not-for-profit organization to administer and disburse funds to the group they are supporting.