



Urban Forestry Outreach Grant Program

To Connecticut's Urban Forestry Non-Profit Partners:

I am very pleased to announce the attached Request for Proposals. This RFP is an indication of the great value that the DEEP Division of Forestry places in its non-profit partners. We are fortunate that we have had so many good partners to work with over the years. Through this RFP, we seek to build on this relationship, to the benefit of the people of Connecticut. We look forward to all of the interesting applications that we know that we will receive in response.

To summarize – we are looking for applications from non-profit organizations in Connecticut that work in urban forestry and that can provide outreach to a target audience identified by the organization. The grant amount is for \$30,000 and is to fund outreach efforts, whether that be in the form of personnel, materials, a specific project or series of projects, or other activities. The start date for work to begin on the successful project will be from whenever the grant paperwork is executed. The grant will run until March 15, 2016. The due date for applications is October 22, 2014.

I also want to take this opportunity to thank our federal partner for providing the funding that makes this grant opportunity possible. Funding for this grant is from the USDA Forest Service, State and Private Forestry Program. We have always worked very closely with the Forest Service. This is yet another example of how productive that relationship is, for everyone.

The best of luck to all who wish to apply. If you have any questions regarding the grant, please do not hesitate to contact the State's Urban Forestry Coordinator:

Chris Donnelly / Urban Forestry Coordinator /DEEP Forestry
79 Elm Street / Hartford, CT 06106 / (860) 424-3178 / chris.donnelly@ct.gov

Sincerely,

Chris Martin
State Forester
DEEP Forestry
(860) 424-3630

September 12, 2014

**Request for Proposals
Urban Forestry Outreach Grant
CT DEEP Division of Forestry
Fall 2014**

Purpose of the Grant: The purpose of this grant is to encourage outreach efforts by a Connecticut-based non-profit organization currently engaged in urban forestry as a primary activity. We offer this grant in order to:

- Increase the number and diversity of citizens who are aware of and involved in urban forestry activities within Connecticut, or who benefit from urban forestry activities within the State
- Improve the quality of outreach materials and efforts relating to urban forestry
- Increase the linkages between state-level urban forestry efforts and those occurring at the local level
- Better understand how successful outreach efforts occurring in one community can be extended to other communities throughout the state
- Have a lasting impact on how urban forestry positively affects people's lives within the State of Connecticut

Eligible Organizations: Non-profit organizations properly registered with the IRS as a non-profit are eligible. The applying organization must have a well-defined target audience for outreach. Both this audience and the outreach proposed in the grant application must be within the mission of the organization. This audience may be defined in geographic, socio-economic, demographic and/or professional terms. The organization must be based in Connecticut and its target audience must also be Connecticut-based.

Grant Details: The full amount available through this grant is \$30,000. The grant recipient must be able to match the amount offered by some combination of non-federal funds and/or in-kind service equivalent to the grant award. The grant period will run from the date when the grant is executed until March 15, 2016. Final payment of the full grant amount will occur as a reimbursement and only when the grant is completed, with all required expenditures having been made. However, a schedule of partial payments in advance of the final payment may be established at the time the grant is awarded.

The expectation is that only one grant will be awarded, for the full amount of the grant. However, if an organization chooses to apply for an amount less than \$30,000, that application will receive consideration. If merited, that grant applicant may be awarded funding

DEEP Forestry reserves the right to offer an applicant or applicants an amount less than what the applicant applied for. If that occurs, the specifics of the application will be adjusted to reflect this reduced amount.

Criteria for Selection: All grant applicants will need to complete a grant application cover sheet (attached). In addition, potential grant recipients must outline the specific details of their

proposal, including a list of work to be done, anticipated outcomes and timeline associated with the proposal.

Primary consideration as to who receives the grant will be based upon:

1. *Demonstration of need within the target audience.* The applicant should be able to demonstrate why outreach to the audience it proposes is important, in the context of urban forestry at the local level and also urban forestry at the state level. In part, this should include an explanation of why additional outreach efforts over and above current outreach efforts are necessary. Specific details regarding the intended audience should be included. (Please note – as part of the review process, DEEP Forestry will independently assess the importance of this need in the context of the Division’s broader goals and priorities. This additional assessment will be a factor in DEEP Forestry’s consideration of how to allocate the grant funding.)
2. *Demonstration of need and capacity within the organization.* The intent of the grant is to fund an organization that can show it has clear need for this funding and also can show that it is capable of accomplishing what it proposes. What existing capacity does the organization have? How will this capacity be enhanced if the grant is awarded to this organization? Applicants are encouraged to provide descriptions of successful existing and completed programs and projects. Applicants should also provide details as to how the grant will be used to enhance their existing outreach capabilities.
3. *The project proposed.* The application will be assessed as to the intrinsic value of the proposed project. Specific, the review will consider how well the proposal fits in with the purpose of the grant as described in this document. Whether the project is practical, cost-effective and likely to be completed will also be considered. The reviewers will look to see whether the application is clear in all of its particulars. The reviewers will also look very closely at how well the grant describes:
 - a. Who will be doing the work proposed
 - b. The details of what is being proposed
 - c. How the project will be monitored and progress reported
 - d. Whether the time frame and project scope are practical, and
 - e. Whether the successes achieved through the project will extend beyond the time frame of the project

Additional Considerations: Through this request for proposals, DEEP Forestry wishes to challenge the creativity of potential grant recipients. Proposals may include requests to use the funding for personnel, materials, contract costs or supplies, as may be appropriate to the proposal. For example, the grant may be used to pay for the cost of planting trees, but only if those trees are to be used as a key part of an outreach effort, such in conjunction with an educational and recruiting effort targeting a particular group or set of neighborhoods. In that case, it is the outreach effort that will be given primary consideration in assessing the application, with the details of the planting to be given secondary consideration.

Also, through the grant, DEEP Forestry seeks to foster closer linkages between the state-level urban forestry program and activities outside that program, especially at the local level. Thus, consideration will be given to the extent to which a proposal encourages coordination between

the state's Urban Forestry Coordinator and the organization receiving the grant. The intent is not to give the Urban Forestry Coordinator management authority over work to be done on the proposed project, but to facilitate dialogue and synergy between what goes on at the state level and what occurs throughout at the state, including at the local level.

Each grant applicant must include in the application a description as to how the proposed project will be of value within a particular geographic area or to a particular professional and/or socio-economic group. Additionally, applicants are asked to indicate how the results of their project can be used to benefit a wider audience, and to indicate ways in which they are able to assist in creating these benefits for this larger group.

Application Procedure: In order to apply, an applicant must return the following:

1. An application cover sheet (attached)
2. A summary, no more than 5 pages in length, that will detail:
 - a. Project Scope
 - b. Intended Audience
 - c. Specific Outcomes Expected
 - d. Other Details as Indicated in this Request for Proposals
3. A budget sheet that clearly outlines costs to be paid for through the grant along with how those expenditures will be matched by the grant recipient. Expenditures may be matched by the expenditure of additional, non-federal funds and/or by in-kind contributions.

The applicant may also submit letters of support, summaries of other projects that demonstrate the organization's capacity, products from previous projects, and other materials supportive of its application. These will not be included in the 5 page limit.

Source of Funding for this Grant and Additional Notes: Funding for this grant program is made available from the USDA Forest Service State and Private Forestry program, through a grant to the State of Connecticut Department of Energy and Environmental Protection Division of Forestry. The Forest Service has sub-granted this funding to the DEEP Division of Forestry in order to support Connecticut's urban forestry efforts.

If the project results in a publication or a press release, this publication or press release shall reference the role that USDA Forest Service funding and DEEP Forestry assistance has played in this project. Similarly, the USDA Forest Service and DEEP Forestry shall be mentioned on any markers put in place in association with a project.

The Department of Energy and Environmental Protection is an affirmative action/equal opportunity employer, providing programs and services in a fair and impartial manner. In conformance with the Americans with Disability Act, DEEP makes every effort to provide equally effective services for persons with disabilities. Individuals with disabilities needing auxiliary aids or services or who wish more information by voice or TYY/TDD may call (860) 424-3000.

Projects that discriminate with regards to race, color, religion, national origin, age, sex or disability will not be funded through the Urban Forestry Grants program.

The staff of DEEP Forestry is committed to assisting communities and groups throughout Connecticut with regards to their efforts in urban forestry, whether or not those groups or communities apply for or receive an urban forestry grant. Please feel free to contact the DEEP urban forestry staff if you have any questions or comments.

Contact Information: To learn more this urban forestry grant or the urban forestry program in the State of Connecticut, please contact:

Chris Donnelly
Urban Forestry Coordinator
DEEP Forestry
79 Elm Street
Hartford, CT 06106
(860) 424-3178
chris.donnelly@ct.gov

Applications and any additional materials are also to be sent to the above address.
The due date for applications is October 22, 2014

Please also visit the DEEP Forestry web site at: www.ct.gov/deep/forestry.



Connecticut Department of
ENERGY &
ENVIRONMENTAL
PROTECTION

APPLICATION FORM

DEEP Urban Forestry Outreach Grant

This form is to be returned with a written proposal of no more than 5 pages, along with a budget summary. Additional materials such as letters of support are also encouraged.

Name of Applicant:

Federal ID #:

Project Title:

Project Location (Municipality):

Applicant's Address:

City:

State:

Zip:

Contact Person:

Phone # and FAX #:

Contact Person's Title:

e-mail:

Brief Description of Project:

Total Amount of the Project:

(Include Grant Request plus Match)

Grant Funds Requested:

Local Cash Match to Be Provided:

Value of In-Kind Match To Be Provided:

Project Start Date:

Project Ending Date:

Please give the names of additional groups (if any) to be involved:

Printed Name and Title of Authorized Representative

Signature

Date

Return completed applications to:

DEEP Division of Forestry – Urban Forestry Outreach Grant

79 Elm St., Hartford, CT 06106-5127.

FAX: 860-424-4070

email: chris.donnelly@ct.gov

Completed applications must be received by 4:00 pm on Wednesday, October 22, 2014.

