



2020 Grant Application



One generation planting trees to give shade to the next.

The Arbola Foundation works to engage 10 million children to plant one million trees. We work toward this goal in several ways including the award of direct grants to schools and 501c3 nonprofits.

- **Eligibility.** Eligible applicants include any public or charter school, or any classroom of a public or charter school, or any child-friendly 501c3 nonprofit located in the United States or a U.S. Territory. Additionally, a 501c3 veteran's organization may apply if it partners with a public or charter school or child-friendly organization. A child is anyone up to and including 18 years old.
- **Awards.** Each grant award shall be \$500, but the Arbola Foundation reserves the right to make awards that are more or less than \$500. Awards are made by the end of March.
- **Planting Day.** Despite the unique nature of each grantee's plan, all grantees should expect to plant their trees sometime during the week of Earth Day, April 22.
- **Requirements.** On regular 8.5" x 11" paper, please type answers to each item below. These answers constitute your application.
 - **Contact Information.** Provide name, cell number, email, project and organization name.
 - **Organization.** Discuss your organization, including city and state. Are you a school? A classroom? A 501c3 nonprofit? If a nonprofit, please attach to your application your 501c3 letter from the IRS.
 - **Project Story.** Every project has a story. What's the story behind your project? Share any details or unusual background material or exciting opportunities that make your story compelling, heartwarming, vivid, and wonderful. To the extent possible, share pictures.
 - **Children.** We want to engage as many children as possible, and encourage diversity among them. Discuss how many people overall, and children specifically, will be involved in your project and your commitment to diversity.
 - **Trees.** With each grant, we want to maximize the number of trees planted. Discuss how many trees will be part of your project. Discuss how many matching trees from other sources you expect if awarded a grant from the Arbola Foundation. If the Arbola Foundation grant is part of a larger effort, discuss how many trees overall will be planted.
 - **Plan.** Describe your plan for engaging children and planting trees during the week of Earth Day, April 22. Include how you expect the trees to be cared for after they are planted.
 - **Marketing.** Describe your efforts to market your project before, during, and after the event. Marketing may include traditional media such as newspapers and television, as well as social media such as Facebook, Twitter, Instagram, and others.
 - **Social Media Information Sheet.** Please complete the attached Social Media Information Sheet, and include it with your application.
- **Deadline and Submission.** By February 28, 2020, please PDF your application into a single file, and email it to: Vince.Juaristi@arbolafoundation.org. The Arbola Foundation will make awards no later than the end of March for planting activities during the week of Earth Day, April 22.

Social Media Information Sheet

Go to the Arbola Foundation Facebook page:

Have you followed us on Facebook?

How many people did you influence to follow us on Facebook?

Go to the Arbola Foundation Instagram page (arbolafoundation):

Have you followed us on Instagram?

How many people did you influence to follow us on Instagram?

Go to our website www.arbolafoundation.org:

Have you watched the video and taken the pledge?

How many people did you influence to watch the video and take the pledge?

Refer to our website www.arbolafoundation.org:

"If awarded a grant, our organization agrees to visit **Memory Tree** on the Arbola Foundation website and upload at least 15 photos or videos of our event within 10 days after Earth Day, April 22. Our organization further authorizes the Arbola Foundation to use our photos and videos on its website, Facebook, Instagram, social media, or in other promotional materials to advance its mission."

(Please sign and date below indicating your agreement.)

Signature

Date