

Introduction

The Urban League of London (ULL) has been honored with a bequest of \$100,000 by the late Beryl Ivey. The money is to be used to help conserve and plant Carolinian trees in London.

A total of 14 grants of various sizes are available. These will enable UL member groups (and others) to plan and carry out tree planting and preservation projects during the period 2009 and beyond, money permitting.

Beryl Ivey Tree Grants Project

The “Beryl Ivey Tree Grants” projects are intended to accomplish the following:

- 1) Create and / or protect repositories of Carolinian trees within London.
- 2) Locate these, and thereby confer benefit, to different parts of the city.
- 3) Allow for partnerships with groups such as the City of London, Upper Thames River Conservation Authority (UTRCA) and ReForest London (RFL), so that the expertise of these groups can be leveraged, and to help ensure that the trees are cared for in the long term.
- 5) Locate at least one project in an area of town that is in need of support.
- 6) Further the goals of the ULL by:
 - a) Increasing our profile (with member groups and prospective groups, the community at large, and potential donors), through our involvement in these prestigious projects;
 - b) Successfully partnering with the C of L and the local Conservation Authority, thereby increasing goodwill with both these organizations;
 - c) Strengthening community organizations, by involving them in a number of these projects;
 - d) Reaching out directly to the larger community through the tree giveaway component.
- 7) Engaging UL member groups in significant and highly visible projects that provide real environmental benefits.
- 8) Preserving / conserving and planting Carolinian trees in London; building upon recent efforts by others to restore the health of the local tree canopy, increasing green cover, etc.
- 9) Further honor the life of this remarkable woman and benefactress to the Urban League of London.

Two distinct uses of the money are planned:

- one for two ‘fixed’ projects, to be directed and managed directly by the ULL, and the second,
- grants to be applied for and managed by ULL member and non-member groups.

ULL Member Group Grants

Grant	Number available	Notes	Amt. / category
up to \$3,000	5	<ul style="list-style-type: none"> Of particular interest to new or small groups who may not be able to come up with the initial \$1,000 to qualify for a RFL project, or who have little / now experience with managing these sorts of projects. 	\$15,000
up to \$5,000	4	<ul style="list-style-type: none"> Intended for medium sized-projects, larger, better-organized groups with more experience managing larger projects. 	\$20,000
up to \$8,000	3	<ul style="list-style-type: none"> Intended for larger tree planting projects, longer established, better organized groups with more experience managing larger projects. 	\$24,000
up to \$30,000	1	<ul style="list-style-type: none"> Intended for tree planting or land acquisition to preserve trees in London area. 	\$30,000
Total	13		

ULL-Managed Programs

The ULL will undertake the following two projects.

Project	Amount	Details / Features / Notes	Total
Ivey Park	\$5,000	<ul style="list-style-type: none"> At the centre of the city At the forks of the Thames In the vicinity of Ivey Peace Garden 	\$5,000
ULL tree giveaway	\$5,000	<ul style="list-style-type: none"> ULL to make tree whips available at little / no cost to public and over interested groups Benefit will be city-wide Public participation welcomed A group activity for all ULL members An on-going activity, can be repeated over 2-3 years. 	\$5,000
Communications Publicity / Insurance	\$1,000	<ul style="list-style-type: none"> To cover any costs associated with the program; balance towards ULL liability insurance to cover these projects 	\$1,000
			\$11,000

Applying for a Grant

The length, level of detail, and complexity of the application must be commensurate with the amount of the grant being sought. Applications must demonstrate (to the satisfaction of the evaluation committee) that the project is credible and practical, meets the goals of the program and stands a reasonable chance of succeeding.

Applicants are strongly advised to obtain, read and model their application on the one used by ReForest London.

Rules / Regulations

- Successful applicants agree to use their grant to plant and/or preserve Carolinian trees in London.
- Successful applicants agree to abide by these rules and regulations.
- Grant applications for \$3,000 should NOT exceed three pages in length.
- Grants applications for amounts larger than \$3,000 MUST contain sufficient detail to demonstrate a realistic appreciation of what is required to carry out a successful project. (Lack of clarity or adequate detail may result in a delay that jeopardizes your application.)
- ULL member groups may apply for more than one grant.
- Non-ULL member groups or organizations may apply for grants under this program.
- Trees can be situated on private or public property.
- Representatives of groups applying for money cannot participate in voting for their application.
- Payments will be made upon delivery of bills or invoices directly related to the project up to the maximum amount of the grant.
- Successful applicants agree to formally acknowledge Beryl Ivey and the Urban League of London in all public communications related to this project.

Evaluation Criteria (hints to the wise)

Applications that exhibit the following characteristics will be judged more favourably than those that do not:

- Applications from UL member groups.
- Projects that ‘lever’ this application with money derived from other sources.
- Projects that involve partnering with other social, community or service groups (schools, service clubs, C of L, RFL, etc)
- Projects that involve new or recently formed ULL member groups.
- Projects that benefit areas in the city in particular need of new / more trees.
- Projects on public property will be viewed more favourably than those on private or institutional property unless public access to these can be assured.

Application Deadlines / Award Decisions

- Grants will be made for 2009 and beyond (money permitting).
- Grants for 2009 spring planting should be received by the end of February 2009.
- Grant award decisions for spring 2009 projects will be announced by March 30 2009.
- Grants for spring planting in 2010 need to be received by the end of February 2010.
- Grant award decisions for spring 2010 projects will be announced by March 30 2010.
- Mail application to Urban League, “attention Beryl Ivey Tree Project”, or email (as Adobe PDF) to any UL Director for forwarding. (See www.ul.london.on.ca for contact info. or with questions.)
- A small group of ULL Directors will evaluate applications and make recommendations to the group for approval.