



**NORTH STAR FUND
GREENING WESTERN QUEENS FUND**

APPLICATION INSTRUCTIONS

Application Deadline: Monday September 12, 2011 at 5pm

Please read the following instructions carefully before preparing your application.

APPLICATION PROCESS

In order to be considered for a Greening Western Queens Fund grant, you **MUST** submit an application to North Star Fund by the September 12, 2011 deadline. Download a copy of the application form at: http://northstarfund.org/pdfs/GWQ_Grant_Application.doc

Please complete the application electronically in Microsoft Word or compatible word processing program. All applications should be submitted via email to: GWQ@northstarfund.org.

All applications will be reviewed by the Greening Western Queens Advisory Board and North Star Fund's program staff. Groups that meet our criteria may be contacted with additional follow-up questions and/or a request for a site visit, as part of the review process. North Star Fund staff will notify applicants about the outcome of their application by December 31, 2011.

If you have additional questions about the application process, please review the Common Questions link on our website at:
http://northstarfund.org/greening_western_queens_fund_common_questions.php

If you still have questions after reviewing this section, please email: Michael Easterling, Food and Environment Program Officer at michael@northstarfund.org or call 212-620-9110 x225.

PROPOSAL PACKAGE

Applications MUST be submitted by email to the North Star Fund office by 5 pm on Monday, September 12, 2011. Your proposal must contain the following items:

- **Greening Western Queens Fund Application Form**
- **Proposal Narrative** (maximum of 8 pages). Please address all questions outlined in the application form for the proposal narrative.
- **Appendix 1: Financial Reports**, including:
 - Audited financial statement for most recent fiscal year. If an audited statement is not available, please include income/expense report and cash balance statements.
 - Budget for current year, and projected budget for any years that requested grant is expected to cover. Budgets should include list of projected income sources and

expense categories, indicating which expense categories this grant is expected to cover.

- List of other prospective funding sources, amount requested from each source, and status of your proposal for each.

○ **Appendix 2: List of Board and Key Personnel.** Please include brief biographical information for key personnel who will be responsible for grant activities. If you plan to convene a Community Advisory Group or technical experts, please include a listing with their names and affiliations.

○ **Appendix 3: Partnerships.** Please list organizations that you intend to consult or partner with in the planning, implementation and evaluation of the grant (include 1-2 sentence description, location, contact people/contact information).

○ **Appendix 4: 3 letters of support** from organizations and/or individuals with whom you have worked who can speak to the effectiveness of your organization's work and proposed activities. Letters from organizations and/or individuals from the affected areas are recommended, when feasible.

○ **Appendix 5: 501(c)3 determination letter** or your fiscal sponsor's 501(c)3 determination letter, and a letter of agreement from your fiscal sponsor indicating their willingness to serve as the fiscal sponsor for the project.

Please do not include brochures, videos, CD's or any other additional materials unless they are requested.

GENERAL ELIGIBILITY CRITERIA

The Greening Western Queens Fund will consider groups that:

- Have 501(c)(3) status or have a fiscal sponsor with 501(c)(3) status.
- Demonstrate knowledge and ability to work with and involve the diversity of communities that were directly affected by the July 2006 Con Edison outage in western Queens, particularly those that are historically underrepresented in environmental projects (e.g. communities of color, youth, low-income communities, immigrants). *A map outlining the directly affected neighborhoods of western Queens can be found on our website: www.northstarfund.org/greeningqueens*
- Have a track record of successful work in funding area, or specify local partner organizations with demonstrated success.

Applications submitted jointly by multiple organizations will be considered, however one organization should be designated as the main applicant organization.

All grantees will be expected to participate in annual evaluation activities, as well as one convening of Greening Western Queens Fund grantees at the start of the grant period, to promote communication and coordination amongst funded projects.

Although we value the work, we will not consider support for:

- Individual efforts
- One-time events

- Requests for endowments, deficit financing, or scholarships, fellowships, loans or grants to individuals
- Research that is not part of an implementation plan
- Organizations that do not comply with federal, state or local equal opportunity statutes
- Activities to elect specific candidates for public office

PROJECT CRITERIA & PRIORITIES
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All projects to be funded by the Greening Western Queens Fund should:

- Contribute to a more environmentally sustainable western Queens.
- Result in projects with visible and lasting impact in the affected western Queens neighborhoods.
- Ensure that products and outcomes are public, accessible and beneficial to residents of the affected areas.
- Involve and educate a diversity of community residents in the planning, implementation and evaluation stages of projects, particularly those that are historically underrepresented in environmental projects (e.g. communities of color, youth, low-income communities, immigrants). This includes ensuring that historically underrepresented communities benefit directly from the impact of grants made.
- Ensure that Fund resources do not duplicate or replace current commitments of government agencies or other entities.
- Describe and incorporate a plan to ensure sustainability of impact beyond the grant period.

Projects must be undertaken exclusively within the Queens communities affected by the July 2006 outages in ConEdison’s LIC network.

There are **2 categories of grantmaking** for of the Greening Western Queens Fund:

I. Urban forestry

II. Greening infrastructure & other greening projects

The following details priorities for projects to be funded within each category for this second year of grantmaking.

I. Urban Forestry

In Year 1 of the Greening Western Queens Fund, the Greening Western Queens Fund Advisory Board selected the City Parks Foundation, and Sunnyside Community Services working in partnership with Trees NY, to be the two lead agencies in charge of the implementation of urban forestry projects in the affected areas of Western Queens. The Fund will again consider applications in the two funding areas (planning and planting; and sustainability) outlined below. However, potential applicants must contact the City Parks Foundation and Sunnyside Community Services/Trees NY to ensure that a potential project fits within the existing groundwork laid to enhance the urban forest in Western Queens. In addition, unless otherwise directed by North Star Fund, the Greening Western Queens Fund will not consider grants above \$50,000 in the urban forestry category in year two.

- 1) **Planning & Planting** –Applicants may submit proposals for periods of 1-2 years. Any multi-year grants will require an annual renewal. We will fund projects that fit with the emerging community forestry plan in Western Queens as per the Fund priorities.

- 2) **Sustainability** - Applicants may submit proposals for periods of 1-2 years. Any multi-year grants will require an annual renewal. We will fund projects that promote the long-term sustainability of planted trees in the affected areas, through clear and achievable tree stewardship plans and community education that fit within the emerging Community Forestry Plan for Western Queens (e.g. development of a tree trust).

Please specify which areas you would like your organization to be considered for. You may choose to select more than one area.

In addition to meeting general eligibility and project criteria, as described above, **all Urban Forestry proposals should:**

- Describe how the funded project will result in equitable impact throughout the affected areas, and benefit the community as a whole.
- Describe how planning, implementation and evaluation activities will involve residents of the affected areas in each phase of the funded project (particularly those that are historically underrepresented in environmental efforts).
- Demonstrate knowledge and ability to work in partnership with the NYC Parks Department, City Parks Foundation and Sunnyside Community Services/Trees NY and other relevant agencies, for the purpose of the grant. In particular, please describe how you will complement and avoid duplication of NYC Parks Department efforts.
- Include a listing of community partners that have agreed to participate in all stages of the grant.

The following will be prioritized in selection of applicants that meet general eligibility, project criteria, and criteria for Urban Forestry grants:

- Clear plan and track record in proposed activities.
- Demonstrated partnership and/or support from local organizations representing a diversity of constituents.
- Plans that incorporate meaningful training, employment and job placement opportunities for youth and other residents of the affected areas.

Urban Forestry Planning & Planting applicants should:

- Demonstrate experience developing and implementing community forestry plans, and discuss how this will be accomplished for the affected areas, as part of the grant activities.
- Include technical infrastructure components that enhance proper preparation for planting and methods to promote longevity and sustainability of planted trees (e.g. sidewalk or other planting preparation of tree pits; appropriate species selection, tree guards, etc.) and innovative approaches to planting that will enhance the overall community and environmental impact (e.g. cluster planting of trees; approaches that help manage storm water/sewage overflow).

All tree planting supported by the Greening Western Queens Fund should be in public areas (e.g. streets). Greening Western Queens Funds are not to be used for tree planting in private residences or other private property.

Urban Forestry Sustainability Applicants should:

- Describe how their proposals will promote the long-term sustainability of new trees being planted, as well as existing trees (e.g. development and implementation of a tree trust for the affected areas).

- Include the following components: tree stewardship plan; public/community education.

II. Greening Infrastructure & Other Greening Projects

We expect that \$100,000 will be granted in Year 2 for small projects in the range of \$5,000 - \$20,000. Up to an additional \$1 million may be granted this year for larger projects (with maximum grant size being \$250,000). Proposals may be submitted for 1-2 year grant periods. Any multi-year grants will require an annual renewal.

The following are the types of projects that will be supported with Year 2 funding:

- **Greening of local community and public sites.** This includes efforts to improve existing sites, as well as creating new green spaces. Special consideration will be given to the planning and/or creation of green roofs and other **newly created green spaces** that demonstrate multiple benefits, for example, energy conservation and increased local food production. Examples of community and public sites include: community centers, schools, libraries, etc.
- **Conversion of public or private sites to public green spaces.** Any projects that might acquire land, or convert land use, must describe and ensure that they will conduct environmental due diligence activities. In addition, applicants in this category should demonstrate knowledge and experience with required partnership with relevant city agencies and other institutions.
- **Community organizing and/or education** to improve environmental conditions and energy conservation in the affected areas.
- **Other project types** that address key environmental issues may also be proposed for consideration as smaller grants in the \$5,000 - \$20,000 range.

Projects that meet general applicant eligibility and project criteria will be prioritized based on:

- Involvement and beneficial impact to greatest number and diversity of residents (including multi-lingual access for immigrants).
- Partnership with local community institutions, representing and accountable to diversity of residents.
- Clear and achievable community education plan to support project goals.

For more information, contact North Star Fund at 212-620-9110 or visit www.northstarfund.org