

2019



# ***GREEN MY CITY PROGRAM***

## **Project Application Guide**



[GCFoundation.ca](http://GCFoundation.ca)



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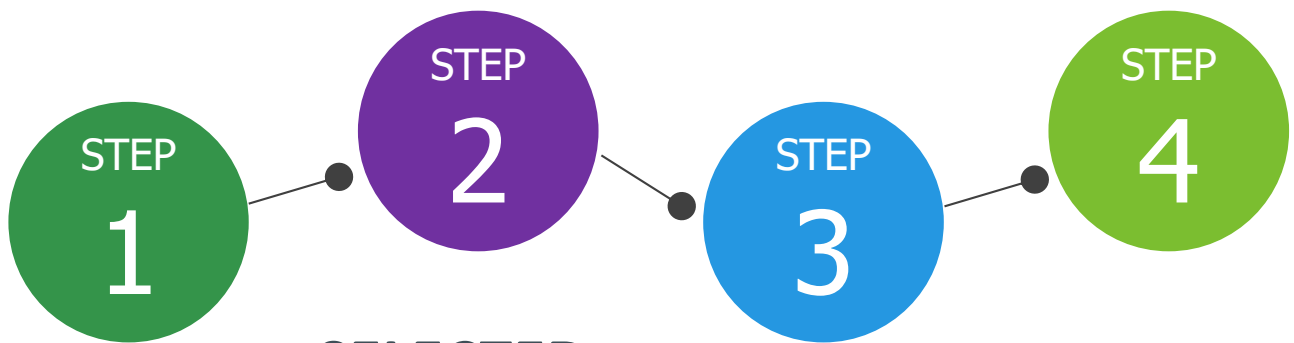
# 1. APPLICATION PROCESS

## WELCOME!

Welcome to the “Green My City Program” Project Application Guide. This program is run by the Green Cities Foundation. What follows is an overview of the application process.

## ACCESSIBILITY

On request, we can provide this application submission guide in large print or audio. You may contact us at 1-888-446-3499 ext 9000 or send an email to [Access@GCFoundation.ca](mailto:Access@GCFoundation.ca)



### APPLY ONLINE

The application form can be found on our website at [GCFoundation.ca/apply](http://GCFoundation.ca/apply)

### SELECTED TO PRESENT

If the Project Review Committee selects your project for additional review, we will contact you to explain next steps. If you don't hear from us, check our website to see which project was ultimately chosen.

### PRESENT

Projects that are selected by the Review Committee for additional review will be required to prepare and present either a video or a PowerPoint (PPT) presentation. We cannot accept video or PPT submissions during the initial application round.

### SELECTED

Based on current funding, one project will be chosen in 2020. All those who were asked to present to the Review Committee will be contacted to let them know whether their project was selected or not.

## 2. WHAT IS THE GREEN CITIES FOUNDATION?



### OUR MISSION

**Green Cities Foundation is a community connecting plants and people for a greener, healthier urban climate**

According to the 2016 Statistics Canada Census, 83% of Canadians currently live in cities.

The Green Cities Foundation (GCF) has identified the need of people living in Canadian urban communities to improve the quality of their health by increasing the number and quality of green spaces they can enjoy, by cleaning up the air they breathe, by reducing big city noise, and by cooling down increasingly hot outdoor temperatures.

***We believe these benefits can be achieved by increasing the quantity and quality of living plants, trees, shrubs, turf grass, and perennials in the community.***

### OUR VISION and COMMITMENT

We commit to **protect** the environment, to **restore** or **improve** public urban green spaces and brownfields, to **provide** healthier enjoyable public amenities, to **reduce & remediate** polluted air and **increase** rainwater absorption, and to reduce noise, by establishing and maintaining regenerative, living plants, trees, shrubs, perennials, turf grass and water features in Canadian urban communities.



### 3. WHAT IS GREEN REVITALIZATION?

The Green Cities Foundation invites community volunteers to identify public spaces in urban locations across Canada that would benefit from **green revitalization** – landscape restoration or improvement - to improve urban air and water quality, and create healthy, public amenities.

#### PLANTS & AIR

**PLANTS** clean the **AIR** we breathe by removing nitrogen dioxide, CO<sub>2</sub> and microscopic particulate matter as part of their photosynthesis. In effect, they absorb pollutants and release oxygen. <sup>1</sup> When we talk about “plants” in this guide, we are also talking about trees, shrubs, and grasses.

#### SOIL

Healthy **SOIL** is important for the health, growth and maintenance of plants. Plants in urban areas rely on soil to absorb, retain and release water when they need it. If plants have the right soil, watering can be reduced, which saves money and the strain on municipal water treatment systems.

#### WATER

Cities tend to have a lot of hard surfaces, such as concrete and asphalt, which don't absorb **WATER**. As a result, heavy rainfall can cause dangerous and damaging flooding in these areas. Increasing the amount of green space in these urban areas can help to mitigate this problem by absorbing rainwater.

#### COOLS

Soil and plants capture and absorb rainwater, which then evaporates into the air through the soil and foliage. This process **COOLS** the air by using heat from the air for the process of evaporation. <sup>2</sup> In addition, the shade provided by trees also provides cooling.

#### SILENCE

While it would be impossible to achieve **SILENCE** outdoors, leaves, rough bark, and stems can absorb, deflect, refract and ultimately reduce the level of **SOUND** that might otherwise bounce off hard city surfaces, such as walls, sidewalks and roadways.



## 4. ARE YOU ELIGIBLE?

### WHO MAY APPLY?

Garden clubs, member associations, neighbourhood groups, service clubs and school/youth groups are encouraged to apply.

### WHAT ARE ELIGIBLE GREEN REVITALIZATION PROJECTS?

Maybe there's a public park in your neighbourhood that has been neglected, is run down, or needs some love and attention? Or maybe your local soccer field is a mucky mess every time it rains, and it's in need of a renovation?

Any publicly owned land that could contribute more productively to your community's overall health and wellbeing may be eligible for restoration or revitalization. We want to help communities create or improve green spaces that people will be able to enjoy, and that will improve air, soil, and water quality, and quality of life.

**We want to hear your story – how you see your project improving your community.**

### WHERE ARE ELIGIBLE PROJECT LOCATIONS?

Projects must be located on publicly owned, accessible open spaces in urban Canadian communities, including the following:

- ✓ community gardens
- ✓ city parks or streets
- ✓ historic green spaces
- ✓ sports fields
- ✓ parks
- ✓ brown spaces
- ✓ green spaces
- ✓ school grounds
- ✓ gardens





## 5. HOW DOES IT WORK?

### WHO PAYS FOR EVERYTHING?

An ideal Green My City Project would be one in which the applicant is fully engaged and committed to partnering with the Green Cities Foundation by fundraising in their own community, recruiting community volunteers, and even donating to the project themselves.

The Green Cities Foundation will match and enhance community efforts by coordinating donations, corporate partnerships, and volunteer skilled landscapers and landscape designers to ensure each project is successfully built, while working with and educating community volunteers every step of the way. The total available budget for building the project may be as much as \$80,000 in addition to donated services and materials.

### PROJECT TIMELINE

#### SEPTEMBER – DECEMBER

- Apply online at [GCFoundation.ca/apply](http://GCFoundation.ca/apply)
- A copy of your submitted application will be emailed to you once submitted.

#### JANUARY – FEBRUARY

- Applications will be reviewed by the Green Cities Foundation's Project Review Committee.
- Eligible project candidates will receive an invitation to present their project to the Project Review Committee in March.

#### MARCH

- Eligible project candidates will be asked to submit a brief video or PowerPoint presentation of their project.
- Presentations will be reviewed by the Project Review Committee.
- Successful project applicants will be notified no later than April 1st that their project has been selected.

#### APRIL - OCTOBER

- Green Space Design and Build will take place during the current calendar year, or the following calendar year, depending on the scope and specifics of each project that is selected.



## 6. ROUND 2 VIDEO PRESENTATIONS – MARCH 2020

### VIDEO PRESENTATION GUIDELINES

When you apply to the Program in 2019, you are **NOT** required or requested to create or submit a video/slide presentation as part of your original application.

If your project is selected for the second round of reviews by the Review Selection Committee, you will be **THEN** be required to submit a video or Powerpoint slide presentation of your project in the month of March. Why a video? Because the Green Cities Foundation is a national charitable organization, and project reviewers are located across Canada.

### BUT WHAT ABOUT SNOW?

Imagine you receive a call from the Green Cities Foundation in February 2020 to say that you've been selected to present your project to the Project Review Committee in March. Woohoo! Now you have to put together a video or slide presentation.

In case your project area may be covered in snow in the month of March, you may wish to take videos or photos to have on hand *before* the snow flies!

The following information is included in this guide to help you understand the requirements of creating your video/slide presentation, so you can be prepared.

### LIGHTS! CAMERA! ACTION!

Use your creativity and any tools at hand to take us on a tour of the potential project site. Tell us about the location, its history, what you hope to achieve, who will benefit, and the reasons why you think your project would be perfect for the Green My City Program.





## 7. VIDEO CONTENT and FORMAT

### CONTENT

**Please do not include any of the following in your presentation:**

- X** Children
- X** Animals
- X** Private Property
- X** Profanity
- X** Hateful/Racist/Harassment oriented content
- X** Mention of specific people or business names
- X** Images of people who are not named as project applicants
- X** Disparaging remarks about people, businesses, or communities
- X** Content promoting or illustrating illegal, sexual or illicit activities
- X** Copyrighted images, music, video or graphics for which you cannot provide proof of licensing

### DURATION & FORMAT

You may submit a video you make on your smart phone, or a PowerPoint slide show with photos and descriptive text. We may choose to use your “before” video and/or photos on our website, social media and marketing materials. You’ll be asked to sign a waiver and release form for us to do so.

**Duration:** Minimum 3 minutes - Maximum 10 minutes

**Video Format:** mp4 or QuickTime

**Slide presentations** that are made in Microsoft PowerPoint or Apple Keynote - please do not send raw files. Send a **PDF version** of the presentation.

Details on where and when to send project presentations will be provided only to those candidates who have been selected to present.



## 8. CONTACT INFORMATION

### EMAIL & FAQs

If this submission guide doesn't answer a specific question you have, first take a look at the Frequently Asked Questions (FAQs) on our website at [GCFoundation.ca](http://GCFoundation.ca). If you don't find an answer there, then please send your question to [Apply@GCFoundation.ca](mailto:Apply@GCFoundation.ca).

We are a new and small, but mighty, organization, and we anticipate receiving a lot of questions about the application process. If you need to speak to someone about this application, include your phone number in your email, and we will do our best to call you as soon as practical and possible.

### MAILING ADDRESS

7856 FIFTH LINE SOUTH, MILTON, ONTARIO, CANADA L9T 2X8

### VOLUNTEER

You can register to volunteer on our website here: [GCFoundation.ca/volunteering/](http://GCFoundation.ca/volunteering/)

### SUBSCRIBE

Become a Green Cities Foundation Champion! Subscribe to receive an e-newsletter with valuable information on plants and the environment, and we'll also keep you up to date on our projects across Canada.

Register here: [GCFoundation.ca](http://GCFoundation.ca)

### DONATE

As a charitable organization, we welcome donations and in-kind contributions. You can support our work financially or connect with us about in-kind donations (e.g. Landscape materials), and we will be in touch with you.

### PROFESSIONAL LANDSCAPER?

You can register to donate your time, services or landscape materials on our website here: [GCFoundation.ca/volunteering/](http://GCFoundation.ca/volunteering/)





## 10. APPLICATION QUESTIONS - SUMMARY

Use these questions to prepare your answers, then apply online: [GCFoundation.ca/apply](http://GCFoundation.ca/apply)

### **CONTACT INFORMATION**

In this section, the person listed will become the point of contact for any communications.

1. **Date** of application
2. **Contact Person:** name of individual submitting application form
3. **Email**
4. **Phone Number**

### **YOUR PROJECT**

In this section, tell us the story behind your project. Help us understand your vision of how to improve your community and the health of its environment, who will benefit and how.

5. **Project Location:** Name of public space that needs revitalization, and address
6. **Project Description:** What's your story? Why is this project important to your community? How will it change people's lives for the better?
7. **Public Benefit:** How many people's lives will be improved from this revitalization project?
8. **Project Benefits:** Describe how this project will benefit your community or city, and how it aligns with the Green Cities Foundation Mission and Vision.
9. **Community Support:** Tell us about any support you have from city/community officials.
10. **Restrictions:** Are there any project restrictions we should know about?
11. **Time Frame:** Is there an ideal time frame for this project?

### **YOUR ORGANIZATION of GROUP**

Are you an individual or do you represent an organization? Maybe you're a community group? Tell us here.

12. **Organization Name:** If you are applying on behalf of an organization or group, please tell us who they are.
13. **Organization Address**
14. **Your Role:** Are you the President of your local service club? Your school's Environment Club Champion? Tell us here.
15. **Organization's Website**
16. **Organization's Community Service:** What other successful community projects have you participated in?



## 10. APPLICATION QUESTIONS - SUMMARY cont'd

### **VOLUNTEERS**

In this section, tell us about the number, experience and qualifications of volunteers who will be part of your project.

- 17. Volunteers by the Numbers:** How many volunteers have you recruited to be involved in your project?
- 18. Volunteer Expertise:** Tell us about your volunteers. Do they bring any special skills to the project?
- 19. Legacy Vision – Maintaining Your Green Space:** Tell us how you see your green space being cared for, and by whom.

### **FUNDRAISING & DONATIONS**

In this section, tell us about any initiatives you may have undertaken to help support your project.

- 20. Fundraising Plans:** Do you plan to raise funds to contribute to your project?
- 21. Fundraising Plans:** If YES, how do you plan to support this project?
- 22. Fundraising Plans - Details:** Tell us more about your plans to raise funds to support your project.
- 23. Grants & Other Financial Support:** Have you already applied for, or received, any other financial assistance or grants for this project?
- 24. Grants & Other Financial Support:** If YES, please describe.
- 25. Donors & Sponsors:** Describe anyone who has committed to support the project with money, landscape materials, or in-kind items.
- 26. Comments:** If there is something you want to say, but there was nowhere else to say it, then tell us here!
- 27. Rate this Application Form**

Use these questions to prepare your answers, then apply online: [GCFoundation.ca/apply](http://GCFoundation.ca/apply)



## 11. LEGAL

### LEGAL

Green Cities Foundation will, in its sole discretion, determine project eligibility, and may select a project for which no formal application has been received.

Green Cities Foundation does not accept responsibility for any submission that is lost or not received by the due date.

### CITATIONS

<sup>1</sup> Green plants reduce pollution on city streets up to eight times more than previously believed. (2012, August 29). Retrieved from <https://www.acs.org/content/acs/en/pressroom/presspac/2012/acs-presspac-august-29-2012/green-plants-reduce-pollution-on-city-streets-up-to-eight-times-more-than-previously-believed.html>

<sup>2</sup> Retrieved from [https://www.epa.gov/sites/production/files/2017-05/documents/reducing\\_urban\\_heat\\_islands\\_ch\\_2.pdf](https://www.epa.gov/sites/production/files/2017-05/documents/reducing_urban_heat_islands_ch_2.pdf)