



Sunnyvale

Community Events Grant Program Application Fiscal Year 2018/19

Application Deadline: May 2, 2018, by 5 p.m.

Thank you for your interest in the Community Events Grant Program. Please make sure you thoroughly reviewed the grant guidelines and eligibility criteria to determine if your group qualifies for funding. Grant decisions are based upon a competitive review process; **this application and any attachments are intended to be the primary subject of evaluating your grant proposal.** While the City will accept applications through May 2, 2018, by 5 p.m., the exact amount of grant funding available will be determined by City Council when the FY 2018/19 budget is adopted in June 2018. Applicants will be notified of award decisions in July 2018.

Completed applications may be submitted in the following ways:

Mail or Drop Off in Person:

Sunnyvale Community Center (Recreation Center Front Desk)
Attn: Alisha Rodrigues
550 E. Remington Drive, Sunnyvale, CA 94087

Email: ncs@sunnyvale.ca.gov or Fax: 408-730-7754

For questions or more information, contact Alisha Rodrigues at ncs@sunnyvale.ca.gov or 408-730-7599.

Event Name:

Fall Forest Festival

Date(s)/Time(s) of Event:

Sept 8, 2018 Ortega Park 10am - 2pm

Sponsoring Organization(s):

SUFA (Sunnyvale Urban Forest Festival)

Grant Amount Requesting from the City of Sunnyvale:

\$ 400. -

(Amount cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time.)

Authorized Representative Information

Name:

Reborah Marks

Title:

President

Organization:

SUFA

Email:

Mailing Address:

Event Details

1. Please describe your event (you may attach additional details or supporting documentation).

The event is held to celebrate and to inform residents of the importance of the urban forest. Games around trees are planned for the children plus story time (Library) and tree climbing and tree lift demonstrations by the City Tree Crew. Tree walks are planned for the adults.

2. Have you held this event before? If so, when and where?

This event was held for the first time on Sept. 16, 2014 at Washington Park from 10am - 2pm. We plan to make this an annual event.

3. How does your event encourage a celebration of community, including the character, diversity and quality of Sunnyvale? How does it provide vitality and identity to the community?

We celebrate the urban forest and its importance to the community. Every resident is invited to attend. Being in a park of the city and celebrating its trees brings the community together in the many activities which are offered.

4. What steps are you taking to ensure a well-planned, safe event?

The festival is planned well in advance of the day on which it takes place by the board of SUTFA. We ensure safety by the number of volunteers present at the event and by the presence of the City Tree Crew at the tree climbing and tree lift demonstrations.

Marketing & Promotion

5. Is your event citywide or targeted to a particular neighborhood, demographic or geographic area? If targeted, to whom?

Our event is citywide. We plan though to hold the event @ different parks throughout the city. (Washington Park, Ortega Park, etc.)

6. How many people do you expect to attend your event? How did you arrive at this estimate?

We expect at least 500. Last year was between 200 and 300. This year since it was held before and will be known, we expect more.

7. Please describe your marketing plan, including the type of advertisements to be used and where they will be placed. Also, indicate if you wish to incorporate the City's local access channel, KSUN 15 in your advertising. Please attach additional sheets as needed to fully describe your marketing plan.

We have a website and use Twitter and Facebook. Last year we reached out to the schools through their e-mail list. We will do this again. The library puts it in their e-mail blasts. We write an article for The Sun.

Organization Information

8. Please describe your organization's mission and goals, as well as information about your membership and total organizational budget, if applicable (feel free to attach literature about your organization). Please attach your organization's most recent financial statements if available.

SUFA actively participates in tree planting and maintenance activities, educates the public and City officials about the importance of the urban forest and advocates for the preservation and expansion of the same. We are members of the state-wide organization, California Releaf.

Event Budget

9. Please describe what kind of controls you have in place to ensure that your event will be planned cost-effectively, with strong financial management and effective overall event management? How has your organization demonstrated these qualities in the past?

Our board consists of five members. Three members were responsible last year for the planning and ordering of the materials needed. Those three members will be doing it again this

10. Please attach a detailed budget for your event including:

- Total expenses
- Anticipated revenue (if applicable)
- Net cost (total expenses less anticipated revenue)
- Volunteer assistance (1. List volunteer roles/tasks **and** the number of hours anticipated; 2. Multiply volunteer hours by \$28.46, the California volunteer rate per *IndependentSector.org*)
- Any expenses you expect to be donated/in-kind (include an estimated dollar value of each donated/in-kind expense in your budget)
- Funding amount being requested from City of Sunnyvale (cannot exceed 40 percent of total expenses, including the value of in-kind/donated services but excluding the value of volunteer time).

year. There were no problems last year.

11. How will you obtain the remaining funding for your event? Why are you requesting grant funding from the City?

The remaining funding will be paid for by a donation. SUFA received a year ago. We are requesting grant funding from the City so our remaining funds can be used for purchasing trees to be planted.

12. Please explain how your organization intends to operate this event in future years without grant assistance from the city. Your explanation should include a goal of sustainability and independence from grant funds within four years or less. Attach additional sheets if needed.

We hope to apply for the 501(c)(3) status (non-profit) in the next few years so that we can take donations in the future. The one donation we did receive was through a sponsor 501(c)(3).

10.

Total Expenses

300 coloring books and brochures	# 400
Poster board (5x \$30) for signs	# 150
Stands for the boards	
2x \$100	# 200
3x \$20	# 60
Photo copying	# 30
Face paints	# 40
Newsletter copies	# 75
Brochures	# 50
	<hr/>
	# 1005.00

Anticipated revenue: \$0

Net cost: \$1005

Volunteer assistance:

Acquiring Materials	5 hrs.
Planning Event	10 hrs.
Contacting Public	5 hrs.
Setting up	6 hrs.
At Event	36 6 hrs.
Taking down after event	6 hrs.
	<hr/>
	68 hrs.

$$\# 28,46 \times 68 = \$ 1935.28$$

Expenses donated: \$0

Funding amount being requested: \$400



Sunnyvale Urban Forest Advocates

Welcome to the summer issue of the Sunnyvale Urban Forest Advocates (SUFA) newsletter. This quarterly newsletter will keep you informed about SUFA's efforts to increase the tree canopy in Sunnyvale through education, tree plantings, advocacy, and options for how you can participate.

Upcoming Events



Fall Forest Festival

Saturday, Sept. 16, 10 am - 2 pm
Washington Park



Join the Sunnyvale Urban Forest Advocates on Saturday, September 16 for our Fall Forest Festival celebrating trees and the urban forest in our community. Here are some of the activities at the festival:

- Trees Walks through Washington Park for adults and children: 10:00 and 11:30 a.m.
- Library story time for kids: 11:00 a.m.
- "Anatomy of a Tree" presentation: 1:00 p.m.
- Tree climbing and truck lift demonstrations courtesy of City tree crews
- Arts/crafts and games for children
- Information about planting and caring for trees and how you can volunteer to help Sunnyvale's urban forest

Bring your family and spend the day at beautiful Washington Park. Reserved picnic tables will be available.

Volunteers needed! If you'd be willing to volunteer an hour or two to help in any way with the Festival, please contact SUFA at info@sunnyvaleurbanforestadvocates.org.

News

Tree Mentors Needed!



SUFA, together with the City of Sunnyvale and other volunteers, recently planted young street trees in the San Miguel neighborhood near San Miguel Elementary School. We are looking for residents who would "mentor" these trees. Mentoring would involve a periodic survey of the health of the young trees and jotting down briefly anything of note. This could be done at your leisure in combination with a morning or afternoon walk. It would be a good way to better one's health and the health of our trees at the same time! Please let us know if you are interested by e-mailing: info@sunnyvaleurbanforestadvocates.org

SUFA's Website

SUFA maintains a website with information about our organization and its activities. Take a look at the pictures of our Tree Walks and Arbor Day activities of the last three years. If you would like to volunteer to help our urban forest in Sunnyvale you can sign up at "Volunteer" or contact us. A list of arborists has been compiled so that the City and its residents can select qualified arborists to assess the health of trees and prune when necessary. We also have information as to how to obtain a free city tree adjacent to your property. Upcoming information will help residents to select the right tree for their needs and how to care for young trees and how to care for trees during a drought. Take a look at:

www.sunnyvaleurbanforestadvocates.org!

Evening Tree Walk at the Civic Center

On June 29th an evening Tree Walk was held at the Civic Center on Olive Ave. The walk started at the library which was also a sponsor for the evening. About 50 Sunnyvale residents...young and "older"...came out to learn about some of the species of trees which can be found at the Civic Center. Altogether there are more than 700 trees at the site.



The camphor trees near the entrance to the Permit Department are especially noteworthy as their branches reach out amazingly across the sidewalk parallel to the ground. The 15 redwoods in the redwood grove define a peaceful and beautiful oasis for city employees hustling between the City Hall building and the annex.

The tree specialist leading the walk that evening was Sunnyvale's City Arborist, Joe Gonsalves. He explained interesting facts and kept the participants entertained with clever quips about the trees and their origins. We were happy to have him leading this walk and hope he's willing to lead future walks! Much was learned about our city trees that evening. The participants were given maps of the site with the trees numbered and named. They can return at any time to refresh their memory of the trees to be found at our Civic Center.

Interested in taking a future tree walk? Come to the Fall Forest Festival on, Saturday, September 16 at 10:00 and 11:30 for a Tree Walk in Washington Park or check out the SUFA website for other upcoming walks.



SUFA Joins California ReLeaf

SUFA has joined California ReLeaf (californiareleaf.org), an advocacy group supporting urban forests. California ReLeaf's mission is "to empower grassroots efforts and build strategic partnerships that preserve, protect, and enhance California's urban and community forests."

Many cities throughout the state have groups that promote urban forests, and California ReLeaf provides contacts, resources, and knowledge to further the goals of these groups. While each city group has its own structure, funding sources, and formal relationships with their cities, each of the groups works to increase their urban forests. As a new member, SUFA will certainly benefit from the support of California ReLeaf.

SUFA members attended the California ReLeaf Network conference in May and met with representatives from similar groups throughout the state. Organizations from cities large and small attended, including Los Angeles, Benicia, Oakland, Palo Alto, and Fresno. Topics included funding and engaging the community. Stories shared were both inspiring and humbling.

SUFA and our supporters have a lot of work to do, but the results can be amazing. SUFA will continue to engage with and learn from the members of California ReLeaf as we continue to increase Sunnyvale's urban forest.

Help Your Trees Thrive This Summer

It's heating up out there! Does your tree need a drink? **Trees' watering needs vary**, but a general rule of thumb during hot dry weather is to:

- Water **young trees** every two weeks
- Water **mature trees** once per month, or when soil is dry 12 inches below the surface.
- Use **10-15 gallons of water per inch of trunk diameter** (measured at "breast height" or 4.5 feet above the ground).
- **Mature native oaks** are the exception! Once established (usually at age 5), native oaks fare better without summer watering, since the combination of heat and moisture can lead to root rot. [Learn more about caring for native oaks.](#)



You can check out Canopy's [trees and water FAQ](#) or download our [Save our Water and our Trees brochure](#) for more water-wise tree care tips. Information and graphic courtesy of Canopy (canopy.org).

SUFA ENews

Spring 2017



Sunnyvale Urban Forest Advocates

Welcome to the inaugural issue of the Sunnyvale Urban Forest Advocates (SUFA) newsletter. This quarterly newsletter will keep you informed about SUFA's efforts to increase the tree canopy in Sunnyvale through education, tree plantings, advocacy, and how you can participate.

Upcoming Events

Washington Park Tree Walk Sunday, May 21, 11 am - 12 pm



Join SUFA and arborist Laura Fanger at Washington Park for a guided Tree Walk. We will discuss the types of trees in our city and their unique characteristics.

The walk will take place within the park boundaries and is appropriate for all ages. Meet at the flagpole in front of the park building at 840 W. Washington Avenue.

The walk will highlight information on 25 different species of trees including natives, non-natives and those suitable for planting as a street or yard tree.



Fall Forest Festival Saturday, Sept. 16, 10 am - 2 pm



Join SUFA at Washington Park on September 16 for our first annual festival celebrating the urban forest.

There will be a tree walk in the park, a tree-related lecture, and fun games and activities for the young sprouts. Food trucks will be available should you wish to purchase food or drinks.

Volunteer Opportunities

Tree Mentors Needed!



SUFA, together with the City of Sunnyvale and other volunteers, recently planted young street trees in the San Miguel neighborhood near San Miguel Elementary School. We are looking for residents who would "mentor" these trees. Mentoring would involve a periodic survey of the health of the young trees and jotting down briefly anything of note. This could be done at your leisure in combination with a morning or afternoon walk. It would be a good way to better one's health and the health of our trees at the same time! Please let us know if you are interested by e-mailing: deborahmarks5@yahoo.com

News

San Miguel Neighborhood Tree Planting Arbor Week 2017

On Saturday, March 11th, as part of Arbor Week in Sunnyvale, 30 new street trees were added to the San Miguel Neighborhood (east of Fair Oaks and between 101 and Duane Ave.). The area had been surveyed in October of 2016 by SUFA members to determine potential sites for city trees.

Members of SUFA, Green Ops at Homestead High, and employees of Synopsys turned out for the tree planting. At the opening ceremony, Mayor Glenn Hendricks spoke about the importance of Sunnyvale's urban forest.

All thirty trees (western red buds and strawberry trees) were planted that morning with the help of Sunnyvale Parks Department employees. Everyone had a good time and all were happy to help increase the canopy cover in the City of Sunnyvale!



Arbor Day at San Miguel Elementary



San Miguel Elementary students celebrated Arbor Day (March 17) by learning about the value trees bring to their community while planting a valley oak on their school grounds.

The fourth and fifth grade students in the Student Council, along with Sunnyvale Mayor Glenn Hendricks, Vice Mayor Gustav Larsson, SUFA volunteers, and City Parks Department employees were all on hand to help with the tree planting.

Upcoming Events

April 30 (Sat) Living Green Fair; 12pm - 4pm, Sunnyvale Public Library

May 4 (Th) SUFA Presentation on the Urban Forest, SNAIL Neighborhood Association, 7pm, Columbia Middle School staff lounge, 739 Morse Ave.

May 21 (Sun) Tree Walk, 11am - 12pm, Washington Park

September 16 (Sat) Fall Forest Festival, 10 am - 2 pm, Washington Park

Visit us at: sunnyvaleurbanforestadvocates.org

Copyright © 2017 Sunnyvale Urban Forest Advocates, All rights reserved.