



**EVERY
TREE
COUNTS**

MAKING TREES COUNT

**Planting and Caring for
Trees on Private Land**

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TORONTOPARKSANDTREES.CA

Presented by



**Toronto Parks and Trees
FOUNDATION**





Toronto's Urban Forest

Toronto has approximately 26.6 -28% forest cover representing 10.2 million trees.



Toronto's urban forest provides the equivalent of \$28.2 million in ecological services each year.



The distribution of forest cover across Toronto is uneven. Many of the city's trees are concentrated in Toronto's ravine system or valley lands.



Trees are reaching the end of their lifespans in many of Toronto's older neighbourhoods. Timely replacement is critical to maintaining forest cover in these areas.



Private property owners in Toronto control a majority of the existing and possible tree canopy.



Help Toronto reach a 40% tree canopy by joining the Every Tree Counts campaign.

Why Making Trees Count?

The City of Toronto has a goal to increase our tree canopy to 40%. To meet this target the City recognizes the need to plant and care for trees on public and private lands. The City of Toronto plants over 100,000 trees annually on public lands (i.e. parks, green spaces and streets). However, the greatest potential for additional tree planting exists on private lands which make up more than half the city's land area.

Making Trees Count is an initiative aimed at helping expand Toronto's tree canopy on private land with up to \$350,000 in grant funding. This program provides a mechanism for tree planting and stewardship groups to be supported and drawn together under the umbrella of the Every Tree Counts Campaign. Through this model, we will enable better collaboration, tracking and reporting on the progress of these collective efforts towards reaching the tree canopy goal.

Making Trees Count grants are made possible by support from the City of Toronto. The grant program is being administered by the Toronto Parks and Trees Foundation. Making Trees Count funding aims to encourage innovative partnerships and support projects and collaborations that improve the quality of life for all of Toronto's residents.

For the purposes of the Making Trees Count grant, **private land** is defined as lands not owned or managed by the City of Toronto for public use. Private lands are owned and for residential, industrial, commercial or institutional use.

Program Goal and Objectives

Making Trees Count grants help people plant and care for trees on private land, thus contributing to the Every Trees Counts campaign's goal of reaching 40% tree canopy for Toronto.

The key objectives of the program are:

- increase native tree and shrub planting on privately-owned land
- support tree care activities
- support inclusive community engagement (such as diverse communities and neighbourhoods with less trees)
- build community capacity, knowledge sharing, partnerships and networks
- facilitate community-driven, locally-owned tree stewardship efforts

Be Part of the Movement to Grow Toronto's Tree Canopy.

With this program, Toronto communities can become active partners in growing our city's tree canopy. Planting trees together creates opportunities to build civic engagement and foster a sense of neighbourhood pride. Local, community-led projects support capacity building and provide local environmental and health benefits while strengthening community connections to nature.

Who Can Apply?

Organizations and groups interested in leading native tree planting and tree care efforts on private land while expanding their partnerships, reach, and inclusiveness are encouraged to apply. Applications are eligible as long as one of the applicants or partners is a registered charity or a qualified donee. See table below for tips on creating a trusteeship with a registered charity.

Why do we need a registered charity as a trustee? The Toronto Parks and Trees Foundation is a Public Foundation. As a result, the Canada Revenue Agency (CRA) requires that the Foundation make grants or distributions only to registered charities or qualified donees. Under the Income Tax Act, qualified donees are organizations that can issue official donation receipts for gifts they receive from individuals and corporations. Registered charities can also make gifts to them.

Tips for creating a trusteeship with a registered charity

A non-profit organization that is not a registered charity wishing to apply for funding may consider a trusteeship with a registered charity. The charity would receive the funds for the proposed project. The CRA requires this relationship to be set out in writing, signed by the charity and the non-profit organization.

Terms of the agreement should include, at a minimum:

- Name of the project proposed
- Charitable number of the trustee organization
- Confirmation that the trustee is responsible for ensuring the project is completed
- Confirmation that the trustee is responsible for distribution of funds as the project proceeds; and
- Confirmation that the trustee is responsible and accountable to the Toronto Parks and Trees Foundation for performance of the non-profit organization's implementation of the project.

Eligible Funding

Minimum grants awarded are \$10,000. While there is no grant maximum, we request that you contact us to discuss projects over \$100,000. Only projects involving private land within the City of Toronto are eligible. Projects must identify sources of matching funding (potential sources and in-kind support are eligible). Projects must be completed within one year of receipt of funding and also demonstrate how efforts will be sustained after the project ends.

Grants can cover:

- Staff costs associated with planning and delivering the project
- Tree purchase and delivery
- Site preparation
- Tree planting and stewardship equipment
- Outreach materials development and distribution
- Website development specific to the project
- Staff and volunteer training and travel for outreach and events
- Space rentals, permits and food for events
- Translation of outreach materials as well as event interpretation/sign-language (if not done by volunteers)

Not eligible for funding:

- Purchase of land
- Tree planting on public land
- Purchase of non-native or invasive species (Note: no ash species allowed)
- Advocacy and research
- Projects with planting occurring outside the City of Toronto
- General fundraising campaigns
- Travel unrelated to outreach, events, tree purchase and delivery
- Purchase of alcohol

The Application Process

There will be an annual call for applications. Interested applicants are encouraged to contact Toronto Parks and Trees Foundation in advance to discuss their proposal. Applying for grants is a two-step process.

Step One - Letter of Interest

Interested organizations must first submit a Letter of Interest to the Foundation. This letter should provide a brief overview of the project and how it addresses the key objectives of the grant program, potential partnerships, project timeframe, an estimated total budget and the amount being requested. The letter must not exceed four pages including images, maps and budget and it must provide the key contact's name, title, email address and day-time phone number.

Please submit an electronic version to **everytreecounts@tpf.ca**. Paper copies are accepted but must be **received by the Foundation by 5:00 pm on the deadline date**. Please note that we will be unable to consider incomplete or late Letters of Interest.

The Grant Review Committee will review Letters of Interest. The committee will make final decisions on projects to be invited to proceed to the second round. The Committee reserves the right to accept or decline proposals based upon their review. The Foundation will notify organizations chosen to proceed to the second round.

Step Two - Full Application

Applicants that are successful in the first round will be invited to submit a detailed application for one-year grants. This is not a guarantee of funding. Full applications must include the following:

- Background on the applicant and description of experience in tree planting and tree stewardship, environmental and/or community engagement initiatives
- Project overview
- Project partners and roles
- Description of how the project addresses the program objectives
- A detailed project workplan including plan to ensure adherence to best practices for tree planting.
- A detailed project budget, including matching funding (partnership funding, potential sources and in-kind contributions)
- Tree care and follow-up plan
- Promotion and recognition opportunities for the City of Toronto

Full applications can be no more than 8 pages including images, maps and budget.

All applications must also submit:

- An application cover page
- List of current board members
- The organization's current year operating budget
- A copy of the organization's most recent audited financial statement
- Letters of support from named partners
- Trustee agreement, if applicable

Please provide two paper copies of the full application and submit an electronic version in PDF format to **everytreecounts@tpf.ca** (supporting documents may be provided in paper copy only). Please note that we will be unable to consider incomplete or late applications. The Toronto Parks and Trees Foundation **must receive applications by 5:00 pm on the deadline date**.

Application Assessment

Applications will be evaluated based on their demonstrated ability to

- Meet the objectives of the program
- Provide a feasible plan for long-term stewardship and maintenance after the project is completed
- Inclusively engage the community (residents, businesses, schools, organizations)
- Leverage 50% matching funding through partnerships, potential sources (targets) and/or in-kind sources
- Provide measurable outcomes

Grants may only be used for eligible and approved costs associated directly with the project. Budget approval is at the discretion of the Grant Review Committee. The Committee reserves the right to accept or decline any application. Tree planting and tree stewardship funded through the Making Trees Count grant program is restricted to private land within the City of Toronto.

Application Deadlines

Application Steps

Deadlines

Letter of Interest	October 27
Invitations extended to submit full application	November 3
Full application deadline	November 30
Final decision	December 20

Interested applicants are encouraged to contact Carla Grant, Executive Director, Toronto Parks and Trees Foundation in advance to discuss their project ideas - carla.grant@tptf.ca

Submit your application by mail:

Carla Grant, Executive Director
Toronto Parks and Trees Foundation,
585 Dundas St E, 3rd Floor,
Toronto, ON M5A 2B7

and by email: everytreecounts@tptf.ca

Please note that we are unable to consider late or incomplete applications. Electronic and paper copies of the application must be received at the Foundation by 5:00 pm on the deadline date.

Toronto Parks and Trees Foundation

Since 2002, the Toronto Parks and Trees Foundation has been helping Toronto transform its parks and green spaces. We work in partnership with the City of Toronto, community groups, non-profit organizations, individuals and the business community.

Our mission is to support community organizations to re-imagine local parks and to improve the health of Toronto's urban forest. We support fundraising to improve Toronto's parks and greenspaces and offer grants to support tree planting and stewardship efforts on private land across the city, especially in neighbourhoods with low tree canopy cover.

City of Toronto- Urban Forestry

Toronto, the largest city in Canada has an urban forest with an estimated 10.2 million trees covering approximately 18,000 hectares. Sixty per cent of this valuable resource is situated on private property with the remaining urban forest on public property, including an estimated 3.5 million trees within our parkland system and approximately 600,000 trees on our streets.

The Every Tree Counts Campaign

The Toronto Parks and Trees Foundation and the City of Toronto have launched the Every Tree Counts campaign in support of the City's target of achieving 40% tree canopy cover. In order to meet this target, new trees must be planted on both public and private land every year. The City of Toronto's Urban Forestry division plants over 100,000 trees on City-owned and managed lands (such as parks, green spaces and streets) each year.

Tree planting on public land needs to continue, however, more than half of the city's land area is privately-owned. Private lands also happen to provide the greatest potential for additional tree planting. This is where the Foundation comes in, we partner with the City of Toronto to coordinate efforts to encourage additional tree planting on private land. Learn more at everytreecounts.ca.