

# PARTNERS IN COMMUNITY FORESTRY

## 2024 CONFERENCE



# Prioritizing and Funding Community Tree Plantings



Friends of  
Grand Rapids  
Parks

PRESENTED BY:



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# Prioritizing and Funding Community Tree Planting

## Tools for the Job

What's  
available? What  
works?

## Data is your Friend

There's a lot to  
sort through,  
but that's a  
good thing!

## Find the Spots and Drop the Dots

Collecting  
vacant planting  
site data

## Help Data, Help You

Use your data to  
help tell the story

## Connect and Communicate

Do the work to  
find partners,  
stakeholders,  
and funders

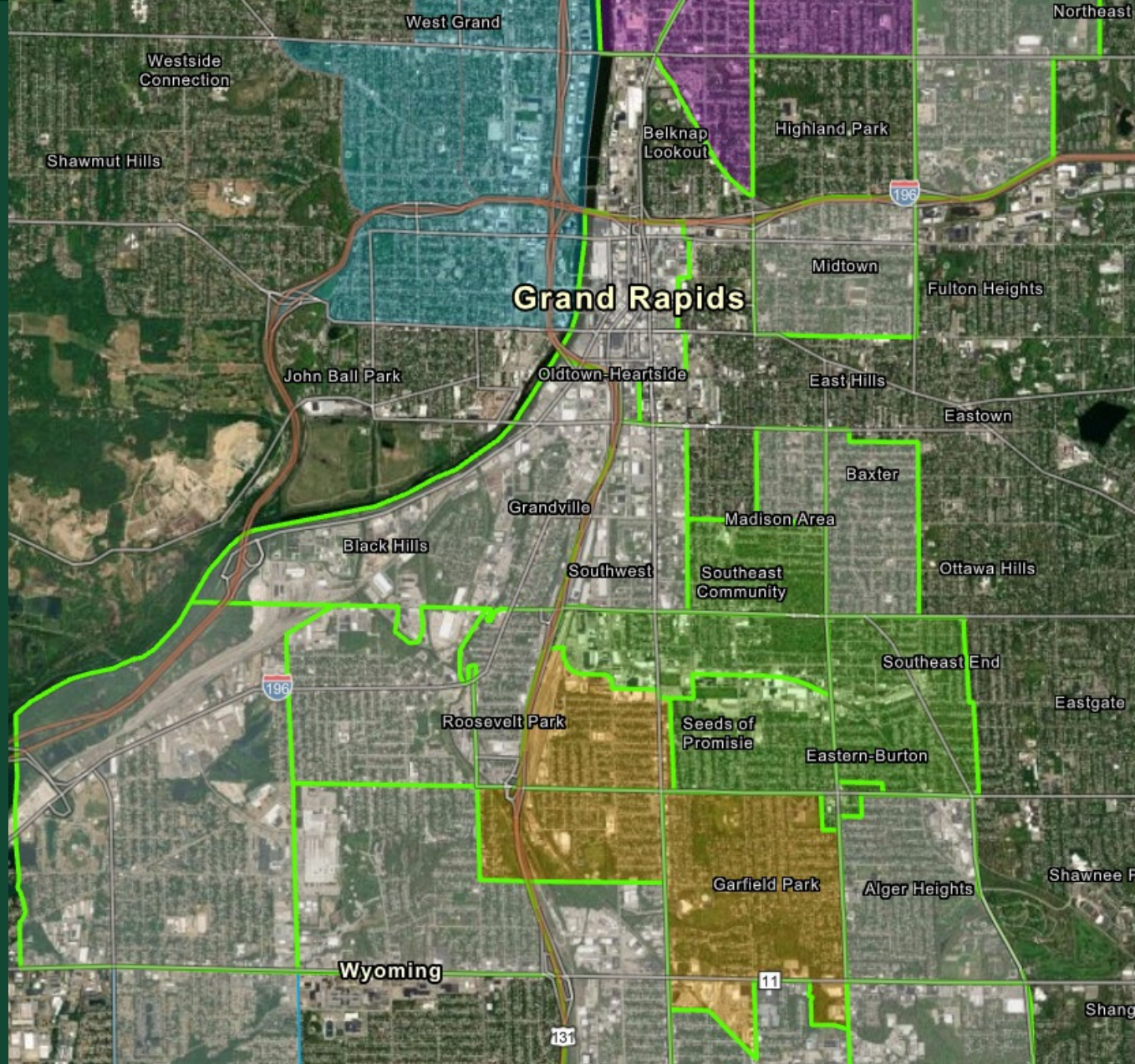
## Get that Money

Once your  
project is  
funded, make  
it great!



# Tools for the Job

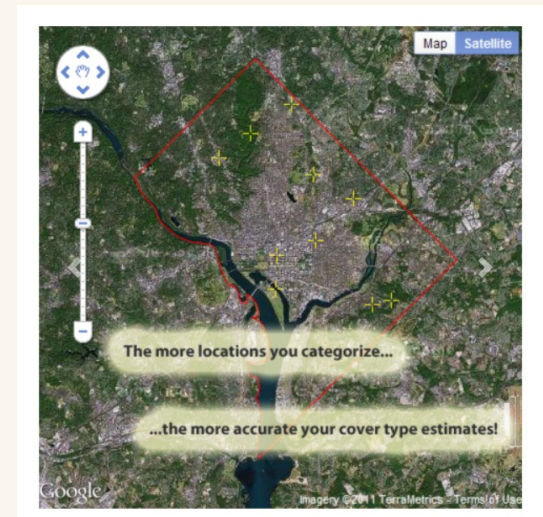
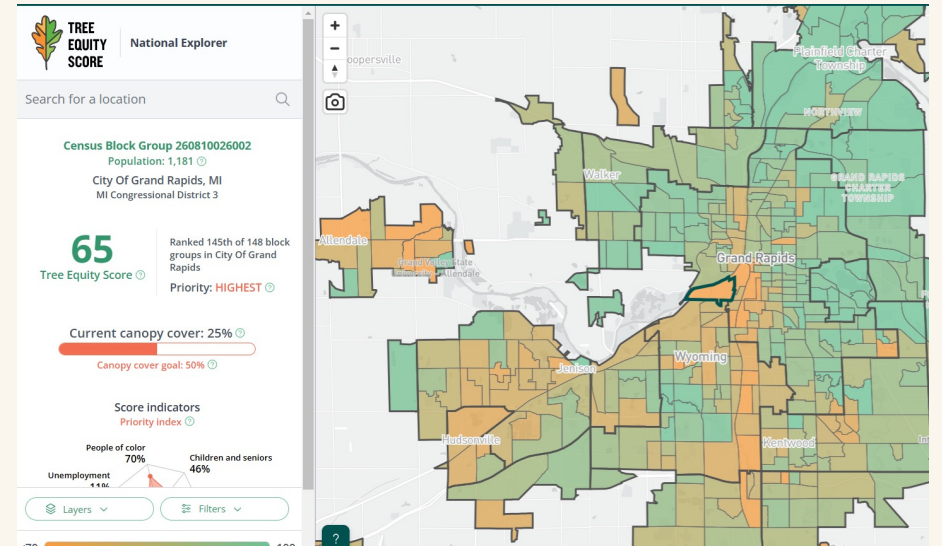
What's available?  
What works?





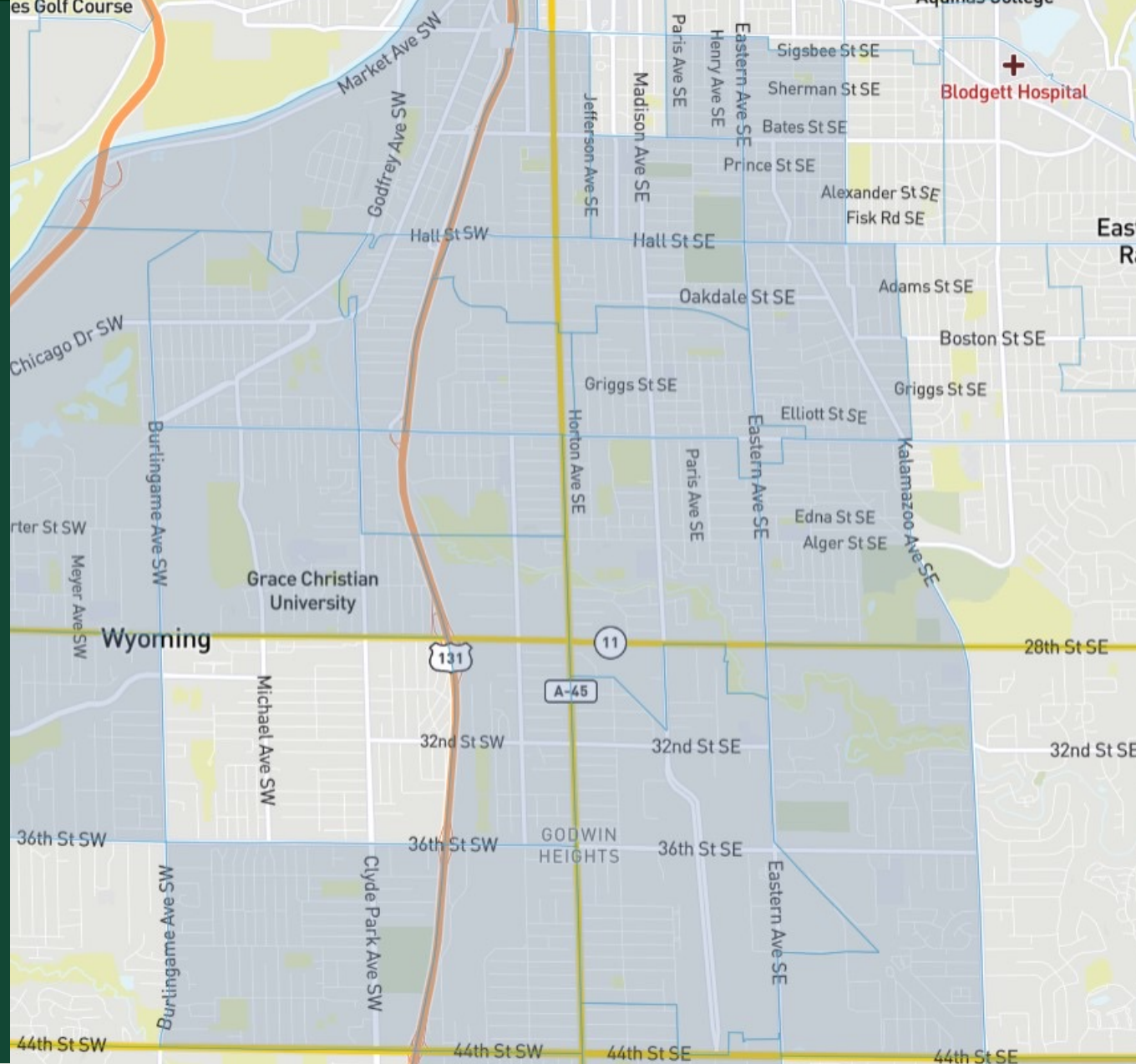
# Tools for the Job

- Tree Equity Score
- Climate and Economic Justice Screening Tool (CEJST)
- i-Tree Canopy
- Use what works best for you!



# Data is Your Friend!

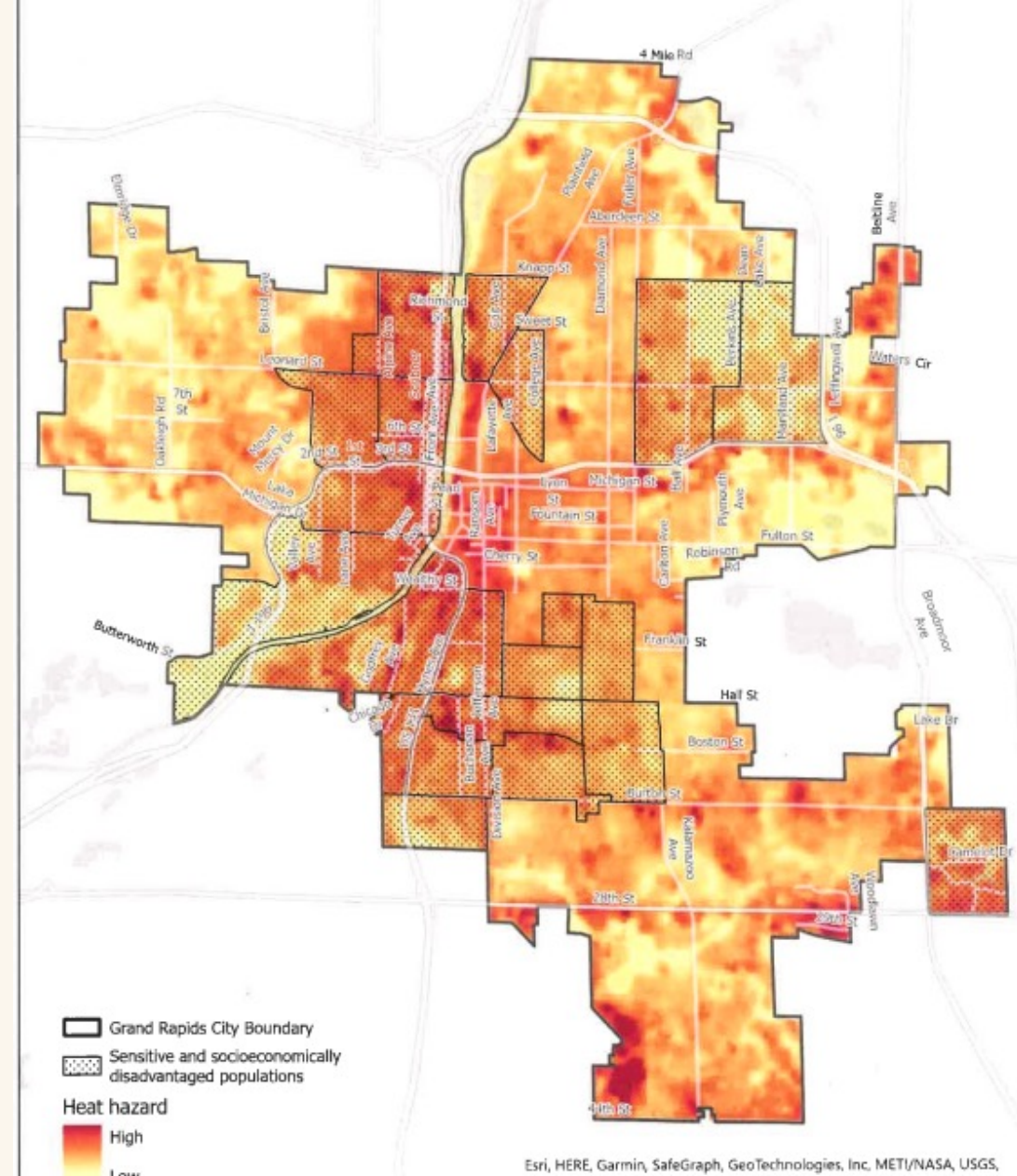
There is a lot of data available out there, so now what?





# Data is Your Friend

- With so much data available, be intentional about framing your project
- Benefits and outcomes we like to prioritize:
  - Urban heat Islands
  - Stormwater Management
  - Physical and Mental Health
  - Air Quality
- Know your Audience and know yourself!
  - Know your “Why” and have be prepared to share the data that backs it up





# Find the Spots, Drop the Dots

Collecting vacant  
planting site data





# Find the Spots, Drop the Dots

- Use the census tract areas from Tree Equity Score, Climate and Economic Justice Screening Tool, i-Tree Canopy as a guide for where to start
- Right tree, right place, right purpose
- Know your infrastructure
- Knowing how many available planting sites and where they are located is critical!





# Help Data, Help You

Data can really help  
you tell the story!





# Help Data, Help You

- The impact and benefits that tree canopy provides is substantial
- Use your data to tell the story
- Identify areas that need trees the most
- Forecast the benefits that the newly planted trees can provide
- Share the data and collaborate with community stakeholders, partners, and funders





# Connect and Communicate

Find stakeholders, find partners, find funders!





# Connect and Communicate

- Establish high-quality relationships with residents, community stakeholders, partners, and funders. These relationships are critical to funding and event success
- How? It starts with being there and listening to what folks have to say
- Neighborhood associations, schools, churches, sports leagues, businesses, other nonprofits or service-based organizations
- Know what's going on in the neighborhood, be a resource





# Get That Money!

Now that your project is funded, make it an amazing event for ALL



# Get That Money!

- You got funding for your project, now it's time to for a great event!
- Get everybody involved, stakeholders, partners, funders
- Invite elected officials and local/regional leaders
- Get the word out!





# Thank you.



Friends of  
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Parks



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# ABOUT US



**Friends of  
Grand Rapids  
Parks**

## **Our Vision:**

A thriving, nature-connected city where all can access the benefits of the outdoors.

## **Our Mission:**

Friends of Grand Rapids Parks partners with the community to support parks, trees, and trails in Grand Rapids. By working together to manage natural resources, grow an urban forest, and build trails, Friends provide opportunities to connect with nature now and into the future.