

Urban Agriculture Resilience Program

Q&A WEBINAR – September 30, 2023



**American
Public Gardens
Association**



**UNITED STATES
BOTANIC GARDEN**

Agenda

- Program History
- 2024 Program Eligibility
- 2024 Program Priorities
- Overview of Application Process
- Reporting
- Marketing Commitments
- Q&A

UARP Program History

- Collaboration between American Public Gardens Association and U.S. Botanic Garden
- **2020:** Provide immediate support to urban ag and food growing programs at public gardens affected by COVID-19 pandemic; 28 gardens awarded
- **2021:** Added new focus on community collaborations; 21 partnerships awarded
- **2022:** Continued focus on community collaboration; new projects or incorporating a significant new component; 24 partnerships awarded
- **2023:** Piloted the Capstone Cohort; 7 public gardens awarded



2024 Program Eligibility

- The criteria are posted as a PDF on the Association's website: <https://members.publicgardens.org/grow-your-garden/promote/urban-agriculture/>
- Eligible programs/projects must be a partnership between a U.S. public garden and at least one partner organization.
- Applications must be submitted by only one organization (the primary awardee) on behalf of the partnership/project, and that organization must be either a U.S. public garden or a recognized tax-exempt nonprofit organization with EIN number.
- Applications must include letters of collaboration and commitment signed by the Principal Administrator/Chief Executives of all partners.
- Award-eligible collaborative programs must combine food growing and education, and must also serve audiences experiencing food insecurity in urban or metropolitan areas.
- Awards are available to:
 - Urban agriculture partnership projects not previously awarded by the Urban Agriculture Resilience Program,
 - Previously-awarded partnership projects that are incorporating significant new components.

Organizations currently participating in the Urban Agriculture Resilience Program Capstone Cohort are not eligible to apply.

What is a Public Garden?



Georgeson Botanical Garden

A public garden is an institution that maintains plants for the purposes of public education and enjoyment, in addition to research, conservation, and higher learning. It must be open to the public and the garden's resources and accommodations must be made to all visitors.

2024 Program Priorities

Proposed projects will be assessed on the extent to which they demonstrate:

- Evidence they creatively utilize or leverage the assets of both the U.S. public garden and the partnering organization
- Efforts to combine food growing and education (e.g., food growing education, culinary and/or nutrition education, etc.)
- Facilitation of public engagement in urban food growing (e.g., by providing education and technical support, in-kind resources, growing space)
- Direct benefit to audiences or participants experiencing food security challenges, including food security challenges exacerbated by the COVID-19 pandemic
- Thoughtful approaches to increasing equitable access, representation, and benefit sharing at participating gardens and organizations and in communities
- Ability to use the Award to increase capacity in urban agriculture within and beyond the public gardens community

Preference may be given to collaborations involving public gardens:

- with annual operating budgets under \$3M
- with demonstrated commitment to inclusion, diversity, equity, and accessibility (IDEA)

Overview of the Application Process

Applications are due by November 1, 2023 at 8pm ET/5pm PT, using the online application form

Awardees will be notified by Dec 10, 2023.

Award amounts range from \$5,000 to \$20,000.

Funding is expected to be disbursed by early January.

Final reports, including evaluations, photos, and expenses will be due February 1, 2025.



Queens Botanical Garden



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Urban Agriculture Resilience Program



URBAN AGRICULTURE RESILIENCE PROGRAM

In 2020, the United States Botanic Garden (USBG) and the American Public Gardens Association (the Association) initiated the Urban Agriculture Resilience Program. Since its inception, the program has provided financial awards to 80 urban agriculture projects nationwide, promoting public garden participation in collaborations that combine food growing and education while addressing food security challenges facing communities.

2024 Awards Application

The USBG and the Association are partnering to support public gardens and their partners in facilitating collaborative urban agriculture, community gardening, and other food-growing programs.

Is your garden or organization already involved or interested in:

- Engaging in an urban agriculture collaboration between a public garden and a partner organization(s)?
- Combining urban food growing and educational programming?
- Facilitating public engagement in urban food growing?
- Addressing community food security challenges exacerbated by the COVID-19 pandemic?
- Increasing equitable access, representation, and benefit sharing at participating gardens and organizations and in communities?
- Building capacity in urban agriculture within and beyond the public gardens community?



How to Apply

Applications must be received by November 1, 2023 8pm ET/ 5pm PT using the [online application form](#).

Award amounts range between \$5,000 and \$20,000.

Interested applicants may review the full [criteria for participation](#).

An informational webinar for interested applicants will be held on September 29th at 3pm ET/12pm PT. [Please register here to attend](#).

Please refer to our [Q&A page](#) for answers to commonly asked questions. Additional questions regarding the program and eligibility may be directed to Bailee Neese at bneese@publicgardens.org

Key Criteria for Applicants:

- Must be a public garden in the United States or a nonprofit organization partnering with a public garden in the United States on urban agriculture programming.
- Must use award funds to support urban agriculture or other food growing programming in urban or metropolitan areas; programs must combine food growing and education components.
- Must be able to clearly describe the budget and anticipated impact of the funds received.

2024 CRITERIA FOR PARTICIPATION

Awards are Available to:

- Urban agriculture partnership projects not previously awarded by the Urban Agriculture Resilience Program,
- Previously-awarded projects that are incorporating significant new components.

Organizations currently participating in the Urban Agriculture Resilience Program Capstone Cohort are not eligible to apply.

Preference may be Given

to collaborations involving public gardens:

- With annual operating budgets under \$3 million
- With demonstrated commitment to inclusion, diversity, equity, and accessibility

LINKS FOR APPLICANTS

DOWNLOAD 2024
CRITERIA

DOWNLOAD BUDGET
FORM

DOWNLOAD APPLICATION
PREVIEW

APPLY NOW

IDEA RESOURCES

The following links are a few examples of IDEA resources. The selection committee will not be evaluating applications based on alignment with these in particular.

[LIBRARY AND MEDIA CENTER](#)[OF/BY/FOR ALL](#)[IDEA CENTER FOR PUBLIC GARDENS](#)

AWARDEES 2020 TO PRESENT

[2020](#)[2021](#)[2022](#)[2023 Capstone Cohort](#)

What do you
need to
complete the
application?



Urban Agriculture Resilience Program

2024 Application

General Information

All fields marked with * are required and must be filled.

- Applications are due November 1, 2023 by 8pm ET/5pm PT using the online application form.
- Awardees will be notified by December 10, 2023.
- Awards are expected to be disbursed by early January 2024.
- Brief mid-award check-in by October 31, 2024.
- Final reports, including evaluations, photos, and expenses will be due February 1, 2025.
- Information about how applications will be evaluated is available in the [Criteria](#).

[Click here](#) for a PDF preview of all application questions.

Applicant Information

Primary awardee's organization: *

Name(s) of other Partner(s) organizations: *

Is at least one of the above organizations (Applicant or other partner(s)) a public garden? *

- ☐ Yes
☐ No

Definition of [public garden](#) can be found on the Association's home page.

Please explain how the organization fits the definition of a public garden. *

Provide the mission statements from each organization. *

The Urban Agriculture Resilience Program may give priority to small or medium-sized gardens. Does the public garden in your collaboration have an annual operating budget of \$3 million or less? *

- ☐ Yes
☐ No

Public Garden's Annual Budget *

Is the primary awardee organization a public garden and/or an incorporated nonprofit organization with an Employer Identification Number recognized by the IRS capable of generating a W-9 Form to receive payment? *

- ☐ Yes
☐ No

Contact information for program lead at primary awardee organization:

Name: *

First Name

Last Name

Title: *

Organization: *

Email *

example@example.com

Phone Number *

Please enter a valid phone number.

Address *

Street Address

Street Address Line 2

City

State / Province

Postal / Zip Code

Website URL:

Is the above contact information, for the program lead at the primary awardee organization, the same contact information as the submitter of this application? *

- ☐ Yes
- ☐ No

Contact information for program lead(s) at the non-submitting partner organization(s):

Partner Organization 1

Name: *

First Name

Last Name

Title: *

Organization: *



Email *

example@example.com

Phone Number *

(000) 000-0000

Please enter a valid phone number.

Address *

Street Address

Street Address Line 2

City

State / Province

Postal / Zip Code

Website URL:

Partner Organization 2

Partner Organization 3

Award

Award amount requested (amount may range from \$5,000-\$20,000) *

e.g., 23

In a following step, you will be prompted to complete
and upload your proposed budget.

Save

Next

Project Information

All fields marked with * are required and must be filled.

Has the proposed project previously received an award from the Urban Agriculture Resilience Program? *

- ☐ Yes
☐ No

Is this a new or existing program? *

- ☐ New
☐ Existing

Is this a new or existing partnership? In a following step, you will be prompted to provide documentation of the partnership. *

- ☐ New
☐ Existing
-

Please describe your program and how funds will be spent.

What are the larger goals of this collaborative urban agriculture, community gardening, or food growing program? What are its unique qualities of approach and impacts? How does the addition of award funds maintain/advance this effort? (400 words) *

Note: The description you provide may be used by the United States Botanic Garden and the American Public Gardens Association for publicity at award.

How will the program address food security challenges in your community? (200 words) *

Describe how each partner will contribute to the program. How will the program utilize the assets of each organization? (200 words) *

How does/will the program combine education and food growing (e.g., food growing education; culinary and/or nutrition education, etc.)? (200 words) *

Who are the program audiences/participants and how does the proposed program connect them with urban food growing (e.g., by providing education and technical support, in-kind resources, growing space)? (200 words) *

How will the program increase equitable access, representation, and benefit sharing at participating gardens and organizations and in their local communities? (200 words) *

How would the requested funds allow the program to build capacity in urban agriculture? (200 words) *

Back

Save


Next

Please upload the following documents:

If you have any issues uploading your documents please email them directly to bneese@publicgardens.org


Budget details for requested funds: Please include a file detailing the budget for the program [using this budget form](#) and uploading the document below.

Upload Budget



Browse Files
Drag and drop files here

MOU between partners or letter of intent to partner from non-submitting organization(s). Please upload a document signed by the Chief Executive/Administrators of BOTH or all Partners documenting their mutual commitment to this partnership or other evidence of partnership such as a Memorandum of Agreement/Understanding (MOA/MOU) or Letter of Intent to partner from BOTH or all partners.



Browse Files
Drag and drop files here

Back

Save

Next

Applicant Affirmation

All fields marked with * are required and must be filled.

Please affirm the following: *

☐ I affirm that I am authorized to submit this proposal on behalf of my organization and all partner organizations and we agree to the program criteria.

Back

Save

Submit

Budget

Urban Agriculture Resilience Program 2024 Budget - Please Complete

Please provide budget details for the requested funds

Fill in White Cells Only; Gray Colored Cells Self-Total; Green Cells for Reference Only

Name of Organization	Insert Name of Primary Award Recipient	Insert Name(s) of Partners Here	
Budget category	Applicant organization expenses (USD)	Partnering organization(s) expenses (USD) Please combine all expenses for partners into one column only	Item Description / Justification Brief descriptions only required: (e.g. 1FTE for Garden; Refrigerator Rental for Partner; etc.)
Personnel	\$0.00	\$0.00	Click here to add description - List Position Title(s) Funded
Fringe benefits	\$0.00	\$0.00	Click here to add description - limit 15%
Indirect Costs	\$0.00	\$0.00	Administrative costs. Not to exceed 5%
Program Travel	\$0.00	\$0.00	Click here to add description - use \$0.62.5/mile for ground transportation estimates
Equipment and Tools	\$0.00	\$0.00	Click here to add description - Specify Rented or Purchased
Supplies	\$0.00	\$0.00	Click here to add description - Materials Consumed in Production
Technology	\$0.00	\$0.00	Click here to add description - Website, Electronics, Software
Contractual	\$0.00	\$0.00	Click here to add description - Specify Type and Cost (e.g. Graphic Designer - \$50/hr.)
Construction / Facilities	\$0.00	\$0.00	Click here to add description - Specify Asset Improvement or Rental (e.g. Construct Pole Barn at Partner Site = \$5000)
Other	\$0.00	\$0.00	Click here to add description
Total Expenses per Organization	\$0.00	\$0.00	
TOTAL BUDGET REQUEST Minimum \$5,000; Maximum \$20,000		\$0.00	

Reporting

The USBG and Association will provide reporting tools to awardees.

- Mid-award check in by October 31, 2024- online meeting
- Final Report by February 1, 2025 – survey

All reporting will be collaboratively prepared by the awarded partner organizations.

Reports will document program expenditures and impacts including:

- Quantitative information (e.g., participation numbers; pounds of food produced)
- Qualitative information (e.g., illustrative or other evidence of goals met, roles of partners and lessons learned from partnership, survey of audience served, feedback from program participants, etc.).

Marketing Commitments



Garfield Park Conservatory

- These are awards **not** grants
- Provide us with photographs from program and marketing materials or other outreach communications
- USBG and the Association will communicate about the programs, and use provided photographs and application responses for their own communications.
- Awardees may communicate, but please co-brand with USBG and the Association.
- Awardees will publicly share results and lessons learned from their Urban Agriculture Resilience Program project.

Q&A

- Today we will go over the questions we received leading up to today's webinar.
- Please ask any questions you have using zoom's Q&A feature.
 - We will add these questions and their answers to our Q&A webpage.
- Q&A Webpage
 - We will continue to update this page as we receive questions.
 - <https://members.staging.publicgardens.org/urban-agriculture-resilience-program-qa/>

Q&A - Eligibility

Q: Do we have to be a member of APGA to apply? Does the applicant need to be located in the United States?

A: No, all public gardens, as long as they meet all criteria, are eligible. All eligible applicants must be a U.S. public garden.

Q&A - Eligibility

Q: Can our organization apply this year if we applied for or received last year's award?

A: Yes, previously-awarded projects and those that have applied but have not been awarded may apply.

Organizations currently participating in the Urban Agriculture Resilience Program Capstone Cohort are not eligible to apply.

Q&A- Eligibility

Q: Is my organization eligible to apply for an award?

A: While we are not giving individual application advice, all eligibility requirements are included in this criteria document.

Q&A- Eligibility

Q: Must the Program-- Identified at the Public Garden for this award opportunity include a garden for the community to grow and collect food for themselves on the premises?

A: The program may, but is not required, to provide space on the premises for community members to grow food.

Q&A- Eligibility

Q: Is a garden at a university an eligible public garden?

A: A university garden can be considered a public garden

Q&A- Eligibility

Q: I am uncertain if our partner garden qualifies as a public garden.

A: Please see definition of public garden on the Association's website: <https://www.publicgardens.org/>

Q&A- Eligibility

Q: Can you elaborate on “preference may be given to collaborations involving public gardens with demonstrated commitment to inclusion, diversity, equity, and accessibility (IDEA)”

A: The Urban Agriculture Resilience Program may give preference to projects that include public gardens with demonstrated commitment to inclusion, diversity, equity, and accessibility (IDEA). Please describe any relevant steps the public garden in this collaboration has taken to advance its work in this area (e.g., inclusion of IDEA in strategic planning and budgeting; establishment of an IDEA committee; participation in a cohort of the IDEA Center for Public Gardens or similar group; engagement with IDEA-focused networks, trainings, or resources; evaluated IDEA efforts with self-assessment through the Sustainability Index; following AAM’s DEAI best practices; or other relevant activities)

Q&A- Eligibility

Q: What are reviewers looking for in terms of a “significant new component” for applicants that have received an UARP award previously?

A: Yes, examples of what significant new components might look like, but are not limited to: a new educational component that targets an audience you haven't reached before, or the addition of a new partner whose knowledge or assets enable the program to do something different than it has in the past.

Q&A - Application

Q: Can you give us an idea on the review criteria, if there is a section(s) that are weighted more? How much is the budget taken in consideration when reviewing?

A: The most important things we will initially be considering for incoming applications are all listed in the criteria document. How you budget to use funds, outside of the specified restrictions, doesn't play a role in the decision.

Q&A - Application

Q: For the groups who were awarded this award in previous years, what about their applications stood out above the other applicants?

A: Applications should clearly articulate for reviewers how the proposed project aligns with each of the priorities outlined in the criteria document.

Q&A - Funding and Budgeting

Q: Are there restrictions for how the funds can be used?

A: There are a few restrictions, they are all listed in the budget form document. Fringe benefits are not to exceed 15% of the budget. Indirect costs are not to exceed 5% of the budget.

Q&A - Funding and Budgeting

Q: What is the range of award funds?

A: All awards will be between \$5,000 and \$20,000. Your application and budget should reflect your specific request.

Q&A - Funding and Budgeting

Q: Can the project funds be used to pay for full-time and/or temporary (including student intern) employee wages?

A: Yes, the award can be used to pay staff including interns.

Q&A - Reporting

Q: Will the reporting requirements be listed on the website?

A: We plan to send the reporting requirements directly to awardees after they are notified that they have been awarded. This will happen very early on to let awardees know exactly what things they may need to track or monitor throughout their program participation.

Thank You!

Reach out to bneese@publicgardens.org with any additional questions.

These slides, a Q&A webpage, and this webinar session recording will be available very soon on the Association's website.

Visit the program's webpage here: <https://members.publicgardens.org/grow-your-garden/promote/urban-agriculture/>

Key Dates:

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