



### **IDEA Center/USBG Awards Criteria**

1. Individual, entity or organization must be based in the U.S and serve U.S. communities.
2. Awards must be spent by Dec 31, 2024
3. Plant-centric: promotes the connection between plants and people and emphasizes the significance of the role of plants in our world
  - Horticulture/ Gardening (including community gardens, design, and landscaping)
  - Professional Development (funds for travel, certificates, broader learning)
  - Education (educating the public of all ages)
  - Research (ecological, conservation, environmental)
  - Arts and Exhibits
  - Community Engagement (partnerships)
  - Award/recognition of impact
  - Capacity building/ incubation (small business, entrepreneur)
  - Diversifying employment
4. The person/organization OR the work itself is IDEA connected
  - The awards are intended to tap into potential (this could be under resourced, underrepresented, or previously untapped communities; expanding availability of funds to those who previously have been excluded from public horticulture awards/funding).
5. Report back on results/impact. Must provide a summary for how funds are used and the impact the funds will have on work/project/etc (template will be provided).
6. Agree to a communication plan and requirements (detailed in the award agreement).
7. Can NOT be advocacy or partisan lobbying, political campaign, or put into a crowdsourcing campaign. (Cannot be a federal organization, but municipal, county or state is okay).

### **Awardees agree to Criteria Required for Program Fulfillment:**

1. All publicity from the award (or use of award funds) including press releases, websites/webpages, and social media postings related to collaborative work shall acknowledge the USBG, IDEA Center, and the Association. Publicity items about the IDEA awards (e.g., press releases, websites/webpages) should be created in collaboration with and approved by the USBG, IDEA Center and the Association. The recipient institution (primary awardee) and/or the partnering institution(s) may not engage in advertising practices that feature the United States Botanic

Garden in a manner which conveys, or is reasonably calculated to convey, a false impression of sponsorship, approval or endorsement of any product or service by the United States Government, or any Department, Agency or instrumentality thereof.

2. All products and work resulting from this Agreement, including but not limited to, published material, websites/webpages, social media postings, and presentations shall acknowledge both the USBG and the IDEA Center. This should be according to each institution's style guidelines and with express consultation and permission of each party.
3. The recipient agrees to indemnify, save and hold harmless, and defend the United States Government, the IDEA Center, Denver Botanic Gardens, and/or the American Public Gardens Association (the Association) against all fines, claims, damages, losses, judgments, and expenses arising out of, or from, any act or omission of the recipient institution (primary awardee), its officers, employees, or (members, participants, agents, representatives, agents as appropriate) arising out of or in any way connected to activities authorized pursuant to this Agreement. This obligation shall survive the termination of this Agreement.
4. The awardee must be U.S.-based individual, entity, or recognized tax-exempt nonprofit organization with an EIN (Employer Identification Number) or social security number and provide a IRS W-9 Form and tax exempt letter to the IDEA Center in order to receive award funds.
5. The award recipient institution shall cooperate with the IDEA Center and/or the USBG in the investigation and defense of any claims that may be filed with the IDEA Center and/or the USBG arising out of the activities of the institution receiving the award, its agents, and employees.