



Alabama Power  
Foundation

**2018 Program Information**  
**Good Roots**

# 2018 Good Roots Program Information

## Introduction

The Alabama Power Foundation is pleased to offer the “Good Roots” grant program in partnership with the Alabama Urban Forestry Association and the Alabama Forestry Commission. As a part of the 2018 Good Roots Program, the foundation will supply up to \$1,000 per grant to purchase trees for planting in cities, towns, communities and non-profit organizations across central and south Alabama.

Good Roots is designed to help keep our communities beautiful and vibrant. The trees must be used in public areas – to enhance a park, add a canopy over the street, or help shade a hot parking lot. They can be used around schoolyards, churches and libraries.

## Why Alabama Power and trees?

Since our founding over a century ago, Alabama Power has been connected to communities in more ways than just supplying power. The company and its charitable giving arm believe a healthy environment is important to the quality of life in Alabama and look for ways to strengthen communities across the state. Trees are key to this. Recent studies show tree-shaded neighborhoods can be 3 to 6 degrees cooler than treeless ones.

Plus, trees help save energy. A study done by the EPA shows careful landscaping can decrease air conditioning bills up to 75% especially if you plant them in the correct places – on the south and southwest side of a structure to shade hot summer sun. In the winter, trees can save on heating costs if you plant them to buffer harsh seasonal winds.

## The Goals

The Alabama Power Foundation is committed to using our resources to help plant trees in communities across our state. The intent is to assist projects that will:

- Maintain an excellent quality of life in our communities
- Enhance and improve the quality of the environment in communities across the state
- Encourage active community involvement.

## Eligible Groups

- Local governments – cities, towns, communities of any size.
- Educational institutions – city and county school systems, private schools, universities.
- Any 501 (c)(3) organization.

Awards are paid to the organization and not to individuals. Recipient organizations must have a tax-exempt status under the IRS Code and must not discriminate on the basis of race, color, creed, gender, nationality, or ethnic origin.

## Funding Limitation

Grants will be awarded up to \$1,000.

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## Program Restrictions

Funds will be available for the purchase of trees only – **not** shrubs, bedding plants and other landscaping items. Planting, watering and maintenance must be provided through other funding or volunteers.

All trees shall be planted according to the procedures prescribed by the [International Society of Arboriculture](#) or the [National Arbor Day Foundation](#).

## Project Sponsors and Endorsements

The local government or nonprofit representative **must** endorse the project. A signed grant agreement is required for all grant recipients.

## Selection Committee

A grant selection committee will judge each application competitively on an objective and non-discriminatory basis. This committee will make the final determination of all grant awards.

## Criteria

- Degree of environmental benefit to the community
- Likelihood of project success
- Degree to which the project is supported by local leaders
- Degree to which volunteers are involved and how the project spurs community involvement
- Degree to which the long-term care of the trees is demonstrated
- Soundness of the project's financial plan.

## Suggestions for Community and Volunteer Assistance

- Neighborhood associations
- Churches
- Civic and community groups
- Schools
- Environmental organizations
- Youth programs such as the Boy Scouts, Girl Scouts, etc.

Each project is expected to have a long-term plan for care and maintenance of the trees planted through the Good Roots grant, and there may be opportunities to partner with the Alabama Power Service Organization (APSO) at the time that the Good Roots trees are planted.

APSO is a 501(c)3 organization comprised of Alabama Power and Southern Company employees located in Alabama and their family members. APSO has 10 chapters across the state and volunteers about 40,000 hours to communities each year.

New to the Good Roots application this year, grant applicants will be asked to share ways APSO can partner in planting the Good Roots trees.

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## Grant Application

All applications must meet the following minimum standards to be considered for financial assistance:

- All answers must be clear and concise
- Applications must be complete
- Applications must include an itemized budget
- Applications must have a maximum size of 5 MB
- Applications must include pictures of the proposed location as well as sketches or drawings of the proposed project.

Make a copy of your application for your records before submission.

Please note that the Alabama Power Foundation has a new grant management system. This system was implemented to be more user-friendly for grantees and applicants. One new functionality is the ability for users to save their applications and return to them later.

All grant applicants – even those who have received funding from Alabama Power Foundation in previous years – will need to create a login for the system to access the application.

## Application Deadline

The 2018 application period for the Good Roots program will be open April 23 to June 15, 2018.

## Contract

Each grant recipient will be required to sign an agreement verifying there has been no change in the tax exempt status and the funds will be used exclusively to complete the project as outlined in the application. The funds may not be used to influence legislation, to influence the outcome of any elections, or to carry on a voter registration drive.

## Completion Report

To be eligible for future funding, each recipient will be required to provide a written completion report with pictures to the foundation. More information on the report will be provided to grant recipients upon award.

**Please contact Allison Swagler-Webb at 205-257-4851 or [aswagler@southernco.com](mailto:aswagler@southernco.com) for more information about the Good Roots program.**