



**JEWISH
NATIONAL FUND**

Organization Name: Jewish National Fund

Address of Organization: 42 E. 69th Street, New York, NY 10021

President/Executive Director: President Ronald S. Lauder
Executive Vice President Russell F. Robinson

Applicable Category: 501 (c)(3)

Contact: Craig M. Goldstein
Marketing Assistant
ph: (212) 879-9305 x225
fx: (212) 717-7210
e-mail: cgoldstein@jnf.org
URL: www.jnf.org

Organization's Mission:

Jewish National Fund focuses its efforts on protecting and enhancing the land of Israel through afforestation and water projects, thereby, beautifying the land and enhancing quality of life for its inhabitants and visitors. JNF is the American fundraising arm of its sole agent in Israel, Keren Kayemeth LeIsrael, Inc. To date, it has planted more than 210 million trees; aided more than 250,000 acres for agriculture, housing and industry; built over 100 dams and reservoirs and created 450 parks, including picnic and active recreation areas throughout Israel.

Part II:

The goals of the Millennium Green program fall perfectly in line with those that JNF has been pursuing for nearly a century. JNF has been vital to making the State of Israel the only country in the world that will have increased the total number of trees on its land over at the turn of the century. Israel's environment is JNF's primary concern and its reason for raising money not only in the United States, but across the world in 30 countries.

JNF wants to be a Millennium Partner so that it can work under the umbrella of the White House to promote its efforts towards improving Israel's environment. JNF's supporters are over 400,000 Americans who value the environment and the welfare of the land of Israel. JNF wants to utilize the opportunity presented by the Millennium Council to reach out to those who do not know of JNF's activities and to reinforce our shared values with those who already support the organization.

JNF wants to partner with the White House on a number of established programs that seek to promote environmental awareness and love of trees as well as build new programs devoted to similar goals. An example of an established program is our Eco-Zionism Conference, an annual gathering of college students who learn about the environment and Jewish spirituality. New programs we want to associate with the Millennium Council are A Day in the Forest, a joint effort of JNF and the USFS to promote involvement with our forests and our Y2K Forest in Israel, where Americans can purchase trees to be planted in Israel.

National Headquarters
42 East 69th Street
New York, NY 10021-5093
Voice 212. 879. 9300
Fax 212. 517. 3293

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Phone #		Phone #	
Fax # 202 720 8163		Fax #	



We will pursue these projects through all available media: direct-mail, the Internet, public relations and paid advertising. We will utilize JNF's established system of selling trees and add the Y2K forest to our stable of projects.

Part III:

Following are examples of programs for which JNF will utilize Millennium Green:

1. **A Day in the Forest:** will take place on Sunday, January 23, 2000. The costs will be split by JNF and the USFS, while we are charging admission fees in order to cover costs. Any additional funds will be split to pay for afforestation programs in both Israel and the United States. The main theme of the event is to bring people together in order to celebrate the value and spirituality of the forest and its contribution to our quality of life. We expect an audience of about 700 people to participate throughout the day. This program fits in line perfectly with Millennium Green's goals: we will be educating people about forests and replanting areas burned by fires in recent years. A total of 350 saplings are available to be planted that day. This year represents a pilot program for both JNF and the USFS, we hope to expand to more locations in years to come and make it an annual event to help forests in the United States. JNF and the USFS both have extensive experience with similar projects and we will be partnering with other organizations with similar experience like Tree People, the Sierra Club and the Nature Conservancy. This event meets all criteria of the Millennium Council.
2. **Eco-Zionism Conference:** will take place from March 26-28, 2000. This is not a fundraising event and JNF provides scholarships to numerous college students in order for them to participate. The main theme of the event is to bring young Jewish environmentalists together to learn about the environment in the context of Judaism and Israel. About 100 college students from across the United States are expected to participate. This program shares the Millennium Council's goals of education, inspiring youth and protecting the environment. This will mark the fifth annual conference, and it has grown in size every year since its inception.
3. **JNF Y2K Forest:** JNF will either designate a new forest or portion of an existing forest in honor of the Millennium Green endeavor. For this, JNF will utilize its established system for soliciting donations in support of forestry in the land of Israel.

Part IV:

We plan on using the Millennium logos and mottoes in conjunction with all of the above programs. We will use them on all brochures, collateral materials (banners, flyers, t-shirts), advertising and website listings on www.jnf.org. In the instance of the Y2K Forest, we will affix the logo to our beautifully designed tree certificate for the occasion that is mailed to every donor's chosen recipient.

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**PARTERSHIP APPLICATION
FOR
MILLENNIUM GREEN
"Honoring The Past - Imagining The Future"**

11/1/99

A Project of The White House Millennium Council
Sponsored By
The Department of Agriculture
The Department of Energy
The Department of Justice
The Environmental Protection Agency

PART I: APPLICANT'S ORGANIZATION

Name of Organization: OPTIONAL FORM 99 (7-90)

Address of Organization:

FAX TRANSMITTAL

of pages > 4

, DC 20013

President or Executive Director:

To <u>ANNE DONOVAN</u>	From <u>DEBORAH GANGLOFF</u>
Dept./Agency <u>WHH MGC Council</u>	Phone # <u>202-55-1007</u>
Fax # <u>456-7008</u>	Fax #

Applicant Category (Check one)

NSN 7540-01-317-7388	5098-101	GENERAL SERVICES ADMINISTRATION
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☐ Foundation☐ Corporate☒ Other -- Nonprofit

Contact Person:

Deborah Gangloff

Phone Number:

202-955-4500, ext. 232

Fax Number:

202-955-4588

E-Mail:

gangloff@amfor.org

Address:

(if different from above)

Nov-01-99 03:13P

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DESCRIBE YOUR ORGANIZATION'S MISSION.

AMERICAN FORESTS is the national conservation organization for trees and forests. Founded in 1875 by citizens concerned about the waste and abuse of the nation's forests, AMERICAN FORESTS is the country's oldest national nonprofit citizen conservation organization. Its vigorous advocacy helped create the conservation movement and public lands system in the United States. Throughout the 20th century, AMERICAN FORESTS has been a leading voice for trees in public policy debates in Washington, DC, and an organizer of tree-planting campaigns. For more than 100 years it has published *American Forests* magazine. Recently, AMERICAN FORESTS launched Global ReLeaf 2000, a campaign to plant trees for the new millennium. AMERICAN FORESTS' three program centers include Global ReLeaf, Urban Forestry and Forest Policy. AMERICAN FORESTS maintains and publishes the National Register of Big Trees, which lists the largest-known specimens of native and naturalized trees in the United States.

Famous & Historic Trees, a project of AMERICAN FORESTS, began in 1989 and is operated from a state-of-the-art nursery and administrative facilities in Jacksonville, Florida. Each year AMERICAN FORESTS representatives visit homes and sites where famous citizens lived or historic events occurred. Seeds are handpicked from old trees and grown into small, direct-offspring trees. These trees bring history alive, offering a unique perspective that helps AMERICAN FORESTS teach the public about the environment and benefits of trees.

Hundreds of trees are available to choose from in the Famous & Historic Trees catalog. Categories include Presidents, American Revolution, Women, Civil War, African Americans, Native Americans, Veterans, Country Music Artists, Authors, Inventors, and trees of regional significance. A few examples:

- In 1785, George Washington planted tulip poplars at his Mount Vernon estate on the Potomac River in Virginia. These trees still grow today, and their seed has yielded George Washington Tulip Poplars for students, community groups and families to plant.
- John Chapman became the most famed tree planter of all time when he traveled across the country as Johnny Appleseed, leaving a trail of apple trees in his wake. Today anyone can honor his legend by planting a Johnny Apple seedling, a direct offspring of the last known of his trees. The trees eventually will bear delicious Rambo apples, which were Chapman's personal favorite variety.
- It's possible to own a bit of grandeur from the grounds of Graceland, Elvis Presley's home in Memphis, Tennessee. AMERICAN FORESTS is growing small trees as direct offspring of the superstar's own pin oak, sweetgum, sycamore, and willow trees - the very trees that continue to beautify the estate, just as they did in Elvis' lifetime.

AMERICAN FORESTS is on the World Wide Web at: <http://www.americanforests.org>.

PART II: GOALS FOR THE PARTNERSHIP

Please state your organization's reasons for seeking to become a *Millennium Green* Partner. What kind of partnerships will you pursue, how will your organization ensure these projects are consistent with the goals of the *Millennium Green* Project of the White House Millennium Council? How will you pursue projects (mailings, newsletters, etc.?)

There is a strong connection between the goals and objectives of Millennium Green and the American Forests' mission of "helping people improve the environment with trees and forests." It's only fitting for American Forests to be a Millennium Green Partner.

Americans are fortunate to have a rich and colorful historic heritage. By viewing the past through the unique perspective of trees, it is hoped that this heritage will endure for future generations. Not only have trees provided for man's basic needs, but they have stood watch over lives and events that, woven together, are the fabric of our nation.

It is American Forests' goal, in cooperation with Millennium Green to meet its objective of recognizing 2000 famous and historic trees, groves, gardens, and green spaces, to identify and recognize these trees and to present their legacy in the National Register of Famous & Historic Trees. Every community has a tree that is either famous or historic, a tree that is a living landmark and a cherished "citizen."

American Forests' Famous and Historic Tree project will develop a national media campaign to create enthusiasm to recognize these historical trees. We'll also have an extensive website for communities to nominate their trees on-line and promote the program in *American Forests* magazine.

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PART III: MILLENNIUM GREEN PROJECT PROPOSAL

As early as 1917, American Forests began researching and documenting trees that witnessed the events and lives of American history. In 1922, the first book was published and was updated several times thereafter, always growing in volume. With each revision it was noted that many of the historic witness trees were no longer living, having succumbed to old age, weather damage and development. With the approach of the millennium, there is a strong need to identify and recognize these trees and to present their legacy in the National Register of Famous & Historic Trees.

"The National Register of Famous & Historic Trees" will be an opportunity for every community across this nation to participate by nominating its own special tree to be included in the National Register. Every community in America has trees that they are proud of. Trees that may have served as a meeting place for town fathers as they gathered together to layout plans for their town, trees that grow at historic places, birthplaces of America's historic figures, places where legendary events occurred. Each community will have a special tree they will want to nominate for recognition. It is a wonderful project for each community to celebrate its American Heritage.

American Forests, in cooperation with Millennium Green, will begin a nationwide search to identify America's famous and historic trees. Nearly 270 Famous and Historic trees have been documented throughout the years. Individuals, communities and organizations throughout the country will nominate these historic trees. The selected historic trees will be published in an official and comprehensive "National Register of Famous & Historic Trees."

**PART IV: USE OF THE *MILLENNIUM GREEN* AND THE WHITE HOUSE
MILLENNIUM COUNCIL LOGO AND MOTTO.**

Use of the Millennium Logos

Do you plan on using the Millennium Logos in conjunction with your proposed project? If so, please describe specifically how you envision using the Logos.

Yes. Press materials, recognition materials, media outreach, internal publications, website, and *American Forests* magazine

Use of the Millennium Council's Motto

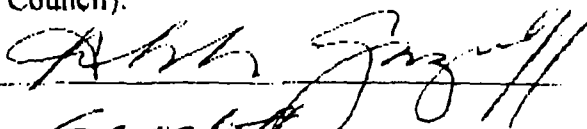
Do you plan on using the Millennium Motto in conjunction with your proposed project? If so, please identify the specific manner in which you will use the Motto.

Yes. Press materials, recognition materials, media outreach, internal publications, website, and *American Forests* magazine

Nov-01-99 03:14P

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I hereby certify that the above information contained in this application is accurate and that we will adhere to the White House Millennium Council logo and motto guidelines (see White House Millennium Council web page for guideline specifics at www.whitehouse.gov and scroll down to site news and then Millennium Council).

Signature of Applicant/Representative 
Full Name Deborah Gargloff
Title Executive Director

Upon completion, please mail this application to:

USDA Millennium Office
Room 220 A
Jamie Whitten Building
Washington, D.C. 20250
ATTN: *Millennium Green*

**PARTERSHIP APPLICATION
FOR**

MILLENNIUM GREEN
"Honoring The Past - Imagining The Future"

A Project of The White House Millennium Council
Sponsored By
The Department of Agriculture
The Department of Energy
The Department of Justice
The Environmental Protection Agency

PART I: APPLICANT'S ORGANIZATION

Name of Organization: National Peace Garden Foundation
Address of Organization: 1800 Diagonal Road Suite D
Alexandria, VA 22314

President ~~or Executive Director~~: John F. Raynolds III, President and CEO

Applicant Category: ☐ Federal ☐ State ☐ City
(Check one) ☒ Foundation ☐ Corporate ☐ Other

Contact Person: Terry Ferrari, Executive Director

Phone Number: 703/684-4380 Fax Number: 703/684-4382
E-Mail: pgarden@celebratepeace.org

Address:
(if different from above)

OPTIONAL FORM 98 (7-90)

FAX TRANSMITTAL

of pages **6**

To ANNIE DONOVAN	From ERIK KNICKENHAUP
Dept./Agency WHA AAG COUNCIL	Phone # 703-1007
Fax # 756-2008	Fax #

DESCRIBE YOUR ORGANIZATION'S MISSION.

The National Peace Garden is an inspiring expression of America's historic and ongoing commitment to peace. As a national symbol of this commitment, the Garden's mission is to provide an interactive place for peace education in our nation's capital. Here, the Garden will celebrate human longing for peace and brotherhood, articulate efforts of peacemaking; and encourage learning about both individual and world initiatives for peace.

PART II: GOALS FOR THE PARTNERSHIP

Please state your organization's reasons for seeking to become a *Millennium Green* Partner. What kind of partnerships will you pursue, how will your organization ensure these projects are consistent with the goals of the *Millennium Green* Project of the White House Millennium Council? How will you pursue projects (mailings, newsletters, etc.?)

The National Peace Garden Foundation seeks to become a *Millennium Green* partner to link with other organizations that are contributing to the greening of America. The opportunity to collaborate with and learn from organizations of similar purpose is invaluable and will serve to benefit all involved.

In becoming a *Millennium Green* Partner, we also hope to continue to raise national awareness of our efforts to build a national monument to peace.

PART III: *MILLENNIUM GREEN* PROJECT PROPOSAL

The National Peace Garden Foundation will plant a tree on Hains Point, the future site of the National Peace Garden. The event will celebrate the millennium and the future of a national place for peace education in Washington, D.C. We are currently working to incorporate a VIP into the tree planting and have obtained permission from the National Park Service for this event. The event will take place this spring, on one of the days also highlighted by *Millennium Green*: Arbor Day, the equinox, or Earth Day.

In accordance with the Millennium Green's objective of protecting our "natural resource wonders and treasures," the National Peace Garden will preserve a ten-acre open green space for the residents and visitors of Washington, D.C. The National Park Service will maintain it in perpetuity, and our fund raising goal includes an endowment for the National Park service to ensure this.

As a *National Peace Garden*, we hope to encourage smaller peace gardens around the country in schools and communities to encourage both peace education and green stewardship.

**PART IV: USE OF THE *MILLENNIUM GREEN* AND THE WHITE HOUSE
MILLENNIUM COUNCIL LOGO AND MOTTO.**

Use of the Millennium Logos

Do you plan on using the Millennium Logos in conjunction with your proposed project?

No.

If so, please describe specifically how you envision using the Logos.

Use of the Millennium Council's Motto

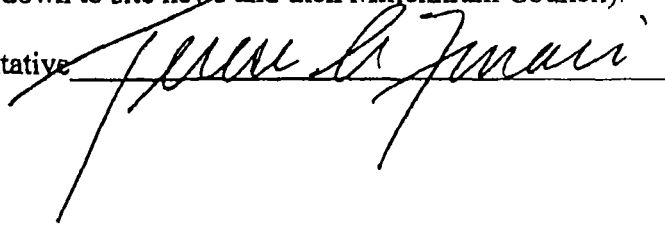
Do you plan on using the Millennium Motto in conjunction with your proposed project?

No.

If so, please identify the specific manner in which you will use the Motto.

I hereby certify that the above information contained in this application is accurate and that we will adhere to the White House Millennium Council logo and motto guidelines (see White House Millennium Council web page for guideline specifics at www.whitehouse.gov and scroll down to site news and then Millennium Council).

Signature of Applicant/Representative



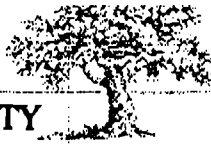
Full Name: Terry Ferrari

Title: Executive Director

Upon completion, please mail this application to:

USDA Millennium Office
Room 220 A
Jamie Whitten Building
Washington, D.C. 20250
ATTN: Millennium Green

FLORIDA CHAPTER
INTERNATIONAL SOCIETY
OF ARBORICULTURE



100 Cattlemen Road
Sarasota, FL 34232
Phone No. (941) 316-1474
Fax No. (941) 316-1326

FAX COVER SHEET

Date: 12/10/99 Time: 1:55 pm

Fax Number Dialed: (202) 456-2008

Pages Sent, Including Cover: 9

Attention: Ann Donovan, Millennium Green

From: Norm Easey

Message/Remarks:

Per your request.

If any pages do not transmit or are not legible, please call Kathie (941) 316-1474



**PARTERSHIP APPLICATION
FOR**

MILLENNIUM GREEN
"Honoring The Past - Imagining The Future"

A Project of The White House Millennium Council
Sponsored By
The Department of Agriculture
The Department of Energy
The Department of Justice
The Environmental Protection Agency

PART I: APPLICANT'S ORGANIZATION

Name of Organization: **International Society of Arboriculture**

Address of Organization: **PO Box 3129, Champaign, IL 61826-9963**

President or Executive Director: **William Kruidenier, Executive Director**

Applicant Category: ☐ Federal ☐ State ☐ City
(Check one) ☐ Foundation ☐ Corporate ☒ Other (non-profit)

Contact Person: **Norman Easey, National Millennium Arbor Day
Chairman**

Phone Number: **(941) 316-1474** Fax Number: **(941) 316-1326**

E-Mail: **neasey@co.sarasota.fl.us**

Address: **Sarasota County Forestry, 100 Cattlemen Rd., Sarasota, FL 34232**
(if different from above)

DESCRIBE YOUR ORGANIZATION'S MISSION.

The International Society of Arboriculture is the largest arboricultural association in the world and is growing steadily. The chapters and professional affiliations are the veins and arteries that disseminate the lifeblood from the heart of the organization. The chapters and professional affiliations provide a broad, mutual base for receiving and disseminating information on a local level.

ISA's Mission

The mission of ISA is to foster a better understanding of trees and tree care through research and education of professional arborists and the dissemination of tree care information to laypersons across the globe.

History

In 1924, thirty-three researchers, educators, and commercial arborists were assembled in Stamford, Connecticut at the request of the Connecticut Tree Protection Examining Board to discuss shade tree problems. This group saw a need for an organization dedicated to tree research and education. Shortly thereafter they formed the National Shade Tree Conference and elected W.E. Britton as the first President and F.A. Bartlett as the first Vice President. The name was later changed to the International Shade Tree Conference (1968) and later still, the International Society of Arboriculture (1974).

In 1942 the first chapters (Ohio, Southern and Western) were formed. Over the years new chapters have been added, with Ontario, Canada (1950) being the first outside the U.S. and Denmark (1987) the first in Europe. Today, there are 37 Chapters, with 17 of these outside the U.S.A. The first chapter from the Southern Hemisphere, Brazil, was welcomed into the organization in 1994.

Chapters

Chapters permit local entities to govern themselves, within the framework of the bylaws and constitution of the ISA. Issues and practices that may be unique to any region; be it local, State, Province or Country, can be addressed within the chapter. At the same time, the wonderful opportunity of discussing these issues with, and learning from, others is available through the chapter publications, regional meetings and conferences.

Chapters have been instrumental in developing and channeling the burgeoning growth experienced by the Society. The growth has gone from 33 members in 1924 to almost 12,000 members today. There are also a large number of members in 26 countries who do not belong to a specific chapter. These professionals are known as *Members-at-large*.

Professional Affiliations

Five Professional Affiliations (PAs) are available within the framework of the ISA. These include the: Arboricultural Research and Education Academy (AREA); Society of Commercial Arborists (SCA); Society of Municipal Arborists (SMA); Student Society of Arboriculture (SSA); and Utility Arborist Association (UAA).

You may join one or more of these PAs and receive information relating to your specific area of interest. The PAs meet as individual groups on the last day of the ISA Annual

Conference. This provides an excellent opportunity to share ideas and knowledge with experts from throughout the world. Each PA also hosts conferences outside of the ISA annual meeting. Many PAs also work with ISA in the development of programs targeted to their area of professional interest.

The world of arboriculture certainly benefits from active chapter and PA participation. We all have much to gain from sharing and exchanging the research, educational and "practical experience" material from each country. International growth serves ISA's overall mission that is to promote and improve the practice of scientifically based professional arboriculture.

Office Location

The international headquarters of ISA is located in Champaign, Illinois, U.S.A. with a "satellite" office located in London, England (ISA Europe, Limited, serving the European membership). The international headquarters has approximately 18 staff operate all services with a budget of over 3.5 million dollars U.S. This revenue, obtained primarily from member dues, publication sales, conferences, and certification, is utilized for providing member services (such as publication development, annual conference *Journal of Arboriculture* and *Arborist News*), ISA Certification, and Chapter/Professional Affiliation/Research Trust support services, personnel, and office maintenance. The London office has 2.5 staff serving the European membership. ISA Europe has a budget of approximately \$200,000 U.S.

Governance

With the exception of the Executive Director, the officers, directors and committee members are all volunteers. The Society is a not-for-profit organization [501(c)5] directed by its Board (with directors comprised of a representative from each chapter, four officers elected by the general membership, and a non-voting Executive Director appointed by the Board).

Each director serves a three-year term. Directors representing the Chapters are appointed or elected by the Chapters. The Board sets policy and is guided by its strategic plan (titled *ISA 2000*) which is reviewed semi-annually. The mission and goals of *ISA 2000* are as follows:

- | | |
|----------|--|
| Mission: | To foster research and education that promotes the care and the benefits of trees. |
| Goal #1: | To provide effective and efficient member services. |
| Goal #2: | To improve the quality of arboriculture practice. |
| Goal #3: | To promote research and increase the knowledge of urban tree care. |
| Goal #4: | To increase public awareness of the benefits of trees and proper tree care. |
| Goal #5: | To maintain a healthy, growing organization. |
| Goal #6: | To broaden the educational opportunities for arborists. |
| Goal #7: | To improve the translation of research information into practice. |

Elected officers of ISA are the President, President Elect, Vice President, and Immediate Past President. The elected officers (President Elect and Vice President) are chosen by a secret ballot vote of the membership submitted by mail for terms of one year. Once

elected, the President-Elect succeeds to the office of President and the President to Immediate Past President.

The officers oversee the operations of the Society with the Executive Director reporting to them on a regular basis. The Executive Director is responsible for ensuring the day-to-day activities and the long-term projects are in keeping with the directions set by the Board and its strategic plan.

ISA's various programs and services are derived from its committees and staff. Committees are appointed each year by the ISA President and serve to recommend programs and services for the Society. These committee recommendations are subject to approval by the Board or the Executive Committee and from these recommendations new programs and services are put into action. ISA staff serves as technical resource and support for the committees as well as working with volunteers in developing and administering programs of the Society.

ISA also utilizes task forces which are assigned specific tasks within a given program area. The task force works at the direction of the Board or Officers and reports its findings and recommendations to them. The task force will disband when the assigned duties are completed.

Staff

The chief paid executive is the Executive Director (ED). The ED is responsible for the function and effectiveness of ISA personnel at the headquarters and London offices. Each staff person has specific assigned areas of responsibility and may work with several committees. Through the very nature of their project-related activity, each staff person tends to become well versed in certain areas. You should feel free to call upon these staff people and develop a working knowledge of their individual areas of expertise.

PART II: GOALS FOR THE PARTNERSHIP

Please state your organization's reasons for seeking to become a *Millennium Green* Partner. What kind of partnerships will you pursue, how will your organization ensure these projects are consistent with the goals of the *Millennium Green* Project of the White House Millennium Council? How will you pursue projects (mailings, newsletters, etc.?)

The International Society of Arboriculture (ISA) along with several other arboricultural partners, including the National Arbor Day Foundation, is planning a National Millennium Arbor Day Celebration (NMADC). The events are planned to be held on our Nations Millennium Arbor Day, April 28, 2000. The principal ideas of this event is to focus the Nations attention on Arbor Day by using the occurrence of the millennium and by combining several planned Arbor Day Celebrations sponsored by different organizations into one grand celebration. In connection with this larger event, the ISA will host state or regional Arbor Day celebrations in each of our participating U.S. Chapters.

PART III: MILLENNIUM GREEN PROJECT PROPOSAL

National Millennium Arbor Day Celebration (NMADC) is a national initiative of the International Society of Arboriculture to coordinate Arbor Day celebrations around the country with a large celebration scheduled for April 29, 2000 in Sarasota, Florida. The principal idea of this event is to focus the Nations attention on Arbor Day by using the occurrence of the millennium and by combining several planned Arbor Day Celebrations sponsored by different organizations into one grand celebration. In connection with this larger event, the ISA will host state or regional Arbor Day celebrations in each of our participating U.S. Chapters.

NMADC will include several ceremonies featuring the President and First Lady (invited but not confirmed). They include: awarding Tree City USA awards to one city from each of 50 States plus Puerto Rico; commemorating the final tree in a newly planted Millennium Arboretum, and others. The NMADC will also include stage performances by the National Tree Trust (NTT) and Treetures, a commemorative Millennium Green song composed by Alan Menkin, and other celebrity special appearances.

NMADC will also feature a Tree Fair made up of many of the arboricultural non-profit associations from around the country, several children's events including children's stage and 'Kids Climb', arboricultural educational forums for the public, and arboricultural demonstrations. We are also planning a benefit concert and other fun and educational events and activities.

Event Highlights:

Dedicate the last tree in a newly constructed "Millennial Tree Walk" in a National Millennium Arbor Day ceremony featuring (the President and First Lady or White House representative), in Sarasota, Florida.

3rd Annual Florida Tree Fair at Sarasota, Florida (estimated attendance 5,000)

Present Tree City USA Awards to a selected city from each of the 50 United States and Puerto Rico. (To be coordinated and selected by State Urban Forestry Coordinators and NADF) Awards to be presented by a White House representative.

Millennium Green Concert at Ed Smith Stadium (Act to be announced stadium venue 20,000)

Arboricultural Conference for professionals and volunteers at Roberts Arena, Sarasota, FL

**PART IV: USE OF THE *MILLENNIUM GREEN* AND THE WHITE HOUSE
MILLENNIUM COUNCIL LOGO AND MOTTO.**

Use of the Millennium Logos

Do you plan on using the Millennium Logos in conjunction with your proposed project?
If so, please describe specifically how you envision using the Logos.

We plan to use the Millennium Green logo in most of our promotional material. We also plan to link our millenniumarborday.org web sight to the Millennium Green web sight.

Use of the Millennium Council's Motto

Do you plan on using the Millennium Motto in conjunction with your proposed project?
If so, please identify the specific manner in which you will use the Motto.

The use of the motto will be used along with our use of the logo.

I hereby certify that the above information contained in this application is accurate and that we will adhere to the White House Millennium Council logo and motto guidelines (see White House Millennium Council web page for guideline specifics at www.whitehouse.gov and scroll down to site news and then Millennium Council).

Signature of Applicant/Representative



Full Name Norman C. Easey

Title Chairman, National Millennium Arbor Day Celebration

Upon completion, please mail this application to:

USDA Millennium Office
Room 220 A
Jamie Whitten Building
Washington, D.C. 20250
ATTN: *Millennium Green*

PARTERSHIP APPLICATION FOR

MILLENNIUM GREEN *"Honoring The Past - Imagining The Future"*

A Project of The White House Millennium Council
Sponsored By
The Department of Agriculture
The Department of Energy
The Department of Justice
The Environmental Protection Agency

PART I: APPLICANT'S ORGANIZATION

Name of Organization: National Arbor Day Foundation
Address of Organizat

OPTIONAL FORM 98 (7-90)

FAX TRANSMITTAL

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President or Executiv

To	From
<u>ANNE DONOVAN</u>	<u>STEVEN HOCKENHAUSE</u>
Dept./Agency	Phone #
<u>WHITE HOUSE COUNCIL</u>	<u>205-1007</u>
Fax #	Fax #
<u>456-7008</u>	

NSN 7540-01-317-7368

5099-101

GENERAL SERVICES ADMINISTRATION

Contact Person: Mary Yager

Phone Number: 402-474-5655 Fax Number: 402-474-0820

E-Mail: myager@arborday.org

Address:
(if different from above)

DESCRIBE YOUR ORGANIZATION'S MISSION.

We help people plant and care for trees and encourage the celebration of Arbor Day to advance global environmental stewardship for the benefit of this and future generations.

PART II: GOALS FOR THE PARTNERSHIP

Please state your organization's reasons for seeking to become a *Millennium Green* Partner. What kind of partnerships will you pursue, how will your organization ensure these projects are consistent with the goals of the *Millennium Green* Project of the White House Millennium Council? How will you pursue projects (mailings, newsletters, etc.?)

By partnering with Millennium Green, we hope to encourage our members and the cities and companies we work with to plant and care for more trees than ever before.

We plan to pursue these efforts through newsletter and other mailings, website links, etc.

PART III: MILLENNIUM GREEN PROJECT PROPOSAL

Millennium Green Goal: For every person to plant and/or adopt a tree or a garden for the new Millennium.

Possible Foundation Roles:

- Encourage our members to participate through article in one or more editions of *Arbor Day* during the year 2000.
- Reciprocal link between Foundation and Millennium Green websites.
- Designate our members' tree planting efforts during 2000 as a Millennium Green effort.
- Add information to Celebrate Arbor Day packet describing Millennium Green and encouraging participation.
- Plant a special millennium tree or trees at Arbor Day Farm on Arbor Day 2000.
- Arrange for award winners to plant special millennium tree at Arbor Lodge.
- Special Award to Millennium Green at April 2000 awards ceremony.
- Give each award winner special Millennium Green recognition.

Millennium Green Goal: For every community to identify and protect a heritage tree, grove, or natural resource of special significance for the new Millennium.

Possible Foundation Roles:

- Encourage 2560 Tree City USA communities to participate through special communication one or more times during 2000.
- Award special Millennium Tree City certificates in Spring 2001 to all year 2000 Tree Cities. (Possibly design special sign sticker and/or brass maple leaf to recognize the millennium.)
- Follow up with Forest Service on their interest to get special assistance for selected Millennium Tree Cities.

Millennium Green Goal: For every business or corporation to plant and/or adopt a tree, garden or protect a natural resource treasure for the new Millennium, for every employee or client working through national, state, and local nonprofit tree planting, garden, and conservation groups.

Possible Foundation Roles:

- Encourage our corporate partners and potential corporate partners to plant a tree for each employee or customer through the Foundation and receive Millennium Green recognition to boot.

**PART IV: USE OF THE MILLENNIUM GREEN AND THE WHITE HOUSE
MILLENNIUM COUNCIL LOGO AND MOTTO.**

Use of the Millennium Logos

Do you plan on using the Millennium Logos in conjunction with your proposed project? **Yes**
If so, please describe specifically how you envision using the Logos.

In conjunction with newsletter articles, letters and certificates,
and on signage associated with tree plantings.

Use of the Millennium Council's Mottoes

Do you plan on using any of the Millennium Motto in conjunction with your proposed project? If so, please identify the specific manner in which you will use the Motto.

Possibly. Same as above.

I hereby certify that the above information contained in this application is accurate.

Signature of Applicant/Representative

Mary Yager

Full Name Mary Yager

Title Program Director

Upon completion, please mail this application to:

**USDA Millennium Office
Room 220A
Jamie Whitten Building
Washington, D.C. 20250
ATTN: Millennium Green**

§7.2 These guidelines are effective November 23, 1998, superseding guidelines revised as of September 7, 1998.



PARTNERSHIP APPLICATION FOR WHITE HOUSE MILLENNIUM COUNCIL LOGO & MOTTOS

PART I: APPLICANT'S ORGANIZATION

Name of Organization: National Tree Trust

Address of Organization: 1120 G Street, N.W., Suite 770, Washington, DC 20005

President or Executive Director: George L. Cates

Indicate Applicab

OPTIONAL FORM 99 (7-90)

Federal Ag

Intergovern

Non-profit

a. 50

b. 01

FAX TRANSMITTAL

of pages 6

To ANNIE DONOVAN

Dept./Agency WHITE HOUSE COUNCIL

Fax # 456-2008

NSN 7540-01-317-7368

From

Phone #

Fax #

5099-101

GENERAL SERVICES ADMINISTRATION

Contact Person: George Cates

Title: Executive Director

Phone Number: (202) 737-3669

Fax Number: (202) 628-8735

E-Mail: gcates@nationaltreetrust.org

Address (if different from above): _____

Describe your organization's mission. Alternatively, you may attach mission statement:

National Tree Trust's mission is to act as a catalyst for local volunteer groups in the growing, planting, and maintenance of trees in rural communities, urban areas, and along the nation's highways.

PART II: GOALS FOR THE PARTNERSHIP

Please state your organization's reasons for seeking to become a Millennium Partner. What kinds of partnerships will you pursue, how will your organization ensure these projects are consistent with the mission and guidelines of the White House Millennium Council? How will you pursue projects (mailings, newsletters etc.)?:

National Tree Trust was contacted by Rachel Weiss on behalf of the White House's Millennium Green (MG) initiative, and attended the initial MG partner meeting on 30 July 1999 at the White House Conference Center. As a result of that meeting, it was clear an affiliation with MG would be mutually beneficial. Based upon MG's five main objectives, National Tree Trust's programs assist in meeting three of the five (see program description/information on following page). Each year, National Tree Trust partners with 500-650 nonprofit, volunteer tree planting organizations across the U.S., and plants more than one million trees. Our education program reaches more than 100,000 elementary school children annually, nationwide. Our monetary grant program, which is formal and competitive, provides at least \$300,000 each year to qualified nonprofit tree planting organizations in the U.S. It will be a simple matter to dedicate all three National Tree Trust programs to the support of MG for the year 2000. All National Tree Trust programs and initiatives directly encompass WHMC Logo and Motto guideline criteria, Part 3, 3.1(a)(I), Part 3, 3.1, (a)(I)(B), and Part 3, 3.1 (b)(1). Our ongoing programs are already in place for the year 2000 as a result of preplanning and outreach earlier accomplished. This resulted from mailouts, telephone calls, and our newsletter, which is published three times/year. In sum, we are all set to go for the year 2000.

PART III: MILLENNIUM PROJECT PROPOSAL

Please describe your program or project. Include the following information: When, where and over what period of time will this project take place? What is the estimated cost? What is the main theme and objective of project? What kind of audience and how many people do you expect this project to reach? How do you think this project will enhance and further the Millennium Council's goals and objectives? Has your organization sponsored a similar project in the past? If so, please explain briefly. Will funds be raised or contributions solicited in connection with this project? If so, please explain how they will be raised and allocated. Does this project meet the criteria set forth in Section VI of the Guidelines?

National Tree Trust is not a paid membership organization, and all materials associated with our programs are provided at no cost to participants. For general description of National Tree Trust programs, refer to attached National Tree Trust Fact Sheet.

Our tree planting program commences in January of each year, and ends in October of that year. The main objective is getting trees in the ground and maintaining them for a minimum of two years thereafter. Our audience is nonprofit, volunteer tree planting groups across the U.S. Since 1992, more than 7.2 million trees have been planted, involving approximately 240,000 volunteers in all 50 states. Our tree planting budget for 1999 totaled \$754,000 which includes all associated expenses. This program applies directly to Millennium Green's objectives 1, 3 & 5.

Our education program includes the normal school year, September – May. The education budget for the 1999-2000 school year totaled \$245,000. The objective of this program is to teach young children the value, benefits, and functions of trees, and to instill in them a sense of stewardship. The education program focuses on Pre-K through 6th Grade, and since the 1992-93 school year, has reached more than 602,000 students in 4,600 schools in 40 states. This program directly encompasses MG's objectives 3 and 5.

Our monetary grant program is formal and competitive. Applicants can apply in one of four categories: tree planting/maintenance, education/training, overhead/administration, and national/regional program or project. Since 1993, National Tree Trust has made grants totaling more than \$1.5 million to more than 175 qualified nonprofit groups in 36 states plus the District of Columbia. This program assists in implementing MG's objectives 1, 3, and 5.

National Tree Trust has had these programs in effect since 1992, except for the monetary grant program, which started in 1993.

National Tree Trust embarked last year on a five-year campaign to increase public awareness of our organization and to solicit private sector contributions. This effort does not stem from our association with Millennium Green, however, if logo use is granted to National Tree Trust, we would seek permission to use it in conjunction herewith only as permitted in Logo and Motto Guidelines, Part 5, 5.2. National Tree Trust's focus in the solicitation of private sector contributions is to individuals with an interest in improving our environment, and who have the financial resources to provide support.

National Tree Trust programs meet the requirements of Part 6 of the guidelines with the exception of 6.1(c)iii & iv.

PART IV: USE OF THE MILLENNIUM COUNCIL LOGO AND MOTTOS

Use of the Millennium Logo

Do you plan on using the Millennium Logo in conjunction with your proposed project? If so, please describe specifically how you envision using the Logo:

We would like to use the Logo on our letterhead stationery with verbiage to be approved by the Council. Similarly on brochures, our newsletter, and on banners to be displayed at selected planting events throughout the year.

Use of the Millennium Council's Mottos

Do you plan on using any of the Millennium Council's Mottos (see Guidelines) in conjunction with your proposed project? If so, please identify each Motto you would like to use and the specific manner in which you will use the Motto(s):

Not as this time, however, we may seek specific use on a case by case basis, subject to the Council's approval in each instance.

I hereby certify that above information contained in this application is accurate.

Signature of Applicant/Representative 

Full Name George L. Cates Date 8/10/99

Title Executive Director, National Tree Trust

Upon completion, please mail this application to:

The White House Millennium Council
708 Jackson Place, NW
Washington, D.C. 20503
ATTN: Logo Applications

WHITE HOUSE MILLENNIUM COUNCIL LOGO AND MOTTOS

HONOR THE PAST- IMAGINE THE FUTURE

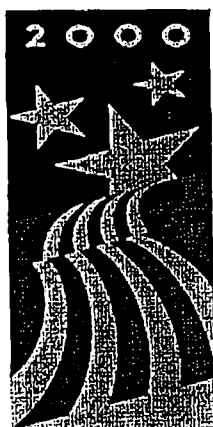
GIFTS TO THE FUTURE

SAVE AMERICA'S TREASURES

SAVING AMERICA'S TREASURES

MILLENNIUM TRAILS

MILLENNIUM COMMUNITIES



**PARTERSHIP APPLICATION
FOR****MILLENNIUM GREEN**
"Honoring The Past - Imagining The Future"

A Project of The White House Millennium Council
Sponsored By
The Department of Agriculture
The Department of Energy
The Department of Justice
The Environmental Protection Agency

PART I: APPLICANT'S ORGANIZATION

Name of Organization: Treeture Environmental Education Program

Address of Organization: 18 Channing Place
Eastchester, New York
10709

President or Executive Director: Judith H. Blau

Applicant Category: ☐ Federal ☐ State ☐ City
(Check one) ☐ Foundation ☐ Corporate ☒ Other

The Treeture Program works in Partnership with The National Tree Trust, American
Forests, International Society Of Arboriculture, USDA Forest Service and Judith H.
Blau, Inc.

Contact Person: Judith H. Blau

Phone Number: 914 337 - 0841 Fax Number: 914 337 - 0791

E-Mail: JHB67@AOL.COM

Address:
(if different from above)

OPTIONAL FORM 98 (7-90)

FAX TRANSMITTAL

To <u>ANNE DONOVAN</u>		From <u>SIBAN HOCKENHAUS</u>	
Dept./Agency <u>W.H. M.G. COUNCIL</u>		Phone # <u>205-1007</u>	
Fax # <u>450-2008</u>		Fax #	

NSN 7540-01-317-7368 5098-101 GENERAL SERVICES ADMINISTRATION

DESCRIBE YOUR ORGANIZATION'S MISSION. The Treeture Program is an environmental education effort with a direct focus on functions, benefits and importance of trees. The program's mission is to introduce children, ages 3-10, to the community of Treeture characters and their individual environmental messages so that they will gain an understanding of:

1. How trees function and how to care for them,
2. Trees and forests as valuable natural resources,
3. The planting process and how it is key to the survival of our trees and forests,
4. Trees and forests as a renewable natural resource to be harvested and managed carefully.

Treetures were created to increase awareness of environmental problems and show children that they can play an important role in enhancing the world's environment. Their goal is to teach children in their formative years the need for trees, how both humans and animals use trees, and the importance of planting and caring for trees throughout the world. The objective of the Treeture education program is to encourage both children and adults to improve the environment through their personal actions. Planting a tree is the epitome of acting locally and thinking globally.

PART II: GOALS FOR THE PARTNERSHIP

Please state your organization's reasons for seeking to become a *Millennium Green* Partner. What kind of partnerships will you pursue, how will your organization ensure these projects are consistent with the goals of the *Millennium Green* Project of the White House Millennium Council? How will you pursue projects (mailings, newsletters, etc.?)

The Treeture Environmental Education Program wishes to become a Millennium Green Partner to join the effort to reach as many citizens as possible with the messages that highlight the role of the environment in keeping our earth healthy. Teaching children, who are our future, with these messages is the goal of the Treeture Program. Millennium Green is another path toward achieving these goals.

The Treeture Program will pursue partnerships to help finance additional flyers, educational material, shipping of costume characters to Millennium Green events when requested, web site hosting of Millennium Green projects, P.S.A.'s and children's television special programming.

To ensure projects are consistent with the goals of Millennium Green, all material and event participation can be submitted for approval to Millennium Green and The White House Council.

Projects will be pursued through the Treeture Program art, text on flyers and educational material for events, the Treeture web site, mailings, newsletters and special events sponsored by the Treeture Partners. Events sponsored by organizations and agencies managing costumes and those requesting one time Treeture participation will be encouraged to include Millennium Green material for distribution.

PART III: *MILLENNIUM GREEN* PROJECT PROPOSAL

The Treeture Environmental Education Program will spread the Millennium Green message by working with other environmental education youth groups. The Treeture Program will partner with the National Tree Trust to bring the "Think Green" project to kids through the NTT Growing Together program and through all other Treeture liaisons. Response to "Think Green" will be showcased on the Treeture web site and through the media as opportunities are presented. The Treeture program will join Tim Womick's Trail of Trees to promote "Think Green" and Treeture costume characters will wear special Millennium Green sashes at events throughout the country. All costume managers will be notified of the Millennium Green partnership and asked to participate in "Think Green" projects.

The Treeture program will also dedicate a series of Treeture graphics and art based upon the themes "Treetures Celebrate Millennium Green" and "Trees Are Our Song."

**PART IV: USE OF THE *MILLENNIUM GREEN* AND THE WHITE HOUSE
MILLENNIUM COUNCIL LOGO AND MOTTO.**

Use of the Millennium Logos

Do you plan on using the Millennium Logos in conjunction with your proposed project?
If so, please describe specifically how you envision using the Logos.

The Millennium Logos will be used on information concerning Millennium Green text that is distributed to the public and in coordination with Treeture character art in special "Think Green" projects as well as "Treetures Celebrate Millennium Green."

Use of the Millennium Council's Motto

Do you plan on using the Millennium Motto in conjunction with your proposed project?
If so, please identify the specific manner in which you will use the Motto.

The Millennium Council's Motto will be used as part of the explanation of the Millennium Green mission and in coordination with Treeture art.

I hereby certify that the above information contained in this application is accurate and that we will adhere to the White House Millennium Council logo and motto guidelines (see White House Millennium Council web page for guideline specifics at **Error!** Reference source not found. and scroll down to site news and then Millennium Council).

Signature of Applicant/Representative

Judith H. Blau

Full Name Judith H. Blau

Title Treeture Program Developer and Director

Upon completion, please mail this application to:

USDA Millennium Office
Room 220 A
Jamie Whitten Building
Washington, D.C. 20250
ATTN: *Millennium Green*

America the Beautiful Fund

1730 K STREET, N.W., SUITE 1002
WASHINGTON, D.C. 20006
(202)638-1649
FAX: (202)204-0028

DATE: 12-10-99

FACSIMILE COVER SHEET

PLEASE DELIVER TO THE FOLLOWING:

NAME: Patty Garamendi

FIRM: USDA

FAX #: 720-8163

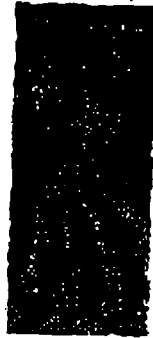
FROM: Siobhan Buckley

NUMBER OF PAGES (including cover sheet): 6

**If all pages are not received or there are other problems with this transmission, please call America the Beautiful at (202)638-1649.

COMMENTS:

17.2 These guidelines are effective November 23, 1998, superseding guidelines revised as of September 7, 1998.



**PARTNERSHIP APPLICATION
FOR
WHITE HOUSE MILLENNIUM COUNCIL LOGO & MOTTO**

PART I: APPLICANT'S ORGANIZATION

Name of Organization: America the Beautiful Fund

Address of Organization: 1730 K Street, NW, Suite 1002

President or Executive Director: Washington, DC 20006
Nanine Bilski

Indicate Applicable Category:

Federal Agency ☐

Intergovernmental Association ☐

Non-profit Organization ☒

a. 501(c)(3) ☒

b. Other ☐

Please specify: _____

Contact Person: Nanine Bilski

Title: President

Phone Number: 202-638-1649 Fax Number: 202-638-1687

E-Mail: naninebilski@hotmail.com

Address (if different from above): _____

Mission Statement

America the Beautiful Fund is a national non-profit (501)(c)(3) organization founded in 1965 to assist local community projects to save the natural and man-made beauty of America and improve the quality of life. ABF distributes over one million dollars worth of free seeds annually for volunteers to grow food for the needy, plants for the elderly, the handicapped and the confined, to improve blighted neighborhoods, create jobs, educate children, and encourage good citizenship.

PART II: GOALS FOR THE PARTNERSHIP

ABF wants to be a part of the White House Millennium Green Program because our current Operation Green Plant program shares the common goal of greeting the Millennium with Green educational, creative and productive means. We have current partnerships with many national seed companies, including Burpee Seed, Harris Seed, Hart Seed, Johnny's Selected Seed, and Page Seed Company and over 60,000 local America the Beautiful projects throughout the country. These groups provide us with the opportunity to create 2,000 Millennium Green gardens in all 50 states over the next year. The gardens will be planted by volunteers in cities, suburbs, small towns, rural areas, parks, roadsides, Indian reservations, and schools from sea to shining sea.

We will announce the Millennium Gardens in our newsletter this summer, post it on our web-site, www.america-the-beautiful.org, create a special application for Millennium Gardens, which will be mailed to our 10,000 school projects in October 1999, and to our list of over 50,000 community garden projects, National Federation of Women's Clubs, Soil and Conservation Offices, WIC offices, Cooperative Extension agents, National Association of Senior Centers, Libraries for the Future, Boy Scouts, Girl Scouts and Future Farmers of America in February 2000. We can also add this announcement to a new magazine PSA we are creating and a TV PSA that is being donated to us this fall.

PART III: MILLENNIUM PROJECT PROPOSAL

ABF will provide \$1,000,000 worth of free flower, vegetable and herb seeds and 500,000 tulip, daffodil and lily bulbs to create 2,000 Millennium Gardens as part of the Millennium Green Initiative. These will start in the Fall of 1999 and continue over the winter and spring of 2000. The estimated cost for this is \$250,000.

The main theme and objective of the project is to get as many people as possible, young, old, rich, poor, urban, rural, to plant a Millennium Garden to improve their communities. We expect that we will reach 10 million people next spring with this program who will further the Millennium Council's goals and objectives of honoring the past and imagining the future by "Greening" their environment, block by block, town by town, all across America.

- We will encourage each garden to also plant a "Time Capsule" with their hopes for the future of America at a special ceremony to be held in May of 2000. The estimated cost is \$20,000.
- We will also provide a Green Earth Guide for Millennium Gardens, which is an easy to use handbook with "500 Ways to Improve Your Community By Planting Greenery." The estimated cost is \$25,000 - \$50,000.

- We are also creating a new mascot for the Millennium Gardens "Seemore Green," who can promote and announce this program and appear at Millennium Garden events throughout the year. The estimated cost is \$50,000.
- We will encourage all our projects to identify and take steps to protect and preserve their landmark trees and present each of these efforts with a Certificate of Appreciation for helping to protect the beauty of our nation for the new Millennium. The estimated cost is \$20,000.
- At the end of the year, we will present 21st Century Star Awards to the 50 best Millennium Gardens in America. The estimated cost is \$50,000.

In the past, we have sponsored similar projects for special commemorative events, e.g., our Rediscover America program which developed over 2,000 local history projects for the American Revolutionary Bicentennial Commemoration in 1976; the International Peace Pole Project, where we provided 200 Peace Poles to projects in all 50 states where Peace Gardens were planted to celebrate our 30th Anniversary in 1995; and 350 George Washington Memorial Gardens which we developed this year in partnership with the Mount Vernon Ladies Association for the Bicentennial of the death of George Washington.

We will make an effort to raise funds and contributions from the seed industry, foundations, corporations and the general public to allocate to this project.

We believe that this project meets all the Millennium Council's criteria in Part VI of the Guidelines.

PART IV: USE OF MILLENNIUM MOTTO AND LOGO

We plan on using the Millennium logo on the materials describing the Millennium Gardens project as follows:

- We will put it on the announcement of the Millennium Gardens program on our newsletter and web-site.
- We will put it on the application form for the grants of free seeds and bulbs
- We will put it on all the press releases related to the program.
- We will put it in the grant letters we send to the local projects
- We will put it on the thank you letters we will send to the donors to this project.
- We will put it on the Green Earth Guide
- We will put it on the Seemore Green mascot
- We will put it on the 21st Century Award

We would like to use the motto "Branching Out to Future" and "Honor the Past, Imagine the Future."

I hereby certify that above information contained in this application is accurate.

Signature of Applicant/Representative Nanine Bilski

Full Name Nanine Bilski Date _____

Title President

Upon completion, please mail this application to:

The White House Millennium Council
708 Jackson Place, NW
Washington, D.C. 20503
ATTN: Logo Applications

WHITE HOUSE MILLENNIUM COUNCIL LOGO AND MOTTO'S

HONOR THE PAST- IMAGINE THE FUTURE

GIFTS TO THE FUTURE

SAVE AMERICA'S TREASURES

PARTNERSHIP APPLICATION FOR

MILLENNIUM GREEN

"Honoring The Past — Imagining The Future"

A Project of The White House Millennium Council

Sponsored By

The Department of Agriculture

The Department of Energy

The Department of Justice

The Environmental Protection Agency

PART I: APPLICANT'S ORGANIZATION

Name of Organization: National Wildlife Federation
Address of Organization: 8925 Leesburg Pike
Vienna, Virginia 22184-0001

President or Executive Director: Mark Van Putten, President & CEO

Applicant Category: Nonprofit corporation

Contact Person: Heather Carskaddan

Phone Number: (703) 790-4499

Fax Number: (703) 790-4468

E-Mail: Carskaddan@nwf.org

Address: Same as above

DESCRIBE YOUR ORGANIZATION'S MISSION:

The mission of the National Wildlife Federation (NWF) is to educate, inspire, and assist individuals and organizations of diverse cultures to conserve wildlife and other natural resources and to protect the Earth's environment in order to achieve a peaceful, equitable and sustainable future.

Founded in 1936 as a nationwide network of outdoor enthusiasts, NWF is a member-supported national network of affiliated organizations and individual members throughout the United States and its territories. Combining the local knowledge and focus of its strong grassroots network with the perspective, resources, and strength of a national organization, the National Wildlife Federation generates unparalleled support for wildlife, wild places and a healthy environment.

Over the past 63 years, NWF has enriched the lives of hundreds of thousands of people by bringing them closer to nature through award-winning education publications and programs, such as the popular *Ranger Rick*[®] magazine and the award winning Backyard Wildlife Habitat[™] program.

PART II: GOALS FOR THE PARTNERSHIP

Please state your organization's reasons for seeking to become a *Millennium Green* Partner. What kind of partnerships will you pursue? How will your organization ensure these projects are consistent with the goals of the *Millennium Green* Project of the White House Millennium Council? How will you pursue projects (mailings, newsletters, etc.)?

Much like *Millennium Green*, the National Wildlife Federation encourages, promotes, and recognizes the creation of healthier environments for people and wildlife. Our motto is "People and Nature: The Future Is in the Balance." One of the National Wildlife Federation's longest running and most successful programs is the Backyard Wildlife Habitat program.

A recent recipient of the Natural Resources Council of America Award of Achievement in Education, the Backyard Wildlife Habitat program gives people the knowledge to turn their backyards into valuable wildlife refuges and teaches them the rewards of connecting with nature by inviting wildlife into their lives. Through this program people learn that habitat restoration is critical for wildlife survival in urban and suburban settings where commercial and residential development has eliminated most natural areas. Through a Backyard Wildlife Habitat project, anyone can make a personal contribution to wildlife conservation. Creation and maintenance of a backyard habitat helps people of all ages develop a sense of place, awareness, and stewardship within the natural world and in their communities.

Since 1973, NWF has been rewarding people who restore habitat to their yards by certifying their properties as official Backyard Wildlife Habitat sites. To qualify for certification, a yard or garden must provide four essential elements: food, water, shelter, and a place to raise young. NWF emphasizes the important role that native plants play in every habitat. Suited to the soils and climate of an area, locally native plants support 10 to 50 times as many species of wildlife as non-native plants. Along with providing higher wildlife value, this natural approach requires less

fertilizer, less water, less maintenance and less overall cost than traditional lawns and gardens.

To date there are more than 25,000 certified Backyard Wildlife Habitat sites throughout the U.S. and internationally. In 1999, the program showed a 24% increase in annual certifications, recognizing a record number of 2,597 Backyard Wildlife Habitat sites in one year. The majority of certified habitats result from the hard work and commitment of individuals and families providing habitat near their homes. The program is inter-generational, with parents and grandparents teaching their children basic stewardship through the habitat project, and children often requesting materials or certification for their parents to honor their efforts.

NWF has found that upon certification, most program participants go forth and share their experiences with friends and neighbors, encouraging them to start their own habitat projects. We encourage and support continued education and further action through the quarterly Habitats newsletter and an active Internet discussion forum. NWF also provides more formal avenues for continued engagement through the Habitat Stewards volunteer training and mentoring program, the Community Wildlife Habitat registration and certification, and the provision of a slide show, script, and supporting materials to speakers in communities nationwide.

A significant project of the Backyard Wildlife Habitat program is the Schoolyard Habitats program. NWF has certified more than 900 schools through this program that focuses specifically on the special needs of developing, using, and maintaining habitat-based learning sites on school grounds. In 1999 alone, NWF certified 205 Schoolyard Habitats sites, representing a 58% increase in annual certifications. The Schoolyard Habitats program goals are to teach children the wonders of nature, to provide a hands-on learning opportunity for students and teachers alike, and to develop a sense of stewardship for the natural world at our schools and in the communities they serve.

In addition to certifying homes and schools in the program, NWF has recognized the efforts of individuals and groups who have created habitats at hundreds of business and community sites. In 1998, Alpine, California, became the first certified Community Wildlife Habitat with over 110 certified habitats in this small town. Two communities (Zionsville, IN, and Reston, VA) will reach their Community Wildlife Habitat goals in 2000, and three additional communities in Virginia, New York, and Washington are laying the foundation of their own community-wide projects.

Serving all program areas, the Habitat Stewards program trains volunteers who then act as mentors in their own communities, providing inspiration, guidance, and hands on assistance to individuals and groups working on habitat projects at homes, schools, and other public and private grounds. Four hundred and sixty-five Habitat Stewards volunteers have been trained as of January, 2000, and are working on the program's behalf within their communities.

The National Wildlife Federation's Backyard Wildlife Habitat program and its suite of related projects complement the *Millennium Green* emphasis on hands-on community-based stewardship. We provide a framework and support for people interest in greening their backyards and communities, and we provide recognition for these efforts.

PART III: MILLENNIUM GREEN PROJECT PROPOSAL

As its *Millennium Green* project, the National Wildlife Federation proposes the Backyard Wildlife Habitat program and its related suite of projects (Schoolyard Habitats, Habitat Stewards, and Community Wildlife Habitats). This program is described in more detail in Section II (above).

Our goal is to engage, assist, and recognize people working on 3500 habitat restoration projects across the nation in the year 2000, and to reach Backyard Wildlife Habitat #30,000 in the year 2001. We have an aggressive three year plan that includes community-based presentations and workshops, events, exhibits, individual consultation, interactive web-based resources, distance-learning modules, new partnerships, school district wide training programs, and media campaigns.

PART IV: USE OF THE MILLENNIUM GREEN AND THE WHITE HOUSE MILLENNIUM COUNCIL LOGO AND MOTTO

We plan to use the *Millennium Green* logo and motto and/or the White House Millennium Council logo and motto. Specific uses to draw attention to the campaign and how people can participate are:

- Three issues of the Habitats newsletter (circ. 30,000), and
- Backyard Wildlife Habitat web site (7,000 to 30,000 accesses per week).

We will also include information about Millennium Green and our participation in the effort in each of the 800+ press release sent to local and regional press announcing recently certified habitat projects of individuals, families, schools, and community groups.

I hereby certify that the above information contained in this application is accurate and that we will adhere to the White House Millennium Council logo and motto guidelines (see White House Millennium Council web page for guideline specifics at www.whitehouse.gov and scroll down to site news and then Millennium Council).

Signature of Applicant/Representative _____

Full Name Heather H. Carskaddan

Title Manager, Backyard Wildlife Habitat Program

Upon completion, please mail this application to:

USDA Millennium Office
Room 220 A
Jamie Whitten Building
Washington, DC 20250
Attn: *Millennium Green*

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Fax Transmission Cover Sheet

To: *Anne Donovan*

Fax: *202-456-2008*

From: *Andie Rusale*

Subject: *Partnership Application*

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