

Ravenscroft Reserve Initiative

FY2021 Strategic Partnership Grants

Ravenscroft Reserve Initiative, MountainTrue is our fiscal sponsor

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Application Form

INSTRUCTIONS

As part of the FY2021 Strategic Partnership Grants program, Buncombe County requests proposals for community-based projects working toward outcomes in alignment with Strategic Plan focus areas.

Please refer to the Grant Guidelines published on the Strategic Partnership Grants website at buncombecounty.org/grants for complete information about the grant program, including: Purpose; Funding; Eligibility; Timeline; Grant writing workshop; Review process; Awards; and more.

Applications are due by 5:00 on February 14, 2020.

BASIC INFORMATION

BASIC INFORMATION – Before completing the application, please tell us a little about the request.

Project Name*

Ravenscroft Reserve Initiative

Strategy*

Recognizing that some projects will use more than one strategy, select the strategy that most closely applies to this project:

- Environmental Stewardship - High quality air, water, farmland and renewable energy for future generations
- Educated & Capable Community - A county where all people thrive and demonstrate resilience throughout their lives
- Vibrant Economy - A robust and sustainable economy that builds on homegrown industries/talent and provides economic mobility for all
- Resident Well-Being - A county where residents are safe, healthy, and engaged in their community

Resident Well-Being

Funding Request*

How much funding is this project requesting for FY2021?

\$100,000.00

Grant Guidelines*

Have you read and understand the information presented in the FY2021 Grant Guidelines Strategic Partnership Grants?

Click here for the Grant Guidelines.

If no, please contact County staff to request assistance: Rachael Nygaard, (828) 250-6536 or rachael.nygaard@buncombecounty.org.

Yes

Nonprofit Status*

Upload proof of nonprofit status, such as IRS Determination Letter or documentation from the North Carolina Secretary of State. If this documentation is not available, briefly state the reason.

Currently MountainTrue is functioning as the fiscal sponsor of Ravenscroft Reserve Initiative. RRI is taking the necessary steps towards attaining our own non-profit status.

Board of Directors*

Upload a current list of your organization's Board of Directors. If your organization does not have a board of directors, briefly state the reason.

Inge Durre
Imke Durre
Heath Towson
Karen MacNeilR

APPLICATION

APPLICATION QUESTIONS – Responses to these questions will be scored by the grant committee. Each question is worth 10% of the final score.

Organization*

Tell us about your organization. What is your mission? Highlight two or three key facts and accomplishments that best define your organization.

Our mission is to acquire and preserve the half acre of urban forest located at 11 Collier Ave. Our vision is for it to become a place for South Slope neighbors to gather outside(!) and an educational resource in partnership with local schools on subjects ranging from urban forest/city dwelling crossover, heat island effect, animal habitat, flood water mitigation and native species. This unique patch of wilderness located in the south slope of downtown Asheville is currently home to an established bee colony and at least 22 mature native oaks. Monty Wooten of Greenleaf Forest Management describes it as a "singular occurrence in the

hardscape of the city center area. The stand also serves several ecosystem functions such as cleaning air, sequester carbon, moderating noise, mitigating heat island effect, and capturing storm water run-off. As such these trees serve the citizens of the immediate neighborhood and of the entire city." We gathered 1,800 signatures with our petition last summer (<https://www.change.org/p/asheville-city-council-save-trees-and-affordability-in-south-slope>) demonstrating that we have many local citizens and organizations which support this endeavor. Some of the organizations that have signed on their support thus far include the Preservation Society of Asheville and Buncombe County, the Sierra Club of WNC, and the Elisha Mitchell Audubon Society.

Need for the Project*

What is the main issue this project is established to address? What data or qualitative factors/stories are available to show that need?

According to the City of Asheville Comprehensive Plan, the South Slope residents of Asheville are highly vulnerable to storm water runoff due to increased population and impervious surfaces. They are also considered highly vulnerable to extreme heat based on age (percentage of people 65 and older) and income (percentage of people living below the poverty line). This information is included at the end of the petition under the link: <https://tinyurl.com/SouthSlopeTrees>. The comprehensive plan uses the amount of tree canopy an adaptive measure to an extreme heat event. In Monty Wooten's report, he also states that though 11 Collier Ave is .05% of the land mass, it accounts for 12% of the tree canopy in the 94 acre study.

Project*

Explain the project and how it will work. Include the overall purpose and any models or evidence-based practices that will be included. What specific activities and milestones are included in the project plan?

Our project will be a collaboration of local businesses, schools, and neighbors who all value our urban forest ecosystem, it's educational, environmental, and community health benefits. Specific activities include neighborhood gatherings, outdoor music events, school projects and native plant cultivation by the community. Our biggest milestones will be successfully acquiring this property, enacting a permanent conservation easement and creating a neighborhood hub where residents can meet outdoors while enjoying the sounds of nature.

People Served*

How many people will be served by this project? Describe the people served, including demographics such as geography, income, race & ethnicity, age, etc.

The immediate neighbors will benefit from their proximity to Ravenscroft Reserve as a neighborhood hub providing cleaner air, cooler temperatures in summer time, and storm water management. The entire city population of over 91,000 people will benefit from the additional climate resilience this urban forest provides. These benefits will extend beyond the city into the county as our educational goal of increasing understanding for the role our urban forest plays in the health of our ecosystem is realized.

Results*

What results do you hope to achieve with this project? Be specific about how much impact the project will have in line with Commissioner focus areas.

Our goal is to provide local residents with the opportunity to spend more time enjoying the outdoors while being sheltered by the trees in downtown Asheville. We hope this helps to build stronger neighborhood ties within the community while also enhancing well-being. We are all facing a climate crisis, we believe preserving urban forest and enhancing our urban tree canopy wherever possible will provide our community more resilience.

Evaluation*

How will you know you have succeeded? Explain the project evaluation process, including specific measures that will be tracked.

We will know we have succeeded when we walk by Ravenscroft Reserve and see neighbors sitting on a bench under the trees enjoying conversation, school children learning about native plants and their importance to local wildlife with birdsong in the air, and see research projects published on the value of urban forests for climate resilience which mention Ravenscroft Reserve as a model.

Collaboration*

List any formal and/or supportive partners. Describe their roles in the project. How will they make it stronger?

Preservation Society of Asheville and Buncombe County
 Sierra Club of WNC
 Elisha Mitchell Audubon Society
 Coalition of Asheville Neighborhoods
 N.C. Forest Service's Urban Forestry Program
 Tree Protection Task Force
 Various South Slope residents, arborists and businesses

Our partners are essential. There is growing awareness for the importance of preserving our tree canopy and the role our trees play in the survival of humankind. We will benefit from their knowledge and expertise. They will benefit from our work to offer an educational resource and enhance Asheville's climate resilience.

Budget*

Download a copy of the budget form [HERE](#). Complete the form, and upload it using the button below.

Explain how grant funds will be used, specifically what type of expenses will be covered by County funds. Describe other sources of revenue, including type of funding, source, restrictions and status.

FY21_SPGrant_Budget_Form-1.xlsx

We are a cohesive group of collaborating non-profit organizations with a strong network of volunteers. Most of the funds will be used to purchase 11 Collier Ave, which the seller, Tribute, has agreed to do at 50% of appraised value if funds can be raised within 90 days. We have submitted an appraisal of the property to Tribute and are currently in the process of negotiating a price.

Other County Funding*

List all other Buncombe County funding that is provided to your organization. For each item, list the project being funded, amount of funding, source (grant, departmental contract, etc.) and whether funding is to be renewed for FY2021.

We are not currently receiving any other Buncombe County funding.

Sustainability*

How will the project continue to succeed after the funding of the grant? Explain your plan for making this an ongoing effort.

Our project will continue to succeed by collaborating with local businesses for sponsorships and non-profits with volunteer networks, holding fundraising events, and continuous grant writing.

OPTIONAL INFORMATION

OPTIONAL INFORMATION – This information will not impact grant scoring but will be helpful to the committee.

Partial Funding

If the project were to be offered a grant for partial funding, what factors would need to be considered?

We would gratefully accept any amount of money to help further our goals of acquiring and preserving 11 Collier Ave as the Ravenscroft Reserve.

Resource Support

Beyond this grant request, how can Buncombe County support your organization with this project and in strengthening your work?

Buncombe County could support and strengthen our work by connecting us with other organizations which could help with funding, offering expertise and continuing to broaden our network of support.

Other

Is there anything else that you want the committee to know?

Asheville City and Buncombe County is overdue for an urban land conservancy. Our work is a labor of love because we love our neighbors, we love our town and we want to enhance the health and well-being of our community.

File Attachment Summary

Applicant File Uploads

- FY21_SPGrant_Budget_Form-1.xlsx

Strategic Partnership Grants

Proposed FY2021 Project Budget (July 1, 2020 - June 30, 2021)

| | |
|--------------------------------|---------------------------------------|
| Organization Name: | Ravenscroft Reserve Initiative |
| Project Name: | Ravenscroft Reserve |
| Grant Amount Requested: | \$100,000 |

| FY2021 Proposed Project Revenue | Amount | Committed or Pending? |
|---|-------------------|-----------------------|
| Proposed Buncombe County Strategic Partnerships Grant | \$ 100,000 | pending |
| large donors | \$ 400,000 | pending |
| gofundme | \$ 100,000 | pending |
| individual contributions | \$ 14,000 | Committed |
| grants | \$ 100,000 | pending |
| List other sources: | | |
| List other sources: | | |
| List other sources: | | |
| Total | \$ 714,000 | |

| FY2021 Proposed Project Expenses | Proposed Grant | Other Funds | Total | Notes |
|---|----------------|-------------|-------------------|-----------------------------|
| Personnel | | | \$ - | |
| Training | | | \$ - | |
| Travel | | | \$ - | |
| Supplies / Materials | | | \$ - | |
| Meetings (Food, Interpreting, Child Care, etc.) | | | \$ - | |
| Equipment / Furniture | | | \$ - | |
| Printing / Marketing | | | \$ - | |
| Licensing / Memberships / Dues / Subscriptions | | | \$ - | |
| Client Support | | | \$ - | |
| Contracts | | | \$ - | |
| Professional Services (Legal, Accounting, etc.) | | \$ 2,000 | \$ 2,000 | achieving non-profit status |
| Insurance and Bonds | | | \$ - | |
| Building Maintenance (Rent, Utilities, Repairs, etc.) | | | \$ - | |
| List other costs: | \$ 100,000 | \$ 500,000 | \$ 600,000 | land acquisition |
| List other costs: | | | \$ - | |
| List other costs: | | | \$ - | |
| List other costs: | | | \$ - | |
| Total | | | \$ 602,000 | |

| Overall Organization Budget | Amount | Notes |
|---------------------------------|-----------|--|
| FY2019 Actual Year-End Revenue | \$ 14,000 | |
| FY2019 Actual Year-End Expenses | \$ 4,000 | , professional fundraising consultants |
| FY2020 Adopted Budget Amount | | |
| FY2021 Proposed Budget Amount | | |