



PROJECT ORANGE THUMBSM

Fiskars is committed to encouraging, sharing, and inspiring creative expression in gardening.

Grant Overview:

Ten (10) grant award winners will be selected. Each winner will receive up to \$1,500 in Fiskars Garden Tools and up to \$800.00 in gardening-related materials. Prizes are not transferable, or substitutable, except by Sponsor at its sole discretion. Failure to collect or properly claim prizes in accordance with these rules or to comply with these rules will result in forfeiture of the prizes. If forfeited for any reason, winners will not receive any other prize substitution or compensation. All federal, state and local taxes related to any prize are the sole responsibility of winners.

Eligibility:

Gardens and/or gardening projects geared toward community involvement, neighborhood beautification, sustainable agriculture and/or horticultural education are eligible. Community garden groups, as well as schools, youth groups, community centers, camps, clubs, treatment facilities, etc. are encouraged to apply. Only group applications will be considered; single individuals are not eligible for a Project Orange ThumbSM grant. This is not a contest or sweepstakes.

Important Dates:

Applications Open:	December 15, 2007
Applications Deadline:	February 15, 2008*
Winners Notified:	March 15, 2008
Grant Materials Orders Due:	March 31, 2008
Monthly Reports / Submissions:	First Monday of Each Month
Project Update Deadline:	June 30, 2008
Final Report Deadline:	September 5, 2008

*** Applications must be postmarked by 2/15/08 – Faxed applications will not be accepted.**

Application Instructions:

1. Submit only copy of application and support materials. Only hard copies will be accepted.
2. Support Materials should not be bound. Printed materials & application support materials should be contained with (1) one binder clip in the upper left corner. Question one materials do not need to be included within the binder clip.
3. Answers to Question 1 may be in any format or presentation (materials for responses to Question 1 do not need to fit within the binder clip). Narrative answers to Questions 2 – 5 must be typewritten.
4. Applications must be typewritten; narratives should be double spaced with a 1" margin in a 12 pt. Font – Times New Roman.
5. If media support materials are included they should be in a conventional DVD, VHS, CD format. Jump drives, portable hard drives or other storage devices can be submitted –

but will not be returned.(PAL, SECAM, BETA, or other non-traditional formats will not be accepted)

6. Please send application materials in a flat (any size) envelope/box without folds.
7. Application materials will not be returned – and become the sole property of Fiskars Brands, Inc.

Rules of Participation:

1. Entries will be judged, and recipients chosen, by a panel of Fiskars Garden & Outdoor Living personnel, based on the following criteria and requested information described herein. Decision of the judges in all matters is final. Grant Winner criteria will utilize a point scale system to evaluate: adherence to all grant requirements, overall adherence to theme, overall plan goals/objectives, project follow-up/communication objectives, initial impression/ability to inspire new gardeners, community involvement plan, and overall project execution plans.
2. All information is required to process the application. Incomplete applications will not be considered.
3. All entries become the sole property of Fiskars Garden & Outdoor Living and will not be returned. Fiskars Garden & Outdoor Living reserves the right to publish submitted materials. (see License and Release Agreement)
4. Open to any community garden in the 50 United States and DC only.
5. Applications will be divided into 3 categories: Education, Community, and Senior Center to ensure proper evaluation and consideration.
6. A list of winners from 2008 and previous years will be available at the Project Orange Thumb website at www.fiskars.com. For a list of winners, please send a self-addressed stamped envelope by May 1, 2008 to: Fiskars' Project Green Thumb Winners List, c/o Fiskars, 780 Carolina Street, Sauk City, WI 53583.
7. Odds of winning depend on the number of eligible entries received, and the quality of those eligible entries as perceived by the qualified judges.
8. Potential winners will be notified by email to the email address provided during the registration process, and may be required to sign an affidavit of eligibility, mutually agreeable liability release and/or publicity release ("Releases"). All prize claims are subject to verification of eligibility and compliance with the terms of these Official Rules. If a potential winner is unreachable after fourteen (14) days, fails to provide all information required on the Releases, fails to sign and return the Releases, or if potential winner is unavailable for prize fulfillment, an alternate winner will be named the winner. Sponsor is not responsible for and shall not be liable for late, lost, misdirected, or unsuccessful efforts to notify winner or award prize, or for any late, lost, misdirected, or unsuccessful efforts of winners to claim prizes.

Grant Recipient Requirements:

Grant recipients must...

1. Grant a publicity release permitting Fiskars Garden & Outdoor Living to publicize and promote the grant and agree to participate in publicity requests associated with the Project Orange ThumbSM program;
2. With assistance from Fiskars, publicize to the local community their garden and the support it received from Fiskars Garden & Outdoor Living;

3. Maintain a journal throughout the gardening season. The journal will be supplied by and must be submitted to Fiskars Garden & Outdoor Living for its use and publication;
4. Prominently post signage provided by Fiskars Garden & Outdoor Living recognizing the grant;
5. Provide routine updates (photos, narrative, video) of the garden throughout the process and growing season;
6. Participate in electronic community forums (blogs) regarding your community garden; and
7. Within nine months of receiving the grant, submit a final report (including at least three color photos of the garden and participants) describing how the garden and the community benefited from the grant.

Application Mailing Address:

Fiskars Garden & Outdoor Living
Attn: Project Orange Thumb
780 Carolina Street
Sauk City, WI 53583

Questions:

www.fiskars.com, email orangethumb@fiskars.com or call 800.500.4849.

Additional Rules & Restrictions:

CAUTION: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THIS PROGRAM MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SPONSOR RESERVES THE RIGHT TO VOID OR DISQUALIFY ANY SUCH INDIVIDUAL MAKING SUCH AN ATTEMPT, AND SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. The Sponsor is not responsible for: (i) transmissions or entries that are lost, late, stolen, incomplete, damaged, garbled, destroyed, misdirected, inaccurate, undelivered, delayed or any entries submitted in a manner that is not expressly allowed under these rules; (ii) any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation or transmission, communication failures or human error that may occur in the transmission, receipt or processing of entries, or for destruction of or unauthorized access to, or alteration of, entries; (iii) failed or unavailable hardware, network, software or telephone transmissions, damage to entrants' or any person's computer and/or its contents, or causes beyond the Sponsor's reasonable control that jeopardize the administration, security, fairness, integrity or proper conduct of this Program; or (iv) any other errors or problems of any kind relating to or in connection with the Program, whether computer, network, technical, mechanical, printing, typographical, human or otherwise, including, without limitation, errors or problems which may occur in connection with the administration of the Program, the processing of entries, the announcement of the prize or in any Program - related materials. All entries that are incomplete, or do not conform to the rules of this Program will be disqualified. Sponsor reserves the right to cancel, modify or terminate the Program if fraud, misconduct or technical failures destroy or threaten the integrity of the Program, or if a computer virus, bug, other technical problem or unauthorized human intervention corrupts the administration, security, or proper conduct of the Program as determined by Sponsor, in its sole discretion. In the event of early termination, Sponsor may, at its sole discretion, select the potential winner randomly from all eligible, non-suspect entries received as of the time/date of such termination.

Sponsor reserves the right to alter or terminate this program at its sole discretion in the event of extreme, unexpected or unusual circumstances that compromise the integrity of the contest. Sponsor is not responsible for printing, typographical, mechanical or other errors, including such errors that may lead to erroneous appearance of qualification for a prize.

By participating in this Program, entrants agree to abide by and be bound by these Official Rules and the decisions of the Sponsor, which shall be final and binding in all matters relating to this Program. In the event a winner is found to be in violation of any of these rules, he/she will be required to forfeit the prize or to reimburse the Sponsor for the stated value of the prize if such violation is found after the prize has been used by winner. Acceptance of a prize constitutes permission for Sponsor and its designees to use winner's name, city and state of residence and/or likeness for purposes of advertising and trade in any and all media now or hereafter known worldwide in perpetuity, without limitation or further compensation, notification or permission, unless prohibited by law. By participating, entrant further agrees to release and hold Sponsor harmless from and against any and all claims, damages and liability of any kind arising from or in connection with, in whole or in part, directly or indirectly, the acceptance, possession or use/misuse of the prize, participation in the Program or in any prize-related activities, and assumes all liability in connection therewith.



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GENERAL APPLICATION / COVER SHEET

Date: _____ Application Type: Education Community Senior Center

Contact name: _____

Organization: _____

Contact shipping address: _____

Contact city, state, zip: _____

Contact phone: _____ Contact cell phone: _____

Contact email address: _____

Organization website (if applicable): _____

Garden name: _____

Garden location: _____

Is your organization an IRS 501(c)(3) not-for-profit? _____ YES _____ NO

Tax Exempt Number: _____

Number of attached pages: _____ Other items included: _____

Requested planting date (after March 31, 2008). Please allow a 4 week window:

_____ to _____
(mm/dd/yyyy) (mm/dd/yyyy)



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REQUIRED APPLICATION MATERIALS

1 Overall Inspiration/Vision (any format): Select **one** of the two questions below. Use words, pictures, video, art, music, whatever is most “you.” If writing is your most expressive form, that’s ok. We would like to encourage you to think broadly and creatively. There are no limits to the creativity of this response. Draw, paint, scrap, sew, tape, glue, tear, print, edit, or film your response to the question. Your artistic talent is not an issue (and will not be judged), so don’t sweat it! Let your creation speak volumes! Of course you can answer both questions – but we aren’t providing extra credit. Think outside the box....we aren’t setting restrictions.

Be sure to include photos and/or video of the space, people and place that relate to your grant application.

- 1) If you had no limits of time or money, describe your dream garden project, use any medium you like to show your vision.
- 2) Present a scenario of what the world would be like if everyone took up gardening.

REQUIRED APPLICATION SUPPORT MATERIALS (Individual typewritten pages)

#2 Goals & Objectives (1 page maximum): *Describe the specific and measurable goals and objectives of your project. This information should provide a clear and concise view of how and why this garden will make a difference. These goals and objectives should be the backbone of your successful project.*

#3 Community Involvement / Education (1 page maximum): *How will you involve members of the community in garden planning and in the garden? How many people will be directly involved? How many will be indirectly involved? Describe plans for service-learning, neighborhood beautification or entrepreneurial projects connected to the garden. What other organization(s) is/are currently, or will potentially be providing assistance for your garden? Specifically, what kind of support would you receive from each group.*

#4 Garden / Project Plans / Timeline (3 pages maximum): *Include types of plants and garden location and dimensions. If you wish, you may include maps, diagrams, or drawings. Include the techniques or methods you use (e.g. outdoor raised beds, outdoor containers, etc.).*

#5 Project Evaluation/Follow-up (1 page maximum): *Explain how you will measure the effectiveness of your activities. Describe your criteria for a successful program and the results you expect to have achieved by the end of the project.*



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License and Release:

In consideration of Fiskars Brands, Inc. ("Fiskars") providing my organization with the opportunity to win an award of a Project Orange Thumb grant and other good and valuable consideration, the sufficiency of which is hereby acknowledged, I hereby grant Fiskars, their subsidiaries, and those acting on their behalf the non-exclusive, worldwide, royalty-free, unrestricted right and license to reproduce, edit, excerpt, broadcast, public, use and combine with the works of others, the Materials (defined below) or any parts thereof for any promotion or exhibition. The term "Materials" means my completed application project, photographs, images, video, sound, music, drawings, illustrations, written statements, which are obtained or supplied in connection with the Fiskars Project Orange Thumb program, as well as my name and likeness. Possible uses may include, but are not limited to: print advertising, websites, trade shows, video or audio broadcasts, webcasts, podcasts and ancillary uses associated with these mediums.

I/We may be asked to participate in a featured advertising campaign. If that happens and if I/we agree to participate, and in fact do so then, without limiting the generalities of the permissions granted in the previous paragraph, I understand that I would be entitled to no further compensation from Fiskars for such participation. I understand that any use of the results of such participation shall be covered by the permissions granted in the previous paragraph.

Name of Organization / Applicant (printed)

Signature of Applicant or Designee

Date

Witness

Date