Helpful information and Suggestions for Creating an Award Application
(Most terms below are on the evaluation forms)

Goals and Objectives

NGC: National Garden Clubs, Inc. is a 501(c)(3) organization that aims to promote the love of gardening, floral design, and civic and environmental responsibility and we help coordinate the interests and activities of state and local garden clubs in the U.S. and abroad.

NGC Mission Statement: National Garden Clubs, Inc. provides education, resources, and national networking opportunities for its members to promote the love of gardening, floral design, and civic and environmental responsibility.

NGC Environmental Mission Statement: The environmental mission of National Garden Clubs, Inc. is to review the environmental problems and their possible solutions, to promote environmental literacy and to advocate sound environmental stewardship.

CGCI Mission Statement: CGCI promotes gardening, floral design, civic beautification, environmental responsibility, and the exchange of information and ideas.

CGCI Objectives:
- To create, promote, and further interests in horticulture, gardening, floral and landscape design, plant and bird life, and appreciation of the natural beauties of the State of California.
- To encourage civic beautification and roadside development.
- To assist in projects for the conservation of our natural resources.
- To coordinate and centralize the work of the various California garden clubs and bring them into a closer relationship of mutual helpfulness.
- To cooperate with other agencies in furthering interest in educational areas.

Scope of project defined: Total amount of work that needed to be done to complete the project. E.g., "The Scope of the Project: Many hours of volunteer work were required to complete the project. Club members spent a total of XYZ hours . . . Plus, many in the community (Boy Scouts, City employees, friends of garden club members, and merchants) donated XYZ hours . . . The ground had to be tilled, and amendments were donated . . . The garden was dedicated on . . . Members will perform maintenance every month by . . .

Benefit to target (members/recipients/community, etc.): Something that promotes or enhances well-being; an advantage. Help/aid. To do good to; be of service to. Benefit resulting from some event or action. E.g., "The benefit of this project is that the community now has a lovely pollinator demonstration garden in the center of the town where everyone can enjoy the garden and learn about pollinators and how to create a pollinator garden in their own backyards."

Accomplishment of goals: "Accomplishment" is a word frequently connected to a task, or a job that was done. Although we usually connect "accomplishments" to success, in some instances it is simply about finishing a task or a step that must be taken (successfully or not). You can accomplish project goals by setting clear objectives and developing a strategic plan. E.g., "Our goal was to establish a pollinator

garden in the center of town . . . Our plan was to approach the City Mayor . . . We also planned to have fundraisers to raise enough money to establish the garden . . ."

Comprehensiveness of work: Comprehensiveness is the state or condition of including all or nearly all elements or aspects of something. Describe all that took place to accomplish your project – from beginning to end.

Activities to attain goals explained: Explain what your club did to accomplish/implement the project. E.g., "The following activities took place: 1) Proclamation for National Garden Week was issued by the City of XYZ. 2) Announcements were made in the local newspaper on May 1 and May 15. 3) Club members set up the National Garden Week display at the XYZ Library including Proclamation from NGC and Proclamation from the City of XYZ. 4) Display was staffed by garden club members from 10:00 am to 3:00 pm the first full week of June where they distributed information on NGC, PRGC, CGCI, the district and the local garden club. 5) Native seed packets were also distributed to the public."

Evaluation of goals reached: Evaluation is a procedure that reviews a program critically. It is a process that involves careful gathering and evaluating of data on the actions, features, and consequences of a project; the making of a judgment about the amount, number, or value of something; assessment. E.g., "The final evaluation of the project is that it was a complete success in that . . . "

Educational: Education is the action or process of educating or of being educated; the knowledge and development resulting from the process of being educated. E.g., "When the attendees left the lecture, they walked away with valuable knowledge that they will take back to their communities to share about the importance of providing local milkweed to the monarch butterflies."

Prior planning: Prior planning means planning ahead of time. It involves gaining clarity on the importance of the project, success criteria, and how success will be measured. Proper prior planning prevents poor performance. E.g., "The project was conceived in February 2023. Plans for the project were brought before the Board of Directors and approved in March 2023. Committee members met in April and May and finetuned the project to ensure its success . . ." or "No prior planning took place, as this was a new project."

Very brief history if continuing project: Past events connected with someone or something. E.g., "The garden was created in 1989 by our garden club. Club members regularly tended the garden by weeding, replacing plants, etc. By 2022, our club started the planning process of re-designing the garden to incorporate native plants. By 2023, the work began . . ."

2023 Clayes