

RAISING MONEY FOR YOUR PARKS

A Manual for Community Based Fundraising



for the greener good

RAISING MONEY FOR YOUR PARKS

A Manual for Community Based Fundraising
Provided by Park Pride



Version 2.0 Released 8/15

*This manual is also available online at:
bit.ly/fundraisingmanual*

What is Community Based Fundraising?

How is it different from other kinds of fundraising?

Community based fundraising is grassroots fundraising. It is neighbors working together for a common goal. The great thing about community fundraising is that it provides such a tremendous opportunity for collaboration, creativity, and fun. By asking neighbors to invest in their community, you are asking that they contribute to something that will benefit them directly – a new or improved amenity. The more community participation in your plan, the more successful you will be, not only in fundraising, but in the long term success of your project. And, if you seek contributions from foundations, corporations or government, leveraging broad based community support is critical to creating strong requests, proposals, and solicitations.

Park Pride has been truly fortunate to have worked throughout the years with dozens of groups working to raise funds to create better parks for their communities. We have seen what works, what doesn't, what is critical to success, and what can doom a plan to failure. We have discovered some wonderful “side effects” of the community fundraising process. And, just when we think we've seen it all, we are once again amazed at the innovative approaches that emerge from within communities.

We applaud the communities who have worked so hard to make Atlanta and DeKalb County's parks all that they should be, and we thank the dedicated volunteers who have contributed their time, energy, and creativity to help us create this guide.

for the greener good



TABLE OF CONTENTS

Getting Started	5
The Fundraising Plan	9
Fundraising Strategies	13
Case Studies	17
The Ask	31
Grants	34
Acknowledging Donors	38
Celebrate!	40
Resources	42
Appendix	45
Notes	69

for the greener good



GETTING STARTED

Before you are ready to begin the fundraising process, you need to have the following elements in place:

Develop a Rough Overview of Your Initiative

The first step is to broadly define what change or addition you would like to see in your park. Initially this should be a broad idea like a new walking trail, an improved playground, or a picnic pavilion. You also should have a general sense of where you would like this amenity to be located.

Secure the Support of the Property Owner

It is essential that you coordinate with the appropriate government entity as soon as possible. Determine if there are any restrictions or obstacles that would affect your efforts. Work with City or County representatives to develop a plan to address any potential problems and obtain necessary approvals. Park Pride can help guide you to the appropriate government or municipal contacts in metro Atlanta.

Examples of potential problems:

- You want to establish a dog park, but the City's leash law prohibits off leash dogs – you may be able to work with your local councilperson or commissioner to develop enabling legislation. Similarly, the City may already have regulations or a process for creating a dog park.
- You want to add additional playground equipment to an existing County playground, but the area cannot be expanded adequately to meet required safety clearances. The County might be able to suggest a new location within the park which would accommodate a larger playground, or a playground manufacturer might be able to propose a reconfiguration which would meet safety standards to create the playspace you desire.

Involve the Community

The City or County is unlikely to support changes to public parks without evidence of broad support within the community. You should look at this not as a challenge, but as an opportunity to educate your neighbors about what you are trying to do and to gain their support. Talking about the project and asking their input builds ownership of the initiative that can translate into financial support later on.

Develop a Project Scope, Plan & Budget

Once you have identified your project and gained the support of the property owner and surrounding community, you will need to develop a more detailed description of your project. There are two primary types of projects for which you will need to develop a scope of work, plan, and budget.

- **Physical Improvement**

Also known as a “capital improvement.” If you are asking for funds for a project that will physically improve your park, you need a detailed plan that outlines each element of the proposed project. The more detailed the better – conceptual plans or drawings are ideal and a detailed budget must be included.

- **Planning / Design**

If you are asking for funds for planning, you need to be able to clearly articulate the issue you seek to address and the goals of the planning process. Examples of issues to be addressed through planning include: a portion of the park goes unused; the amenities reflect a demographic that no longer exists in the area; environmental concerns such as soil compaction, poor drainage, erosion; facilities that need repair or are unsafe; plantings that obstruct visibility and provide hiding places for criminals, etc.

Potential planning resources include:

- Design professionals
- Park Pride Visioning Program *
- Park Pride Design Clinic *

*Resources available through Park Pride

Create a Fundraising Committee

A strong fundraising committee is the key to success. Do not try to “go it alone.” The size of the fundraising committee will vary based on the size of the community as well as the scope of the project, but this is a case where bigger is definitely better. When recruiting for your fundraising committee, keep in mind that the word “fundraising” is intimidating to many people. Fundraising experience is not necessary. Some people are comfortable making direct requests, but many are not. A strong fundraising team will be made up of a variety of people with different skills and talents. It will help if you provide a list of ways that people can participate in fundraising (see next page). Representatives from organizations in the community (such as PTAs, parent groups, scout troops, garden clubs, business associations, etc.) can be a tremendous resource. If they’d rather not officially join the committee, perhaps they will agree to reach out to their members. Be as inclusive as possible.

Roles of Fundraising Committee members:

1. Helping to prepare the “Case for Support” document
2. Writing funding proposals
3. Researching target donors
4. Coordinating a fundraising event
5. Soliciting contributions from local businesses
6. Soliciting contributions from individuals
7. Coordinating a donor recognition program
8. Distributing fliers or soliciting door-to-door
9. Coordinating children’s activities
10. Coordinating with local organizations (PTAs, scouts, civic clubs, etc.)
11. Writing articles and press releases for community newsletters, and other media
12. Promoting the effort through social media (Facebook, Instagram and Twitter)

Establish A Fund Management Strategy

You need to determine how you will manage the funds collected. Is your group a **501(c)(3) nonprofit**? In order to be eligible for some grants and for donations to be tax deductible, your organization must be a nonprofit. If your group is not a 501(c)(3), you can work with a **fiscal sponsor**. Fiscal sponsors are nonprofit organizations with 501(c)(3) status that receive grants and donations on behalf of groups engaged in activities related to the sponsor’s charitable purpose.

There may be an organization in your community which can serve as your fiscal sponsor – for instance, some neighborhood associations have 501(c)(3) status. In addition, Park Pride has created a Fiscal Partner Program to assist community groups in their fundraising efforts (see appendix for additional information).

Make sure you plan for the additional fund management duties that will result from the fundraising effort. The commitment to complete the necessary administrative tasks is crucial to your success. Is the current treasurer/accountant prepared to take on the additional responsibilities? Who will be responsible for maintaining a donor database and preparing and sending donor acknowledgements? If you are working with a fiscal sponsor, they may handle some or all these tasks. It is critical that these details are clearly spelled out in your fiscal sponsor agreement and that any tasks not covered are assigned to a member of your committee.

for the greener good



THE FUNDRAISING PLAN

Once you have a scope, plan, and budget that you are able to clearly articulate to potential funders, it is time to create a fundraising plan. All too often, fundraising is seen as just a means to an end. This is a major misconception! In addition to raising money, a carefully crafted fundraising plan will raise public awareness and support for your project and involve more people. Fundraising is an excellent way to build all kinds of support for your project in addition to strengthening the bond between residents.

Regardless of whether you are planning to raise a few hundred dollars or more than a million, you need to have a plan. In the case of community fundraising, the process is often just as important as the result. What does that mean? Well, we have found time after time that through the process of involving the community in creative fundraising approaches, support for and involvement in the project increases dramatically. People and businesses who have contributed to a successful project feel a sense of ownership and are more likely to use the new amenity.

Think big and inclusive. Don't rule out any potential donor. Perhaps you are building a new playground in your neighborhood park. You decide to launch a targeted fundraising effort. You don't want to waste time asking for help from people who have no interest in a playground, so you focus your efforts on the parents of young children. You are missing some great opportunities not only to raise money for the project, but also to bring the community together. The elderly couple down the street – did you know they'd love to have a neighborhood park where they could take their grandchildren? The newlyweds who just bought the house on the corner chose the neighborhood because they're planning a family and have heard great things about the local elementary school. The restaurant owner who lives a couple of blocks away has been looking for a way to reach out to the neighborhood. And those are just a few examples of missed opportunities.

Case for Support

The case for support is the story you will tell potential donors. This is the most important element of your fundraising strategy. A successful case for support inspires donors to action. You need to briefly communicate what you are proposing, why it is needed, how it will benefit the community, and how you plan to make it happen. In preparing the case for support for your project, begin by answering the following questions:

Why?

The statement of need

Why did your community plan this project? Is it addressing a safety concern or environmental issue? Is it responding to an unmet need in the community? *(Examples include: addressing an erosion problem, creating a safe place for kids to play, creating a new park in an area deficient in greenspace, beautifying the community, creating wildlife habitat, improving environmental quality, protecting the watershed, reducing water usage, addressing a lack of playing fields or community gathering space.)*

Who?

The implementers and recipients

- Who is **the group** undertaking the project and what is the group's history? Is this a project of an established entity such as the neighborhood civic association, or is it a group created specifically for this project? If it is an established group, include a few examples of previous successful projects. (Donors feel more comfortable giving to a group who has fundraising success under their belt.)
- Who will the project **serve**?
- What is the **demographic composition of the community**?
- Is the project geared specifically toward a particular group? *(For example: children, seniors, families, soccer players, dog owners, families, singles, joggers, gardeners, etc.)*
- And perhaps one of the most important points for outreach – who is the key **point person** on the project and how can they be contacted?

What?

The project description

Your plan – the specifics of what you are planning to do.

When?

The project timeline

When the project will begin and how long it will take. Will the project be done in phases as certain funding milestones are reached? Or will it not begin until 100% of the funds needed are committed? Setting interim goals or milestones will keep you on track, as well as provide a sense of accomplishment to those involved and help the project maintain momentum.

Where?

The project location

The name and address of the park or greenspace and a description of the specific area(s) within the park where the project will be implemented.

How?

The implementation plan

Will the work be done by paid contractors, volunteers, government employees, or a combination? Who will supervise? How are you planning to raise the needed funds? How much has been raised to date, who is supporting the project, and how has the neighborhood supported the effort?

How much?

The project budget

A clear budget is essential. When you speak to potential donors, you need to be able to tell them exactly how much you need and what amounts will be used for which portions of the project (see sample budget in appendix).

for the greener good



FUNDRAISING STRATEGIES

Once you have established your goal, you are ready to develop a strategy to achieve that goal. A comprehensive fundraising strategy will have multiple tracks, each of which will have a slightly different approach.

The Committee

It goes without saying, but we'll say it anyway – your first donors should be your committee members. It is critical to have 100% participation from the fundraising committee before you start approaching others.

Individuals

Fundraising efforts often give little attention to this important source of support. The majority of charitable contributions (over 80%) to any nonprofit / project come from individuals. Most Americans make charitable gifts and are solicited dozens of times each month. This is where the case for support is so critical. This is where you explain to them why they should choose your project to support. Because this is a community project, you are starting out ahead of the game – you have a terrific list of potential donors – all of the park users as well as the neighbors who will become parks users after the plan is successfully implemented. **Remember, you are not only raising funds, you are also building a larger and stronger constituency for your park.**

Who do you approach? Door-to-door canvassing, direct mail and phone-a-thons do garner some results, but these are not the most effective strategies. A direct request from a friend, neighbor, or colleague has the greatest chance of success. Ask your committee to make a list of their neighbors, friends, members of their church, book club, parents group, garden club, etc. Then, determine a target request amount for each prospect and make a specific request. Fundraising statistics show that asking for a specific amount is much more successful than letting the people determine on their own how much to give. Once you have approached all the people you and your committee know, begin to reach out to park users and neighbors with whom you don't yet have a relationship.

The solicitation process is also a good opportunity to expand your committee by recruiting additional solicitors while garnering support. Your friends and neighbors may be willing to do more than contribute funds – they may be willing to solicit others. One easy way to determine if a person may be willing to commit him / herself to a larger role in the fundraising is to put a checkbox on your pledge card next to “I am interested in participating in the XYZ Community Initiative Committee.”

Local Businesses and Professionals

This is an area where creativity and innovation will be invaluable. Once again, your committee should brainstorm to come up with a list of businesses and organizations to approach. Develop a list of prospects - don't limit it to the “usual suspects.” You will definitely want to include retailers and restaurants, but don't stop there. You might find that there are professionals in the community who would be willing to contribute their efforts to the cause – a party planner perhaps, a landscape architect, or an accountant.

Brainstorm with the committee to come up with several strategies for approaching businesses. Keep in mind that fundraising is not just about securing money, it is about building relationships. As you develop strategies for approaching businesses and organizations, keep in mind that you are also cultivating them as partners.

Offer options for giving; in addition to financial gifts, businesses can provide in-kind goods and services or contribute a portion of sales on designated days. For example, you approach a restaurant asking for a cash donation. They turn you down. Instead of giving up, try another strategy. If you are prepared with a “menu” of options, you'll be able to respond to a “no” by offering other ways for the prospect to get involved. Explain that you understand they are unable to make a cash gift, but let them know that you really want to find a way that they can be involved. Offer options – ask them if they'd be willing to donate a portion of one evening's sales to your project – a win-win situation as you will market the event, which will help bring in new customers. Or ask if the restaurant is willing to provide food for a fundraising event or if they will provide a gift certificate for your silent auction. With each suggestion, make sure to let them know how it will benefit them. Explain how many potential customers this could bring to their establishment and specifically how they will be recognized in return for their contribution.

Community Organizations

Community organizations can also be a great resource. Reach out to churches and religious institutions, civic clubs, schools, scout troops, sports leagues or teams – they might partner with you on a fundraising event or just get the word out to their members. Tailor each request to the particular prospect. Perhaps you could ask a Brownie troop to operate a lemonade stand to raise funds for the project, or a garden club to create and donate floral arrangements. Ask the soccer league that uses your park to host an all-star game fundraiser.

Events

Think outside the box! Brainstorm new ways to raise funds – make sure to take advantage of the unique skills and talents of your community. This not only brings more people into the process, but it also helps to set your project apart. The more creative you are, the more attention you’re likely to bring to your project. Some ideas other groups have used are: community yard sales, spaghetti dinners, silent auctions, outdoor movies, yard signs or mailbox stickers for donors, road races, golf tournaments, pancake breakfasts, festivals, and various “a-thons.”

Product Sales

Communities have moved way beyond the traditional ideas of wrapping paper and candy sales. We couldn’t possibly list all the opportunities, but we have been particularly inspired by creative ideas for transforming overlooked neighborhood assets into cash. In the following case studies, we have highlighted a few of our favorite projects: a pet calendar, holiday décor created from backyard plantings, and leaves transformed into bronze jewelry.

for the greener good



CASE STUDIES

Individual Solicitations: **Burbanck Park's Donation Letter**

When Emory University purchased a 1.2 acre parcel of land to create a neighborhood park, they asked the surrounding community to play a leadership role in fundraising for the park.

The Druid Hills Civic Association reached out to the surrounding neighbors for support. They drafted a letter describing their vision for a low activity neighborhood park which would be used to educate users about urban forests, native plants, and watershed protection.

They included their fundraising goal and a deadline for meeting it. A detailed description of the project was also included. They created named Donor Levels from \$250 - \$5,000 which would be recognized on a granite wall in the park.

With this strategy, the community was successful in raising over \$50,000 from individuals.

Details

Community: Druid Hills

Park: Burbanck Park

Class: Individual Solicitations

Funds Raised: \$50,000

Contact: Becky Evans

Email: beckyevans@mindspring.com

Of Note:

The community decided on a successful strategy of named giving levels to encourage larger gifts. Pine \$250; Maple \$500; Hickory \$1,000; Oak \$2,500; Cornerstone \$5,000.



Individual Solicitations: Peachtree Hills' Pet Calendar

When the Friends of Peachtree Hills Park sat down to brainstorm fundraising ideas, they knew that to be successful in meeting their financial goals, they would need the support of the park's "power users" – dog owners. And as it turns out, people will pay good money to have their pups featured in a community dog calendar.

Getting people to sign up to have their furry friends included in the calendar was easy. The Friends group publicized the opportunity through emails to the group's listserve, through the neighborhood association, and by posting fliers around the community. For \$35, Fido could have his picture featured on a ¼ page of the calendar; a ½ page photo went for \$70, and a full-page layout for \$100.

Additionally, the Friends of the Park group tapped into a second target audience, local businesses, by inviting them to purchase ad space within the calendar: ⅛ page for \$75, ¼ page for \$150, ½ page for \$300 and a full- page ad for \$500.

The calendar was so popular with both dog and business owners that pages had to be added to the back of the calendar to accommodate all of the submissions.

Details

Community: Peachtree Hills

Park: Peachtree Hills Park

Class: Individual Solicitations

Funds Raised: \$7,000

Contact: Betty Hanacek

Email: betty@parkpride.org

Of Note:

Take a look at the demographics of your community. Use the unique interests of your neighborhood to your advantage when thinking of fundraising strategies that will appeal directly to them.



Product Sales Prior to Donor Solicitations: Castlewood's Holiday Mailbox Decorations

One of the more creative and unique fundraising ideas we've seen came from the Castlewood neighborhood. The fundraising team for this neighborhood wanted to come up with a strategy that would not compete with the ever present school fundraisers. They created a truly unique idea that not only helped them to raise funds, but beautified the neighborhood, provided a great product that people were delighted to buy, and created a visible way for neighbors to show their community spirit.

So – what was this clever idea? Mailbox greening!

The members of the neighborhood garden club volunteered to create holiday mailbox decorations with greenery they gathered from their yards. Adding ribbons, they transformed these gathered materials into lovely holiday decorations that neighbors proudly bought and displayed on their mailboxes.

The funds raised with this idea were modest, but the team also used the sales as an opportunity to educate the community about their dreams for the neighborhood park and build relationships with the neighbors.

Details

Community: Castlewood

Park: Castlewood Triangle

Class: Product Sales

Funds Raised: \$2,500

Contact: Amy Wilbanks

Email: ahwilbanks@yahoo.com

Of Note:

Selling the mailbox decorations built good will in the community and educated residents about the park and the proposed improvements. Although this fundraiser generated a relatively small amount of money, when later solicited for individual donations, the neighbors who had their mailbox decorated made donations totaling over \$40,000, with an average gift of more than \$500.



Product Sales:

Historic Oakland Foundation's Bronzed-Leaf Pins

A beautiful fundraising idea emerged recently from the Historic Oakland Foundation. The Museum Shop Manager was interested in creating a keepsake that would not just raise funds for Oakland Cemetery, but would also allow visitors to take a piece of the cemetery with them as a tangible reminder of the wonderful experience they had at the grounds. The idea? Bronzed-leaf pins and brooches made from leaves hand-picked from Oakland Cemetery's trees!

Oakland staff carefully picked leaves from the cemetery and sent them to metal artisans who then cast them in bronze. The inspiration behind this idea came from the beauty of nature, which exists in all parks! These pins are conversation starters as well and will open the door for supporters to talk to their friends and family about Oakland Cemetery.

The pins are available for purchase in the Oakland Cemetery Shop and retail from \$29.99 to \$79.99 (plus tax). While the artist in this case did not donate their talents to this initiative, they did offer the Foundation wholesale pricing on the creation of the pins, which has resulted in a modest profit.

The Foundation is promoting the sale of the pins through blogging, Twitter, Facebook, Instagram, Pinterest, and word of mouth; when you have a great idea, people are eager share it with friends.

Details

Organization: Historic Oakland Foundation

Park: Oakland Cemetery

Class: Product Sales

Funds Raised: \$800

Contact: Pam Henman

Email: phenman@oaklandcemetery.com

Of Note:

In the future, the Foundation hopes to partner with an artisan who will donate their talents to this project in support of Oakland Cemetery, which will result in a larger net yield for the organization.



Business Solicitations:

Cunard Playground's Restaurant Benefit Night

In an effort to raise funds to build a new playground as a memorial to a local family that was tragically killed, the Cunard Memorial Playground Committee left no stone unturned in its fundraising efforts. After collecting from neighbors and securing support from the neighborhood civic association, they asked local businesses to help out.

Dozens of neighborhood businesses offered support: 27 neighborhood restaurants participated in a "Heartfelt Benefit" by donating 15% of their sales to the effort. The excitement generated through this coordinated effort resulted in over \$20,000 donated to the project in addition to awareness that led to dozens of new volunteers who came out to install the playground.

The committee didn't stop with the dinners; they convinced a local food store to contribute 3% of their daily profits to the cause and a popular local hair salon to host a "Cut-A-Thon" where they raised \$3,500.



Details

Community: Virginia Highlands

Park: John Howell Park

Class: Business Solicitations

Funds Raised: \$20,000

Contact: Cynthia Gentry

Email: cynthiagentry@mindspring.com

Of Note:

By structuring this as a neighborhood-wide benefit, a great deal of interest in and awareness of the project was generated, resulting in a huge success!



Creative Events: Springbrook Park's Wine Tasting

Friends of the Park groups that are successful in fundraising often orchestrate events that will bring park supporters together through a shared interest. In the case of Springbrook Park, that shared interest is wine!

Sponsored by a neighborhood wine distributor and local restaurant, The Friends of Springbrook Park hosted "California Dreaming on a Hot Summer Day," a wine tasting event benefitting the park. As a clever added incentive for parents to attend, the Friends group arranged for a local Girl Scout Troop to offer babysitting services for a suggested (and very reasonable) \$5/hour.

With a deal too good to pass up, 75 neighbors attended, paying \$15/person or \$25/couple to taste wines, craft beers, and hors d'oeuvres, raising a total of \$1,000 for the park!



Details

Community: Decatur

Park: Springbrook Park

Class: Events

Funds Raised: \$1,000

Contact: Barbara Marin

Email: barbaramarin49@att.net

* Napa Valley * Silverado Trail * Sonoma County * North Coast * Lodi *



California Dreaming on a Hot Summer Day

Enjoy a Tour of California Wines to Benefit the Development of
Springbrook Park

Saturday, July 26 3:00-5:30 at Sprig Restaurant
\$15 per person, \$25 per couple
Appetizers, Wine Tasting and Select Craft Beers

Limited to first 90 people. Reserve your space by writing a check to Park Pride.
Include name for tasting reservation, and mail to:
WineTasting, c/o Friends of Springbrook Park
P.O. Box 33062
Decatur GA 30033
All donations will benefit Springbrook Park.
Deadline: Postmarked by July 21, 2014.

To make your reservation for dinner at Sprig, call 404-248-9700. Sprig Restaurant is located at 2860 LaVista Rd. in Decatur. Babysitting provided by Rebecca Sideris' girl scout troop: call her at 404-502-4327 to reserve.



* Monterey County * Paso Robles * San Bernabe * Rutherford * Dry Creek *

Creative Events:

Lang-Carson Park's Corn-Hole Tournament

The Friends of Lang-Carson Park were keen on hosting an event to bring positive energy into the park and raise awareness within the neighborhood. In order to reach Reynoldstown's growing demographic of young families, the group decided to organize an event that would speak to this generation: a corn-hole tournament!

For \$20, a team of two could enter the tournament in the park. The group's primary form of promotion was through social media – they created a Facebook event and invited everyone that they could to attend. Friends invited friends, many of whom live outside Reynoldstown. A flier was created and shared online with neighbors via the web-portal NextDoor, as well as the neighborhood Yahoo! message board.

The group found ways to raise additional funds at the event. For \$5, you could screen-print your very own "Friends of Lang-Carson Park" t-shirt (a great activity for kids). For \$3, you could purchase a wrist band to get alcoholic beverages. Both the screen-printing materials and the alcohol were donated by community members, meaning that the money raised went 100% to the Friends group!

The tournament was a complete success. They raised about \$800 for the group, generated awareness of the park to those inside and outside of the neighborhood, and activated the park in a family-friendly way.

Details

Community: Reynoldstown

Park: Lang-Carson Park

Class: Events

Funds Raised: \$800

Contact: Amber Keen

Email: heyimambs@gmail.com

Of Note:

Although this tournament raised just a modest amount, the group feels that it served as an important friend-raiser for the community. As the awareness of the park and the Friends of Lang-Carson Park increase in the community, they feel they will be able to build on the success of this fundraiser.



Creative Events:

South Fork Conservancy's Creek Rising

The South Fork Conservancy is familiar with turning a “friend-raiser” into a highly successful fundraiser. Their secret?

Connecting donors to the greenspace that has been transformed because of their dollars.

In 2015, the Conservancy held their 4th Annual Creek Rising fundraiser. Since its conception, this event has brought people out to the site that's been a focus of South Fork's efforts: Zonolite Park. They wanted to make sure that people could see first hand the impact of their donations. 150 people attended this year's event at a cost of \$50 for an individual or \$500 for each host and sponsor, raising a total of \$10,000 for the further restoration of the South Fork of Peachtree Creek and Zonolite Park!

The South Fork Conservancy took advantage of social media promotion, cross-promotion with partners, and emails to constituents. Organizers distributed fliers at local businesses, and the group's volunteers made phone calls to personally invite community members to purchase a ticket.



Details

Organization: South Fork Conservancy

Park: Zonolite Park

Class: Events

Funds Raised: \$10,000

Contact: Sally Sears

Email: sally@southforkconservancy.org

Of Note:

A key to raising this sort of money is working with your networks to have all major costs donated: venue, food, and drinks. An additional key to event success is longevity and repeatability – as your event grows year after year and word spreads, more people will attend and more sponsors will be interested in supporting.



Creative Events:

Whittier Mill Village's Parktoberfest

While it's no small task, the community group of Whittier Mill Village has built a wildly successful and fun annual fall family festival: Parktoberfest. What started out as a neighborhood potluck now attracts a minimum of three bands, more than 650 adults, and an estimated 200 children to the park, raising about \$10,000 which goes towards park improvements and maintenance.

Just half of the funds raised at Parktoberfest come from ticket sales (\$10/adult entry, \$25/ adult entry + "beer band," and \$5/kids). The other major profit generator is the event's silent auction; all items in the auction (local services, art, experiences, goods) are donated, meaning that 100% of the \$5,000 profits goes to the park. On top of event planning itself, the solicitation of auction items is a lot of work - Parktoberfest Planning Committee members contact potential donors via email, phone calls, and going door-to-door to businesses, months in advance.

Community festivals like Parktoberfest, while a lot of effort to plan, pay off in a big way! Not only is net revenue for the park growing each year as awareness of the festival rises, but the festival itself functions as a community pride and culture building event.

Details

Community: Whittier Mill Village

Park: Whittier Mill Park

Class: Events

Funds Raised: \$10,000

Contact: Melissa Moore

Email: melissa.l.moore@gmail.com

Of Note:

Planning a community festival takes time, so you must plan ahead and get help! Applications for permits need to be submitted at least 90 days in advance.



Creative Events:

Garden Hills Neighborhood Foundation's House Parties

The Garden Hills Neighborhood Foundation developed a fun and innovative method to fundraise for their neighborhood parks, all while eating, drinking, and being merry. As a throwback to our younger days, Foundation members are throwing themed house parties!

The idea is simple. Volunteers sign up to be a party host. As a party host, the volunteer builds on a fun theme (Oktoberfest, Turkish Lunch, St. Patrick's Day, Yoga Under the Trees) and agrees to donate all of the party's expenses: food, beverages, and decorations, for example. Each party host determines the price for their party's tickets and how many tickets are available. Then, party tickets are auctioned at a community event, and all proceeds benefit the community parks.

At the Garden Hills Neighborhood Foundation Gala in 2014, 24 such house parties were auctioned, which raised \$20,000 to fund maintenance and improvements at the Garden Hills Park & Pool, Sunnybrook Park, and Frankie Allen Park.

These parties turned out to be much more than just a fun way to raise money. They brought the community together in living rooms and backyards across the neighborhood, forming friendships and strengthening community bonds.

Details

Community: Garden Hills

Park: Garden Hills Park & Pool, Sunnybrook Park, Frankie Allen Park

Class: Events

Funds Raised: \$20,000

Contact: Jeff Clark

Email: poolboard@gardenhillspool.com



Donor Appreciation Event:

Historic Fourth Ward Park Conservancy's Donor Appreciation Party

The Historic Fourth Ward Park Conservancy recognizes the importance of thanking donors and making them feel appreciated. And nothing makes people feel more special and appreciated than exclusive events. For the past three years, the Conservancy has gone above and beyond for their high level donors to give them an experience that is not only fun and memorable, but that also builds donors' commitment to the park and to the community... all on a tiny budget.

Donors who give \$300 or more to Historic Fourth Ward Park are invited (at no cost) to an exclusive Donor Appreciation Party at a "restricted access" venue near the park, offering a unique experience for patrons (for example, one year they secured a private tour of Ponce City Market while it was still under construction). Each year, the cost of the space was donated by the owners thanks to the efforts of the Conservancy board members leveraging their personal networks and relationships. Similarly, food for the party was donated from restaurants nearby the park that board members frequented. Those restaurants were more than happy to support this event and receive exposure to potential customers – and of course, the guests loved the delicious eats!

This annual event successfully keeps donors engaged. They meet other community members who share a passion for the park, and they have an opportunity to mingle with the Historic Fourth Ward Park board members and learn about upcoming park developments, further fueling their commitment to the park and surrounding community. And an engaged donor is a donor who is likely to continue giving!

Details

Organization: Historic Fourth Ward Park Conservancy

Park: Historic Fourth Ward Park

Class: Events

Funds Raised: N/A

Contact: Betty Hanacek

Email: betty@parkpride.org

Of Note:

The success of these donor recognition events stems heavily from the Conservancy board members leveraging their networks and securing donations of space and food – total cost for this event averages \$300! Think of the places that you frequent when searching for venues and food, and remember to let them know how many prospective customers they will reach. This strategy will keep your event costs low and your net revenue high!

Donor Recognition: Jennie Drake Park's Brick Sale

The most commonly used donor recognition program is the brick sale. Donors purchase a brick for the park which will be engraved as per their request and placed in a designated area (walkway, recognition wall, courtyard, etc.). The fundraising committee must determine the best price for bricks (\$50 and \$100 are the most commonly used amounts).

In 2013, the Friends of Jennie Drake Park launched a brick sale to reach their financial match required by an awarded Community Building Grant from Park Pride. A classy modification to the sale of traditional red bricks - which were sold with a \$100 donation - the Friends group also sold black granite bricks which went to donors giving between \$500 - \$999! By the end of the campaign, the group had sold two times the number of bricks required to reach their fundraising goal.

Brick sales are a logical way to recognize donors as you build out functional park amenities. At Jennie Drake Park, the bricks sold through this campaign were used as part of the park's new entrance and seating area.

Details

Community: Collier Heights

Park: Jennie Drake Park

Class: Donor Recognition

Funds Raised: \$14,000

Of Note:

Some Friends of the Park group members may feel uncomfortable selling bricks, or asking for donations in general. The Friends of Jennie Drake Park recommend preparing group members for fundraising and making "sales pitches" by pairing group members who don't enjoy sales with those who do to act as mentors.



Donor Recognition: Candler Park Pool House's Painted Tiles

In a twist on the popular brick sales, the Candler Park Pool Association decided to try something new and different and to include some of the park's most avid supporters - the neighborhood children. The group devised a plan to raise money while at the same time create a lasting original artwork to enhance the community swimming pool.

The group set up a booth at their popular fall festival, and for \$20 each, children were able to create their own hand-painted tiles. The tiles were then fired and returned to the child or included in a mural on the side of the pool house.

The project raised about \$1,000, created a beautiful amenity, and gave the neighborhood children a chance to make a lasting impression on their park.

Details

Community: Candler Park

Park: Candler Park

Class: Donor Recognition

Funds Raised: \$1,000

Of Note:

In retrospect, the community feels that they should have charged more (at least \$50) for the tiles. They also feel that they could have sold more with a stronger outreach effort.



for the greener good



THE ASK

*“We have tried asking... and we have tried not asking.
We have found that asking works better.”
– Millard Fuller, Founder, Habitat for Humanity*

You have your scope, plan, and budget. You have recruited your fundraising committee. You have created a fundraising plan. You are ready to implement your fundraising strategy.

Fear of Fundraising

Many people are intimidated by fundraising. Before you let fear hold you back, there are a few things you should keep in mind:

1. Be prepared. Think about your request (also known as a “sales pitch” or “ask”) beforehand – this will make you more effective and more comfortable.
2. You are asking for money in exchange for something of value (this is where your case of support comes in).
3. Remember what inspired you to get involved – why are you passionate about this project? Your passion will be contagious and is your best fundraising tool.
4. According to a study by the Independent Sector, 89% of people make annual charitable donations – so, you are not asking people to become givers; you are offering them an option of where to direct their charitable gift.

Step-by-Step Guide to a Successful Request

1. Research

The more you know about your donor, the more able you will be to communicate why they should give to your project. Enlist your committee to find out as much as possible about your prospects and determine how your project will appeal to them. Do they have an interest in health and wellness, environmental quality, neighborhood beautification, environmental education, wildlife habitat, air and water quality, or community building? Are they primarily providing support as a marketing opportunity? Are they trying to reach a certain population segment within the community?

2. Preparation

In addition to your case for support and research, you need to approach each prospect with a specific request. Consider the prospect's relationship (or potential relationship) to the cause – you can generally ask for a larger gift from someone who has a strong connection to your project. Consider their giving history and their capacity to give. Be realistic, but don't worry about overreaching. If your request is beyond the prospect's capacity to give, you can offer alternative amounts. It is not unusual for donors to give less than the initial request, but it is quite rare for people to give more than they're asked for. Some prospects are actually flattered that you consider them a "heavy hitter."

3. The Approach

Will you send a letter, place fliers on mailboxes, make phone calls, or ask face-to-face? This will depend on your prospect. You will probably want to distribute fliers to the immediate neighbors, for example, but a letter would be more appropriate for requests to community businesses. For larger gifts (your committee can decide what constitutes a "larger gift") an in person meeting is always best.

- **The Flier / Letter**

The letter should be a condensed version of your case for support. Explain why you are doing the project and how it will benefit the community. Tell them how and why you got involved. Make sure to ask for a contribution – request a specific amount. Set a deadline for contributions. Sign the letter.

- **The Meeting**

When approaching a prospect that you do not know, you should start by sending them a letter describing the project and indicating that you would like to meet with them to discuss their potential involvement. Then, follow up with a phone call to schedule a meeting.

Some reasons why donors give. They want to...

- Make a difference
- Share their good fortune
- Invest in a worthy cause
- Demonstrate their commitment
- Give to someone/something they respect
- Contribute because others they know and trust are contributing
- Leave a legacy
- Be involved in the community
- Receive a tax deduction

for the greener good

GRANTS

Grants are available from foundations and governmental entities. It is very important to have your fundraising efforts well underway before applying for grants. You will need to be able to demonstrate the community support for your project as well as its viability. Again, research and preparation are critical in applying for and receiving grants.

Funder Research

Before investing time in preparing a grant proposal, you must first determine which grantors would be likely to fund your program. There are probably several foundations that you have heard about making gifts in your community and the natural instinct would be to approach them first. Before you do, however, you need to do some homework. A good place to start is at The Foundation Center, where you can research the foundations you are familiar with and find others that fund projects in your area.

Many foundations have selected one or two priority areas to make grants. If your project does not fit into these priorities, cross it off your list. Remember, your project probably fits into several categories. Here are some examples of giving areas which a park project might fall into:

- Parks / Environment
- Volunteerism / Community Service
- Education
- Children / Youth
- Neighborhood Development
- Seniors
- Community Building
- Environmental Education
- Health / Wellness

Even if your project fits within their giving areas, they may have restrictions on what types of projects they will support. Some foundations, for example, will not fund “capital” (bricks and mortar) projects, while others will only fund such efforts. Many have restrictions on giving to event sponsorships.

Look also at the grant amounts. Your request should be in line with their typical award. Don't think that if a foundation makes gifts of \$100,000 and more, that it will be easy to get a mere \$5,000. Foundations do not consider applications which fall above or below their guidelines.

Grant Writing

Having done your research, make a list of your best prospects. For each prospect, you need to get their grant guidelines, application form and deadlines, as well as contact information.

Once you have gathered the background information on your prospects and you have the application forms in hand, it is time to begin writing your proposal. A grant proposal will be a more formalized version of the solicitations you have used for individuals and businesses. It will typically consist of the following components:

Organization Information

1. Brief history of the organization / fundraising entity
2. Mission statement
3. Description of current programs
4. Demographic information about population served

Project Information

1. Executive Summary – a brief overall description of the project
2. Statement of Need – this is the “Why” from the case statement
3. Project Description – a detailed description of the project including the “Who, What, When, Where, and How” from your case statement.
4. Budget – from case statement, including details

Attachments

1. Documentation of 501 (c)(3) status (or fiscal partnership agreement)
2. Current list of Board of Directors
3. Letters of support
4. Map of project location
5. Graphic plan (rendering or conceptualization) of project
6. Current year's operating budget
7. Audited financial statements
8. List of additional sources of funding

Cover Letter

1. Brief summary of the project
2. Description of the community support
3. Explanation of how the proposal meets their giving guidelines
4. How their funds will be used (be as specific as possible)

This is not an exhaustive list. Depending on the funder, more information may be required.

for the greener good

ACKNOWLEDGING DONORS

The most important step – thank your donors!

Once you receive donations from your funders, you have to take the most important step in this whole process – thank them! You will want to send a thank you note to each of your donors. Remember, you are building a relationship. Creating a positive experience for the donor is critical to gaining future support. In addition to sending a note, you may want to invite all of the donors to a “Project Dedication” event. This is a great way to get all of your donors into the park and provides you with an opportunity not only to recognize their contribution, but also to show them the difference that their contribution has made. The dedication event also builds a sense of community by gathering neighbors to celebrate their success.

For larger donors, you may want to create a plaque or other token to commemorate their support. Some groups have created special plaques using children’s artwork depicting the park; others have used a park photo. These can be posted by the businesses that have supported your cause – and can be helpful in securing future sponsors.



for the greener good

CELEBRATE!

Enjoy Your Park!

Now that the funds are raised, the donors thanked, and the project implemented, it is time to enjoy the fruits of your labor. You have made your community a better place.

Pat yourself on the back for a job well done and think about all of the park users who will benefit from your hard work. And please share your success story with Park Pride!



for the greener good

RESOURCES

Park Pride

233 Peachtree St.

Suite 1600

Atlanta, GA. 30303

Tel: (404) 546-6760

Fax: (404) 546-9420

Web: www.parkpride.org

Park Pride offers the following programs to help you through your planning, fundraising, and implementation process:

- Friends of the Park group establishment, goal setting, and guidance
- Park Visioning – a conceptual park planning process
- Community seminars on landscape, fundraising, and more
- Fiscal Partner Program for organizations working to improve parks and greenspace
- Matching Grants for park improvements
- Parks and Greenspace Conference – annual spring event with sessions on successful park improvement initiatives
- Park workday volunteer coordination

The Foundation Center

133 Peachtree St NE

Lobby Suite 350

Atlanta, GA. 30303

Tel: (404) 880-0094

Web: www.foundationcenter.org/atlanta/

In addition to their extensive library of foundations and grant opportunities, The Foundation Center offers many free classes on the basics of fundraising and proposal writing.

Community Foundation for Greater Atlanta

50 Hurt Plaza

Suite 449

Atlanta, GA. 30303

Tel: (404) 688-5525

Web: www.atlcf.org

The Community Foundation for Greater Atlanta offers several competitive grant programs as well as technical assistance grants.

for the greener good



APPENDIX



Includes:

1. Information about Park Pride's Fiscal Partners Program
2. Examples of "Case for Support" Documents
 - South Bend Dog Park / Rugby Pitch
 - Adamsville Community Playground / LifeTrail®
3. Example of Solicitation Letters / Fliers
 - Burbanck Park's donation letter
 - Peachtree Hills' pet calendar solicitation letter
 - Atlanta Memorial Park's Playground solicitation letter
 - Lang-Carson Park's Corn-Hole Tournament flier
 - South Fork Conservancy's Creek Rising sponsor solicitation
 - Whittier Mill Village's Parktoberfest sponsor solicitation
 - Jennie Drake Park's brick sale solicitation letter
 - Daniel Johnson Nature Preserve / Herbert Taylor Park's solicitation letter
 - Candler Park's Movie Night sponsor solicitation
4. Grant Components
 - Sample budget
 - Sample executive summary

Park Pride's Fiscal Partners Program:

In 1998, Park Pride established the Fiscal Partners program to support community efforts to develop and improve parks and greenspaces. Through this program, Park Pride accepts tax deductible contributions on behalf of neighborhood partners who are making improvements to their parks or public greenspaces. For fifteen years, the Fiscal Partners program has enabled community groups in Atlanta and DeKalb County to raise funds for new playgrounds, enhanced landscaping, and other park improvements without the hassle of having to get a 501(c)(3) nonprofit tax status. Through this program, Fiscal Partner groups have raised more than \$3.3 million for park improvement projects.

What is a Fiscal Partner / Sponsor?

A fiscal sponsor is a nonprofit organization with 501(c)(3) status that receives grants and donations on behalf of a group engaged in activities related to the sponsor's charitable purpose.

Reasons for Establishing a Fiscal Partnership:

- Your group is working on a limited or short term project and wants to avoid the time and expense of applying for 501(c)(3) status
- You are an organization that has applied for or are in the process of applying for 501(c)(3) status
- Your group is newly established and not yet ready to apply for 501(c)(3) status
- Your organization has 501(c)(3) status, but needs assistance with administrative services

Benefits of Fiscal Partnership:

- Improved access to funding
- Increased credibility through partnership with sponsor organization
- Increased efficiency
- Frees up project team to focus on fundraising and project implementation
- Low cost financial and administrative services

Park Pride's Fiscal Partner Program Services Include:

- Creation of a specific project account for each partner to accept tax deductible contributions
- Management of disbursements from project account as authorized by project liaison
- Sending donor acknowledgements
- Providing receipts for in-kind donations
- Processing and tracking of company matching gift applications
- Tax reporting
- Providing regular account statements (monthly or quarterly depending on account activity)
- Maintaining database of project donors

Requirements for Participation in Park Pride's Fiscal Partners Program:

- Fiscal Partner must be a Friends of the Park group
- Project must be: improvement and/or maintenance of a public park or greenspace, acquisition of land for public greenspace, or programming designed to increase park usage
- Partner must obtain approval to use Park Pride's name and/or logo on all grant proposals, publicity, signage, and outreach materials
- Partner must obtain Park Pride's prior approval for all fundraising events and sales
- Partner must submit annual report

Cost of Services:

Park Pride's standard fee for these services is 5% of contributions received.

Case for Support Document:

South Bend Dog Park/Rugby Pitch

Project Description

South Bend Park is a 76 acre park located in the Lakewood Heights neighborhood on the south side of Atlanta. It is a lovely park that the community wants to use, but due to illicit activities, residents, particularly those with children, do not feel comfortable using the park. The community recently participated in Park Pride's Park Visioning Program where they identified two projects that would enhance the park and significantly increase its usage.

- **Rugby Pitch**

Rugby is a rough sport played in spiked shoes for better traction while running, turning, and making quick offensive and defensive moves. In short, it is a very active sport that is very rough on the lawns on which it is played. The rugby season begins in fall and ends in early winter, while grass is dormant. The dormant grass obviously has little chance of mending itself between practices and matches, creating a situation where the lawn rapidly deteriorates throughout the season. At the end of the season, a well-used field will need the help of professionals who will offer it a complete renovation. This typically may include over-seeding the lawn, patching especially worn areas with sod, aeration of the entire lawn, and perhaps topdressing, similar to what golf course lawns go through each spring. Multiple leagues sharing the two fields in the City of Atlanta significantly compound the wear on the turf, and the City's budget does not include annual renovations to sports fields. The concern is that if the two available fields deteriorate and are not renovated, rugby will be banned from City parks completely.

- **Dog Park**

The City of Atlanta has very clear regulations for a dog park, which is why there is only one in the entire city. South Bend Park has the perfect location for a dog park, a sunny two-acre hill overlooking the park, the pool, and the very well-traveled Lakewood Avenue. The two acres will need to be completely enclosed in a four foot high (minimum) chain link fence. There will be one, double-gated vestibule, a separate area for small dogs, and a drinking fountain that accommodates both people and dogs. There will need to be a short sidewalk built from the parking area to the entrance of the dog park.

Rationale for Funding

South Bend Park has one major problem: a lack of park users. This lack of activity in the park leaves the park susceptible to crime, vandalism, illegal dumping, and is a favorite place for criminals to burn the cars they've stolen. The new arts center has to be heavily fenced and patrolled with a guard every night to prevent the loss of the new center (the original was burned a few years back). The community believes that the best way to dispel the criminal element is to entice people to use the park.

While the community is eager to bring users into the park, there are also park user groups who are in need of facilities. A dog park is desperately needed in the southern portion of Atlanta. A dog park would be an ideal addition to South Bend Park. Dog parks tend to be very well used, as they attract people into the park from a variety of neighborhoods, giving people a great spot to visit with each other while their pets play together. Criminals tend to dislike dogs and might be dissuaded from abusing a well-used park.

There are five rugby leagues throughout the City who are in need of playing fields and who have expressed a desire to assist with ongoing maintenance of fields in exchange for permission to use them. Creating such a partnership would increase park usage leading to a safer, more user-friendly park for the neighborhood.

Creating these new park elements (the dog park and rugby pitch) would be a win-win. They would provide much needed amenities to citizens from throughout the surrounding area, while at the same time improving the sustainability of the park and its value to the local residents.

Case for Support Document:

Adamsville Community Playground / LifeTrail®

Collier Heights Park is a fifteen acre park with recreation center, tennis courts, ball field, playground, and amphitheater. However, due to the poor condition of the park and lack of equipment to accommodate the needs of children and seniors, Collier Heights Park is not adequately serving the community. From 1990 to 2003, parks in the Adamsville community in West Atlanta have deteriorated due to lack of use and lack of funding by the Atlanta Parks and Recreation Department. In 2003, Neighborhood Planning Unit-H (NPU-H) recognized that Collier Park was being underutilized due to the poor conditions of the grounds and playground equipment. Many of the young families moving into the community live in apartment complexes with no play area for children. Our growing Hispanic community utilizes the park's baseball field to play soccer but their young children are left to roam around the park with nothing to do. The existing playground equipment is for older children, providing no safe area for preschoolers to play. The area's seniors do not use the park because there are no activities designed to help older adults maintain body wellness. Walking is the preferred and recommended form of exercise among older adults. There are no trails in the park and walking without clean paths can be hazardous for seniors.

The Adamsville community is a transitioning community that needs improved recreational space for families. The community is evolving from a predominantly (65%) senior citizen, African American community to a young family, multi-cultural community. The young African American population has increased by 10% since 1990. The Hispanic community has grown by 8% since 1990. The Caucasian/Asian/Other racial makeup of the community has grown by 2% since 1990. The community continues to grow as townhomes and apartments are constructed in the area. As new families enter the community, the park is even more essential, but is underutilized due to poor conditions. The addition of the preschool play area to the park will make the park more inviting to young families of all cultures, and the addition of the Life Trail® will bring longtime residents (who are now senior citizens) back to the park for exercise and fellowship.

The proposed project will add a play area and playground equipment for preschoolers, and a Life Trail® for adults. The City's Parks Department does not have funding for these improvements; so, in order to realize this vision, the community must take on

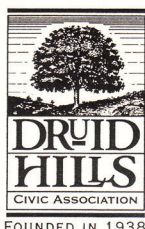
the project. The City supports the project and has agreed to assist with the installation and maintenance of the equipment. The proposed plan came from the work of the “Friends of Collier Park”, which was established over a year ago through a partnership of NPU-H and Park Pride. This group includes citizens and representatives from neighborhood churches, businesses, schools, and the Community Clubs of Collier Heights, Carrol Heights, and Fairlane. In 2004, the “Friends” began to mobilize the community to clean and refurbish the park. The group developed a plan to make Collier Heights Park an amenity that all citizens of the community can use. The revitalized park will help to sustain strong community bonds and bridge the gap between new and existing residents, building community connectivity, tolerance of diversity, and pride. Community clubs, church organizations, middle and high school youth clubs, and volunteers pledged their financial and physical support to the growth, development, and maintenance of Collier Park.

In partnership with the Department of Parks and Recreation, the Friends of Collier Park developed the following plan:

- Hold a park work day to install plantings; refurbish the ball field and dugout; install benches and paint sidewalks.
- Create a playground furnished with equipment suitable for toddlers (location has been identified).
- Develop a Life Trail® with a cleared, bordered path and LifeTrail® equipment (location has been identified).
- Work with the Parks Department to install additional park signs in English and Spanish.
- Designate August 13th as Fundraiser Day for Collier Park. The community will celebrate the work that has already been accomplished and announce the work that is yet to be undertaken.
- Seek corporate sponsorships, community donations, and additional grant funds.

Solicitation Letter:

Burbanck Park



PRESERVING OUR NEIGHBORHOOD AND PARKS
DESIGNED IN 1893 BY FREDERICK LAW OLMSTED, SR.

P.O. Box 363 • DECATUR, GA 30031-0363 • (404) 523-DHCA

December 14, 2006

Dear Druid Hills Civic Association Members and Supporters,

Emory University has purchased the property at 1164 Clifton Road (approximately 1.2 acres at the corner of Clifton and S. Oxford roads) for conversion into a community park. The property's location is a wonderful opportunity to create a park that will be a positive feature used by both surrounding neighbors and Emory Village visitors

DHCA, Alliance to Improve Emory Village, Park Pride, and the Peavine Watershed Alliance are all represented on the planning committee for the new park. Emory has asked the DHCA to play a leadership role in fundraising for the creation and development of this new neighborhood park. The DHCA agrees that the collaborative development of a community park is a wonderful way to bring our neighborhood together. Our vision is that this space will become a low activity neighborhood park used to educate users about urban forests, natural plant species, and watershed protection. DHCA has committed \$5,000 from the 2006 budget towards Phase I of the development of the park. A drawing of the park is included on the back of this letter.

Phase I of Development will include:

Demolition of the house and driveway; Removal of shrubs that will impede view from street
Stream Overlook with Benches and Granite Wall
Walking Path with Pervious Surface
Seating Area with Benches

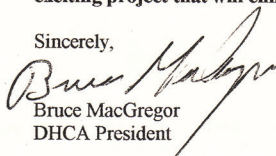
In order to meet our fundraising goal of \$58,000 for Phase I Development, we also need financial contributions by residents of the community. Our fundraising deadline for Phase I is February 1st, 2007. We invite you to contribute a tax deductible donation towards the Phase I development of this new neighborhood park in one of two ways:

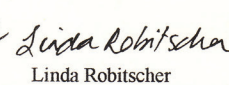
- 1) Go to Park Pride (www.parkpride.org). Select **Donate**, under **Gift Info** select **on behalf of** and enter "1164 Clifton Road".
- OR
- 2) Make check payable to "Park Pride - 1164 Clifton Road" and mail your contribution to:
Park Pride, Atlanta
675 Ponce de Leon Ave, NE, 8th Floor
Atlanta, GA 30308

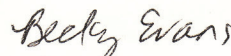
Please mark your calendars for the Dedication of the park on April 22nd, 2007 - Earth Day. You may also learn more details by accessing our web-site at: www.druidhills.org and clicking on "What's New" about the neighborhood park.

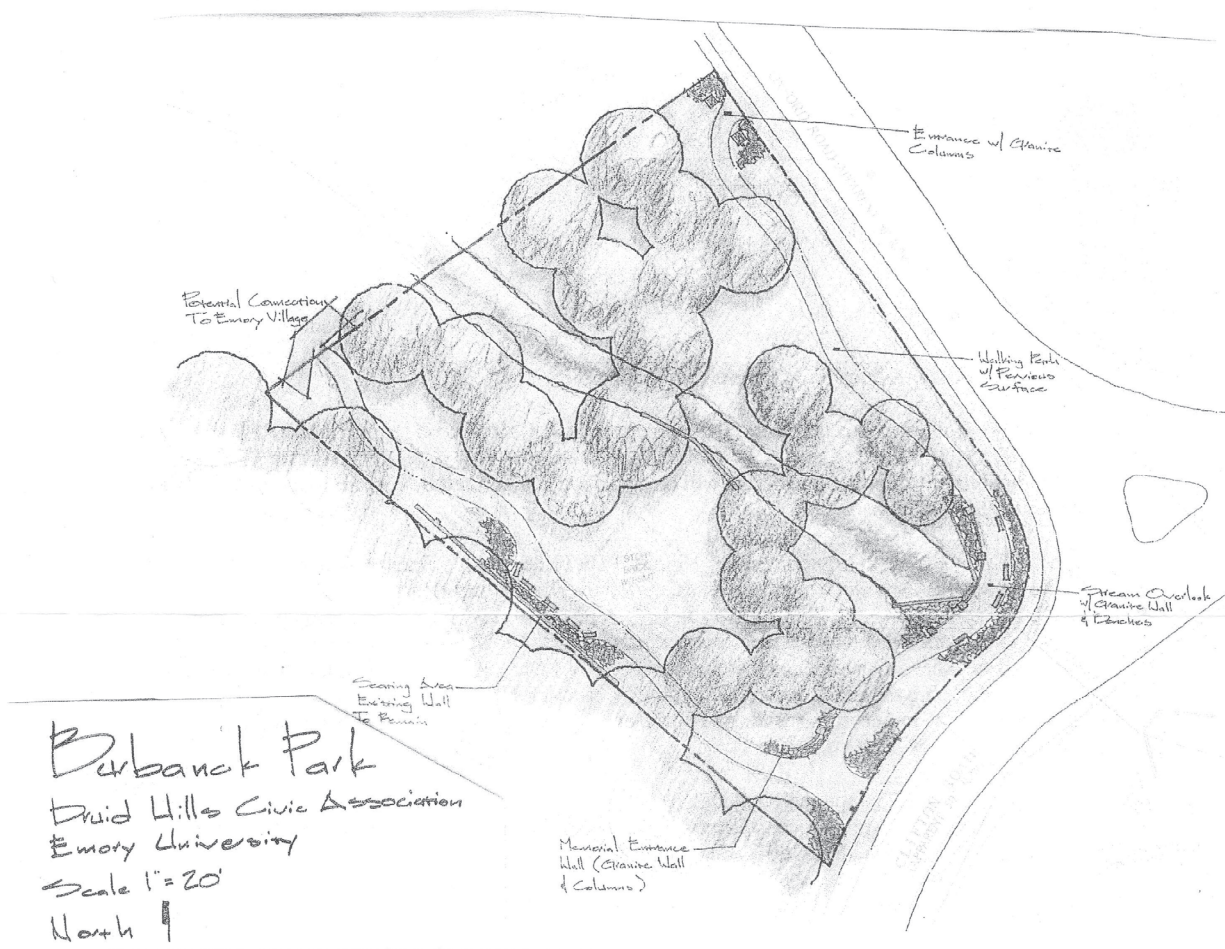
Creating a park in Atlanta is a rare opportunity. **We hope you will join us in contributing to this exciting project that will enhance the Druid Hills, Clifton and Fernbank communities forever.**

Sincerely,


Bruce MacGregor
DHCA President


Linda Robitscher
Community Fundraising Chair


Becky Evans
DHCA Adm. Vice President



Park Pride, Atlanta
 675 Ponce de Leon Ave, NE, 8th Floor
 Atlanta, GA 30308

Phone: (404) 817-6761
 Fax: (404) 817-7988

Yes, I want to help Park Pride and Druid Hills Civic Association develop Phase I for the new neighborhood park in Druid Hills at 1164 Clifton Road. I understand that all donors at Pine level @ \$250 and above will be listed on a plaque on the Stream Overlook Granite Wall if desired. I understand I will receive a proof of how my donation will be listed on the plaque. Enclosed is my contribution of:

___ Cornerstone: \$5,000 ___ Oak: \$2,500 ___ Hickory: \$1,000 ___ Maple: \$500
 ___ Pine: \$250 ___ \$100 ___ \$50 ___ Other _____

Name: _____ Phone: _____

Address: _____

City, State, Zip: _____

E-Mail: _____

I would like to make my gift in ___ Honor ___ Memory of

Name: _____

Please send acknowledgement to:

Name: _____

Address: _____

City, State, Zip: _____

Thank you for your tax deductible gift. Please make all checks payable to: **Park Pride - 1164 Clifton Rd.**

Solicitation Flier: Peachtree Hills Park Pet Calendar

2012 PEACHTREE HILLS PARK PET CALENDAR

Volunteers with the **Friends of Peachtree Hills Park** have started on the 2012 calendar. Our goal is to match a \$20,000 grant offered by Park Pride to continue improvements and maintenance on our park.

The calendars are very popular so we know you'll want to participate. Here's how:



Feature your pet in the calendar:

Full page - \$100 • Half page - \$70 • Quarter page - \$35

Advertise your business:

Full page - \$500 • Half page - \$300;
Quarter page - \$150 • Business card - \$75



Highlight a special date:

Birthday (human or pet), anniversary, or any special occasion on the calendar date. Limited to 100 characters. - \$25

Volunteer to help sell:

Last year's calendar was easy to sell. With more sellers, we'll be able to raise more \$\$\$ for the park! Can you commit to sell 10 calendars?

We plan to be ready to sell by **November 1**, so reserve your space now!

Calendar Committee contacts:

Jo Cantrell • cantrellejoan@aol.com • 770-823-1813
Dave Goldin • goldindavid@netscape.com • 404-816-2675
George Hornbein • george@studioala.net • 404-304-7399
Janice Hall • jhallatl@aol.com • 404-233-2523

Solicitation Letter:

Atlanta Memorial Park Playground

Take Pride in our Playground!
Help Us Renovate the Memorial Park Playground

WHO

The Memorial Park Civic Association Playground Committee is working in partnership with the City of Atlanta Parks Department and Park Pride to renovate the Atlanta Memorial Park Playground.

Memorial Park is an intown neighborhood park situated adjacent to Peachtree Creek, between Northside Drive and Howell Mill Road. Memorial Park attracts joggers, walkers, dog owners, and children from neighborhoods across Buckhead and North Atlanta. The playground in the Park, installed approximately 20 years ago, consists of outdated metal equipment with a sparse sand surfacing, and is in desperate need of renovation.

The neighborhood residents are committed to the beautification and maintenance of Memorial Park, and have raised nearly 40% of the funds necessary to purchase new play equipment, with a participation rate of over 50% of the neighborhood households. We are counting on donations from outside sources to complete the funding of our project.

WHAT

Our goal is to raise \$60,000 by July 15, 2004 to be used to purchase new equipment and benches for the playground. The new equipment will replace the existing outdated metal equipment. The City of Atlanta has agreed to perform all the necessary site work and supply a rubberized surface under the play equipment as their contribution to this project.

WHY

Why are we raising private funds for a public playground? The reality is that the City of Atlanta Parks Department works within a limited budget, and they do not have the resources necessary to replace the City's aging playground equipment in a timely manner. By raising private funds, we demonstrate our commitment to our community, our neighborhood and our kids in a very tangible way.

HOW

Tax deductible donations of any size are gratefully accepted! Please make your check payable to "Park Pride - Memorial Park Playground." Mail your check to:

Park Pride
Attn: Allison Barnett
675 Ponce de Leon Avenue, NE
8th Floor
Atlanta, GA 30308

All donations to Park Pride are fully tax deductible. You will receive an acknowledgement letter from Park Pride for your tax records. If you work for a company that will match your gift, please enclose the Matching Gift form and Park Pride will process the matching gift request.

Event Flier:
Lang-Carson Park Corn-Hole Tournament



Sponsor Solicitation: South Fork Conservancy's Creek Rising



Board Of Directors

Chairman

G. Robert Kerr

Vice Chairman

Warner McConaughey

Treasurer

Billy Hall

Secretary

Ruthie Norton

Debra Edelson

David Eldridge

Angelou Ezeilo

Dave Kaufman

Chris Nelson

Anthony Powers

Susan Stainback

Claire Sterk

Sam Williams

Joni Winston

Executive

Director

Sally Sears

Finance

George Ickes

March 27, 2015

Address
Atlanta, GA 30324

Dear _____,

I'm contacting you to ask for your sponsorship of our annual fund-raising event for the South Fork Conservancy. The Conservancy is holding its third annual fund-raiser, The Creek Rising Party, on Thursday, April 16, from 5 to 8 p.m. at the head of the Zonolite Trail. We will have tours of the South Fork and the restored Zonolite Wetland Gardens, refreshments and music.

We invite you to participate and support the Conservancy by donating _____ products for our 100 guests. We'll display your logo on all printed promotional materials and on the banners used at the event.

_____ is creating a special appetizer for our event. _____ and _____ are also sponsoring us. We think you will be in good company.

Thank you for your consideration of my request! I'll call in a few days to ask for an appointment so that we can discuss the possibility of your becoming a sponsor of The Creek Rising Party. In the meantime, if you have questions, please call me. 404-213-0127.

Sincerely,

Sally Sears
Executive Director

The South Fork Conservancy, Inc is a 501 (c)(3) organization. PO Box 5433 Atlanta, GA 31007

www.southforkconservancy.org

Restoring, Preserving and Connecting the tributaries of Peachtree Creek

Sponsor Solicitation: Whittier Mill Village's Parktoberfest



Dear Friend of Whittier Mill Park:

Your company can achieve great exposure while supporting one of Atlanta's premier neighborhood parks. Funds from previous Parktoberfests have helped beautify the 22 acres of green space, restore remaining structures from the turn-of-the century Whittier Textile Mill, build a Bocce court and provide additions to the children's playground. Donations will be made to Whittier Mill Village Association, Inc. and will be in turn donated to the Whittier Mill Park. Via our partnership with Park Pride, a 501c3 entity, your sponsorship or auction donation is tax-deductible.

We thank you in advance for your consideration and support!

2015 Parktoberfest Event Details:

Parktoberfest 2015 is scheduled for Saturday, Oct. 17, from 3 p.m. until 10 p.m. It will happen rain or shine, but we've never had enough rain to spoil the event.

Parktoberfest is a traditional fall festival that showcases Whittier Mill Park's green space and surrounding neighborhood and features great food, beer, a silent auction and fantastic live entertainment.

We are currently working on music for 2015, but in past years bands have included the nationally acclaimed bands The Apache Relay, The Whiskey Gentry, Deep Blue Sun, and The Packway Handle Band, as well as local acts Chris Talley & The Sawhorses, High Strung String Band, Lindsay Rakers Band, and Rolling Nowhere, to name just a few.

Parktoberfest averages more than 650 adult attendees, primarily from intown Northwest Atlanta neighborhoods who will likely be your clients and customers. Sponsorship provides excellent visibility for your brand while also showing your support for Atlanta's green space and local neighborhood development efforts.

About Whittier Mill Village and Whittier Mill Park:

Whittier Mill Park is located in a secluded pocket of northwest Atlanta in the 117-year old neighborhood of Whittier Mill Village. Listed on the National Register of Historic Places, the official city park (which is designated as a "neighborhood park") property was once the site of a cotton mill, and the surrounding homes were residences for the mill workers. Today, the park is a beautiful green space, offering something rarely found in any metropolitan area. Since the park's dedication in 1998, the community surrounding it has raised more than \$200,000 for various improvements. The bulk of the maintenance of this 22-acre City of Atlanta park falls to the residents of Whittier Mill Village.

For sponsorship opportunities for 2015's event, please contact Melissa Moore or Ashley Wright at:

Melissa Moore: melissa.l.moore@gmail.com

Ashley Preskar Wright: ashleypreskar@gmail.com

Available Sponsorships for Parktoberfest 2015

<u>Premier Event Sponsor</u> \$5,000 (one available)	<ul style="list-style-type: none"> • Corporate name/logo on stage banner in the most prominent position • Corporate name/logo on street/sponsor banner(s) at event in the most prominent position • Corporate name/logo on festival t-shirt in large size • Corporate name/logo on print and online ads in the most prominent position • Corporate name/logo and recognition as “the official premier event sponsor” on web site and all web presence • Ten festival t-shirts • Ten (10) Parktoberfest tickets which includes entry and beer
<u>Stage Sponsorship</u> \$2,500 (multiple available)	<ul style="list-style-type: none"> • Corporate name/logo on stage banner • Corporate name/logo on street/sponsor banner(s) at event • Corporate name/logo on festival t-shirt • Corporate name/logo on print and online ads • Corporate name/logo and recognition as “official sponsor” on web site and all web presence • Four festival t-shirts • Six (6) Parktoberfest tickets which includes entry and beer
<u>Children’s Area</u> \$1,500 (two available)	<ul style="list-style-type: none"> • Corporate name/logo on banner • Corporate name/logo on street/sponsor banner(s) at event • Corporate name/logo on festival t-shirt • Corporate name/logo on print and online ads • Corporate name/logo and recognition as “official sponsor” on web site and all web presence • Four festival t-shirts • Four (4) Parktoberfest tickets • Recognition from the music stage between performances as an official sponsor
<u>Headlining T-Shirt Sponsor</u> \$1000 (two available)	<ul style="list-style-type: none"> • Large, central Corporate name/logo on the rear of the Parktoberfest 2014 • Corporate name/logo on street/sponsor banner at event • Corporate name/logo and recognition as “official sponsor” on web site and all web presence • Four festival t-shirts • Four (4) Parktoberfest tickets • Recognition from the music stage between performances as an official sponsor
<u>Beer Cup Sponsor</u> \$2000/\$1000 (\$1000 for splitting the sponsorship with another sponsor)	<ul style="list-style-type: none"> • Corporate name/logo on Parktoberfest 2014 commemorative cups • Corporate name/logo on street/sponsor banner at event • Corporate name/logo on festival t-shirt • Corporate name/logo and recognition as “official sponsor” on web site and all web presence • Two festival t-shirts • Four (4) Parktoberfest tickets
<u>Entry Bracelet Sponsor</u> \$400 (Beer), \$300 (General), or \$200 (Kids) (three total, one logo/color)	<ul style="list-style-type: none"> • Company name/logo on chosen entry bracelet • Corporate name/logo on festival t-shirt • Corporate name/logo and recognition as “official sponsor” on web site and all web presence • Two festival t-shirts • Two (2) Festival tickets
<u>T-Shirt Sponsor</u> \$300 (ten available, one logo/color)	<ul style="list-style-type: none"> • Corporate name/logo on festival t-shirt • Corporate name/logo and recognition as “official sponsor” on web site and all web Presence • Two (2) Parktoberfest tickets • Two (2) festival t-shirts
<u>Park Patron Sponsorship</u> \$150 (unlimited availability)	<ul style="list-style-type: none"> • Name listed on website as a Park Patron • Two (2) Parktoberfest tickets • Two (2) festival t-shirts • One (1) Swag Bag

PARKTOBERFEST 2015 SPONSORSHIP AGREEMENT

_____ agrees to participate as a
_____ (level of sponsorship) sponsor of the 2014 Whittier Mill Village
Parktoberfest as described above.

Payment must be made to "Whittier Mill Village Association, Inc." with a note on the Memo line earmarking it for Friends of Whittier Mill Park, and received no later than September 21, 2015.

All sponsorships are tax deductible and non-refundable. The Whittier Mill Village Association agrees to provide a formal receipt to all sponsors to document their donation(s) for tax purposes. In exchange for sponsorship donations, the event coordinators agree to provide the services as described to you. If applicable, sponsors agree to supply graphics to the event coordinators for publicity purposes.

By signing below, each party agrees to abide by the terms of this agreement:

Sponsor:

Whittier Mill Village Association Representative:

(authorized signature)

(authorized signature)

(date)

(date)

Solicitation Letter:

Jennie Drake Park Brick Sale

August 30, 2014

Dear Neighbors and Friends:

The Friends of Jennie Drake Park are asking for your support. We recently completed a vision for the park. This vision includes removing the invasive plants, providing informal seating areas, and adding a walking trail. In order to generate the funds to achieve these and other goals for the park, we are seeking donations from various sources, including corporations, foundations and individuals.

To demonstrate to potential funders that we are committed to improving our park, we must have support from our friends and neighbors. Also, in some cases, we are required to provide matching funds in order to be awarded grants. For example, we recently applied for and received a \$28,000 grant, and we are expected to provide at least half of this amount in actual dollars, in-kind contributions and volunteer service.

For these reasons, we are asking you to support a fund-raising project that we launched recently. We are asking you to make a *tax deductible donation* to the park in one of these ways.

- **Donate \$100 for a brick** (4"x8" with black engraving). The display of commemorative bricks will be installed adjacent to an informal seating area near the west (lower) end of the park on Waterford Road. On your brick you may list the name of your family, the name of a family member or friend, the name of a deceased family member or friend, or something else that you choose.
- **Give any amount** to support the park.

Please use the attached form to make your donation and place your order. Remember—your donations are tax deductible. Make your check payable to **Park Pride**, and write **Jennie Drake Park** in the memo section.

We appreciate all that you have done and continue to do to help us to realize our vision for the park. In the fall of 2014, we will recognize donors at a special dedication in the park. We will keep donors apprised of our progress in achieving various aspects of our vision for the Jennie Drake Park.

Sincerely,

Friends of Jennie Drake Park
jenniedrakepark@gmail.com
Pauline E. Drake, Chair
404 691-0853

Bryan P. Jenkins, Vice Chair
404 697-3159

Jim Gantner, Treasurer
404 210-4818

Support the Jennie Drake Park!
Buy a Brick or Donate Any Amount
Order Form

_____ **Order a Brick.** The donation for one brick is \$100. This amount includes up to 2 lines on a 4"x8" brick; the maximum number of characters per line is 16. Note that spaces and punctuation count as characters. For a third line, please add \$3 to the cost of your brick. All lettering will be in a black font and will be in capital letters.

1st line																
2nd line																
3rd line																

Note: Please submit a separate form for an additional brick order.

_____ **Donate any amount.**

Contact Information:

Your name _____
 Telephone contact _____
 Email _____
 Address _____

 Amount enclosed _____

Payments.

You may pay by—

Check. Make your check payable to **Park Pride** and list **Jennie Drake Park** in the memo section. (Park Pride is a nonprofit organization that focuses on developing and improving Atlanta's parks. *Your donation is tax deductible.*)

Mail your check to:

Park Pride – Development Department – 233 Peachtree Street, Suite 1600 – Atlanta, GA 30303

OR

Give your check to one of the members of the Steering Committee (listed below). Contact one of us if you have questions:

Pauline Drake – 404 691-0853 – pedrake@comcast.net – 755 Shorter Terrace NW (30318)

Jim Gantner – 404 210-4818 – jhgantner@gmail.com – 529 Waterford Road NW (30318)

Cash. Give your payment to Pauline Drake or Jim Gantner.

Credit Card. Visit the Park Pride website: www.parkpride.org

Please note that for credit card payments, you will incur processing fees. To cover these fees, please add \$5.00 to your credit card payment for each brick order.

082014

Solicitation Letter:

Daniel Johnson Nature Preserve / Herbert Taylor Park

The Herbert Taylor Park Buffer Acquisition Project

The Herbert Taylor Park is City-owned greenspace in northeast Atlanta on the border of DeKalb County, off Beech Valley Road north of East Rock Springs Road. Rock Creek flows through the Park to enter the South Fork of Peachtree Creek at the northern boundary of the Park

A total of 8 lots on the southern border of the Park are slated for development in January: 3 lots on Rock Springs Circle and 5 lots at the end of Markan Drive on the hilltop extending down to the creek. The developer is willing to negotiate with the Rock Creek Watershed Alliance and the neighborhood to sell 2 lots and a portion of 1 other lot, in order to create a buffer between the remaining new houses and the Park. The money must be raised by January 3.

Funding Goal: \$595,000

- Removes 2 houses from development.
- Creates a permanent park buffer on top of the cliff overlooking the creek, including the quarry ravine adjacent to the creek.

Approximately \$310,000 has already been raised, including greenspace funding from the City of Atlanta and DeKalb County, and contributions from neighborhood associations and individuals. We must raise the remaining \$285,000.

We need EITHER your pledge or your donation by December 27 in order to present a purchase contract to the developer by January 3. **Time is critical.** Please consider giving the most you possibly can. Named sponsorship, honorarium, and memorial opportunities are available.

All donations are tax deductible. Receipts will be provided by Park Pride. If for any reason the purchase is not completed, donations will be refunded.

Please make donations payable to: "Park Pride – Herbert Taylor Park".

The park name must be specified to credit the donation to the proper account.

Please send donations to:

Park Pride, Attn: Allison Barnett / 675 Ponce de Leon Avenue / 8th Floor / Atlanta, GA 30308

Time is of the essence! Thank you kindly for providing for the generations to come.

For more info, call 404-876-8072 (Barbara Baggerman) or 404-872-6563 (Sally Bayless).

Yes, I will help preserve the Herbert Taylor Park. Here is my tax-deductible contribution, or pledge, of:

____5,000 ____1,000 ____500 ____250 ____100 ____Other

Payable to: "Park Pride – Herbert Taylor Park".

Send to: Park Pride, Attn: Allison Barnett
675 Ponce de Leon Avenue
8th Floor
Atlanta, GA 30308

Your name and address:

Sponsor Solicitation Packet: Candler Park Movie Night

2015 Friends of Candler Park Movie Night



Friends of Candler Park Movie Night is entering its 8th season and is growing more popular each year! The event takes place at beautiful Candler Park. Movie Night brings families and neighbors of all ages together for a fun and safe evening of entertainment.

Friends of Candler Park Movie Night welcomes over 3,500 patrons over the series. Families and friends from Candler Park and other surrounding communities attend for popular, classic and family-friendly movies. Average attendance is from 300 to 600 people per movie night. We use a 30 foot tall screen, which is large enough to be easily viewed by over 1,000 moviegoers.

This year we will be presenting six movies. The proposed dates are April 18, May 2, May 16, August 15, August 29 and September 12. The movie titles will be announced by March 5.

Media coverage and advertising for these events reaches thousands and is featured in Atlanta Magazine and most in-town newsletters. Promotion is also done through Mary Lin Elementary School, The Friends of Candler Park website and social media outlets.

We simply cannot bring this event to the community without the help of our local sponsors. We hope you will consider supporting this fine event and, in doing so, helping to make Candler Park a special community!

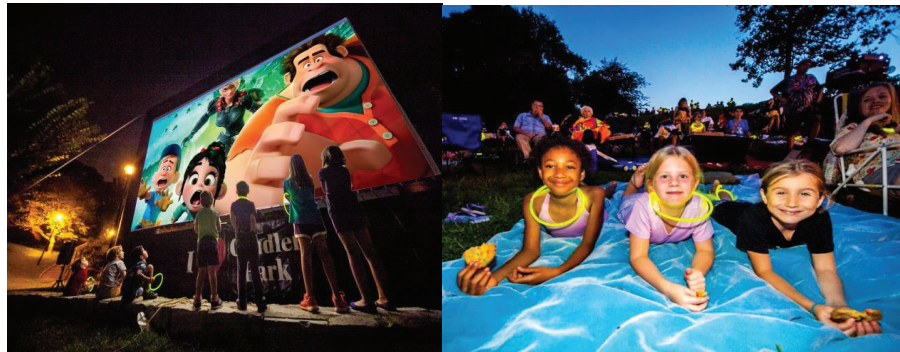


2015 Movie Night Series Sponsor - \$300

- Have an impact at all six Movie Night events during the 2015 series; and
- Company logo prominently placed on all advertisements, printed materials and online.
- At each movie night:
- Company logo and information on-screen prior to the movie showing;
- Company logo on lawn signage (We will provide sign - Please use attached jpg logo for sign);
- Dedicated sponsor information table with tent;
- Live mentions by event MC, with prominence and emphasis at each announcement;
- Thank you plaque to display at your place of business; and
- Partner with us before January 20 and we can include your logo in our volunteer T-shirt. We will be printing 250 shirts to give to our movie night volunteers and our volunteers who help with neighborhood workdays.

Our promotional print campaign consists of 100 posters, 10 banners and 4,000 hand bills. All print media will display your logo throughout the community. Among our outlets are pre-schools, schools, businesses and churches.





Sponsorship Contacts:

- Mark Clement, Executive Director: candlerparkmovienight@gmail.com
- Website: www.friendsofcandlerPark.org

Yes, I want to Sponsor Candler Park Movie Night 2015

Enclosed is my check in the amount of \$300.

I will email my company name or logo in jpg format to candlerparkmovienight@gmail.com

PLEASE NOTE: Sponsorship payment is due in full with contract. In the event of inclement weather, the events will be rescheduled.

Company/Organization Name _____

Contact Person _____

Phone _____ **Fax** _____

Email _____

Please make checks payable to: Friends of Candler Park/Park Pride, 1445 Benning Place, Atlanta, GA, 30307

THE FRIENDS OF CANDLER PARK ADVOCATES ON BEHALF OF THE PARK, STRIVES TO CARE & MAINTAIN ITS GROUNDS, AS WELL AS MAINTAIN SAFETY & BUILD COMMUNITY. We are a fiscal partner with Park Pride, a 501 c 3 nonprofit organization. Thank you for your support!

Grant Components: Sample Budget

Proposal to AGL Resources
Sample Budget
Playground Build Project

Project Expenses			
Materials			\$86,500
	<i>playground equipment</i>	<i>\$75,000</i>	
	<i>safety surfacing</i>	<i>\$8,000</i>	
	<i>benches, trash receptacles</i>	<i>\$3,000</i>	
	<i>brick pavers</i>	<i>\$500</i>	
Installation			\$17,300
	<i>grading, site prep</i>	<i>\$15,000</i>	
	<i>build day - supervisor</i>	<i>\$4,500</i>	
	<i>workday expenses</i>	<i>\$500</i>	
Community Outreach			\$200
	<i>Printed materials, flyers</i>	<i>\$200</i>	
Total			\$104,000
Sources of Support			
Community Support			\$42,000
	<i>Individual contributions</i>	<i>\$15,000</i>	
	<i>Community Fundraisers</i>	<i>\$8,000</i>	
	<i>Local Businesses</i>	<i>\$7,000</i>	
	<i>Brick sales</i>	<i>\$10,000</i>	
	<i>Community/Civic Organizations</i>	<i>\$2,000</i>	
Foundation support			\$29,000
	<i>Local Foundation</i>	<i>\$8,000</i>	
	<i>Neighborhood Family Foundation</i>	<i>\$6,000</i>	
	<i>ABC Corporate Foundation</i>	<i>\$15,000</i>	
Corporate support			\$10,000
	<i>Employee Matching gifts (matching individual d</i>	<i>\$2,000</i>	
	<i>Misc Corporate support</i>	<i>\$8,000</i>	
Grants			\$23,000
	<i>Community Matching Grant</i>	<i>\$1,000</i>	
	<i>Misc Local Grants- applied for</i>	<i>\$10,000</i>	
	<i>Misc. Gov't Grants</i>	<i>\$12,000</i>	
Total			\$104,000

Grant Components:

Sample Executive Summary

Merits of Preserving the Wildwood Urban Forest

Executive Summary

The Wildwood Urban Forest is the prime candidate in the City of Atlanta for the Atlanta Greenway Acquisition Project on the grounds of water quality enhancement, which is the chief criteria for selection.

The Wildwood Urban Forest is also an excellent candidate for other acquisition programs, as it satisfies key criteria for connectivity, access, multi-use, citizen support, and high value of property to the city as greenspace.

1. Water quality enhancement
 - 60+ acres of mature tree cover, extensive floodplain, and an interconnected structure of wetlands; slows the water flow and mitigates non-point source pollution by reducing runoff and providing for natural filtration and cleansing of stormwater before it reaches S. Fork Peachtree Creek, a major tributary of the Chattahoochee River.
2. Connectivity
 - Existing Biking and Walking Trails: Input by PATH and PEDS demonstrates that The Wildwood Urban Forest is connected by walking and biking trails to urban centers and other existing greenspaces.
 - Other Urban Greenspaces: The Wildwood Urban Forest is connected by proximity to other urban greenspaces located in Dekalb County, as well as Piedmont Park in the City of Atlanta.
 - Biological Systems: The Wildwood Urban Forest is biologically connected to additional urban forest (including the Fernbank Forest) by the stream corridor that provides a biological bridge.
3. Access
 - Three existing points of access: Cheshire Bridge, Wildwood Road, and Lenox Road
 - Optional access point: Wellbourne Rd.
4. Multi - use proposal
 - Educational: including nature center
 - Recreational: including walking, biking, and possible soccer field
 - Nature preserve: for habitats large enough to be self-sustaining for many species, including large predatory birds such as the Great Horned Owl.
5. Citizen support:
 - Thousands of citizens in the City of Atlanta: have expressed their support for preserving this land.
6. High value of property to city as greenspace:
 - Land development planning: Preservation of the Wildwood Urban Forest represents a truly unique opportunity for the City to overcome its serious deficiency of greenspace in its rapidly growing urban center.

NOTES



THE PARK PRIDE MISSION



*TO ENGAGE
COMMUNITIES TO
ACTIVATE
THE POWER OF PARKS*



for the greener good

www.parkpride.org