



Park Pride 2019 Grant Programs

*Engaging communities to
activate the power of parks*

June 8, 2019

for the greener good



Introduction



Grant Programs

❖ **Small Change** (Home Depot Foundation)

Awards of \$100 - \$2,500

❖ **Community Building** (Home Depot Foundation)

Awards of \$2,500 - \$50,000

❖ **Legacy** (Robert W. Woodruff Foundation)

Awards of \$50,000 - \$250,000

City of Atlanta only

Eligibility Requirements

❖ Friends of the Park group

Must be registered with executed MOU

❖ 501(c)3 or fiscal sponsorship

Sponsorship can be with Park Pride or another entity

❖ Park Pride service area

City of Atlanta or unincorporated DeKalb County

❖ Capital project

Maintenance, repairs, or programming requests are not eligible

❖ Approval from land owner

Letter of support from the operating entity (City of Atlanta or DeKalb County)

❖ Must have an approved project manager

Coordinates implementation of the grant project (permitting and approvals)

Eligibility Requirements (cont.)

❖ Matching grant funds

Must match grant funds at least 1:1, with larger projects being encouraged to match at a greater ratio

❖ Community financial investment

A portion of the applicant's match must be contributions from the community (residents, local business, local fundraisers)

❖ Have successfully executed all previous grants

Cannot have another open Park Pride grant

❖ First-time Community Building grant applicants can apply for a maximum of \$10,000

What We Look For

Strong Project

- ❖ High level of community investment
- ❖ Support from Parks Department
- ❖ Demonstrated need
- ❖ Clear goals
- ❖ Realistic timeline
- ❖ Effective use of grant dollars
- ❖ Project is sustainable

Strong Application

- ❖ Application is complete and correct
- ❖ Detailed budget & fundraising plan
- ❖ Detailed timeline
- ❖ Documented community support
- ❖ Compelling story throughout
- ❖ Clearly citizen-driven

Schedule

❖ June 8th

Grant Workshop

❖ August 15th

Letter of Intent deadline for Community Building + Legacy Grants

❖ September-October

Site visits for Community Building + Legacy Grants

❖ November 15th

Application deadline for Community Building + Legacy Grants

❖ January 2020

Announcement of Community Building + Legacy Grants

Letter of Intent

❖ Project Description

What will you do? Who will be involved?

❖ Project Value/Impact

What problem will this solve? How will the project benefit the community?

❖ Timeline

When will this project begin and end?

❖ Budget

What will the project cost? Have you secured any funding to date? How do you plan to raise at least half of the total project cost?

❖ Additional Information

Is there any other background or pertinent information that may impact our funding decision?



letter of intent

COMMUNITY BUILDING AND LEGACY GRANTS

PROJECT SUMMARY

Briefly describe your project in 1 or 2 sentences.

Click here to enter text

PROJECT DESCRIPTION

Provide an overview of the activities that will be involved in this project.

If there are other partners or organizations that will be involved in the execution of this project, explain their roles here.

Please limit your description to this box.

Click here to enter text

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www.parkpride.org

Site Visit

- ❖ See the Park
- ❖ Meet the community/Friends of the Park leaders
- ❖ Understand the budget and fundraising plan
- ❖ Visualize your proposed capital improvements
- ❖ Understand the sustainability of the project

Recommendatio

- h If your project is ready to apply this cycle
- ❖ How much funding you should request

Application

❖ Project Summary

1-2 sentence description of the project.

❖ Project Background

Provide project history, details of work accomplished to date, community efforts

❖ Project Description

What- Detailed project description

Why- Statement of need

Who- Implementers and recipients

Where- Project location

How- Implementation plan

❖ Project Manager Qualifications

Provide name and contact information of Project Manager as well as experience

❖ Project Budget/Fundraising Plan

Provide details of plans to secure matching funds.

Note if you will receive in-kind donations or utilize volunteer labor to complete the project.

❖ Timeline

Be as detailed as possible, including if any tasks are contingent upon fundraising

❖ Maintenance Plan

Describe how the project will be maintained and who will be responsible for maintenance.

Park Pride's Grantmaking Philosophy

- ❖ Park Pride wants to support community-driven efforts
Evidence of broad base of support (letters from the affected constituencies)
- ❖ Park Pride wants to leverage local investment, helping grantees stretch their dollars
Park Pride will fund up to HALF of the total project cost, matching the community investment

Funding Your Match

- ❖ Funds raised by your Friends of the Park group
- ❖ Funds in your fiscal partner account with Park Pride
- ❖ Government funding
- ❖ In-kind donations of materials or services
- ❖ Volunteer labor (MUST be included in your application to count toward the match)

NOTE: All matching funds must be expended on the same project as your Park Pride grant to count toward the match.



Project Budget Tab

Microsoft Excel interface showing the Project Budget Tab. The active cell is B43, containing the formula: $\text{Tree Planting } (\$23.56 \text{ per hour} \times 4 \text{ hours} \times 5 \text{ people} = \$471.20)$.

	A	B	C	D	E	F	G
1	Vendor	Expense Item	Cost	In- Kind? [*] (Y/N)	*All volunteer labor that will be used MUST be represented on the Fundraising Plan sheet to count as a match toward your Park Pride grant.		
42	Pike Nursery	Trees (5 x \$100 each)	\$ 500.00	Y			
43	Friends of ABC Park (see volunteer sign in)	Tree Planting (\$23.56 per hour x 4 hours x 5 people = \$471.20)	\$ 471.20	Y			
44	PlayScapes	Playground	\$ 5,000.00	N			
45	Integrated Land Design	Site Prep/Grading	\$ 5,000.00	N			
46							
47							
48							
49		TOTAL PROJECT COST (auto-calculated):	\$ 10,971.20				

Fundraising Plan Tab

	A	B	C	D	E
1	Source	Description	Secured Funding Amount	Anticipated Funding Amount	In-Kind?*(Y/N)
42	Pike Nursery	Trees	\$ 500.00		Y
43	Friends of ABC Park	Volunteer Tree Planting (\$23.56 per hour x 4 hours x 5	\$ 471.20		Y
44	Friends of ABC Park	Funds Raised through Fiscal Partner Account	\$ 5,700.00		N
45	Park Pride	Matching Grant		\$ 4,300.00	N
46	Annie E. Casey Foundation	Grant application submitted		\$ 2,000.00	
47	Total of secured funds (auto-calculated):		\$ 6,671.20		
48	Total of anticipated funds (auto-calculated):			\$ 6,300.00	
49	TOTAL PROJECT FUNDS (auto-calculated):		\$ 12,971.20		

Vendor	Expense Item	Cost	In- Kind?*(Y/N)
Pike Nursery	Trees (5 x \$100 each)	\$ 500.00	Y
Friends of ABC Park (see volunteer sign in)	Tree Planting (\$23.56 per hour x 4 hours x 5 people = \$471.20)	\$ 471.20	Y
PlayScapes	Playground	\$ 5,000.00	N
Integrated Land Design	Site Prep/Grading	\$ 5,000.00	N
TOTAL PROJECT COST (auto-calculated):		\$ 10,971.20	

Project Budget Notes:

- In-kind donations are listed on budget AND fundraising plan
- Project funds **equal or exceed** project costs

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Friends of ABC Park	Volunteer Tree Planting (\$23.56 per hour x 4 hours x 5 people)	\$ 471.20		Y
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Park Pride	Matching Grant		\$ 4,300.00	N
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Grantee Requirements

To Release Initial Grant Funds

- ❖ Signed grant agreement
- ❖ FoP member attends Grantee Workshop in January/February 2020
- ❖ Press release written, approved by Park Pride Program Associate, and released (via email, Facebook, etc.)

Ongoing

- ❖ Timely submission of progress reports
- ❖ Notify Park Pride of any significant change in project scope or Friends of the Park group leadership

To Release Final 10% of Grant Funds

- ❖ Final report (including before/after photos and financial report) received
- ❖ Coordinate with Park Pride and your local municipality to host a ribbon cutting or celebratory event

QUESTIONS?

Connect with me!

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Keep an eye out for Grants Program “office hours”
in your area this July!