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)
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?
# Project Summary

Briefly describe your project in 1 or 2 sentences.

| Click here to enter text |

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# 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 |
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
- 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.

www.parkpride.org
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

### Tree Planting ($23.56 per hour x 4 hours x 5 people = $471.20)

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Expense Item</th>
<th>Cost</th>
<th>In-Kind?*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pike Nursery</td>
<td>Trees (5 x $100 each)</td>
<td>$500.00</td>
<td>Y</td>
</tr>
<tr>
<td>Friends of ABC Park (see volunteer sign in)</td>
<td>Tree Planting ($23.56 per hour x 4 hours x 5 people = $471.20)</td>
<td>$471.20</td>
<td>Y</td>
</tr>
<tr>
<td>PlayScapes</td>
<td>Playground</td>
<td>$5,000.00</td>
<td>N</td>
</tr>
<tr>
<td>Integrated Land Design</td>
<td>Site Prep/Grading</td>
<td>$5,000.00</td>
<td>N</td>
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*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.

Total Project Cost (auto-calculated): $10,971.20
# Fundraising Plan Tab

<table>
<thead>
<tr>
<th>Source</th>
<th>Description</th>
<th>Secured Funding Amount</th>
<th>Anticipated Funding Amount</th>
<th>In-Kind?* (Y/N)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pike Nursery</td>
<td>Trees</td>
<td>$500.00</td>
<td></td>
<td>Y</td>
</tr>
<tr>
<td>Friends of ABC Park</td>
<td>Volunteer Tree Planting ($23.56 per hour x 4 hours x 5)</td>
<td>$471.20</td>
<td></td>
<td>Y</td>
</tr>
<tr>
<td>Friends of ABC Park</td>
<td>Funds Raised through Fiscal Partner Account</td>
<td>$5,700.00</td>
<td></td>
<td>N</td>
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<tr>
<td>Park Pride</td>
<td>Matching Grant</td>
<td>$4,300.00</td>
<td></td>
<td>N</td>
</tr>
<tr>
<td>Annie E. Casey Foundation</td>
<td>Grant application submitted</td>
<td>$2,000.00</td>
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<td></td>
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Total of secured funds (auto-calculated): $6,671.20

Total of anticipated funds (auto-calculated): $6,300.00

TOTAL PROJECT FUNDS (auto-calculated): $12,971.20
In-kind donations are listed on budget AND fundraising plan.

- Project funds equal or exceed project costs.

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**TOTAL PROJECT FUNDS (auto-calculated): $12,971.20**
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!

Elizabeth Bogue
elizabeth@parkpride.org
(404) 546-6852

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