



Park Pride 2020 Grant Workshop

*Engaging communities to
activate the power of parks*

July 22, 2020

for the greener good

Grant Programs

❖ Small Change (The Home Depot Foundation)

- Awards of \$100 - \$5,000
- Application considered on a rolling basis
- City of Atlanta, City of Brookhaven, City of Tucker, DeKalb County
- 1:1 match required (cash, in-kind, volunteer labor)

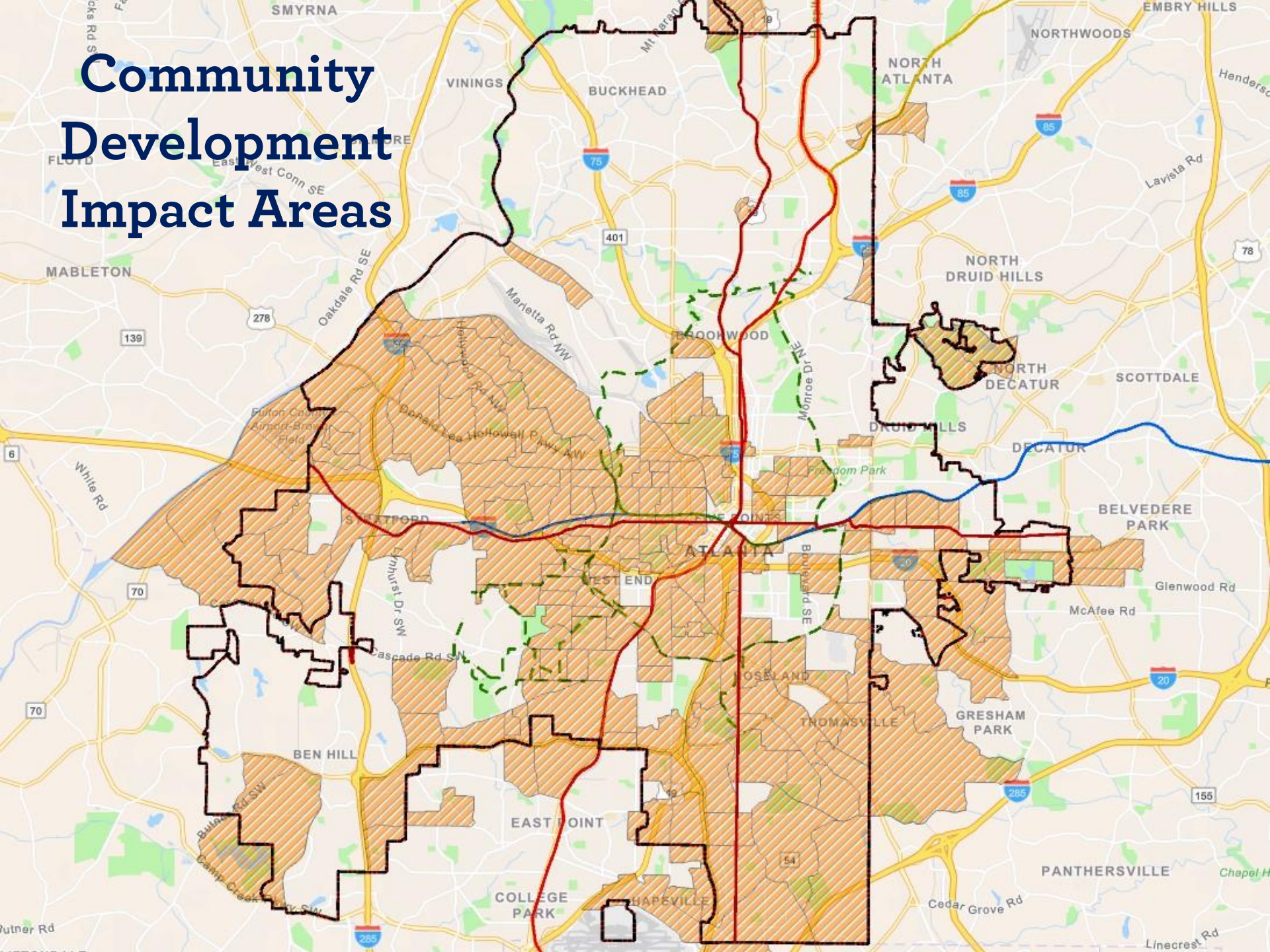
❖ Community Building (The Home Depot Foundation)

- Awards of \$2,500 - \$50,000
- City of Atlanta + DeKalb County
- 1:1 match required (cash, in-kind, volunteer labor)

❖ Legacy (The Robert W. Woodruff Foundation)

- Awards of \$25,000 - \$100,000+
- City of Atlanta only
- **Some awards require 1:1 match (cash, in-kind, volunteer labor)**
- **Some awards in Community Development Impact Areas will not require any match**

Community Development Impact Areas



Eligibility Requirements

❖ Friends of the Park group

- Must be registered with Park Pride (Email friends@parkpride.org to confirm if your group is registered for 2020.)

❖ 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)

❖ Successful completion of previous Park Pride grants

- Cannot have another open Park Pride grant. Any current project must be completed with funds spent and final report submitted **by October 1st**

❖ First-time grant applicants can apply for up to \$25,000

What We Look For

Strong Project

- ❖ High level of community engagement
- ❖ 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
- ❖ Documented community support
- ❖ Community engagement plan
- ❖ Compelling story throughout
- ❖ Clearly citizen-driven
- ❖ Detailed budget
- ❖ Fundraising plan (if applicable)

Park Pride's Grantmaking Philosophy

- ❖ Park Pride wants to support community-driven efforts
 - Evidence of broad base of engagement (letters of support from the community)
 - Develop projects that are reflective of the specific needs of your neighborhood
- ❖ Park Pride wants to empower communities and build community capacity
 - Learn new strategies for outreach + engagement
 - Deepen relationships with your Friends of the Park Group, Park Pride, and government
 - Learn skills to advocate for your park
- ❖ Park Pride wants to leverage local investment, helping grantees stretch their dollars
 - Park Pride aims to match community investment
 - Park Pride will seek to collaborate with government partners to expand public projects with strong community involvement

Schedule

❖ September 1st

Letter of Intent deadline for Community Building + Legacy Grants

❖ September-October

Site visits for Community Building + Legacy Grants

❖ September 16th, 6 – 7:30 pm

Required community engagement workshop led by Park Pride and Dr. Dietra Hawkins of Equity by Design: <https://drdietra.com/>

❖ November 1st

Application deadline for Community Building + Legacy Grants

❖ December 2020 or January 2021

Announcement of Community Building + Legacy Grants

Letter of Intent: Online Form

❖ Basic Information

- What is your park?
- What jurisdiction is your park located in?
- Who in your Friends Group will be involved in the grant application process?

❖ Project Description

- What will you do?

❖ Project Value/Impact

- How will the project benefit your community?

❖ Project Funding

- If your project is not in a City of Atlanta Community Development Impact Area, what are your potential sources of matching funds?

Site Visit

- ❖ See the park
- ❖ Meet the community + Friends of the Park leaders
- ❖ Understand your budget and fundraising plan (if applicable)
- ❖ Visualize your proposed capital improvements
- ❖ Understand the sustainability of the project

Recommendation

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

Application

❖ **Project Background**

- Friends of the Park + project history
- Summary of work on project + community engagement to date

❖ **Project Description**

- **What**- Detailed project description
- **Why**- Statement of need
- **Who**- Implementers and recipients
- **Where**- Project location
- **How**- Implementation plan

❖ **Community Engagement Plan**

- What has been done so far?
- What do you plan to do to increase the awareness of and support for your project?

❖ **Project Budget**

- Developed with your City/County project manager

❖ **Fundraising Plan (if applicable)**

- 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
- Are any tasks that are contingent upon fundraising?

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 :

- Include hard costs only
- Include secured + anticipated funding in your fundraising plan
- For matching grants, project matching funds must *equal or exceed* project costs
- In-kind donations are listed on budget AND fundraising plan
- 2020 value of volunteer time: \$27.20/hour

Source	Description	Secured Funding Amount	Anticipated Funding Amount	In- Kind?*(Y/N)
Pike Nursery	Trees	\$ 500.00		Y
Friends of ABC Park	Volunteer Tree Planting (\$23.56 per hour x 4 hours x 5 people = \$471.20)	\$ 471.20		Y
Friends of ABC Park	Funds Raised through Fiscal Partner Account	\$ 5,700.00		N
Park Pride	Matching Grant		\$ 4,300.00	N
Annie E. Casey Foundation	Grant application submitted		\$ 2,000.00	
	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		



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

Save the Date!

Park Pride's annual fundraising workshop has been expanded and will include additional marketing resources for our increasingly virtual world.

This workshop will be hosted on
Saturday December 5, 2020.

Grantee Requirements

Community Engagement Workshop (required for all applicants)

❖ *September 16th, 6 – 7:30 pm*

Signed Grant Agreement with Community Engagement Plan

❖ Grant Agreement between Park Pride and grant recipient will include a commitment to a community engagement developed for your neighborhood by your Friends of the Park Group

Ongoing Peer Learning

❖ All grant recipients will be grouped into cohorts that meet 3-6 times per year to share best-practices, support, and challenges

Check-Ins with Park Pride

❖ Participate in phone calls with Park Pride Grants+ Community Building staff



Requirements to Release Grant Funds

For Initial Grant Funds (all grants):

- ❖ Signed grant agreement
- ❖ Press release written, approved by Park Pride, and released (via email, Facebook, etc.)

For Matching Grants:

- ❖ Documentation of equivalent funding being raised *and spent* by your Friends of the Park group is required to match the amount being requested by Park Pride

To Release Final 10% of Grant Funds (all grants):

- ❖ Final report (including before/after photos and financial report) received
- ❖ Coordinate with Park Pride and your local municipality to host a ribbon cutting or alternative celebration of project completion

Connect with me!

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Keep an eye out for virtual Grants Program “office hours” this August!