Park Pride 2021
Grant Workshop

Engaging communities to activate the power of parks

May 19, 2021
Park Pride’s Grantmaking Philosophy

❖ 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

❖ 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

❖ Leverage local investment, helping grantees stretch their dollars
  • Park Pride aims to match community investment
  • Park Pride encourages collaboration with government partners to expand public projects with strong community involvement
Grant Programs

❖ Small Change (The Home Depot Foundation)
  • Awards of $100 - $2,500
  • Applications 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
  • Some awards require 1:1 match (cash, in-kind, volunteer labor)
  • Some awards in Community Development Impact Areas will not require any match

❖ 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
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 2021.)

- **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 September 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)
Schedule - Application Process

- **Summer**
  Develop and refine project scope, may include site visit with parks department

- **September 1<sup>st</sup>**
  Letter of Intent deadline for Community Building + Legacy Grants

- **September-October**
  Site visits for Community Building + Legacy Grants

- **November 1<sup>st</sup>**
  Application deadline for Community Building + Legacy Grants

- **December 2021 or January 2022**
  Announcement of Community Building + Legacy Grant Awards
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? How did you identify this project as a community priority?

**Project Funding**
- What is the estimated budget for the project? What are your sources of matching funds? (if you are applying for a matching grant)
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?
Project Budget:

- Include all related expenses (cash and in-kind)
- Include secured + anticipated funding in your fundraising plan
- For matching grants, project matching funds must equal or exceed project costs

**In-kind:**
- Includes volunteer hours, goods, and professional services
- Should be on both sides of the budget form (they are a project expense AND a fund source)

### Vendor Budget Breakdown

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Expense Item</th>
<th>Cost</th>
<th>In-Kind?* (Y/N)</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)</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>
</tr>
</tbody>
</table>

**TOTAL PROJECT COST (auto-calculated):** $10,971.20

### Funding Breakdown

<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>
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<td>N</td>
</tr>
<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>
<td></td>
<td>N</td>
</tr>
</tbody>
</table>

**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
  - Individual donations
  - Business sponsors
  - Fundraising events
  - Other grants
- Funds in your fiscal sponsorship 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)
  - Professional services can be applied at their normal rate, but must submit a Certificate of Insurance

**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 Wednesday, October 20, 2021.
Grantee Requirements

**Signed Grant Agreement with Community Engagement Plan**

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

**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 parks department to host a ribbon cutting or alternative celebration of project completion
Connect with us!

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Community Building
friends@parkpride.org