

# CAPACITY FUND GRANT WEBSITE GUIDELINES

## OVERVIEW

The Partnerships for Parks Capacity Fund Grant program provides small grants of up to \$5,000 to strengthen the outreach, membership, and program-planning capacity of community groups who care for their neighborhood parks in all five boroughs of New York City.

- Groups may apply to work with the Partnerships for Parks (PFP) Art Director, in which case design services will be included in the grant package OR groups may apply to hire a graphic designer instead and should include the cost for these services in the amount requested along with the consultant's quote and scope of work.
- All groups regardless of who will be doing the graphic design may apply for website startup costs and any additional resources required up to \$5,000.
- If your group can cover the cost of website setup fees and therefore does not require funding, you may submit this application for the PFP Art Director's design services only.

## DEADLINES AND TIMELINE

### Round 1

**APPLICATION DEADLINE: FEBRUARY 1, 2017**

Earliest Notification of Decisions: April 1, 2017

Earliest Start Date for Grant Activities: April 15, 2017

### Round 2

**APPLICATION DEADLINE: JUNE 1, 2017**

Earliest Notification of Decisions: August 1, 2017

Earliest Start Date for Grant Activities: August 15, 2017

### Round 3

**APPLICATION DEADLINE: OCTOBER 1, 2017**

Earliest Notification of Decisions: December 1, 2017

Earliest Start Date for Grant Activities: December 15, 2017

**All submissions (emailed or mailed) must be received by 11:59PM on the due date. Late applications post-marked on the due date will not be accepted.**

## FOLLOW THESE STEPS AS YOU BEGIN THE PROCESS OF APPLYING:

The application process should not begin with submitting the proposal; **CONTACT US** to go over your ideas first and **BE AVAILABLE** and prompt in your responses during the grant review period.

### WHAT ELSE TO KNOW?

Expect to hear about the funding decision about eight (8) weeks after the deadline. Grant-funded projects and activities may only begin after awards are announced.

Grant activities must be completed within one (1) year of receiving the award.

Grant funds must be spent and a grant report submitted upon completion of the project, no more than one (1) year after receiving the grant.

Groups who receive grants may reapply one (1) year after their award date, but must have completed and submitted a final report for all previous grant activities.

- 1** Speak with your Outreach Coordinator or Catalyst Coordinator to discuss your project and your group's goals.
- 2** Join the informational webinar for general information and/or register for an individual consultation to discuss your group's specific proposal questions with the Grants Team.
- 3** Be available during the review period to answer questions. Return calls and/or emails promptly.

For information and to register for the webinar or consultation, visit

**[www.partnershipsforparks.org](http://www.partnershipsforparks.org)**

or email the Grants Team at

**[Grants@cityparksfoundation.org](mailto:Grants@cityparksfoundation.org)**

## WHO IS ELIGIBLE?

- Park groups and community groups proposing projects for NYC Parks property throughout the five boroughs are eligible to apply. If you are NOT a Friends group, you are strongly encouraged to include a letter of support from the Friends group in the park in which you are proposing to do your project.
- Groups who have a minimum membership of 3-5 core members who meet regularly.
- Groups who work with their PfP Outreach Coordinator or participate in other PfP programs. *While we welcome applicants who are new to PfP, a website is not the ideal first project.*
- Groups who have an active e-newsletter system and at least one active social media outlet.
- Applicants are NOT required to have 501(c)(3) status, but if groups are not 501(c)(3) organizations or do not have an outside fiscal sponsor, grants funds can only be accessed by reimbursement or paid invoice directly to vendors.

## PRIORITY WILL BE GIVEN TO

- Groups with a strong history of collaborative work with Partnerships for Parks, NYC Parks, and/or City Parks Foundation and a long-term commitment to stewardship. Participation in and/or leading a Partnerships for Parks It's My Park service project is strongly advised.
- Groups who support neighborhood parks in historically under-resourced areas.
- Volunteer-run groups who have budgets less than \$10,000.
- NYC Parks-focused community groups who have a long-term commitment to their neighborhood park and/or street trees, over groups that are eligible for GreenThumb, Historic House Trust, or flagship parks resources, non-profits with established staff and funding sources, and over program/service-providers using the park as a venue for a one-time event.

## WE DO NOT FUND

- Websites for groups who are not long-term stewards of a NYC Parks property.
- Projects that are not on NYC Parks property.
- Equipment such as computers, printers, laptops, or tablets.
- Fundraisers or materials that will be sold for profit.
- Capital improvements to parks.
- Staff time. It is our expectation that the programs we fund will be run primarily by volunteers or in cases of paid non-profit staff that salaries come from a different source.  
*Exceptions are made for outside consultants such as web designers, photographers, or map makers who provide a needed service or expertise.*
- Local travel.
- Overhead costs like rent, general liability insurance, utilities, etc.

## WEBSITE DESIGN WITH PFP ART DIRECTOR

If applying to work with Partnerships for Parks Art Director, groups are expected to complete the website within a six (6) month period, to be determined at an initial concept meeting held within two (2) weeks of receiving the grant.

Groups are responsible for providing all required content including text, photos, group's logo if they have one, as well as credit card information and authorization for website fees, current web host and login, PayPal login, etc.

For a detailed timeline, see application <http://www.cityparksfoundation.org/partnerships-for-parks/grantsresources/capacity-fund-grants/>

For examples of websites developed with PfP Art Director, see <http://www.cityparksfoundation.org/partnerships-for-parks/publications-and-websites>