

OVERVIEW

The Partnerships for Parks Capacity Fund Grant provides up to \$3,000 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.

- This grant is seed money for volunteer-run groups working with Partnerships for Parks who do not have existing staff, are new to the grant application process, have limited budgets, or do not have an established track record in fundraising.
- This grant covers expenses related to working with our art director to create a publication or website. All design services will be included in the grant package as well as printing costs where applicable, and any additional resources required up to \$3,000.
- If your group can cover the cost of printing fees, you may submit this application for the PFP art director's design services only.

DEADLINES AND TIMELINE

APPLICATION DEADLINE: MARCH 22, 2021

Earliest notification of decisions: June 22, 2021

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 roughly ten weeks after the deadline. Grant-funded projects and activities may only begin after awards are announced.

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

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

Groups who receive grants may reapply one 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 organizer to discuss your project and your group's goals.
- 2** 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 or to register for a consultation, visit

www.partnershipsforparks.org

or email the grants team at

Grants@cityparksfoundation.org.

WHO IS ELIGIBLE?

- Park and community groups proposing projects for any NYC Parks property throughout the five boroughs. If you are not part of a group, you are strongly encouraged to include a letter of recommendation from the group supporting the park in which you are proposing to do your project.
- Groups who have a minimum of three to five 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 publication or 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, grant 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. Groups eligible for GreenThumb, Historic House Trust, or flagship parks resources; non-profits with established staff and funding, and program/service providers using the park as a venue for a one-time event will not be given priority.

WE DO NOT FUND

- Publications or websites for groups who are not long-term stewards of an NYC Parks property.
- Projects 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. In cases of paid non-profit staff, salaries must come from a different source. *Exceptions are made for outside consultants such as educators or performers who provide a needed service or expertise, and intern stipends when projects provide meaningful youth employment related to parks.*
- Local travel.
- Overhead costs like rent, general liability insurance, utilities, etc.

PUBLICATION OR WEBSITE DESIGN

If applying to work with Partnerships for Parks' art director, groups are expected to complete the publication/website within a ten month period, to be determined at an initial concept meeting held within two weeks of receiving the grant.

Groups are responsible for providing all required content including text, photos, logo (if applicable), etc. If outside consultants such as photographers and/or mapmakers will be commissioned, these fees should be added to the project budget.

SAMPLE COSTS: **Printing brochures** (3.75" x 8.5" folded) 2,500 brochures: \$1000; 5,000 brochures: \$1,500; **Postcards** (various sizes): \$250-\$500; **Website:** Hosting setup and purchase of domain name: \$85; Wordpress site backend setup: \$120.