

## APPLYING FOR A PUBLICATION

PFP designs publications for a few community-based park groups a year. Publications promote a park, enhance the group's sense of identity, further its mission, and strengthen its relationship with our parent organizations, City Parks Foundation and the NYC Department of Parks & Recreation.

Interested groups should apply for a Capacity Fund grant for printing costs and any additional resources required. If you indicate in your proposal that you wish to work with our Art Director and you receive funding, you will receive design services for free. You are not required to work with our Art Director if you have a group member with design expertise or wish to hire a design consultant, but be sure to include this additional cost in your budget. All publications are subject to review and approval by our parent organizations.

Types of publications include, but are not limited to:

- ◆ Map & Guide, to increase awareness about your park
- ◆ Membership brochure, to increase membership and raise funds
- ◆ Event calendar, to publicize seasonal activities in the park

Our process involves close collaboration between the group and PFP staff to shape the content and design of the publication. Successful candidates for publications often have:

- ◆ A minimum membership of 3-5 core members who meet regularly
- ◆ A demonstrable track record of accomplishments (clean-ups, participation in It's My Park Day, other activities)
- ◆ Previously worked with their PFP Outreach Coordinator, or participated in other PFP programs. While we welcome groups who are new to PFP, a publication is not the ideal first project.

### Publication Budget

Costs vary based on the size of the publication, number produced, and additional resources required. Use the estimated costs below to help create your budget, or contact PFP's Art Director at (212) 788-8077 for more details.

#### ESTIMATED COSTS:

##### Brochure

Full color, 3 or 4 panels folding to a standard business envelope (3.75" x 8.5")  
5,000 Brochures: \$1,500–\$2,000; 10,000 Brochures: \$3,000

##### Calendar

Various sizes. 5,000 Calendars: \$1,500–\$2,500

##### Postcard calendar

Various sizes 2500 cards: \$250–\$500; 10,000: \$500–\$1,200

##### Business Reply all-in-one envelope

\$500–\$1,000 depending on quantity

##### Insertion of BRC/envelopes into brochures

\$500–\$750

##### Delivery

\$50–\$150 depending on location

##### Other resources might include:

Photographer \$500 and up

Writer \$350–\$500

Map-maker \$500 and up

## CAPACITY FUND GRANT PROGRAM

PARTNERSHIPS FOR PARKS (PFP) helps New Yorkers work together to make neighborhood parks thrive.

PFP's CAPACITY FUND helps park groups grow. Capacity Fund projects expand a community group's ability to care for their park and to use their park to care for their community. Grants strengthen groups by investing in their outreach, membership, and program planning capacities. Strong applications propose projects that help groups become more visible in their communities, recruit people to get involved in creative ways, and expand collaborations with other neighborhood organizations. We see the application process and the completion of a grant project as a learning experience, and we therefore prioritize groups new to fundraising.



### GUIDELINES

#### How much?

Grants range from \$250 to \$5,000. We frequently give partial funding in order to spread our limited resources among as many deserving groups as possible.

#### Deadlines

Deadlines are February 1, June 1, and October 1. Applications must be received, not postmarked, on the deadline. Late applications will be considered in the next funding cycle.

Expect to hear notification about your proposal 6 to 8 weeks after the deadline. Please schedule your project to accommodate this review period.

The term of the grant is one year; we expect that the grant project will be completed within a year of notification. A report, including copies of receipts or invoices illustrating how grant funds were spent, is due at the end of the grant term. Failing to submit the report on time will impact your eligibility for subsequent grants.

#### Who can apply?

Community groups with projects taking place on New York City Department of Parks & Recreation property throughout the five boroughs are eligible to apply.

Organizations with 501(c)(3) status or with a fiscal sponsor with 501(c)(3) status may apply. Please contact us if you need help securing fiscal sponsorship.

Groups who have received a grant from the Capacity Fund may reapply one year after their award date.

New groups can apply for funds to help with startup costs, and established organizations may apply for new projects. Preference is given to groups with a relationship with Partnerships for Parks, or who have not received grants from us before.

### QUESTIONS? CONTACT US

Grants Coordinator (212) 676-1929

## POTENTIAL PROJECTS

All grant projects and programs must be free and open to the public.

Examples include, but are not limited to:

- ◆ Events or programs that bring new audiences to the park and encourage sustainable involvement
- ◆ Newsletters, letterhead, posters, postcards, bulletin boards, banners, and other outreach efforts
- ◆ Websites
- ◆ P.O. boxes, voicemail, and other venues for communicating with volunteers
- ◆ Training for group leaders and volunteers
- ◆ Applying for 501(c)(3) status
- ◆ Publications (see back page for details)

### Project examples



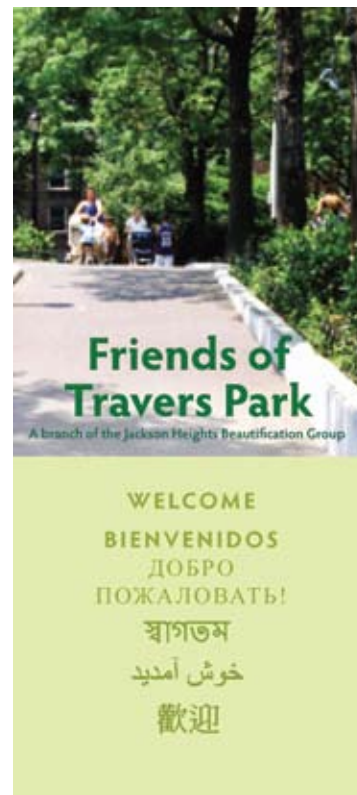
Friends of Blecker Playground installed a bulletin board to inform playground users about events and how to get involved.



Red Hook Boaters offered a free, public kayaking program at Valentino Pier Park.



Red Hook Initiative created an internship program and selected two teenagers to educate the community about the importance of street trees and how to care for young trees.



Friends of Travers Park worked with PFP's Art Director to produce outreach brochures in English, Spanish, and Bangla to tell the community about the group's mission and activities.

## PRIORITIES

We prioritize groups and projects devoted to neighborhood parks and street trees. We also support community gardens and historic houses on Parks property, but we prioritize park groups that are not eligible for GreenThumb and Historic House Trust resources.

We prioritize groups that have not received grants in the past, as well as previous grantees embarking on new or expanded projects. We do not provide ongoing programming support.

We prioritize volunteer groups and groups that are new to fundraising, with small budgets and limited fundraising opportunities, over non-profits with paid staff and more established groups with larger budgets and more abundant sources of funding. We hope that the Capacity Fund will serve as a springboard for groups to learn about fundraising, and we expect that our grantees will eventually outgrow us after receiving a Capacity Fund grant or grants.

Capacity Fund Consultations are offered prior to the application deadline to provide feedback on project ideas and a networking opportunity for applicants. Consultations are recommended, especially for groups new to fundraising, but not required. If attending a consultation is impossible, applicants should reach out to the Grants Coordinator prior to the deadline to discuss their application. Visit [www.PartnershipsForParks.org](http://www.PartnershipsForParks.org) for a schedule.

We prioritize park-focused groups making a sustainable commitment to their park over service- or program-providers using a park as a venue for a one-time event.

## RESTRICTIONS

We do not fund:

- ◆ Fundraisers or materials that will be sold for profit
- ◆ Major capital improvements to parks
- ◆ Staff time

It is our expectation that the programs we fund will be run primarily by volunteers, or that salaries come from a different source in cases of paid non-profit staff. In special cases we can make grants to bring in outside consultants, such as educators, web designers, or performers, who provide a needed service or expertise. Exceptions are also made for intern stipends when an internship program builds the capacity of the group.

- ◆ Local travel
- ◆ Overhead costs like rent, insurance, utilities, etc.

We do provide grants to cover permit expenses for producing free events in parks.

*"We were awarded an \$800 Capacity Fund grant to design, print, and mail a postcard highlighting our summer events. With the grant came the support of Partnerships for Parks' staff, which allowed us to make the most of our grant and produce a beautiful and informative postcard."*

— Astoria Park Alliance