



## THE INS AND OUTS OF FUND-RAISING



As the summer draws to a close, it's time again to start planning your off-season projects. All summer activities, from clean-ups to concerts, generate expenses, from trowels to balloons to photocopying. The fall and winter are good times to raise funds to replenish your coffers for spring and summer events.

### A FUND-RAISING PLAN

The first step towards raising money is to put together a fund-raising plan. Sit down with your group and **determine your goals**. What specifically do you want to raise money for? Kids programming? Monument restoration? A family day? When you're raising money, people will want to know why. This exercise will help you get a clear answer to their question. Next, **list your needs**. Think about all the things (goods and services) you will need to achieve your goal, and how much each thing will cost if you can't get it donated. These are likely to fall into one of the following categories: materials, publicity, giveaways and labor. Then, **identify potential resources**. Figure out who you know, from friends to local institutions, that might donate the things you need. Finally, **create a plan**: Who are you going to ask for what? Who is going to ask, and when? With this plan in hand, you're ready to go out and raise some money. And remember, fund-raising is not something you should do alone -- form a committee to put your plan into action.

### RAISING MONEY FROM INDIVIDUALS

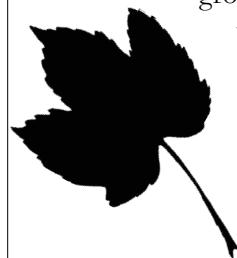
The easiest way to raise money from individuals is to **charge membership fees**. In order to reach a wide variety of people, you may want to tier your fee structure. Make sure the price of basic membership is no more than a few dollars, but encourage members to give more if they can. One way to raise money and increase your membership at the same time is to **send out a fund-raising letter**. Once your group has proven itself, send a letter to everyone in the neighborhood outlining your successes and goals and asking people to join. When the **Friends of Straus Park** in Manhattan did this (with a grant from Partnerships to help cover their up-front costs), they found over 250 new members and raised over \$7000. Another idea for raising money from individuals is to sell or raffle off donated items like food or t-shirts when you are holding an event in the park. (Be sure to arrange for special events permits well in advance, of course.)

### APPROACHING LOCAL BUSINESSES

Before you ask for money or donations from local businesses, **cultivate your relationships** with them. Go door to door introducing yourself, letting proprietors know what you have done in the park and what you are planning to do. When approaching businesses for donations, **talk to those that are likely to give**. The most obvious of these are ones where your members or friends work; businesses typically donate where their employees volunteer. Next on your list should be establishments near your park. And don't forget about businesses that relate to your event, such as a music store for a concert or a hardware store for a spruce up. For example, you might approach local restaurants for food for an event; fast-food restaurants are often happy to donate drinks and supermarkets will sometimes give away yesterday's fruit. Finally, local bank branches and utility companies have small grants programs that often fund community sponsored events and activities. Whomever you approach, it is always best to **offer something in return**, such as publicity, promotional opportunities (allow them to give out coupons or free samples to members of your group), and community goodwill (spread the word about a business's generosity, by arranging for an article in a local paper, for example). And **always send a letter of thanks**.

### APPLYING FOR SMALL GRANTS

On the back page of the *Leaflet*, we often list upcoming small grants deadlines. Once you've determined whether the grant is appropriate for your group's activities and mission, call for an application. Here are some ideas to consider while you write your proposal: Most grant programs call for a written proposal, and prefer to fund a specific, concrete project. Before you write, **have a clear idea of the project you will propose and how much it will cost**. **Attach materials** -- like flyers or press clippings -- that demonstrate your group's credentials and your ability to carry out the proposed project. **Be confident**, and use statements like "We will" instead of "We hope to." If you have any questions about the application, **call the funder**. For a list of more small grants for parks groups, a packet of fund-raising ideas, or other information on fund-raising, call Alyssa Weiss at 212-360-8166.



### URBAN PARKS ONLINE

Find out what's going on in urban parks around the country by visiting **Urban Parks Online** at [www.pps.org/urbanparks](http://www.pps.org/urbanparks). This interactive site includes information, ideas and models of urban parks nationwide. Visit, and you'll find a library of resources -- research, reprints, tools, interviews and success stories on topics like Community Process, Park Design, Finance and Funding, Park Use and Partnerships. There's also a bibliography if you want to do further reading. You'll also have chances to interact both with experts on urban open space on the "Ask the Expert" page and with other park volunteers and activists. You can also look up "Park Places" to find out why parks in other cities work.

Urban Parks Online is the website of the Lila Wallace-Reader's Digest Urban Parks Institute, which is managed by Project for Public Spaces, Inc. The Institute is a project to help improve the quality of urban parks by educating leaders about best practices in urban development. For information about the website, the Institute, or Project for Public Spaces, email them at [urbparks@pps.org](mailto:urbparks@pps.org) or call them at 212-620-5660.

### CELEBRATE THE EMERALD EMPIRE AT PARTNERSHIPS' FIRST ANNUAL BENEFIT PARTY

Wednesday, September 16, 1998  
5:30 pm to 8:30 pm  
Tompkins Square Park

Enter through the park house by Slocum Memorial  
Fountain, mid-park at East Ninth Street.

Hors'dourves and cocktails, including Midori's Emerald  
Martini and Black Star's Golden Lager, will be served.

Tickets start at \$50. All friends of New York City parks  
are invited to attend. For more information,  
call Alyssa Weiss at 212-360-8166.

## PARTNERS OF THE MONTH

At luncheons with Commissioner Stern in July and August, *Partnerships* announced and celebrated two months of Park Partners of the Month. These community leaders exemplify the best of local activism on behalf of parks:

### JULY

**Bronx:** For approximately eight years, **Frances "Boulevard" Lewis** has volunteered at **Williamsbridge Oval Park**. She has not only been beautifying the park, but has also served as its "eyes and ears" by reporting any problems to Parks staff.

**Brooklyn:** **Ricky "Rickster" Alicea** is the founding president of the **Friends of Ten Eyck Plaza**. Recently, his group coordinated a Family Day in the park where more than 200 people enjoyed entertainment, food and activities.

**Manhattan:** **Marilyn "Delicious" Appleberg** is the president of the **Friends of Abe Lebowohl Park**. She recently helped bring a capital project to the park, and her group has provided a weekly summer music series for the last fifteen years.

**Queens:** In 1996, **Maria "Parana" Vielmas** of Woodside began gardening in **Windmuller Park**. Since then she has expanded her role by working to get capital renovation funds into the park and helping with neighborhood concerts.

**Staten Island:** **Steve "Dagwood" Gross** conducts fishing clinics in Clove Lakes Park for youth of all ages with his group, **Fish n' Kids**, whose primary mission is to teach environmental stewardship of parks to the next generation of park volunteers.

**Community Gardens:** **Anthony "Cattail" Thoman** of the John F. Kennedy High School in the Bronx has, with students' help, turned an empty lot near the school into **The Enchanted Garden**, which is used as an environmental laboratory.

### HELPFUL NUMBERS

|   |              |
|---|--------------|
| <i>Partnerships for Parks</i>                   | 212-360-1310 |
| To volunteer or to join your local parks group: | 212-360-1357 |
| For recorded information about special events:  | 888-NY-PARKS |
| To report graffiti, vandalism, or crime:        | 800-201-PARK |

**Parks on the Web: [www.nycparks.org](http://www.nycparks.org)**

*Partnerships for Parks* believes that parks are essential to the life of New York City, and that community involvement is essential to the life of a park. We work to strengthen, support and start neighborhood park groups; link them together so that they can learn from each other and be stronger collectively; and promote parks in general so that people will be more likely to join in efforts to restore and preserve them.

*Tim (Sailfish) Tompkins, Director*

*This issue of the Leaflet was written by Bodi (Sunlight) Luse.*



CITY PARKS FOUNDATION



City of New York  
Parks & Recreation

Rudolph W. Giuliani, Mayor  
Henry J. Stern, Commissioner

### AUGUST

**Bronx:** **Charlotte "Bama" Daniels**, one of the founders of the **Save Our Boro Volunteers**, a group which has worked to beautify **Unity Park** by planting and even painting a mural on a wall overlooking the park.

**Brooklyn:** **Carlos Vega** is the force behind the **South 3rd Street Block Association**, which has been working to make **Berry Playground** in South Williamsburg a cultural center where all feel safe and welcome.

**Manhattan:** **Jullitar "Little Rose" Hunt's** vision has helped transform **Madison Square Park** into a more beautiful space. Since 1995, she has created a garden around the Eternal Light Monument, a remembrance to the veterans of World War I.

**Queens:** At first, **Kerri "On Pointe" Edge** saw **Brookville**, her neighborhood park, as place to display the talent of her dance troupe, the Kerri Edge Children's Dance Ensemble. She has come to see the park as a community resource and has organized artists and performers to get involved in the park.

**Staten Island:** Under the leadership of **Bobby "DogChaser" Moore**, the **Winter Hill Alliance** has helped change **Liotti-Ikefugi Playground** from a community problem-spot into a "family friendly" community gathering place, by coordinating park clean ups, painting projects, and a basketball league.

**Community Gardens:** In just two seasons **Barbara "Shining Star" Faison** and her neighbors in East New York, Brooklyn, have transformed a vacant lot into the **Warwick Street Greenery Glow Garden**, an oasis of flowers and vegetables that serves as a hub for neighborhood activity.

### GRANT APPLICATION DEADLINES

**September 30: Lower Manhattan Cultural Council Re-grant Program.** Funds projects of community-based artists and arts groups in Manhattan. 718-625-0080.

**October 1: City Parks Foundation Quarterly Grants Program.** Grants for community groups that support their parks and playgrounds. 212-360-8181.

**October 15: Water Works.** Provides funding and technical assistance to community-sponsored education, restoration, and recreation initiatives along the Bronx River. 718-430-4648.

**October 15: Hudson River Improvement Fund.** Sponsors projects that enhance public use and enjoyment of the natural, cultural, and scenic resources of the Hudson River and its shores. 212-924-8290.

The world is too much with us; late and soon,  
Getting and spending, we waste our powers:  
Little we see in Nature that is ours;  
We have given our hearts away, a sordid boon!  
*-William Wordsworth, 1807*

ATTENTION: FOR ADDRESS CORRECTIONS CALL 212-360-1357.

*Address Service Requested*

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Partnerships for Parks



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