



Parks Foundation Calgary is committed to helping you **embrace your outdoor life** and create thriving communities and public spaces.

We exist to help break down barriers, increase your knowledge and build the skills you need to be successful throughout the lifecycle of your project.



Following are a few steps that will assist you along the way!



VISIONING & ENGAGEMENT

Form a committee of passionate and interested people to lead the project. This committee might grow throughout the planning of your project, so welcome new individuals as they show interest.

When planning and brainstorming try to discuss a variety of interactive opportunities that include active, social, imaginative and inclusive play. This will help you form a vision that provides opportunities for all Calgarians. There are a number of resources, organizations and individuals that can help you develop these ideas.



Consider making a project specific email address for consistent communication.

HOW TO GET STARTED:



COMMUNITY ASSET MAPPING

Produce a map of nearby amenities, parks, pathways, schools and businesses.



COMMUNITY FEEDBACK

Host a brainstorming session that invites community residents to provide input and ideas for the new space. What makes your community great and what it might be missing?



CREATE YOUR VISION

Get a visual of your project on paper. This will help raise awareness and gain approvals for your project. **Consider Parks Foundation Calgary's Stella Conceptual Drawing Grant.*



CIRCLE BACK TO YOUR COMMUNITY

Let your community or school know you incorporated their feedback and share your final plans with them.



PLANNING AND PARTNERSHIPS

Now that you have a vision for your project, it's time to fine tune the details required to reach your project goals. This will include obtaining necessary approvals, making a budget, bridging partnerships and creating a fundraising plan.



LINE UP A NON-PROFIT ORGANIZATION

This is likely to be a parent society or community association. Your project will need a non-profit organization to apply for grant funding and to create a partnership with Parks Foundation Calgary.



REACH OUT TO THE OWNER OF THE PROJECT SITE FOR FEEDBACK AND APPROVALS

This is likely to be your school board or the City of Calgary. At this time ask about opportunities for in-kind or financial support.

TIPS & IDEAS



Early engagement is KEY!



CONFIRM YOUR PROJECT'S BUDGET

Projects usually range from \$25,000 up to \$500,000, so consider a budget that is reasonable for your community. Reach out to others who have completed similar projects, or to playground suppliers or landscape architects who could also provide budget considerations.



BRIDGE NEW PARTNERSHIPS

Make a list of groups or individuals to approach to inform them about your project and provide them with ways to get involved. **Consider applying for Parks Foundation Calgary's Project Support Program for free administrative and accounting support.*



FUNDING YOUR PROJECT

The project is gaining momentum! It's time to outline funding opportunities and start raising funds.



MAKE SUB-COMMITTEES

Designating people to different fundraising areas will allow the group to stay focused and produce a better result.



DEVELOP YOUR PROJECT STORY

Paint a picture that illustrates why your project is important and what makes it unique. Why should someone make a donation?



MEET OFTEN

It's important to stay organized so meet with your committee often. Ensure everyone is sharing their ideas and successes.



TRACK YOUR PROGRESS

Include upcoming grant deadlines and responses, important contacts and confirmed funds. Report back to those who have invested in your project, and thank them for their support.



DYK?

Parks Foundation Calgary can provide tax receipts for your donors through the Project Support Program.



BUILDING YOUR PROJECT

You've done it! All the funds are raised it's time to build your project.



FINALIZE YOUR DESIGN AND OBTAIN FINAL APPROVALS OR PERMITS REQUIRED

The landowner taking over the maintenance of your project must sign off. This will likely be the City of Calgary or your school board.



SCHEDULE YOUR BUILD

This may require specific lead times for equipment, delivery or contractor mobilization. Coordinate with all parties involved to ensure dates, times and work requirements are clear.



COMMUNICATE WITH YOUR COMMUNITY AND DONORS

Keep them up to date and let them know when the project is scheduled to be completed. Maybe there is a period of time that your community or school will be highly impacted. For example a playground is removed.



VOLUNTEER INVOLVEMENT

Is there an opportunity to engage volunteers on your project? Discuss this with your contractor early to see what opportunities are available. If yes, ensure proper insurance and safety standards are in place. Lastly, make sure to track all volunteer hours - these have a monetary value of \$20/hour!



ADDITIONAL RESOURCES

Parks Foundation Calgary has additional resources and templates to help you stay organized:

- * Donation request letter template
- * Donation sheets
- * Build day check list
- * Volunteer information sheets
- * Volunteer sign-in and tracking sheets
- * Grant tracker

TIPS &
IDEAS



Utilize ALL available resources. They are designed to help!

TAG US ON SOCIAL MEDIA!



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Calgary