

Commerce City Parks, Recreation & Golf Department

What are Alternative Funding Sources?

Grants

Grants are an important form of financial partnership and are forged between a grantor and grantee. There are many types of grantors including individuals, non-profits organizations such as service clubs and foundations, and governmental agencies. The grantee proposes a project need, requesting financial support from the grantor.

Grant applications can be extensive, particularly federal and some state grants available for significant financial award. It is important to note that parks and recreation agencies serious about the acquisition of grant dollars understand that an investment in terms of personnel may be necessary to research, write and manage grant applications and the overall process.

Examples: Adams County Open Space (ACOS), Great Outdoors Colorado (GOCO), Tony Grampsas Youth Services (TGYS), Community Development Block Grants (CDBG), Quality Community Foundation (QCF), Senior Advisory Committees (Goodfriends scholarships)

Collaborations (partnerships)

The word “partnership” has become an umbrella term for arrangements or agreements including joint or cooperative ventures, alliances, or collaborations. Common **Collaborations** in parks and recreation include joint use agreements with local school districts, or reciprocal agreements with other parks and recreation service providers, whether they are public, non-profit or private/commercial. The intent is always to reduce or eliminate duplication of service, or best utilize resources.

Examples: Adams County School District 14 (ACSD14) IGA, School District 27J (SD27J) IGA, ACSD14 Foundation, Rocky Mountain Arsenal National Wildlife Refuge (RMANWR), KSE/Colorado Rapids, GOCO Inspire (GoWild NEMC), Belle Creek Metro District, Reunion Metro District, Local HOAs (grants sponsorship), local government such as City of Brighton (use of facilities), Sand Creek Regional Greenway, Youth Sports Associations, HEAL (formerly Live Well Commerce City), Cultivando, Neighborhood Outreach program, QCF, Commerce City Cultural Council (music in the parks), Commerce City Historic Society, Silver Sneakers, Weigh and Win, A-Lift Senior Resource Center, AARP, 9 Health Fair, Kids First Health Clinic, Early Childhood Council of Adams County, Colorado Rockies Skills Challenge, Nuggets Basketball Skills Challenge, National Youth Sports Coaches Association (NYSCA), Commerce City Police Department, local service clubs, Suncor Boys & Girls Club, Colorado Parks & Recreation Association (CPRA), National Recreation & Park Association (NRPA), Adams County Mayors and Commissioners Youth Awards (ACMCYA), Youth and Teen Advisory Committee (YAC), First Tee, PGA Jr. League Team and Buffalo Run Men’s Club

Donations

The terms “donation” and “sponsorship” are mistakenly used interchangeably. Although the notion of voluntary exchange underlies both donations and sponsorships, they are markedly different exchanges. The notion of voluntary exchange requires that something of value be offered in exchange for

something else of value. The key motive behind **Donations** is philanthropy. Therefore, the only value received by the donor is the satisfaction of knowing that “good” is being done with the donated resource. Philanthropic donations are considered altruistic rather than commercial due to their focus on community concerns rather than on a commercial return on investment.

Tax considerations may be a primary reason for some significant donations such as land. Even though a donor’s primary motive may be altruistic, they may seek a tax benefit from the donation. Tax rules tend to deny deductions to a donor if there is a “quid pro quo”, that is, the donation may not result in a personal benefit measurable in money to the donor. A Tax Benefit letter outlining the tax benefits available to donors should be made available in response to their contribution.

Donations can take on a variety of looks. There are the more common forms of donations such as food and beverage that offset the operational costs of services such as camps or events, to more elaborate gifts such as a parcel of land that may come from a long-time agency user.

[Example: Spread the Love, Project Present](#)

Sponsorships

Sponsorships are defined as business relationships between providers of funds, resources or services and a parks and recreation agency that offers in return some rights or and an association that may be used for commercial advantage.

[Example: Fishing Frenzy – Bass Pro Shops and RMANWR, 4thFest – KSE and Colorado Rapids](#)

Volunteers

Volunteers offer parks and recreation agencies a means of leveraging resources deriving more productivity from existing resources including funding and personnel. Without volunteer labor, the level and range of some services would be limited. The involvement of citizens in the agency’s labor force on an unpaid basis can provide significant savings to an agency. Various roles volunteers can fill include but are not limited to:

- basic parks maintenance
- youth sports coaching or officiating
- youth camp assistance
- facility greeters
- event support