



SPONSORSHIPS FOR COMMUNITY-LED ACTIVITIES

2019 Sponsorship handbook

Requests due May 1, 2019 by 11:59 p.m.

Apply on-line at www.oregonmetro.gov/parkpartnerships

If you picnic at Blue Lake or take your kids to the Oregon Zoo, enjoy symphonies at the Schnitz or auto shows at the convention center, put out your trash or drive your car – we’ve already crossed paths.

So, hello. We’re Metro – nice to meet you.

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600 NE Grand Ave.

Portland, OR 97232-2736

503-797-1700

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SPONSORSHIPS FOR COMMUNITY-LED ACTIVITIES

The Parks and Nature sponsorships for community-led activities help communities of color build capacity and connect with nature at Metro parks and natural areas. You can apply for sponsorship funds from \$500 to \$3,500. These sponsorships are part of a broader department-wide community partnerships program. The program is focused on collaborating with community-based organizations and groups led by and for people of color to build relationships and create opportunities to experience the Metro parks and natural areas.

Background

In 2013, voters across the region approved a Parks and Natural Areas Levy to protect water quality, fish and wildlife habitat, and create opportunities to enjoy nature close to home. This levy includes funding for a Parks and Nature community partnerships program that supports communities of color in building capacity and connecting people with nature at Metro parks and natural areas. There are four community partnership program areas: co-created community partnerships, sponsorships for community-led activities, support to participate in activities led by Metro staff, and partnership innovation funds. Resources for the Parks and Nature Community-led programming fund are available thanks to the voters' renewal of Metro's parks and natural areas levy in 2016.

What's the timeline?

April 9, 2019	Summer, fall and spring sponsorship funds announced
April 25, 2019, 6 -7:30 p.m.	Learn more about sponsorships at a workshop
May 1, 2019	Requests due to Metro
May 2019	Internal staff review
May-June 2019	Community committee review & recommendation
June 2019	Parks and Nature leadership review & funding decision
June 2019	Community-led activities sponsorships announced
July 1, 2019 – June 30, 2020	Sponsored activities happen at Metro locations

The dates for the next sponsorships funding cycle will be announced in June 2019.

Who may apply?

Sponsorships are intended to support community-led and community-driven activities. Community involvement is key to a successful request. Community-based organizations and groups led by and for people of color¹ can request a sponsorship. Requests may come from many different kinds of groups and organizations including community groups, non-profits, neighborhoods, faith groups and service groups.

¹ Metro shares the Coalition for Communities of Color recognition of the following communities of color: African, African American, Asian and Pacific Islander, Latinx, Middle Eastern and North African, Native American and Slavic. Metro includes groups that serve a multi-cultural community comprised primarily of members of the groups listed above.

Available funding

Individual groups can request up to \$3,500 per request. During this pilot year, there will be two semi-annual award cycles. This summer awards cycle will have \$50,000 total available. The fall cycle will have \$25,000 total available.

Minimum requirements

- Activities must take place at a Metro park or natural area.
- Activities must be led by and for communities of color
- Activities must contribute to the 2013 Parks and Natural Areas Levy goal: *to increase opportunities for communities of color to experience nature at Metro parks and natural areas*
- Activities must have elements that can be tracked and reported (# of attendees, etc.)
- If your group is not a 501(c) 3 nonprofit, you must have a fiscal sponsor that is one. The fiscal sponsor will submit the invoice and receive the funds on your behalf. They will be responsible for the proper use and accounting of the funds. If your sponsor charges a fee, you can include that fee in your request.
- Activities must start no earlier than July 1, 2019 and be completed by June 30, 2020.

What is the process to receive funds?

- Complete your request by May 1, 2019 by filling out the online form or using the paper form available at www.oregonmetro.gov/parkspartnerships.
- A group of Metro staff will review your idea and offer suggestions for ways to support you based on your request.
- A community committee will review all the requests and the staff suggestions and recommend which ones should receive funding.
- The department director will make the final decision on who receives sponsorship funds.

SPONSORSHIP PURPOSE AND GOALS

All applications must advance the program's purpose and the 2013 levy goal.

Program purpose 2013

Metro Parks and Nature's community partnerships program supports communities of color in building capacity and connecting people with nature at Metro parks and natural areas.

2013 Parks and Natural Areas Levy community partnership goal

Increase opportunities for communities of color to experience nature at Metro parks and natural areas

Examples of activities funded by sponsorships

- A full day intercultural community gathering with the opportunity to share food
- A community healing day featuring speakers and activities
- A multi-generational overnight camping experience held at Oxbow Regional Park
- A traditional ecological knowledge workshop held at a natural area
- A church community bringing together community members to plant trees.

Committee review questions

A committee of community members will make funding recommendations to the department director. These committee members will be selected through an application process and will have expertise in community events, nature-based recreation, health or art programming, racial equity, diversity and inclusion work, grant management or related fields.

The community committee will review sponsorship requests to recommend the ones to receive funding. A team of staff members will also review all support requests (e.g. shelter availability, staff capacity) and create a staff report that outlines the request's feasibility and any concerns along with any potential alternatives. This report will be shared with the review committee to support their recommendation process.

The community committee will review requests using the following questions:

- Is the proposed activity led by and for people of color?
- Does the proposed activity align with the program purpose and Levy goal?
- Does the proposed activity provide benefits for the community?
- Given proposed resources and personnel, is the activity doable and does it have reportable outcomes?

SPONSORSHIP REQUEST INSTRUCTIONS

Sponsorship Request Assistance

You are encouraged to contact Metro community partnerships staff to discuss your idea. Community partnerships staff does not play a role in advocating for applicants or making the funding recommendations. Staff is available to help you make your application as strong as possible. Optional information session and individual assistance are also available.

Staff contact information

For more information, please visit www.oregonmetro.gov/parkspartnerships or contact: Sheilagh Diez, Parks and Nature community partnerships coordinator
sheilagh.diez@oregonmetro.gov

503-813-7533

Se habla español

Where you can learn more about Metro parks and natural areas

Explore more about Metro's Parks and Natural Areas on our website at oregonmetro.gov/parks.

Fill out the request on-line *(preferred)*

The sponsorship request form is available via an on-line form.

- Go to www.oregonmetro.gov/parkpartnerships
- Complete the on-line form. Forms are available from April 5 – May 1, 2019
- An email will be sent within 24 hours by Metro staff through the on-line form confirming that the application was received. Make sure that you receive emails from Wufoo.com by adding Wufoo.com to your safe senders list.

Fill out the request on paper

The sponsorship request is also available as a fillable, printable form. There are three options for submitting the form using this method:

1. Download and type directly into the form and email it to sheilagh.diez@oregonmetro.gov. You can find the form at www.oregonmetro.gov/parkpartnerships
OR
2. Print and mail in the sponsorship request form to the address below.
OR
3. Print and hand-delivered to the Metro Regional Center front desk between 8 a.m. and 5:30 p.m. at the address below.

Sheilagh Diez
Community Partnerships Coordinator
Metro Parks and Nature
600 NE Grand Avenue
Portland, OR 97232

All emailed, hand-delivered or mailed sponsorship request forms must be received by staff by May 1, 2019. Staff will confirm receipt of your sponsorship request form within one business day.

Reporting about your activity

Metro staff appreciates information that helps to measure the outcomes of your activity. This involves sharing your vision of a successful activity in your request. Sponsored partners will complete a short on-line form to report activity numbers and key impressions or learnings. Sponsored partners will not need to include receipts or matching funds.

2019 SPONSORSHIP REQUEST FORM

Request overview

Tell us more about your group and what you want to do.

Overview	
What is a name for your activity?:	How much funding are you requesting? (up to \$3,500):
Please describe your activity in 2-3 sentences:	
How did you find out about this sponsorship opportunity?	
Contact Information	
Organization/Group:	
Contact Name:	
Contact email: Phone number:	
Mailing address:	
Fiscal Information	
Organizational status: <input type="checkbox"/> 501 (c) 3 <input type="checkbox"/> Small business <input type="checkbox"/> Unaffiliated group/other <input type="checkbox"/> Fiscally sponsored by other 501 (c)3. → Fiscal sponsor name:	
Fiscal sponsor or Non-profit 501(c) 3 Tax ID:	
Fiscal Sponsor Phone/Email:	
Mailing address:	

Activity details

Tell us how we can support you.

Activity Information	
Date	Do you have a specific date for your activity? <input type="checkbox"/> Yes <input type="checkbox"/> No
	Desired Date (can be a month, day of the week or specific date between July 1, 2019 and June 30, 2020):
	Sometimes we may have more availability on a different date. Is this date flexible? <input type="checkbox"/> Yes <input type="checkbox"/> No
	Activity Date 2nd Option: Activity Date 3rd Option: Notes:
Location	Do you have a specific location for your activity? <input type="checkbox"/> Yes <input type="checkbox"/> No
	Desired Location (can be a type of place or a specific Metro park or natural area):
	Sometimes we may have more availability at a different location. Is this location flexible? <input type="checkbox"/> Yes <input type="checkbox"/> No
	Activity Location Option 2: Activity Location Option 3: Notes:
Amenities	Would you like to reserve a shelter (as available) for your activity? <input type="checkbox"/> Yes <input type="checkbox"/> No
	If no shelters are available, would you like to reserve a group of picnic tables? <input type="checkbox"/> Yes <input type="checkbox"/> No
	Would you like the reservation fee to be reduced? <input type="checkbox"/> Yes <input type="checkbox"/> No Would you like the parking fee to be reduced? <input type="checkbox"/> Yes <input type="checkbox"/> No
	What other amenities do you need for your activity? (for example, large field, BarBQ)

Metro staff support	Would you like a park ranger to come and offer a welcome? <input type="checkbox"/> Yes <input type="checkbox"/> No
	Would you like a guided walk or activity with a nature educator? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, what kind of activity? Some ideas include: plant walk, song bird walk, nature art, animal tracking.
	Would you like to participate in a volunteer activity? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, what kind of activity? Some ideas include: planting trees, park beautification
	Would you like social media support? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, what kind of support? Some ideas include: Facebook or Instagram posts or story in our magazine
Please share any special considerations for your group:	

Activity questions

Tell us more about what you will do and how you will do it.

Questions

1. Please describe your community (including racial/ethnic identity/ies) and who you hope will attend the activity.
2. Tell us about your activity. If you were to envision a successful activity, what would it look like?
3. How will your activity advance the program purpose and levy goals? (see page 2)
4. Why is it important for your community to connect with nature? (What does nature mean to you and your community?)
5. What steps you will take to create your activity? Who will lead the process? What other groups will be involved?

Budget

Use the budget table to list your anticipated costs by category.

Item	Requested Funds	Describe what funds will cover
Labor costs (includes your organization's employee's hours spent on activity tasks)		
Examples: (Staff: event coordinator) (Staff: program manager)	\$ \$	(Include estimated hours and hourly rate)
Materials and Services costs (include costs such as printing, artist fees, stipends, transportation, insurance or food)		
Examples: (Contractor: Speaker) (Supplies: Food) (Insurance: Event insurance) (Transportation: Ride share)	\$ \$ \$ \$	(Include estimated costs)
Administration costs (includes fiscal sponsor, administrative program management, accounting, etc.)		
Examples: (Fiscal sponsor: fee) (Staff: bookkeeper)	\$ \$	(Include estimated costs)
TOTAL		