

# Fairfax County Park Authority

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LOB #335:

## **FUNDRAISING AND PARTNERSHIP DEVELOPMENT**

### **Purpose**

This LOB successfully secures non-traditional revenue to supplement existing resources to meet park needs of County residents. This LOB contributes to the means necessary for the Fairfax County Park Authority to offer recreation services that include health and wellness of the residents and the protection of Fairfax County's natural and cultural resources, meet ADA compliance and garner community engagement.

### **Description**

This LOB is essential in securing non-traditional revenue in support of the Fairfax County Park Authority and it is performed by the Fairfax County Park Foundation, which raises private funds, obtains grants and creates partnerships that supplement tax dollars to meet the community's needs for park land, facilities and services accomplished through Park Authority staff, the Foundation Board of Directors and Foundation staff. The Fairfax County Park Foundation is a nonprofit charitable organization under Section 501(c)(3) of the Internal Revenue Code. Many public corporations, foundations and other donors are precluded by law to contribute directly to a government agency and require a not-for-profit organization to receive charitable donations. The Foundation, through the work of the Executive Director and two staff, leads program and capital fundraising, expands fundraising programs, develops effective board members, identifies opportunities and cultivates partnerships for increasing contributions. This LOB has been operational for 15 years. It was formed by the Park Authority Board to develop and administer a program of public support, which provides supplemental funding for the Park Authority.

### **Benefits**

The purpose of this LOB is to raise additional funding in support of the Park Authority's mission to create a sustainable park system for the residents and visitors of Fairfax County. The additional resources of monetary funds, services and in-kind goods directly benefit the community to help close the gap between expanding community park needs and limited resources of the Park Authority. Fundraising and Partnership Development is critical to help support the mission of the Park Authority. The alternative funding allows the Park Authority to expand participation, programs, facilities and services without increasing the burden on residents.

### **Mandates**

This LOB is responsible for securing and directing supplemental resources that assist the Park Authority in carrying out the State Code, County Ordinance, and Memorandum of Understanding between the Board of Supervisors of Fairfax County and the Fairfax County Park Authority by attracting supplemental funds. The Fairfax County Park Foundation (FCPF) was initiated by the Fairfax County Park Authority Board to provide direct supplementary support for the Fairfax County Park Authority parks, facilities and programs. FCPF Articles of Incorporation were signed by the Chairman of the Fairfax County Park Authority Board on December 13, 2000. The Commonwealth of Virginia State Corporation Commission issued and admitted to record incorporation of The Fairfax County Park Foundation, Inc. effective December 22, 2000. The Internal Revenue service determined tax-exempt status of The Fairfax County Park Foundation, Inc. under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3).

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## Trends and Challenges

This LOB addresses trends and challenges that affect the economic sustainability of the park system. Fairfax County residents are passionate about Fairfax County Parks. Park users and those who appreciate the Park Authority have demonstrated interest in supporting parks and willingness to contribute to FCPF when provided with the opportunity. FCPF monetary revenue and in-kind contributions continue to increase, which helps fulfill the mission of the Fairfax County Park Authority. The majority of corporate and organizational partners require long-term partnerships that include volunteer engagement opportunities for their staff or members. Additional competition exists from other local charitable organizations that support various causes. Donors are willing to help fund new amenities and improvements to parks and facilities, but not for administration or maintenance of existing parks and facilities.

As the Park Authority's funding constraints continue, there is an increased reliance on partnerships with other organizations and volunteers to provide a more sustainable service delivery through Fundraising and Partnership Development. More reliance on revenue funding requires greater emphasis to raise additional funding, and growing public awareness regarding the benefits of parks, natural areas, and active participation in parks and recreation programs and services to address obesity and other health and wellness related issues creates additional reliance on partnerships.

## Resources

Category	FY 2014 Actual	FY 2015 Actual	FY 2016 Adopted
<b>LOB #335: Fundraising and Partnership Development</b>			
<b>FUNDING</b>			
<u>Expenditures:</u>			
Compensation	\$250,475	\$260,475	\$271,516
Operating Expenses	7,577	8,236	7,337
<b>Total Expenditures</b>	<b>\$258,052</b>	<b>\$268,711</b>	<b>\$278,853</b>
General Fund Expenditures	\$258,052	\$268,711	\$278,853
Total Revenue	\$0	\$0	\$0
<b>POSITIONS</b>			
Authorized Positions/Full-Time Equivalents (FTEs)			
<u>Positions:</u>			
Regular	3 / 3	3 / 3	3 / 3
<b>Total Positions</b>	<b>3 / 3</b>	<b>3 / 3</b>	<b>3 / 3</b>

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## Metrics

Metric Indicator	FY 2013 Actual	FY 2014 Actual	FY 2015 Actual	FY 2016 Estimate	FY 2017 Estimate
Secure non-traditional revenue to supplement FCPA to meet community needs for parks	\$670,173	\$819,322	\$799,443	\$820,000	\$830,000
Secure alternative funding for program support and scholarships for residents demonstrating a financial need	\$106,716	\$104,139	\$142,617	\$150,000	\$160,000
Total value of in-kind donations	\$8,150	\$85,102	\$28,677	\$30,000	\$32,000

The Fundraising and Partnership Development LOB's metric indicators include non-traditional revenue that was secured to supplement insufficient existing resources of FCPA to meet community needs for parks. Total income is calculated on a cash basis, not including in-kind support of funds directed to FCPA. In addition, non-traditional revenue includes a focused effort to target alternative funding specifically for program support and scholarships for individuals demonstrating a need in Fairfax County. Funding supports PACT summer camp scholarships for children in supportive housing; RecPAC summer camp; adapted classes and other FCPA classes. Totals are calculated on a cash basis. Finally, in-kind donations of goods and services help offset some unfunded FCPA needs. Backup documentation confirms donor and gift information including description and valuation of contribution.