



Vancouver Board of Parks and Recreation

Vancouver Parks Foundation

November 2, 2015

Visit the Park Board website at: vancouverparks.ca

Recommendation

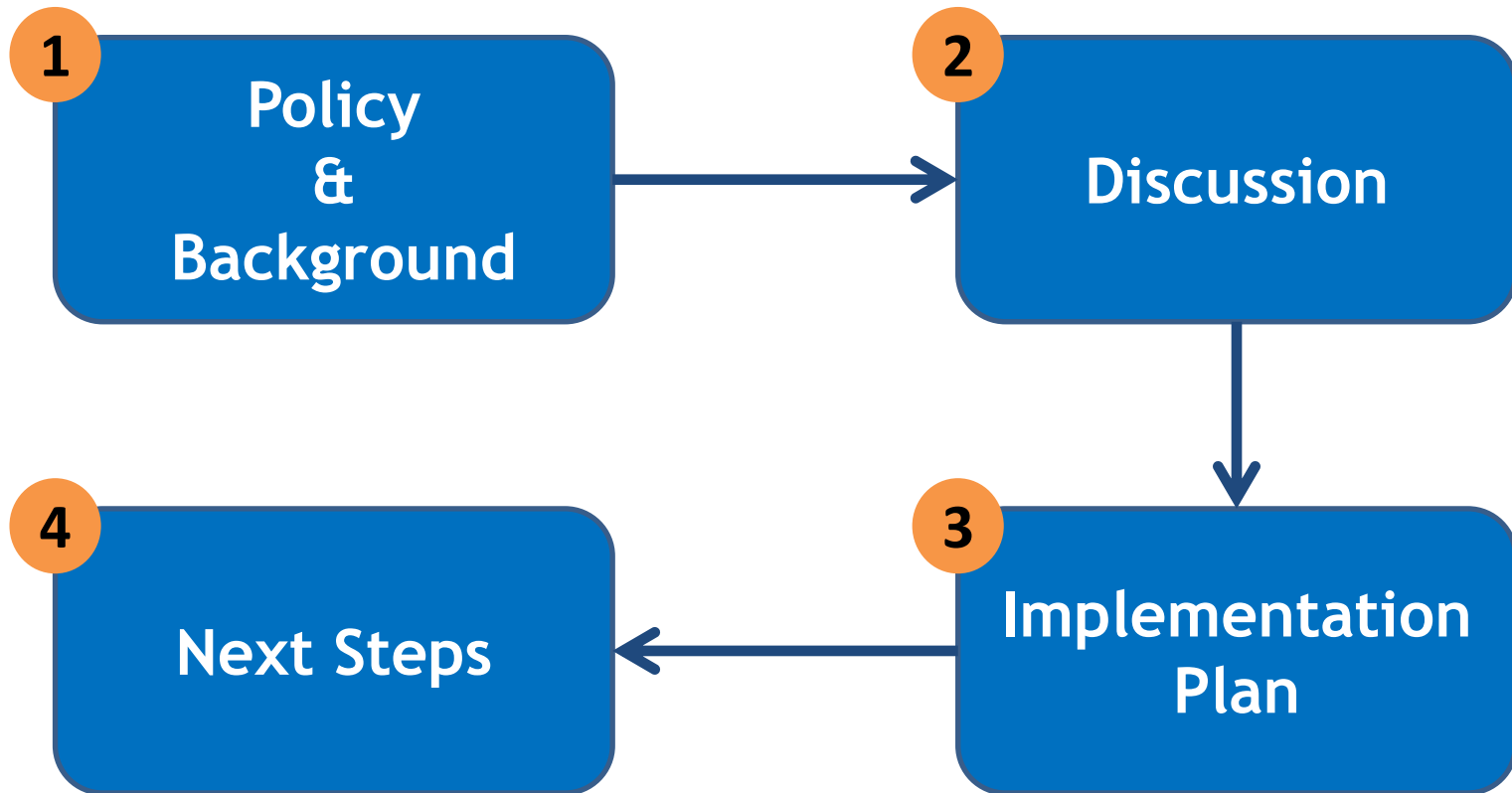
THAT the Vancouver Park Board approve the implementation plan as outlined in this report to establish a Vancouver Parks Foundation; and

FURTHER THAT the Board approve the allocation of up to \$250,000 from the Donation Reserve to fund the implementation in 2016; and

FURTHER THAT staff report back to the Board with a completed implementation plan in late 2016 for final foundation approval.



Agenda



Donations:

- support our mandate
- provide long-term financial stability

Park Board's Strategic Plan:

- supports increased community giving



Fundraising:

- Strategic priority of the Board
- 8.2 Entrepreneurial Development: Assess & pursue service-enhancing and revenue generating opportunities

vancouvers
foundation

Seattle  Parks
FOUNDATION


WEST VANCOUVER
COMMUNITY FOUNDATION

 CENTRAL PARK
CONSERVANCY
central to the park

 Pacific Parklands
FOUNDATION
A Foundation for the Future of Our Parks

Parks Foundation
Calgary
Rivers • Parks • Sports

Policy

Background

Purpose of Foundations:

- Build
- Preserve
- Grant funding

Role of Foundations:

- Seek out partnerships
- Attract support within the community



Why establish a Vancouver Parks Foundation ?

Engage residents in philanthropy by providing opportunities to:

- help fund capital projects
- support underfunded programs

Support the Vancouver Park Board's mandate as described in the Vancouver Charter

Policy

Background

Discussion

12 Key Elements Required to Create a Foundation:



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12 Key Elements Required to Create a Foundation

1. Obtain advice for tax, legal and financial management

Expertise and legal counsel is required for:

- Obtaining financial advice
- Management of annual disbursements
- Creating investment policy
- Obtaining tax advice
- Abiding with CRA legislation



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12 Key Elements Required to Create a Foundation:

2. *Obtain charitable status*

Expertise is required for registering with CRA

- Issue official donation receipts
- Receive gifts from other charities
- Increases credibility in the community



Canada Revenue Agency
www.cra.gc.ca

Policy

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12 Key Elements Required to Create a Foundation:

3. Recruit and Develop a Board of Directors

Founding members responsible for:

- Designing & overseeing activities
- Establishing policies & guidelines
- Upholding legal and fiscal duties

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12 Key Elements Required to Create a Foundation:

4. *Develop Board Governance*

Responsibilities include:

- complying with all laws - municipal, provincial, federal
- achieving & staying on track with the mission
- setting strategic direction
- Remain financially healthy

Implementation plan would recommend a process for board member selection, interaction with the Park Board and expectations of board members

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12 Key Elements Required to Create a Foundation:

5. Define the Purpose of the Foundation

Vision is a picture of the future that produces passion



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12 Key Elements Required to Create a Foundation:

6. *Develop Vision, Mission, and Values Statement*

Vision Statement - broad, last a decade or longer

Mission Statement - clarify what the organization does

Values Statement - beliefs that motivate giving



Oxfam: *A just world without poverty.*

Habitat for Humanity: *A world where everyone has a decent place to live.*

Make-A-Wish: *Our vision is that people everywhere will share the power of a wish.*

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12 Key Elements Required to Create a Foundation:

7. Develop the Case for support

6 Essential elements of a case for support:

1. The urgent need
2. Your unique position
3. Strength of the organization and mission
4. Reinforcing urgency for action
5. Stating what will be required financially to fund the dream
6. Closure and final commitment to achieving results

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12 Key Elements Required to Create a Foundation:

8. *Develop a Fundraising Plan*



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12 Key Elements Required to Create a Foundation:

9. *Determine the Board's Role in Fundraising*

The ultimate role of the board in fundraising will be further explored during the execution of the implementation plan.

- Introduce networks, contact & influence
- Maximize support, provide credibility



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12 Key Elements Required to Create a Foundation:

10. Develop a Public Awareness Campaign

Implementation plan must include development of:

- public awareness campaign
- brand identity

Necessary to:

- Promote the foundation
- Engage public, stakeholders & partners

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12 Key Elements Required to Create a Foundation:

11. Develop a Gift Acceptance and Donor Recognition Policy

The foundation implementation will include development of:

Gift Acceptance Policy
to guide donor interest

Donor Recognition Policy
terms to recognize donors



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12 Key Elements Required to Create a Foundation:

12. *Engage the public, partners and stakeholders*

Implementation plan will include public engagement

- open houses = involvement
- focus groups = input
- community events = support



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NEXT STEPS

Execute implementation plan

Board recruitment - nominated by motion of the Park Board;

- 2 Park Board Commissioners
- 2 senior Park Board staff members
- 6 community leaders

Final plan for board approval

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Next Steps

Recommendation

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