Investing in Parks and Greenspace: A Funder’s Perspective

Monday, July 22, 2019 | 2:30pm
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INVESTING IN PARKS AND GREENSPACES

A Funder’s Perspective
SPEAKERS

Carolyn Scotchmer, Executive Director, TD Friends of the Environment Foundation
Dawn Shirreffs, Director of Public Affairs, Miami Foundation
Tom Woiwode, Director, Community Foundation for Southeast Michigan
TIPS FROM PARKS FUNDERS

• Carolyn Scotchmer
  • Take the time to understand the strengths/unique aspects of your project and why you're well-suited to deliver
  • Include impacts and outcomes but focus on the story
  • Listen to feedback and use it to make your project/proposal stronger

• Dawn Shirreffs
  • Use storytelling about the human impact and support with data
  • Highlight how your project will broaden the base of community supporters
  • Show targeted plan to build champions needed to sustain project/movement long after grant period

• Tom Woiwode
  • Make sure you build in true, genuine community engagement and involvement
  • Leveraging resources is more than adding dollars to a project; it also drives policy change
  • The creation of the park/greenway is never about the park/greenway; it’s always about something bigger
SPEAKER CONTACT

Carolyn Scotchmer, TD Friends of the Environment Foundation, Carolyn.Scotchmer@td.com
Dawn Shirreffs, Miami Foundation, dshirreffs@miamifoundation.org
Lauren Taylor, Hyde Family Foundation, ltaylor@hydefoundation.org
Tom Woiwode, Community Foundation for Southeast Michigan, twoiwode@cfsem.org
MEMBERSHIP

Your connection to information and expertise on new urban park models, practices, and innovative partnerships.

Members have access to a suite of highly-curated resources specifically designed for the parks community including:

• Webinars
• Online resource library
• Urban park study tours
• Advocacy tools
• Discounted registration to Greater & Greener

Join City Parks Alliance today! To learn more, visit our membership table in the exhibition hall or go to cityparksalliance.org/membership.

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