

Playground Fundraising Guide



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Let's Get Started

Over the years, our team at ABC Recreation has worked closely with many schools and service groups to bring enriching and inclusive play spaces to their community. Along the way, we have gained some valuable insight into the effective and innovative ways that these groups are raising the necessary funds to make their play vision a reality.

Looking at the financial hurdle you must overcome to build or modify a play space in your community can be daunting, but fundraising doesn't have to be a chore – it can be fun, rewarding and a great opportunity to rally your community together for a shared cause.

We developed this fundraising resource to help guide you through the process as you take the first step on this exciting journey. This guide includes:

- Recommended steps to help you establish your playground plan before you start fundraising
- Helpful tips on what to look for when choosing your playground manufacturer
- Suggestions for how you can spread the word about your project
- Fundraising ideas and creative ways to acknowledge your supporters
- Listing of grants and other funding opportunities that you may be eligible for

We look forward to working together to enhance outdoor spaces in your community! Reach out to us by phone at 1-800-267-5753 or e-mail info@abc recreation.com if we can help.

Signing off from the playground,

ABC Recreation Team

PS. Have we worked together on a project?
Share your photos online and tag us!

Stay Connected

-  @abc recreation
-  @ABC_Rec
-  @abc.recreation





Establishing Your Playground Goal

It's important to have a clear picture of what you're working towards in order to maximize your fundraising efforts. Our team at ABC Recreation can provide you with resources to help you more clearly define your goal if you are in need of some guidance when considering:

- 1 What type of playground would your school or community benefit from?
- 2 What are the ages and abilities of the children who would use the playground?
- 3 What structures or components would you like to have on the playground?
- 4 What is a realistic budget and timeline for your project?



PLANNING TIP

Community members are more likely to be motivated to support your playground project if they are involved in the process and understand the vision for the space.

Some individuals—children in particular—may respond better to visuals. Using a “Dotmocracy” voting method is a great way to gather feedback from your community on what features they like the most. Learn more about how to facilitate this method [here](#).

Your Playground Journey



1

Playground Committee

Rally together a team of 4 to 8 parents, teachers, school administrators or other community members. Prepare a fundraising calendar and schedule meetings well in advance so your volunteers can plan ahead to attend.

2

Interview Playground Companies

Do your research and ask plenty of questions so you can be confident you're making the right choice.

3

Select Your Playground Partner

They are meant to be a resource and will guide you every step of the way to ensure your project is successful.

4

Field Trip

Visit some playgrounds in local parks to determine what equipment is the best fit for the kids you're serving.

Start Fundraising

Review our list of grant opportunities and fundraising ideas for some inspiration as you kick-off your campaign.

Celebrate

You did it! Now it's time to celebrate your success with a grand opening event. This is a great opportunity to acknowledge all the individuals and groups who made your playground possible.

5

Design Your Playground

Consider colour palettes and themes as you start to visualize how your play space will appeal to the community.

6

Board Approval

Go through the proper channels to get the approvals you require. You're almost done!

7

Playground Build

Work with your playground company to have the equipment installed or bring local residents together for a community build to reduce your installation costs.

8

9



Choosing Your Playground Manufacturer



Kicking off a new playground project is exciting, but it can also be overwhelming as you think about all the options to consider and the questions you have. We've put together a checklist that will help point you in the right direction as you begin your search for a playground partner.

Materials:

- Does the manufacturer use aluminum for their posts, clamps and post caps? Aluminum will not rust or corrode and will preserve the structural integrity of your play structure.
- Does the manufacturer use stainless steel and tamper resistant fasteners? These fasteners cannot be removed with common tools which means added security and safety for your users.
- What kind of durable coating is used for gripping or high wear areas? Adequate coating will make the equipment far more user friendly in extreme temperatures.

Warranty:

It's imperative that you choose a playground manufacturer that offers a comprehensive and quantifiable warranty. We would recommend you partner with a manufacturer that can provide:

- 100 years for posts, post caps and clamps
- 15 years for all plastic and steel components
- Minimum 3 year warranty on all other parts

Colours & Finishes

From climbing cables to panels and swing chains to decks, it's important that you choose a playground manufacturer that maintains rigorous colour and finish standards for fade-resistance, gloss retention and durability. Your play equipment should be designed to withstand the demands of extreme heat, harsh climates, moisture and UV exposure.

Components

Does the manufacturer offer playground components that are engineered to move? This type of equipment will offer sensory stimulation and develop children's balance, depth perception, coordination, gross and fine motor skills.

Safety & Compliance

Is the manufacturer's products IPEMA certified to [CAN/CSA-Z614](#)? Being an IPEMA member only is simply not enough. Choose a playground manufacturer that can provide you with a letter stating all the products you are purchasing are CSA compliant as per IPEMA.

Quality Assurance

Is the manufacturer [ISO 9001:2015](#) certified? This standard is based on a number of quality management principles including a strong customer focus, the motivation and implication of top management, the process approach and continual improvement.

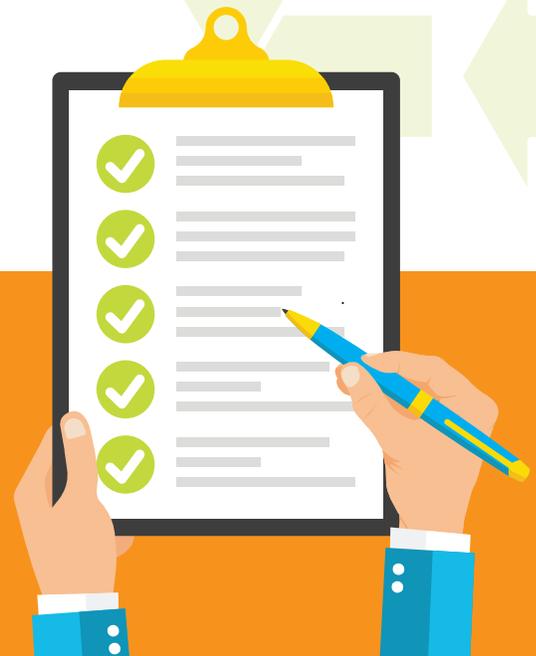
Environmental Stewardship

Does the manufacturer offer products manufactured using a high content of recycled material? Is the manufacturer [ISO 14001:2015](#) certified? This assures you that the manufacturer is committed to the prevention of pollution and environmental management practices.



DID YOU KNOW?

"Lifetime warranties" offered by some manufacturers can cover as little as 7 years or less. We suggest that you take the time to thoroughly read through the terms of your warranty to avoid any disappointment down the road!





Make Your Pitch

How We Can Help

Our dedicated marketing staff can support your fundraising and storytelling efforts in a variety of ways.

We can:



Work collaboratively with you to develop presentations, posters and other marketing materials to highlight the developmental benefits of each play element within your design.



Help share your project story through targeted posts on social media to attract prospective donors in your community.



Donate ABC Recreation branded items that can be used as prizes for fundraising initiatives.



Act as a resource or second set of eyes throughout the application process should you be applying for a grant.



DID YOU KNOW?

At ABC Recreation, we will supply you with a complimentary large 3-D colour rendering of your playground. You can post this in your community to motivate your volunteers, inspire prospective donors to give and also provide a focal point for meetings.





Spread The Word



Once you've determined your fundraising goal it's time to start promoting! With so many different possibilities available, it's helpful to develop a targeted strategy that outlines how you intend to spread awareness of your cause and attract potential donors.

Fundraising Website

If you intend to market your fundraising campaign online, the first thing you should think about is creating a fundraising website using a platform such as [Canada Helps](#). Use this site as your fundraising hub — a place to share information with all audiences. Not only will you be able to collect online donations, but this is the logical platform to tell stories about what you're trying to accomplish, explain how funds raised will be used, share pictures and post sponsor logos.

Leverage Social Media

Be sure to spread the word through your social networking channels such as Facebook, Twitter or LinkedIn. Keep followers and fans informed with updated announcements about fundraising activities, donations received to-date and how much is needed to reach your goal. Make the conversation ongoing so people can follow your progress!

Traditional Media Outreach

Mass communication has become easy for everyone, but don't forget the value of more traditional media outlets. Reach out to targeted media organizations to help you spread awareness and promote your fundraising campaign. You may also want to highlight the story of someone who is personally impacted by your project or significantly influenced by your organization's efforts. These inspirational stories may be just what editors are seeking for an upcoming feature. This is a fantastic opportunity to reach a much broader audience at no cost if your story is picked up in a local newspaper or an online blog.

Source: <https://bit.ly/2DRUZVk>



Let's Get Fundraising



Many of the groups we work with choose to host fundraising events to generate awareness and funding for their project. Planning a successful first-time fundraising event will motivate your volunteers, local businesses and other community members to support you again in the future.

Recruit a volunteer to lead the class such as yoga or boot camp and ask attendees to donate to participate

Encourage participating vendors to donate all or a percentage of proceeds

Ask businesses in the area to be check-in points and acknowledge their involvement in event promotions

Solicit local companies to donate prizes and gift certificates

See if prominent leaders in your community would be willing to donate their services for a day

- Live Auction
- Neighbourhood Garage Sale
- Trivia Night
- Community Cook-off
- Gift Wrapping
- Special Event Parking
- Haunted Hayride



- Outdoor Fitness Class
- Craft Show
- Bottle Drive
- Bowl-a-Thon
- City Wide Scavenger Hunt
- Car Wash
- Swim, Bike, Walk or Run-a-thon

- Raffle
- Pancake Breakfast
- Pizza Day
- Golf Tournament
- Fashion Show
- Movie Night



In addition to entrance fees, have hot drinks or snacks available for sale with proceeds supporting your project

Soups, chili and baked goods...oh my! Invite restaurants and home cooks to put their recipes to the test and charge admission

Host a film screening at a local park or auditorium with tickets and treats for sale for a suggested donation

Showing Your Appreciation

All successful fundraisers know the importance of donor stewardship; the relationship-building activities and communications that take place after a gift has been received. There are a variety of meaningful ways you can foster that donor relationship and show your appreciation:

- Handwritten thank you with photo
- Shout out on social media
- Sponsor page with logos on your fundraising website
- Verbally address your contributors at an event such as the grand opening
- Record a video of you and your team saying thank you

Leaving Their Mark

Find opportunities on the playground to acknowledge more significant supporters, such as corporate donors, who may be looking to get some marketing benefit in return for their investment. You could design a panel on your play structure to include company logos, list donors on a sign that welcomes visitors to the site, add custom benches with laser cut logos, build a donor pathway/wall with an engraved stone/brick for each major donor and so much more. The options are endless!



Grants & Funding Opportunities

Before you begin filling out a grant application, it's important to understand the funder's objectives and define how your playground project fits into their mission. This will help you better tailor the content of your proposal and ensure it follows the ideals of the funding organization. In addition to the opportunities listed below, we also encourage you to look into any funding that may be available through your municipality (i.e. community foundations) or local recreation organization.



Note: We have provided a description and specific links to each opportunity in an effort to be as helpful as possible. From time to time, funding priorities and website links may change. Please let us know about any discrepancies so we can update our list accordingly.

OPPORTUNITY	DESCRIPTION	URL
<p>Farm Credit Canada AgriSpirit Fund</p>	<p>The FCC AgriSpirit Fund is about enhancing rural communities. If your organization is raising money for a capital project (construction of or upgrades to a hospital, medical centre, childcare facility, rink, sportsplex, etc., purchase of fire and rescue equipment) and your city or town has less than 150,000 people, your project may qualify for a donation between \$5,000 and \$25,000.</p>	<p>VIEW ONLINE</p>
<p>Aviva Community Fund (ACF)</p>	<p>The positive change must benefit a community at its core and support ACF's goal to strengthen and make communities better by coming together. ACF is looking for ideas that improve community spirit, promote sustainability, provide a social opportunity, and reduce social isolation to benefit people of all ages and backgrounds.</p>	<p>VIEW ONLINE</p>
<p>Jumpstart Accessibility Grant</p>	<p>There are two funding streams available within the Jumpstart Accessibility Grants:</p> <p><i>Accessibility-Enabling:</i> Jumpstart will provide grants for projects designed to help organizations enable general accessibility within their facilities so recreation programs and/or services can be accessed. (i.e. renovations, retrofits or construction of community facilities and venues).</p> <p><i>Inclusive Design Innovation:</i> Jumpstart will provide grants for projects designed to enhance existing building plans for sport and recreation spaces with uniquely innovative solutions for inclusion and accessibility for children of different abilities.</p>	<p>VIEW ONLINE</p>

OPPORTUNITY	DESCRIPTION	URL
<p>CIBC Community & Sponsorship</p>	<p>CIBC will consider funding for:</p> <ul style="list-style-type: none"> • Canadian registered charities or non-profit organizations that use funds within Canada • Projects aligned to their commitment to persons with disabilities • Projects that include planned outcomes, supported by a measurement and evaluation process • Organizations with audited financial statements, sound financial practices and a sustainable funding model 	<p>VIEW ONLINE</p>
<p>The Co-operators Corporate Giving Program</p>	<p>The Co-operators is helping individuals and communities build a better tomorrow by supporting and creating social, economic and environmental sustainability in Canada.</p> <p>We promote the social wellness and health of Canadians, focusing on mental and physical wellness which contributes to more resilient communities, with a particular focus on youth mental health (ages 18 – 25).</p>	<p>VIEW ONLINE</p>
<p>Honda Canada Foundation (HCF)</p>	<p>The HCF is dedicated to enhancing the lives and social well-being of Canadian communities by investing responsibly in organizations that share their vision and values. By helping charities registered with the Canadian Revenue Agency (CRA), HCF's goals include:</p> <ul style="list-style-type: none"> • Recognizing and responding to the changing needs of communities • Investing in the people and charitable groups that make a difference • Maximizing the usefulness of their involvement 	<p>VIEW ONLINE</p>
<p>IGM Financial Community Giving</p>	<p>IGM's operating companies have a presence in many communities across Canada. Community giving programs are a balance between centralized giving, directed from the corporate head offices, and decentralized decisions made by staff. The IGM team has the ability to direct donations to causes important to them and the unique needs of the communities where they live and work.</p>	<p>VIEW ONLINE</p>
<p>Loblaw Companies Limited Charitable Giving</p>	<p>Loblaw's charitable giving is focused around national strategic initiatives that align with the company's purpose and business priorities. The program also supports community-based initiatives and organizations. They consider:</p> <ul style="list-style-type: none"> • Projects, programs and organizations that align with Loblaw's identified initiatives and social responsibility pillars • Organizations that are federally registered charities with the Canadian Revenue Agency • Projects or programs that take place in communities where Loblaw operates • Charitable organizations that provide direct community service 	<p>VIEW ONLINE</p>

OPPORTUNITY	DESCRIPTION	URL
Saputo Legacy Program (SLP)	The SLP is committed to the communities where it operates. As part of this commitment, they invest in improving the quality of sport and health facilities with the objective of building a lasting legacy. Such local projects enable us to promote a healthier lifestyle for families and make a meaningful contribution within the communities where our employees live, work and play.	VIEW ONLINE
Scotiabank	Scotiabank invests in partner organizations that encourage young people to incorporate healthy activities into their lifestyle and that can teach social and leadership skills through sport and physical activity.	VIEW ONLINE
Telus Community Grant	<p>Telus funds programs that best meet their vision and clearly demonstrate the criteria outlined below:</p> <ul style="list-style-type: none"> • Focus on enabling youth to succeed • Aligns with an interest in health and education • Demonstrates technological innovation in program delivery • Defines and measures social outcomes 	VIEW ONLINE
Goodlife Kids Foundation	GoodLife Kids Foundation fosters supportive environments to help kids with intellectual disabilities and autism thrive through physical activity and fitness.	VIEW ONLINE
Canada Post Community Foundation	<p>Funding will be allocated to projects that will generate maximum impact, creating lasting change for children and youth (up to the age of 21), in the following areas:</p> <ul style="list-style-type: none"> • Education programming to help children reach their full potential programming supporting healthy children • Building safe, kid-friendly communities • Services for children and youth with special needs and their families • Programs that promote mental health programs for children and youth 	VIEW ONLINE
KaBOOM! Build It Yourself Grant	Keurig Dr Pepper & KaBOOM! have teamed up to offer grants to be used toward the purchase of playground equipment. Grantees will lead their community through a self-guided planning process, using the grant funds towards the total cost of playground equipment and assembling the playground using the KaBOOM! community-build model. Grantees have up to one year to build the playground and will have the support of a remote KaBOOM! Grants Manager and an onsite Certified Playground Installer.	VIEW ONLINE

OPPORTUNITY	DESCRIPTION	URL
Hydro One PowerPlay	Hydro One is committed to helping build safe communities across Ontario. The PowerPlay program funds youth-focused recreational facilities and equipment projects.	VIEW ONLINE
Ontario Sport and Recreation Communities Fund	The Ontario Sport and Recreation Communities Fund (OSRCF) is a grant program that supports a vision of getting and keeping Ontarians active in community sport, recreation and physical activity.	VIEW ONLINE
Ontario Trillium Foundation	The Ontario Trillium Foundation (OTF) is an agency of the Government of Ontario, and one of Canada's leading granting foundations. OTF awarded more than \$120 million to some 700 projects last year to build healthy and vibrant communities in Ontario. Various granting programs are available to meet different needs.	VIEW ONLINE
Walmart Canada Local Grant Program	Through funding of local non-profit organizations, Walmart Canada is proud to support programs that have an impact in the neighbourhoods where their associates live and work. Community grants are given to eligible local organizations in the communities where they operate.	VIEW ONLINE
American Express Philanthropy	American Express Philanthropy supports projects that encourage community service and civic participation, delivering measurable outcomes that have a lasting impact on communities.	VIEW ONLINE
Bank of America	This foundation supports local and regional revitalization efforts taking a holistic approach to building thriving communities, create economic opportunity and livable neighborhoods including arts and cultural institutions that contribute to the overall vitality of the community.	VIEW ONLINE

Atlantic Canada

OPPORTUNITY	DESCRIPTION	URL
Recreation Newfoundland & Labrador	Recreation NL has collected a variety of grants and funding opportunities below that will assist communities in providing quality recreational/physical activities and special events for their community.	VIEW ONLINE
New Brunswick - Sport & Recreation Organization Provincial Grant	Support is provided to assist with the growth and development of New Brunswick provincial organizations whose mandate includes the development of sport, recreation or active living opportunities.	VIEW ONLINE

OPPORTUNITY	DESCRIPTION	URL
<p>New Brunswick - Sport & Recreation Organization Regional Grant</p>	<p>Funding from various grant programs is available to provide training clinics and workshops for volunteer leaders, initiate new and innovative programming and promote activities and events. This program supports non-profit and/or public organizations and assist them in the attainment of their goals through the following areas:</p> <ul style="list-style-type: none"> • Organization • Leadership • Athlete development • Adaptive equipment for participants 	<p><u>VIEW ONLINE</u></p>
<p>PEI Wellness Grant Program</p>	<p>The Wellness Grant Program provides funding for projects guided by principles and strategies of health promotion in five priority areas of the PEI Wellness Strategy. One pillar of this strategy is focused on physical activity and reducing sedentary behaviour</p>	<p><u>VIEW ONLINE</u></p>
<p>New Brunswick Children's Foundation</p>	<p>Funding is available for recreation programs, education programs, or groups introducing new programs to enrich the lives of children in the province</p>	<p><u>VIEW ONLINE</u></p>
<p>Nova Scotia Recreation Facility Development Grant</p>	<p>This grant is available for community groups, municipalities and other 'not-for-profit' organizations to develop facilities in order to increase public participation in sport and physical recreation.</p>	<p><u>VIEW ONLINE</u></p>
<p>Nova Scotia Community Recreation Capital Grant</p>	<p>A variety of funding programs, grants and awards are available for individuals and organizations in Nova Scotia. The Strategic Funding Initiative program provides one-time funding to projects that are significant to communities.</p>	<p><u>VIEW ONLINE</u></p>
<p>Nova Scotia Recreation/ Physical Activity Project Funding</p>	<p>Project funding is designed to support provincial organizations to undertake initiatives that address specific recreation and physical activity priorities. Areas of priority include:</p> <ul style="list-style-type: none"> • Active living • Inclusion and access • Connecting people and nature • Supportive environments • Recreation capacity. 	<p><u>VIEW ONLINE</u></p>

