

Part VIII **Your Specific Activities** (*Continued*)

4a. re: Do you or will you undertake **fundraising**? If "Yes", check the fundraising programs you do or will conduct (See instructions)... Attach a description of each fundraising program.

 Mail Solicitations

Starting in Spring/Summer 2012, The Friends of Riverside Park Conservancy intends to provide 2 newsletters per year (Spring/Summer and Fall/Winter). These will be distributed to members and other interested parties by mail, and will contain reply envelopes which enable recipients to conveniently send back contributions. Additionally, FORPC may conduct an Annual Appeal by mail during the holiday season (Christmas/New Year).

 Email Solicitations

Members will have the option of receiving newsletters electronically rather than through the mail. Emails delivering newsletters by this method will include a solicitation similar to the paper remittance envelopes that accompany mailed newsletters. The Friends of Riverside Park Conservancy also intends to maintain an opt-in notification list enabling members and other interested parties to receive meeting notices, as well as information about special events and volunteer opportunities, by email. Opt-in messages may also contain solicitations for donations.

 Personal Solicitations

Contributions may be solicited at some point during meetings and special events sponsored by The Friends of Riverside Park Conservancy.

 Foundation Grant Solicitations

The Friends of Riverside Park Conservancy seeks out foundation grants as appropriate in order to further our mission. FORPC intends to apply for foundation grants offering funding to promote environmental education; fitness and good health practices; park facilities improvement; water quality improvement; and enhancement of the native ecosystem of the park.

 Accept Donations on Your Website

A contribution page is planned for the www.friendsofriversideconservancy.org website. This feature will be used to support our email solicitations, as well as to provide an opportunity for anyone visiting the website to contribute financially to our mission. We anticipate that online contributions will be processed by PayPal®, which will enable donors to make contributions directly out of their bank account or by credit card. PayPal® charges a small fee for this service. Money received through PayPal® will be withdrawn directly into the FORPC bank account.

 Government Grant Solicitations

The Friends of Riverside Park Conservancy seeks out government grants as appropriate to further our mission. Because Riverside Park is located in a distressed neighborhood, FORPC has applied for funding under the Community Development Block Grant (CDBG) program, in order to reconstruct the stairway - now deteriorated and unsafe - by which students of the adjacent Winthrop Elementary STEM School, as well as neighborhood residents and visitors, enter the park. Government grant funding aimed at connecting STEM schools with open space for field study, or at improving parks and recreational facilities for low- and moderate-income residents are anticipated to be sought out in the future.

Part VIII **Your Specific Activities** (*Continued*)

4d. re: List all states and local jurisdictions in which you conduct fundraising. For each state or local jurisdiction listed, specify whether you fundraise for you own organization, you fundraise for another organization, or another organization fundraises for you.

The Friends of Riverside Park Conservancy addresses its fundraising appeals to members and other interested parties who may reside all across the United States, and not solely from persons located within any particular state or jurisdiction. All fundraising activities are conducted solely on behalf of The Friends of Riverside Park Conservancy. Except as noted in *Part VI, Question 1b*, proceeds from these fundraising activities are not shared with any other organization, nor does FORPC share in proceeds collected by any other organization.