



TOWN COUNCIL STUDY SESSION AGENDA
July 8, 2024
5:00 PM

I. Study Session Items

1. Parker Chamber of Commerce Annual Update - TJ Sullivan - 30 minutes
2. Greater Parker Foundation Update - Lawson/Wilks/Barrington - 30 minutes

II. Staff Updates

III. Town Council Updates/Items



MEMORANDUM

TO: Honorable Mayor and Councilmembers
FROM: Michael Lawson, Assistant Town Manager
DATE: July 8, 2024
SUBJECT: Greater Parker Foundation Update

ISSUE:

Town staff and the board will present changes made to the Greater Parker Foundation (GPF) over the past year. The presentation will walk through each of the changes and demonstrate how potential donors can give to the GPF in the future. Each of the changes made to the GPF makes donating more user-friendly and transparent.

Donors now have more ways to give to their favorite Town programs via the GPF. Donations can now be made quickly online or via mobile. A new donation platform allows donors to cover administrative costs so 100% of the donation itself can go to recipient programs. Finally, the Town can receive donations through more complex donation vehicles including stocks, donor-advised funds, individual retirement accounts, and more.

The GPF has also refreshed its branding to better reflect its role of supporting the Town's Cultural and Parks & Recreation Departments, among others.

A brief financial report for 2023 year-end and 2024 year-to-date will also be presented.

FISCAL/BUDGET IMPACT:

There is no fiscal impact.

BACKGROUND:

The Town's 501(c)3 foundation, the Greater Parker Foundation, has made major changes over the past year. The changes are intended to bring clarity and ease for those wishing to make donations to Town functions through the foundation.

Work done by the foundation board and Town staff focused on the following areas:

- Update and create consistency among governing documents and website.
- Better position the foundation to pursue grants and donations.
- Establish a brand and marketing plan.
- Find ways to receive donations of stocks and other more complex gifts.
- Make it easier for donors to give directly to specific Town programs.

Each of these areas has been addressed by the board. Taken together, these improvements will position the foundation as a useful tool for bringing additional revenue to beloved Town

programs.

RECOMMENDATION:

For information only.

REQUESTED DIRECTION:

For information only.

ATTACHMENT:

1. GPF Financial Report - 2023-2024 YTD

Greater Parker Foundation

Financial Report for Year Ending 2023, 2024 Year-to-Date (June 30, 2024)

	2023 Actual	2024 YTD (06/30/24)
Beginning Fund Balance	\$8,638	\$8,300
Revenues (donor contributions)		
Restricted to Cultural Fund	14,900	1,000
Unrestricted	1,000	1,500
Total revenue	\$15,900	\$2,500
Expenditures		
Distributions to depts	14,390	1,000
Other prof/tech services	1,848	1,307
Total expenditures	\$16,238	\$2,307
Ending Fund Balance	\$8,300	\$8,493