



**National Recreation  
and Park Association**

22377 Belmont Ridge Road  
Ashburn, VA 20148-4501  
703.858.0784  
Fax 703.858.0794  
[www.nrpa.org](http://www.nrpa.org)

## Alternative Funding Development Program

Public park facilities and recreation programs of quality and diversity are more important now than in any time in our history. Recreation facilities and programming enhance the quality of life in a community, providing positive outlets and wholesome alternatives to delinquent behavior.

The agencies that deliver these services are quite frequently the most under funded unit of government and while federal and state resources are often critical to the success of local agencies, over the years there have been great fluctuations as to the availability of these funds. **The Alternative Fund Development Program (AFDP)** is an innovative approach to developing and maintaining quality recreational programs and facilities by utilizing private sector assistance in partnership with local communities. Today, governmental budgets are stretched to cover the cost of essential public services and first responders and municipal park and recreation programs do not have priority in the budgetary process.

The AFDP provides communities the ideas that can lead to the creation of self-sustaining recreation opportunities. Partner with NRPA in its mission to provide this vital training to park and recreation professionals in your community. By presenting this workshop in communities nationwide we can empower our local park and recreation agencies to meet the needs of park and recreation users across the country.

Course attendees will earn 0.9 CEU's for attending the workshop in its entirety, as well as a certificate of completion following the workshop. Following the 10 hours of workshop participation the course participants will:

1. be able to establish a comprehensive fund development program
2. set up a foundation to support the mission and vision of the parks and recreation department
3. gain a comprehensive overview of vehicles available to donors
4. be exposed to the general guidelines of deferred gifts and other gifting mechanisms
5. learn the productive use of "friends" groups
6. be provided tools on how to achieve philanthropic foundation support
7. be exposed to case studies in which the alternative funding development process has been successful