

**MONTEREY PENINSULA REGIONAL PARK DISTRICT
BOARD OF DIRECTORS
FINANCE COMMITTEE MEETING**

DATE: November 29, 2023
TO: Board of Directors
FROM: Jackie Nelson, Environmental Education Supervisor
REVIEWED BY: Rafael Payan, General Manager
SUBJECT: MPRPD LGO! Fund Fund-raising Opportunities

SUMMARY:

Staff will review the new LGO! Fund and answer committee member questions.

FISCAL IMPACT:

To be determined.

FUNDING SOURCE:

To be determined.

FUNDING BALANCE:

To be determined.

DISCUSSION:

The MPRPD Board of Directors approved the establishment of the LGO! Fund, authorized staff to enter into an agreement Community Foundation of Monterey County (CFMC) and committed \$25,000 to start the fund. The agreement between MPRPD and CFMC was formally established in August 2023. Staff are requesting the Finance Committee members discuss and support opportunities to develop a campaign to raise significant funds for MPRPD projects and activities.

The LGO! Fund is a charitable gift funding mechanism for the public, businesses, and other entities to provide support to MPRPD projects. The role of CFMC is to receive and manage the LGO! Fund and notify MPRPD staff (Finance, Admin, or General Manager) when contributions are received. The CFMC also announces contributions in its annual newsletter. MPRPD is responsible for campaign and fund-raising efforts.

As part of the FY 2024-2025 budget planning process the Board of Directors and staff are scheduled to meet in early 2024 to review, align projects, and update the adopted 2020-2025 Strategic Plan. Staff are requesting the Board consider including funds for hiring a fund-raising, campaign consultant with knowledge of this region, and beyond, as well as fresh ways to reach new donor-bases, skills to network with other conservation and open space organizations, and innovative approaches to improve revenue for MPRPD. As the saying goes, sometimes “you need to spend money to make money.”

RECOMMENDED ACTION:

Staff respectfully requests the Finance Committee review opportunities to raise funds for the newly established Let's Go Outdoors! (LGO!) Fund, a special purpose, non-endowed fund.

ATTACHMENTS:

1. [LGO! Fund Flyer](#)