



Generation Wild

Kids Grow Better Outside.

Frequently Asked Questions


What is Generation Wild? Generation Wild is a statewide movement working to get an entire generation of kids outdoors more often. Part communications campaign and part grant program investing in community-driven outdoor programs across Colorado, Generation Wild provides inspiration and opportunity for kids and their families to experience the many benefits of getting outside.

Can I apply for funding for my outdoor programs? This funding is targeted for community-wide planning; however, there could be small pilot/pop-up programs as part of a community engagement strategy or planning process that would be eligible for funding. Contact program officer Chris Aaby at caaby@goco.org or 720.703.2343 for more info. For funding for individual outdoor programs, please check out Colorado Parks and Wildlife's [Outdoor Equity Grant Program](#).

What's the model for a Generation Wild community? While there's no one model for a Generation Wild community, we've seen great success when trusted community organizations come together to form a coalition, listen to and engage with their community members, and collaborate to create outdoor programs that address local needs. Schools and educational institutions, community centers, youth clubs, businesses, nonprofit organizations, local government organizations, health centers, and more have created impactful and enduring partnerships. While some of these organizations may not be focused on the outdoors, they bring relationships that can help strengthen and build trust.

I work at a nonprofit. Can we apply? Applications for the Generation Wild planning grant must come from entities eligible to receive GOCO funding, such as a local government or land trust, but coalitions include many types of organizations, including nonprofits. We have seen Generation Wild communities be successful when they include a diversity of organizations as part of their collective and encourage partnership building from the get-go.

What's the process for submitting a grant application? Generation Wild planning projects follow the same process as GOCO's base programs. First, you'll work on a concept paper with the support of a program officer who helps you make it as compelling and competitive as possible. Once staff reviews all submitted concept papers, we select projects to move forward to application. During the application phase, you'll provide additional information as well as evidence of community support. Then, during the peer review process, a panel of



outside experts and GOCO staff review applications and make recommendations for grant awards to the GOCO board's programs committee.

What do I need to know about match requirements? GOCO does not have predefined match requirements. We expect GOCO funding will be only a portion of the overall project budget and will be matched by diverse resources reflecting a strong commitment to the project's outcomes. You should explore opportunities for strategic project partnerships, which can include both cash and in-kind resources.

Will GOCO offer an opportunity for implementation funding for our plan? Implementation grant opportunities will be available during GOCO's 2026 fiscal year 2026 (July 2025 – June 2026).

If we're awarded funding, how much time do we have to complete our plan? We? We understand that the scale of Generation Wild planning will vary by community, taking into account levels of engagement and unique needs of partners, so we aim to be as flexible as possible. But planning efforts should be completed before our implementation funding opportunity launches in FY 2026..

How do you define community engagement? Coalitions should focus on deep, inclusive, and authentic community engagement that goes beyond surveys and charettes to break down barriers for historically underserved and underrepresented youth and families. This often includes putting underserved or underrepresented youth and resident leaders in influential, decision-making and outreach roles, including through youth advisory coalitions or the promotoras model. Another successful approach is for organizations that have trusted relationships within their communities to closely collaborate, bridging connections and building a community-centered model from a strong foundation. We support engagement efforts that work well based on your unique community resources.

Can I learn more about what the current Generation Wild communities are doing? Yes! You can visit the and click through to their websites and social channels to learn about their latest activities. You can also read stories on the [GOCO blog](#). Plus, grantee partners awarded planning funding will be invited to participate in webinars throughout the planning period to learn more from our current communities. We hope to provide ongoing peer-to-peer learning opportunities.

Will implementation funding include capital projects? We expect to make some funding available for small-scale, community-identified capital improvement projects that help remove barriers to the outdoors. Large capital projects will be considered through the [Community Impact](#) grant program.

Will GOCO continue the Generation Wild Program in the future? The program was considered a special initiative from 2015 until December 2022 when the GOCO board voted to make the grant



program part of our ongoing base programs. That means we will continue to fund the movement through GOCO's competitive grantmaking process for the foreseeable future.

Where can I find more information? Check out the program page for contact info, concept application materials, webinar details, and more.