



Generation Wild

Kids Grow Better Outside.

PLANNING GRANT OPPORTUNITY FOR NEW GENERATION WILD COMMUNITIES

Great Outdoors Colorado (GOCO) is pleased to announce a planning grant opportunity through Generation Wild, the statewide network propelling Colorado's youth-and-outdoors movement forward. The grant program invests in coalitions ("communities") made up of local public, nonprofit, and private organizations creating new outdoor experiences and opportunities for historically underserved and underrepresented youth and families.

To date, GOCO has invested \$47,800,000 in the Generation Wild grant program. It began with a 2015 investment in "The Inspire Initiative" that helped youth-serving organizations and residents come together to identify local barriers to outdoor access and create community-driven solutions. By 2017, 15 communities received grants to implement their visions. That same year, a Generation Wild communications campaign was launched to support the network and share the message "Kids grow better outside." statewide.

Since the program's founding, communities have created close-to-home places to play, outdoor programs for youth and families, and pathways to careers for young adults. They've delivered 7,649 programs and pathway opportunities to more than 270,068 participants. In light of this success, the GOCO board recently voted to make the Generation Wild grant program an ongoing GOCO program that will continue to support existing communities and invest in new ones. Generation Wild communities commit to:

- Break down barriers to outdoor access for historically underserved and underrepresented youth and families.
- Engage the community and support youth and resident leadership in planning and programs.
- Create a diverse portfolio of ongoing programs that build opportunities for youth and families to engage in outdoor experiences, from the backyard to the backcountry, and provide jobs, internships, and leadership development training for young adults.
- Build community resilience and sustainability around the Generation Wild movement through strategic partnership and structuring.
- Source consistent funding, securing additional resources for vision implementation, and resilience.



Generation Wild communities deliver a wide variety of programs with intention, providing opportunities for kids and families to experience diverse outdoor places and activities, so they can choose what's most meaningful to them. Communities have also discovered that including family members in some programming can help make nature connections more meaningful and ensure shared experiences into the future. And connecting kids to volunteer, stewardship, and other outdoor service opportunities have become pathways to outdoor leadership and career opportunities.

Programs and experiences from the backyard to the backcountry

- Work with local and/or statewide partners to provide outdoor education and recreation programs and experiences for kids of every/any age. These programs must address community-identified barriers to the outdoors.
- Programs and experiences should be culturally relevant and community-identified and include a variety of outdoor experiences that progress in age, experience level, and distance over time.

Pathways

- Provide youth with opportunities to participate in paid outdoor service learning and stewardship projects with a local youth corps or Colorado Youth Corps Association-accredited corps or with other youth stewardship organizations.
- Empower youth to become leaders through leadership education and paid internship and employment opportunities.

Youth, families, and communities

The key to closing equity gaps is inviting direct participation by impacted communities in developing and implementing solutions that affect them. Generation Wild communities should place community, youth, and families at the forefront of planning. This can be accomplished in different ways, including through:

- Youth councils
- Resident leadership initiatives
- Promotores programs
- And partnerships with trusted community organizations



GENERAL GUIDANCE AND GRANT INFORMATION

ABOUT THIS FUNDING OPPORTUNITY: Up to \$1,300,000 is available for planning and coalition building within communities. GOCO will prioritize investments in communities that prioritize and demonstrate the Generation Wild vision, community leadership, partner collaboration, and the capacity to move forward.

BEFORE YOU BEGIN: Contact program officer Chris Aaby at 720.703.2342 or caaby@goco.org to discuss your project. Together, you will determine whether your vision aligns with the Generation Wild program and will compete well for a planning grant.

DEFINING YOUR COMMUNITY: Your community can be a neighborhood, a collection of neighborhoods, a town, a county, or a region. Keep in mind that GOCO wants to have the greatest impact possible with the funds available. We would rather provide complete services to a smaller community than incomplete services to a larger community.

Your community should consist primarily of youth and families that have more limited access to or are underserved in outdoor spaces and experiences. GOCO's priority is to provide outdoor opportunities for those who might not otherwise have them.

Your community should have individuals and/or organizations with proven experience in mobilizing around a community-wide initiative and momentum to help inform and support your vision moving forward.

Identify the organization(s) in your community currently reaching underserved youth and families and building trusted relationships with them.

While there's not one model for a Generation Wild community, your collaborative might be made up of community members including youth, schools, youth-serving organizations, businesses, nonprofits, governmental entities, and Colorado Parks and Wildlife.

Your community needs to include pivotal people and organizations who have the capacity, relationships, motivation, and expertise to drive this project, make it come alive in the local community, and ensure its success now and into the future.

APPLICANT ELIGIBILITY: This program is open to entities eligible to receive GOCO open space and local government funds as listed below. Ineligible entities can partner with eligible entities to apply.

- a. Colorado municipality or county



- b. Title 32 special district eligible to receive distributions from the Conservation Trust Fund
- c. Political subdivision of the State of Colorado that includes in its mission the identification, acquisition, or management of open space and natural areas
- d. 501(c)(3) non-profit land conservation organization that includes in its mission the identification, acquisition, or management of open space and natural areas, e.g., land trusts
- e. Colorado Parks and Wildlife

APPLYING: The timeline below highlights key points in the concepting and application process. Please limit the application narrative to five pages. There is no page limit associated with the budget or budget narrative. GOCO staff will review draft materials and provide feedback when advancing to application.

GRANT AMOUNT AND MATCH REQUIREMENTS: We have not identified a maximum amount for a grant award and want to understand the planning needs anticipated for this effort. Applicants will work with the GOCO program officer on a proposed budget and customize a match amount for your project based on your community’s ability to match and to identify expenses eligible as match. Match is required as part of all applications.

ELIGIBLE COSTS AND MATCH: The following table, though not comprehensive, outlines specific eligible costs for this program.

ELIGIBLE COSTS
Community engagement, resident and youth leadership engagement expenses
Operations expenses incurred by program providers and any contracted service providers for professional services directly related to project outcomes and administration
Strategic planning and consulting services
Capacity and costs associated with project planning, coordination, implementation, communications, celebration
Pilot/demonstration programs or projects
Staff and board development, training, and workshops

TIMELINE FOR PROPOSED SCOPE OF WORK: We understand that communities may have different planning timelines and needs, and ask that proposals include an outline of timing benchmarks for proposed planning efforts.

PROPOSAL DEADLINES AND AWARD TIMELINES:

- RFP Shared: January 31
- Funding Opportunity Webinar: February 7th
- Concept Proposal Deadline: April 4



- Invited to Application: by April 26
- Final Application Due Date: June 6
- Grants Awarded: October 11

PROPOSAL REVIEW: GOCO is committed to a fair, equitable, and efficient review process from concept paper to application and will use a consensus-based process to arrive at funding recommendations. GOCO relies upon the collective wisdom of reviewers rather than vesting power or authority in individual reviewers. Reviewers will assess each application, including any additional supplemental or clarifying information submitted. Learn more about our grantmaking philosophy and process [here](#).

ABOUT US: GOCO invests a portion of Colorado Lottery proceeds to help preserve and enhance the state's parks, trails, wildlife, rivers, and open spaces. Our independent board awards competitive grants to local governments and land trusts and makes investments through Colorado Parks and Wildlife. Created by voters in 1992, GOCO has committed more than \$1.4 billion in Lottery proceeds to more than 5,700 projects in all 64 counties without any tax dollar support. For more information, please visit www.GOCO.org.

Grant Administration Information

Awarded applicants will work with a grants officer on all aspects of grant administration including execution of a grant agreement, reporting criteria, and grant payment options. Payment terms will remain consistent with those in your grant agreement. GOCO's amended policy allows for payment directly to an ineligible entity when an eligible entity serves as an applicant. Please speak to your program officer about your fiscal management strategy.

Contact

Our team is available to work with you on your proposal. Feel free to reach out to Chris Aaby at 720.703.2342 or caaby@goco.org. We look forward to connecting!



GENERATION WILD CONCEPT PAPER

Concept Checklist

To ensure equity among applicants, we ask that you adhere to the following list when submitting materials. Please do not submit additional documents outside of those requested below:

- Project Summary Information form
- Responses to Proposal Narrative prompts
 - Minimum of 2 pages and no more than 5 pages of a draft narrative
 - Use 11 pt or larger font and 1-inch margins
 - Do not include letterhead or organizational logos as part of the narrative
- Timeline
- Budget
- Optional Budget Narrative



Project Summary Information

Generation Wild of (your community's name):

Applicant Organization(s):

Applicant Name(s):

Partner Organization (if applicable):

Partner Name (if applicable):

Amount Requested:

Estimated Total Project Cost:

Estimated Grant Period:

Brief Project Description (limit to space provided without expanding the text box; use 10 pt font):



Proposal Narrative

Please submit a concise narrative using the following prompts. Responses do not need to follow the formatting below but should answer all considerations put forth. Please limit your narrative response to five pages:

Community

- Introduce your community and discuss why you are compelled to serve the kids who live there. What is your understanding of the barriers they face to experiencing the outdoors?
- Highlight ongoing efforts in your community that align with or support this initiative's goals. Describe current outdoor opportunities for youth.
- Describe the current state of the outdoor places and trails/walkways in your community. How are they currently used by youth and families? How would this vision help improve what exists today and address known barriers that prevent youth from experiencing the outdoors?

Planning

- Discuss existing plans, assessments, and analysis that your community may have that will help inform your vision.
- In what ways and through which organizations might your community provide new outdoor opportunities through this initiative?
- State your goals for the planning process. How will you ensure it is participatory, community-driven, and inclusive of the underserved? Detail strategies for involving historically underrepresented youth and families in the planning.

Budget and Budget Narrative

Please review the budget instructions and use the GOCO Budget Form provided on the program page. The budget instructions outline the option to include a budget narrative if helpful to further provide context about your proposal.

Additional Attachments

While not requested at the concept paper phase, those invited to application will be asked to provide the resolution from the governing body of each applicant organization, list of participating organizations, and evidence of community support as part of the application packet.