

**WPRA FOUNDATION
2015 Mission & Goals**

Mission

The WPRA Foundation, Inc. is a tax-exempt, not for profit organization committed to generate funds to support professional grants, student scholarships, research projects, and technical assistance, which enhance the park, recreation, and leisure service experience of Wisconsin residents.

Making a difference in the quality of Park & Recreation Services

2015 Goals and Objectives

Fund Raising

1. To conduct the WPRA Annual Fund Raising Drive starting in July, 2015.
2. To conduct a Lakeshore Chinooks tailgate event as a fundraiser in July 10, 2015.
3. To conduct the WPRA Foundation Golf Outing in September 11, 2015.
4. To seek additional funding thru other sources on an on-going basis (foundations, outside grants, etc.).

Education

1. To provide a \$5,000 sponsorship of (a) speaker(s) for the WPRA Fall, 2015 Conference (doubled from previous years).
2. To provide a \$4,500 sponsorship of the February, 2015 Great Lakes Academy for Leadership Advancement.
3. To provide a sponsorship of the 2015 Office Support Workshop (up to \$250).
4. To appear at a WPRA Board of Directors Meeting to inform them of the Foundation's mission and goals.

Professional and Student Development

1. To administer the Student Conference Scholarship and Professional Grant Program.
 - a) To award up to \$2,000 in professional grants
 - b) To award at least 12 Student Scholarships to the 2015 WPRA Conference.

Marketing and Public Relations

1. To monitor and update the Foundation Web Site to reflect current programs and past accomplishments on a monthly basis.
2. To recognize gift donors on the web site, in WPRA publications and at the annual conference.
3. To encourage new education grant and/or research project applications, inform the Wisconsin Park and Recreation professionals of Foundation existing grant and scholarship opportunities, and recognize Foundation grant and scholarship recipients through the web site, brochures, WPRA Conference Foundation booth display and WPRA Impact Magazine.
4. To prepare a report for the 2015 WPRA Fall Conference that identifies 2014 accomplishments.
5. To increase the frequency of publicity reminding WPRA members of the professional grant deadlines.
6. Develop a WPRA Foundation Marketing Plan.

Administration/Financial

1. To maintain and update By-Laws and Policy Manual as needed.
2. Save at least 5% of the previous year's total revenue to build the Foundation's fund balance.
3. To develop professional grant application form that can be completed and submitted on-line to the WPRA Foundation.
4. To complete the dissolution of WYSCO by June 30, 2015.