

Client: City of San Rafael

CAPITAL FUNDRAISING FOR PICKLEWEED PARK COMMUNITY CENTER & LIBRARY

The Albert J. Boro Community Center (formerly the Pickleweed Park Community Center) is located in San Rafael's Canal area. It is the most densely populated neighborhood between the Golden Gate and the Oregon border, comprised largely of low-income and immigrant families. The community center had been operated by the City of San Rafael for more than 20 years.

The challenge

The needs of the community were growing immensely and its community center was completely out of space. The existing facility had been poorly constructed and was in need of thorough renovation. The new design plan would more than double the program capacity and add a modern gymnasium at a projected cost of \$6 million.

As a government agency, the City needed to figure out how to leverage their initial \$1.5 million project allocation through philanthropic support. It was critical to remove barriers to private charitable funding that public-sector institutions face.

The solution

The City of San Rafael brought in PRG because of our experience with capital fundraising for community centers. We had developed similar campaigns for the cities of Livermore and Antioch.

PRG first helped the City resurrect a dormant 501c3 as the support entity for the initiative. Working with the mayor and city staff, PRG recruited a blue-ribbon leadership group of business and community leaders to comprise the campaign team and primary solicitor group.

To address negative stereotypes about the Canal community, PRG facilitated production of what became an award-winning video that was used as a fundraising and public relations tool. The PRG team also trained local Canal community members in fundraising.

The result

The campaign achieved its initial \$6M goal, leading to a Phase II campaign also designed by PRG. The second phase raised an additional \$2 million to complete the project. Today, the community center is an exceptional example of public-private partnership in fundraising.

Said Al Boro, former mayor of San Rafael and co-chair of the Dream Campaign, "We knew we had a great project but needed the expertise and passion of the Partnership Resources Group to organize us, then guide us every step of the way. Elliot Levin poured his heart and soul into realizing our vision and our entire City is grateful for their exceptional skills and commitment to this community."

To learn more about the Albert J. Boro Community Center visit cityofsanrafael.org/comsvcs-ctr-ajbcc.