

City of Fort Worth - Housing Department

COWTOWN BRUSH UP

2006

Status Report



CASH DONATIONS AND PROJECT SCOPE

Cash donations were primarily used to underwrite the rising cost of supplies and labor that were not donated. These donations also provided funding for the printing of brochures, posters, postage and other mailing expenses, the team captain safety meeting, the volunteer appreciation luncheon and for the commemorative Cowtown Brush Up T-shirts that each volunteer received.

On Saturday, October 7, 2006, volunteers, in a community effort, positively impacted the image and appearance of our city in the 16th Annual Cowtown Brush Up. One hundred and fifty homes were painted, bringing the total, since the program's inception to 1,778. This is truly a collaborative effort involving the city's Parks and Community Services-Forestry Division, Festival Equipment Event Services, East District Operations, Riverside Community Center, Aviation, Will Rogers Public Events, Fire Department, Police Department and Solid Waste Management Division, churches, local businesses, area banks and thousands of volunteers working together to help our neighbors. It is by far the best community effort in Fort Worth.

YEAR	CASH DONATIONS	HOUSES PAINTED
1991	\$3,300	33
1992	\$7,900	55
1993	\$4,700	79
1994	\$18,850	111
1995	\$28,431	115
1996	\$29,850	123
1997	\$27,650	128
1998	\$37,285	129
1999	\$30,895	139
2000	\$37,905	148
2001	\$34,920	150
2002	\$38,914	100
2003	\$31,000	102
2004	\$21,000	112
2005	\$12,786	104
2006	\$37,923	150

ESTIMATED BUDGET SUMMARY

**Paid with Community Development Block Grant funds*

The budget summary reflects program cost and the value of donated goods and services, as well as the estimated dollar value of volunteer time per hour.

Cowtown Brush Up vendors generously discount their goods and services to help keep the program cost as low as possible. The miscellaneous line item reflects the value of in-kind donations

SCRAPING, PRIMING AND TOUCH UP WORK	*\$225,000
PAINT AND SUPPLIES	61,,000
MARKETING and ADVERTISING	15,425
GRAPHICS and PRINTING	10,000
PHOTOGRAPH and VIDEO	5,000
OFFICE SUPPLIES	5,000
TELEPHONE	5,000
POSTAGE	12,000
TEAM CAPTAIN SAFETY MEETING	3,771
VOLUNTEER APPRECIATION LUNCHEON	15,805
MISCELLANEOUS	394,145
VOLUNTEERS	270,600
TOTAL	\$645,745

SPONSORSHIP

- There are many people who play key roles to ensure that Cowtown Brush Up is a success. These include volunteers, financial and in-kind donors, community agencies, and various city departments

VOLUNTEERS: Volunteers are an integral part of the program. Without community volunteers, our program would not be able to serve so many Fort Worth residents at such a low cost. The majority of volunteers come from Fort Worth companies who feel it is their responsibility to give back to the community. Individual volunteers are also welcome to participate by forming paint teams of 12-15 people. This year, volunteer paint teams reached an incredible 2,500-strong. At a rate of \$18.04 per hour and averaging six hours per volunteers, this represents an in-kind donation of time and talent of \$270,600!

DONOR : Financial Support from contributors to the Cowtown Brush Up program has been outstanding. The bulk of our contributors are steadfast and loyal. Some of our sponsors can only donate every other year to the same organization, and still others are restricted to contributing every three years. Our sponsors keep us on their rotation list because they support us and the job we do 100 percent. Cash donations in 2006 totaled \$37,528.

IN-KIND: Without the generosity of our friends and partners Cowtown Brush Up would not be as successful as it is today. Several City of Fort Worth Departments, community organizations and businesses donate their time, service or product. If not donated, these services and items would have to be purchased for an estimated cost of \$664,745.00!

DONORS

Sprint	\$4,000.00	Mattel	400.00
Colonial Savings	2,000.00	Implementing Decisions	100.00
AT&T – Telecom Pioneers	2,000.00	Sedalco Construction Services	600.00
Ben E. Keith	2,000.00	Greater Texas Federal Credit Union	50.00
Ford Motor Credit	2,000.00	Huey W. Brodnax	10.00
BNSF Railway	1,000.00	Venture Encoding	700.00
Wal*Mart	1,000.00	TD Ameritrade	500.00
KPMG LLP	750.00	CHM Hill Inc	500.00
Coors Distributing	500.00	Worth National Bank	500.00
Kimley Horn Foundation	1,000.00	Fort Worth City Credit Union	368.00
Tarrant County Credit Union	500.00	Quorum Architects, Inc.	150.00
Galderma Laboratories	500.00	BEHR Paint	16,000.00
Omni American Banks	500.00	TOTAL CASH DONATIONS	\$37,528.00

IN-KIND

BEHR Paint – A Masco Company	\$304,720	Burlington Northern Santa Fe	1,000
AT&T	3,000	Western Hills Church of Christ	2,000
Empire Disposal	5,000	E.P. Olivarez, Jr., D.O., P.A.	2,000
Kelly-Moore Paint Company	25,000	Tom Thumb	2,000
Home Depot	4,000	Sparklett Water	1,000
Air Conditioning Contractors of America	21,000	Dannon Foods	500
Hawk Electronics	825	Coca Cola	300
Always A Memory Video Service	4,000	Friends and Partners	5,000
Volunteer Center of North Texas	10,000		
Commercial Recorder	2,000		
American Indian Chamber Of Commerce	200		
Fort Worth Chamber of Commerce	200		
Fort Worth Hispanic Chamber of Commerce	200		
Metropolitan Black Chamber of Commerce	200		
Volunteers	270,600	TOTAL CASH VALUE	\$664,745

OPERATIONAL RECAP, 16TH ANNUAL COWTOWN BRUSH UP

- Between March – August 150 homes were prepped and primed, by a City approved contractor, in time for volunteers to paint on Cowtown Brush Up day.
- On October 7, 2006, 150 homes owned by elderly, persons with disabilities and low-income citizens were painted.
- The record breaking paint team this year for painting the most houses went to new comer John Peter Smith Health Network. The JPS team painted 27 houses throughout Fort Worth.
- Another new comer was BEHR Paint Company. BEHR donated a record breaking 15,236 gallons of paint with a value of \$304,720.
- Kelly-Moore, long standing friend donated supplies valued at \$25,000. Spearheaded by James Moore, Kelly-Moore paint team painted two houses.
- Cowtown Brush Up partnered with the Air Conditioner Contractors of America (ACCA) Heat the Town program to assure the homeowners' heating systems were serviced in time for the cold weather.
- The Fire Department installed smoke detectors and Fire Station number 25 displayed a beautiful Fire Truck during the volunteer appreciation picnic.
- Parks and Community Services Department, supervised by the East District, delivered paint and supplies to 150 homeowners; Forestry Section donated and planted trees. Festival Event Equipment assisted with stage equipment Riverside Community Center welcomed volunteers throughout the day.

Operational Recap 16th Annual (continued)

- Solid Waste Management Division picked up after-paint-day bulky waste
- Will Rogers Public Events was also at hand.
- Empire Disposal donated three dumpsters, placing one at the City Manager's paint house and other locations.
- Fort Worth Police, Neighborhood & Helicopter division displayed a beautiful helicopter during the volunteer appreciation picnic.
- Volunteers were treated to a family style picnic with live entertainment.
- Aviation generously made available the Meacham Airport facility for the Team Captain Safety meeting and for the Volunteer Appreciation Picnic.
- Volunteers 2,500-strong! According to The Independent Sector - a coalition of leading nonprofits, foundations and corporations strengthening not-for-profit initiative philanthropy and citizen actions and the Volunteer Center — the value of volunteer time is \$18.04 per hour. Using this rate for an average six hours per volunteer, this represents a market value of \$270,600.

Volunteer team effort made for a successful Cowtown Brush Up 2006!

Operational Recap 16th Annual (continued)

CONCLUSION

Cowtown Brush Up is demonstrative of the good that can be done when citizens' support is behind a highly visible and deeply needed public program. Every year, many requests come from low-income citizens seeking the programs service. Even with the \$225,000 in grant funding, cash donations and in-kind contributions, there is still need for additional support to serve our less fortunate neighbors.

