Our great team of staff and board members makes it a point to get out into our parks. This year’s excursions included an insider’s tour of the California Academy of Sciences, a boat tour of the Blue Greenway and digging into stewardship tasks at the Strawberry Hill Butterfly Habitat project.

Thank you to our outgoing board members! At its September meeting, the SFPA Board bid a fond farewell to Steve Gwozdz, L. Jasmine Kim and John Ware. We are tremendously grateful to each of them for their governance and guidance of our work.
San Francisco’s parks and open spaces contribute hundreds of millions of dollars to the City’s economy each year, a new study sponsored by the Parks Alliance and the Trust for Public Land has found. Page 4.

The Parks Alliance and the Department of Public Works celebrated the 10th anniversary of our Street Parks partnership, which has created over 125 parks, gardens and community gathering spaces from underutilized lots, median strips and hillsides. Hidden Garden Steps, completed in early 2014, is a shining example of a Street Park. Page 3.

Parks Alliance staff and supporters provided key advocacy support for three acquisitions using the Open Space Fund: the Schlage Lock Factory in Visitacion Valley, Francisco Reservoir (soon to be Francisco Park) in Russian Hill and 900 Innes at India Basin. Page 5.

One of San Francisco’s newest parks doesn’t look like much today, but the acquisition of 900 Innes Avenue this past year forged a crucial link of the Blue Greenway, a network of trails, parks and bay access points that has long been envisioned as the Crissy Field of the southeastern waterfront. Page 6.

In the second year of our Action Grant program, we awarded a total of $29,000 to support promising park projects like Bloom Justice, a gardening and youth development program, and our Volunteer of the Year. Page 7.
Stewardship

Our Park Partner program offers park groups fiscal sponsorship services as well as support in proposing, designing and implementing park projects. In 2014, we provided major support for three new park projects: Kezar Triangle in Golden Gate Park, Hidden Garden Steps in the Inner Sunset and Dogpatch Playground.

Kezar Triangle began with a donor and an idea: transforming a muddy stretch between Lincoln Way and Kezar Drive into an inviting meadow. With major funding from donor Carla Crane, the new Kezar Triangle—featuring automatic irrigation, native plantings, a “Plot to Grow Art” and eco art installations contracted by SFPA and designed by Miller Company—has quickly become a favorite neighborhood gathering spot.

In Dogpatch, community leaders decided they were tired of being the only neighborhood without a single playground, and vowed to build one. The Parks Alliance helped them raise over $100,000 for the project and supported them in working with the San Francisco Metropolitan Transit Authority (SFMTA) to design and build the new play area at the Authority’s Woods Mini-Park in their neighborhood. The lovely little Dogpatch Playground designed by Groundworks Office opened in August 2014.

Hidden Garden Steps began after neighbors in the Inner Sunset noticed the beautiful tile work on a public stairway at 16th and Moraga (a previous project of the San Francisco Parks Alliance and the Golden Gate Heights Neighborhood Association). Their own stairway, at 16th and Kirkham Streets, was often covered with graffiti and didn’t feel safe to use. With fiscal sponsorship from the Parks Alliance and support from our Street Parks partnership with the Department of Public Works, the neighbors raised money from over 600 donors and designed a new tile project with artists Colette Crutcher and Aileen Barr.
A partnership between the Parks Alliance and the SFMTA helped neighbors build a new playground in Dogpatch.

**Park Partners**

Alemany Farm, Friends of
Alta Plaza Park, Friends of
Amphitheater at McLaren Park (AMP)
Angel Alley
Athens Avalon
Balboa Park Playground, Friends of
Bay Area Open Space Council
Bernal Gardens, Friends of
Bernal Heights Outdoor Cinema
Bicycle Music Festival
Bloom Justice
BRANCH
BRITE
Buena Vista Neighborhood Association
Cabrillo Playground, Friends of
Calle 24 SF Latino Cultural District
City Guides
Climate Action Now!
Connecticut Friendship Garden
Corbett Heights Neighbors
Dahlia Society
Diamond Heights Boulevard Median Project
Dogpatch Playground Working Group
Dolores Park Playground, Friends of
Dolores Park Works
Douglass Street Steps Coalition
Earth Day San Francisco
Esprit Park, Friends of
Fair Oaks Community Coalition
Fallen Bridge Mini Park, Friends of
Far Out West Dune Community Garden
Francisco Park Conservancy
Franklin Square, Friends of
Friends of Grattan Playground
Garden for the Environment
Gateway Park
Geneva Car Barn and Power House
Geneva Community Garden
Golden Gate Park Band, Friends of
GreenTrust SF
Hardly Strictly Bluegrass
Harvey Milk Rec Center, Friends of
Help McLaren Park
Hidden Garden Steps
Jackson Playground, Friends of
Japanese Tea Garden, Friends of
Jerry Day
Joe Dimaggio Playground, Friends of
Jungle Stairs
Kezar Triangle, Friends of
Kids in Parks
Lafayette Park, Friends of
Larsen Playground, Friends of
Laurel Hill Playground, Friends of
Lincoln Park Steps, Friends of
Linden Living Alley
Marina Community, Friends of
Marina Earthquake Monument Group
McCoppin Square
Mission Community Market
Mountain Lake Park Playground, Friends of
Muriel Leff Mini Park, Friends of
Ney Street Neighborhood Watch
Noe Courts, Friends of
Noe Valley Rec Center, Friends of
NOMAD Gardens
Northridge CommUNITY Garden
Oak Woodlands, Friends of
Palou Garden
Pennsylvania Gardens
Penny Lane, Friends of
Persia Triangle (Pavement to Parks)
Pioneer Park Committee
Plant*SF
Potrero Sustainable Living Group
Precita Valley Neighbors
Presidio Heights Playground, Friends of
Progress Park
Residents for Noe Valley Town Square
Ridge Lane Neighbors
Rossi Playground, Friends of
Russian Hill Improvement Association
SailSFbay
SF Bee-Cause
SF Lawn Bowling Club
SF Tennis Coalition
SF Urban Riders
Shared Schoolyards Project
South End Rowing Club, Boathouse Renovation
South Park Improvement Association
Storrie Ord Neighborhood Group
Strawberry Hill, Friends of
Sutro Stewards
Tigers on Market
Tunnel Top Park
Upper Douglass Dog Park, Friends of
Urban Sprouts

**Street Parks**

In October, officials from the Department of Public Works and staff and supporters of the San Francisco Parks Alliance celebrated 10 years of this innovative public-private partnership at Dogpatch’s Progress Park. Once a neglected site in the shadow of the freeway, neighbors now enjoy Progress Park’s meadow area, bocce ball court, fitness area, dog run, and more. Street Parks are “spaces between places”—neglected street medians, sidewalks, public stairways and other unimproved rights-of-way that communities can organize around and transform into verdant gardens, parks, and community gathering spaces. Since 1994, more than 125 Street Parks have been created.

2014 SF Parks Alliance Impact Report • 3
Research

The Parks Alliance partnered with the Trust for Public Land on a report detailing the impact of San Francisco’s recreation programs, parks and open spaces on the local economy. The report found, not surprisingly, that San Francisco’s iconic parks and natural beauty generate a lot of tax revenues and business activity, approaching $1 billion each year. Park lovers have known for a long time that investing in building new parks and maintaining old ones is good for our City, and now we know just how good. The report proves that building and maintaining a flourishing park system is sound fiscal policy. To download a copy of the full report, visit our web site at www.sfparksalliance/economicimpact

Parks contribute to City revenues in two ways: property taxes and tourism.

- Increased annual SF property tax revenues/assessment attributed to proximity to a San Francisco park: $24.7 million
- Increased annual SF tax revenues from park-related tourism: $46.9 million

Parks contribute to the wealth of SF residents.

- Increased property sales value in 2013 from property located within 500 feet of a park: $122.5 million
- Profits to businesses from park-related tourism in 2013: $431.1 million

Parks save SF residents money.

- Direct use value of park facilities: $211.9 million
- Health benefit from use of public parks: $49.2 million

The environmental benefits of parks save the City money.

- Annual reduction in SF stormwater management costs each year resulting from parkland: $1.92 million
- The role of parks in reducing SF air pollution cost each year: $3.12 million

Compared with other major cities, the economic benefits generated by San Francisco’s iconic parks and extensive recreation options are quite large.

San Francisco’s parks generate more property value. Increased market value of properties attributable to parks:

- Denver (2008) $748.4 million
- Seattle (2009) $1.64 billion
- San Francisco (2013) $2.02 billion

Park-related tourism generates significantly more tax revenues in San Francisco than other cities. Tax revenues from park-related tourism:

- Denver (2008): $3.1 million
- Seattle (2009): $4.4 million
- San Francisco (2013): $46.9 million

San Francisco’s parks provide great benefits to the local environment.

- The role of parks in reducing air pollution costs each year:
  - Denver (2008): $0.13 million
  - Seattle (2009): $0.52 million
  - San Francisco (2013): $3.12 million

- Stormwater cost savings due to parks:
  - Denver (2008): $0.80 million
  - Seattle (2009): $2.31 million
  - San Francisco (2013): $1.92 million
Policy

Policy research and advocacy is another key pillar of the Parks Alliance’s work. Our volunteer Park Policy Council meets monthly to research and advise the Parks Alliance Board on important legislative proposals and policy issues. Parks Alliance staff and Board members regularly meet with City leaders on issues involving parks funding, programming and acquisition.

2014 was a busy year for advocacy. The Parks Alliance strongly supported Supervisor Scott Wiener’s successful Clean Green and Safe budget proposal to increase funding for Park Patrol officers and urban forestry. We supported three acquisitions drawing from the Open Space Fund: the site of the Schlage Lock Factory in Visitacion Valley, Francisco Reservoir in Russian Hill and 900 Innes in India Basin (a key link in the Blue Greenway, discussed on page 6).

Parks Alliance staff, board and volunteers analyzed proposals, testified at Commission and Board of Supervisors hearings, and organized constituents to call, write and meet with Supervisors. Each of the acquisition proposals were unanimously passed by the Board of Supervisors, representing a total of $19 million in expenditures from the Open Space Fund over 12 years.

The Parks Alliance also co-chaired the Failing Playgrounds Task Force with the SF Recreation and Park Department. To assist the Task Force, the Parks Alliance and its volunteers re-assessed 33 playgrounds previously found to be failing basic standards of safety and maintenance.
Blue Greenway

The Parks Alliance, in collaboration with SPUR, has launched a two-year master planning process for the Blue Greenway. This process is the crucial next step in our vision for a network of trails, parks and Bay access points that would become the “Crissy Field of the Southeast.” The acquisition of 900 Innes will allow SF Recreation and Park, the Parks Alliance and other partners to work holistically on a plan to revitalize India Basin as a key link in the Blue Greenway.

Crane Cove, just south of The Ramp restaurant, is envisioned as a park featuring beach access and other recreational amenities being executed by the Port of San Francisco. The Crane Cove project is part of the larger Pier 70 redevelopment along the Blue Greenway.

In July, Mayor Ed Lee and City department heads attended a bus tour of the Blue Greenway. On the tour, Parks Alliance CEO Matt O’Grady explained the enormous potential of this project.
Action Grants

The Parks Alliance created Action Grants in 2013 to fund promising park projects in need of seed money to get established. In its second year, our Action Grant program generated 30 qualified applications. We distributed $3,000 Action Grants to each of eight projects, and donated $5,000 to Sutro Stewards in honor of Craig Dawson, our Volunteer of the Year.

The Sutro Stewards, a Parks Alliance Park Partner, has improved both recreational access and habitat conservation in the Mt. Sutro open space. The program has made a tremendous impact, with over 5,000 hours donated annually to environmental stewardship and education.

Craig Dawson, a native San Franciscan, the Executive Director of Sutro Stewards and our Volunteer of the Year, is a passionate spokesman for the program and can often be found leading groups on wildflower walks and other educational tours through the Mt. Sutro open space. In 2012 the Stewards founded the Native Plant Nursery. Its array of rare native plant seedlings has helped to establish new native plant colonies and discourage the spread of invasive species.

www.sutrostewards.org

The Far Out West Community Garden got started when a group of Outer Sunset residents noticed their local church, St. Paul’s Presbyterian, had a vacant lot on 43rd Avenue it wasn’t using. The group approached the church and offered to improve the grounds if they could use some space for a community garden. This arrangement has created a new Park Partner group that cares for a thriving garden that produces food for the neighborhood, builds community, and offers an outdoor classroom space for youth.

www.faroutwestgarden.org

Our Park Partner Bloom Justice operates a flower farm at the Ella Hill Hutch Community Center in the Western Addition neighborhood. Youth from the Center tend the flowers and run a florist business, learning gardening, flower arranging and business skills. This spring, Bloom Justice created gorgeous arrangements for the Mayor’s Earth Day breakfast, left.

www.bloomjustice.org

Kids in Parks works with students at Herbert Hoover Middle School to educate them on habitat restoration to support the threatened Green Hairstreak butterfly. With the support of this Park Partner, students are removing invasive plants from Hawk Hill, the area behind the school, and replacing them with native plant food sources for the Green Hairstreak. Students have also constructed an outdoor classroom, new public trails and installed signage with information about the butterflies and their habitat.

www.kidsinparks.org

Action Grant Awardees
Bloom Justice
Far Out West Community Garden
Jerry Day
Kids in Parks – Green Hairstreak Education and Restoration Project
Palou Community Garden
Peace in the Park
Reclaiming the Diamond at Victoria Manolo Draves Park
The National AIDS Memorial Grove
San Francisco Parks Alliance would like to thank its generous supporters for their contributions between July 1, 2013 and June 30, 2014. While we strive to be as accurate as possible, please contact steve@sfparksalliance.org with any corrections or omissions. Contributions of $125 and above are listed below.

SFPa Individual Donors

**$20,000 and above**
Dana and Robert Emery
Oz Erickson
Alastair and Celine MacTaggart

**$10,000 to $19,999**
Mark and Susie Buell
Tom and Linda Coates
Nancy and Ed Conner
Christine and Curtis Gardner
Constance Goodyear Baron and Barry Baron
Barry and Marie Lipman
Marissa Mayer and Zachary Bogue
Maureen Holt and Kelly Nice
Barbro and Bernard Osher

**$5,000 to $9,999**
Anonymous
Leith and Stewart Barry
Cheryl Frank and Michael Linn
Lucy McIntyre Jewett
Liam Kenny
Diane Morris
Regan Pritzker and Chris Olin
Beatie and Michael Seidenberg
Tricia and Chuck Selman
Cissie Swig

Bob and Joan McGrath
Steve Merril
Daniel and Meagan Nye
Louise Ow Ling and Dennis Fung
Margaret Qatruin
Maria and Martin Quinn
MacGregor and Mary Read
Arthur and Toni Rembe Rock
John S. Rosekrans
Glenn Snyder and Catherine Allman
Helen and Richard Spalding
Angelica and Dick Thienot
Thomas and Eleanor Wehlen
Peggy and Lee Zeigler

**$1,000 to $2,499**
Phil Arnold and Monique Zmuda
Kathy and Andrew Barish
Robert Holgate and Alvin Baum
Lily and Thomas Beis cher
David and Vandy Boudreau
Lisa Bransteen and John Rumsey
Daphne and Robert Bransten
Linda and William Bucklin
Kate Budge
Rosemary Cameron and David Perper
Eunice and Donald Chee
Kate and Adam Clammer
Colby and Chris Clark

William Hudson and Nora Gibson
Elizabeth and Oliver Jenkyn
Jack and Irene Kaus
Patrick Keenealy
Katherine and Duncan Kennedy
Rachel Kish

Alexandra and Louis Wells
Dede Wilsey
Jennifer and Marcel Wilson
Lara K. Witter and Curt Sigfusdottir
Colly and Kris Wolcott
Walter Wong

**$500 to $999**
Rob Adams
Colleen and John Amster
Zoee Astrahan and Andrew Dunbar
David and Christine Balabanian
Hank Bannister and Kyoko Watanabe
Melissa and Patrick Barber
Thomas Benet
Meg and Graige Bertero
Janet and Nicholas Bijur
David Blanton
Dyan Trillo and Douglas Boake
Natasha and Sam Bradley
Po and Michelle Bronson
Alice and Adam Cahhan
Laura and Desi Co
Jane Corbett
Victoria and Rick Dade
Lora and Mark Danis
Celeste De Martini
Mardi and William Dier
Sarah and Brooks Doggett
Sofie and Chris Dolan
Abigail and Joe Doolittle
Michael and Lex Downing
Joyce M. Dubay
Merideth Copeland Dunn
Sarah Flanagan
Heather and Kelly Fowler
Brian and Josephine Freckmann
Deborah Frederick
Donald Frediani and Renata Gasperi
DJ and Mark Freyman
Gary Garabedian
Christine and John Grassi
Michael and Wendi Green
Kathryn Green
Donald Gregory
Katherine and James Hansen
Claire and Ron Hargrove Ricci
Meghan and Greg Harris
Tom Harrison
Will Hartley and Mary Pellerito
Charlene Harvey
Lauren and Michael Haswell

These charity rating services have given the Parks Alliance their highest ratings:

**GuideStar Exchange Gold Participant**

**Charity Navigator Four Star Charity**
Doug and Susan Hendrickson
Andrea and Pete Higgins
Barbara Hoimes
Adam and Susanna Holt
James C. Hornbrook
Charles Hornbrook
Hannah and Will Hudson
Tucker and Charmly Ingham
Frances Jain
Brian Joseph
Jessica S. Kaludis
Margie and Lawrence Kaminsky
Stephen Kempanien
Leticia Todd and Michael Kim
Blake and Jennifer Kim
Sam and Meg Kingsland
Ruth Kirschner
Lisa and Brian Krim
James Lawrence and Kara Wright
Meredith and Erez Levy
Jodi and Tony Liano
Ashley Linnenbach
Linda Lynch
Maggie and Carter Mack
Jill and Rich Maisto
Bradford and Camille Marks
Jennifer and Jarred Martin
Courtney and Fred McCrea
Dr. Nancy McGee and
Bradford and Camille Marks
Jill and Rich Maisto
Maggie and Carter Mack
Jill and Rich Maisto
Bradford and Camille Marks

33
Number of failing playgrounds re-assessed by volunteers

Christopher and Sarah McKay
Amy and DrewMcKnight
Amy and Michael McNamara
Barbara Meislin
Shonaree and Gregg Michael
Mark Middleton
Jane Miller
Jeffrey and Amy Miller
Marni and Daniel Moses
Julie S. Munro
Mark Murphy and David Allyn
Erin and Matthew Niehaus
Kasey and Aidan O'Connell
Mary and Shawn O'Neill
Jennifer and Gilbert Orser
Patty Pfleger
Regan and Kevin Plum
Maryann Rainey and Wendy Pelton
Wanda Pike Rees
Paul Renard
Jonathan Rovers
Carla Reynolds
Jennifer Riedy
Mary Leonard Robinson
Lois and John Rogers
Jocelyn and David Sandler
Beth and Steve Scheer
Andre Hakakk and Marissa Shipman
Dan and Katherine Simon
Hunter and Laura Sims
Kathleen Skeels
Ted and Kate Smith
Nina and Scott Stanford
Jenny and Will Stegall
Christine and Peter Stovell
Michael J. Sullivan
Lisbet and Stuart Sunshine
Christy and Hans Swidkins
Claudio Tarchi and Elizabeth Aguilar
Lisa Tarter
Jeana Toney and Boris Putanec
Alex Tourk and Wendi Norris
Charlotte and Scott Tracy
Jeanette and Ed Ueber
Madhulika Varma and Jonathan Terdiman
Bill and Julie Vilhos
Curt and Sam Wear
Palmer and Ethan Weiss
Timothy Wirth and Anne Stuhldreher
Alex Witherill
Lisa and Jim Zanje

$125 to $499
Marcus Aaron II
Ann and Abul Abbas
Karen and Bob Abra
Sally Adamson Taylor
Gertraud Albert
Carolyn Alexander
Jonathan Allen
Dean Anderson
Mary Keir and Mark Ansel
Vivian and Michael Anthony
Mary Ash
Anthony and Jacquelyn Avila
Christopher and Vanessa Aycock
Terry Baransy
Dr. and Mrs. Joseph C. Barbaccia
Marie Bartee
Thomas and Johanna Baruch
Frank Bayley
Adam and Julia Bergman
Katherine Berman
JoAnn and Jack Bertges
Marianne Bertuccelli
Michael and Molly Beyer
Sally Bingham
Karen Birks
Jeff and Cecile Bodington
Walter Bowman
Kittie and Eugene Brodsky
Gerald Cahill and Kathleen King
Corbett Campbell
Sarah Hammond and Timothy Carlstedt
George W. Carr
Joan Carroll
Christina and Eric Castro
Christian and Amy Cebrian
Daniel Champeau
Ernest Chan
Lija Chang and Chuan Tang
Joan Chaplick
Jennifer Charney and Sandra Vasas

Karen and David Crommie
William and Janet Cronk
Copley Crosby
Betty and Patrick Crowley
Andrew Curby and Amy Christensen
Barbara and James Curry
Michael Cushing and Justine Reese
Monica and Shawn Dahlem
Michele Dana
Allen and Eva Davis
Daniele and Janine De Iulius
Carin DeCato and Ramana Rao
Nancy and Christopher Deyo
Valerie and Jonathan Diamond
Maria Dzhov
Frances A. Dillingham
Shannon Dodge and Mark McCaustland
Catherin Dompe
Alexis Woods and Daniel Donahoe
Matthew Donnelly
Amy and Scott Donohue
Joan Downey
Dan and Ann Doyle
Daniel and Lee Drake
Samara Dun

116
Number of SFPA Park Partners

Sharon and Ernest Eastman
Andrea Eichhorn
Roy and Elizabeth Eisenhardt
Anne Ellis
Taylor Emerson
Edward and Marilyn Evans
Reverend Richard Fabian
Kimberly Fanady
Supervisor Mark Farrell and
Mrs. Liz Farrell
Linda Ferrell and Rick Tombari
Susan and George Fesus
Sheila M. Fischer Kiernan and Steve Fischer
Maureen Flaherty

Maria Gloria
Janice Gonsalves
David and Joyce Graves
Catherine Gregory and Katherine Favret
Priscilla Grevert
Marsha and Ralph Guggenheim
Maud Hallin
Amanda Hamilton and Tim Hemmeter
David Hammer and Kate Danforth
Stuart Hanlon
Laura Harden
Dorothy Harkavy
David Harnden and Susan Bailey
Jane and Dave Hartley
Evan Hass and William Hass
Dave and Jen Hatfield
Suzanne and Greg Hauser
William Heap
Carlos Henderson
Velma Henderson
Rick Herrick and Colette Zee
Andree S. Hest and Deborah Wyatt, M.D.
Jill and Brian Hetherington
Therese Hickey and Stephen Heller
Fifi Holbrook
Carolee House
Janel Hashimoto & William Hull
Veronica Hunnicutt
William T. Hutton
Alex Ingersoll and Martin Tannenbaum
Christopher Jaap
Dawn and Joe Jaber
P.J. and David M. Jamison
Judy Johnston
Karina Jones
Jo Ellen and David Kaiser
Terry Karl
Roger and Amnelle Kase
Gregory Kazarian
Thomas Kearney and P. Quan
Burton Kendall and Sally Towse
Josephine Kennedy
Karen Kidwell and Rodney Farrow
Jodi Klein
Linda and Robert Klett
Walter and Murni Knoepfel
Constance Kobayashi
Katherine Kodama and Michael Ward
Kristiane Koontz

“The Parks Alliance was a wonderful advocacy partner in the campaign to acquire Francisco Reservoir for a new park in my district. In addition, they have done great work as a fiscal sponsor for Shared Schoolyards, Friends of the Marina Community and Francisco Park Conservancy.”

– Supervisor Mark Farrell

2014 SF Parks Alliance Impact Report • 9
**SFPA Institutional Donors**

$20,000 and above
The Coca Cola Foundation
Charles D. and Frances K. Field Fund
Mimi and Peter Haas Fund
S. D. Bechtel, Jr. Foundation
Sports Basement
Wallace Alexander Gerbode Foundation

$10,000 to $19,999
Bruce Lane Blumberg Living Trust
Dale Stancill Fund
Pacific Gas and Electric Company
REL
Shaw Family Fund
The Stanley S. Langendorf Foundation
Union Bank of California
The William and Susan Oberndorfer Foundation

$5,000 to $9,999
Bauman Landscape and Construction
Dan and Stacey Case Family Foundation
Dodge & Cox Investment Managers
Farallones Marine Sanctuary Association
The Humanist Fund
Lesbians for Good of Horizons Foundation
Morrison & Foerster
The Rock Foundation
Walter S. Johnson Foundation
Wells Fargo Foundation

$2,500 to $4,999
Alan and Katherine Stroock Fund
The Capital Group Companies Charitable Foundation
Conger Moss Guillard Architecture
The Donald and Carole Chalen Foundation
The James Irvine Foundation
Louis R. Lurie Foundation
Plant Construction Co.
T. B. Walker Foundation

$1,000 to $2,499
Allied Integrated Marketing
Arntz Builders, Inc.
The Chrysopoeia Foundation
The Claxor Company Foundation
Foundation For Ecology & Culture
The Laney Thornton Foundation
Lisa and Douglas Goldman Fund
Paragon Real Estate Group
Paul S. Nadler Family Charitable Trust
S.F. Recreation & Parks Federal Credit Union

$500 to $999
Adobe Systems Inc. MG Program
Apple Matching Gifts Program
Bank of America Matching Gifts Program
Google Matching Gifts Program

**Total volunteer hours for Strawberry Hill**

4,720

**Amount raised by SFPA and Park Partner organizations in fiscal 2014**

$14,180,642

Lynn Komordony
Cathy and Jim Kosland
Allison Kozak and Howard Yellen
Sarah Maxwell and Brian Kreischer
Dana Kurtz
Christopher Lane
Robert Lane and Tom Cantrell
Erica E. Larsen and Scott Kazmar
Craig Latker and Richard De Natale
Nancy Leavens
Rebecca Lee
Susan Shepard and Charles Leoni
Dennis and Laura Leuer
Meagan Levitan and Dale Carlson
Linda Stark Litchiser
Connie Little
Edward Louie
Allan and Jane Low
Diane and Dave Luders
Carrie and Ronald Ludwig
Karli and Ann Ludwig
Roland Lustro and Herbert Ramirez
Henry and Kate Rogers
Stuart and Grace Ruth
Gregory Ryken
David Salazar and Amy Feasey
Gitta Salomon and Ovid Jacob
Adrienne and Theodore Savetnick
Kathleen Scanlan
Karen Scarr and Craig Martin
Rosa Schiessl
Peter and Laurel Schmitz
William and Emily Schofield
Judith Schultz and Glenna Dowling
Helen and Brian Scott
Beverly Scott
Ruth and John Sechler
Elizabeth Seifel
Sarah Semple
Lew Serbin
Suzanne Seton
Marilou and John Shankel
Jim Shay and Steven Correll
Barbara Sheng and Brad Cantos
William Singleton

Claus E. Zieleke and A. W. Bannowsky
Sara Zilkha
Elizabeth and Carl Zlatchin

**Park Partners Individual Donors**

$20,000 and above
Jane MacArthur
Edward Van Egri

$10,000 to $19,999
Jean Bogias
James Stewart Miller

$5,000 to $9,999
Anonymous
Rika and Byron Gill
Daniel Martin and Bria Larson
Dede Wilsey

$2,500 to $4,999
Mr. and Mrs. Walter J. Haas
Thomas Hill and Nancy Hagens
William Hudson and Nora Gibson
Catherine Woods

$1,000 to $2,499
Philip Bailey
Alec and Sharon Bash
Scott Cole
Lesley and David Grossblatt
Kate and Brian Healy
Gail Hillebrand and Hugh Barroll
John H. Hudson
Chris and Yvonne Keene
James and Leena Krasno
Kerri and Mark Lehmann
Helen Longino
Andrea Mackenzie
Ray McDavitt
Jonathan and Julie Meyer
Callista Shepherd
Lara K. Witter and Curt Sigfusdottir

Holland & Knight, LLP
Jefferies, LLC
Merrill Lynch & Co. Inc
Paramount Hotels
PG&E Corporation Campaign for the Community
Steve, Hal, and Marlene Spitz
Philanthropic Fund
World Dodgeball Society
I want to thank the Parks Alliance for providing us with such a wonderful opportunity to host the weekend garden workshops. Not only did the workshops allow us to beautify the neighborhood, but also inspired renewed interest in the garden from both familiar and emerging members of our community.”

— Patrick Rhodes, Quesada Gardens

Number of Action Grants distributed to promising park projects

8

Park Partners Institutional Donors

$20,000 and above

345 Brannan Street Associates, LLC
Carla and David Crane Foundation
The Dean Witter Foundation
Gordon and Betty Moore Foundation
Hellman Foundation
The Henry Mayo Newhall Foundation
Kaiser Permanente Foundation
Health Plan Inc.
The Kimball Foundation
Mission Neighborhood Centers, Inc.
MT Development Company
PG&E Corporation Foundation
REI
San Francisco Association of Realtors
Seed Fund, FAO
Trumark Urban Partners I, L.P.

$10,000 to $9,999

777 Tennessee LLC
Anonymous
Apple Matching Gifts Program
AvalonBay Communities, Inc.
Bay Pacific Network, Inc.
Bi-Rite Market
Bikemonkey
Canvas San Francisco
Change Happens Foundation
Clif Bar Family Foundation
Comcast Cable
Dignity Health
The Donna Wickham Furth Fund of the Furth Foundation

$5,000 to $9,999

The Gamble Foundation
Google Matching Gifts Program

$2,500 to $4,999

Anonymous
Apple Matching Gifts Program

Number of street medians, abandoned lots or hillside beautified or in progress by Street Parks program

125

Rock and Rain, Inc.
San Francisco Forty Niners
Santa Clara County Open Space Authority
Specialized Bicycle Components
Wells Fargo Foundation
Whole Foods Market

2014 SF Parks Alliance Impact Report • 11
SKS Investments
Sutro Tower, Inc.
Sutter West Bay Hospitals
Target Corporation
The San Francisco Garden Club
The Stanley S. Langendorf Foundation
The Willow Foundation
William J. & Dorothy K. O’Neill Foundation
Zephyr Real Estate

$1,000 to $2,499
AltSchool
The Arthur J. Gallagher Foundation
Bay West Group
BergDavis Public Affairs, Inc.
Bingham, Osborn and Scarborough Foundation
BlackRock Matching Gifts Program
California Mini Storage, LLC
California Wildlife Foundation
Climb Real Estate Group
The Clorox Company Foundation
College Access Foundation of California
Committee on Jobs
Dogpatch Neighborhood Association
eBay Inc.
eBay, Inc. Foundation
The E. Richard Jones Family Foundation
Ermerald Fund
Event Magic, Inc.
Fleshacker Foundation
Genentech, Inc.
Golden Gate Yacht Club
GSW Arena, LLC
The Guillot/Wilson Family Fund
Hall Capital Partners, LLC
Health Net of California
Hospital Council of Northern California
Hymowitz Family Foundation
James J. Ludwig Foundation
JMA Ventures, LLC

Rainbow Grocery Cooperative: A Worker Owned Collective
Razo Foundation
ROEM Corporation
Ryan Associates
San Francisco Apartment Association
San Francisco Giants
San Francisco Waterfront Partners
SOS Productions
The Strong Foundation
Sue Tim Partnership
Teamsters Local Union No. 350
Thendara Foundation
TMG Partners
Tomkins-Inhoff Fund
U.A. Local #38
United Airlines Foundation
Vanguard Properties
Walden Development, LLC

$500 to $999
10245 Mission, LP / SOMA Residences
Autodesk Matching Gifts Program
The Awesome Foundation
Bay Area Herbs and Specialties
Bernal Hill Realty
Bigglesworth Family Foundation
Cal-Mart Super
Cliff Bar & Company
Coneer Moss Guillard Architecture
Crunch Fitness, LLC
Edgewood Center for Children & Families
Fast Tempos and Odd Time Signatures
Geneva Bakery
Harrison Fremont Holdings LLC
The James Irvine Foundation
Joshin Bruguera State Farm Agent
K9 Scrub Club
Kaiser Permanente
Mariposa Development Company
North Beach Neighbors
Pete Brannigan Real Estate
Potrero Boosters Neighborhood Association
Pyatok Architects
Quickmill Charitable Foundation
RYS Architects, Inc.
Salesforce Foundation
Sea Breeze Café
Sloat Garden Center
SurveyMonkey
Telegraph Hill Cooperative Nursery School
Third Rail
Toyota Desert Café
Washington Square Park Dental
Yuba Bicycles, LLC

$125 to $499
3 Fish Studios
Advanced Wellness
Aroma Catering/Aroma Concessions
Back of the House, Inc.
Baumann Family Properties
Bay Area LISC
BDE Architecture
Birksun, LLC
Bogaards Davis, LLP
Bricks for Kids
Cable Car Partners, LLC / Ride The Ducks SF
CarbonFive, Inc.
Cellars 33
Charles Neal Selections
Charolas Care V, Inc.
The Chestnut Street Coffee Roastery
Chevron Humankind Matching Gift Program
Clarence Dyer & Cohen, LLP
Cole Hardware
Crafty Kids (dba Bubble)
Dancers’ Group
The Dark Horse Inn
District 11 Council
E and C Shagley Real Estate, Inc.
Easy Breezy Frozen Yogurt
El Rio
Emison Hullverson, LLP
Erwin and Mur Public Affairs and Political Consulting
Excelsior District Improvement Association
Farallone Yacht Sales, Inc.
Gallery of Jewels
Gap Foundation Gift Matching Program
GAP Inc.
The Gelfand Family Foundation, Inc.
Geneva-Excelsior Lions Club
Great-West Financial
Harlan Hoffman Architecture
Tile Heritage Foundation
Holy Water
HowAboutWe.com
Izzy’s Steaks & Chops
Johan Klehs & Company, Inc.
Just For You Cafe
Kim Pfabe Sugarcane Esthetics
La Cicia
Lama Thai Massage Therapy
Laurel Realty
Le Marais Bakery
Le Petite Baleen, LLC
Levi Strauss & Co. Matching Gifts
Lucky Horseshoe Bar, LLC
Macy’s Foundation
Madeleine Corson Design
Mandiant, Inc.
Media Solutions
Mendel’s Far Out Fabrics
MHC Engineering Consultants
Michael and Ina Korek Foundation
Microsoft Matching Gifts Program
Mitchell’s Ice Cream
More Mojo Studios
Noe Valley Pet Company
Nopa Restaurant
Olives This Olive That
Omnivore Books On Food
Oracle Corporation Matching Gifts Program

$413,000 Dollars raised by Party for the Parks 2014

Johnson Ohana Charitable Foundation
Katherine Delmar Burke School (KDBS) Parents’ Association
Khouri Properties
Leslie Hill Charitable Fund
Libra Investment Corporation
Lundberg Design
mackS
The March Foundation
Martha Brothers Coffee
Millwheel South Owners Association
Mindful Investments, LP
Mission Street Productions, LLC
Moller Architecture, Inc.
Noe Valley Farmers’ Market
Olive Grove Consulting
On Board Experiential Marketing
Oyster Development Corp.
Paragon Real Estate Group
R Group

SAN FRANCISCO RECREATION & PARKS

We are very grateful to our partners in the SF Recreation and Parks Department and value the work they do every day to improve, maintain and expand our City’s amazing park system.

1,547 unique donors to the Parks Alliance in 2014

Farallone Yacht Sales, Inc.
Gallery of Jewels
Gap Foundation Gift Matching Program
GAP Inc.
The Gelfand Family Foundation, Inc.
Geneva-Excelsior Lions Club
Great-West Financial
Harlan Hoffman Architecture
Tile Heritage Foundation
Holy Water
HowAboutWe.com
Izzy’s Steaks & Chops
Johan Klehs & Company, Inc.
Just For You Cafe
Kim Pfabe Sugarcane Esthetics
La Cicia
Lama Thai Massage Therapy
Laurel Realty
Le Marais Bakery
Le Petite Baleen, LLC
Levi Strauss & Co. Matching Gifts
Lucky Horseshoe Bar, LLC
Macy’s Foundation
Madeleine Corson Design
Mandiant, Inc.
Media Solutions
Mendel’s Far Out Fabrics
MHC Engineering Consultants
Michael and Ina Korek Foundation
Microsoft Matching Gifts Program
Mitchell’s Ice Cream
More Mojo Studios
Noe Valley Pet Company
Nopa Restaurant
Olives This Olive That
Omnivore Books On Food
Oracle Corporation Matching Gifts Program
Other Avenues Food Store
Passage Yachts, Inc.
Patxi’s Pizza
Peets Coffee and Tea
Petit Teton Foundation
Pitzer Foundation Matching Gifts Program
PG&E Corporation Campaign for the Community
Phil Ting for Assembly 2014
Pomelo Partnership
Pressed Juicery
River City Concert Band
Robert C. Pritikin Museum
SenSpa
SF-Hole in the Wall Pizza
She-Bible/Curator
Sheet Metal Workers’ Intl. Association Local #104
Sports Basement
Sunset SF
Sutton Law Firm, PC
Technofflor Plant Products
Timbuk2
Tommy’s Joynt, Inc.
Tony’s Pizza & Capo’s Tuna School
Twin Peaks Pizza
United Studios of Self Defense
Urban Bazaar
The Weisman Foundation
World Music Tours
Xcelerate Bazaar
Yancy’s Saloon
Yoga Tree

Estate Gifts to SFPA
Estates of Clara Blanks
Estates of Arlene A. Hynes
Estates of Eileen McCauley

We are very grateful to our partners in the SF Recreation and Parks Department and value the work they do every day to improve, maintain and expand our City’s amazing park system.

San Francisco Recreation & Parks

We are very grateful to our partners in the SF Recreation and Parks Department and value the work they do every day to improve, maintain and expand our City’s amazing park system.
## 2014 Financial Statement*

### June 30, 2014

#### Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$6,421,452</td>
</tr>
<tr>
<td>Accounts receivable &amp; Unconditional Promises to Give</td>
<td>$67,467</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>$128,401</td>
</tr>
<tr>
<td>Inventory</td>
<td>$17,981</td>
</tr>
<tr>
<td>Investments</td>
<td>$6,712,754</td>
</tr>
<tr>
<td>Property &amp; Equipment (net)</td>
<td>$40,039</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td><strong>$13,388,094</strong></td>
</tr>
</tbody>
</table>

#### Liabilities

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable &amp; accrued expenses</td>
<td>$595,285</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>$227,951</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td><strong>$823,236</strong></td>
</tr>
</tbody>
</table>

#### Net Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted, Undesignated</td>
<td>$662,147</td>
</tr>
<tr>
<td>Unrestricted, Undesignated (Conservatory of Flowers)</td>
<td>$375,862</td>
</tr>
<tr>
<td>Unrestricted, Designated</td>
<td>$1,294,077</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>$10,179,459</td>
</tr>
<tr>
<td>Temporarily restricted (Conservatory of Flowers)</td>
<td>$3,313</td>
</tr>
<tr>
<td>Permanently restricted</td>
<td>$50,000</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td><strong>$12,564,858</strong></td>
</tr>
<tr>
<td><strong>Total liabilities + net assets</strong></td>
<td><strong>$13,388,094</strong></td>
</tr>
</tbody>
</table>

### Statement of Activities

#### Year Ending June 30, 2014

#### Operating Support and Revenue

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$10,657,141</td>
</tr>
<tr>
<td>Conservatory of Flowers</td>
<td>$1,334,329</td>
</tr>
<tr>
<td>Admissions and sales</td>
<td>$42,402</td>
</tr>
<tr>
<td>Memberships</td>
<td>$93,090</td>
</tr>
<tr>
<td>In-Kind services</td>
<td>$104,810</td>
</tr>
<tr>
<td>Special events</td>
<td>$575,513</td>
</tr>
<tr>
<td>Admin/Program fees</td>
<td>$804,041</td>
</tr>
<tr>
<td>Interest and investment income</td>
<td>$561,677</td>
</tr>
<tr>
<td>Other income</td>
<td>$7,639</td>
</tr>
<tr>
<td><strong>Total Support + Revenue</strong></td>
<td><strong>$14,180,642</strong></td>
</tr>
</tbody>
</table>

#### Operating Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>SF Recreation and Park Department</td>
<td>$702,709</td>
</tr>
<tr>
<td>Conservatory of Flowers</td>
<td>$1,153,914</td>
</tr>
<tr>
<td>Programs and services</td>
<td>$8,830,228</td>
</tr>
<tr>
<td>General and administrative</td>
<td>$361,969</td>
</tr>
<tr>
<td>Development</td>
<td>$666,169</td>
</tr>
<tr>
<td><strong>Total Operating Expenses</strong></td>
<td><strong>$11,714,989</strong></td>
</tr>
</tbody>
</table>

*Unaudited financials. Audited financials will be available by early 2015 at www.sfparksalliance.org

Every year, Park Partner groups leverage SFPA’s fundraising, community mobilizing, and technical assistance expertise to raise millions of dollars and to renovate or beautify their parks, or enhance them with programming. Projects fundraise all year long, and often take in support or revenue that is not expensed (spent) in the same fiscal year.
Party for the Parks

The annual Party for the Parks moved out of Golden Gate Park this past year, showcasing the Randall Museum in Corona Heights Park. Guests “raised the paddle” to benefit the museum’s coming Redwoods exhibit, as well as San Francisco Recreation and Park Department’s Creeks to Peaks Trail System linking Glen Canyon to Twin Peaks. Overall, the party raised $413,000 to benefit the Parks Alliance and the many park projects it supports.

Party co-chairs, from left: Leith Brooks Barry, Tricia Sellman, Palmer Weiss, Connie Goodyear Baron, Nancy Conner, and Beth Roy Jenkyn.

photo Drew Altizer Photography

SFPA Board member and Party committee co-chair Connie Goodyear Baron makes a pledge.

photo Steve Bowles

Party guests enjoyed stunning City views from Corona Heights in the early evening breeze.

photo Steve Bowles