

2014 Impact Report





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.



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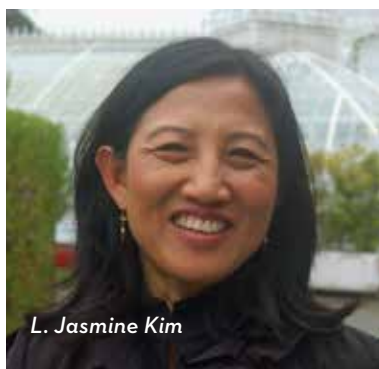
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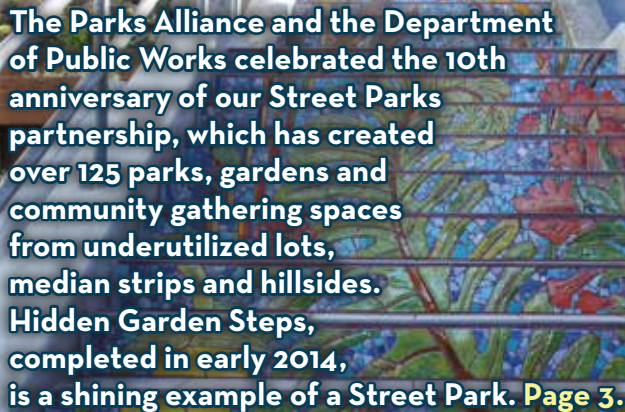
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stephanie@sfparksalliance.org
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steves@sfparksalliance.org
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john@sfparksalliance.org
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julia@sfparksalliance.org
Steve Bowles, Development Associate
steve@sfparksalliance.org
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lorren@sfparksalliance.org
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kaitlin@sfparksalliance.org
Stacey Kaiser, Development Coordinator
stacey@sfparksalliance.org
Sahiti Karempudi, Park Partner Project Manager
sahiti@sfparksalliance.org

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evan@sfparksalliance.org
Sonia Suresh, Program Associate
sonia@sfparksalliance.org
Michael Yuen, Accounting Clerk
michaely@sfparksalliance.org

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.



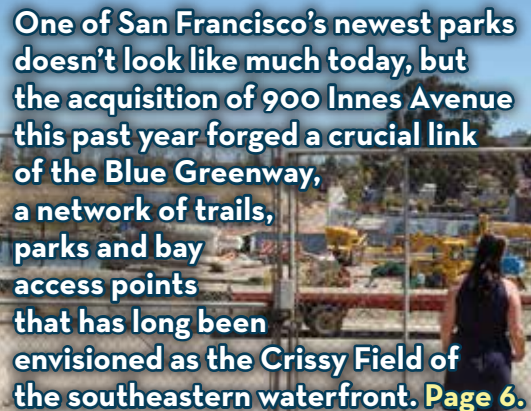
Highlights of 2014



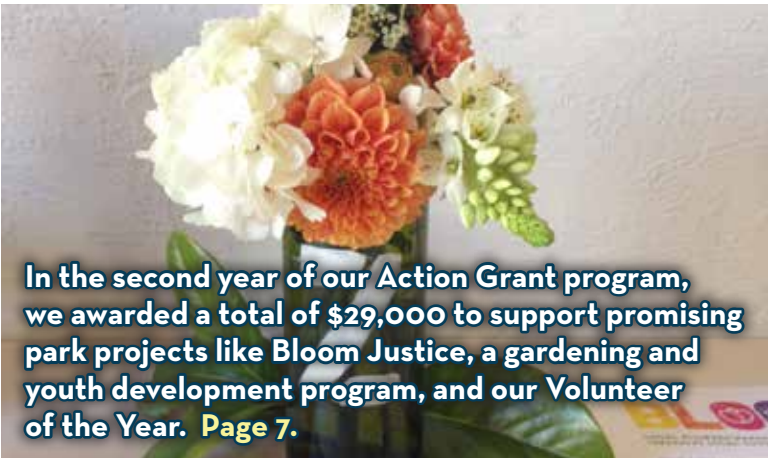
The Parks Alliance and the Department of Public Works celebrated the 10th anniversary of our Street Parks partnership, which has created over 125 parks, gardens and community gathering spaces from underutilized lots, median strips and hillsides. Hidden Garden Steps, completed in early 2014, is a shining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



SFPA Board Chair Kelly Nice (left) and CEO Matt O'Grady (right) enjoy our 9th annual Party for the Parks with SF Recreation and Park General Manager Phil Ginsburg (center). [Page 14.](#)

photo Drew Altizer Photography

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.

The Kezar site also features the “Wood Wave” sculpture carved from a single Monterey Cypress log by artist Chuck Oaklander.



The Parks Alliance’s Steve Schweigerdt, donor Carla Crane and SF Recreation and Park’s Deputy Director of Partnerships Abigail Maher worked closely together to bring the vision for a new Kezar Triangle to life.

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.



The Hidden Garden Steps.

A partnership between the Parks Alliance and the SFMTA helped neighbors build a new playground in Dogpatch.

Dogpatch Playground



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 the
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



Vermont Street Neighbors
Victoria Manolo Draves Park/
Gene Friend Rec Center,
Friends of
Visitacion Valley Greenway
Washington Sq Park, Friends of
Waterfront Playground, Friends of
Youngblood Coleman Park,
Friends of



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.

DPW Director Mohammed Nuru and SFPA CEO Matt O'Grady joined volunteers, DPW staff and Parks Alliance staffers to celebrate 10 years of Street Parks.

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

THE
TRUST
for
PUBLIC
LAND



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**

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

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**

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

Parks save SF residents money.

Direct use value of park facilities: **\$211.9 million**

Health benefit from use of public parks: **\$49.2 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

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**

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.



*Rendering courtesy
AECOM and Port of SF*

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

photo Brian Bercovitz



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

photo Paul Ritchie

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

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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 Sellman
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Katherine and Duncan Kennedy
Rachel Kish

Alexandra and Louis Wells
Dede Wilsey
Jennifer and Marcel Wilson
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Cotty and Kris Wolcott
Walter Wong

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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

10
Number of new
Street Park
projects

Stuart Kogod and Denise Garone
Neil Koris
Douglas Korn and Jeanne Toulouse-Korns
Vivian Kremer
Ike and Rhea Kwon
Katherine and Alex Ladd
Robert Lawrence
Philip Leighton and Douglas Daugherty
Suzanne and Carson Levit
Greg Little and Alicia Nogales
Christopher Marshall and Cynthia Carroll
Susie and Pat McBaine
Carrick and Andy McLaughlin
Tessa and Peter McMillan
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Lynne Hara Moon
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Barbara and John Osterweis
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Louise and Arthur Patterson
Anne and Robert Pedrero
Marianne H. Peterson
Brooke and Zach Read
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Shelagh and Tom Rohlen
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Ashley and Ward Waltemath
Nina and Charles Ward
Margaret and John Ware
Anne and Paul Wattis
Craig Weissman and Susan Whitecotton

“The meadow at Kezar Triangle was so underutilized for so long. With the strong support of the Parks Alliance, we were able to work with SF Recreation and Park to transform this little corner of the park into a lovely arts-focused community gathering space.”

– Carla Crane, Carla and David Crane Foundation

\$2,500 to \$4,999

Lana and John Adair
Kate and Peter Archer
Michael and Xochi Birch
Eliza Brown and Hal Candee
Philipa and Jim Caldwell
Heidi Castelein
Nina and Casper de Clercq
Martha Ehrenfeld and Carla McKay
Carrie and Greg Gretsches
Sallie G. Griffith
Ally and Steve Gwozdz
Sarah and Jordan Hymowitz
Elizabetta and Vladimir Jacimovic
Jaime Jones Sasson and David Sasson
Lucy and Nick Koukopoulos
Kristin and David MacKnight
Leigh and Bill Matthes
Katherine Heather McFarlin

Carolyn and Chris Colpitts
Arthur and Louise Conner
Ann and Robert Devens
Robin and Chris Donohoe
Carolyn Feinstein and Braden Edwards
Kimberly Ellis and Campbell Judge
Charles and Nel Ellwein
Thomas and Mary Foote
Erik Gaensler and Shelley Marks
Alison Geballe
Beth and Brian Grossman
Remy and Joanna Hathaway
Butch Haze
Kate and Brian Healy
Harriet Heyman and Michael Moritz
Asiff Hirji and Sarah Wigglesworth
Sean and Kerry Honey
Molly and Jock Hooper

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



Doug and Susan Hendrickson
 Andrea and Pete Higgins
 Barbara Hoimes
 Adam and Susanna Holt
 James C. Hormel, Jr.
 Charles Hornbrook
 Hannah and Will Hudson
 Tucker and Charmly Ingham
 Frances Jain
 Brian Joseph
 Jessica S. Kaludis
 Margie and Laurence Kaminsky
 Stephen Kempainen
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 Sam and Meg Kingsland
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 Lisa and Brian Krim
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 Linda Lynch
 Maggie and Carter Mack
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 James and Carolyn Forsyth
 James Forsyth
 George Fouras
 Steven Watson and Twistee Friedland
 Terry Fry and Amy Klatzkin
 Helen Gan
 Michele Garside

“ 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

33
Number of
failing playgrounds
re-assessed
by volunteers

Christopher and Sarah McKay
 Amy and Drew McKnight
 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 Phleger
 Regan and Kevin Pluim
 Maryann Rainey and Wendy Pelton
 Wanda Pike Rees
 Paul Renard
 Jonathan Rewers
 Carla Reynolds
 Jennifer Riedy
 Mary Leonard Robinson
 Lois and John Rogers
 Jocelyn and David Sandler
 Beth and Steve Scheer
 Andre Hakkak 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

Jeanette and Ed Ueber
 Madhulika Varma and Jonathan Terdiman
 Bill and Julie Vlahos
 Curt and Sam Wear
 Palmer and Ethan Weiss
 Timothy Wirth and Anne Stuhldreher
 Alex Witherill
 Lisa and Jim Zanze

\$125 to \$499

Marcus Aaron II
 Ann and Abul Abbas
 Keren and Bob Abra
 Sally Adamson Taylor
 Gertraud Albert
 Carolyn Alexander
 Jonathan Allen
 Dean Anderson
 Mary Keir and Mark Ansel
 Vivian and Michael Anthony
 Mary Ashe
 Anthony and Jacquelyn Avila
 Christopher and Vanessa Aycok
 Terry Baransy
 Dr. and Mrs. Joseph C. Barbaccia
 Marie Bartee
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116
Number of SFPA
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 Laurie Harden
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 Evon Hass and William Hass
 Dave and Jen Hatfield
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 Linda and Robert Klett
 Walter and Murni Knoepfel
 Constance Kobayashi
 Katherine Kodama and Michael Ward
 Kristiane Koontz

Lynn Kormondy
Cathy and Jim Koshland
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
M. Ling
Linda Stark Litehiser
Connie Little
Edward Louie
Allan and Jane Low
Diane and Dave Luders
Carrie and Ronald Ludwig
Karl and Ann Ludwig
Roland Luistro 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. Zielke and A. W. Bannowsky
Sara Zilkha
Elizabeth and Carl Zlatchin

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 Stancil Fund
Pacific Gas and Electric Company
REI
Shaw Family Fund
The Stanley S. Langendorf Foundation
Union Bank of California
The William and Susan Oberndorf 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 Chaiken 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 Chrysopolae Foundation
The Clorox 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

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

7.2

Number of acres
of new open space
acquired in 2014

\$14,180,642
Amount raised by SFPA and
Park Partner organizations in fiscal 2014

James Luppi
Richard MacFarlane
Cynthia Mar
Grace McCague
Paul McCauley and Joan Kugler
Lisa Meaney
David Melnick
Misha Merrill and Keith Wescourt
Amy W. Meyer
Eleanor and Howard Miller
Ted Mitchell
Matthew Mlinac
John Moretto and David Mast
Anne and Thomas Morton
Alida Morzenti
Maryam and Oran Murduglu
Elizabeth Murphy and Elizabeth Weise
Philip and Anne Murphy
Clare M. Murphy
Ali Naschke-Messing
Farley Neuman and Sheila Brown
Ernie Ng
Valerie and Edward Nicolson
William Nisbet
Julie Nishihara
Doris Nordeen
Theresa and George O'Connell
Marilyn and Jim O'Toole
Jennifer Olsen
Craig Osterberg
Robert W. Page, Jr.
Matthew Patterson
Christopher Pederson
Leah and Victor Pimentel
Carol Polk
May Pon and John Barry
Daragh and Neal Powers
Ellen and Richard Price
Sandy and Scott Rechtschaffen
Verrill and Willbur Rinehart
Chester Roaman
Read Roberts and Monique Castiaux
Ewa Robinson
Micaela Robles

Gail Skinner
Marcia Smythe
William and Margaret Snape
Christopher Solmssen and Courtney Cooney
Allison Speer
John and Dorothea Stein
Claire E. Whitmer and Robert M. Steiner
Robert and Joan Succa
Karlyn Sugai
Gary Sullivan and Timothy Lynn
Lynda Sullivan and Mark Sachleben
Razvan and Lisa Surdulescu
Albert Susor
Bernard and Lizanne Suter
Richard S. Taylor
Jay Thayer
Richard Tinibel
Katherine Tobin
Katie Traina
Paul Travis
Arthur Trueger
George Tse and Jane Aikman
Noel and Denise Turner
Katherine and John Updike
Suzanne and Eugene Valla
Leon Van Steen
Martin Vanderlaan
Laura G. Ware
Elisa Weil
Philip Weinstein
Ann Wellington
Matthew Werdegard and Monique Schaulis
Wallace and Eve Wertsch
Nancy Weston and Bill Euphrat
Sheryll White
Stephanie and David Wickum
Andrew and Billie Wiesenthal
Valerie Winn
Elza Wong and John Thoelecke
Eleanor Woodbury
Lisa W. and John K. Yamaguchi
Joyce and Samuel Zanze

\$125 to \$499

BlackRock Matching Gifts Program
Chevron Humankind Matching Gift Program
Daniel Wehmeier and Marian Beard Fund
Genentech, Inc.
Hurlbut Family Charitable Trust
IBM Corporation Matching Gifts Program
Jewish Vocational and Career Counseling Service
The Morrison & Foerster Foundation
Rustic Pathways Australia (USA)
The Swig Foundation

Park Partners Individual Donors

\$20,000 and above

Jane MacElree
Edward Van Egri

\$10,000 to \$19,999

Jean Bogiages
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 McDevitt
Jonathan and Julie Meyer
Callista Shepherd
Lara K. Witter and Curt Sigfstead

\$500 to \$999

Ingall Bull
Margaret Caldwell
P.H. Deutsch
Michael Fitzgibbon and Wendy Eliot

4,720

Total volunteer
hours for
Strawberry Hill

Christian Gainsley
Nancie Graham
Juliet Kelley
Allison and Michael Ottoboni
Jenny Park
Harriet Sollod
Ada Steinhauer

\$125 to \$499

Maria Acosta
Matthew Alexander
Linda and Michael Antonini
James Avedisian
Kenneth Becker
Kathleen Beitiks
Bruce Bell
Jeffrey and Dana Bernstein
Deborah Bishop
Maribel Boucher
Anne Bouliane
Sharon and Ronald Brown
Gail Brownell
Louis H. Bryan, Jr.
Janet Cobb
Christopher Coghlan
Esther and Kenneth Cooperman
William Cummings
Elayne and Phil Dauber
Tony and Kathleen Dougherty
Liz Einbinder
Oz Erickson
Susan Eslick
Edward and Marilyn Evans
John and Lena Farrell
Carla Feldman
Jessica Flemming
Joyce Frankenberg
Carlos and Gail Garcia
Susan George and Miles Epstein
Mary and Alvin Harris
Karen Hemmeter
Amanda and Vincent Hoenigman
Reed Holderman and Rissa Coplan
Katherine Hsieh
Joseph and Joan Humphreys
Dennis and Abby Jaramillo
Jennifer and Sean Jeffries
Gilbert Johnson
Gail Kabat
Bruce Keene
Annegrethe Kisling
Jordan and Lisa Klein
Jack and Alice Leibman
Leon Levy
Janice Levy
Elana Lieberman and Lorne Abramson
Alex and Anne Long

8

**Number of
Action Grants
distributed to
promising park
projects**

Brandon Long and Courtney Minick
Eula Loftin
Jason Macario and Steve Holst
Sally A. Maske and Chris Radich
Carlo Mastrogiacomio
Judy Melinek and TJ Mitchell
Sharon Moore and Geoffrey Paul

Kate Nasse and Larry Brown
Diana Nevins
Ernie Ng
Connie Ngarangad
Krisa Nichols
Rory O'Donnell
Elizabeth O'Donoghue and Jonathan
Goldberg
Andrew Ober
Patricia Pace
Portia Preston
Mark and Debra Prinz-Delaplaine
Kay Rabin
Paul Ringgold
Stephen and Linda Roderick
Phyllis Rosenberg
Charlton Schwartz
Daniel P. Sekella
Laura Shapiro
George Sikich
Michael and Teddi Silverman

Pacific Gas and Electric Company
Reuben, Junius & Rose LLP
The Sage Foundation
The San Francisco Foundation
S. D. Bechtel, Jr. Foundation
Stephen Bechtel Fund
Tang Family Foundation
Zynga.org

\$10,000 to \$19,999

Bowes Family Foundation
Build Inc.
Commonwealth Mission Restaurant
Connecticut Street Foundation
Conway Family Foundation
The Gamble Foundation
Google Matching Gifts Program
John and Marcia Goldman Foundation
Lisa and Douglas Goldman Fund
Malin Giddings, Inc.
Mary A. Crocker Trust
Millwheel Development

125

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

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

“ 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

James Sokol
Terri Sonoda and Sarah Wright
Robert Spoor
Erin and Matthew Steere
Daniel Sullivan and Kathleen Wesner
Christina Swanson
Margaret Swink
Patricia Sylvie and John Cain
Aleta Thielmeyer
Gail and Peter Todd
Marcia Bana Tonetto
Walter and Maria Luisa Van Riel
Jeff Walz
Steven Weber
Donald Weden
Sharon & Josh Weinberg
Wendy Werby
Melissa Willa
Corey Woodward
Eli Zigas

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.

\$5,000 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
The Donohue Family Foundation
Farallon Capital Management, LLC
Forest City Development
Google, Inc.
JiJi Foundation Fund at International
Community Foundation
KZ Tile
Lennar Urban San Francisco
The Martin Family Foundation
New Belgium Brewing Co., Inc.
Platinum Advisors, LLC
Real Management Company

\$2,500 to \$4,999

Architect Mason Kirby Inc.
Avant Housing
Barbary Coast Consulting
Bauman College Institute for
Educational Therapy
Bill Graham Supporting Foundation
BOMA SF Independent Expenditures
PAC
Burning Man (Black Rock City LLC)
CCFCO, Inc.
Coalition for Better Housing
The Dahlia Farm
The Feldman Family Foundation
Foundation For Ecology & Culture
The Fred Gellert Family Foundation
Give Something Back Fund, c/o East
Bay Community Foundation
The Good Life Grocery
Hotel Council of San Francisco
Jasper Ridge Biological Preserve
JEC Foundation
The JK Group
McGuire Real Estate
Montana Rock Products, Inc.
Napa County Land Trust
Network For Good
Omni San Francisco Hotel
Patagonia.org
Robert Sinskey Vineyards
San Francisco Fire Fighters-Local 798
San Francisco Police Officers
Association

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.
Fleishhacker 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

\$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
Libkra Investment Corporation
Lundberg Design
mack5
The March Foundation
Martha Brothers Coffee
Millwheel South Owners Association
Mindful Investments, LP
Mission Street Productions, LLC
Moller Architecture, Inc.
Nibbi Bros. Associates, Inc.
Noe Valley Farmers' Market
Olive Grove Consulting
On Board Experiential Marketing
Oyster Development Corp.
Paragon Real Estate Group
R Group

Rainbow Grocery Cooperative: A Worker Owned Collective
Razoo Foundation
ROEM Corporation
Ryan Associates
Safeway, Inc.
San Francisco Apartment Association
San Francisco Giants

7
Advocacy
campaigns
undertaken
in 2014

San Francisco Waterfront Partners
SOS Productions
The Strong Foundation
Sue Tim Partnership
Teamsters Local Union No. 350
Thendara Foundation
TMG Partners
Tomkins-Imhoff Fund
U.A. Local #38
United Airlines Foundation
Vanguard Properties
Walden Development, LLC

\$500 to \$999

1045 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
Clif Bar & Company
Conger 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
Qualcomm Charitable Foundation
RYS Architects, Inc.
Salesforce Foundation
Sea Breeze Cafe
Sloat Garden Center
SurveyMonkey
Telegraph Hill Cooperative Nursery School
Third Rail
Toast Eatery
Toy Boat Dessert Cafe
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 Kidz
Cable Car Partners, LLC / Ride The Ducks SF
CarbonFive, Inc.
Cellars 33
Charles Neal Selections
Charolais 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 Muir Public Affairs and Political Consulting
Excelsior District Improvement Association

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 Ciccia
Lamai Thai Massage Therapy
Laurel Realty
Le Marais Bakery
Le Petite Baleen, Inc.
Levi Strauss & Co. Matching Gifts
Lucky Horseshoe Bar, LLC
Macy's Foundation
Madeleine Corson Design
Manitou, Inc.
Media Solutions
Mendel's Far Out Fabrics
MHC Engineering Consultants
Michael and Ina Korek Foundation Trust
Microsoft Matching Gifts Program
Mitchell's Ice Cream
More Mojo Studios
Noe Valley Pet Company
Nopa Restaurant
Olive 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
Pfizer 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
Technaflora Plant Products
Timbuk2
Tommy's Joynt, Inc.
Tony's Pizza & Capo's
Tutu School
Twin Peaks Pizza
United Studios of Self Defense
Urban Bazaar
The Weisman Foundation
World Music Tours
Xcelerate Salon
Yancy's Saloon
Yoga Tree

Estate Gifts to SFPA

Estate of Clara Blanks
Estate of Arlene A. Hynes
Estate 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.

2014 FINANCIAL STATEMENT*

June 30, 2014

Assets

Cash and cash equivalents	\$6,421,452
Accounts receivable & Unconditional Promises to Give	\$67,467
Prepaid expenses	\$128,401
Inventory	\$17,981
Investments	\$6,712,754
Property & Equipment (net)	\$40,039
Total assets	\$13,388,094

Liabilities

Accounts payable & accrued expenses	\$595,285
Deferred revenue	\$227,951
Total liabilities	\$823,236

Net Assets

Unrestricted, Undesignated	\$662,147
Unrestricted, Undesignated (Conservatory of Flowers)	\$375,862
Unrestricted, Designated	\$1,294,077
Temporarily restricted	\$10,179,459
Temporarily restricted (Conservatory of Flowers)	\$3,313
Permanently restricted	\$50,000

Total net assets \$12,564,858
Total liabilities + net assets \$13,388,094

STATEMENT OF ACTIVITIES

year ending June 30, 2014

Operating Support and Revenue

Contributions	\$10,657,141
Conservatory of Flowers	\$1,334,329
Admissions and sales	\$42,402
Memberships	\$93,090
In-Kind services	\$104,810
Special events	\$575,513
Admin/Program fees	\$804,041
Interest and investment income	\$561,677
Other income	\$7,639

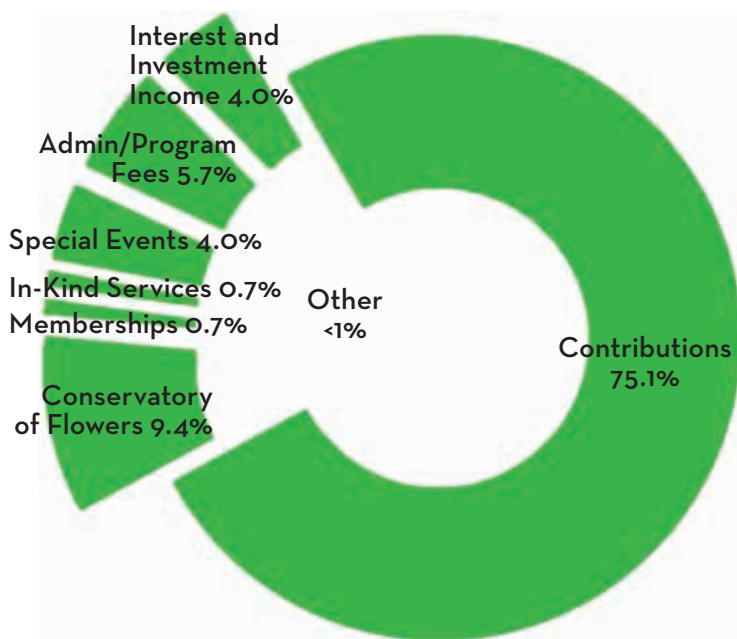
Total Support + Revenue \$14,180,642

Operating Expenses

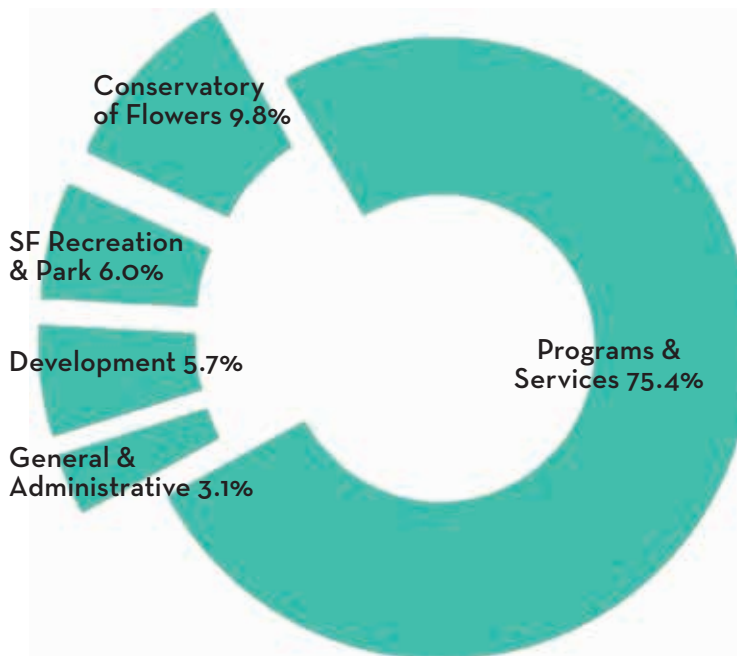
SF Recreation and Park Department	\$702,709
Conservatory of Flowers	\$1,153,914
Programs and services	\$8,830,228
General and administrative	\$361,969
Development	\$666,169

Total Operating Expenses \$11,714,989

Operating Revenue Sources



Operating Expense Allocation



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

Park Partners

Support and Revenue	\$9,717,565
Expenses	\$7,817,000

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.

We've
 moved!

Printed on recycled paper



Design: Tammy Aramian/Artam Studio
 Photos: Steve Bowles and
 SFPA Staff & Volunteers



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

