

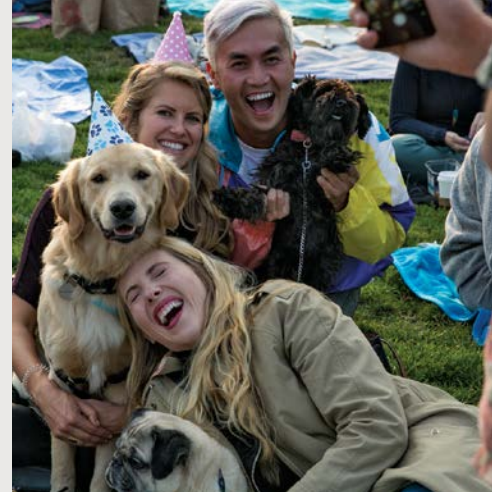


OUR CITY OUR PARKS

SAN FRANCISCO PARKS ALLIANCE

2018

IMPACT REPORT



DEAR PARKS ALLIANCE COMMUNITY,

You can learn a lot about a city by the state of its parks and public spaces, and right now ours can make San Francisco feel like a tale of two cities: One that showcases one of the best park systems in the world, and another that displays the results of an equity gap—with many public spaces in desperate need of our love and attention.

Over the past year the Parks Alliance has gone through an extensive strategic planning process to ensure we can best meet the evolving needs of our city, resulting in a set of core values, a merger with a key partner, Place Lab, and a new mission statement: **The San Francisco Parks Alliance champions, transforms, and activates parks and public spaces throughout the City.**

Our new mission statement better represents the active role we serve for both the most immediate and long term needs of our open space ecosystem, while our core values now provide a meaningful framework for how we prioritize our efforts. Place Lab brings expertise in landscape architecture, project implementation, and urban planning that will enable us to expand our innovative programing. **Together we believe we can be the one-stop shop for San Francisco's parks and public spaces, and collectively leverage the strengths of our communities, government, and business partners for the benefit and beautification of our open spaces.**

All this didn't slow us down. Thanks to your support, in the past year we've worked with our partners to complete over 20 park projects, engage over 100,000 residents in park programming, and help raise over \$20 million for essential capital projects.



This is a critical time for our city's public spaces. I'm excited to further our important work through our strategic plan to ensure all parks and open spaces share the tale of one collective city, that is beautiful, safe and welcoming to all.

With gratitude,

Drew Becher
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TRANSFORM

The San Francisco Parks Alliance works with 200 partner groups, programs and city agencies to transform, improve, and empower neighborhoods. Here are some of the wonderful projects completed this year.

KENNY ALLEY

This Excelsior alleyway was graffiti prone, littered, and unsafe. In 2014, Friends of Kenny Alley, with support from the Parks Alliance, Public Works, Excelsior Action Group, and a Community Challenge Grant installed a mosaic staircase, an art mural, floating gardens, and a welcome sign paying homage to Kenny the Alley Cat. It is now a beautiful and busy corridor providing access to local businesses and public transportation.



223 active community groups



JAMES LICK MIDDLE SCHOOL DINOSAUR GARDEN

This Noe Valley garden at James Lick Middle School was designed with help from student volunteers and neighbors. Spearheaded by Climate Action Now, the project involved four years of planning, fundraising, and community engagement resulting in an imaginative educational garden used to teach students about climate change and species from prehistoric eras.

“Working with the Parks Alliance was critical in achieving our vision for Kenny Alley. The project management, fiscal sponsorship, and resources they provided enabled us to transform this space!” —SUMMER KOIDE, Friends of Kenny Alley

20
projects
completed

DOGPATCH ARTS PLAZA

Once a dead-end street at 19th and Indiana, this space is now an 8,000 square foot public pedestrian plaza complete with a gathering space and outdoor art gallery for large-scale installations and performances. Made possible by Place Lab, CMG Landscape Architecture, BUILD, O&M and Friends of Dogpatch Arts Plaza.



FAROUT WEST GARDEN

In 2013, Outer Sunset neighbors created a community treasure by building an urban farm on St. Paul's Presbyterian Church grounds. In 2018, the volunteers installed a rainwater harvesting and groundwater recharge system. This system is the first of its kind in San Francisco and was supported by a Community Challenge Grant and the SF Public Utilities Commission.



CHAMPION

As the only city-wide parks advocacy organization, the Parks Alliance invests in parks and people each year through philanthropic campaigns and capacity building. In 2018 we championed playgrounds and recreation, and connected our amazing network of partners all in one place for the first time.

LET'SPLAYSF!

Over four years in the making, the Let'sPlaySF! campaign to transform 13 of the highest need playgrounds in San Francisco is taking an exciting turn. By the time you're reading this, the first playground renovation will be completed with six more set to finish by the end of next year! That's why we're calling 2019:

YEAR of the PLAYGROUND

SGT. MACAULAY PLAYGROUND

Scheduled Completion: Summer 2019

Design by Miller Company Landscape Architects



The Let'sPlaySF! campaign is a Parks Alliance and SF Rec and Park partnership that leverages public and private funding to give more than 20,000 children access to new places to play.

WASHINGTON SQUARE PLAYGROUND

Scheduled Completion: Fall 2018

Design by SF Public Works

“A new playground shows that people care and are willing to invest in a community to make it better.”

—EDNA JAMES, Community Advocate



ALICE CHALMERS PLAYGROUND
Scheduled Completion: Fall 2019
Design by Groundworks Office

GOLDEN GATE PARK TENNIS CENTER RENOVATION

SF Rec and Park, the Parks Alliance and the Tennis Coalition of SF have partnered to upgrade these legacy courts that have been utilized since 1894. Once completed, players of all ages will enjoy 17 tennis courts, an expanded club house, a garden and patio, and lighting allowing for an additional 20,000 hours of annual play. **Scheduled to break ground next year, this center is expected to be completed by the 150th anniversary of Golden Gate Park in 2020!**



Rendering of the future Lisa & Douglas Goldman Tennis Center, scheduled to open in 2020.

7 of 13 playgrounds to be renovated by the end of 2019

existing
playgrounds



Alice Chalmers Playground



Washington Square Playground



Sgt. Macaulay Playground



PARTNER CONFERENCE

In April 2018, the Parks Alliance inaugurated the annual Partner Conference, welcoming more than 100 Partners and broader community groups, providing information and resources to support them in their work improving and activating San Francisco's parks and public spaces.

ACTIVATE

The Parks Alliance is dedicated to new ways of engaging residents with their parks and public spaces, and this year we activated our parks system with the first ever traveling movie nights series and Social Harvest e-Tuk.



SUNDOWN CINEMA

This summer the Parks Alliance launched Sundown Cinema in partnership with DoTheBay and Alamo Drafthouse Cinema with support from Former Mayor Mark Farrell and the SF Recreation and Park Department. This free outdoor movie series was spread across four iconic San Francisco parks with films that celebrated the unique character of each place.

The series debuted on June 28 with *Little Shop of Horrors* on the Conservatory of Flowers lawn. Next, the series highlighted the distinct beauty of San Francisco with *Mrs. Doubtfire* in Alamo Square, days before the late Robin Williams' birthday in July. The dogs came out for *Best in Show* at Duboce Dog Park in August, and the season culminated with a 40th anniversary *Grease* sing-along at Jerry Garcia Amphitheater in September.



"After years of advocating for Jerry Garcia Amphitheater, it was amazing to see so many neighbors and newcomers at the first night event in over a decade!"

—LINDA LEITHEISER, Friends of Jerry Garcia Amphitheater



10,000

residents engaged with parks
through Sundown Cinema

SOCIAL HARVEST E-TUK

With a generous grant from Kaiser Permanente's Northern California Community Benefit Program, the Parks Alliance designed an electric three-wheeled vehicle that can be seen around the city at many of our events and in community gardens. The "Social Harvest e-Tuk" is equipped with a sink, water tank, refrigerator, bubble machine, sound system and lighting to travel to our SF gardens that are often without direct water access. With the e-Tuk, communities can wash harvested fruit and vegetables and add some fun to their unique spaces!



SUPPORT

Each year, the Parks Alliance supports critical community projects, and improves and encourages the activation of San Francisco parks and open spaces.

PARTY FOR THE PARKS

In September, more than 600 guests celebrated the 13th annual Party for the Parks at the Music Concourse in Golden Gate Park. The Hellman Foundation's generous match was an essential component of the \$700,000 raised that evening, inspiring support for the Parks Alliance and Let'sPlaySF!. Special thanks to our party chairs, Caroline Brinckerhoff, Mollie Gardner Hector, and Katy Congdon Williams!



PARKS, CITIES AND PEOPLE BREAKFAST

In March, we hosted our inaugural Parks, Cities and People Breakfast with a distinguished panel of Bay Area leaders to discuss the 'Value of Making Space'. It was a thought provoking conversation that explored how community leaders have leveraged public spaces to change how we interact with our urban environment.

PARTNERS

San Francisco Parks Alliance is grateful to our partners with whom we work with every day to beautify and activate every corner of the city!

Aleman Farm (Friends of)	Help McLaren Park	Potrero Gateway Loop
Alta Plaza Park (Friends of)	Howard Langton Community Garden	Potrero Hill Rec Center (Friends of)
Amphitheater at McLaren Park (AMP)	Jackson Park Playground (Friends of)	Potrero Sustainable Living Group
Angel Alley	Japanese Tea Garden (Friends of the)	Precita Valley Neighbors
Athens Avalon Greenspace	Joe Dimaggio Playground (Friends of)	Rebirth and Development
Bernal Heights Outdoor Cinema	Jose Coronado Playground (Friends of)	Ridge Lane Neighbors
Buena Vista Neighborhood Association	Jungle Stairs	Rossi Playground (Friends of)
Cabrillo Playground (Friends of)	Kenny Alley Beautification Project	Russian Hill Improvement Association
Carolina Island Greenspace	Kezar Triangle (Friends of)	SailSFBay
Christopher Park (Friends of)	Kids in Parks	SF Bee-Cause
City Guides	La Playa Park Coalition	SF Tennis Coalition
Climate Action Now!	Lafayette Park (Friends of)	SF Urban Riders
College Hill Neighborhood Association (Bernal Cut Path)	Lakeview Summit Steps	Shared Schoolyards Project
Connecticut Friendship Garden	Larsen Playground (Friends of)	South End Rowing Club (Boathouse Renovation)
Corbett Heights Neighbors	Lincoln Park Steps (Friends of)	South Park Improvement Association
Dahlia Society	Literacy for Environmental Justice	Starr King Watershed Project
Diamond Heights Blvd Median Project	Marina Earthquake Monument Group	Storrie Ord Neighborhood Group
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Ecos SF	Mission Community Market	The Greenhouse Project
Esprit Park (Friends of)	Mountain Lake Park Playground (Friends of)	Tompkins Stairway Garden
Far Out West Dune Community Garden	Ney Street Neighborhood Watch	Tunnel Top Park
Franklin Square (Friends of)	Noe Courts (Friends of)	Upper Douglass Dog Park (Friends of)
Garden for the Environment	Noe Valley Rec Center (Friends of)	Urban Sprouts
Glen Park Greenway Project	Northridge CommUNITY Garden	Victoria Manolo Draves Park/Gene Friend Rec Center (Friends of)
Goettingen Neighbors Group	Oak Woodlands (Friends of)	Visitation Valley Greenway
Golden Gate Park Band (Friends of)	Pennsylvania Street Gardens	Visitation Valley PTA
Golden Gate Park Handball	(combines Penn Community Garden & Penn Railroad Garden)	Washington Sq Park (Friends of)
Grattan Playground (Friends of)	Penny Lane (Friends of)	Waterfront Playground (Friends of)
Green Alleys Project	Pioneer Park	West Portal Playground
GreenTrust SF	Plant*SF	West Sunset Playground (Friends of)
Hardly Strictly Bluegrass	Playland at 43rd Avenue (Friends of)	With Honey in the Heart
	Polo Cycling Track (Friends of)	

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Thank you so much to our many partners in City agencies that help make of all of our work possible.



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YOUR LEGACY GIFT TO THE PARKS ALLIANCE can support your favorite park or open space across San Francisco. To learn more about including the Parks Alliance in your estate plans, please contact 415-621-3260 or development@sfparksalliance.org

Helen Hilton Raiser
 Evan Hirsch
 Phillip Hua
 Lois Anne Indorf
 Thomas J. Kanaley, J. D.
 Margaret and Edmond Kavounas
 Danielle Lazier
 Meagan Levitan and Dale Carlson
 Sterling and David Mace
 Kiley and Oliver Mar
 Marriott International, Inc.
 Fran Martin and James Growden
 Alison L. May
 Philip McGarvey
 Pamela Miller
 Michael Minson
 Mission Bay Community Services
 Mission Bay Development Group
 George and Renee Nature
 Nerd Wallet - People Ops
 Northern California Tennis Foundation
 Office Depot
 Paragon Real Estate Group
 Michelle and Eugene Payne
 Pym Particles Productions, LLC
 Recology San Francisco
 Jon Rubinstein and Karen Richardson
 Maddy Russell-Shapiro
 San Francisco Fire Fighters: Local 798
 Tom and Theresa Scripps
 Tom Stahl and Julie Kim
 Target Corporation
 Ruthanne Tatum
 The Justin and Michelle Hughes Foundation
 The SFO Forecast Inc.
 The Wonderful Company
 TPG Global, LP
 Vanguard Properties
 Villa Family Foundation
 Rory and Jamie Weinstein

\$500 to \$999

Affirm Purchasing
 Air Flow Pros
 Fred Allemann
 Michelle and Sade Anderson
 Janet Arnesty
 Brenda Austin

Vesa Becam
 Susan Blew
 Sally Brien and Daniel Holper
 Janet and Micah Broude
 Brown Charitable
 Kathryn Burg
 Mira and Michael Carrington
 Champion Powder Coating
 Alison and Marc Chaput
 Shannon and Thatcher Davis
 P.H. Deutsch
 Satindar Dhillon
 David and Caroline Dixon
 Allison Eames
 David Enslow
 Thomas and Paula Escher
 Angelo Figone
 fitBernalfit
 Anne and Dick Gould
 Groundworks Office, Inc
 Handlery Hotels, Inc.: Corporate Office
 Jeffrey Hayzlett
 Hilton Hotels
 William Hudson and Nora Gibson
 Insurance Services Office, Inc.
 Paul Jaber
 Dennis and Paula Jaffe
 Karin Johnston
 Colleen Kavanagh and Erik Puknys
 Mary Kelly
 Kimpton Hotel & Restaurant Group, LLC
 Susan Kramer
 Michael and Lilian Lynch
 Martha's Coffee, Inc.
 Mason Street Associates, LLC
 Steve McBee
 McTernan, Stender & Weingus
 Karen Metcalf
 Musical Images
 Josef Ivan Nanola
 Kelly Nice and Maureen Holt
 Brandon Oldham
 Omni San Francisco Hotel
 Chuck Pacioni
 Mona Lisa Palanca
 John Palmer
 Mark Peters
 Petit Teton Foundation
 Precision Body Shop & Detail, Inc.

Mary Beth Pudup
 Kathleen Raffel
 Maryann Rainey and Wendy Pelton
 Salesforce.com
 Lois and Robert Salisbury
 Marie Sayles
 Sarah Schiller
 Marjorie Schlenoff
 Laura and Ahmer Schroeder
 Omar Shamiyeh
 Vicky Simonds and Thomas Scharffenberge
 Sprouts, Inc.
 Stanford Court Hotel
 State Farm (Joshin Bruguera Insurance Agency, Inc.)
 Margaret Stevenson
 John Stokes
 Susan and Prescott Stone
 Elenka Stoyanof
 The Sandwich Spot
 The Walmart Foundation
 Martin Tilzer
 Cam Tran and Dung N. Tran
 Tubular Labs, Inc.
 Douglas and Jennifer Tulley
 Gabriela Velazquez
 Water Street Household
 Toni Wilson

Contributions under \$500 can be found at sfparksalliance.org. While we strive to be as accurate as possible, please contact paula@sfparksalliance.org with any corrections or omissions.

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



STATEMENT OF FINANCIALS*

Statement of Financial Position June 30, 2018

ASSETS

Cash and Cash Equivalents	\$908,238
Accounts Receivable	\$248,964
Unconditional Promises to Give	\$10,000
Prepaid Expenses	\$173,355
Inventory - Conservatory of Flowers	\$15,740
Investments	\$8,994,485
Property and Equipment - Net	\$19,218

Total Assets **\$10,370,000**

LIABILITIES

Accounts Payable and Accrued Expenses	\$1,024,589
Deferred Revenue	\$284,520
Capital Lease Payable	—

Total Liabilities **\$1,309,109**

NET ASSETS

UNRESTRICTED

Designated by the Board for Specific Purposes	\$1,371,197
Designated for Conservatory of Flowers Operations	\$81,197
Undesignated	\$3,100,953

Total Unrestricted Net Assets **\$4,553,347**

RESTRICTED

Temporarily Restricted	\$4,457,544
Permanently Restricted	\$50,000

Total Net Assets **\$9,060,891**

TOTAL LIABILITIES AND NET ASSETS **\$10,370,000**

*Unaudited financials. Audited financials will be available by early 2019 at sfparksalliance.org.

STATEMENT OF ACTIVITIES*

For the Fiscal Year Ended June 30, 2018

SUPPORT AND REVENUE

Contributions	\$11,081,862
Admissions and Sales	\$1,303,637
Program/Administrative Fees	\$1,052,905
Revenue from Special Events	\$1,070,801
In-Kind Donations	\$529,802
Investment Income	\$206,740
Realized and Unrealized Gain (Loss)	
from Investments	\$124,995
Other Income	\$295,383

Total Support and Revenue **\$15,666,125**

EXPENSES

PROGRAM SERVICES

General and Partners Programs	\$12,202,237
SF Recreation & Parks Department Programs	\$794,491
Conservatory of Flowers	\$2,399,788

SUPPORT SERVICES

General and Administrative	\$631,910
Development	\$1,146,831

Total Expenses **\$17,175,257**

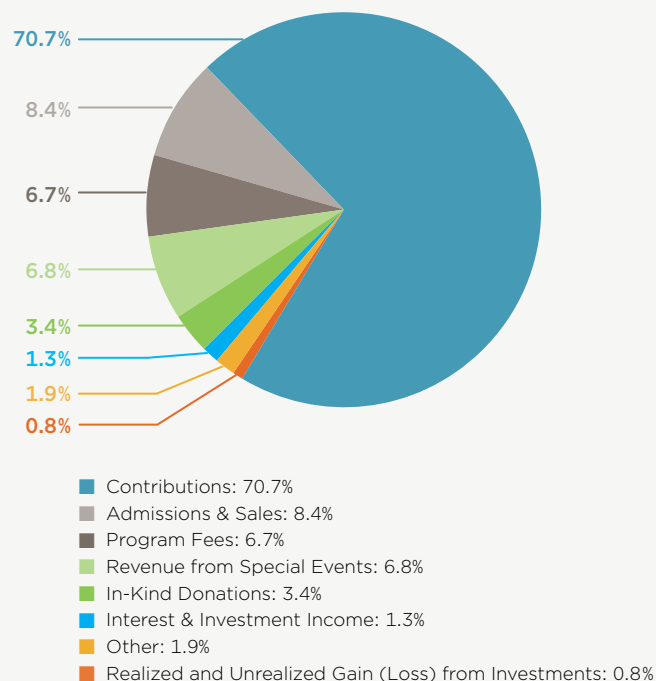
Increase (Decrease) in Net Assets **(\$1,509,132)**

Net Assets at Beginning of Year **\$10,570,023**

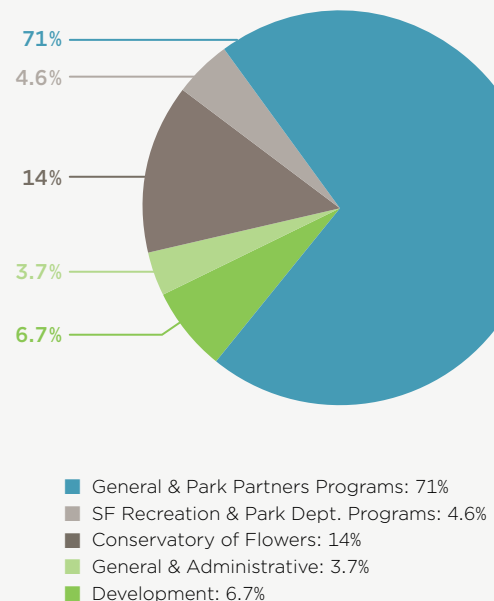
Net Assets at End of Year **\$9,060,891**

*Every year Partner groups leverage Parks Alliance fundraising, community mobilizing, and technical assistance expertise to raise millions of dollars. Those donations are used to renovate or beautify parks, or enhance them with programming. Projects fundraise all year long and often take in revenues that are not spent in the same fiscal year. Partner groups are often awarded grants from city departments that are reimbursable only after projects are completed. The Parks Alliance provides these funds to Partners in advance of the city's reimbursements, which may cause the appearance of a deficit when funds are reimbursed by the city after the close of a fiscal year.

OPERATING REVENUE SOURCES



OPERATING EXPENSE ALLOCATION






**BECOME
A MEMBER**



As a member, experience an array of wonderful benefits including complimentary beverages at our Sundown Cinema movie series, tickets to the Conservatory of Flowers, free entry to Scaregrove and Eggstravaganza, and more! A membership gift is also a gift to your community. Join today and support our efforts to champion, transform, and activate parks and public spaces throughout San Francisco.

