2013
Impact Report

Lafayette Park reopening, June 2013
San Francisco Parks Alliance

Our City, Our Parks.

The San Francisco Parks Alliance’s mission is to inspire and promote civic engagement and philanthropy to protect, sustain, and enrich San Francisco parks, recreation, and green open spaces. SFPA is dedicated to fulfill a vision of parks that acknowledges and supports their critical environmental functions while striving to ensure that they are accessible, beautiful, safe, clean, and fun and managed in a manner that makes them accountable, open, and welcoming to all.

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Tigers on Market

From our unique collaboration on the Conservatory of Flowers to our work supporting park volunteers, advocacy and philanthropy, the Parks Alliance could not have the impact we do without the partnership and hard work of the men and women of the Recreation & Parks Department.
Dear Park Lover,

It’s now been two full years since the San Francisco Parks Alliance was born from the merger of the Neighborhood Parks Council and the San Francisco Parks Trust. While 2012 was about helping the new organization take root, 2013 has been about watching our efforts bloom. For example:

In the wake of the overwhelming success of Prop B — passed in November 2012 with 72 percent of the vote — the Parks Alliance and the Recreation & Parks Department are collaborating to evaluate which of the City’s 30 most dilapidated playgrounds will receive bond-funded upgrades.

We provided intensive logistical and management support to volunteer groups involved with renovations at Lafayette Playground and Waterfront Playground. We advocated with the Recreation & Parks Department and Noe Valley residents to gain unanimous Board of Supervisors approval for the purchase of a parking lot on 24th Street that will become a new park — the Noe Valley Town Square.

We distributed $25,000 under our new Action Grant program to fund 12 promising park projects — including $5,000 to the Northridge Cooperative CommUNITY Garden in Bayview/Hunter’s Point and its Volunteer of the Year Mishwa Lee, and $2,000 to the drop-dead gorgeous Dahlia Garden at Cabrillo Playground.

We entered into an innovative stewardship arrangement with the Emerald Fund, which created a conservation easement creating Emerald Park, a half-acre of prime open space in San Francisco’s park-starved South of Market neighborhood.

We raised almost $400,000 at our annual Party for the Parks fundraiser, including the last $50,000 needed to renovate the Sunset District’s historic Larsen Playground.

We completed our first Board leadership transition, thanking outgoing Board President Rosemary Cameron for shepherding us through the first two years and welcoming incoming Board President Kelly Nice to lead the Board of Directors.

We remain so grateful for the support from our members, donors and partners that has enabled the San Francisco Parks Alliance to thrive, and we’re pushing ahead on the Blue Greenway — a massive land acquisition plan to transform the southern waterfront — and other big ideas that will keep San Francisco one of the nation’s premier cities for parks, open space and recreation.

Onward!

Kelly Nice
Board President

Matthew O’Grady
Executive Director
2013 was a major year for advancing our value of stewardship. The innovative conservation easement that created Emerald Park will ensure that San Francisco’s South of Market neighborhood has a new half-acre park that is closed off to development in perpetuity. Our Strawberry Hill restoration project celebrated its third anniversary, still going strong with a core group of volunteers and regular work days. And our Street Parks program and partnership with the San Francisco Department of Public Works has added ten new projects this year.

Emerald Park

In July, the Parks Alliance announced that it would become the steward of one of San Francisco’s largest privately-owned public spaces – a 24,000 square foot oasis of green lawn in the middle of one of the City’s most green-starved districts: South of Market. The announcement settled the future of the park, which was created through an agreement between the City and the Emerald Fund, a real-estate developer who built the Rincon Green apartment complex just adjacent to the parcel. However, the City could not afford the cost of maintaining the park.

Then Alastair MacTaggart and Oz Erickson, the President and Chairman of the Emerald Fund, had an idea. They approached the Parks Alliance with the idea of creating a conservation easement to preserve the park as permanent open space. Generally used for large-scale conservation projects in rural areas, such easements haven’t been seen much in urban areas. In the Emerald Park
Strawberry Hill Restoration Project

One of our longest-running volunteer projects, the Strawberry Hill Butterfly Habitat Restoration Project is a unique partnership with the Recreation & Parks Department. In October, the project celebrated its third year with an influx of volunteers from Lyft, the ride-sharing service, a cake and a brief talk on San Francisco’s butterflies by noted lepidopterist Liam O’Brien. Volunteers have planted native plants and cleared out non-native species to improve bird and butterfly habitats on Strawberry Hill, Golden Gate Park’s highest point. Since its inception, the Strawberry Hill Project has hosted 350 individual volunteers on its monthly work days, totaling over 3,500 volunteer hours.

For instance, Emerald Fund and any future owner will pay the cost of maintaining the park, and by law the park will be off-limits to any future development. The City will gain a new park in a neighborhood where parks are desperately needed, and the Parks Alliance will serve as steward – ensuring that public access is maintained and that the park remains in its current pristine condition.

“This is forever,” Parks Alliance Executive Director Matt O’Grady said when announcing the gift. “Emerald Park will be open to the public at no cost to the City or the people of San Francisco.”

Our Street Parks program has continued to flourish through a public-private partnership with the Department of Public Works (DPW). The project transforms neglected street medians, sidewalks, areas along public stairways and other unimproved rights-of-way into community managed gardens. San Francisco’s streets and public rights-of-way make up fully 25% of the city’s land area, and through this program 125 park-like spaces have sprung up to beautify the landscape and create green oases.
Policy

One of the Parks Alliance’s core roles is to ensure that the needs of San Franciscans in all walks of life are incorporated into parks policy and planning when park priorities are set. To accomplish this, SFPA works with a community-based Parks Policy Council, thousands of members and volunteers, and other organizations. We have more than 100 Park Partner community groups active in their neighborhoods beautifying parks and creating innovative park programming, and working with City agencies to support policy and planning decisions that are data-driven and meet the needs of the public. Key policy priorities for 2013 included:

- **Supporting plans to acquire parcels of land for new parks, particularly in park-deficient neighborhoods.** We worked with Noe Valley residents, the Recreation & Parks Department and Supervisor Scott Wiener to win unanimous approval at the Board of Supervisors for a purchase of a parking lot that will become the Noe Valley Town Square — a new green space on the busy 24th Street corridor.

- **Advocating for more funding for our parks and open spaces so that our parks stay accessible and in the best condition.** We strongly advocated for a park-friendly budget, helping to accomplish the first increase to the City’s Recreation & Parks budget in seven years.

- **Committing to data-driven policymaking.** After rigorous policy analysis, the Parks Alliance took a stand in favor of the Beach Chalet soccer complex, despite the controversy around this issue. At our suggestion, Supervisors modified the proposal to include future evaluation of the impact of lighting.

- **Working to ensure that every neighborhood has a clean and safe playground.** The Parks Alliance will work with the Recreation & Parks Department to re-evaluate 30 failing playgrounds across the City to determine which sites qualify for the most urgent upgrades under the 2012 Clean and Safe Neighborhood Parks Bond. The Parks Alliance will also continue to raise money for our Playground Initiative.
Blue Greenway

SFPA has continued work on engaging local communities around the expansive vision for the Blue Greenway, which would create a network of trails, open spaces, water access points and parks along the City’s southern waterfront from AT&T Park to Candlestick Point – 13 miles in all. After the Parks Alliance successfully advocated for an environmental assessment of 900 Innes, one of the last privately-owned parcels of waterfront land in San Francisco, the Environmental Protection Agency found toxic contamination. That assessment will now figure in to the appraisal of the property, and bring the Blue Greenway vision a step closer to becoming a reality.
Philanthropy

One of the Parks Alliance’s major ongoing objectives is to make the case for investing in parks, and we “walk the walk” with our own philanthropic efforts. In 2013, we supported several groups who made major investments in San Francisco’s parks.

In Pacific Heights, we celebrated with the Recreation & Parks Department and the Friends of Lafayette Park at the re-opening of the park in June after a $10 million makeover funded by the 2008 Parks Bond. The upgraded park features renovated tennis courts, an off-leash dog play area, restored pathways, drought-resistant plants and landscaping, as well as a new irrigation and drainage system. Through a major gift from Corinna Bonomo and the Friends of Lafayette Park, as well as logistical and management support from the Parks Alliance, the park also features a completely renovated children’s play area.

San Francisco’s stunning waterfront got a new children’s playground through the efforts — and community leadership — of Friends of Waterfront Playground. At a gala opening in July, families swarmed the sorely needed new playground — located at Sue Bierman Park near the Ferry Building. The Parks Alliance provided major logistical support and fiscal sponsorship to the project, which was funded by private donations (including a major grant from Zynga.org) and a $200,000 grant from the Recreation & Park Department’s Community Opportunity Fund.

Legacy Circle & Planned Giving

The San Francisco Parks Alliance Action Grants were made possible in part by a generous bequest from the estate of Dolorous Knight, a long-time San Francisco park lover.

When Dolorous arrived in the Bay Area from North Dakota by train in 1933, she was met by a cousin and the cousin’s friend, Kenneth, whom she married ten years later. She worked as a secretary and office manager at Foster & Kleiser Advertising for 42 years. The Knights lived in their Excelsior District home after their wedding for 62 years, she for 69.
New for 2013: Parks Alliance Action Grants

In 2013 the Parks Alliance proudly launched its Action Grant program, presenting eleven worthy projects and one Volunteer of the Year with grants totaling between $2,000 and $5,000 – $25,000 in all. These “seed grants” will get volunteer-run events, greening projects and park improvement projects off the ground. The projects include:

**Friends of the AMP Saturdays in the Park Concert Series**
Friends of the AMP wanted to bring more people out to the Jerry Garcia Amphitheater in McLaren Park with six free, family-friendly events in the late summer and fall of 2013. The Park Action Grant funded outreach supplies and equipment for volunteer docents assisting with running the event series.

**Carnivorous Plants from the Conservatory of Flowers**
Each year thousands of San Francisco elementary students tour the Conservatory of Flowers with volunteer docents, or “Jungle Guides” that teach them about adaptation and plant survival. This year the Jungle Guides will be able to send each class back with a new specimen to remember their trip — a carnivorous plant to take care of in their classroom. The Park Action Grant will purchase the carnivorous plants.

**Cabrillo Playground Dahlia Garden**
This outer Richmond project supports the continued development and expansion of the Dahlia Garden at Cabrillo Playground. This new area on 38th Avenue has been cultivated and planted with dahlias, the official flower of San Francisco. The Park Action Grant will fund planting supplies, tools, irrigation, and fencing supplies.

The Parks Alliance is also particularly proud to honor the work of Mishwa Lee, our Volunteer of the Year for 2013 and the force behind the Northridge CommUNITY Garden located within the Northridge Cooperative Homes, a resident owned housing cooperative of over 300 low and moderate income families spanning six blocks in the Hunters Point neighborhood. Mishwa and her neighbors have transformed a vacant lot into a robust food producing space for the community to gather to learn about and share healthy local food. Mishwa has faithfully and selflessly served as organizer, outreach coordinator, motivator, gardener, volunteer manager, and grant writer in order for the garden to thrive.

Mishwa and her team have distributed over 700 pounds of produce and hosted over 75 volunteers. Mishwa’s work is providing green jobs for residents and a youth program where young adults can mentor younger children. The youth also distribute produce to the elders of the community, thus creating intergenerational connection.

Dolorous had a passion for peace, quiet and order, frequently retreating to Cayuga Park in her neighborhood and Stow Lake in Golden Gate Park. We know that she would be pleased that her bequest to the Parks Alliance is supporting the work of volunteer engagement and parks improvements throughout San Francisco.

The San Francisco Parks Alliance is honored to list Dolorous and Kenneth Knight as members of the Parks Alliance Legacy Circle. For Legacy Circle information, contact Janice Vela at 415.621.3260 extension 108 or janice@sfparksalliance.org.
San Francisco Parks Alliance would like to thank its generous supporters for their contributions between July 1, 2012 and June 30, 2013. While we strive to be as accurate as possible, please contact Steve@sfparkspals.org with any corrections or omissions. Contributions of $125 and above are listed below.

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Many of the parks bring back memories of my going there as a child, and taking my children there as toddlers. These are my grandmother's.
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Carlin P. Holden
Cait and Campbell Holland
Kimberly Hopper and James Stearns
Lucille Homdy
Brian Horvath
Cory and Lolo Ho-Wong
Katherine Hoose
Bansam Husain
Aaron Hulme
Joseph Humphreys
Gregory Hughey
Paula Jo Husseck
Shelia Hustin

George Merijohn
CW Mranker
BethMitchner
Catherine Mitsuoka
Rebecca Moore
Shaun Moore and Geoffrey Paul
My Morris
Cheryl A. E. Morgan
Nancy Morris
Richard Moremen
Robert and Linda Mostovoy
Ronald Mulgren
Nancy and Matthew Murphy
Lloyd and Daniel Murphy
Ian Negrey
Kate Nesse and Larry Brown
Robert Nead
Louis Buhinof
Diana Neves
Edward Newman
Ernie Ng
Krisa Nichols and Luisa Villa
Nan Nolen
Anne Norval
Tom Norwick
Sara Norwood
Andrew Norris
Jelena Obradovic and Josh Wallerst
Adam Odessky
Rory O'Driscoll
Barbara Oleksiw
Mary Oswald
Anne and David O'Shea
Diane Ososke
Allan Ota
Allison Ottoboni
Ellen Pao
Helen Harwood

$1,220

Amount raised for GearUp fund to purchase furniture and fixtures for newly-renovated Rec Centers

Heather Peterson
Manfred Pfleiffer
Eric Phelps
Jula Ponc
Sara Pocquet
Brianna Praffley
Portia Preston
Marilyn Preston
Mark and Debra Prinz-Dalmauine
Ann B. Prochilo
Georgia Proutzos
Lynn Quale
Josephine Queja
Kay Radin
Norma Randig
Carolyn W. Reese
Ed and Hal Reskin
Jay Reynolds
Elizabeth Richardson
Frederick Shimer
Hilary Roberts
Stephen Rodenick
Laura and Michael Rogers
Fran Roll
Ellen Frohle Benk
Phyllis Rosenzweig
Thomas Ross
Daniel Roth and Karin Ashley
Georgie Rush
Douglas A. Ryder
Robin Sacolick
Gilla Sahabi and Orly Jacob
Craig Vogt & Shelley Schaen
Karen Schaffer
Brian Schinow
Carrie Schrupp
Charlton Schwartz
Don Seabrook
Marcus Segal
Laura Segarra
Daniel Sella
Anna Semina and Alex Tkachenko
Tatiana Shafir
Laura Shapiro
Daniel J. Sheehan
Marge Shergin and Rose Walton
Kristin and Rich Shmian
Sherry. Swagel
Gerald Segal
Georgie Sichik
Michael and Teddi Silverman
Steve Simanonok
Paul Simpson
Adrian Skay
Elija Blacknick
Bonne Smalta
Rostislav Smimov
Marcia Smith
Rose Smeed
Patty Sokoloski-Smoot
Robert Spofford
Bettie Boucher Spring
Margaret Stafford
Jeremy and Stephanie Stewart
Kurt Stoeckel
Julie Storer
Anna Strong
Barbara Strong
Daniel Sullivan and Kathleen Weisner
Dianna Suliana
Christina Swanson
Cary Sweaney
Margarit Swink
Catherine Tae

2013 Parks Alliance Impact Report • 11
2013
FINANCIAL STATEMENT*
June 30, 2013

Assets
- Cash and cash equivalents: $4,481,589
- Accounts receivable: $190,690
- Prepaid expenses: $33,150
- Inventory: $18,883
- Investments: $6,138,391
- Property & Equipment (net): $54,894
  Total assets: $10,917,577

Liabilities
- Accounts payable & accrued expenses: $527,272
- Deferred revenue: $291,098
  Total liabilities: $818,370

Net Assets
- Unrestricted, Undesignated: $363,421
- Unrestricted, Designated: $1,497,261
- Temporarily restricted: $8,238,524
  Total net assets: $10,099,206
  Total liabilities + net assets: $10,917,576

STATEMENT OF ACTIVITIES
year ending June 30, 2013

Operating Support and Revenue
- Contributions: $11,675,113
- Conservatory of Flowers: $1,147,342
- Admissions and Sales: $20,944
- Memberships: $242,714
- In-Kind Services: $209,816
- Special events: $507,597
- Administrative/Program fees: $753,893
- Interest & investment income: $245,440
- Other income: $6,250
  Total Core Support + Revenue: $14,809,109

Operating Expenses
- Rec & Park Dept.: $620,953
- Conservatory of Flowers: $1,107,404
- Programs & Services: $8,171,689
- General & Administrative: $387,665
- Development: $743,768
  Total Operating Expenses: $11,031,479

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.

Operating Revenue Sources
- Contributions: 79%
- Programs & Services: 74%
- General & Administrative: 3%
- Development: 7%
- RPD Programs: 6%
- Conservatory of Flowers: 10%
- Other: <1%
- Interest and Investment Income: 2%
- Special Events: 3%
- In-Kind Services: 1%
- Memberships: 2%

Net Assets
- Unrestricted, Undesignated: $363,421
- Unrestricted, Designated: $1,497,261
- Temporarily restricted: $8,238,524
  Total net assets: $10,099,206
  Total liabilities + net assets: $10,917,576

* Unaudited financials. Audited financials will be available by early 2014 at www.sfparksalliance.org

Park Partners
- Support and Revenue: $10,393,841
- Expenses: $7,185,720

2013 Parks Alliance Impact Report • 13
Party for the Parks

Our major annual fundraiser, Party for the Parks, was a smashing success this year, taking in almost $400,000 in revenue.

Proceeds from the western-themed event (held in the wild western edge of Golden Gate Park at the historic Bercut Equitation Field) will benefit the Parks Alliance’s Playground Initiative and help raise the last $50,000 towards efforts to remake the Sunset District’s much-loved Larsen Playground — known as the “Jet Plane Park” to San Franciscans of a certain age.

Thanks to our donors and sponsors, a completely updated Larsen Playground — complete with a jet-themed climbing structure and a “baggage claim” area just for toddlers — will likely thrill new generations of San Francisco’s children.

*Top: Supervisors Malia Cohen and Katy Tang join Executive Director Matt O’Grady watching the trick riding and roping performance of the Riata Ranch Cowboy Girls.*

*Center: A Riata Ranch performer with her equestrian partner.*

*Bottom: SFPA Board member Jim Lazarus pledges a gift to Larsen Playground.*