

# 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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Amphitheater at McLaren Park (AMP)  
Athens Avalon  
Bay Area Open Space Council  
Bernal Heights Outdoor Cinema  
Bicycle Music Festival  
Bloom Justice  
Boeddeker Park  
BRANCH  
Buena Vista Neighborhood Association  
City Guides  
Climate Action Now!  
Community Partners United  
Corbett Heights Neighbors  
Dahlia Society  
Dogpatch Playground Working Group  
Dolores Park Works  
Douglass Street Steps Coalition  
Earth Day San Francisco  
FACE (Crocker Amazon)  
Fair Oaks Community Coalition  
Francisco Reservoir Finance Committee  
Friends of Alemany Farm  
Friends of Alta Plaza Park  
Friends of Balboa Park Playground  
Friends of Bernal Gardens  
Friends of Cabrillo Playground  
Friends of Dolores Park Playground  
Friends of Esprit Park  
Friends of Fallen Bridge Mini Park  
Friends of Golden Gate Park Band  
Friends of Harvey Milk Rec Center  
Friends of Huntington Park Playground  
Friends of the Japanese Tea Garden  
Friends of Joe DiMaggio Playground  
Friends of Kezar Triangle  
Friends of Lafayette Park

Friends of Lafayette Park and PG  
Friends of Larsen Playground  
Friends of Laurel Hill Playground  
Friends of Lincoln Park Steps  
Friends of Marina Community  
Friends of Michelangelo  
Friends of Mountain Lake Park Playground  
Friends of Muriel Leff Mini Park  
Friends of Noe Courts  
Friends of Noe Valley Rec Center  
Friends of Oak Woodlands  
Friends of Penny Lane  
Friends of Portola Park  
Friends of Presidio Heights Playground  
Friends of Rossi Playground  
Friends of Upper Douglass Dog Park  
Friends of Washington Sq Park  
Friends of Waterfront Playground  
Friends of Youngblood Coleman Park  
Garden for the Environment  
Gateway Park  
Geneva Community Garden  
GreenTrust SF  
Guerrero Park Neighbors  
Hardly Strictly Bluegrass  
Hayes Valley Art Coalition  
Help McLaren Park  
Hidden Garden Steps  
Howard Langton Community Garden  
Jerry Day  
Jungle Stairs  
Kids in Parks  
Linden Living Alley  
Lower 24th Street Community Action Plan  
Marina Earthquake Monument Group

McCoppin Hub  
McCoppin Square  
Mercury Parklet  
Mission Bay Families  
Mission Community Market  
Neighbors Improving Bernal  
Ney Street Neighborhood Watch  
NOMAD Gardens  
Northridge COMMUNITY Garden  
Pennsylvania Gardens  
Pioneer Park Committee  
Plant\*SF  
Potrero Sustainable Living Group  
Precita Valley Neighbors  
Produce to the People  
Progress Park  
Residents for Noe Valley Town Square  
Russian Hill Improvement Association  
SailSFBay  
SF Bee-Cause  
SF Disc Golf  
SF Lawn Bowling Club  
SF Tennis Coalition  
SF Urban Riders  
Shared Schoolyards Project  
South End Rowing Club  
South End Rowing Club Boathouse Renovation  
South Park Improvement Association  
Storrie Ord Neighborhood Group  
Sunnyside Park Families and Neighbors  
Sutro Stewards  
Sutro Stewards Odwalla grant  
Sutro Stewards REI grant  
Sutro Stewards UCSF CGR funds  
Sutro Stewards UCSF FM funds  
Tigers on Market

Union Square Live (formerly Jewels in the Square)  
Urban Sprouts  
Vermont Street Neighbors  
Visitation Valley Greenway

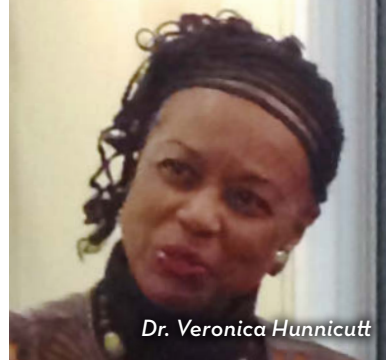
**From our unique collaboration on the Conservatory of Flowers to our work supporting park volunteers, advocacy and philanthropy, the Parks Alliance could not have the impact we do without the partnership and hard work of the men and women of the Recreation & Parks Department.**







Glenn Snyder addresses SFPA Board and staff members after his final board meeting as Connie Goodyear Baron and outgoing Board President Rosemary Cameron look on.



Dr. Veronica Hunnicutt



Fran Martin



Patty-Jo Rutland



Rosemary Cameron

October 2013

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

Board members gathered in late September to elect new Board members and board leadership, and honor several departing members with a champagne toast. Glenn Snyder will leave the Board after 12 years of service to the San Francisco Parks Trust and the Parks Alliance, and his legal expertise and institutional knowledge will be sorely missed. Fran Martin, Patty-Jo Rutland and Dr. Veronica Hunnicutt will also leave the Board—the staff and leadership of the Parks Alliance thanks them deeply for their service to the organization.



Board President  
Kelly Nice



Executive Director  
Matthew O'Grady





**“ This is a smart, very special gift to the City. ”**

– Mayor Ed Lee

*Emerald Park*

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,



*Mayor Ed Lee and SFPA Executive Director Matt O’Grady*

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.



*Strawberry Hill volunteers and Rec and Park staff celebrated the project's third anniversary with a cake.*



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.



*Tilework in progress on the Hidden Garden Steps project in the Sunset district.*



# 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.



*At our annual meeting with Mayor Ed Lee in June, SFPA staff, Board members and members of the Parks Policy Council were joined with Recreation & Parks Dept. General Manager Phil Ginsburg and other key members of his staff to discuss key policy priorities.*



*The overwhelming passage of Prop B, the Clean and Safe Neighborhood Parks Bond, was a huge achievement for parks advocates. We are very proud to have been a lead supporter and major donor to the campaign.*

## Park Policy Council

Alice Rogers  
Andrea Nelson  
Bonnie Preston  
Charlotte Hill  
Damien Raffa  
Dick Morten  
Jean Bogiages  
Joan Chaplick  
Joe Blanco  
Leah Skahen  
Lee Anne Weldon  
Linda S. Litehiser  
Nann White  
Sheila Gropper Nelson

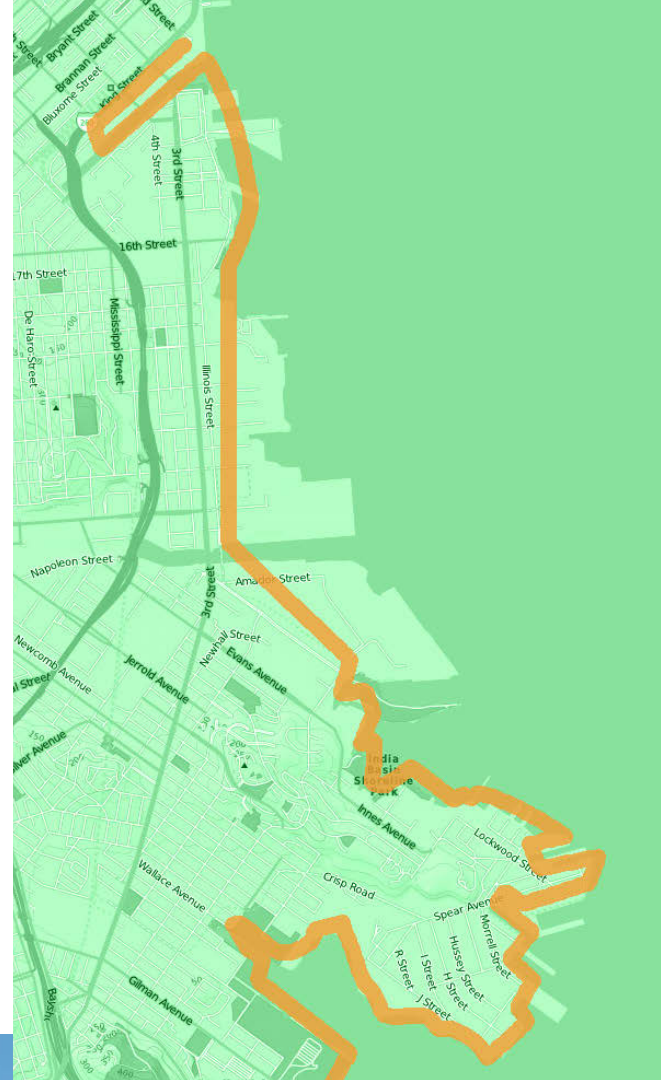


SFPA program staff tour the area near India Basin, just north of the Hunter's Point Shipyard, with India Basin Neighborhood Association member Kristine Enea.



## 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 Innies, 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.







*SFPA Executive Director Matt O'Grady, Board of Supervisors President David Chiu and Recreation & Parks Dept. General Manager Phil Ginsburg help community leaders Adhamina Rodriguez and Rane Lan cut the ribbon at Waterfront Playground.*

## 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.

**“There was nowhere in our neighborhood for children to play and for families to connect with one another. This playground project has been a labor of love, and we are proud to be providing this gift to the City and to the children of San Francisco.”**

— Rane Lan, managing member,  
Friends of Waterfront Playground

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.

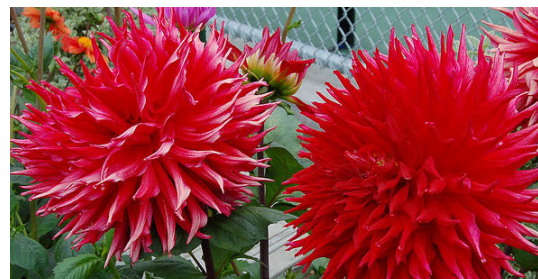


# New for 2013: Parks Alliance Action Grants

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](mailto: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@sfparksalliance.org with any corrections or omissions. Contributions of \$125 and above are listed below.

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Barbro and Bernard Osher

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Marni and Daniel Moses  
Milton J. Mosk and Thomas Foutch  
Mabel Ng

**\$50,000**  
**Amount raised to**  
**complete Larsen**  
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Morrison & Foerster  
Plant Construction Co.  
The John and Lisa Pritzker Family Fund  
San Francisco Clean and Safe Neighborhood Parks  
The Dale Stancliff Fund

##### \$2,500 to \$4,999

Conger Moss Guillard Architecture  
Richard & Elizabeth Fullerton Family Foundation

#### Park Partners Individual Donors

##### \$20,000 and above

Betty and Stephen Bechtel  
Matt and Katie Cohler  
Ronald and Gayle Conway  
Carla and David Crane  
Jane MacElree

##### \$10,000 to \$19,999

Corrina Bonomo  
Tom and Linda Coates  
Suji De Silva and Dan Chen  
Katherine Haberkern and Joshua Mogal  
Susan Karp and Paul Haahr  
Matthew Stevens  
Richard and Rhona Thompson  
Walter Wong

##### \$5,000 to \$9,999

Jean Bogiages  
Luke Evnin and Deann Wright  
Rika and Byron Gill  
Richard and Judith Guggenheim  
Mr. and Mrs. Walter J. Haas  
Susan and Philip Marineau

Harriet Sollod  
Glenn Solomon  
Martha and Peter Stabler  
Tom Stahl and Julie Kim  
Erin and Matt Steere  
Anne Stuhldreher  
Rebecca Sunshine  
Rachael Tauber  
David Teitel and Helen Loeser  
Olive and Greg Thaler  
Pamela Tindall  
Selina Tobaccowala  
Darcy Tsung  
Camila Valdes  
Robert Wachter  
Sharon & Josh Weinberg  
Peter A. Weiser  
Kathryn Welds  
Paul Wilds and Michael Rhea  
Sean Williams  
Lara K. Witter and Curt Sigfstead  
Richard Wong  
Montgomery Woods and  
Annie Robinson Woods  
Abby Zimberg

#### \$125 to \$499

Sy Aal  
Maria Acosta  
Jonathan Adams and Frances Schaeffer  
Kristeen Adams  
Lucas Adamski  
Mollie Agahi and Earl Martinelli  
Matthew Alexander  
Pam Allen  
Joseph Alvarado  
Giridharan Anantharaman  
Claudia Anderson  
Richard and Jessica Anderson  
Steve Anderson  
Linda and Michael Antonini  
Phil Arnold and Monique Zmuda  
David Ashe  
Joseph Austria  
James Avedisian  
Kathy Azada and Leilani Alo  
Leslie Bacho  
Rosemary Bacy  
Joanne Bal  
Margaret Barbieri  
Michael Barnes  
Paul Baum  
Richard Baumgartner  
Jean Beatty  
Kathleen Beitiks  
Amy and Jeffrey Belkora  
Rex Bell  
Bruce Bell  
Steve Benoit  
Hilary Benson  
Gail Berger  
Bradley Bergum  
Jeffrey and Dana Bernstein  
Rachel Bernstein and Theodore Spieth  
Dave Berry and David Berry  
Elsa Pascale and Hershel Berry  
Marianne Bertuccielli  
Harry and Louise Beukeboom  
Andrew and Galya Blachman  
Linda Blondis  
Stuart Blumstein  
Ms. Els Boesten  
Maribel Boucher  
Anne Bouliane  
Heike Bridgewater  
Catrine Brown  
Louis Bryan  
Susan Buchanan  
Paige and Brent Buck  
Frank Buhrmann  
Eleanor Burke

Karen Carroll and Eric Forno  
Joan M. Carter  
Kelly Carter  
Julilynn Carter  
James Cassiol  
Ralph and Linda Catalano  
Sylvain Chambon  
Stevan and Emily Chandler  
Angela and Robert Chang  
Betty Chang  
Pina Chevalier  
Paul Chipman  
Timir Chokshi  
Julia Chou  
Calvin Chou  
Michael Clohossey  
Josephine Coffey  
Luke Douglas Collier  
Alison Colwell  
Paul Cooney  
Esther and Kenneth Cooperman  
Kim Corelli Simpson  
Ammon Corl  
Jocelyn Corpuz  
Kevin Costello  
Theresa and Gary Crespin  
Clint Critchlow  
Susan Crocenzi  
Kelly Crumrin  
Colette Crutcher and Mark Roller  
Kathryn Culbert  
William Cummings  
Cira Curri  
Sheila D'Ambrosio  
Kevin Danaher  
Elayne and Phil Dauber  
Andrea Davis  
Arlene Dea  
Twila Dependahl  
P.H. Deutsch  
James Devine and Mary Donovan  
Mark DiGiorgio  
Deborah and Michael Dineen  
Irene Donohue  
Carolyn Doran  
Tony and Kathleen Dougherty  
Dan Dover  
Carolyn Dow  
Larry Doyle  
Margaret and John Drake  
Roland Duhn  
Rachel Dulay  
Nalani Dunn  
Lisa Dunseth  
Julie Durand  
Walter Earnest  
Sonia Edwards  
David Egdal  
Catherine Ehr  
Martha Ehrenfeld and Carla McKay  
Sara and Chris Ehrlich  
Lizabath Einbinder  
Joni Eisen  
Jill Ellefsen  
Sean Elsbernd  
Lena Emmery and Charles Canepa  
Janet Endelman and Marshall Newman  
Jeffrey and Vivian Eng  
Bruce Eng  
Edward and Marilyn Evans  
David Evans  
Jennifer Evans and Justin De Santis  
Rose Marie Everett  
Jessica Evert  
John and Lena Farrell  
Barbara Fenech  
Jennifer Fernandes  
Suzanne Feyock  
Lisa Fierro  
Josephine Finlay  
Leslie and Gerson Finlev  
Jung Fitzpatrick  
Vince Flores  
Christopher Ford  
Noreen Ford  
Joyce Frankenberg  
Kathryn Gaertner  
Cynthia Gallagher  
Donya Gambardella  
Carlos and Gail Garcia  
Peggy Garner  
Polly Gates  
William Gavelis  
Theresa Gee  
Judith Giampaoli  
Pamela Gill  
Rosa Gin  
Judy Goddess  
Kristin Gonsar  
Karin Gooch  
Elissa Gordon  
Garrett and Amory Graham

Nancie Graham  
Frederik Green  
David Greene  
Maggie Greenwood  
Marian Gregoire  
Jim and Pat Griffin  
Kathy Ash Gunter  
Yolanda Gutierrez  
Phil and Vanessa Haack  
Theodore B. Haley, D.D.S.  
Natasha Halvorson  
Utopia Hammond  
Michael Hammond  
Josh Hannah  
James Harder  
Ethel Harder  
Caitlin Harrington  
Nichelle Harris and August Kennedy  
Marlis Harris  
Helen Harwood  
Joanne Hayes-White  
Andrew Heide  
Karen Hemmeyer  
Jessica Hemsey  
Stef Heylen  
Dr. and Mrs. Donald Heyneman  
Jan Hier-King  
Erica Hilton  
Johanna Hirota  
Charlotte Hitchcock  
Joyce Hocker  
Amy Hockman and Brian Bone  
Linda D. Hoff  
Carlin P. Holden  
Cori Anne and Campbell Holland  
Kimberly Hopper and James Stearns  
Lucille Hornby  
Brian Horvath  
Henry and C. Lolan Ho-Wong  
Katherine Hsieh  
Benson Hue  
Aaron Hulme  
Joseph Humphreys  
Gregory Hunter  
Paula-Jo Husack  
Sheila Hustung

Karen Lee  
Eva-Lynne and E. Leibman  
Jack and Alice Leibman  
David Lerner  
Leon Levy  
Elana Lieberman and Lorne Abramson  
Kristen Lindstrom  
John Link  
Jason Lok  
Brandon and Courtney Long  
Alex and Anne Long  
Julie Look  
Louise and Armando Lopez  
Cristian Lotito  
Kathleen Loughlin  
Maureen Louie  
Scott Loy  
Margaret Lue  
Matthew Lynch  
Judith Lynch  
Fiona Ma  
Jason Macario and Steve Holst  
Michela Macfarlane  
Scott MacFiggien  
Christopher Macolino  
Kirsten Mahoney  
Charles Major  
Mark Malcolm and Jennifer Bishko  
Robert Mansfield  
Eva Martinez  
Ian and Bernadette Martz  
Carlo Mastrogiacomio  
Betty Matsuoka  
Sara Maunder  
Karen Mauney-Brodek  
Lawrence Maxwell  
Joanne Maxwell  
Marina Mayer  
Lisa McAuley  
Barbara McHuron  
Jeanne McKinney  
Garry McLain  
Michael McMahon  
Justin Mears  
Judy Melinek and TJ Mitchell  
Jacob Meltzer

Heidi Peirce  
Cristina Perez  
Susan Perkins  
Luke Perkocha and Lena Wong  
Katherine Perl  
Carol A. Perlmutter  
Tricia Petersen

**\$61,220**  
**Amount raised**  
**for GearUp fund**  
**to purchase furniture**  
**and fixtures**  
**for newly-renovated**  
**Rec Centers**

Heather Peterson  
Manfred Pfeiffer  
Eric Pfeiffer  
Julia Ponce  
Sara Poquet  
Barbara Pratley  
Portia Preston  
Marilyn Preston  
Mark and Debra Prinz-Delaplaine  
Ann B. Prochilo  
Georgia Proutzos  
Lynn Quade  
Josephine Queja  
Kay Rabin  
Norma Randig  
Carolyn W. Reese  
Ed and Hali Reiskin  
Judy Reynolds  
Elizabeth Richardson  
Frederick Riemer  
Hilary Roberts  
Stephen Roderick  
Laurette and Michael Rogers  
Frank Rollo  
Ellen Froehle Ron  
Phyllis Rosenberg  
Thomas Ross  
Daniel Roth and Karin Ashley  
George Rush  
Douglas A. Ryder  
Robin Sacolick  
Gitta Salomon and Ovid Jacob  
Craig Vogt & Shelley Schaeenen  
Karen Schaffer  
Brian Schneirow  
Carrie Schrupp  
Charlton Schwartz  
Don Seawell  
Marcus Segal  
Laura Segarra  
Daniel P. Sekella  
Anna Semina and Alex Tkachenko  
Tatiana Shafer  
Laura Shapiro  
Daniel J. Sheehan  
Marge Sherwin and Rose Walton  
Kristin and Rich Shimano  
Sherry Siegel  
Geraldine Siegel  
George Sikich  
Michael and Teddi Silverman  
Steve Simanonok  
Paul Simpson  
Adrian Skaj  
Barbara Slotnik  
Bonnie Smetts  
Rostislav Smirnov  
Marcia Smith  
Rose Sneed  
Patty Sokolecki-Smoot  
Robert Spoor  
Bettie Boucher Spring  
Margaret Stafford  
Jeremy and Stephanie Stewart  
Kurt Stoeckel  
Julie Storer  
Anna Strong  
Barbara Strong  
Daniel Sullivan and Kathleen Wesner  
Dianna Sultana  
Christina Swanson  
Cary Sweeney  
Margaret Swink  
Catherine Tai

**\$14,809,109**  
**Amount raised for parks and**  
**programming by SFPA and its**  
**Park Partners in FY2013**

Amy Jang  
Dennis and Abby Jaramillo  
Jennifer and Sean Jeffries  
Trevor Jensen  
June Jobin  
Gilbert Johnson  
Oliver Johnson  
Terumi Joki  
Audrey Jones  
Gail Kabat  
Robert and Robert Karis  
Sheryl Karpowicz  
Bruce Keene  
Robert Kehoe  
Ariel Kelley  
Keary and Kathy Kensinger  
Joanne and Alec Keratzides  
Lenka Kettle  
Margaretta Kildebeck  
Jordan Klein and Lisa Chen  
William Klingelhoff  
Rosemary Kovelesky  
Peter Krag  
James and Leena Krasno  
Elise Kroeber  
Marc Kunney and Laura Hill  
Monica Kwan  
Joanne La Freniere  
Stephen LaBounty  
Christine Lai  
Khoi Lam  
Ranee Lan and Jeremy Liew  
Marlynn Lancelotti  
Cecilia Landman  
Judy McCarthy Langley and  
Donald Langley  
Deborah Lans  
Diane Lavin  
Danielle Lazier  
Gail LeBow  
Shih-Han Lee  
George Merijohn  
CW Miranker  
Beth Mitchner  
Catherine Mitsuoka  
Rebecca Moore  
Sharon Moore and Geoffrey Paul  
Mo Morelli  
Cheryl A.E. Morgan  
Nancy Morris  
Richard Morten  
Robert and Linda Mostovoy  
Ronald Mulgrew  
Nancy and Matthew Murphy  
Lloyda and Daniel Murphy  
Iran Narges  
Kate Nasse and Larry Brown  
Robert Nead  
Louis David Nefouse  
Diana Nevins  
Edward Newman  
Ernie Ng  
Krissa Nichols and Luis Villa  
Ross Nolan  
Annie Norviel  
Tom Norwick  
Sara Norwick  
Andrew Ober  
Jelena Obradovic and Josh Wallaert  
Adam Odessky  
Rory O'Donnell  
Barbara Oleksiw  
Mary Osborn  
Anne and David O'Shea  
Diane Ososke  
Allan Ota  
Allison Ottoboni  
Ellen Pao  
Jenny Park  
Janet L. Parker  
Diana Pasquali  
Marti Paulson

**10**  
**New Street**  
**Park projects**  
**added in 2013**

Melissa Burnley  
Andrea and Robert Callan  
Susan Calof  
Tonya Carmien  
Vera Carpeneti



Aleta Thielmeyer  
William and Tamara Thornton  
Alice Marie Tilson  
Gail and Peter Todd  
C. Lynne Tondorf  
Darick Tong  
Bradley Torok  
Monica Trego  
JoAnn Vail  
Derek Van Orden  
Martin Vanderlaan and Patricia Post  
Jennifer Vandynen  
Kristine Vargas  
Zeev Vax  
Anthony Vecino  
Joshua Veith  
Richard Voelbel  
Thomas Wachs  
Eileen Wagner  
Margaret Wallace  
Martina Walsh  
Steven Weber  
William and Marguerite Weil  
Licia Wells  
Wendy Werby  
Norman Westhoff  
Carolyn Wheatley  
Judie White  
Robert Wigtersma  
Melissa Willa  
Ian Williams  
Sarah Willmer  
Michael and Mary Wolfe  
May L. Wong  
Mimi Wong  
Karen Wong  
Corey Woodward  
Julie Wu-Addad  
Robert Yeargin  
Stas and Jane Yurkevich  
Evanthia Zaharias  
Allen Zakharin  
James Gabbard and Yana Zimmerman  
Lynne Zolli  
Lori Zook

The Henry Mayo Newhall Foundation  
The Joseph & Mercedes McMicking Foundation  
Kaiser Permanente  
Kaiser Foundation Hospitals  
Lennar Communities – Bay Area Urban  
Google Matching Gifts Program  
The Menaged Foundation  
Owsley Brown III Philanthropic Foundation  
Qatalyst Partners LP  
San Francisco Forty Niners  
Tenthwave Digital, LLC

#### **\$5,000 to \$9,999**

The Bothin Foundation  
Change Happens Foundation  
Clif Bar Family Foundation  
Columbia Foundation  
Dattani & Co.  
Dignity Health  
Eventlink  
Google, Inc.  
Good Eggs  
The Martin Family Foundation  
Michael Glynn Construction Services  
Opera Software International  
Petaltuna Seed Bank  
Recology San Francisco  
Saint Frances Memorial Hospital  
San Francisco Police Officers Association  
San Francisco Fire Fighters—Local 798  
San Francisco Waterfront Partners  
Shaw Family Fund  
Shervin and Anahita Pishevar Foundation  
Sungevity, Inc.  
Trumark Urban Partners I, L.P.  
Verizon, Inc.  
Watch Service Co.  
Wendell Family Foundation  
The Willow Foundation

#### **\$2,500 to \$4,999**

Bill Graham Foundation  
Bionic  
Bi-Rite Market  
California Pacific Medical Center  
Center for Urban Education About Sustainable Agriculture  
City National Bank  
Coalition for Better Housing  
Equity Office Management, LLC  
The Good Life Grocery  
Hotel Council of San Francisco  
James M. Cox, Jr. Foundation  
JEC Foundation  
JMA Ventures, LLC  
MCCPC  
Paragon Real Estate Group  
Parkmerced Investor Properties  
Real Management Company  
REI  
Russian Hill Neighbors  
San Francisco Apartment Association  
The Seed Fund  
Silicon Valley Community Foundation  
SKS Investments  
St. Francis Yacht Club  
Stuart Foundation  
Sutro Tower, Inc.  
Swinerton Foundation  
Swirl, Inc.  
University of California, San Francisco  
Whole Foods Market  
Zellerbach Family Foundation  
Zephyr Real Estate

#### **\$1,000 to \$2,499**

1099 23rd Street  
1325 Indiana Street, c/o Chandler Properties  
212-214 California Street, LLC  
The Alan L. Blum Family Fund  
Amour Vert  
Barnes, Mosher, Whitehurst, Lauter & Partners, Inc.  
Bay Area Air Quality Management District  
Bella Bay Vacation Rentals  
The Berland Foundation  
Blue Shield of California  
Burning Man (Black Rock City LLC)  
Celantra Systems  
Comcast  
Committee on Jobs  
Davids Tea USA Inc.  
Empower Gym, Inc.  
The Fenton Family Gift Fund  
FirstGiving  
Fit Bernal Fit, Inc.  
Foundation For Ecology & Culture

Friends of Noe Valley  
Fuse Marketing, LLC  
Golden Gateway Tennants Association  
HansonBridgett LLP  
Hill & Co., Incorporated  
Hospital Council of Northern and Central California  
Katz Family Foundation  
Khouri Properties  
Laborer's International Union of North America, Local 261  
Levi Strauss & Co.  
Luxor Cabs  
Marketing Werks  
McGuire Real Estate  
MCM Foundation  
Mercury Cafe  
Nibbi Bros. Associates, Inc.  
Northern California Carpenters Regional Council  
Omni San Francisco Hotel  
Pacific Gas and Electric Company  
ParkPlease LLC  
Peoples Life Fund  
Platinum Advisors, LLC  
Rainbow Grocery Cooperative: A Worker Owned Collective  
Riviera Partners  
Rufus E. Fort Family Advised Fund  
San Francisco Chamber of Commerce  
San Francisco Clean and Safe Neighborhood Parks  
San Francisco Federal Credit Union  
The San Francisco Garden Club  
San Francisco Road Runners Club  
Sens Restaurant  
Seven Hills Properties, LLC  
SFUSD  
Sheet Metal Workers' Intl. Association Local #104  
Shorenstein Realty Services, LP  
Sidney Stern Memorial Trust  
Sprinkler Fitters and Apprentices Local 483  
Sue Tim Partnership  
Sunset Heights Association Of Responsible People  
Teamsters Local Union No. 350  
TMG Partners  
U.A. Local #38  
Vanguard Properties  
VMWare Foundation – Matching Gift Program  
Webcor Builders  
Wells Fargo Bank  
Yelp

E and C Shagley Real Estate, Inc.  
El Tonayense Food Truck  
Emporio Rulli at Chestnut Street  
Ferdon Olive Oil, Inc.  
Flores Law Firm  
Forest City Development  
Frozen Kuhsterd  
The Gelfand Family Foundation, Inc.  
Golden Gate Heights Neighborhood Association  
Grasplan  
Jefferson School PTA  
Latitude 38  
Lucky Horseshoe Bar, LLC  
Michael and Ina Korek Foundation Trust  
The Morrison & Foerster Foundation  
MyNaw  
OCSC Sailing  
The Pig and Whistle Pub  
Reuben, Junius & Rose LLP  
The Riptide  
Roger & Clarissa Lee Family Fund  
Safeway, Inc.  
Schools, Mentoring and Resource Team  
The Schwab Fund for Charitable Giving  
SF Hole in the Wall Pizza  
SFVentureLaw  
St. James Law, P.C.  
Star Dance Studio  
Sunworks  
Sutro Stewards  
Telegraph Hill Dwellers  
Theatrical Stage Employees Union Local No. 16  
Tommy's Joynt, Inc.  
Town of Danville  
Triage Consulting Group  
Universal Paragon Corporation  
Vitamin Express  
Woodhouse Fillmore LLC  
Working Assets  
World Music Tours  
Yoga Tree

#### **\$500 to \$999**

Aroma Catering/Aroma Concessions  
Bc Records  
Bernal Hill Realty  
Castro Lions Club Charities, Inc.  
Children's Day School, Inc.  
City Youth Now  
Cliff House  
Earth Day San Francisco  
El Rio  
Event Magic, Inc.  
Eventbrite  
Gateway Management & Realty Inc.  
George and Ida Mestel Foundation, Inc.  
Hayes Valley Neighborhood Association  
Hotwire  
Housing Development & Neighborhood Preservation Corporation  
Local Independent Charities of America (LICA)  
McCormack Baron Ragan Management Services, Inc.  
Munchery, Inc.  
No. California Chapter of the U.S. Green Building Council  
North Beach Business Association  
Pillsbury Winthrop Shaw Pittman LLP  
Plum Organics  
Polaris Group  
Rock Island Refrigerated Distributors, Inc.  
Shute, Mihaly & Weinberger, LLP  
The Solar Company  
Stratford School, Inc.  
William Duff Architects

#### **\$125 to \$499**

941-943 Vermont Street  
African American Arts & Culture Complex  
Ammel Park Cooperative  
Andronico's Community Markets  
Architects II  
Association of Concert Bands  
Bank of America Matching Gifts Program

Berkeley Marine Center  
Bernal Beast, Inc.  
Bernal Heights Outdoor Cinema  
Brightworks  
Castro Wine Ventures, LLC  
Chung Enterprises, L.P.  
CinemaSF, LLC  
Club Nautique  
Cole Valley Improvement Association  
Communications Services  
Creative Enterprises  
The Dark Horse Inn  
Doug Hall Studio

**2,009**  
**unique donors**  
**to the Parks**  
**Alliance**  
**in 2013**

El Tonayense Food Truck  
Emporio Rulli at Chestnut Street  
Ferdon Olive Oil, Inc.  
Flores Law Firm  
Forest City Development  
Frozen Kuhsterd  
The Gelfand Family Foundation, Inc.  
Golden Gate Heights Neighborhood Association  
Grasplan  
Jefferson School PTA  
Latitude 38  
Lucky Horseshoe Bar, LLC  
Michael and Ina Korek Foundation Trust  
The Morrison & Foerster Foundation  
MyNaw  
OCSC Sailing  
The Pig and Whistle Pub  
Reuben, Junius & Rose LLP  
The Riptide  
Roger & Clarissa Lee Family Fund  
Safeway, Inc.  
Schools, Mentoring and Resource Team  
The Schwab Fund for Charitable Giving  
SF Hole in the Wall Pizza  
SFVentureLaw  
St. James Law, P.C.  
Star Dance Studio  
Sunworks  
Sutro Stewards  
Telegraph Hill Dwellers  
Theatrical Stage Employees Union Local No. 16  
Tommy's Joynt, Inc.  
Town of Danville  
Triage Consulting Group  
Universal Paragon Corporation  
Vitamin Express  
Woodhouse Fillmore LLC  
Working Assets  
World Music Tours  
Yoga Tree

#### **San Francisco Recreation & Parks Department Individual Donors**

#### **\$5,000 to \$9,999**

Tom and Linda Coates  
Mick and Sabrina Hellman  
Charles and Helen Schwab  
Diane B. Wilsey

#### **\$2,500 to \$4,999**

Ronald and Gayle Conway

#### **\$1,000 to \$2,499**

John Fisher  
Randi and Bob Fisher  
Sakurako and Bill Fisher  
Kate and Tom Klein  
H. Marcia Smolens

#### **\$500 to \$999**

Po and Michelle Bronson  
Thomas J. Culligan III  
Amory and Scott Donohue  
Chandra and Bob Friese  
Carmen and Gail Policy  
Katherine Albright and Jacob Schatz  
Colin Schmidt  
Ray Sullivan

#### **\$125 to \$499**

Phil Arnold and Monique Zmuda  
Mark Buell  
Richard Corriea  
John Garrity  
Jeremy Gordon and Jean Phatthanaphuti  
Carlos Henderson  
Vicki and Jim Hennessy  
Daphne Jackson  
Richard Kopf  
Karl and Bernadette Kruger  
Allison Magee and William Baumgardner  
Mark Murphy and David Allyn  
Rita O'Hara  
Laura and Bob Palacio  
Alexander and Megan Potente  
Louise Renne  
Barbara and David Sanchez  
Chief William P. Siffermann  
Greg Suhr  
Gwynned Vitello  
Korinne Anne Watson

#### **RPD Institutional Donors**

#### **\$20,000 and above**

Visa USA, Inc.

#### **\$10,000 to \$19,999**

REI

#### **\$5,000 to \$9,999**

Appalicious  
AT&T  
Boston Properties  
City and County of San Francisco  
Dignity Health  
Outside Lands/OSL Group, LLC  
Recology San Francisco  
S.F. Association of Realtors  
Walter S. Johnson Foundation

#### **\$2,500 to \$4,999**

Blue Shield of California  
Coalition for Better Housing  
Coca-Cola Bottling Co. of California  
Laborer's International Union of North America, Local 261  
Mission Bay Development Group  
Nixon Peabody LLC  
Northern California Carpenters Regional Council  
Platinum Advisors, LLC  
Salesforce Foundation  
San Francisco Forty Niners  
San Francisco Glens Jr. Soccer Association  
San Francisco Waterfront Partners  
SKS Investments

#### **\$1,000 to \$2,499**

Barnes, Mosher, Whitehurst, Lauter & Partners, Inc.  
Committee on Jobs  
Emerald Fund, Inc.  
Golden Gate Yacht Club  
Lennar Communities – Bay Area Urban  
Nancy Pelosi for Congress  
Nibbi Bros. Associates, Inc.  
Safeway, Inc.  
San Francisco Chamber of Commerce  
San Francisco Giants  
Shorenstein Realty Services, LP  
St. Francis Yacht Club  
TMG Partners  
U.A. Local #38  
Webcor Construction, LP  
Wells Fargo Bank

#### **\$500 to \$999**

BergDavis Public Affairs, Inc.  
Erwin and Muir Public Affairs and Political Consulting  
Harrison Fremont Holdings  
Jack's on Chestnut  
Municipal Executives Association  
San Francisco Fire Fighters—Local 798  
San Francisco Municipal Golf Association  
Yellow Cab Cooperative, Inc.

#### **\$125 to \$499**

Chinatown Community Development Center  
Gap Foundation Gift Matching Program  
McAvoy O'Hara Company  
Murphy O'Brien Real Estate Investments, Inc.  
Operating Engineers Local Union No. 3  
San Francisco Electrical Contractors Association  
South San Francisco Dental Care  
Sutton Law Firm, PC  
Tilmar Properties LLC

**125**  
**Number of street**  
**medians, abandoned**  
**lots and hillsides**  
**beautified or in**  
**progress through**  
**street parks**

#### **Park Partner Institutional Donors**

#### **\$20,000 and above**

Autodesk  
The Bam Trust  
California Association of Food Banks  
The Charles Schwab Corporation  
Foundation  
City and County of San Francisco  
Eastern Neighborhoods Public Benefit Fund  
Foundation for Youth Investment  
GGG Foundation  
Hellman Family Revocable Trust  
Hellman Foundation  
The Kimball Foundation  
Metta Fund  
Millwheel Development  
Mission Neighborhood Centers, Inc.  
Pacific Gas and Electric Company  
Patxi's Pizza  
The Reid Hoffman Foundation  
S.F. Association of Realtors  
The Sage Foundation  
Salesforce Foundation  
The San Francisco Foundation  
State of California  
Western Athletic Clubs

#### **\$10,000 to \$19,999**

AT&T  
Cleof Foundation  
Commonwealth Mission Restaurant  
The Dean Witter Foundation  
Good Solutions Group

# 2013 FINANCIAL STATEMENT\*

June 30, 2013

## Assets

|                            |             |
|----------------------------|-------------|
| Cash and cash equivalents  | \$4,481,589 |
| Accounts receivable        | \$190,690   |
| Prepaid expenses           | \$33,130    |
| 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

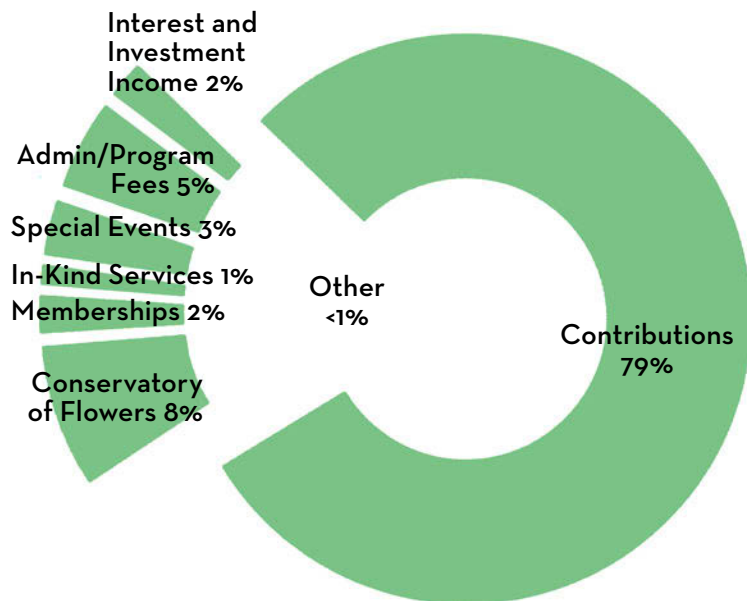
## Net Assets

|                            |             |
|----------------------------|-------------|
| 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

## Operating Revenue Sources



## 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      |

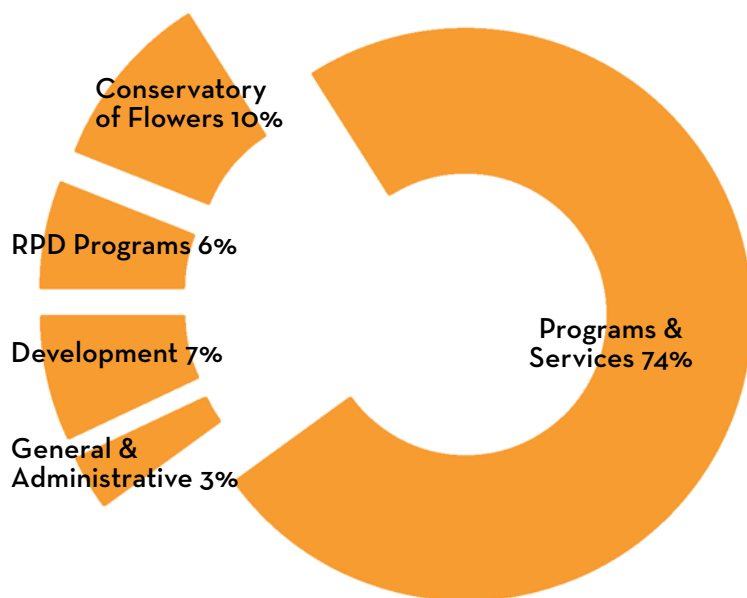
Total Core Support + Revenue \$14,809,109

### 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

## Operating Expense Allocation



\* Unaudited financials. Audited financials will be available by early 2014 at [www.sfparksalliance.org](http://www.sfparksalliance.org)

## Park Partners

|                     |              |
|---------------------|--------------|
| Support and Revenue | \$10,393,841 |
| Expenses            | \$7,185,720  |

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

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.*