

2015 IMPACT REPORT



SAN FRANCISCO
Parks Alliance
OUR CITY, OUR PARKS.

OUR CITY OUR PARKS

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2015 HIGHLIGHTS



STEWARDSHIP

In May, the beautifully re-tiled Lincoln Park Steps reopened as a grand entryway to the Presidio! With fiscal sponsorship from the Parks Alliance, a community group worked for seven years to bring this lovely vision to fruition. **See page 4**

FUNDING OUR PARKS

In August 2015, the Parks Alliance published *Still Seeking Green*, a research report documenting the need for more stable, sustainable funding for San Francisco parks. **See page 6**

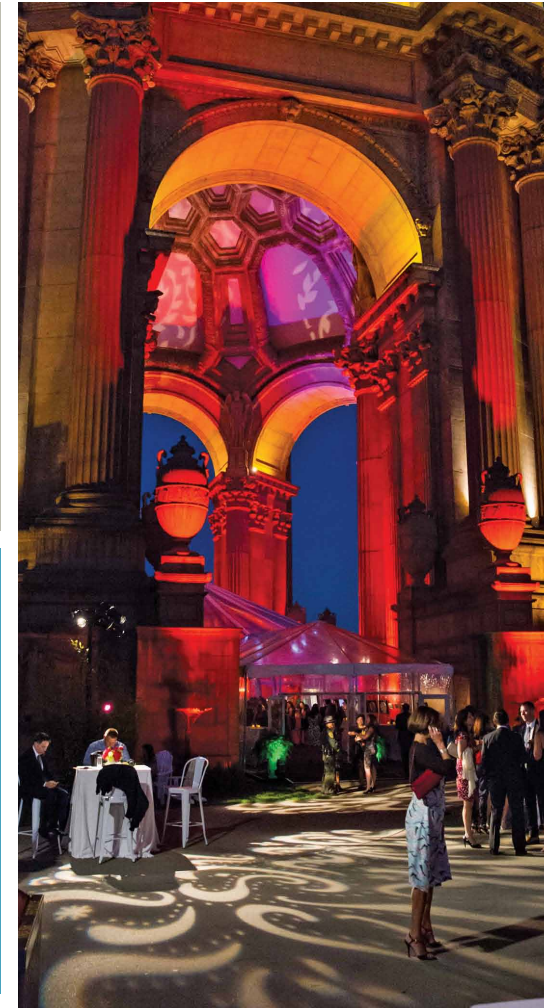
PLAYGROUNDS

The Parks Alliance's Playground Initiative partnership with the Recreation and Park Department seeks to ensure that every San Francisco child has a safe, clean, fun place to play. This year's work included research on playground trends, and outreach to parents and park advocates to engage them in creating the next generation of playgrounds. **See page 7**



ACTION GRANTS

For the third year in a row, the Parks Alliance presented a Volunteer of the Year award, and action grants to promising community park projects to support their work. **See page 9**



BLUE GREENWAY ACTION PLAN

Community engagement efforts have kicked into high gear to inform and involve residents of neighborhoods along the southeastern waterfront in the vision for a network of parks, bike trails and bay access points in this part of the City. The Parks Alliance has brought "The Blue Greenway Experience" to over 750 residents since the spring of 2015. **See page 8**



PARTY FOR THE PARKS

The weather was balmy, the historic Palace of Fine Arts was beautiful, and the crowd was joyful. This year's 10th annual Party for the Parks was the biggest and most successful event yet. **See back cover**

STEWARDSHIP

Once upon a time in the outer Richmond District, there was a gray concrete stairway that led to one of the most stunning vistas in our park system: the view of the Golden Gate Bridge from the 17th hole at Lincoln Park Golf Course. Neighbors Anna Yatroussis and Meg Autry thought this ordinary portal deserved a touch of grandeur that hinted at the visual delights just beyond.

They came to the Parks Alliance, which helped them raise \$250,000 in private funding, successfully apply for a \$180,000 Community Opportunity Fund matching grant from the Recreation and Park Department, engage local neighbors in a design process, and select tile artist Aileen Barr to create a stunning final product.

The newly grand Lincoln Park Steps opened with a community celebration in May 2015, with students from the neighboring Katherine Delmar Burke school helping to cut the ribbon.

The Lincoln Park Steps project is just the latest in a series of park beautification, restoration and activation efforts the Parks Alliance has helped volunteers across San Francisco complete through the Park Partner program, the Street Parks partnership with SF Public Works, and other stewardship programs around the city.



PARK PARTNERS

- Aleman Farm (Friends of)
- Alta Plaza Park (Friends of)
- Amphitheater at McLaren Park (AMP)
- Angel Alley
- Athens Avalon Greenspace
- Balboa Park Playground (Friends of)
- Bernal Gardens (Friends of)
- Bernal Heights Outdoor Cinema
- Bike Polo
- BRANCH
- Buena Vista Neighborhood Association
- Cabrillo Playground (Friends of)
- City Guides
- Climate Action Now!
- Connecticut Friendship Garden
- Corbett Heights Neighbors
- Dahlia Society
- Diamond Heights Blvd Median Project
- Dogpatch Playground Working Group
- Dolores Park Playground (Friends of)
- Dolores Park Works
- Esprit Park (Friends of)
- Excelsior Collaborative
- Fallen Bridge Mini Park (Friends of)
- Far Out West Dune Community Garden
- Francisco Park Conservancy
- Franklin Square (Friends of)
- Garden for the Environment
- Gateway Park
- Geneva Car Barn and Power House
- Geneva Community Garden
- Glen Park Greenway Project
- Goettingen Neighbors Group
- Golden Gate Park Band (Friends of)
- Grattan Playground (Friends of)
- Green Alleys Project

GreenTrust SF
 Hardly Strictly Bluegrass
 Help McLaren Park
 Honey in the Heart (Pollinator Blvd)
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 Jackson Playground (Friends of)
 Japanese Tea Garden (Friends of the)
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 Kenny Alley Beautification Project
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 Lafayette Park (Friends of)
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 Laurel Hill Playground (Friends of)
 Lincoln Park Steps (Friends of)
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 McCoppin Square
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STREET PARKS

Street Parks are born from little spaces of land owned by SF Public Works —street medians, sidewalks, public stairways and plots that are zoned as streets but not used for vehicles, pedestrians or bike throughways. The City allows neighbors to improve these spaces to create gardens, parks or greenways through an innovative public-private partnership with the Parks Alliance. The terraced Athens

Avalon Greenspace is an example. Excelsior District neighbors have worked with the Parks Alliance and SF Public Works for several years to create this beautiful park, where once there was a steep, scraggly hillside adjacent to a public stairway.



POLICY

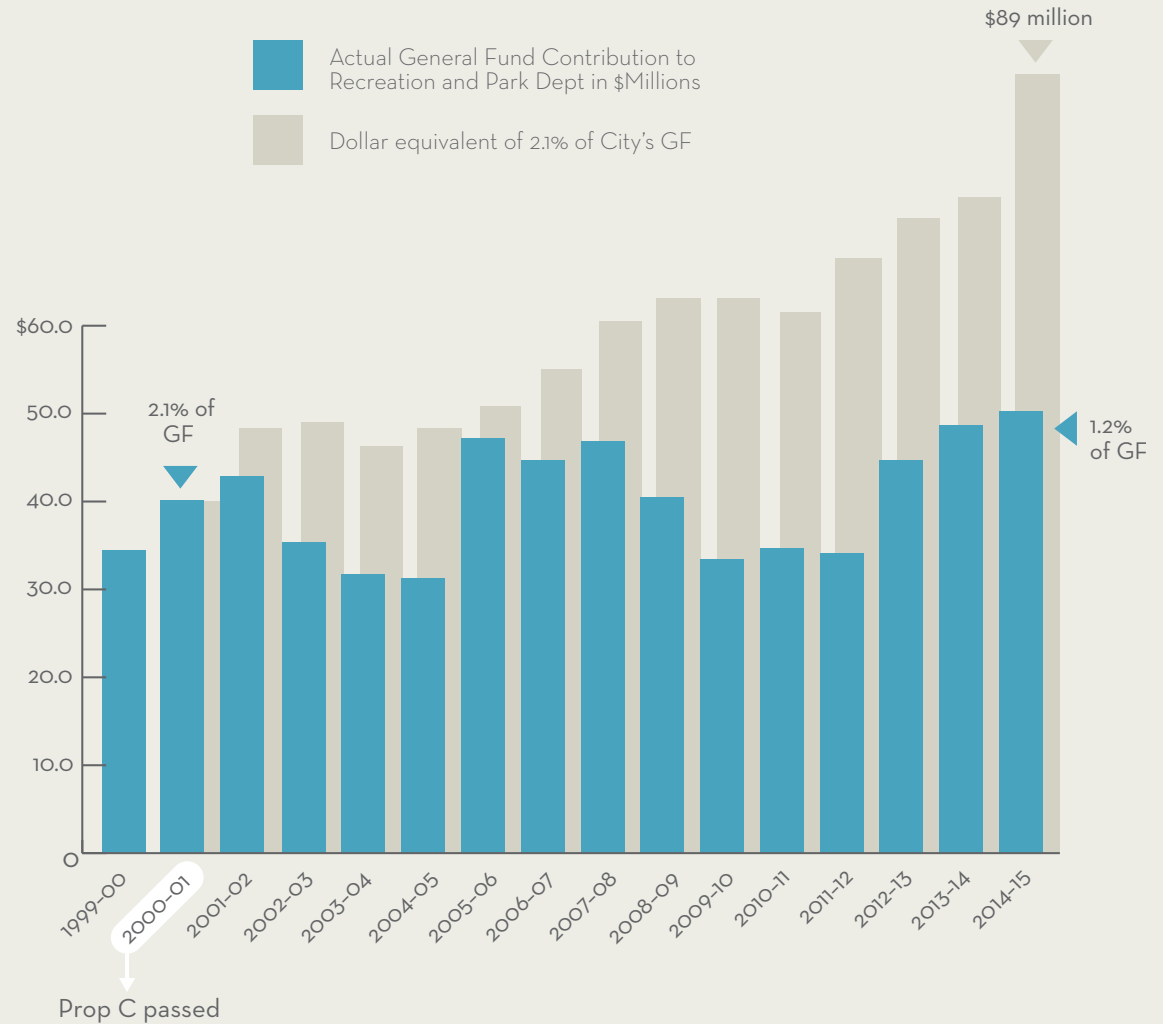
As San Francisco grows more dense, the need for parks and access to green spaces increases. However, parks continually lose out in the annual budget process. Over the past 15 years, the City's General Fund grew 43 percent, but general operating support for parks only grew 30 percent. The City's parks generate almost \$1 billion a year in economic benefits and yet are not able to keep up with needs for tree maintenance, park patrol, and overall facility maintenance and upkeep. Parks need a sustainable, stable source of revenue so that the City can offer every resident access to a clean, safe, fun and beautiful park and recreation system in San Francisco.

Still Seeking Green, a Parks Alliance research brief following up on a more comprehensive report published by SPUR in 2011, looked at park funding since the Open Space Fund set-aside was passed in 2000. Both reports have informed a major advocacy campaign over the last year, which resulted in Supervisor Mark Farrell introducing a Charter Amendment for the June 2016 ballot that stabilizes park funding in the long term.



From the City Charter (enacted as Prop. C, March 2000; emphasis added):

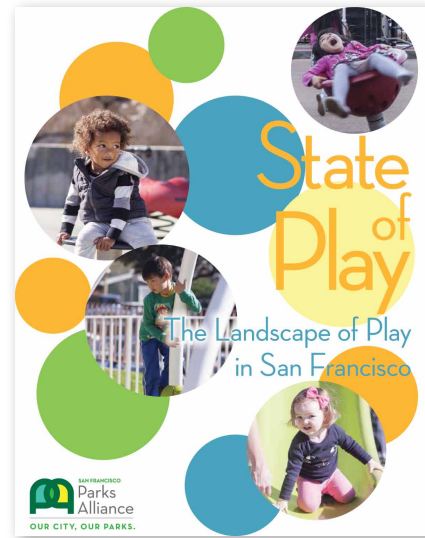
“SEC. 16.107 (b) The City will continue to set aside from the annual tax levy, for a period of thirty years starting with the fiscal year 2000-2001, an amount equivalent to an annual tax of two and one-half cents (\$0.025) for each one hundred dollars (\$100) assessed valuation. Revenues obtained thereby shall be **in addition to, and not in place of**, any sums normally budgeted for the Department and, together with interest, shall be deposited into the Park, Recreation and Open Space Fund.”



Source: Annual Appropriation Ordinances, SF Controller

PLAYGROUNDS

In February 2015, the Parks Alliance published *State of Play*, a report summarizing national trends in playground design and local playground improvements to date. More than 50 community members attended a Community Design Forum meeting the same month, to help the Parks Alliance and the Recreation and Park Department set design goals for future playground renovations. G. Cody QJ Goldberg, Executive Director of Harper's Playground and a nationally-recognized advocate for inclusive play spaces, delivered a special keynote to open the forum.



Over the past decade, biannual Playground Report Cards issued by the Parks Alliance have documented the condition of San Francisco's playgrounds, and helped make the case for devoting \$15.5 million in the 2012 Clean and Safe Neighborhood Parks bond towards fixing playgrounds that fail basic safety standards. The Failing Playgrounds Task Force identified two tiers of playgrounds to receive improvements, but the need remains greater than the funds available. Because every San Francisco child deserves a safe, clean, fun place to play, the Parks Alliance will launch a major effort in 2016 to fund additional renovations. San Francisco has 33 failing playgrounds, and that's 33 too many.



BLUE GREENWAY

In 2015, the Parks Alliance and its partners kicked off the Blue Greenway Action Plan, reinvigorating community engagement around the many development projects located along a stunning 13-mile stretch of the City's southeastern waterfront. From the Mission Rock development—going to the voters in November 2015—to India Basin and the redevelopment of the Hunters Point shipyard, this area of San Francisco is changing rapidly.

In February 2015, the Parks Alliance convened the first-ever meeting of all stakeholders including public agencies like the Port, the Recreation and Park Department and the Planning Department, as well as The Trust for Public Land, developers such as Lennar Urban and Build Inc., and local organizations and neighborhood groups invested in the future of their communities.

Parks Alliance staff have also attended more than 60 community meetings since early spring, reaching at least 750 neighbors and residents to give them a voice in the development of parks, open spaces, and other opportunities that are coming to their neighborhoods. The Parks Alliance's "Blue Greenway Experience" presentation utilizes maps, photographs and other media to immerse residents in the vision for a network of parks, bike trails and bay access points along the public waterfront.

In early 2016, in partnership with SPUR, the Parks Alliance will also launch a web portal utilizing state-of-the-art mapping technology. The web portal will allow planners, developers, residents and advocates to quickly locate information about the various projects and their status.



The Parks Alliance is grateful to the William and Flora Hewlett Foundation, the San Francisco Foundation, the Walter & Elise Haas Fund and others that have funded these engagement efforts.



ACTION GRANTS

Each year, the Parks Alliance awards particularly promising park projects with small grants to kick start their work and promote volunteerism and stewardship in San Francisco parks and open spaces. This year, 10 organizations received grants totaling \$45,000, including one “people’s choice” grant chosen by voters in an Internet survey. Another organization, Help McLaren Park, received \$5,000 in honor of Chuck Farrugia, the organization’s co-founder and the Parks Alliance 2015 Volunteer of the Year.

2015 ACTION GRANT RECIPIENTS

Climate Action Now! - \$5,000: To remove 3,000 square feet of asphalt at two SFUSD school sites, and with the help of students, parents and school site staff, replace them with organic orchards, vegetables gardens and pollinator habitat.

Connecticut Friendship Garden - \$5,000: To help construct an outdoor classroom at its Potrero Hill community garden.

Friends of the AMP - \$5,000: To support annual summer concert series at the Jerry Garcia Amphitheater in McLaren Park.

Garden for the Environment - \$2,500: To help fund the urban gardener training program.

CommUNITY Garden - \$5,000: Funding to support the local community garden serving 300 low- and moderate-income residents of Bayview-Hunters Point.

Precita Valley Neighbors - \$5,000: To fund a community kiosk in Bernal Heights’ Precita Park.

SF Urban Riders - \$5,000: To promote trail-building and stewardship, as well as other bike community-building efforts.

Sunset Community Garden - \$2,500: To purchase gardening tools and support youth outreach.

Sutro Stewards - \$5,000: To help construct a new trailhead and meeting point in the Mount Sutro Open Space.

Ceramics at Mission Art Center - \$5,000: “People’s Choice” award made through an online voting process. The Friends of the Randall Museum will use the funds to purchase equipment for use in the Center’s popular ceramics program.

Any organization involved in programming or capital improvements in a San Francisco park or recreation facility may apply for an Action Grant. In 2015, the Parks Alliance received grant applications from 20 organizations. A grants committee made up of Parks Alliance staff and board members, representatives from the SF Recreation and Park Department, SF Public Works, and the Parks, Recreation and Open Space Advisory Council selected nine grant recipients.

VOLUNTEER OF THE YEAR



CHUCK FARRUGIA and HELP MCLAREN PARK

San Francisco firefighter Chuck Farrugia, an Excelsior native and a longtime volunteer in McLaren Park, founded Help McLaren Park in 2006 with his wife Trilce. Mr. Farrugia and Help McLaren Park have been instrumental in community efforts to improve and support the 318-acre park, including the opening of the Peru Street Playground and improvements around McNab Lake, funding their work with pancake breakfasts and other community fundraisers.

Safety in and around McLaren Park has been a particular focus for Mr. Farrugia. “As long as I am around I will never give up that fight to keep our park safe. I feel that if kids can’t use their neighborhood parks safely, than there is no reason to live in San Francisco no matter how beautiful it is,” Mr. Farrugia says.

San Francisco Parks Alliance would like to thank its generous supporters for their contributions between July 1, 2014 and June 30, 2015. While we strive to be as accurate as possible, please contact stephanie@sfparksalliance.org with any corrections or omissions. Contributions of \$250 and above are listed below.

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“San Francisco Parks Alliance has been more than a fiscal sponsor in the effort to upgrade existing parks and create new ones. From fundraising guidance, grant writing reviews to skill developing workshops, SFPA has been there for Northwest Potrero Hill. Check out our new lights at Fallen Bridge Park and our conceptual plans for Potrero Gateway Loop.”

— Jean Bogiages, Potrero Hill Resident and Park Policy Council member

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11
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“The San Francisco Parks Alliance continues to be the chief philanthropic partner for our city parks. They play a critical role in helping neighbors to improve their parks, and they are the chief advocates for improving all our parks. We couldn’t do it without them.”

—Mark Buell, President, Recreation and Park Commission

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94

Percentage of San Franciscans who say parks are very important to the City's quality of life

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Pamakid Runners
Paragon Machine Works
Paulett Taggart Architects
Petit Teton Foundation
Reuben, Junius & Rose LLP
Reynolds Family Foundation
Ride the Ducks International, LLC
Rita Roti Real Estate
Sam's Grill & Seafood Restaurant LLC
San Francisco Chamber of Commerce
Schein & Schein, Inc.
Service Employee International Union, Local 1021
Sheet Metal Workers' Intl. Association Local #104
Sue Tim Partnership
Theatrical Stage Employees Union Local 16
Twitch Films, Inc.
Unhappy the Hedgehog
Upside Markets

Williams-Sonoma, Inc.
YourCause, LLC

\$250 - \$499

Alice Phelan Sullivan Corporation
Bernal Beast, Inc.
Bogards Davis, LLP
Cafe Divine
Caffe Greco
Chevron Humankind Matching Gift Program
Citizen Chain
Dogpatch Neighborhood Association
Electronic Arts
The Gelfand Family Foundation, Inc.
Grant & Green Market
Invisible City Films
Jamaroo Kids
Jeffrey's Natural Pet Foods
Joshin Bruguera State Farm Agent L and D Development Inc.
Little Vine
Maggie McGarry's
Mama's on Washington Square
March Conservation Fund
Nancy Pelosi for Congress
PG&E Corporation Foundation
Phil Ting for Assembly 2014
Resource Conservation District of Santa Cruz County
San Mateo County Resource Conservation
Schoola
Taraval Parkside Merchants Association
Tony's Pizza Napoletana
Tower Tours
United Studios of Self Defense
UrbanSitter
The Weisman Foundation

Estate Gifts Received

Estate of J. Richard Cronin
Donald G. Knight Living Trust
Knight Residuary Trust
Eric M. Lehman 2015 Irrevocable Trust
Samuel and Florence Scarlet Revocable Trust

Your legacy gift to the Parks Alliance can support your favorite park or parks across San Francisco. To learn more about including the Parks Alliance in your estate plans or to request a copy of our estate-planning organizer, please contact 415-621-3260 or stephanie@sfparksalliance.org

ASSETS

Cash and Cash Equivalents	\$6,432,959
Accounts Receivable	\$295,259
Prepaid Expenses	\$112,082
Inventory	\$26,426
Investments	\$13,320,923
Property and Equipment - Net	\$48,493
TOTAL ASSETS	\$20,236,142

LIABILITIES

Accounts Payable and Accrued Expenses	\$506,403
Deferred Revenue	\$269,955
Total Liabilities	\$776,358

NET ASSETS

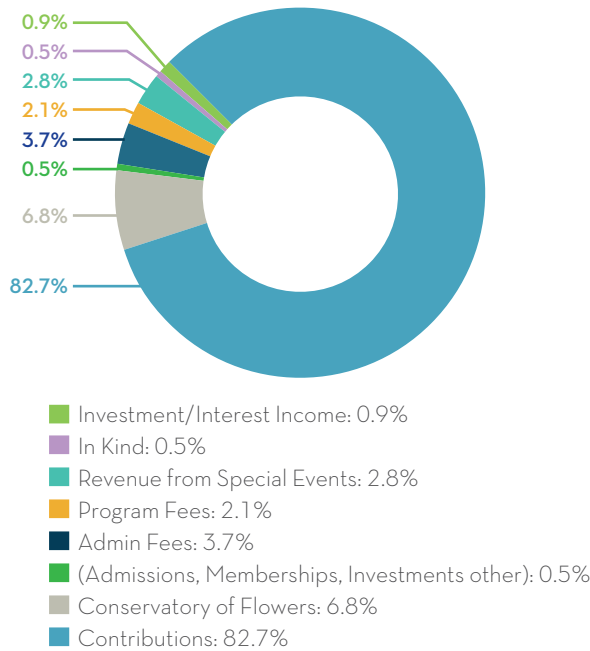
Unrestricted:	
Designated by the Board for Specific Purposes	\$1,670,461
Designated for Conservatory of Flowers Operations	\$473,153
Undesignated	\$788,162
Total Unrestricted Net Assets	\$2,931,776
Temporarily Restricted	\$16,478,008
Permanently Restricted	\$50,000
Total Net Assets	\$19,459,784
TOTAL LIABILITIES & NET ASSETS	\$20,236,142

PARK PARTNERS

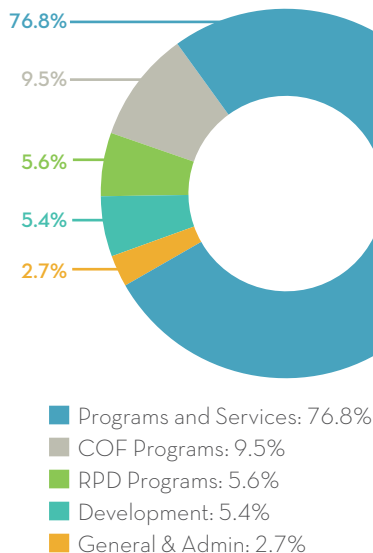
Support & Revenue	\$16,967,075
Expenses	\$10,486,073

*Unaudited financials. Audited financials will be available by early 2016 at www.sfparksalliance.org.

OPERATING REVENUE SOURCES



OPERATING EXPENSE ALLOCATION



STATEMENT OF ACTIVITIES

For the year ended June 30, 2015

SUPPORT AND REVENUE

Contributions	\$16,992,663
Admissions and Sales	\$72,739
Conservatory of Flowers	\$1,388,274
Memberships	\$51,215
Administrative Fees	\$762,675
Program Fees	\$432,687
Revenue from Special Events	\$567,189
In-kind Donations	\$98,020
Interest and Investment Income	\$192,869
Realized and Unrealized Gain (Loss) from Investments	(\$16,162)
Other Income	\$1,890

TOTAL SUPPORT AND REVENUE \$20,544,059

EXPENSES

Program services:	
General and Park Partners Programs	\$10,486,073
S. F. Recreation & Park Dept. Programs	\$765,059
Conservatory of Flowers	\$1,294,296
Supporting services:	
General and Administrative	\$371,452
Development	\$732,253

TOTAL EXPENSES \$13,649,133

INCREASE IN NET ASSETS \$6,894,926

NET ASSETS AT BEGINNING OF YEAR \$12,564,858

NET ASSETS AT END OF YEAR \$19,459,784

Every year, Park Partner groups leverage SFPAs fundraising, community mobilizing, and technical assistance expertise to raise millions of dollars, 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.

San Francisco Parks Alliance
1663 Mission Street, Suite 320
San Francisco, CA 94103

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PARTY FOR THE PARKS

In the ten years since Party for the Parks began as a fun event focusing on philanthropy for the City's parks, it's had real impact: Recreation Centers have been furnished with equipment, furniture and amenities. Trails have been restored, groomed and reopened. Children have received scholarships to attend summer camps and participate in sports. Gardeners and arborists have been supplied with the tools they need to care for plants and trees.

2015 was no exception and was the Parks Alliance's biggest event to date. Nearly 600 guests attended this year's Party for the Parks, with proceeds approaching a record \$500,000 to support the Parks Alliance and the effort to fix failing playgrounds across San Francisco. The venue, the historic Palace of Fine Arts, was spectacular, as was the balmy weather and stunning park photography. A heartfelt thank you to our Party chairs and event committee, our generous event sponsors, and of course the donors and guests who made this event a great success!

