



OUR CITY  OUR PARKS

SAN FRANCISCO
PARKS ALLIANCE

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Drew Becher, CEO



Jim Lazarus, Board Chair

DEAR PARKS ALLIANCE FRIENDS & SUPPORTERS,

As your new CEO I am humbled by the open arms in which I've been received by this incredible parks community. I have spent my time here getting to know and listening to the people that make this work matter. I've been out in gardens, at community meetings, attending neighborhood gatherings, and talking with city agencies and other non-profits. Reflecting upon these meetings and the work of the Parks Alliance, an important theme has occurred to me: the Whole is Greater than the Sum of our Parks. Catchy huh? It's true though, I see it every day in parks and communities throughout San Francisco.

With over 200 park partners, several key city agency partnerships, and a passionate base of volunteers and supporters, the Parks Alliance's work embodies this philosophy. With all of these parts working together towards a shared goal, it is no surprise why this is truly one of the best park systems in the world.

With your support, the fruits of this collective wisdom have paid off this year. **San Francisco became the first city in the nation where every resident is within a 10 minute walk to a park.** This is a huge milestone for parks throughout the country, and was achieved in large part due to the many unsung spaces that you and the Parks Alliance have helped create, transform and activate. From abandoned lots, neglected alleyways, new playgrounds, beautified medians,

tunnel tops, schoolyards, and beyond, when a community member or a neighborhood has a vision to transform or improve itself, the Parks Alliance is here to help make that happen.

Our Board and Staff are working overtime to make sure that we invest in new and more efficient ways to support and deliver services and outcomes to all of you, our partners and investors.

With the input of many of you, we are in the middle of creating our new strategic plan that will guide our work in the years to come and will help us: Build and program more parks and innovative open spaces; Invest in play and playgrounds throughout the city; and become a more proactive and efficient organization to support all parks big and small.

As you can see it has been a busy year at the Parks Alliance. But being busy we must never forget that our job is to serve you and your efforts to make San Francisco the best place to live on earth. Thanks for helping us make parks happen—we could not do it without you.

Onward and upward!

With gratitude,

Drew Becher
CEO

COMMUNITY PROGRAMS

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



MOUNTAIN LAKE PARK PLAYGROUND

This beloved playground in the Inner Richmond reopened in June 2017 after five years of tireless work from the Friends of Mountain Lake Park Playground. The group worked closely with the Recreation and Park Department to develop a design that met the needs of the community and also honored the natural and historic setting. Their commitment exemplifies the power of community engagement, which the Parks Alliance continues to champion for playgrounds throughout the city.



101 ACTIVE PARK PARTNER GROUPS



ATHENS AVALON GREENSPACE

This excelsior hillside project was completed this year with a grand finale of beautiful tiled stairs, by artist Iran Narges. The Athens Avalon Greenspace partner group spent a decade turning this orphaned block into a stunning greenspace with support from the Parks Alliance, Public Works, Supervisor Safai, and funding from the office of Supervisor John Avalos and the Community Challenge Grant program.



70 ACTIVE STREET PARKS



“Projects like this may never have happened without the support of the SF Parks Alliance. The organization does an excellent job of connecting people and helping groups like ours build larger community connections.”

—PAM AXELSON, Athens Avalon Greenspace



10 PARK RENOVATIONS COMPLETED

SOUTH PARK

San Francisco's oldest park (est. 1854) reopened in March 2017 in the SoMa after a \$3.8 million renovation. Park Partner, South Park Improvement Association, initiated and led the renovation design process with Fletcher Design and the Recreation and Park Department. The new park features beautiful meadows, benches, pathways, drought resistant trees, and a universal play area.



1200 COMMUNITY MEMBERS ENGAGED ALONG THE BLUE GREENWAY

BLUE GREENWAY: PG&E HUNTERS POINT SHORELINE

The PG&E Hunters Point Shoreline opened in March and now stretches along the bay connecting Heron's Head Park to India Basin, with bicycle and pedestrian paths running along the waterfront. This was part of the Hunters Point Power Plant Cleanup and Restoration project, an initiative that developed out of years of strong advocacy from community groups in southeast San Francisco.



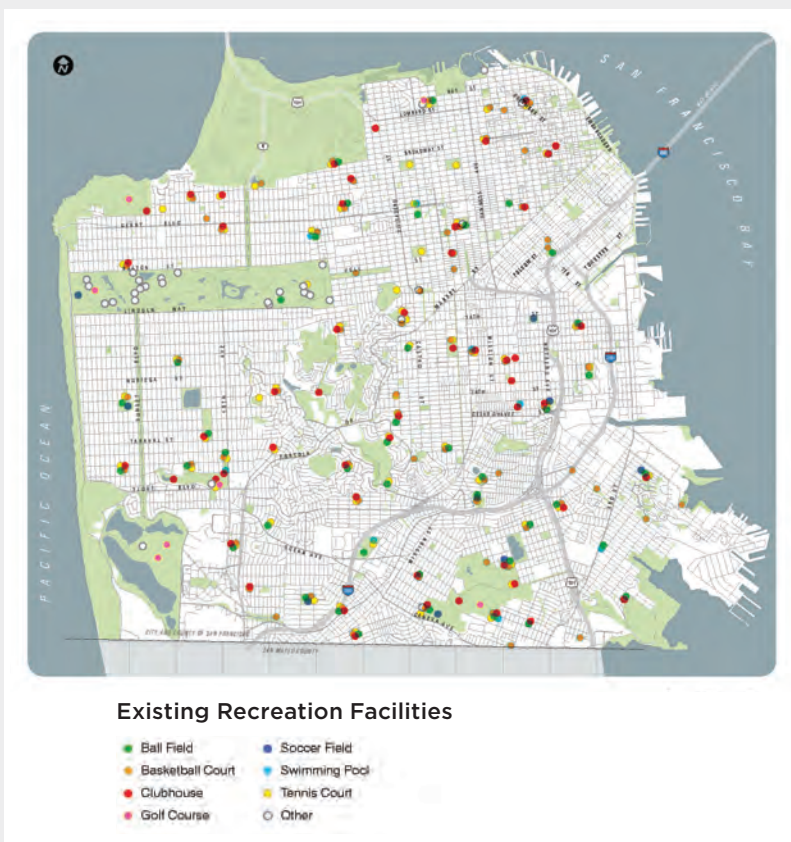
PARK POLICY

In 2017, the Parks Alliance launched the ROSE (Recreation and Open Space Element) Implementation Project. The Parks Alliance is collaborating with city agencies to study how parks and amenities are used throughout the city, and to identify and coordinate future open space and recreation opportunities.



The goal of the Recreation and Open Space Element is to continue the City’s legacy of fine parks and recreational opportunities, and guide the City’s future decisions to improve the open space system for the benefit of everyone. The ROSE consists of 6 objectives and 41 policies to determine the overall direction and policies for long-term planning, conservation, and use of open space and recreational facilities in San Francisco.

Over a two year period, the Parks Alliance will convene a forum for stakeholders to guide the implementation of the ROSE by providing data, sharing information, communicating with the public, and identifying needs and new opportunities for funding. Furthermore, the Parks Alliance will explore and recommend methods for collecting data on park users and will evaluate resident and visitor use of San Francisco parks and public open spaces.



Map courtesy of SF Planning

“Our goal is a rich diverse mixture of on-trend and up to date recreational opportunities in San Francisco neighborhoods.”

—DREW BECHER, CEO of the San Francisco Parks Alliance

LET'S PLAYSF!

We believe all children deserve a safe, imaginative place to play outside. The Let'sPlaySF! campaign is a partnership of the Parks Alliance and Recreation and Park Department that leverages public and private funding to transform 13 playgrounds across the city, giving more than 20,000 children access to new places to play.

“Like childhood, playgrounds don’t last forever. They need constant attention and resources.” —PHIL GINSBURG, SF Rec and Park General Manager



13
PLAYGROUNDS
SLATED FOR
RENOVATION,
BENEFITING
MORE THAN
20,000
CHILDREN.



Over the past year we crossed the halfway point for the campaign, marking more than \$6 million in pledges and contributions raised to date. We also kicked off the community design process for several sites, including the Panhandle, Alice Chalmers, Washington Square, McLaren Park, and Sgt. John Macaulay playgrounds.



ACTION GRANTS & LOVE YOUR PARKS DAY

Each year, the Parks Alliance offers Action Grants and local park awards to support community projects that improve and encourage the activation of San Francisco parks, open space, and recreation centers. At this year's Love Your Parks Day we awarded \$50,000 in funding to ten promising projects.



ACTION GRANTS

College Hill Neighborhood Association

Bernal Cut Path

Common Compost

Sunnydale Community Garden

Friends of the AMP

Jerry Garcia Amphitheatre Activation

Friends of Christopher Park

Christopher Park Festival

Literacy for Environmental Justice

Eco-Adventures Project

Nature in the City

Palou Garden

Northridge Community Garden

'Grow On' Programming

Parks 94214

Movie Nights in the Bayview

SF Community Alternative School

Outdoor Education Program

Visitacion Valley Greenway

Greenway Art Walks

LOVE YOUR PARKS DAY AWARDS

Innovative Project of the Year

Playland at 43rd ave.

Park Advocate of the Year

Mohammed Nuru, Director of Public Works

Playground Stewards of the Year

Friends of West Portal Playground

Community Art Project of the Year

Kenny Alley

Volunteer of the Year

Ridge Lane Neighbors

Visionary Project of the Year

Candlestick Point State Park



PARK PARTNERS

Alemany Farm (Friends of)
 Alta Plaza Park (Friends of)
 AMP (Friends of)
 Angel Alley
 Athens Avalon Greenspace
 Bernal Heights Outdoor Cinema
 Buena Vista Neighborhood Association
 Cabrillo Playground (Friends of)
 City Guides
 Climate Action Now!
 Corbett Heights Neighbors
 Connecticut Friendship Garden
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 Dahlia Society
 Diamond Heights Boulevard Median
 Dogpatch Playground Working Group
 Dolores Park Playground (Friends of)
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 Esprit Park (Friends of)
 Excelsior Collaborative
 Fallen Bridge Mini Park (Friends of)
 Far Out West Dune Community Garden
 Franklin Square (Friends of)
 Garden for the Environment
 Gateway Park
 Geneva Car Barn and Power House
 Geneva Community Garden
 Glen Park Greenway
 Goettingen Neighbors Group
 Golden Gate Park Band (Friends of)
 Grattan Playground (Friends of)
 Green Alley's Project
 Greenhouse Project (The)
 GreenTrust SF
 Hardly Strictly Bluegrass
 Help McLaren Park
 Hidden Garden Steps
 Howard Langton Community Garden
 Jackson Playground (Friends of)
 Japanese Tea Garden (Friends of the)
 Joe Dimaggio Playground (Friends of)
 Jungle Stairs
 Kenny Alley (Friends of)
 Kezar Triangle (Friends of)
 Kids in Parks
 Lafayette Park (Friends of)
 La Grande Community Gardeners
 La Playa Merchants Association
 Larsen Playground (Friends of)
 Lincoln Park Steps (Friends of)
 Literacy for Environmental Justice
 Marina Community (Friends of)
 Marina Monument Earthquake Group
 McCoppin Hub
 McLaren Bike Park Founders
 Mission Bay Families
 Mission Community Market
 Mountain Lake Park Playground
 (Friends of)
 Ney Street Neighborhood Watch
 Noe Courts (Friends of)
 Noe Valley Rec Center (Friends of)
 NOMAD Gardens
 Northridge CommUNITY Garden
 Oak Woodlands (Friends of)
 OMI Collaborative
 Palou Garden
 Pennsylvania Street Gardens
 Penny Lane (Friends of)
 Pink Alley
 Pioneer Park Committee
 Plant*SF
 Playland at 43rd Avenue
 Polo Field Cycling Track
 Portola Park (Friends of)
 Potrero Hill Rec Center (Friends of)
 Potrero Sustainable Living Group
 Precita Valley Neighbors
 Residents for Noe Valley Town Square
 Ridge Lane Neighbors
 Rossi Playground (Friends of)
 Russian Hill Improvement Association
 SF Bee-Cause
 SF Lawn Bowling Club
 SF Shared Schoolyard Project
 SF Urban Riders
 SF Tennis Coalition
 South Park Improvement Association
 Strawberry Hill (Friends of)
 Sutro Stewards
 Tunnel Top Park
 Upper Douglass Dog Park (Friends of)
 Urban Sprouts
 Victoria Manolo Draves Park/Gene
 Friend Rec Center (Friends of)
 Visitation Valley Greenway
 Washington Square Park (Friends of)
 Waterfront Playground (Friends of)
 West Portal Playground (Friend of)
 West Sunset Playground (Friends of)
 With Honey in the Heart

A very special thank you to our many partners in City Agencies that help make all of our work possible.



City & County of San Francisco

Office of the Mayor



THANK YOU!

San Francisco Parks Alliance would like to thank its generous supporters for their contributions between July 1, 2016 and June 30, 2017. While we strive to be as accurate as possible, please contact paula@sfparksalliance.org with any corrections or omissions. Contributions of \$250 and above are listed below.

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Silvano and Gerarda Marchesi
Fran Martin and James Growden
Alison L. May

Salesforce.org
San Francisco Giants
Catarina and Andrew Schwab
Andrew and Jennifer Segal
Beatie and Michael Seidenberg
Sue Sigler
Callista Shepherd Smith
Joshin Bruguera State Farm
Insurance Agency, Inc.
Sunset Heights Association of
Responsible People
Sutro Tower, Inc.
Jim and Victoria Sutton
Sutton Law Firm, PC
Target Corporation
The Sam Mazza Foundation
Frederick Thurber
U.A. Local #38
Uber
Vanguard Properties
Villa Family Foundation
Jonathan Warshauer
Janelle Wong
Anne and Bob Zerbst

Daniel Ishofsky
Paul Jaber
Dennis and Paula Jaffe
Johnson Ohana Charitable
Foundation
Joanna and Eric Jonsson
Jane and Michael Kahn
Jennifer Kindell
Darcy and Richard Kopcho
Koret Foundation
Audrie Lee
Kathy Leventhal
Jane Levikov
Sheldon Lim
Robert L. Liu
Cyleon Lo
Warren Longmire
Lyft, Inc.
Oliver Mar
Kitty Margolis and Monti Montuori
Eric and Merriman Mathewson
Mark and Kelly McKane
Media Solutions
Doc Michaels
Middlebury College
Jeffrey and Elizabeth Minick
Bethwyn Morris
James and Candace Naughton
Kelly Nice and Maureen Holt
Jenny Park
Petit Teton Foundation
Dr. Krista Ramonas and
Gordon Rubenstein
Adam Reineck
Rita Roti Real Estate
Lois and Robert Salisbury
Ria Soler
Sprinkler Fitters Local No. 483
Sprouts, Inc.
Margaret Stevenson
Sweetgreen, Inc.
J. B. Taishoff
The Smit Wyant Fund
Jane Tobin
Judith and David Traverso
Mike Valdez
Madhulika Varma and Jonathan
Terdiman
Winston & Julia Wyckoff
YMCA of San Francisco—
Urban Services

\$500 to \$999

Andrew and Linda Ach
Adobe Matching Gift Program
Lucy Almers and Sean Rhea
Christopher Anderson
Anonymous
Anonymous
Robert and Robyn Baer
Kenneth Barovsky
Valerie and Charles Batchelder
Scott Bell
Bernal Hill Realty
Corey Block
Michael Blumlein and
Hilary Gordon
Tom Bressan
Steven Buchholz and
Elizabeth Rogers
Katherine and Gray Calvert
Tonya Carmien
Michael Carrington
Chicago Architecture Foundation
Brenda Cravens
Lynn Crosby
Shannon and Thatcher Davis
Laura Derosier and Brad Simeral
Detour, Inc.
P.H. Deutsch
Joseph Ellin and Jacqueline Aiken
Lena Emmery and
Charles Canepa
David Enslow
Oz Erickson
Fetch Media Inc.
Matthew and Camilla Field
Angelo Figone
Sharon M. Fish
John Fitzgerald Jr.
James Forbes
Cheryl Frank and Michael Linn
Christian Gainsley
Rosa Garcia
Anne and Dick Gould
Sinead Hayes
Lana Herrera
Joyce and Paul Highsmith
Harold Hoogasian
Laura and Noel Hurd
Hurlbut Family Charitable Trust
Lois Anne Indorfi

Jeffrey and Elizabeth Minick
Bethwyn Morris
James and Candace Naughton
Kelly Nice and Maureen Holt
Jenny Park
Petit Teton Foundation
Dr. Krista Ramonas and
Gordon Rubenstein
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Jane Tobin
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Mike Valdez
Madhulika Varma and Jonathan
Terdiman
Winston & Julia Wyckoff
YMCA of San Francisco—
Urban Services



Photo by Arthur Koch

Credit Karma, Inc.
Dunn-Edwards Corporation
Early Girls, LLC
Daniel Ehrenberg
Mrs. and Mr. Jessica W. Eisler
Emerald Fund, Inc.
Charles and Trilce Farrugia
Katie Ferrick
Fit Bernal Fit, Inc.
Donald and Tomoko Fortune
Keith Freedman
Freixenet - Sonoma Caves, Inc.
Fried Chicken Kitchen, LLC
Michael and Karen Gemmill
Genentech Employee Giving
Program
Genentech, Inc.
Give Something Back Fund
Emily Gogol
Goodscapes
Google Matching Gifts Program
Kristyn Grunick
Chris Gruwell

Amy and Drew McKnight
MCM Foundation
Michael and Ina Korek Foundation
Trust
Michael Minson
Sherie Michaille
Mary and Jeffrey Miller
Tom and Maureen Murphy
New York Life Insurance Company
Nibbi Brothers General
Contractors
Karyn Noel
Omni San Francisco Hotel
Paragon Real Estate Group
Rajiv and Kaylene Patel
Anne Marie and Wylie Peterson
Tanya and Richard Peterson
Rainbow Grocery Cooperative:
A Worker Owned Collective
Elsa and C.N. Reddy
Christopher Ridley
Trish Robbins
Maddy Russell-Shapiro

Joseph Ellin and Jacqueline Aiken
Lena Emmery and
Charles Canepa
David Enslow
Oz Erickson
Fetch Media Inc.
Matthew and Camilla Field
Angelo Figone
Sharon M. Fish
John Fitzgerald Jr.
James Forbes
Cheryl Frank and Michael Linn
Christian Gainsley
Rosa Garcia
Anne and Dick Gould
Sinead Hayes
Lana Herrera
Joyce and Paul Highsmith
Harold Hoogasian
Laura and Noel Hurd
Hurlbut Family Charitable Trust
Lois Anne Indorfi

\$250 to \$499

2000 BLG, LLC
Keith Abey
Walter Adamchik
Anne Alvarez
Eric Anderson
Apple Matching Gifts Program
Michel Arendareff
Argonaut Securities Company
AVG LLC
Bank of the West
Elliot Barenbaum
Bay Area Community Resources
Karen Beale
Adelaide Bell
Bruce Bennett
Lauren Bergeron
Bernal Heights Neighborhood
Center
Kurt Billick
BlackRock Matching Gifts
Program
Risa Blumlein

The Boeing Company Gift Matching Program
 Dianne M. Bolotte and Kathryn K. Cavagnaro
 Anne Bouliane
 Kathryn Breudecheck
 Cheryl Browm
 Mollie Brown and Warren Browner
 Andrea Callen
 Steven Charles Carr
 Meliza Cervantes
 Gene and Yuen Chan
 Susan Chang and Laurence Huang, M.D.
 Alison and Marc Chaput
 Emily Charnes
 Cisco Meraki
 Cole Hardware
 Carolyn and Chris Colpitts
 Alina Constantinescu
 Paul Cooney
 Orli Cotel
 Brennan and Heather Cox
 Jennelle Crothers
 Gloria Cuadra
 Linda Danielson
 Susan Derrickson
 Niket Desai
 Satindar Dhillon
 Gordon Douglas
 John R. Doyle
 Walter Leroy Earnest
 Sara and Chris Ehrlich
 El Rio
 Jeffrey and Vivian Eng
 Excelsior District Improvement Association
 Fairgrieve Law Office
 Konrad and Jennie Feldman
 James and Carol Ferrell
 John and Jennifer Fisher
 Daniel and Katja Fleck
 Karen Fox
 Helene Trescony Frakes
 Phil Francesconi
 The Gelfand Family Foundation, Inc.
 Molly and Bill Getty
 Kristin Gioberto
 Susan Glasgow
 Michael Gordon
 Patricia Greene
 David Grossblatt

Nalin Gupta
 Isac Gutfreund
 Tom Haddad
 Heidi Hagberg
 Karen Heisler
 Meredith Heller
 Pam Hemann
 Martin Herter
 E. G. Hewlitt
 Katherine Hsieh
 Chiapei Huang
 Barbara Hurwick
 John Jaimerena
 James A. Johnson
 Mark Jordan
 Amber Kampe
 Elaine Kan
 Stephen and Saira Keane
 Thomas and Susan Kempe
 Susan Kempler
 Kate Kimberlin
 Cathy Kornblith
 La Dolce Vigna LLC
 Bonnie Larsen
 Eric and Martina Lauterbach
 Celia Lawren
 Angelina Le Grix
 Liem Le
 David Lehr
 Lisa Leighton
 Ellen Lerner
 Carmen Leszynsky
 Justin Levy
 Linda and Joe Litehiser
 Sally and Frank Lopez
 Andrew Lucas
 Kristin and David MacKnight
 Lynn Magnet
 Megan Marquardt
 Patricia McConihe
 Kathleen McGraw
 Kathleen McKeon
 Michael McMahon
 Emily Miller
 Sophie Moatti
 Mia Monroe
 Sabrina Moyle and Julian Abdey
 Mozzeria
 Martina and Tom Murphy
 Paula Murphy
 Musical Images
 Emily Nathon
 Nature in the City
 Navigant Consulting, Inc.
 Karen H. Neubauer-Bertrand
 Diana Nevins
 Ernie Ng
 Chris Nordlinger
 Andrew Ober
 Elizabeth O'Brien
 Paige Olson
 Carol Orton
 Arthur Patterson
 Arthur Perkins and Kathleen Murray
 Serena and Alec Perkins
 Manfred Pfeiffer
 Maya Philipson
 Kathleen and Robert Piro
 Nancy Pratt
 George Quan
 Paul and Maria Elena Quintana
 Kay Rabin
 Sally A. Maske and Chris Radich

Laura Sanchez and Toma Ramirez
 Louisa and Greg Ritter
 Paul Robinson
 Stephen and Linda Roderick
 Carolee Rodrigo
 Jennifer Braun and Raymond Ryan
 Salesforce.com
 Cynthia and Andrew Samuel
 Diane Schulze
 Judy Scott
 Sherril Shapiro
 Callista Shepherd
 George Sikich
 Carleen Sikora
 Olivia Simpson
 Geoffrey Skigen
 Dianne and Robert Solimena-Graham
 Elitsa Somleva
 Terri Sonoda and Sarah Wright
 Mia Sorada
 Betty Spilker
 Squat & Gobble Cafe, LLC
 Astrid Streczyn
 Tim Strickland



Sarah and Thomas Stuckey
 Scott Taylor
 The Rose House Fund
 Jennifer and Thomas Thornton
 Cathy Tritschler-Hall
 Deirdre Turner
 Cynthia J. Typaldos
 Joan and Jay Urbanski
 Ashwin Varghese
 Rita Voss
 Mira Waldman and Chikai Ohazama
 Shadia Walsh
 Jesse Warr
 William and Bethel Watt
 Valerie A. Webster
 Catherine Weitenbeck
 Bruce Williams
 Kate Williams
 Rita Williams
 Jamie Wong
 Maria Woodworth
 Grace Wu
 Ketty Moberd and Jafar Yaghoobi
 Cindy Yan

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 meagan@sfparksalliance.org.



Photo by Dakota Dorn

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

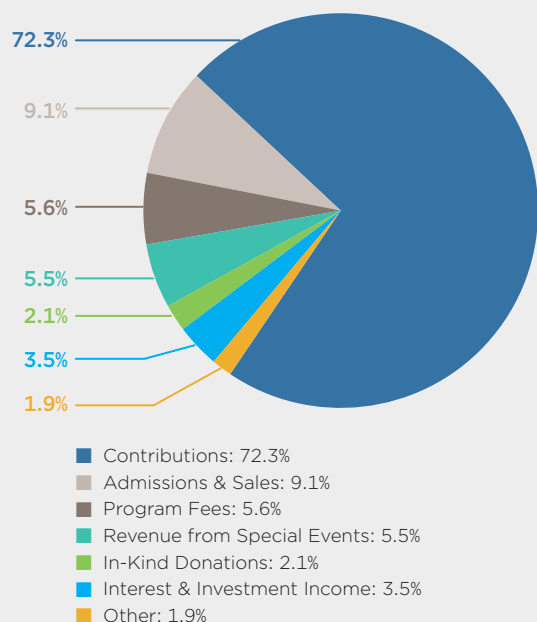
FINANCIAL STATEMENTS*

Statement of Financial Position June 30, 2017

ASSETS	
Cash and Cash Equivalents	\$1,872,139
Accounts Receivable	53,693
Unconditional Promises to Give	—
Prepaid Expenses	125,408
Inventory	33,830
Investments	9,753,416
Property and Equipment - Net	21,531
Total Assets	\$11,860,017
LIABILITIES	
Accounts Payable & Accrued Expenses	\$995,272
Deferred Revenue	294,722
Capital Lease Payable	—
Total Liabilities	1,289,994
NET ASSETS	
UNRESTRICTED	
Designated by the Board for Specific Purposes	1,427,313
Designated for Conservatory of Flowers Operations	216,314
Undesignated	2,199,158
Total Unrestricted Net Assets	3,842,784
RESTRICTED	
Temporarily Restricted	6,677,238
Permanently Restricted	50,000
Total Net Assets	10,570,023
Total Liabilities & Net Assets	\$11,860,017

*Unaudited financials. Audited financials will be available by early 2018 at sfparksalliance.org.

OPERATING REVENUE SOURCES



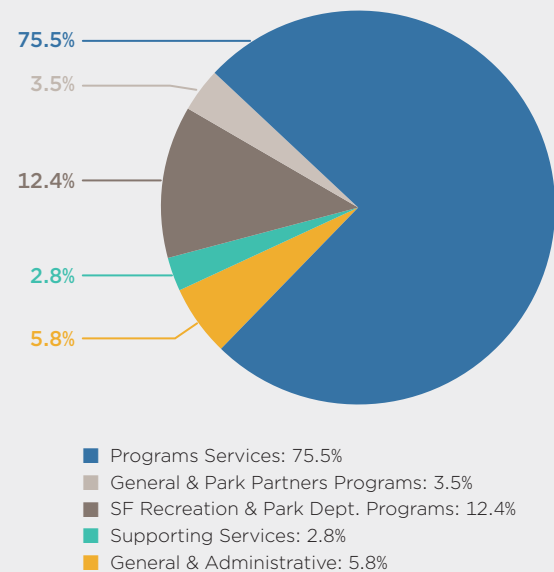
STATEMENT OF ACTIVITIES

For the Fiscal Year Ended June 30, 2017

SUPPORT AND REVENUE	
Contributions	\$9,335,824
Admissions and Sales	1,168,579
Program Fees	728,568
Revenue from Special Events	706,465
In-kind Donations	266,500
Interest and Investment Income	164,444
Realized and Unrealized Gain (Loss) from Investments	291,712
Other Income	247,672
Total Support and Revenue	12,909,764
EXPENSES	
PROGRAM SERVICES	
General and Park Partners Programs	11,634,292
S.F. Recreation & Park Department Programs	549,008
Conservatory of Flowers	1,903,549
SUPPORTING SERVICES	
General and Administrative Development	425,627
	896,279
Total Expenses	15,408,755
Increase (Decrease) In Net Assets	(2,498,991)
Net Assets At Beginning of Year	13,069,014
Net Assets at End of Year	\$10,570,023

Every year Park 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.

OPERATING EXPENSE ALLOCATION





This September we held our most successful Party for the Parks to date in the historic and majestic Stern Grove! The grove was alive with fireflies, fairies and 600 park lovers who helped raise \$700,000 to support Let'sPlaySF! and playgrounds across the city. Special thanks to our party chairs, Caroline Hayward Brinckerhoff, Liz Briggs Farrell, and Sophie Middlebrook Hayward.

