Without Park Pride, we were just a small group of people hoping to make a difference at our local greenspace. The structure, guidance, and opportunities they provided made all the difference and is a must-have for anyone serious about making an impact for the greener good.

~ Veronica Squires,
Friends of Reverend James Orange Park
philosophy
Great parks have the power to increase our quality of life and strengthen the fabric of our cities. They are places for members of the community to gather, play, relax and lose themselves in nature, encouraging mental and physical health. Great parks promote community engagement, safety and revitalization. They spur economic development and benefit tourism. Great parks make our citizens happy, our communities strong and our cities sustainable.

mission
To engage communities to activate the power of parks.

vision
We envision a nationally recognized network of locally inspired parks, greenspaces and trails that engages individuals, strengthens communities and transforms Atlanta.
The Friends of the Park Program provides the resources to help organize projects, identify and recruit partners and volunteers, and provide team leader training. In short, the program helps us accomplish our goals.

~ Linda Cotten Taylor, Friends of Chapel Hill Park

In 2016, you made it possible for Park Pride to grow and refine the resources and programs we offer to Friends of the Park groups and their communities to achieve their park goals. What’s more, we’re thrilled to say that these resources reached more Friends groups than ever before in our 28 year history!

Our capacity building workshops provided training on topics such as organizing volunteer days, fundraising and applying for grants, creative park activation techniques, leadership skills and much more, resulting in Friends of the Park groups making meaningful differences in their parks and communities across the City of Atlanta and DeKalb County.
Park Visioning Program

2 park visions completed with input from over 1000 community members

32 park planting plans created at Park Pride’s design workshop

13 park design consultations with Park Visioning team

"I love parks because they provide constructive activities for people in the neighborhood and surrounding areas."  
Ericka Griggs, English Avenue Resident

Your support, coupled with funding from groups like the Cherokee Garden Club, allowed Park Pride to reintroduce our Park Design Workshop to Friends of the Park groups in 2016. The event was so popular, we’ve scheduled two such workshops in 2017!

Additionally, due to the growing enthusiasm for the Park Visioning Program over the years, we are expanding to offer visioning services to Friends of the Park groups in DeKalb County.

To date, Park Pride has completed 36 park visions for City of Atlanta parks. Thank you for helping us grow and deepen the impact of the Park Visioning Program!
Your contribution helped to broaden the model of Park Pride’s Volunteer Program in 2016. In addition to our long standing corporate volunteer opportunities, we hosted six volunteer days open to the Atlanta community at large, inviting individuals to engage directly in improving our parks and making our city a better place to live. All told, Atlanta and DeKalb parks received volunteer labor valued at $476,000!

We look forward to continuing to grow the Volunteer Program in 2017. We’d love for you to join us at an upcoming volunteer day—take a look at the Park Pride calendar on our website for dates and locations: parkpride.org/calendar.
Park Pride has been the most important advocate for parks and for citizen advocacy for parks in Atlanta by providing a framework for park lovers to direct their efforts and leverage that of others.

Keith Sharp, Friends of Riverwalk Atlanta Park

Park Pride believes that lasting change for greenspaces in Atlanta requires the participation of informed citizens, like you, who are knowledgeable about the benefits provided by parks. In 2016, we enhanced our education efforts to build a robust network of informed greenspace advocates who raise their voices on behalf of parks.

In addition to our capacity building workshops, the Parks & Greenspace Conference and monthly park advocacy meetings, we launched the Corporate Champion Roundtable Series to highlight the economic case for parks and engage Atlanta’s corporate community in a conversation about the value of greenspace.
2016 grant programs
Visit parkpride.org for full details

- Small Change Grants
  funded by the Cecil B. Day Foundation
- Community Building Grants
  funded by The Home Depot Foundation
- Legacy Grants
  funded by the Robert W. Woodruff Foundation

$4,068,472
in park improvements leveraged with $556,760 in awarded Park Pride grants.

$840,515
awarded to
Friends of the Park groups
(projects to be completed in 2017)

“Neighborhoods that want to see improvements in their parks should take advantage of the services that Park Pride offers, especially the Grant Programs. We couldn’t have done [our project] without the Park Pride Legacy Grant and support from the other partners involved.”

~ Kimberly Kleiber, 2015 Grant Recipient
Friends of Ormond-Grant Park
Atlantans are becoming ever more aware of the benefits and importance of community gardening, and your support of Park Pride has helped us continue to offer resources and assistance to gardeners interested in cultivating a stronger community.

Our annual Community Garden Tour has grown in popularity as we explore gardens, farms and plots in all corners of the city. It is inspiring to see the positive impact that community gardening has at the individual, neighborhood and city levels. Visit the Park Pride website for details on this year’s tour: parkpride.org/event/community-gardening-tour.
2016 impact overview

- Friends of the Park Program
- Volunteer Program
- Fiscal Partners Program
- Community Garden Program
- Park Visioning Program
- Grant Programs

Total Operational Revenue: $1,028,094

Volunteer Program
2016 financials
Complete audited financial statements & donor list at www.parkpride.org.

2016 revenue

- Interest / Other (1%)
- Events (19%)
- Contracts & Fee-for-service (31%)
- Foundation Support (30%)
- Annual Campaign (19%)

Total Operational Revenue: $1,028,094

2016 program value

- Grant Programs (58%)
- Park Visioning & Directed Capital Projects (18%)
- Volunteer Program (9%)
- Education & Advocacy (3%)
- Friends of the Park, Community Garden & Fiscal Partners Programs (6%)
- Management, Administration, Fundraising & Marketing (6%)

Total Program Value: $5,955,404

your dollars make a difference

Every $1 of administrative support contributed to Park Pride leverages over $15 of impact benefiting parks and greenspaces through our programs and community partners.

a trustworthy investment

We have a Four Star Charity rating from Charity Navigator based on financial health, accountability and transparency.
Love parks?
Visit parkpride.org to explore opportunities to volunteer, donate, or improve your park.

for the greener good

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