



for the greener good



2016 impact report

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Friend,

Park Pride has engaged communities in the power of parks for 28 years. This past year, however, was a watershed year for Park Pride, and I'd like to congratulate you for the role you played in our success.

At the start of 2016, Park Pride adopted a new strategic plan focused on deepening our impact in the communities and parks we serve. The impact report that you hold in your hands illustrates the real difference we're making for the greener good of our city and underscores our best efforts to translate dollars in the door into advancement of our mission. I am proud to say that Park Pride is doing some of its best work ever!

At the center of this newfound momentum are the people who make Park Pride what it is today. This includes you. With your partnership, support and engagement, Park Pride is looking ambitiously to the future and poised to make 2017 another successful year for parks. I am so grateful that you are part of Atlanta's flourishing park movement, and I hope that you're as excited as we are for the great things to come for Park Pride, parks and communities all across Atlanta and DeKalb.

Sincerely,

Michael Halicki
Park Pride's Executive Director

“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





Park Pride believes in the power of parks

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.

friends of the park program



record
105

active
Friends of the Park
groups



178

Friends benefited
from 7 Park Pride
workshops



over
300

supported the
Friends program at
Pints for Parks



\$217,630

raised by Friends
groups through the
Fiscal Partners
Program



“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

Rain
Garden

“ 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!

volunteer program



6,300

volunteers



20,000

volunteer hours
in parks



370

park improvement
projects

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 advocacy + education



7

workshops benefiting
178 Friends of the
Park members



450

attendees at the
Parks & Greenspace
Conference



210

Atlanta leaders
engaged at Park
Pride roundtables



11

park advocacy
meetings

“ 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

community garden program

Supported by Kaiser Permanente



22

community gardens
managed in
City of Atlanta
parks



over
150

community gardeners
maintain plots



over
500 lbs

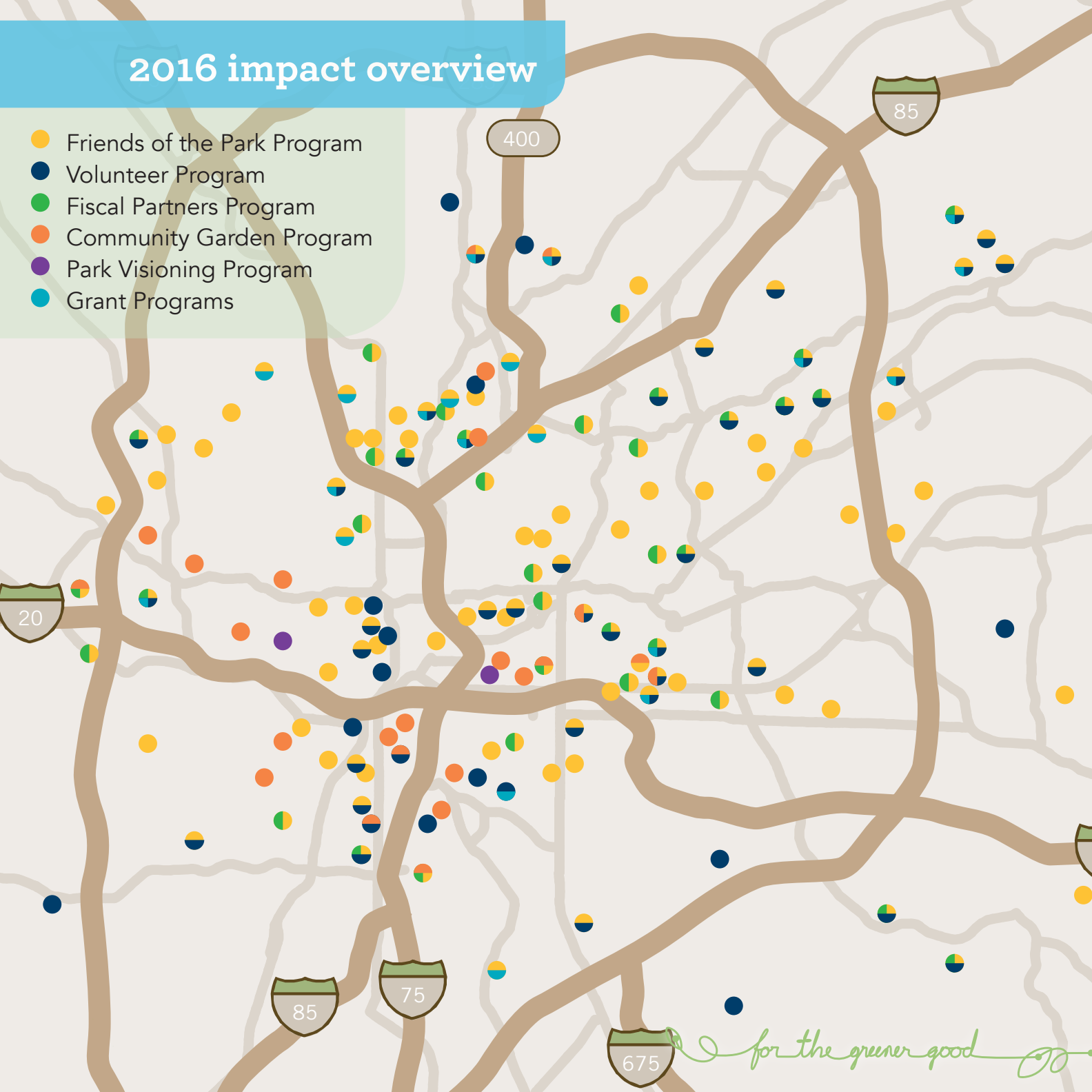
of produce donated
to food banks

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

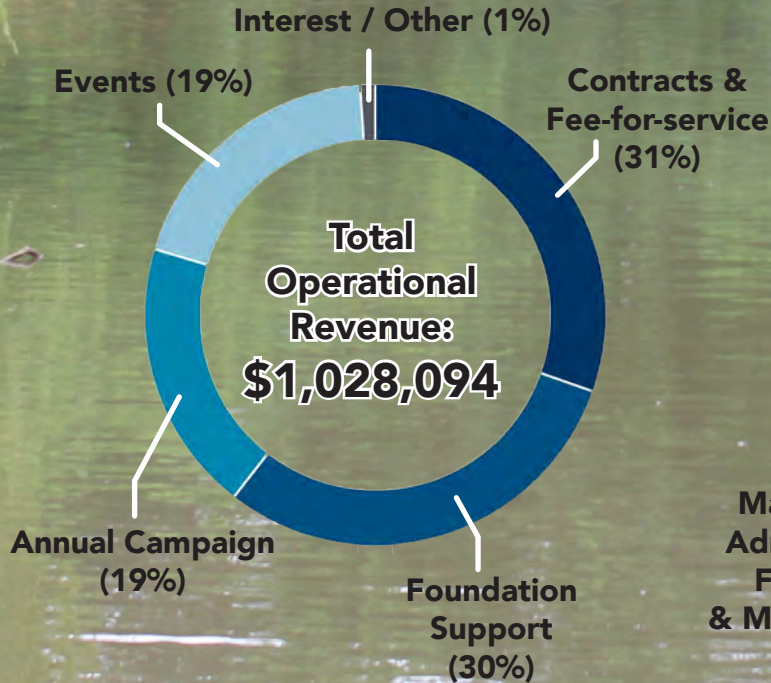


for the greener good

2016 financials

Complete audited financial statements
& donor list at www.parkpride.org.

2016 revenue



2016 program value



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.



for the greener good

Love parks?

Visit parkpride.org to explore opportunities to volunteer, donate, or improve your park.

