



2017 impact report

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Friend,

Parks matter. As a Park Pride supporter, you understand that a great park system is a hallmark of a great city. Parks are more than places to play: they are places to explore and interact with nature; they provide nourishment to people through community gardens and food forests; and they impart significant physical and mental health benefits to communities. *The power of parks is real*, and Park Pride has supported community efforts to activate that power for the past 29 years.

This Impact Report illustrates the unprecedented achievements that we—you and Park Pride—have made toward activating this power. In 2017, for the first time ever, Park Pride awarded over \$1 million for park improvements through our foundation funded grantmaking programs. We also engaged more Friends of the Park groups, invested more sweat equity in Atlanta neighborhoods through our Volunteer Program, and advocated more than ever for a deeper understanding of and support for parks among candidates for elected office.

None of this would have been possible without *you*. Thank you for bringing the successes outlined in this report to fruition. With your continued engagement, Park Pride aims to make 2018 another record-breaking year, activating the power of parks for an increasing number of communities in and around Atlanta. I hope you'll join me in the pursuit of our ambitious goals for the greener good!

Sincerely,

Michael Halicki
Park Pride's Executive Director

My park matters because it provides a public space for community members to access activities that they wouldn't be able to do at their homes.

~ Harry Clements,
Grove Park Community Garden



Park Pride | Activating 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.

supporting communities |

record
117

Friends of the
Park groups active
in 124 parks

.....

160

gardeners
growing at 22
community
gardens in City
of Atlanta parks

.....

\$433,000

raised by
Friends groups
through the
Fiscal Partners
Program

If we had not made the connection with Park Pride, I doubt that we would have accomplished as much as we have in the development of Jennie Drake Park.

~ Pauline Drake,
Friends of Jennie Drake Park



Park Pride made history in 2017, reaching and mobilizing more community members for the greener good than ever before! Because of you, Park Pride provided support to a record 117 Friends of the Park groups, helping them activate their greenspaces and achieve their goals that address park safety, accessibility, capital improvements, and more.

Members of the parks movement—including Friends of the Park groups, community gardeners, those who give to their local parks, and **you**—are united by a common belief in the power of parks. Thank you for your commitment to supporting great parks and stronger, healthier communities!



| improving parks

7,200

volunteers

23,600

volunteer hours
in parks and on
trails

370

park and trail
improvement
projects

Park Pride has shown me that
when you set a goal and
gather together a strong
team of motivated Atlantans,
big change can happen.

~ Mary Liz Harms,
Park Pride volunteer

Your support in 2017 allowed Park Pride to increase its capacity to meet the overwhelming desire of local residents to give back. The Volunteer Program brought neighbors, neighborhoods, corporations, churches, and the young and old together to create nature trails, plant pollinator gardens and native habitats, build bridges and benches, revitalize playgrounds, beautify with murals, and so much more.

We invite you to get your hands dirty during several Greener Good Volunteer Days that we are hosting in parks across the city this year. Visit parkpride.org/calendar for dates and locations. See you out there soon!

Photo: Luke Beard, luke.exposure.co

designing great parks *together* |

4

community-driven
park visions
completed

.....

30

park design
consultations
with Friends of
the Park groups

.....

over

1,300

community
members
engaged
through the
Park Visioning
Program



The visioning process helped to define the future of our park and supported the fundraising required to bring it to life. We couldn't have built Little Nancy Creek Park without Park Pride!

~ Joe Cronk,
Friends of Little Nancy Creek Park,
Park Visioning Steering Committee Member

In 2017, Park Pride expanded its nationally-recognized Park Visioning Program to include both City of Atlanta and DeKalb County parks. The visioning process is a 6-8 month design program in which Park Pride's team of landscape architects guides communities through the process of reinventing a neglected park or planning a new park. As they build consensus, the bonds between neighbors, business owners, and community leaders are strengthened.

The park visions created through this process provide the necessary framework for the community to prioritize interests, begin fundraising efforts, and implement park improvements. Since the program's founding in 2005, 40 park visioning plans have been completed.



| making change possible

\$1,038,000

awarded
through 20
matching grants
to Friends of
the Park groups
in Atlanta and
DeKalb for
projects to be
completed in
2018-2019

.....

\$1,665,500

in park
improvements
leveraged
in 2017 with
\$718,000 from
Park Pride
grants awarded
in previous
grant cycles

Park Pride's Community Building Grant set the stage for the Friends of Henderson Park to make major improvements along the trails.

~ Cara Schroeder,
Friends of Henderson Park



Park Pride's grantmaking programs empower Friends of the Park groups to turn their park dreams into reality by matching community investments for capital park projects. Small Change (supported by the Cecil B. Day Foundation), Community Building (funded by The Home Depot Foundation), and Legacy Grants (funded by the Woodruff Foundation) are matched by *Friends* groups, leveraging greater benefits to the parks for the people who love them!

With over \$1 million awarded, 2017 was Park Pride's largest grant cycle to date! For a list of projects funded, visit bit.ly/2017parkgrants and keep an eye out for new playgrounds, trails, fitness stations, and more coming to parks near you soon.

110

people engaged
in 7 Friends of the
Park workshops
and trainings

.....
over

200

students
learned about
pollinators at
STEM events

.....
over

500

registrants for
the Parks &
Greenspace
Conference +
tours, including
more than 50
expert speakers



Park Pride's biggest strength is
mentoring. They support people.

~ Linda Cotten Taylor,
Friends of Chapel Hill Park



Positive change for greenspace begins with an understanding of the benefits that parks provide and a wealth of knowledge, skills, and resources that empower the pursuit of lasting improvements. This is why Park Pride emphasizes training for park enthusiasts, including young ones! In 2017, the organization hosted its first STEM events (in partnership with the Atlanta Botanical Garden) to deepen students' appreciation for the function of our greenspaces as part of the *Pollinators in Parks Initiative*, funded by The Home Depot Foundation.

Your support allowed Park Pride to reach new audiences in 2017; in 2018, we'll expand further to develop new curricula to support a growing number of park enthusiasts!



| strengthening our voice for parks



Park Pride's advocacy has been the unified voice for great parks in our region and has been unparalleled in meeting that end.

~ Bruce Morton
Friends of Lionel-Hampton Beecher Park

over
500
park advocates
engaged in
2 mayoral
forums hosted
with partner
organizations

over
300
people attended
Pints for Parks
benefiting
advocacy
initiatives

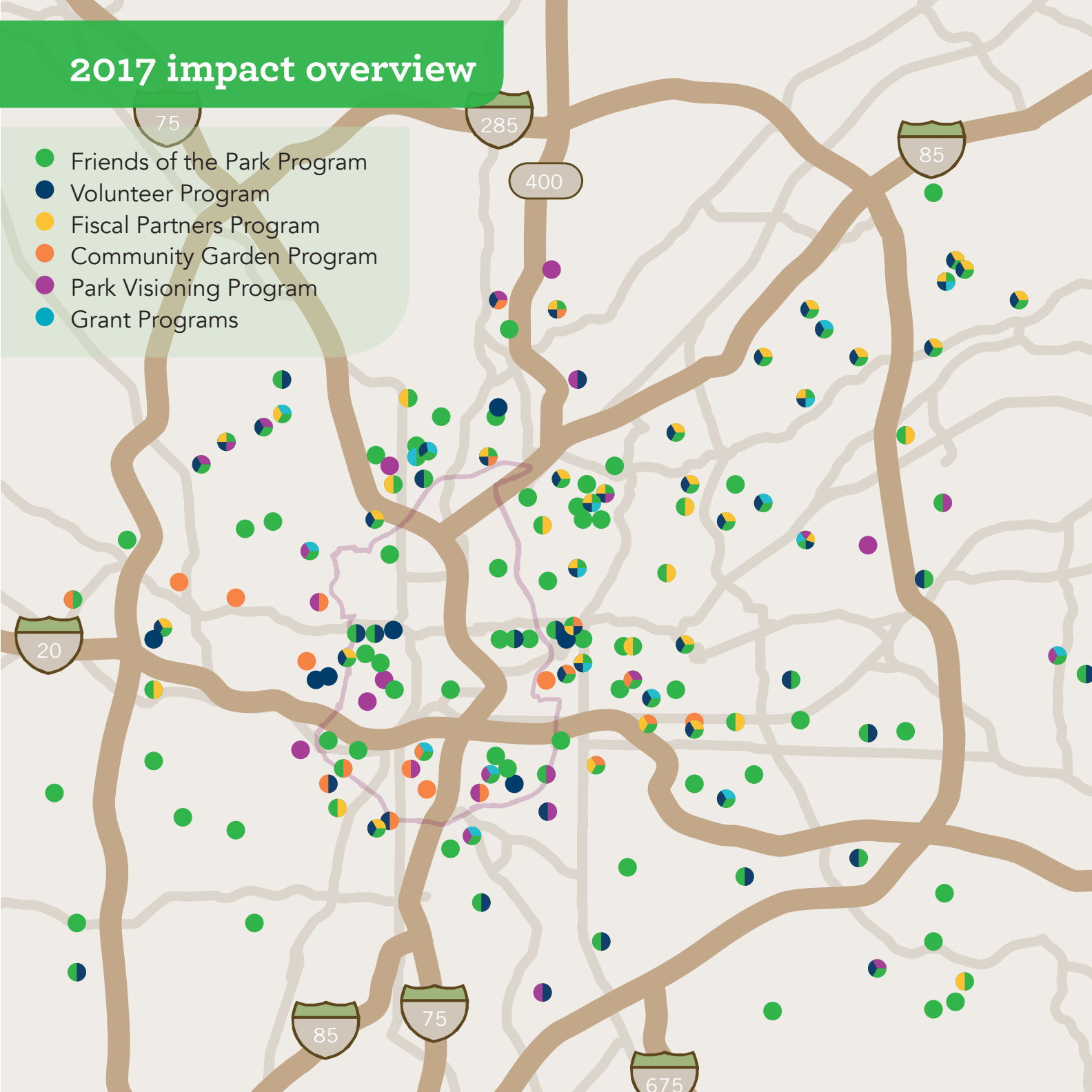
12
monthly park
meetings brought
advocates together
for networking

Because of your passion for parks, the 2017 election year proved to be a monumental year for greenspace advocacy initiatives and the advancement of parks, trees, trails, and watersheds. Park Pride redoubled efforts to ensure that candidates for Atlanta Mayor and City Council President understood the power of parks, and unified a large and vocal constituency—youself included—that was eager to see our city connected through greenspace.

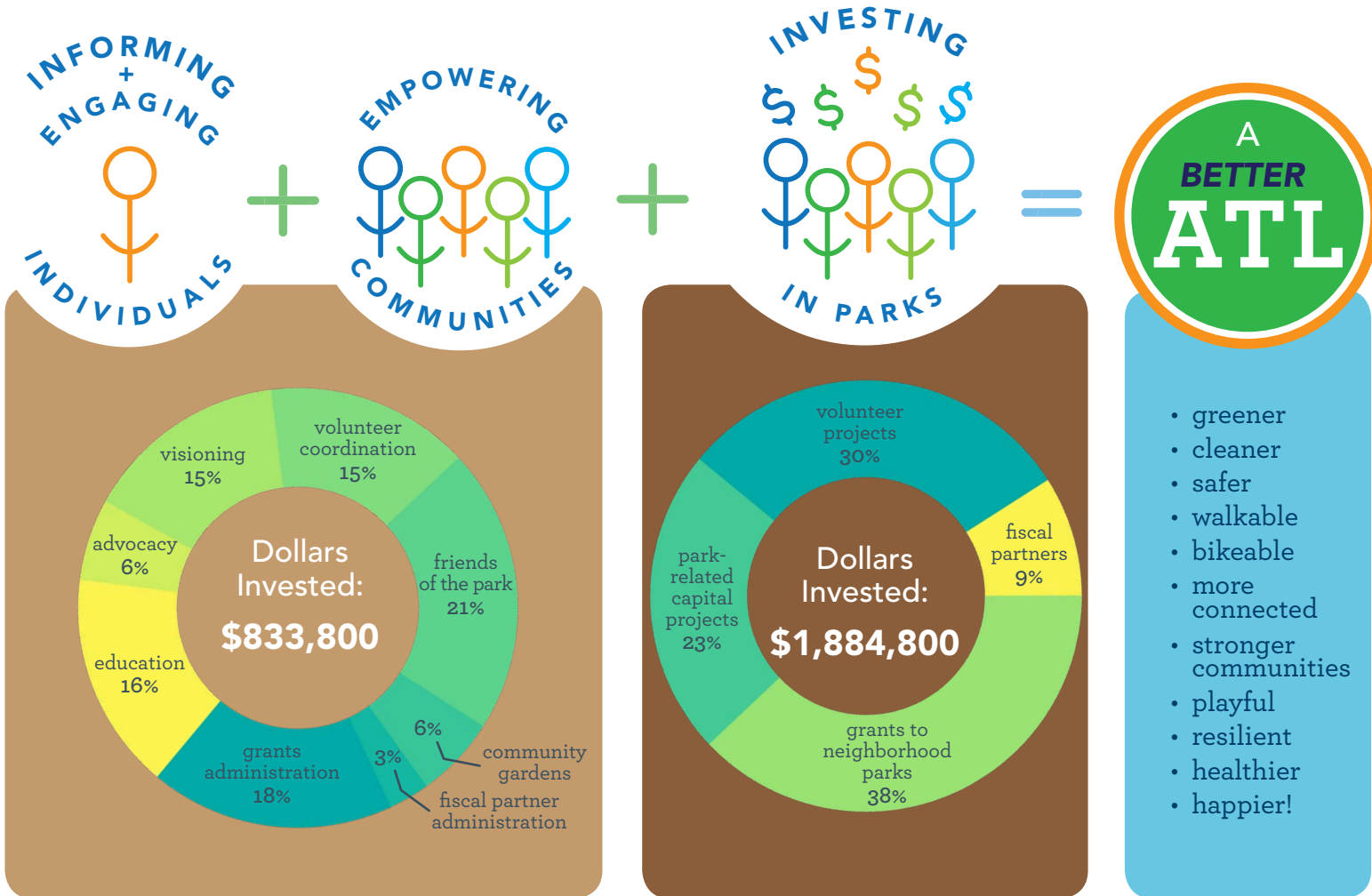
New challenges lay ahead for the parks movement in 2018 as we begin our work in the City of Atlanta with a new mayor, a new council president, and seven new council members. We encourage you to stay involved at this pivotal time for parks amidst the growth of our city!

2017 impact overview

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



park pride in action



85¢ = amount of every dollar you donate to Park Pride that directly activates the power of parks!

Complete audited financial statements can be found at parkpride.org.



for the greener good

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



@parkpride

