Your Contribution Makes a Difference

Small Investments Make a Big Impact

All too often, we are told that to make a difference we must "go big or go home." However, thanks to the collective work of committed individuals, we're proving that small, grassroots strategies to park improvements have a big impact within our greenspaces and communities.

How, you ask? Consider the following graphs showing three years of data from two Park Pride programs that facilitate community-led park improvements. When combined, the hours volunteered and dollars invested result in a significant contribution to parks and a positive impact for our quality of life and city.

Volunteer Program

Within the last three years, community members have dedicated nearly 57,000 hours of work to neighborhood parks: an investment valued at over $1.3 million.

Fiscal Partners Program

Under the umbrella of Park Pride's nonprofit status, Friends of the Park groups have raised over $840,000 for neighborhood parks since 2015.

continued on page 2.
Taken together, contributions to these two programs have leveraged over **$2.1 million** in support for local neighborhood parks.

These examples illustrate that even small investments in our parks, our communities, and in Park Pride have a significant and positive impact on our community. Small is surprisingly powerful. It is authentic, inclusive, inspirational, and empowering. Small is beautiful.

Thank you for giving your energy, time, and dollars to support great parks and the communities that love them!

**How Can You Contribute?**

Would you like to help your community leverage the big power of small investments? Here are some ideas to get you started:

- **Give a bit of your energy** – check out the Park Pride calendar and sign up to join us for a volunteer project. Or, plan a special volunteer outing for your corporate team or community group! When commenting on why Wells Fargo invests in parks and Park Pride, Kristina Christy, Wells Fargo Vice President, Atlanta and North GA Community Affairs, noted, "It is a great partnership for us when we fund an organization and our team members are involved in the program as well." [parkpride.org/volunteer](http://parkpride.org/volunteer)

- **Give a bit of your time** – wear green and join us at a monthly Park Meeting to connect with other park advocates and learn about opportunities to engage with the parks movement. [parkpride.org/parkmeeting](http://parkpride.org/parkmeeting)

- **Give a monthly gift to Park Pride** – a little each month makes a huge difference for the greener good! [parkpride.org/monthlygift](http://parkpride.org/monthlygift)

To learn more about Park Pride and the impact your investments have in our parks and communities, please view our 2017 Impact Report on our website at [bit.ly/parkimpact17](http://bit.ly/parkimpact17).
Expanding the Parks Movement

Welcoming Brookhaven and Tucker to the Parks Family

Word is spreading about the power of parks across the Atlanta area—*thank you* for raising your voice and sharing your passion for greenspace! As a result, both the City of Brookhaven and the City of Tucker have joined the Park Pride family. Prior to their incorporation as cities, Park Pride supported Friends of the Park groups in both jurisdictions.

After Brookhaven’s incorporation in 2012, Friends of the Park groups (using Park Pride’s advocacy model) banded together as the Parks & Recreation Coalition (PARC) of Brookhaven to serve as a united voice for parks.

In addition to playing a coordination role between all the Friends groups, PARC also laid the groundwork for Park Pride to develop a relationship with the City of Brookhaven.

"Having Park Pride return to our community is like a reunion of familiar friends,” said Sue Binkert, Chair of PARC of Brookhaven.

The expansion of the Friends of the Park Program gives groups in Brookhaven and Tucker access to the tools and resources that support community-led park improvement efforts, including capacity-building workshops, the Park Play Library, the Fiscal Partners Program (which allows Friends groups to raise funds without the burden of forming a nonprofit), and the Volunteer Program.

We look forward to connecting further with the leadership and communities in both cities, strengthening our relationships with existing Friends of the Park groups, and helping neighbors establish new groups. Join us as we extend our warmest welcome to the communities and parks of Brookhaven and Tucker!

Learn more about the process of forming a Friends of the Park group in your community. Visit *parkpride.org/friends.*
Friends Groups Celebrate Park Improvements

Friends of the Park groups across the city are celebrating transformational park improvements made possible by Park Pride grants. Our grants are generously funded by The Woodruff Foundation (Legacy Grants) and The Home Depot Foundation (Community Building and Small Change Grants) and are matched at least 1:1 by the community.

Henderson Park

A new kiosk and signage, both funded in part by a Community Building Grant, welcomes and informs visitors to Henderson Park’s White Trail. In April, the Friends of Henderson Park celebrated these and other amenities supported by the grant—including the trail’s redesign, erosion control measures, and stepping stones at creek crossings—at a ribbon-cutting ceremony.

Blue Heron Nature Preserve

The Grist Mill Dam is a beautiful artifact that will delight visitors to Blue Heron Nature Preserve’s Blueway Trail. A Legacy Grant will support the trail’s expansion along the habitat rich Mill and Nancy Creeks and will eventually connect to Chastain Park and PATH400. Blue Heron Nature Preserve kicked off construction of this new portion of the trail in April with a groundbreaking ceremony.

South Atlanta Park

The Friends of South Atlanta Park are very excited about the seating they’ve installed at their new playground through a Community Building Grant. When the Friends group gathered the community for a ribbon-cutting ceremony in May, kids and adults alike enjoyed testing the new equipment, including City of Atlanta Council Member, Carla Smith!

Noble Park

The Friends of Noble Park received a Legacy Grant to help fund landscape and hardscape improvements in the park, in addition to the installation of a new playground. The Friends hosted a groundbreaking ceremony in May in anticipation of the renovations.

Are you interested in spearheading a park improvement project for your community? Learn how a Park Pride grant could support your efforts at parkpride.org/grants.
Activate Your Park

Tips for Planning a Community Event in Your Park

Are you looking for opportunities to relax and have fun with your family, friends, coworkers, or neighbors? There are few spots around the city to host an event that are more scenic or affordable than our urban parks! Whether you’re planning a family reunion, a corporate retreat, or a neighborhood meet-and-greet, hosting an event in a park is a fantastic way to get people outside and enjoying the benefits of spending time in a great park, including stress relief, increased physical activity, increased happiness, and more!

As you’re planning your community event in your park, consider these steps below for a smooth experience:

1. **Determine what sort of event you’d like to host.** Ideas include:
   - a volunteer workday
   - a family fun day or corporate retreat
   - a sports scrimmage or tournament
   - a neighborhood potluck, cookout, or picnic
   - a scavenger hunt or talent show
   - an art expo, theater performance, or concert

   **TIP:** If this is your first park event, start small. Consider partnering with another group or community to share planning responsibilities.

2. **Determine whether you need a permit**, and plan to submit your application well in advance (one to three months depending on the type of permit and jurisdiction). You may need a permit if you want to:
   - have more than 75 people
   - use amplified sound, a generator, or portable toilets
   - set up large tents or a stage
   - sell food or goods in the park
   - sell tickets

   **TIP:** Requirements for permits are different from jurisdiction to jurisdiction. Contact your Parks Department to learn the rules for your park.

3. **If you’re planning a community event, reach out to partners and involve everyone in the community.** Suggestions include:
   - elected officials, faith-based organizations, or fraternal organizations
   - neighborhood schools, colleges, and universities
   - fire and police departments
   - restaurants and businesses that serve your community
   - Park Pride (reserve the Park Play Library)


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**message from michael: advancing the power of parks**

Michael Halicki  
Park Pride’s Executive Director

Efforts to advance the power of parks are bearing fruit at the city, state, and national levels.

At the city level, Park Pride and the “green shirt army” were active in the days leading up to the adoption of the FY 2019 budget by the Atlanta City Council. We’re happy to announce a significant increase to the parks budget of approximately $3 million.

At the state level, Park Pride and our partners have successfully lobbied for a dedicated source of funding for land conservation. The Georgia Outdoor Stewardship Act, signed into law on May 7th by Governor Nathan Deal, gives voters the opportunity to vote in November to dedicate a portion of the existing sales and use tax to the protection of Georgia’s water, lands, and wildlife (this includes local parks and trails).

**Spread the word:** Vote “YES” to enact the Georgia Outdoor Stewardship Act in November.

Nationally, the City of Atlanta’s park system received positive recognition through The Trust for Public Land’s annual ParkScore, a ranking of the 100 largest US cities’ park systems. Atlanta jumped an impressive seven places from 50th to 43rd, validation that Atlanta’s parks are on the rise.

Each announcement offers good news with a bit of unfinished business. Thank you for joining us at the forefront of the Atlanta parks movement. Let’s keep the momentum going!
The 17th Annual Parks & Greenspace Conference, *Parks and the Resilient City*, explored how a robust park system contributes to the overall resilience of a city and ways we can make our park systems more resilient in the face of growing populations. Local experts and thought leaders from across the country challenged us to expand our thinking about parks and public spaces, shared insight about how to foster the values of environmental stewardship, and invoked the power of parks to help achieve a more united, supportive, and "beloved" community.

**Keynote Speakers**

"We recognize the role that parks play in building the whole world of resilience, because investment in parks is not just about greenspace. It's about public health. It's about creating a safer environment. It's about creating a new and better world for Atlanta." ~ Otis Rolley, 100 Resilient Cities, Regional Director, North America

"Why do people care [about the environment]? There are two ingredients that you need: consistent contact to natural land from an early age, and an environmental mentor in your life." ~ Ken Leinbach, Executive Director of the Urban Ecology Center

"We need to begin to experiment and think about almost every landscape project that we do as a pilot for adaptation and change and integration into a new policy context." ~ Kate Orff, Founder of SCAPE, landscape architect, and MacArthur Fellow

**Featured Speakers**

"The answer to gentrification and displacement is not to not build transit stations and grocery stores and greenways and trails and parks; the answer is not to hold [neighborhoods] down just to keep them affordable; it’s to follow through on policies that support them." ~ Ryan Gravel, Founding Principal at Sixpitch, urban planner, and visionary behind the Atlanta BeltLine

"Trust, empathy, and courage. Those are the three pillars that we have to leverage together in order to realize parks that are a part of the beloved community." ~ Nathaniel Smith, Founder and Chief Equity Officer / CEO of the Partnership for Southern Equity

**park heroes: be inspired!**

At the Parks & Greenspace Conference, six park leaders were honored with Inspiration Awards.

**Decton Hylton**
Decton knows that community gardening is about more than just growing food; his passion for community and building relationships has had a tremendous impact on Forty Oaks Nature Preserve.

**Bob Kerr**
As a founding member of the South Fork Conservancy, the miles of restored creek-side trails and two new parks are due in part to the respect that Bob has fostered over his five decades of greenspace conservation work in Georgia.

**Cara Schroeder**
For almost a decade, Cara has engaged volunteers, developed relationships with neighbors, and advocated for greenspaces, making a huge difference across parks in the City of Tucker.

**Joel Slaton**
Combining art with conservation on Doll’s Head Trail at Constitution Lakes Park, Joel has drawn visitors to the park while teaching them about history and how to respect and enjoy the natural setting.

**Tony Torrence**
As co-chair of the Proctor Creek Stewardship Council, Tony has worked on behalf of communities suffering from decades of environmental injustice and has been a proponent of Lindsay Street Park and Boone Park West.

**Isabel González-Whitaker**
Since 2010, Isabel has worked with the community to transform Sara J. González Park into a place that honors Atlanta’s Latino and Hispanic communities and Sara González’s dedication and contributions to them.
2018 Corporate Champions

Thank you to the following organizations for their extraordinary generosity in support of Park Pride's annual operating needs, programs and events!

benefactor

sustainer

crusader

activator

gold

Supporter Circles

Perez Planning + Design, LLC

silver

green

Arboguard Tree Specialists

Visionary Circles

Ellen Bruenderman, Project Manager, joined the 2018 cohort of TransFormation Alliance’s Equitable Transit-Oriented Development Academy, aimed at increasing participation among residents in decisions about planning and developments impacting their communities.

Michael Halicki, Executive Director, participated in the Leadership Involvement Networking Knowledge (LINK) trip to San Diego, during which he had the opportunity to exchange ideas with counterparts for fostering change on a range of issues.

Teri Nye, Park Visioning Coordinator, joined the Arts Leaders of Metro Atlanta (ALMA) 2018 cohort. ALMA is an Atlanta Regional Commission (ARC) program that addresses the challenges facing the region’s arts and culture community.

Ayanna Williams, Director of Community Building, joined the 2018 cohort of the Institute for Georgia Environmental Leadership (IGEL), which provides the education, training, and networking opportunities necessary to help address Georgia’s environmental challenges.

Jane Zoellick, Development Manager, earned the Certified Fund Raising Executive (CFRE) credential, demonstrating her commitment to the highest standards of ethics, competence, and service to the philanthropic sector.

staff development:
learning to serve

This spring, several staff members participated in specialized training programs to further develop their skills and learn to serve parks, communities, and you better:

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Become a Champion for Parks!

Please reach out to Jane Zoellick, Development Manager, to learn more. jane@parkpride.org or 404-546-6855.

parkpride.org | for the greener good
Governor Nathan Deal signed the Georgia Outdoor Stewardship Act (HB 332) into law in a ceremony at the State Capitol on Monday, May 7, giving voters the opportunity to vote in November to dedicate a portion of the existing sales and use tax to the protection of Georgia’s water, lands, and wildlife (this includes local parks and trails). Spread the word: Vote “YES” to enact the Georgia Outdoor Stewardship Act. Read more advocacy updates on page 5.

park pride events & deadlines

**July**
- 12 Park Pride’s Monthly Park Meeting
- 13 **Deadline:** Letter of Intent Submission for Park Pride Grants
- 28 Workshop: Park Design Clinic

**August**
- 1 **Deadline:** Small Change Grant Application
- 9 Park Pride’s Monthly Park Meeting

**September**
- 8 Workshop: Engaging Community Volunteers
- 13 Park Pride’s Monthly Park Meeting
- 15 Greener Good Volunteer Day
- 28 **Deadline:** Community Building & Legacy Grant Applications

**October**
- 11 Park Pride’s Monthly Park Meeting
- 27 Workshop: Bringing Positive Activity into Your Park