



# 2022-2025 Strategic Plan

## Philosophy, Mission, and Vision

<b>Philosophy</b>	Park Pride believes that—regardless of race, income, zip code, or ability—all communities should have access to great parks. Parks have the power to improve our quality of life and strengthen the fabric of our cities. When parks meet the needs and reflect the unique character of the communities they serve, they are welcoming places for all members of the community to gather, play, relax, and connect with nature, encouraging mental and physical health and enhancing the resilience of our neighborhoods. This is the power of parks.
<b>Mission</b>	Park Pride engages communities to activate the power of parks.
<b>Vision</b>	An Atlanta where every neighborhood has access to a great park.

## Tagline

<b>Tagline</b>	For the Greener Good
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## Values

<b>Community</b>	We recognize and respect the lived experience of people who live, work, and play in the communities we serve.
<b>Equity</b>	We distribute our resources intentionally because all communities deserve access to great parks.
<b>Inclusion</b>	Achieving great parks requires an inclusive process. Park Pride programs, supported by proactive outreach, are open and accessible to all.
<b>Collaboration</b>	Community, government, nonprofit, business, individual, and philanthropic partners are central to our collective success and impact.
<b>Trust</b>	Trust is critical to the relationships that make achieving our Vision possible.

Priorities	Objectives	
<p style="text-align: center;"><b>Great Parks for All:</b> <i>Strengthen Park Pride services and programs to ensure equitable access to great parks</i></p>	<p style="text-align: center;"><b>All Programs</b></p>	<ul style="list-style-type: none"> <li>a. Deploy our resources equitably.</li> <li>b. Increase collaboration and organization-wide learning for advancing Park Pride’s mission.</li> <li>c. Integrate DEI principles into our work and increase engagement of diverse, underrepresented groups.</li> </ul>
	<p style="text-align: center;"><b>Friends of the Park (FoP)</b></p>	<ul style="list-style-type: none"> <li>a. Strengthen Friends of the Park (FoP) coaching process, educational programs, and peer-to-peer capacity building opportunities.</li> <li>b. Develop an annual leadership development program that utilizes Park Pride programs to build high capacity and self-sufficient FoP groups and park nonprofits.</li> <li>c. Leverage partnerships to connect FoP groups with additional resources (eg. community gardens and park activation).</li> </ul>
	<p style="text-align: center;"><b>Grantmaking</b></p>	<ul style="list-style-type: none"> <li>a. Focus on a data-driven equitable distribution of funds that prioritizes community interest and need.</li> <li>b. Grow the pipeline of potential grantees and increase overall funding for community-driven capital park improvements.</li> <li>c. Bolster internal capacity to coach communities through the grant application and project implementation process.</li> </ul>
	<p style="text-align: center;"><b>Visioning</b></p>	<ul style="list-style-type: none"> <li>a. Provide professional designs for parks and greenspaces that respond to community needs.</li> <li>b. Strengthen core visioning services.</li> <li>c. Support and advocate for successful implementation of completed vision plans.</li> </ul>
	<p style="text-align: center;"><b>Volunteer</b></p>	<ul style="list-style-type: none"> <li>a. Deepen corporate engagement and support for Park Pride by offering high-quality employee engagement opportunities while delivering volunteer-driven park improvements.</li> <li>b. Build efficiencies to match interested community volunteers to service opportunities in parks.</li> </ul>

<p><b>Engaged Community:</b>  <i>Build a larger, more inclusive, and effective parks movement</i></p>	<ul style="list-style-type: none"> <li>a. Educate funders, elected officials, business leaders, and residents on the importance and benefits of parks, the role of Park Pride, and opportunities for collaboration.</li> <li>b. Increase outreach at the community level (particularly in underrepresented groups and low-income communities) to invite participation in Park Pride programming.</li> <li>c. Strengthen our capacity as the connector between grassroots leaders, funders, and government officials.</li> <li>d. Engage and challenge government entities to provide better quality parks that are well-maintained, safe, and meet community needs.</li> <li>e. Build a more effective parks movement through collaboration with the Greenspace Advisory Council, partner nonprofits, and others.</li> </ul>
<p><b>More Parks:</b>  <i>Create new greenspaces that prioritize vulnerable communities</i></p>	<ul style="list-style-type: none"> <li>a. Advocate for dedicated funding from public sources for acquisition, improvements, and maintenance of parks, greenspaces, and natural areas.</li> <li>b. Collaborate with partners to secure funding for more parks and other greenspaces.</li> </ul>
<p><b>Strong Park Pride:</b>  <i>Build organizational infrastructure so Park Pride can achieve its vision, mission, and goals</i></p>	<ul style="list-style-type: none"> <li>a. Provide a healthy work environment and human resource policies and practices that optimize staff potential in alignment with Park Pride’s values.</li> <li>b. Optimize and diversify board and staff through recruitment, engagement, training, and succession planning.</li> <li>c. Maintain and strengthen financial policies, tools, and resources to ensure excellent fiscal management and oversight.</li> <li>d. Invest in additional staff and technology to ensure long-term organizational sustainability.</li> <li>e. Fund programmatic and operational goals of the strategic plan by launching a multi-year comprehensive campaign.</li> <li>f. Implement new tools and processes to manage our data to better inform decision making.</li> <li>g. Increase awareness of Park Pride, our programs, and the value of our work.</li> </ul>