IMPACT REPORT 2019
30 Years for the Greener Good Celebrated

green tie GALA

A heartfelt “thank you” to all guests at Park Pride’s Green Tie Gala. Our work engaging communities to activate the power of parks simply would not be possible if it weren’t for the support of people like you: people who are passionate about improving the lives of individuals, strengthening communities, and preserving nature in the city.

Special Thanks

Honorary Co-Chairs
Arthur Blank
Sally and Jim Morgens

Event Host
Dorothy Yates Kirkley

And So Many More!
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Park Pride is in the forefront of any type of conservancy, foundation, and support group that we know of nationally, and they serve as a national model of how cities and supporting nonprofits can work together to demonstrate success in engaging communities in promoting equity, developing environmental and social resiliency, and achieving social justice outcomes through parks.

Kellie May
Vice President of Programs and Partnerships
National Recreation and Park Association
In 2019, Park Pride’s services and resources reached **218 parks** and **146 Friends of the Park groups** seeking more for their families and neighborhoods.

**A Look at Peters Park**

In 2018, neighbors in Tucker were concerned with the state of William McKinley Peters Park. The amenities were old and outdated, and unsavory activities were prevalent (though hidden from view because invasive plant species had overrun sections of the greenspace).

The neighbors sought to reclaim the park and make it a safe place for people to enjoy. So, they reached out to Park Pride and formed a Friends of the Park group. After attending a volunteer workshop, they began hosting regular workdays in the park, kickstarting the revitalization process and filling the greenspace with positive activity. In 2019, the Friends were awarded a Small Change Grant to install new fitness equipment.

With additional planned park improvements in 2020, which include a new playground and basketball courts, the Friends group is continuing to create a community greenspace enjoyed by all!

*Creating a Friends of the Park group with Park Pride has brought about a revitalization of not only the park, but the entire neighborhood.*

Linda Clark
Friends of Peters Park

**Your Support Matters!**

*With your help, Park Pride’s programs—including Friends of the Park, Fiscal Sponsor, Grants, Volunteer, and Community Gardens—are connecting Friends of the Park groups across Atlanta and DeKalb to resources that enrich communities through park activation.*

Learn more about making a difference through the Friends of the Park Program: parkpride.org/friends.
The Power to Impact Generations

Washington Park illustrates that parks have the power to impact generations. Through our Volunteer Program, individuals make a difference in their communities today to be enjoyed by those who follow.


In 2019, our Volunteer Program brought 5,200 volunteers into 67 parks and the Atlanta BeltLine to complete 241 projects, a labor investment valued at $384,000!

A Look at Washington Park

In 1919, Washington Park opened as the first and only greenspace in the City of Atlanta where African Americans could legally gather to play, swim, enjoy a cookout, or relax in nature with families and neighbors. Before then, parks were off limits to this community unless they were conducting “official business.”

In recognition of the park’s 100th anniversary, the Conservancy at Historic Washington Park collaborated with Park Pride and other partners to refresh the historical greenspace and shine a light on its cultural significance.

Throughout 2019, volunteer projects at the park resulted in: the creation of two new pollinator gardens; the restoration of a pavilion; the expansion of an edible plant bed; invasive plant removal; litter cleanup; a playground restoration; trail maintenance, and more!

Our challenge is to not only take care of this park physically, but to also remind people of why it is important for the future, and why it was important in the past.

Christi Jackson
Conservancy at Historic Washington Park

The Power to Impact Generations

Washington Park illustrates that parks have the power to impact generations. Through our Volunteer Program, individuals make a difference in their communities today to be enjoyed by those who follow.

The Park Visioning Program pairs communities with our team of landscape architects who help residents reimagine an existing park or plan a new one.

**Atlanta Community Schoolyards**

Imagine you’re a kid living in an area of town without a park. Where could you go outside that’s safe to play? The Atlanta Community Schoolyards project could provide the answer.

This initiative will open schoolyards outside of school hours to communities that currently lack access to greenspace. In 2019, with the support of a grant from The Trust for Public Land (TPL), Park Pride worked with TPL and the Urban Land Institute to support visioning efforts for the first two schools in the pilot—John Wesley Dobbs Elementary School and L. O. Kimberly Elementary School—and the communities identified the investments needed (new benches, shade structures, or community gardens, for example) to turn their schoolyards into vibrant public spaces.

In 2020, Dobbs and Kimberly Elementary will each receive improvements valued at $100,000 in accordance with their vision plans. Additionally, four new schools will join the initiative, giving kids and families in “park deserts” an outdoor recreation space close to home.

*The idea of having a community playground was exciting, but being a part of the development and design of the playground made it so much more exciting for our kids!*

Principal Joseph Salley
L. O. Kimberly Elementary School

**Expanding the Vision for Great Parks**

The Park Visioning team also engaged neighbors of Mozley Park and Lang-Carson Park (City of Atlanta) and DeKalb Memorial Park and Needham Park (DeKalb County) to complete conceptual park plans, and conducted park design consultations for 27 other communities.
Park Pride’s grantmaking program provides the capital to help Friends of the Park groups take the next step toward bringing their park dreams to life.

In 2019, Park Pride awarded matching grants to 30 Friends of the Park groups through our Legacy Grants (supported by the Robert W. Woodruff Foundation), and Community Building Grants and Small Change Grants (both supported by The Home Depot Foundation). The funded projects will enhance parks and invite visitors to stay long and return often!

Park Pride’s Community Building Grant allowed us to grow not just more vegetables, but to expand our community of gardeners.

Pete Densmore
Friends of Zonolite Park

2019 Grant Recipients

For more details, visit parkpride.org/2019grants.

- Anderson Park (Atlanta)
- Atlanta Waterworks Greenspace (Atlanta)
- Candler Park (Atlanta)
- Chosewood Park (Atlanta)
- Coan Park (Atlanta)
- DeKalb Memorial Park (DeKalb)
- Four Corners Park (Atlanta)
- Grove Park (Atlanta)
- Henderson Park (Tucker)
- Historic Oakland Cemetery (Atlanta)
- Kelley Cofer Park (Tucker)
- Lang-Carson Park (Atlanta)
- LaVista Park (Brookhaven)
- Lillian Cooper Shepherd Park (Atlanta)
- Little Nancy Creek Park (Atlanta)
- Lindsay Street Park (Atlanta)
- Loridans Park (Atlanta)
- Mattie Freeland Park (Atlanta)
- McKinley Peters Park (Tucker)
- Murphey Candler Park (Brookhaven)
- Pendergrass Park (DeKalb)
- Pittman Park (Atlanta)
- Rehoboth Park (DeKalb)
- South Atlanta Park (Atlanta)
- South Bend Park (Atlanta)
- South Fork Conservancy (Atlanta)
- Spink-Collins Park (Atlanta)
- Sugar Creek Golf & Tennis Center (DeKalb)
- Sunken Garden Park (Atlanta)
- Vermont Park (Atlanta)
The Parks & Greenspace Conference

The Parks & Greenspace Conference is Park Pride’s premier event and the largest parks conference in the Southeast. The 2019 conference, themed Parks are the Heart of Community, attracted over 500 attendees. Comprised of a welcome from City of Atlanta Mayor Keisha Lance Bottoms, inspirational keynote speakers, breakout sessions, hands-on workshops, and tours, the program was packed with leaders who are guiding the greenspace conversation locally, nationally, and globally!

Review the program: parkpride.org/2019program.

Expanding Opportunities to Learn

Though the coronavirus pandemic of 2020 has prevented us from gathering in person, our drive to create new opportunities for communities to learn and build capacity for park stewardship remains strong.

Friends of the Park support calls, monthly Park Meetings, training workshops, roundtables, and even the 2020 conference are continuing virtually to protect the health and wellness of the communities we serve!

Join us at a virtual event this year! parkpride.org/events.
Atlanta faces challenges in the coming years: a growing population, tensions between development and the preservation of trees and greenspaces, and the need to provide equitable access to nature.

While Park Pride’s commitment to securing an increased City of Atlanta budget for park operations and maintenance never waivers, 2019 proved critical for expanding our advocacy initiatives to educate, engage, and empower residents to participate in public discourse related to these pressing issues.

**Atlanta’s Tree Protection Ordinance 🌳**

The City of Atlanta is rewriting its tree ordinance—the rules that protect trees on public and private land.

Through events and meetings, articles, and a fun video, Park Pride shared information that helped the public engage in the ordinance update process. Together with community members and other nonprofits, we attended Atlanta City Council meetings and raised our voice in support of a stronger ordinance that prioritizes the protection of mature trees. As of the publishing of this report, a new tree ordinance has yet to be adopted.

*Advocate for trees in 2020! Email rachel@parkpride.org to receive Tree Protection Ordinance updates.*

**Nature for All - Atlanta 🌳**

Park Pride, Trees Atlanta, and the West Atlanta Watershed Alliance launched the *Nature for All - Atlanta* initiative in 2019. Its purpose: to advance a vision of Atlanta with a protected tree canopy and increased access to parks, urban forests, and trails—*for all*.

With funding from the Turner Foundation, Park Pride hired a Nature Accessibility Advocate to spearhead this effort. Everyone—regardless of race, age, gender, socioeconomic status, or ability—deserves equitable access to nature!

*Learn more at parkpride.org/natureforall.*
Kathryn Johnston Memorial Park

On November 21, 2019, Park Pride—alongside the English Avenue community, the City of Atlanta, The Conservation Fund, the Chattahoochee Riverkeeper, and nearly 40 partners and funders—celebrated the opening of Kathryn Johnston Memorial Park!

This new park represents an exciting milestone for a community that, just a few years ago, did not have a single park within the neighborhood. There was no place for community gatherings, picnics, or for kids to safely play. On top of that, the neighborhood experienced recurring and devastating floods.

That used to be the story of English Avenue. But today, that story has transformed to one of resilience, thanks to the strength of the community and a brand new park.

The kids now look forward to coming out and playing and being comfortable in their own environment instead of having to go somewhere else.

Joe Sims
Community Member

A New Story for English Avenue

The third in a series of parks proposed in the Proctor Creek North Avenue Green Infrastructure Vision (Park Pride, 2010), Kathryn Johnston Memorial Park will manage up to 3.5 million gallons of rainwater per year through several green infrastructure amenities, mitigating the impact of flooding from stormwater runoff in the neighborhood.

Moreover, back in 2016, Park Pride worked with the neighborhood to create a park vision plan that prioritized the community at its very center. For that reason, the park includes a playground, fitness station, and an open field for neighborhood pick-up games, flying kites, or holding community events. These amenities will be enjoyed for years to come, inviting English Avenue children and adults to relax, exercise, play, and meet their neighbors close to home!

See highlights from the ribbon cutting and learn more about the impact of Kathryn Johnston Memorial Park on the English Avenue community: parkpride.org/kjmp2019.
Thank You for Supporting Park Pride!

**park visionary**

The Arthur M. Blank Family Foundation  
The Sara Giles Moore Foundation  
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89¢ of every dollar donated to Park Pride directly activates the power of parks!
Thank You for Supporting Park Pride!

park hero

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I donate to Park Pride because parks are where my childhood was formed and where I cemented a love of the outdoors.

Christopher Whyte
Park Pride Donor
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