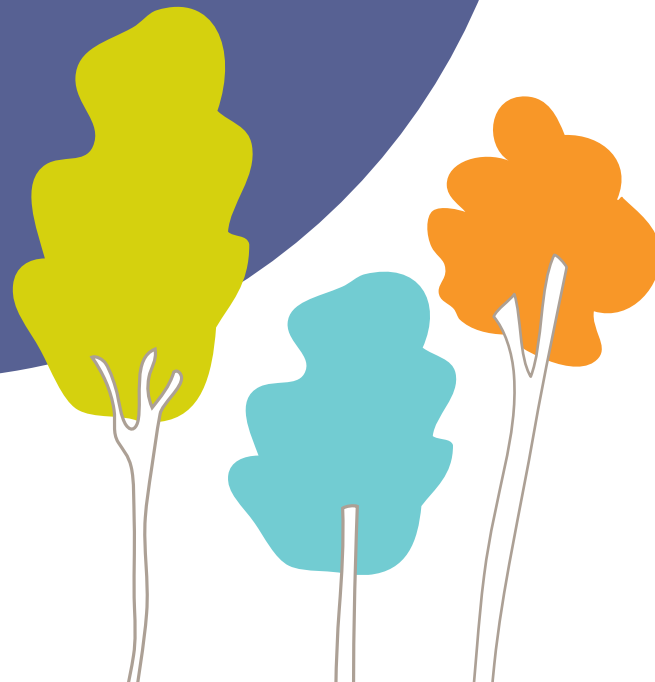


20 Annual 14 Report

PARTNERSHIPS
for **PARKS**

A joint program of City Parks Foundation and NYC Parks.



www.PartnershipsforParks.org

 PartnershipsforParks

 PfpNYC

PARTNERSHIPS FOR PARKS

Public parks are the settings for our shared experiences. They improve the quality of life for all New Yorkers by providing spaces for social and civic engagement. By developing occasional volunteers into community leaders, we build long-term investment in public space and strengthen the social fabric of our neighborhoods. Partnerships for Parks is the public-private program that supports and champions a growing network of leaders caring and advocating for New York City's neighborhood parks and green spaces. We equip people, organizations and government with the skills and tools they need to transform these spaces into dynamic community assets.



Trainings



Beautification



Staff Support



Community Visioning



Grants

The
COMMUNITY

Thriving
parks for all
New Yorkers



CATALYST: RECLAIMING WATERFRONT PARKS



Catalyst is a long-term community development program that is based on a co-creation model for park engagement. For the past 20 years, we have focused on building park communities in historically underserved neighborhoods and connecting residents to the waterfront with the understanding that park stewardship is a key component of a resilient city.

From 2009 to 2014, Catalyst sparked engagement in Soundview Park (Bronx), East River Park (Manhattan), and Kaiser Park (Brooklyn).

We have done this by:

- Building park leadership
- Supporting community-led programming
- Fostering innovation in park stewardship through local grants
- Leveraging external partnerships to increase opportunities
- Offering arts, sports, and education programs

Supported

419

Dedicated individuals

Organized

417

Programs and events

Distributed

\$35k

In community grants

Coordinated

151

Projects with partner organizations

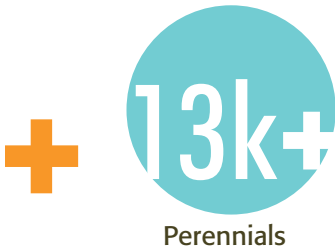
Engaged

82k

People in arts, sports and education programs

Partnerships for Parks leads hands-on service projects throughout the five boroughs for some of New York City's most successful companies. Thanks to the dedication of our corporate volunteers, our program saw historic growth in 2014. Total gross revenue increased by 47% to \$550,000 as the number of volunteers and projects increased to record highs. We welcomed many first-time corporate participants, such as Eastdil Secured and Third Avenue Management, while expanding our partnership with key partners, including 11 projects with BNP Paribas (up from 7 projects in 2013). From repainting fencing in Christopher Park to erosion control at Astoria Heights Playground, these projects help to make a visible impact and demonstrate the power of volunteerism.

CORPORATE VOLUNTEER PROGRAM



GREENING WESTERN QUEENS



9

New Volunteer Groups

361

Certified Tree Care Stewards

39

Local Partners

81

Citizen Pruners

PLANTING TREES. GROWING COMMUNITY.

The Greening Western Queens Community Forestry Project (GWQ) is an urban reforestation and community stewardship initiative in the neighborhoods of Astoria, Long Island City, Sunnyside, and Woodside. From 2011 to 2014, GWQ was a City Parks Foundation project implemented by Partnerships for Parks in collaboration with NYC Parks Central Forestry, New York Restoration Project, and Trees New York, and was supported by the Greening Western Queens Fund of North Star Fund. In addition to planting trees, we engaged residents and community partners through tree care, and connected them to resources and networks with the ultimate goal of developing a community of environmental stewards in Western Queens.

Data represents GWQ accomplishments from 2011-14.

Planted

1128

Trees



28k+

Perennials



5

Gardens

GROUP AND LEADERSHIP DEVELOPMENT



Partnerships for Parks builds the capacity of community leaders and groups. We act as free, expert consultants to help local stewards reach their full potential. We do this by offering small grants through our Capacity Fund program, leadership training through the Partnerships Academy, and design support for publications and websites.

Sponsored

40+

Park groups through fiscal sponsorship

Awarded

100k+

In small grants

Provided

25+

Groups with design support

Graduated

25

Community groups and mentors from our six month Fellowship program

Trained

505

Park group leaders at...

14

...Partnerships Academy events

INTENSIVE COMMUNITY GROUP SUPPORT

Located in all five boroughs, Outreach Coordinators provide support to local decision makers and volunteers. They serve as liaisons between NYC Parks, City Parks Foundation, and community leaders to foster community engagement in neighborhood green spaces. Outreach Coordinators connect volunteers to projects, supplies, grant opportunities, and other resources. They also help people navigate agency permitting and planning processes, provide group and leadership development, and implement programs.

Supported

600

Community groups

Coordinated

600 + 250

Service projects

Events

Attended

740

Community meetings

Facilitated

65

Meetings for partner groups



Produced

430+

Projects and events

Engaged

16k

Participants

Connected

230

Community organizations

Benefitted

290

Parks and greenspaces

Distributed

410

Tools

IT'S MY PARK



Our It's My Park program featured seven months of service events led by local community groups. We supported over 430 park events, such as service projects, family events, and festivals throughout the five boroughs from May through November 2014. It's My Park allows community leaders and volunteers throughout New York City to:

- beautify local parks, such as Faber Park in Staten Island, by planting bulbs and flowers, and cleaning up weeds and debris;
- celebrate exciting developments, such as a successful fundraising effort to renovate a playground in McGolrick Park in Brooklyn;

- conduct visioning activities to gather feedback from the community, which was a tool used by the Friends of Luther Gulick Park to determine what programs to offer this year.

Additionally, the It's My Park season helps to connect new volunteers to active community organizations, and raises the profile of NYC parks as centers for community life.



COMMUNITY PARKS INITIATIVE

1129

Scope meeting* attendees

409

Physical surveys completed

245

Online surveys completed

NYC Parks launched the Community Parks Initiative (CPI), an immediate multi-faceted investment targeting local parks in New York City's lower income, most densely populated, and growing neighborhoods. Partnerships for Parks will bring its resources to CPI zones to help increase the capacity of local park stewards to program, care for, and be advocates for their communities.

** During the design phase, NYC Parks holds a scope meeting, in which the project's stakeholders determine the scale of work needed for the project. We collect survey information and NYC Parks performs site testing and analysis and then develops a schematic design for the project.*

PARTNERSHIPS FOR PARKS'

2014 Programs

were generously supported by the following:

American Express Foundation

Bank of America

BNP Paribas

Citi Foundation

New York City Mayor Bill de Blasio

Deloitte

Denihan Hospitality Group

DigitasLBI

Lily Auchincloss Foundation

The Madison Square Garden Company

New York City Council Member Annabel Palma

New York State Department of State with funds
provided under Title 11 of the Environmental Protection Fund

Parks Equity Initiative of the New York City Council
under the leadership of Speaker Melissa Mark-Viverito

Ralph Lauren

Rodeph Sholom School

TD Bank Charitable Foundation

Viacom