

50 Years of Better Public Spaces

2020 Impact Report

**San Francisco Parks
Alliance champions,
transforms, and activates
parks and public spaces
throughout the City.**

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Dear SF Parks Alliance community,

This year, San Francisco Parks Alliance celebrates 50 years of improving public spaces. In that time, we've learned that the best ideas come from passionate neighbors with a collective vision and a love for their city.

Today, the value of parks and public spaces has never been more clear. As we watched the world shut down and the country become increasingly divided, our parks served in stark contrast. In 2020, park use reached an all-time high, as many were reminded of the reasons why SF Parks Alliance does the work that we do:

Parks create and foster community.

When a park is created or a street slows down, communities grow stronger as neighbors gather to eat, play, and socialize—and local businesses benefit from this increased activity.

Parks are essential to our physical and mental health.

In urban settings, parks are one of the few lifelines to the natural world. They nurture and strengthen our well-being by serving as a safe space to exercise, get together, and find peace.

Not all parks are created equal.

Access to a park does not always mean that everyone feels welcome in the space or that it serves them well. Neighborhoods with a sense of ownership and connection to their local parks have a much greater opportunity to thrive than those who do not.

In 2021, we are evaluating the nature and impact of our work. As the needs of our city's public spaces have evolved, so has our organization. In the years leading up to our 50th anniversary, our focus and programming have expanded beyond parks to also include public spaces. In effect, our reach and impact have grown—and our new logo and brand, introduced during this milestone, aspire to reflect this evolution.

Last year, we celebrated how lucky we are to benefit from the leadership that built San Francisco's incredible park system. Great parks cannot exist without great people—and we are grateful that you are one of them.

Thank you for investing in your city when San Franciscans needed their parks the most.

With gratitude,




Drew Becher
Chief Executive Officer

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Parks in a pandemic— where would we be without them?

Throughout 2020, San Francisco's parks served as a refuge and a lifeline to a semblance of normalcy. Parks worked overtime, adapting programming and serving as a constant amid a changing and challenging year.

“San Francisco parks give us so much, freely and fantastically, especially in these dark times.”

DON REUTER, SUPPORTER



Heart Your Parks

While 2020 has changed our lives in many ways, it has also proved one thing undeniably: your parks are essential.

During the pandemic, parks have served as a source of comfort for families, communities, and residents across San Francisco. Parks have become our schools, our gyms, and our communal backyards. They are places where we can enjoy a meal, relax in nature, safely visit with friends and family. In many ways, parks have become our homes.

SF Parks Alliance typically raises critical funds for San Francisco's parks through the annual gala, Party for the Parks. Although we could not hold this vital fundraiser in September of 2020, we replaced it with a celebration that reached far more people: the citywide Heart Your Parks campaign.

SF Parks Alliance partnered with the San Francisco Recreation and Park Department to install physical-distanced hearts in seven local parks. We also asked residents to share why they 'heart their parks,' and to consider donating to support these wonderful resources. During a difficult year, this joy-inducing campaign raised necessary revenue for the organization and broadened our base of supporters.



Golden Gate Park 150

Although the celebration for Golden Gate Park's 150th anniversary didn't happen quite as planned, the park served the City like never before.

Throughout 2020, Golden Gate Park saw unprecedented usage and received deep gratitude from San Franciscans. In retrospect, we can't think of a better way to honor a park that means so much to so many.

Near the end of the year, when restrictions on the city lessened, we opened the long-awaited SkyStar Wheel and welcomed *Entwined*, an enchanting public art installation by local artist Charles Gadeken.



“A ride through Golden Gate Park got me thinking that even though this 150th birthday party hasn’t been the celebration that park leaders wanted, it’s hard to imagine the park being more utilized or appreciated than in this moment”

LUKE SPRAY, SF PARKS ALLIANCE



GOLDEN GATE PARK USAGE UP

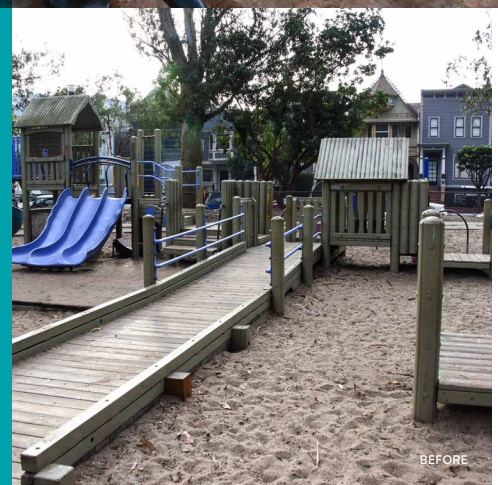
600%

IN 2020*



Let's PlaySF! — seven playgrounds now complete!

In 2014, SF Parks Alliance partnered with the San Francisco Recreation and Park Department to transform SF's 13 highest-need playgrounds through the Let's PlaySF! Campaign. Since 2019, we have opened seven playgrounds and continue to be deeply involved in community engagement, playground design, and fundraising for the remaining six playgrounds.

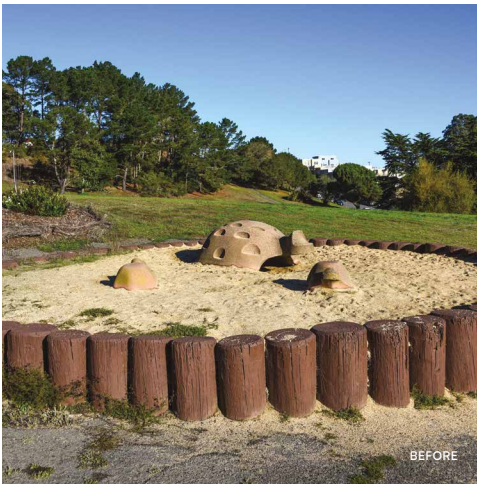


Panhandle

Inspired by San Francisco's natural and cultural environment, the design for this playground takes full advantage of the space, and allows for diverse types of play and interaction.

Redwood Grove

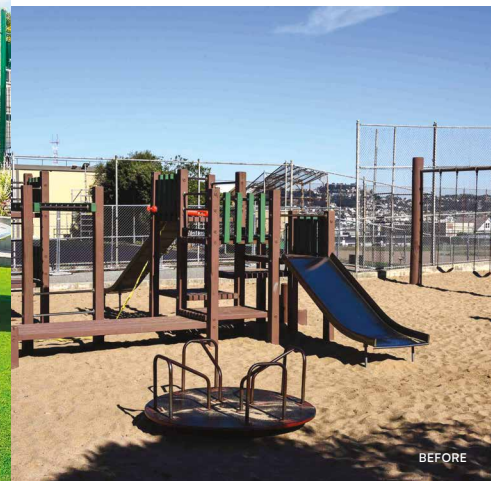
Nestled in the redwoods of McLaren Park, this incredible new playground revolves around natural elements such as boulders, timbers, and native plantings. A large net structure even allows children to climb to the top, where they can reach stunning views of the city.



LET'S PLAYSFI WILL CHANGE
THE LIVES OF
20,000
CHILDREN THROUGHOUT
SAN FRANCISCO*

Alice Chalmers

A defining element of this playground, the concrete climbing blocks take inspiration from the rock outcroppings that define the coast. Meanwhile, the playground's chunky benches are symbolic of the wood flotsam that often washes up on the beach, and the three-story slide delights the children that dare to brave it!



“The best thing that happens on a playground is that the neighbors get to know each other. The children are making friends and the parents are talking to each other. A new playground shows that people care and are willing to invest in a community and make it better.”

EDNA JAMES, COMMUNITY ADVOCATE



Merced Heights

Located in the Oceanview-Merced Heights-Ingleside (OMI) neighborhood, this playground features entirely new equipment, including a massive timber play structure, climbers, a spinner, and a bowl swing. Other upgrades include lighting, fencing, sport courts, the clubhouse, and important ADA improvements.

THE FIRST COMPLETED
PLAYGROUND EXPERIENCED A

586%

INCREASE IN WEEKDAY USE
FOLLOWING THE RENOVATION*



BEFORE

West Portal

Renovations to this playground involved the addition of new, vibrant, and inclusive play equipment. The renovation also included various amenity upgrades to the park, such as a nature nook, new plantings, seating, and paving.



BEFORE



Sergeant John Macaulay

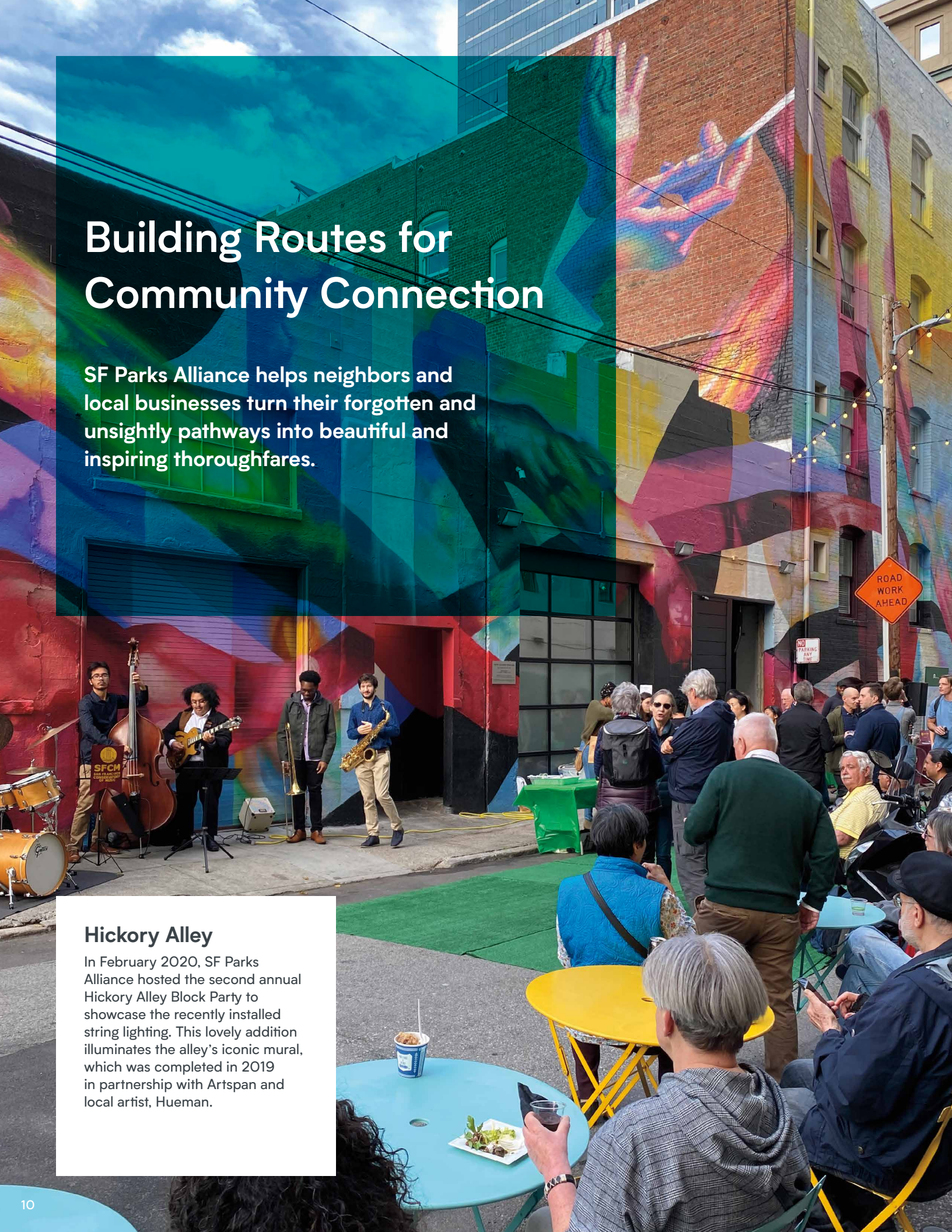
Extensive involvement by community groups and local residents guided the redesign of this playground in San Francisco's Tenderloin. The final playground design was inspired by nature and includes unique structures, family gathering areas, additional seating and an elevated area to increase visibility and variation in the terrain.

Building Routes for Community Connection

SF Parks Alliance helps neighbors and local businesses turn their forgotten and unsightly pathways into beautiful and inspiring thoroughfares.

Hickory Alley

In February 2020, SF Parks Alliance hosted the second annual Hickory Alley Block Party to showcase the recently installed string lighting. This lovely addition illuminates the alley's iconic mural, which was completed in 2019 in partnership with Artspan and local artist, Hueman.



Stevenson Alley

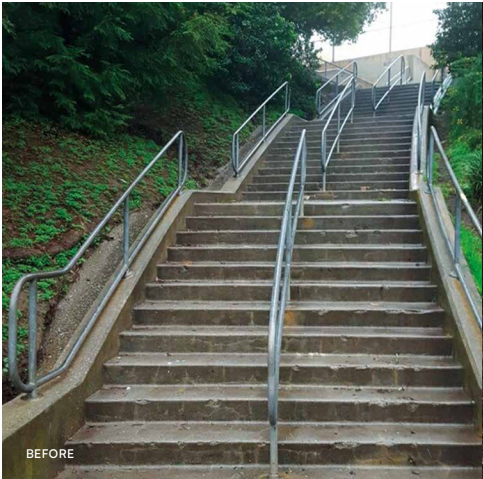
Skybridge on Stevenson is a community-led effort to revitalize the 500 block of Stevenson Street, transforming the alley into a vibrant hub for local arts, commerce and activity. This year, SF Parks Alliance adapted its programming to better serve the surrounding businesses and residents through weekly pop-up events featuring outdoor dining, live music, and socially-distanced entertainment.



“SF Parks Alliance has brought life and joy back to the hard-hit neighborhood. It helped us change the way people look at the street, and gave a new perspective to both the people who live in the area and those who come from other parts of the city.”

GIANLUCA LEGROTTAGLIE, MONTESACRO RESTAURANT OWNER



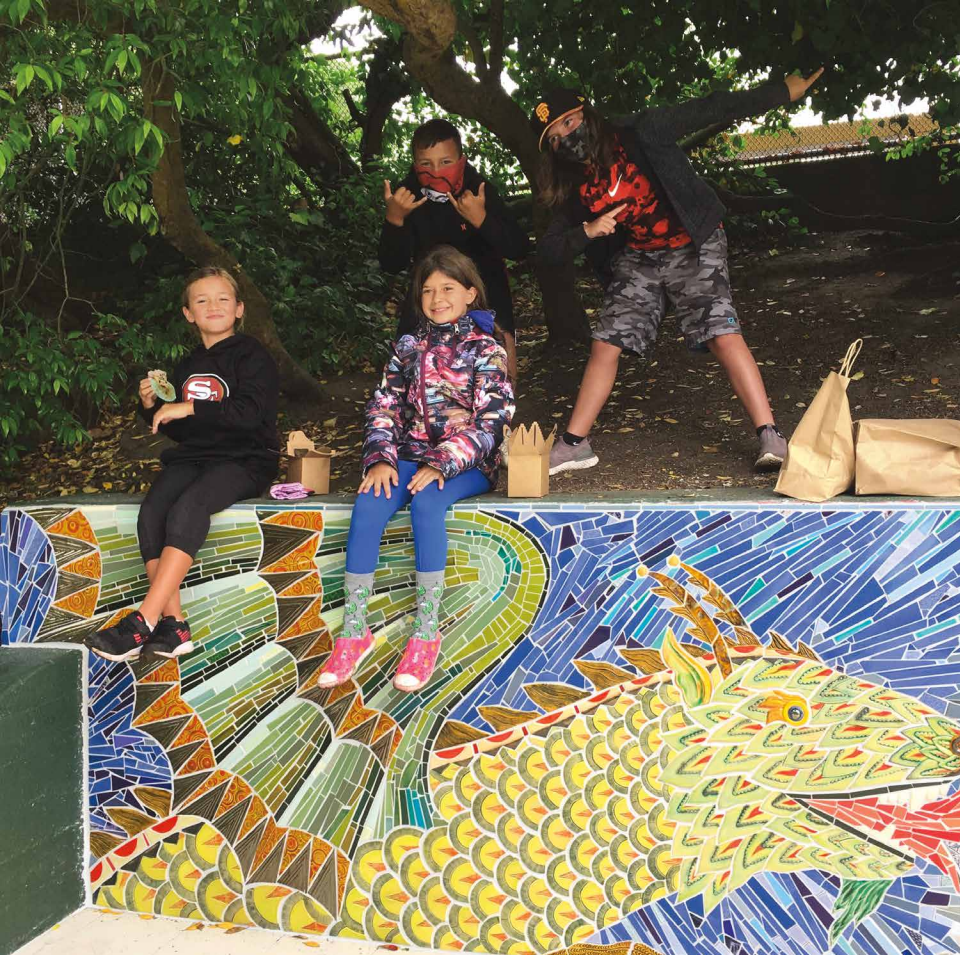


Miraloma Steps

The Dragon's Tale stairway was a joint effort between celebrated mosaic artist, Aileen Barr, SFUSD's Miraloma Elementary School, and SF Parks Alliance.

The Miraloma Arts Council decided on the staircase's final design, inspired by Miraloma Elementary's dragon mascot. Students participated in classroom tile creations, teachers added imagery ideas, and the surrounding community participated in public tile-making events.

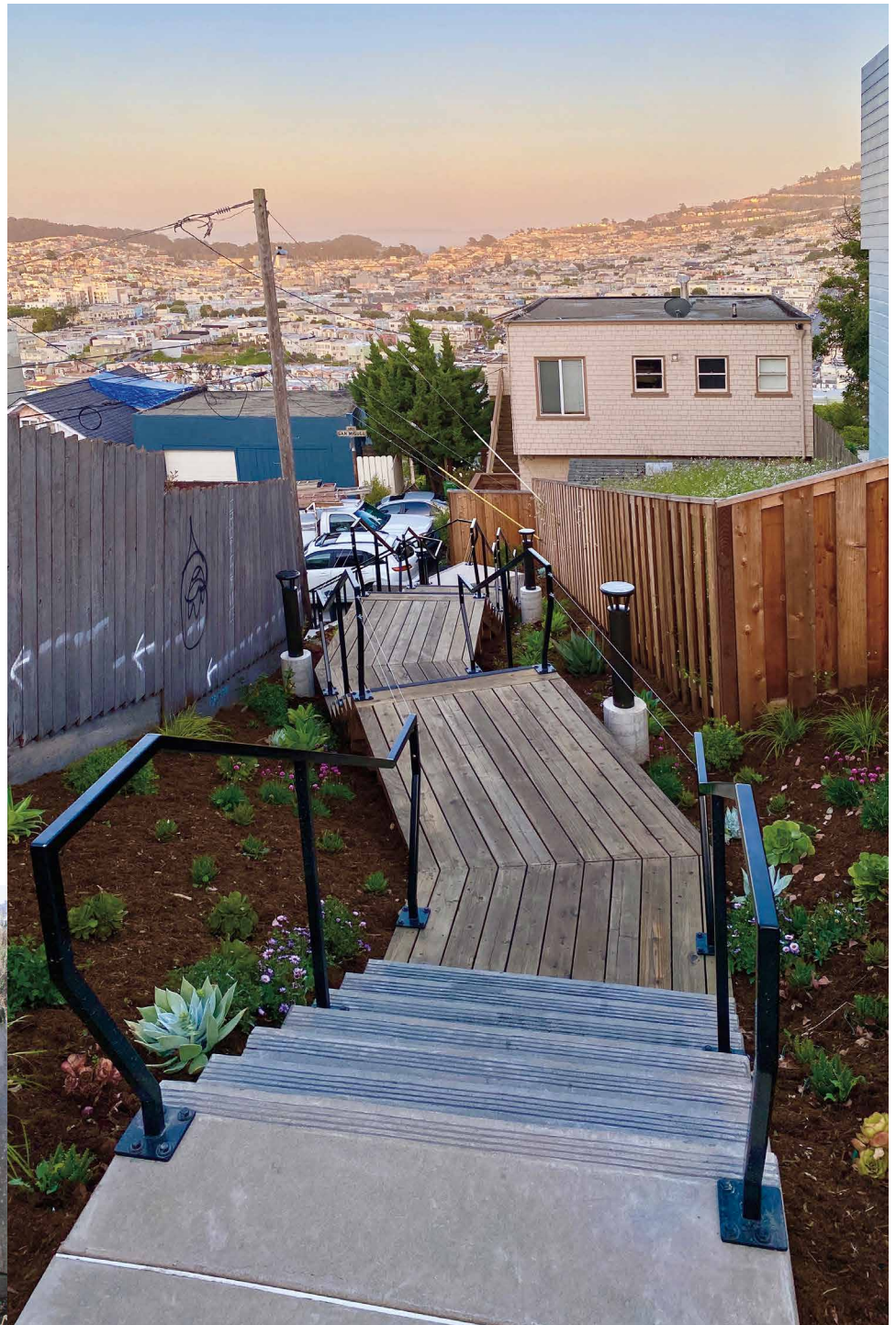
The project was completed in July of 2020.



Ridge Lane

In 2013, a group of Ingleside residents formed Ridge Lane Neighbors with the vision of transforming an abandoned five-block stretch into a beautiful and safe neighborhood corridor. The group finished the first block in 2017, and with help from SF Parks Alliance and city partners, they completed the second stretch in the summer of 2020.

Once all five blocks are finished, Ridge Lane will connect the neighborhood to BART and Muni, while also providing gorgeous views of the Bay and San Bruno mountains.



“SF Parks Alliance has been a tremendous help to Ridge Lane Neighbors throughout the complex process of managing contracts, grants, and other funds. This allows our group members to focus more on fundraising, neighborhood outreach, and community clean-up efforts.”

WARREN LONGMIRE, RIDGE LANE NEIGHBORS



Celebrating 50 Years of Better Public Spaces

1971

1971

Friends of Recreation and Parks

A group of visionary San Franciscans came together with hopes of cultivating community involvement and investment in local parks, especially Golden Gate Park.

1996

Neighborhood Parks Council

Isabel Wade formed a non-profit coalition of neighbors committed to improving parks across San Francisco.

2004

San Francisco Parks Trust

Following the success of the campaign to save the Conservatory of Flowers, Friends of Recreation and Parks formally changed its name to the San Francisco Parks Trust, revitalizing the group's larger commitment to parks.

2011

San Francisco Parks Alliance

The Neighborhood Parks Council and the San Francisco Parks Trust merged to form the San Francisco Parks Alliance, a non-profit with a renewed focus on parks and public space across all of San Francisco.

2021

Celebrating 50 Years of Better Public Spaces

This year, San Francisco Parks Alliance reflects on the history of the organization and its predecessors, whose work has benefited people and places in every corner of San Francisco.

1971
Friends of
Recreation and
Parks

1996
Neighborhood
Parks Council

2004
San Francisco
Parks Trust

2011
San Francisco
Parks Alliance

50

2021

1970s

Friends of Recreation and Parks (FRP) emerges to bring more resources and attention to San Francisco parks. Their primary function is to serve as the philanthropic partner and fiscal agent for the San Francisco Recreation and Park Department (SF Rec & Parks).

During this decade, FRP raises \$50,000 for the Children's Playground, \$3,000 for a bench program, and installs maps throughout Golden Gate Park.

1971

Friends of Recreation and Parks is founded by a group of visionary San Franciscans and a \$50,000 grant from the philanthropist Walter Shorenstein. Together, they hope to cultivate community involvement and investment in the city's parks.

1972

First membership drive yields 350 members.

1974

The Open Space Tax is established, enabling SF Rec & Parks to purchase open space and spend money on park improvements.

1978

Friends of Recreation and Parks creates the Golden Gate Park Guides program to share the Park's history with visitors.



1980s

A creative board of directors and a staff member give the organization staying power. With administrative support of over \$1 million, Friends of Recreation and Parks become a community change-maker.

1980

Friends of Recreation and Parks welcomes its first paid staff member.

1981

\$117,000 is raised to refurbish Golden Gate Park's Dutch Windmill.



1984

Golden Gate Park Carousel is renovated and reopened to the public.

1986

The inaugural San Francisco Landscape Garden Show takes place. General admission is \$5 and \$135,000 is raised from over 20,000 visitors.

1987

\$50,000 is raised to renovate the Sixth Avenue entrance to Golden Gate Park, now known as the iconic Sixth Avenue Skatin' Place.



1990s

Significantly increasing its budget and membership, Friends of Recreation and Parks demonstrates its capacity as a catalyst for positive change. The Lila Wallace Grant allows for a remarkable partnership between the San Francisco Recreation and Park Department and local residents.

Throughout this decade, FRP collaborates with other park groups, further engages with local politics, and expands its programming for at-risk children. Undertaking its largest project to date, FRP also launches the Campaign to Restore the Conservatory of Flowers.

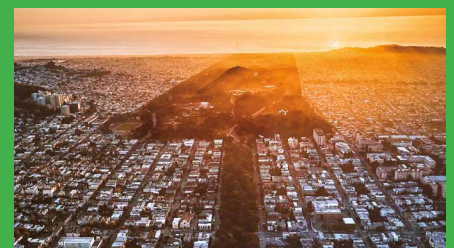
1990

Friends of Recreation and Parks helps renovate Golden Gate Park's Shakespeare Garden.



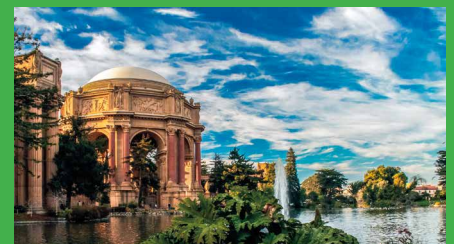
1992

Advocacy for the Golden Gate Park Bond raises over \$76 million for the park.



1994

Friends of Recreation and Parks helps repair the Palace of Fine Arts Lagoon.



1995

A windstorm causes \$3.5 million in damages to the Conservatory of Flowers.



1996

The Neighborhood Parks Council, a non-profit coalition of neighbors involved in improving their parks, is founded by Isabel Wade.

1997

The Neighborhood Parks Grants Program is established and over the next five years, the program awards 93 grants totaling nearly \$400,000 for community-led park projects.

Friends of Recreation and Parks raises over \$3 million to renovate the Alvord Lake area of Golden Gate Park.



1998

Hillary Clinton visits the Conservatory of Flowers to announce a \$5 million grant to launch the Campaign to Restore the Conservatory of Flowers.

New dog drinking fountains are installed throughout city parks.



CONSERVATORY OF FLOWERS AFTER WINDSTORM: Brant Ward, SF Chronicle | ALVORD LAKE: Chris Carlsson

2000s

Public support for parks and recognition of their vital role in maintaining healthy communities is solidified across the U.S. with bond legislation and dedicated taxes. Friends of Recreation and Parks collaborates with various groups on the local and national levels to ensure focus and funding in support of urban parks.

2000

The Campaign for the Neighborhood Park Improvement Bond passes, raising \$110 million for neighborhood parks.

2001

The Neighborhood Park Grants program awards approximately \$256,000 to over 65 community organizations.

2003

The Conservatory of Flowers reopens after the fundraising campaign to rehabilitate the Conservatory raises \$25 million, thanks in part to FRP.



2004

Street Parks Program is formed in partnership with the Department of Public Works. The program turns unused city land into small parks, gardens and neighborhood gathering spaces.

Following the Conservatory Campaign's great success, FRP changes its name to the San Francisco Parks Trust and revitalizes its commitment to parks.

2005

A team of volunteers, led by Jessie Audetter and Alice Xavier, raise money to beautify a trail on 16th Avenue in Golden Gate Heights known as the Tiled Steps Project.



Golden Gate Park's Marx Meadow opens a 12-hole Disc Golf Course.

Mayor Gavin Newsom launches the Blue Greenway Task Force, responsible for envisioning the 13-mile continuous public waterfront trail along San Francisco's Southeastern waterfront.



2007

The Koret Children's Quarter, which was built in 1888 and is considered to be the first public playground in the US, reopens after renovation.



16TH AVENUE TILED STEPS: Jack Chen

2008

San Francisco Parks Trust helps lead the 2008 Parks Bond, securing \$185 million for the city's local parks and public spaces.

Neighborhood Parks Council and SF Rec & Parks announce The Playgrounds Initiative, intended to improve 10 of the city's worst playgrounds, including: Dolores Park, Hunters Point Recreation Center, Palega, and South Park.

2009

The parklet at 17th and Market becomes the first GroundPlay project, a partnership with SF Planning to build temporary installations that transform underused public spaces into engaging community places.



San Francisco Parks Trust raises \$325,000 towards Project Recreation, an initiative to renovate recreation centers, including: Hamilton Recreation Center, Harvey Milk Recreation Center, Midtown Terrace Playground, Sunnyside Conservatory and Sunnyside Playground & Clubhouse.



2010s

The 2010s brought a merger, a greater appreciation for parks as critical for mental and physical health, expanded programming, and an increased emphasis on all public spaces to receive the same attention as urban green spaces.

2011

The growing need for a citywide parks non-profit leads to the merger of San Francisco Parks Trust and Neighborhoods Parks Council, creating the San Francisco Parks Alliance.

SF Parks Alliance poll finds: 65% of residents use their parks at least once a week, 91% say parks are very important to quality of life, and 89% say parks are a significant contributor to the City's beauty and a reason why they live here.

The Street Parks program completes its 100th project—Hidden Garden Steps, a beautiful tiled stairway located at 16th Avenue and Judah Street.

2012

SF Parks Alliance leads the campaign for the 2012 Parks Bond, securing \$195 million in funding for the improvement of local parks, playgrounds and recreation centers.

2014

SF Parks Alliance partners with the Trust for Public Land to quantify the impact of SF parks on the local economy. The report, *The Economic Benefits of San Francisco's Park and Recreation System*, found that SF parks generate tax revenues and business activity approaching \$1 billion, annually.

Together, SPUR and SF Parks Alliance advance the Blue Greenway Task Force directive by launching a two-year master plan.

2014

SF Parks Alliance and SF Rec & Parks launch the Let'sPlaySF! Campaign to raise \$13.3 million to transform 13 of San Francisco's highest-need playgrounds.



2015

Lincoln Park Steps, located near the Lands End trail, is completed by the Friends of Lincoln Park Steps and SF Parks Alliance.

SF Parks Alliance hosts the 10th Annual Party for the Parks, raising over \$500,000 for the city's parks.

SF Parks Alliance publishes *Still Seeking Green*, a report that ultimately inspires the drafting of Measure B.

2016

SF Parks Alliance initiates and leads the campaign for Measure B, which passes and provides a critical baseline of future funding for SF Rec & Parks.

Noe Valley Town Square is created, a major undertaking in a neighborhood with limited open space.

San Francisco becomes the first U.S. city where every resident lives within a 10-minute walk of a park, a new gold standard for cities across the country.



The Tennis Coalition, SF Rec & Parks, and SF Parks Alliance initiate a campaign to upgrade Golden Gate Park's legacy tennis courts.

2017

Athens Avalon Greenspace, a hillside garden located in the Excelsior, is completed with a stunning tiled staircase created by artist Iran Narge.

South Park, SF's oldest park, is fully renovated.

Mountain Lake Park Playground reopens after a major multi-year renovation.

The Conservatory of Flowers is lit up for the Summer of Love's 50th anniversary. The popular floral-themed light show extends its illumination with seasonal themes, indefinitely.

2018

SF Parks Alliance launches Sundown Cinema, an outdoor movie series that reaches over 10,000 residents across iconic SF parks, and features films that celebrate each location's unique character.



SF Parks Alliance merges with Place Lab, a non-profit that uses innovative ways to maintain and fund public space.

2019

SF Parks Alliance celebrates its expanded work with a new mission statement: San Francisco Parks Alliance champions, transforms, and activates parks and public spaces throughout the City.

Local music lovers enjoy Due South in McLaren Park's Jerry Garcia Amphitheater. Launched by SF Parks Alliance, this free concert series welcomes celebrated artists and draws new people to an amazing and underutilized local park.



SF Parks Alliance launches the Citywide Public Space Initiative in partnership with the Office of Economic and Workforce Development to supplement City services with community-driven activation and public space beautification.

The Phil Arnold Trail, a scenic path that cuts through the eastern corner of Golden Gate Park, is built in partnership with Friends of Oak Woodlands. The trail is dedicated to Phil Arnold, a longtime city park and trail advocate and founding SF Parks Alliance Board member.



San Francisco's Crosstown Trail, a 17-mile hike cutting diagonally across the city and connecting a network of existing trails, is completed.

Eagle Plaza, a new public gathering space in SoMa that transforms an underutilized street into a plaza that celebrates leather culture and the LGBTQ community, breaks ground.

2020

While this year brought many unexpected challenges, SF Parks Alliance still found ways to bring art, joy and funding to the city's parks and public spaces—many of which saw record levels of use throughout the COVID-19 pandemic.

January

Golden Gate Park celebrates its 150th anniversary. Although the celebration did not go as planned, the park saw a 600% increase in usage throughout the year.

March

Five baby bison were added to the Golden Gate Park herd including Sesqui, named for the park's sesquicentennial.



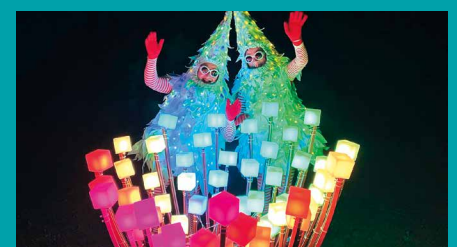
September

The Heart Your Parks campaign is launched in place of the annual Party for the Parks gala. The campaign celebrates and raises critical support for parks across the city.



December

Entwined, an art installation by local artist Charles Gadeken, transforms Golden Gate Park's Peacock Meadow into an enchanted forest of lights.



In 2021, we will continue to champion, transform, and activate parks and public spaces.

In the coming year, our work will continue across San Francisco, focusing on the city's highest need neighborhoods and benefiting the local businesses that depend on people coming together in these spaces.

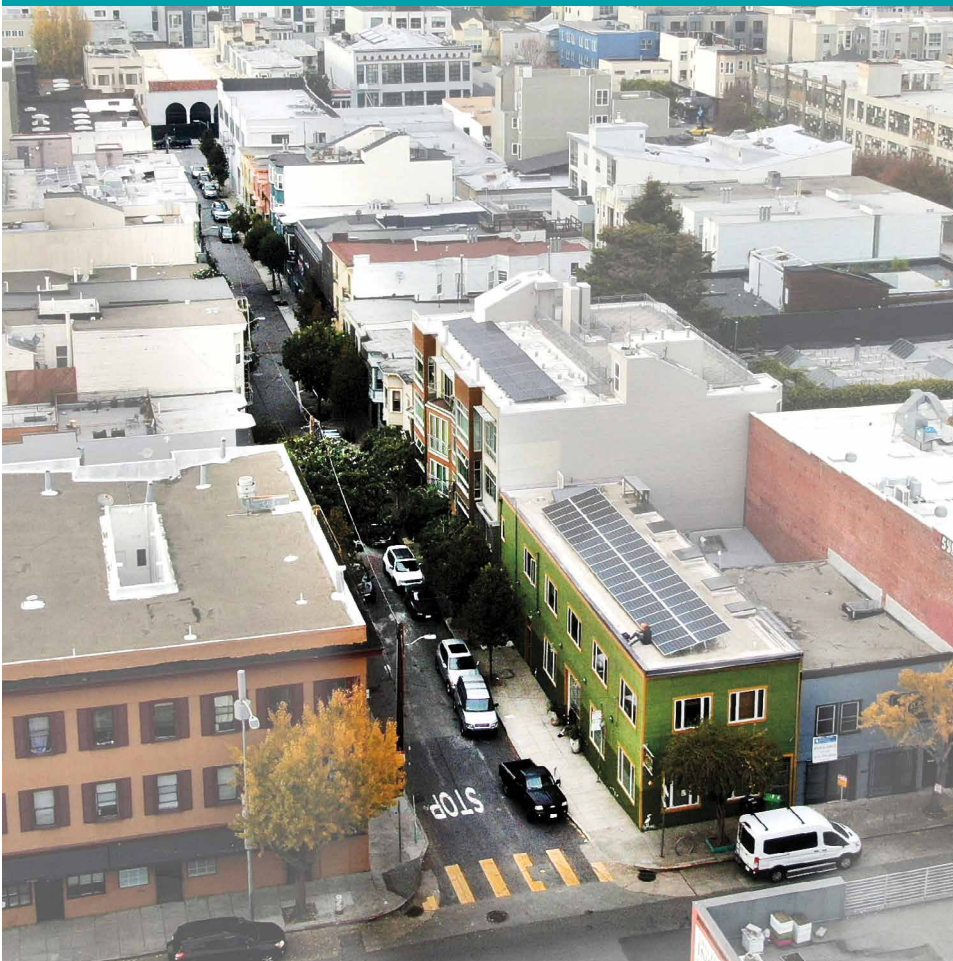


Lisa & Douglas Goldman Tennis Center

SF Parks Alliance, San Francisco Recreation and Park Department, and the Tennis Coalition of SF have been working since March of 2016 to upgrade the legacy tennis courts in Golden Gate Park. Completed in 2021, the new tennis center includes 17 tennis courts, an expanded clubhouse, a garden and patio, and lighting to allow for 20,000 additional hours of annual play.

Moss Metamorphosis

SF Parks Alliance has received funding from the City Administrator's Office and the SF Public Utilities Commission to improve Moss Street, the alley located outside our SoMa office. In the coming months, neighbors and local businesses will guide these efforts to create a safe and welcoming habitat for local plants, animals, and humans.



OF SF PARKS ALLIANCE PROJECTS

71%

ARE IN LOW TO MODERATE INCOME NEIGHBORHOODS*

MOSS METAMORPHOSIS: CAMO Design Studio | TENNIS CENTER: Maurice Chee

*SOURCE: Criteria using American Community Survey 2010–2014, San Francisco Neighborhoods, Socio-Economic Profiles

“Crane Cove is our new favorite family park. We go every week!”

ALEXANDRA KENIN, URBAN HIKER SF



Campaign for Crane Cove Park

This \$6.8M campaign will ensure that Crane Cove Park is built to completion. The campaign will raise critical funds for components of the park specifically requested by the community, including a dog run, two playgrounds, and the historic preservation of the two iconic cranes, lovingly named Nick and Nora by the community.

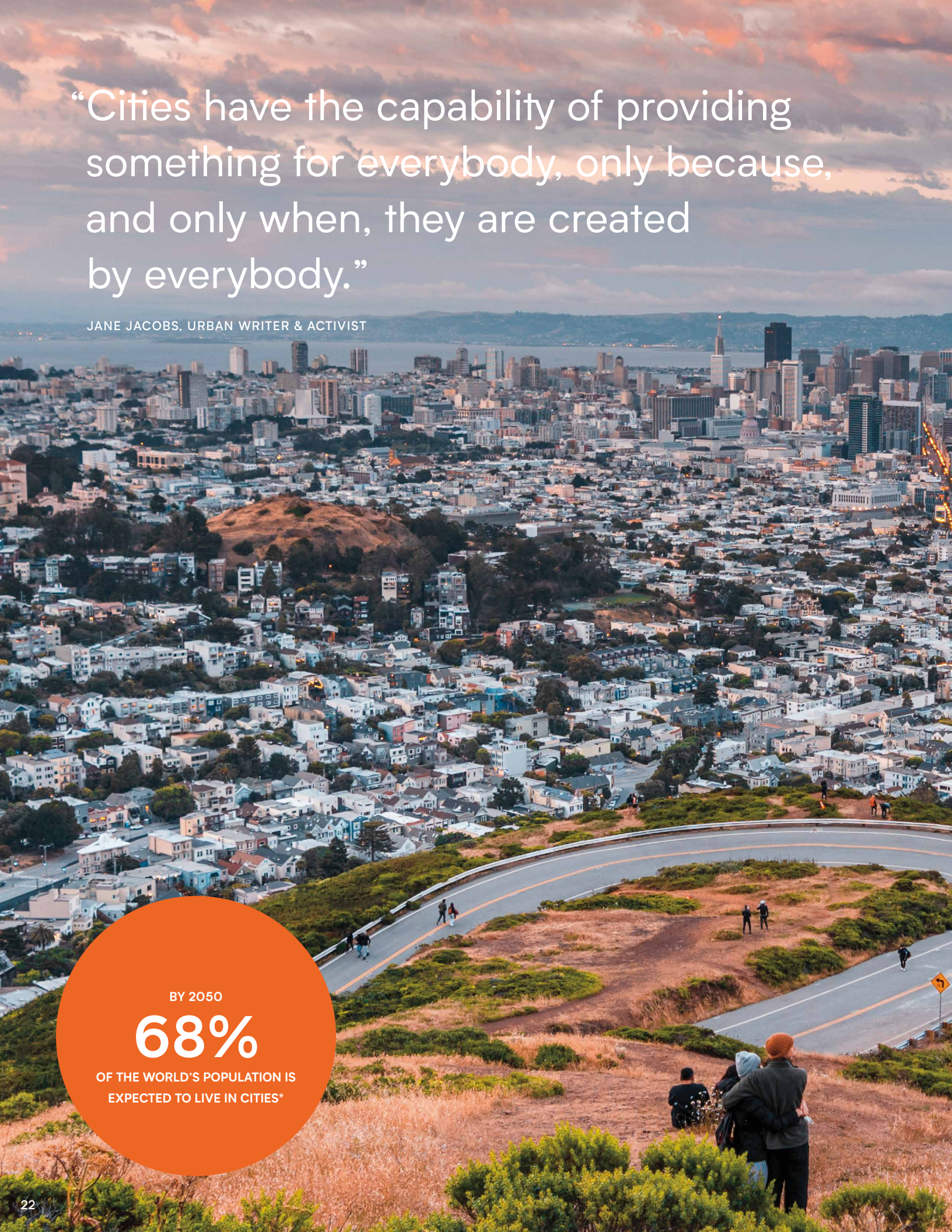
India Basin Park Project

This project will transform a post-industrial site into one of SF’s largest waterfront parks. Trust for Public Land, SF Rec & Parks, A. Philip Randolph Institute, and SF Parks Alliance are currently working on an Equitable Park Development Plan to ensure that the park’s revitalization benefits the surrounding community, which has been historically underserved. This project will prioritize environmental health, economic opportunity, and cultural identity for existing Bayview residents.

Let’sPlaySF! Campaign

In 2021, the playgrounds at Juri Commons and Golden Gate Heights will open. The remaining four playgrounds are currently in either the community engagement or concept design phase, and all playgrounds are slated to be open by 2023.

Visit sfparksalliance.org to learn more about the work that we’re doing to make San Francisco a better place to work, live, and play.

An aerial photograph of San Francisco, California, taken from a high vantage point during sunset. The city's dense urban landscape is visible, with a mix of residential buildings and skyscrapers. The Golden Gate Bridge is partially visible on the right side. The sky is filled with soft, orange and pink clouds. In the foreground, a paved road curves through a grassy hillside, and several people are seen walking and standing, looking out over the city.

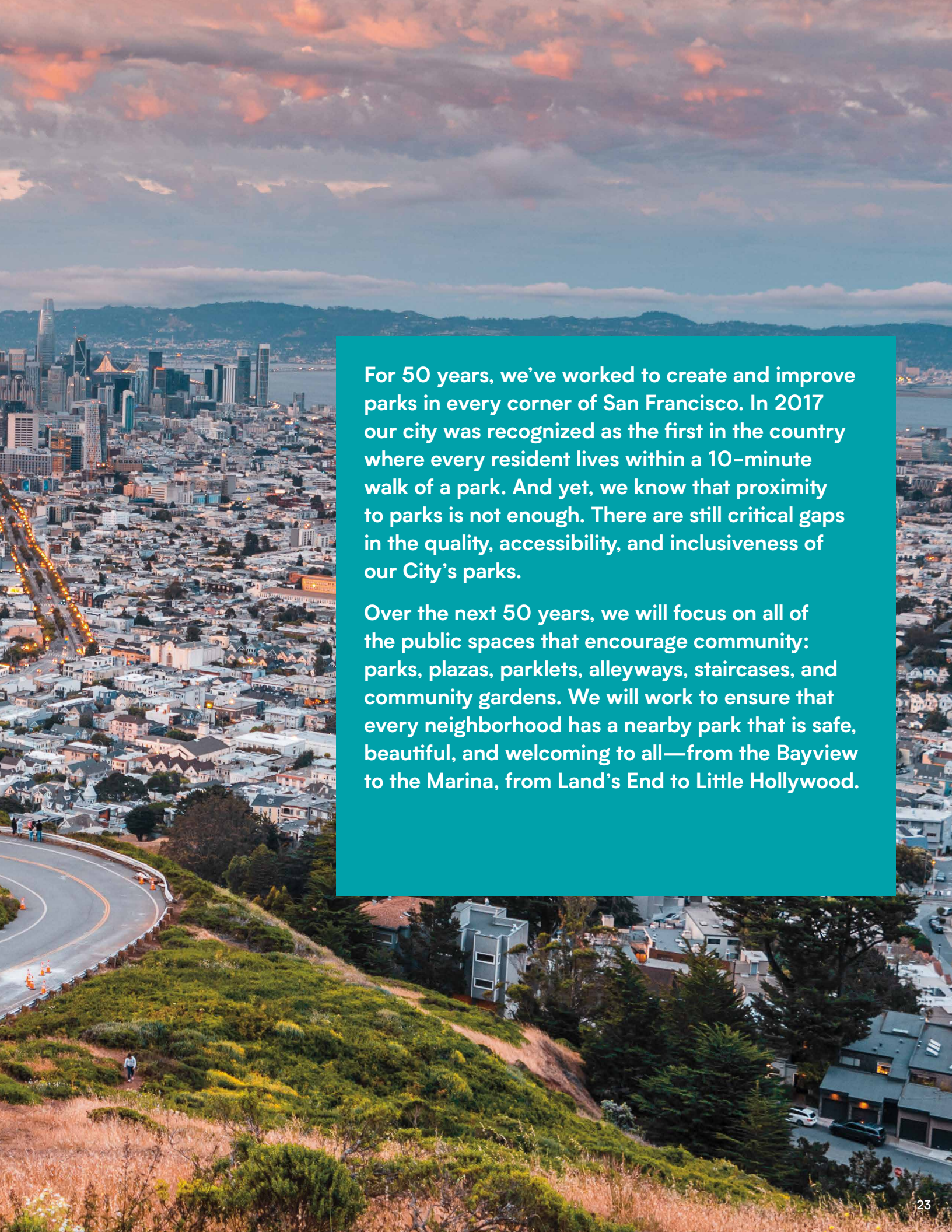
“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”

JANE JACOBS, URBAN WRITER & ACTIVIST

BY 2050

68%

OF THE WORLD'S POPULATION IS
EXPECTED TO LIVE IN CITIES*



For 50 years, we've worked to create and improve parks in every corner of San Francisco. In 2017 our city was recognized as the first in the country where every resident lives within a 10-minute walk of a park. And yet, we know that proximity to parks is not enough. There are still critical gaps in the quality, accessibility, and inclusiveness of our City's parks.

Over the next 50 years, we will focus on all of the public spaces that encourage community: parks, plazas, parklets, alleyways, staircases, and community gardens. We will work to ensure that every neighborhood has a nearby park that is safe, beautiful, and welcoming to all—from the Bayview to the Marina, from Land's End to Little Hollywood.

Partners

San Francisco Parks Alliance is grateful for our network of nearly 100 community groups whom we partner with to beautify and activate every corner of our City!

If you're interested in becoming a fiscally sponsored community partner or joining one near you, visit sfparksalliance.org.



Community Partner Network

22nd Street Jungle Stairs
 Friends of Alemany Farm
 Friends of Alta Plaza Park
 Friends of Amphitheater at McLaren Park
 Athens Avalon Greenspace
 Bernal Heights Outdoor Cinema
 Buena Vista Neighborhood Association
 Friends of Cabrillo Playground
 Carolina Greenspace
 Friends of Christopher Park Playground
 City Guides
 College Hill Neighborhood Association
 (Bernal Cut Path)
 Connecticut Friendship Garden
 Conservatory of Flowers
 Corbett Heights Neighbors
 Dahlia Society of California
 DeHaro Street Community Project
 Detroit Steps Project
 Diamond Heights Blvd Median Project
 Dolores Park Ambassadors
 Friends of Dolores Park Playground
 ECOS SF
 Far Out West Community Garden
 Fay Park Citizens Advisory Committee
 Friends of Franklin Square
 Garden for the Environment
 Geneva Community Garden
 Glen Park Greenway
 Goettingen Neighbors Group
 Friends of Golden Gate Park Band
 Friends of Golden Gate Park Dog Parks
 Golden Gate Park Handball Club

Friends of Grattan Playground
 The Greenhouse Project
 GreenTrust SF
 Friends of Harvey Milk Plaza
 Help McLaren Park
 Howard Langton Community Garden
 Friends of Japanese Tea Garden
 Friends of Joe Dimaggio Playground
 Friends of Jose Coronado Playground
 Friends of Kenny Alley
 Friends of Kezar Triangle
 Kids in Parks
 La Placita
 La Playa Park Coalition
 Friends of Lafayette Park
 Friends of Lakeside Village
 Lakeview Summit Steps
 Friends of Larsen Playground
 Friends of Lincoln Park Steps
 Literacy for Environmental Justice
 Marina Earthquake Monument Group
 McLaren Bike Park Founders
 Minnie and Lovie Ward Community
 Recreational Council
 Miraloma Southern Gateway Tile Project
 Friends of Mountain Lake Park Playground
 Friends of Noe Valley Rec Center
 Northridge CommUNITY Garden
 Friends of Oak Woodlands
 Pennsylvania Street Gardens
 Friends of Penny Lane
 Friends of Persia Triangle
 Peru Avenue Stairs

Pioneer Park Project
 Friends of Playland at 43rd Avenue
 Friends of Polo Cycling Track
 Friends of Potrero Hill Recreation Center
 Potrero Sustainable Living Group
 Precita Valley Neighbors
 Ridge Lane Neighbors
 Friends of Rossi Playground
 San Bruno Avenue Neighbors
 SF Bee Cause
 SF Tennis Coalition
 SF Urban Riders
 Shared Schoolyards Project
 South Park Improvement Association
 Friends of Sunnyside Conservatory
 Sutro Stewards
 Tompkins Stairway Garden
 Tunnel Top Park
 Friends of Upper Douglass Dog Park
 Urban Alchemy
 Urban Sprouts
 Friends of Victoria Manalo Draves Park/
 Gene Friend Rec Center
 Visitacion Valley Agricultural Garden
 Visitacion Valley Greenway (GOAL)
 Friends of Washington Square Park
 Friends of West Portal Playground
 Wilder Community Garden
 With Honey in the Heart

City Partners

We are deeply grateful to our partners across many city agencies who help make all of our work possible.



Supporters

Here's to you—the public space advocates and park lovers who make all our work possible!

Listed contributions were made between July 1, 2019 and June 30, 2020. Contributions between \$500–\$1,000 are at sfparksalliance.org. While we strive to be as accurate as possible, please contact development@sfparksalliance.org with any corrections or omissions.

“From playgrounds to sports courts, gardens to trails, picnic spots to dog runs, our family is so grateful for the countless activities that we can do in our city parks, and it is our pleasure to give back to these spaces by supporting SF Parks Alliance!”

CHRISTINE GARDNER,
DONOR & FORMER BOARD MEMBER



Charity Navigator and GuideStar have given SF Parks Alliance four star and gold ratings, respectively.

\$100,000 and up

Kaiser Permanente Northern California
Community Benefit Programs
Barbara A. Kozlowski Trust
Outside Lands / OSL Guide, LLC

Paul Simon
Target Corporation
Anonymous

\$50,000 to \$99,999

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Hannah Kellogg

Koret Foundation
S. D. Bechtel, Jr. Foundation

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Anonymous (3)

\$5,000 to \$9,999

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March Conservation Fund
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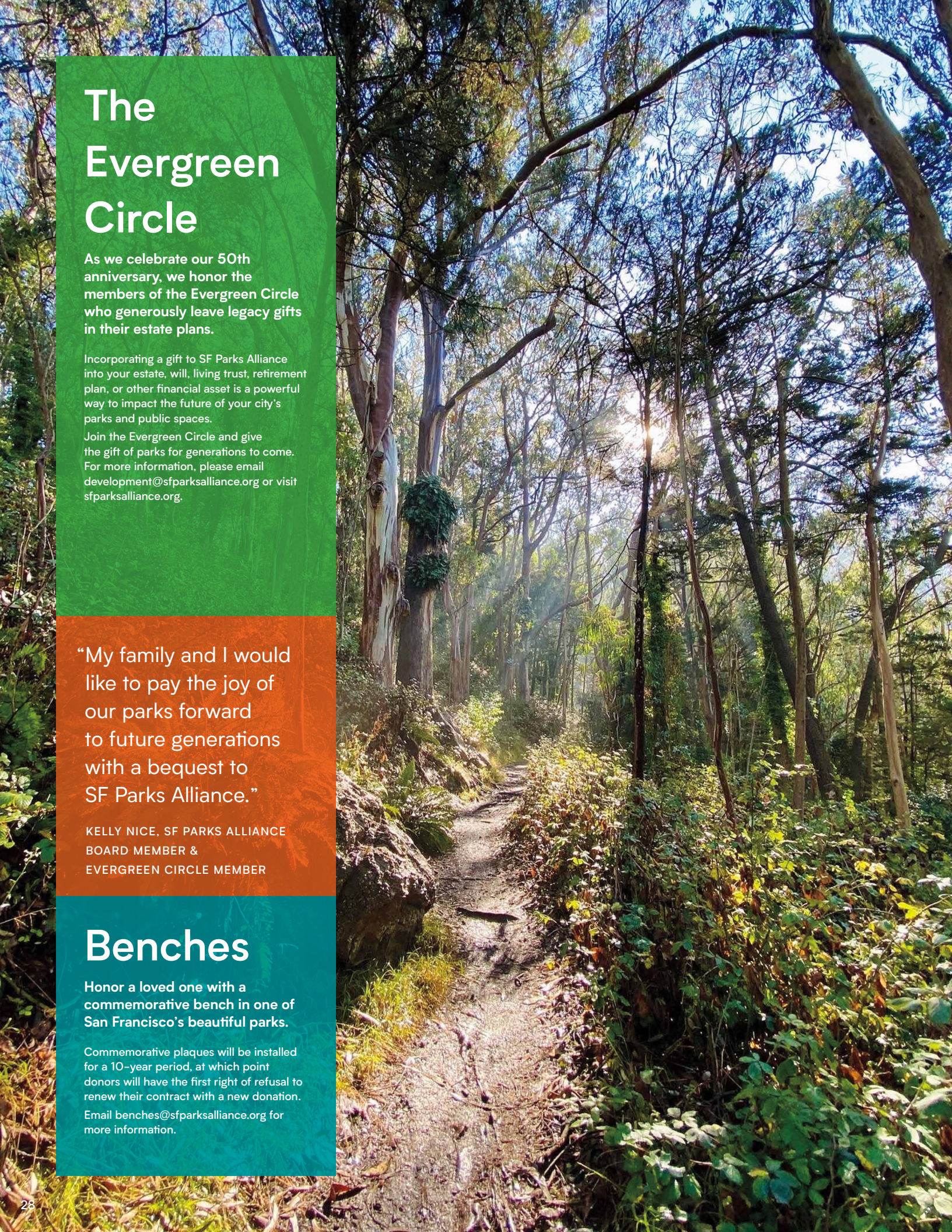
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Theatrical Stage Employees Union Local 16
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Kathryn and Matt Wyndowe
Anonymous [4]



The Evergreen Circle

As we celebrate our 50th anniversary, we honor the members of the Evergreen Circle who generously leave legacy gifts in their estate plans.

Incorporating a gift to SF Parks Alliance into your estate, will, living trust, retirement plan, or other financial asset is a powerful way to impact the future of your city's parks and public spaces.

Join the Evergreen Circle and give the gift of parks for generations to come. For more information, please email development@sfparksalliance.org or visit sfparksalliance.org.

“My family and I would like to pay the joy of our parks forward to future generations with a bequest to SF Parks Alliance.”

KELLY NICE, SF PARKS ALLIANCE
BOARD MEMBER &
EVERGREEN CIRCLE MEMBER

Benches

Honor a loved one with a commemorative bench in one of San Francisco's beautiful parks.

Commemorative plaques will be installed for a 10-year period, at which point donors will have the first right of refusal to renew their contract with a new donation.

Email benches@sfparksalliance.org for more information.

Financials

Fiscal Year July 1, 2019–June 30, 2020

How is SF Parks Alliance funded?

Contributions were the primary source of funding, comprising 90% of the overall revenue. We rely on the generosity of people like you to make an impact across the city.

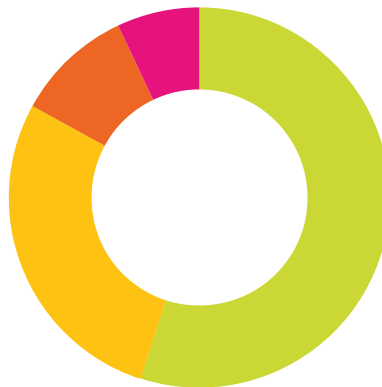


Total Revenue

Contributions	11,989,961	40%
Expected Incoming Pledged Contributions	10,975,484	36%
Capital Campaign Contributions*	4,128,075	14%
Program and Administrative Fees	1,467,392	5%
Investment and Other Income	770,494	3%
Revenue from Special Events	520,547	2%
Total	\$29,851,953	100%

How is SF Parks Alliance funding spent?

SF Parks Alliance spent 55% on permanent capital projects and 28% supporting nearly 100 community groups and other partners. The rest, 17% of expenses, were the administration and fundraising costs that made this work possible.



Total Expenses

Capital Campaign Projects	15,683,133	55%
Partner Support	7,971,160	28%
Fund Development and Communication	2,917,632	10%
Administration	1,965,797	7%
Total	\$28,537,722	100%

What is the breakdown of SF Parks Alliance's contributed funding?

SF Parks Alliance leveraged public and private support from the generosity of our diverse funding sources to execute our mission.



Contributed and Capital Campaign Income Breakdown

Individual	3,508,230	22%
Corporate and Foundation Giving	6,606,999	41%
Government Grants**	6,002,806	37%
Total	\$16,118,036	100%

Conservatory of Flowers


Due to the COVID-19 Shelter in Place county ordinance, the Conservatory's budget experienced an unprecedented decrease in ticket sales and event revenue during fiscal year 2020.

Total Revenue	2,356,309
Program Expense	3,593,761
Net Deficit	-1,237,452

* Tennis Center, Let'sPlaySFI, Dogpatch Arts Plaza, Eagle Plaza

** Includes a loan from the Payroll Protection Plan

These are unaudited financials. For audited financials and other financial reports, visit sfparksalliance.org.

An aerial photograph of a large public park event. The scene is dominated by a massive crowd of people filling the park's open spaces. In the center, there are three tennis courts with green surfaces and white lines. Below the tennis courts, a basketball court is visible. The surrounding area includes trees, walkways, and some buildings. The overall atmosphere is one of a large-scale community gathering.

Be part of the community that loves this city as much as you do!

Join as a SF Parks Alliance member to receive access to special benefits, including discounts at local retailers, tickets to the Conservatory of Flowers, and more! Become a Park Sustainer and celebrate our 50th anniversary with a monthly gift, protecting your parks for the next 50 years.

San Francisco Parks Alliance
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SF, CA 94103
415.621.3260
sfparksalliance.org
@sfparksalliance

