

Strategic Plan

2021-2025



SF
Parks
Alliance



About

SF Parks Alliance is the only citywide parks nonprofit in San Francisco.

For over 50 years, we have been partnering with communities and public agencies to **create, sustain,** and **advocate** for parks and public spaces that both welcome and belong to everyone.

In the past 50 years, we have –

- Contributed over **\$100 million** to local parks and public spaces
- Supported **12,000+** volunteers and community leaders
- Worked with more than **200 community groups** to improve their spaces
- Reached over **100,000 people** annually, via direct programming and through the efforts of our partners
- Advocated for a more equitable city, with **71%** of our projects located in low to moderate income neighborhoods



Our Strategic Plan

Theory of Change • *our philosophy*

We believe that our community-centered approach for transforming spaces cultivates local leaders, builds a broad coalition of supporters, and strengthens our social bonds and sense of shared responsibilities.

Mission • *our work*

San Francisco Parks Alliance partners with communities and public agencies to create, sustain, and advocate for parks and public spaces that welcome and belong to everyone.

Vision • *our purpose*

Every park and public space in San Francisco is welcoming and vibrant, strengthens community connections, and belongs to everyone.

Our Strategic Plan

To achieve our goals by 2026, we will focus our time and resources in the following four areas:

1. Optimize Organizational Health
2. Prioritize Evaluation & Learning
3. Expand Advocacy Efforts
4. Grow Community Impact

Goal 1

Optimize Organizational Health
to create a high-performing and
diverse team.

- Ensure long-term financial stability
- Improve our employee and volunteer experience
- Actualize our commitment to Equity, Diversity & Inclusivity internally and externally





Goal 2

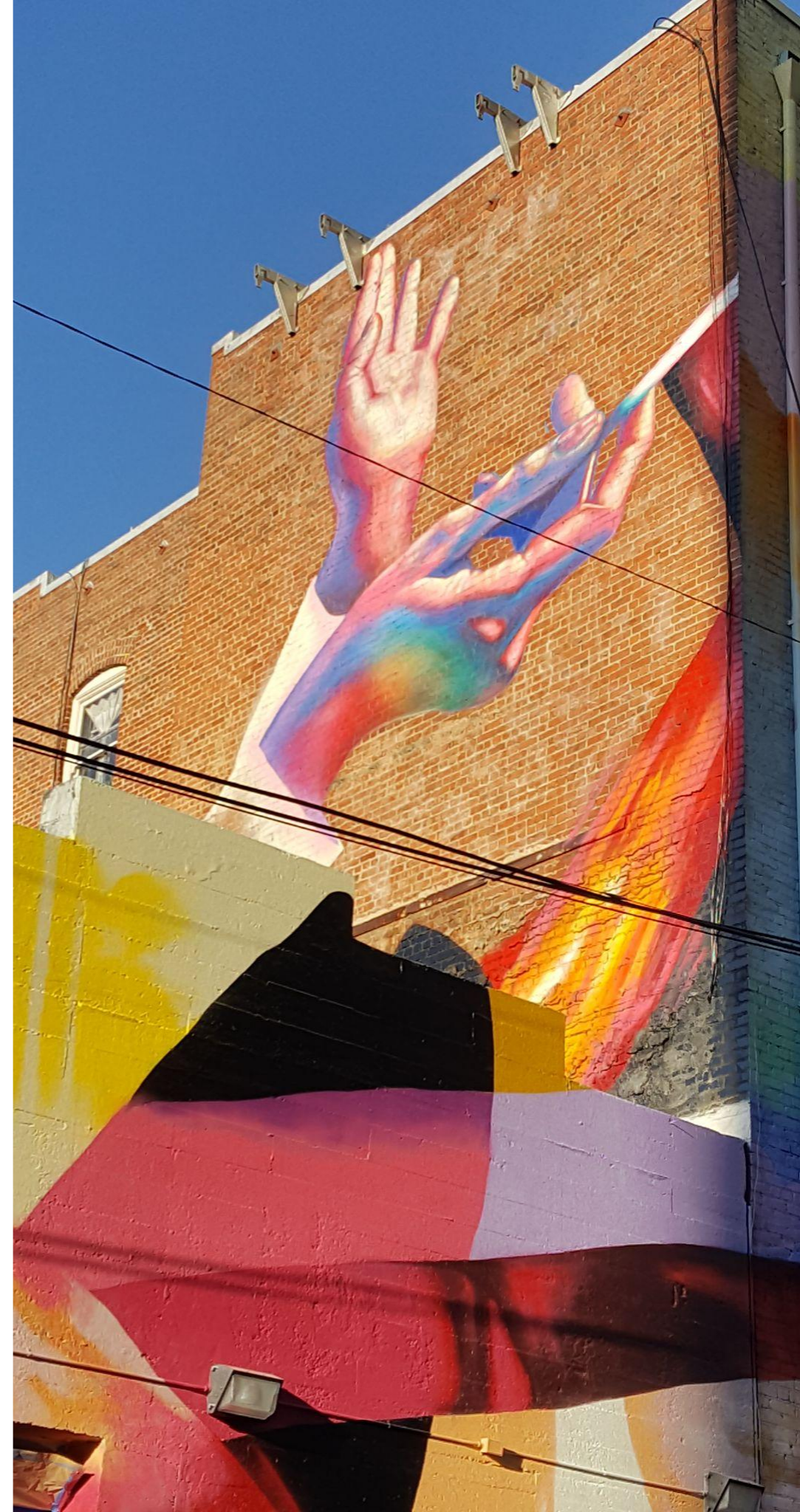
Prioritize Evaluation and Learning
to better assess and improve our
impact.

- Cultivate a reflective and curious organization
- Measure our impact across equity, key performance and financial indicators
- Inform decision-making with research, observation and active listening

Goal 3

Expand Advocacy Efforts to build a broad coalition of supporters for public spaces.

- Create a policy framework and platform
- Educate and collaborate with policymakers, communities, and mission-aligned organizations
- Communicate more clearly the value of public space and our impact across San Francisco





Goal 4

Grow Community Impact to improve the lives of San Franciscans through better public spaces.

- Refine our community-centered approach
- Cultivate and connect with local leaders
- Direct support where it is needed most



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Questions?

Contact us at:

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