

Los Angeles Parks Foundation



ENHANCE, EXPAND,  
PRESERVE AND PROMOTE  
LOS ANGELES CITY PARKS

ANNUAL REPORT 2014

The Los Angeles Parks Foundation is a not-for-profit 501(c)(3) public benefit corporation created to support the City of Los Angeles Recreation and Parks Department. The mission of the Foundation is to enhance, expand, preserve and promote recreation and parks for the people of Los Angeles.

The Foundation is an example of the unique benefits that can be realized with public-private partnerships to raise funds to provide enhancements that the City is unable to provide with limited municipal funding. The Foundation supports, but does not supplant, public funding through programs and initiatives such as Adopt-A-Park, Donate-A-Bench and Friends of the Parks. In addition, the LA Parks Foundation raises funds through corporate sponsorships and public and private funding opportunities.

The Los Angeles Parks Foundation partners with the Department of Recreation and Parks to effectively make a difference in projects big and small. The Department manages over 440 parks and recreation centers. Open to the public 365 days a year and providing programs and recreational opportunities for all ages, parks are essential to our quality of life. Whether it is building a new park where a foreclosed home once stood or placing a bench beneath a shady tree, the LA Parks Foundation continues to expand its role with significant private funding to support our city parks.



LA River



Summer Camp Climbing Wall\*



Venice Boardwalk



Stoner Park Pool

cover photo: Asilomar Bluffs, Pacific Palisades



Dear Friends of the Parks,

The Los Angeles Parks Foundation continues to play a significant role to enhance, expand, preserve and promote our city parks. As the not for profit partner of the City of Los Angeles Recreation and Parks Department, private funds raised by the Foundation bring to life projects that are above and beyond municipal funding. As importantly, in our sixth year, the LA Parks Foundation's reputation for efficient and effective project completions has yielded new public-private partnerships. We are pleased that our work building new parks, replacing outdated playgrounds and resurfacing sports courts is making a difference for the community.

In addition to direct impact park projects, the Foundation is strengthening the Recreation and Parks Department with funds to develop data systems software that will improve maintenance and operational efficiencies as well as identify community needs for park amenities and programs. Generous donations also allow the Foundation to expand the Rangers program and support park events that bring the community together.

Thank you for supporting our City parks.

Barry A. Sanders  
Chairman

Judith Kieffer  
Executive Director

# PROGRAMS

## ADOPT-A-PARK

In 2014 Wells Fargo adopted Seoul International Park Recreation Center, Barrington Recreation Center was adopted by The Archer School for Girls and Mar Vista Recreation Center was adopted for the sixth year by their neighbor Windward School.

The adoptions provided new outdoor exercise equipment at Seoul International, tennis court improvements at Barrington and baseball field improvements at Mar Vista.

The LA Parks Foundation continues to facilitate all park adoptions. The program allows for individual donors and corporations to adopt a park of their choice and be directly involved in specific park improvements that truly make a difference.



Denker Youth Basketball Scholarship



Rustic Canyon Refurbished Gym Floor



Adopt-A-Park sign at Barrington



Barrington Rec Center\*

## FRIENDS OF THE PARKS

Individuals can donate to their neighborhood park through the Foundation's Friends program. Special community group fundraising efforts from Friends of the Parks have refurbished tennis courts, resurfaced outdoor and indoor basketball courts and purchased sports supplies.

Friends donations also fund the LAPF Holiday Grants, which provide extra support for holiday festivities at recreation centers throughout Los Angeles. The Foundation awarded funds to 20 parks in December 2014.



Holiday festivities at MLK Jr. Rec



## DONATE-A-BENCH

To date, 60 benches have been placed in parks from Northridge to San Pedro through the Foundation's Donate-A-Bench program. This program gives donors the opportunity to place a bench with a commemorative plaque in the park of their choice.

The Donate-A-Bench program provides more seating areas for rest and reflection with a personal touch.



Bench at Griffith Park

# COMPLETED SPECIAL PROJECTS

## HIGHLIGHTS

### *York Blvd. Park*

The Los Angeles Parks Foundation received a grant from the Wells Fargo Urban LIFT Program to enhance the 50 Parks Initiative site at York Blvd. The park opened in early 2015 with a crowd of excited community members ready to enjoy a highly anticipated neighborhood park.

### *First 5 LA Tot Parks and Trails Grant*

In 2013 LAPF received a grant from First 5 LA Tot Parks and Trails for Council District 5. In December of 2013, Howard Finn's new 0-5 playground was officially opened. The play space was upgraded to include tactile play and sensory learning tools for younger visitors. The grant included upgrades to the playground and a new splash pad at Mason Park, which was completed in May, 2014.

### *Griffith Park Girls and Boys Camps*

Through funds received from the Griffith J. Griffith Trust the Foundation supported a number of projects at the Griffith Park Girls and Boys Camps, including reroofing of cabins, additional refrigeration and climbing wall improvements.



New climbing wall at GP Girls Camp



Mason Park Splash Pad



York Blvd. Park Opening, Photo by Joshua Carson

# FUNDRAISING EVENTS

## ***Rose Award 2014-15***

The Los Angeles Parks Foundation yearly fundraiser set in the Exposition Park Rose Garden honors a woman who has made an extraordinary contribution to the quality of life in Los Angeles. In 2014 LAPF was honored to present the award to architect Brenda Levin, whose work includes the Griffith Park Observatory renovation. In 2015 owner and operator of Grand Central Market, Adele Yellin, received the award for her contributions to the revitalization of the iconic GC Market and the quality of life for downtown.

## ***Griffith Park Run 2015***

January 25, 2015 marked the first annual Griffith Park Run Half Marathon & 5K. The course stays on the park roads and is set in beautiful Griffith Park.



Rose Award 2015\*



Griffith Park Run 2015



# PARK EVENTS & PROGRAMS

## GROWING PARTNERSHIPS

The LA Parks Foundation has acted as fiscal manager for many park events and programs. Through the hard work of the Partnership Division of the Department of Recreation and Parks, the Foundation has received and administered grants for youth sports programs including fishing, baseball, softball and soccer. Funds have also been awarded for senior citizen programming and events. These program dollars provide a framework for a stronger community brought together by LA city parks.

As the Foundation grows, so does its capacity to make unrestricted grants. In 2014 and 2015 grants to the Department of Recreation and Parks included the 90+ Annual Luncheon, Park Ranger equipment and an extensive data systems development grant to assist the department in all aspects of park management.



Softball Program Grant



Harbor Youth Fishing Program



90+ Luncheon\*



Picnic by the Sea\*

# INITIATIVES & ONGOING PROJECTS



In partnership with the David Bohnett Foundation and the Department of Recreation and Parks, the Foundation secured a lease from the Department of Water and Power to manage the Franklin Canyon Orange Grove. With grants from the David Bohnett Foundation and City National Bank, the Foundation has removed dead trees, planted new trees, abated weeds, added fencing, and in 2015, purchased a small electric vehicle for harvest.

The 2014-15 harvest brought in 7,460 pounds of fruit, and with the Foundation's partner Food Forward, more than 5 agencies including food banks and homeless shelters received the delicious picks.

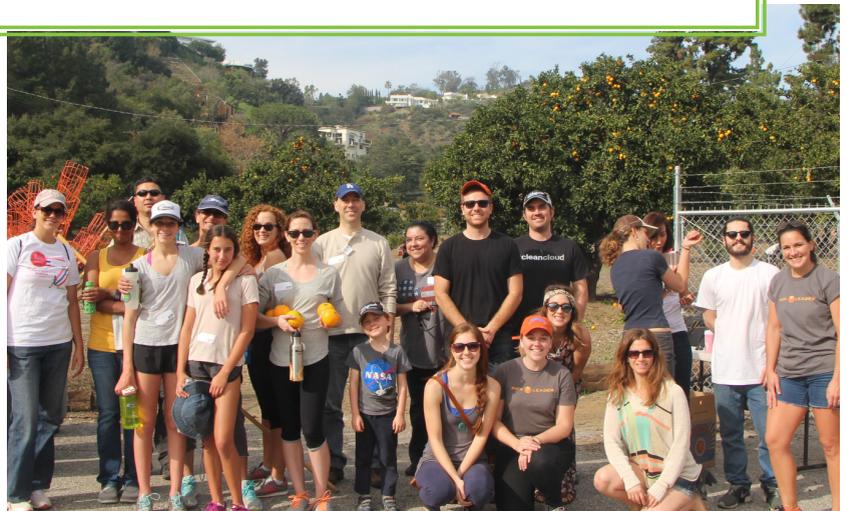


On behalf of the City of Los Angeles Department of Recreation and Parks, the Los Angeles Parks Foundation has begun to restore the historic Griffith Park Commonwealth Nursery.

The former nursery in Griffith Park is located in the heart of the city. It will be restored as an urban conservation and demonstration center and serve as a destination for science based education and public-private collaboration on conservation in the urban wilderness.



Site of GP Nature Conservancy, Photo by Teddy Sanders



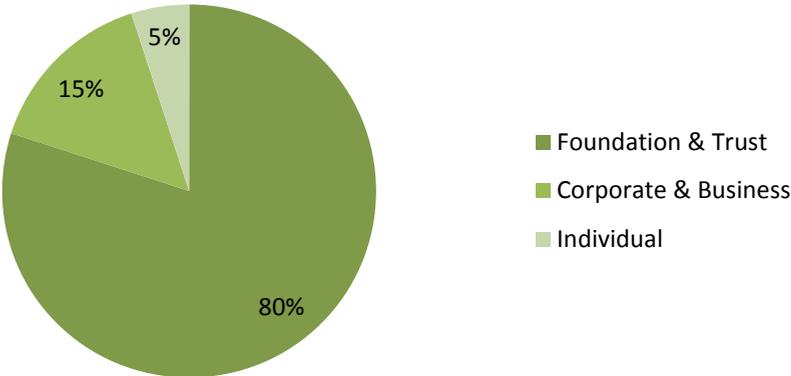
FC Orange Grove Harvest

# FINANCIAL OVERVIEW

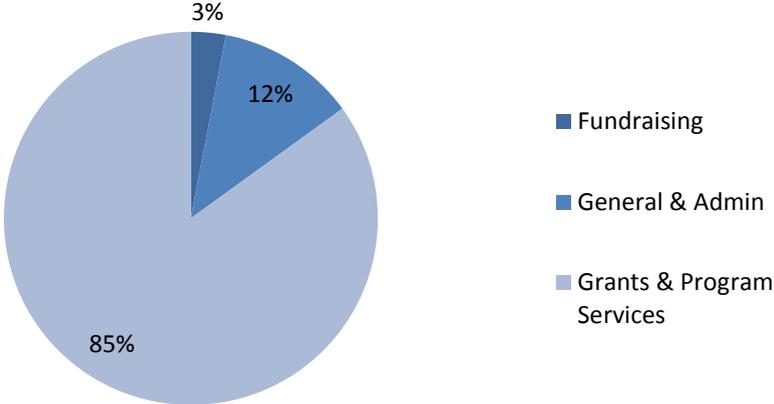
In FY14 the Los Angeles Parks Foundation raised over \$5 million to support the City of LA Recreation and Parks Department. The Foundation's financial growth has been steady and reflects the credibility of the organization within the city.

FY15 proves to be a strong year and the Foundation seeks to build its operations. As of June 2015, \$9 million has gone directly to our city parks. Continued growth has allowed the Foundation to begin granting dollars that are not restricted to specific donor-led projects. Grants totaling over \$600,000 include support for the Ranger Program, new wayfare signage in Griffith Park and extensive software development for a new departmental data system.

## Contributions by Donor Type



## Expenses & Grants



# FINANCIAL SUMMARY

All numbers from audited financials, year ending December 31

<b>REVENUE</b>	<b>2014</b>	<b>2013</b>
CONTRIBUTIONS	5,018,257	2,906,902
FUNDRAISING	119,655	161,800
INVESTMENT INCOME	14,594	5,863
<b>TOTAL REVENUE</b>	<b>5,133,180</b>	<b>3,074,565</b>
<b>EXPENSES</b>		
GRANTS & PROGRAMS	1,779,272	2,756,878
GENERAL & ADMIN	234,745	131,564
FUNDRAISING	70,895	61,844
<b>TOTAL EXPENSE</b>	<b>2,084,912</b>	<b>2,950,286</b>
<b>NET ASSETS YEAR END</b>	<b>4,639,814</b>	<b>1,591,546</b>

Los Angeles Parks Foundation



## OFFICERS

**BARRY A. SANDERS**

*CHAIR*

**DAVID A. MCGOWAN**

*TREASURER*

**JUDITH KIEFFER**

*SECRETARY/ EXECUTIVE DIRECTOR*

## DIRECTORS

**CARLYLE HALL**

**MARTHA KARSH**

**JENNIFER LANGAN**

**THOMAS R. MILLER**

**DAVID NICKOLL**

**THOMAS SAFRAN**

**EDWIN L. SOLOT JR.**

**CANDY SPELLING**

**LUCINDA STARRETT**

**STEVE SUGERMAN**

**JONATHAN Y. THOMAS**

**JILL WERNER**

**GILLIAN ZUCKER**

## STAFF

**AMANDA LG KELLEY**  
OPERATIONS & PROGRAM MANAGER

**RACHAEL SIZGORICH**  
ASSOC COMMUNICATIONS DIRECTOR

**EMILY WILLIAMS**  
PROJECT MANAGER



[www.laparksfoundation.org](http://www.laparksfoundation.org)

11973 San Vicente Blvd., Suite 219  
Los Angeles, CA 90049  
310 472 1990

[info@laparksfoundation.org](mailto:info@laparksfoundation.org)