

Los Angeles Parks Foundation
SUPPORT YOUR PARKS



Annual Report

2009-2010

Augustus Hawkins Nature Preserve

Table of Contents

Letter from President and Chairman	2
Overview/ Highlights	3
Programs	5
Direct Grants	8
Financials	9
Board of Directors	10



Balboa Recreation Center

Dear Friends, 2010 was a year in which the people who work for and who support the Los Angeles Department of Recreation and Parks did the impossible. With little more than half of its historic operating funding and about half of its former work force the Department managed, maintained, and grew our City's remarkable park system. This was made possible by the dedication of the Recreation and Parks employees, their management under Jon Kirk Mukri, and the generosity of the Los Angeles Parks Foundation.

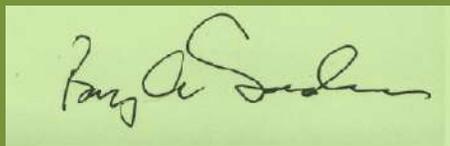
The work of Los Angeles Parks Foundation Executive Director, Judith Kieffer, and staff, the Board of Directors, and the Foundations' many donors and supporters was the critical difference that allowed Angelenos to continue to enjoy our park heritage and improvements.

The Foundation secured new bleachers at Venice Beach, erected badly needed shade structures at several parks, and supported community fundraising efforts to make significant improvements at numerous neighborhood parks.

With your help, the Los Angeles Parks Foundation will continue our City's leadership in access to play for our children and leisure for our adults in the years to come. The Foundation will continue to assist the Department in allowing our parks to confront increasingly difficult government funding challenges in 2011 and beyond.

The generosity of the Foundation's donors and volunteers plays a vital role in its' success. I express my deep gratitude.

Sincerely,



Barry A. Sanders





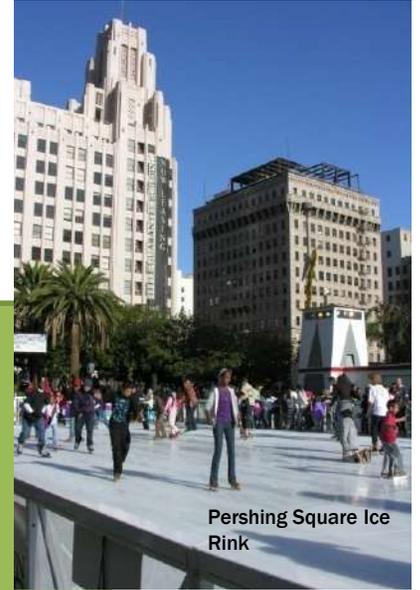
Vermont Canyon Tennis Complex



Northridge Pool



Rancho Park Golf Course



Pershing Square Ice Rink

The Los Angeles Parks Foundation continues to fulfill it's mission to enhance, preserve, expand and promote the parks and recreational opportunities for the people of Los Angeles. Whether it is through raising awareness of the parks' many attributes at a Foundation fundraiser or providing an individual donor with the opportunity to make a difference in their local community, the Foundation has successfully strengthened its role as a partner and supporter of the Department of Recreation and Parks. 2010 has been an important year. With the help of grants, individual contributions, corporate sponsorships and investments, the Foundation has been able to support many capital projects and programs to improve our parks. New benches, afterschool programs, shade structures and skate parks have all been made possible by direct grants from LAPF.



Griffith Park Mounted Patrol



Donate-A-Bench/ Asilomar Bluffs



Pedlow Skate Park



Peck Park

Highlights 2009-2010

- Granted, to date, over \$700,000 in direct contributions to benefit over 25 projects supporting and enhancing Los Angeles City parks.
- Established a “Special Projects” donation page to assist donors and specific parks in their fundraising efforts on the Los Angeles Parks Foundation website.
- Provided successful free Electronic Recycling Drop Offs in City parks.
- Assisted the Department of Recreation and Parks in promoting Downtown On Ice at Pershing Square.
- Constructed shade structures in City parks where there was little escape from the sun.
- Added new benches through our Donate-A-Bench program to enhance and beautify our Parks.
- Applied for a grant through Prop 84 to revitalize and reestablish the Commonwealth Horticulture Learning Center in Griffith Park.
- Continued support of the Mounted Patrol in Griffith Park.



Laurel Canyon Dog Park



Barrington Recreation Center



Del Rey Lagoon

Friend-of-the-Parks Program

The Los Angeles City Recreation and Parks Department manages over 417 parks and recreation centers. The services provided by these facilities and their staff are far reaching. People from every demographic utilize Los Angeles City parks. Through the Friend-of-the-Parks program the Los Angeles Parks Foundation has provided individuals in the community a way to give back to their local park. Currently an individual can donate to any park on the LAPF website. The Foundation also has designed a “Special Projects” donation page where groups or specific parks can name their fundraising goal and project.

To date, through the Friend-of-the-Parks program, the Los Angeles Parks Foundation has raised over \$70,000.00. These funds have been allocated for specific parks and have been used to provide movies in the park, refurbish recreation centers, purchase lacrosse equipment, create a summer scholarship program, design a new pocket park and host an open air art gallery.

Donate-A-Bench Program

The Donate- A- Bench program aims to enhance and beautify our more than 417 Los Angeles city parks. Any individual, family, business or community group can purchase a bench with a personal message on an engraved plaque to be placed in a city park of the donor's choice.

The program began in the summer of 2009. Since then, the Los Angeles Parks Foundation has placed 18 plaques and benches throughout the parks. Golf courses, tennis courts, trail heads and more have been sites for these new benches.

Each bench provides a place to rest and reflect for all of Los Angeles City park patrons.

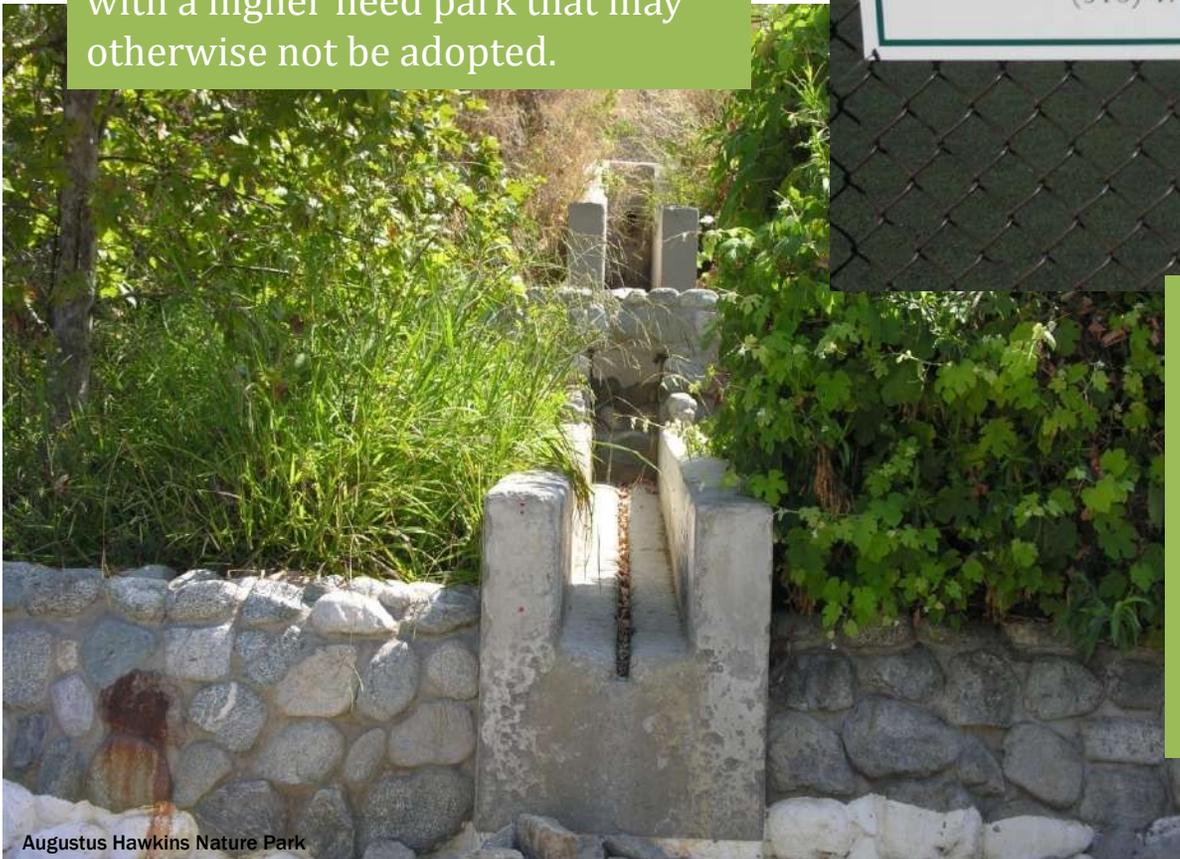


Ebert Trail, Griffith Park

Adopt-A-Park Program

Adopt-A-Park is a program to raise funds for our parks and meet identified needs that can immediately and directly benefit the adopted park. In addition, the adoption will include, where appropriate, pairing the donation with a higher need park that may otherwise not be adopted.

Mar Vista Recreation Center



In 2010 funds from the Adopt-A-Park program have made field improvements and refurbished an indoor gymnasium at Mar Vista Recreation Center. Program funds have also been used to fix a water feature which not only provides ambiance but acts as a filter at Augustus Hawkins Nature Park.

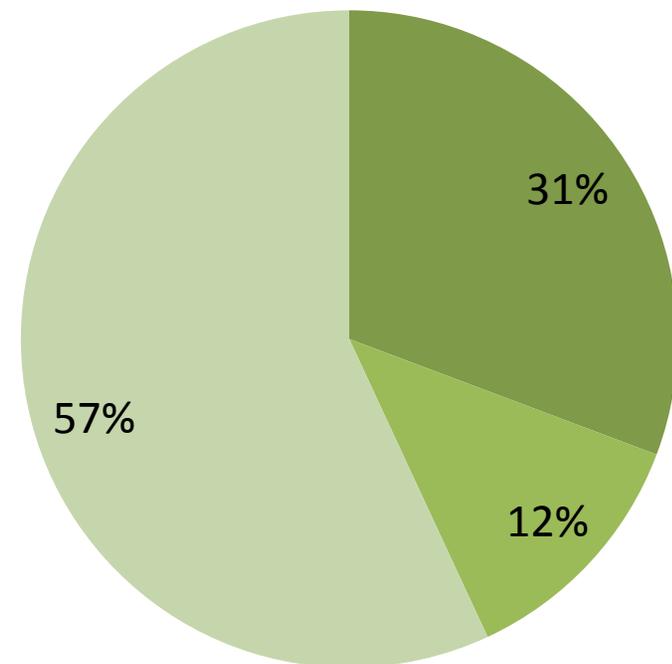


Direct Grants	\$ Amount
Archery instruction at Rancho Recreation Center	1,600.00
Barrington Recreation Center facility improvements	40,000.00
Bench donations/ Multiple park sites	21,000.00
Camping program equipment	2,600.00
Department website enhancement	10,000.00
Griffith Park Nature Survey	2,500.00
Honda Player of the Year support	5,000.00
9 th and Hill Park Project	3,000.00
Hoover Ideal Park Project	1,200.00
Prop 84 Application/ Horticulture Learning Center	62,600.00
Lake Balboa Bike Racks	5,500.00
Laurel Canyon Dog Park shade structure	15,000.00
Mar Vista Recreation Center facility improvements	21,600.00
Mounted Patrol re-established in Griffith Park	73,000.00
Palms Recreation Center- events/various improvements	6,900.00
Pedlow Skate Park shade structure	8,000.00
Pershing Square Art Program	1,000.00
Pershing Square Ice Rink sponsorship	92,000.00
Various park site e-recycling events	17,000.00
Queen Anne Recreation Center dug out benches	6,800.00
Department Professional Development	15,600.00
Muscle Beach bleachers	62,000.00
Westchester Recreation Center sports equipment	2,500.00
Westwood Recreation Center facility improvements	260,000.00
109 th Street Pool swim suits	1,600.00
TOTAL	738,000.00

Income November 2009- 2010	Amount
Individual restricted donations	\$175,694.00
Individual unrestricted donations	\$111,493.00
Total individual donation/ 31%	\$287,187.00
Interest group/Foundation restricted donations	\$440,473.00
Interest group/Foundation unrestricted donations	\$4,000.00
Total Interest group/Foundation donations/ 48%	\$444,473.00
Corporate Sponsorship restricted donations	\$148,750.00
Corporate Sponsorship unrestricted donations	\$37,000.00
Total Corporate Sponsorship donations/ 20%	\$185,750.00
TOTAL AMOUNT RAISED	\$917,410.00

Expenditures November 2009-2010

- Direct Grants
- Administration
- Restricted Gifts for future projects





Board of Directors

Barry A. Sanders
Chairman

Judith Kieffer
Executive Director/ Secretary

David A. McGowan
Treasurer

Directors

Antonio Cue Sanchez Navarro
NamHee Han
Martha Karsh
Bruce Karatz
Justin Liu
Christopher C. Martin
Thomas R. Miller
Howard Park
Richard Riordan
Candy Spelling
Lucinda Starrett
Priscilla Tamkin
Jonathan Y. Thomas
Jill Werner

Los Angeles Parks Foundation



www.laparksfoundation.org

11973 San Vicente Blvd. Suite 200, Los Angeles, CA 90049

Tel: (310)472-1990 Fax: (310)472-0992