A report on the first 10 years of the Los Angeles Parks Foundation.
BOARD OF DIRECTORS
Los Angeles Parks Foundation

OFFICERS

CHAIR
Jill Werner

VICE CHAIR
Thomas R. Miller

TREASURER
David A. McGowan

SECRETARY/EXECUTIVE DIRECTOR
Carolyn Ramsay

FOUNDER/CHAIRMAN EMERITUS
Barry A. Sanders

DIRECTORS
Denise Booth
Tom Gilmore
Carlyle Hall
Joe Halper
Andrew Hewitt
Lindsey Kozberg
David Nickoll
Randy Paskal
Earl Paysinger
Mark Rios
Thomas Safran
Carmel Sella
Candy Spelling
Lucinda Starrett
Steve Sugerman
Debora Vrana

OUR MISSION
The Los Angeles Parks Foundation seeks to Enhance, Expand, Preserve and Promote public recreation, parks and open space for the people of Los Angeles.

ENHANCE
Create new uses for existing park features, support underfunded programming and add new benches.

EXPAND
Add new pocket parks in underserved neighborhoods and generate private funds for large capital projects.

PREERVE
Refurbish historic monuments, and restore fountains and other special park amenities.

PROMOTE
Sponsor and encourage community events and highlight the value of our parks and open spaces through all media platforms.
Dear Friends of the Parks:

The Los Angeles Parks Foundation was created in 2008 to raise private funds to enhance, expand, preserve and promote our 446 City of LA parks. We are proud to celebrate our 10-year anniversary and report that more than $34 million has directly benefited our parks and improved the lives of Angelenos. Our Board of Directors, staff, and partner, the City of Los Angeles Recreation and Parks Department, work together to identify needs for new parks, upgraded amenities and innovative projects. The 50 Parks Initiative created neighborhood walkable parks in densely populated areas of our city that are accessible and inviting for families. A state-of-the-art archery range and artificial turf soccer fields create new and expanded opportunities and outdoor fitness centers encourage neighborhood cohesion and promote a healthy lifestyle. The Los Angeles Park Foundation’s support for enhanced programs like Girls Play LA and SwimLA focus on underserved youth, while our work in restoring an aging and neglected orange grove means fruit is annually harvested for community distribution. Los Angeles’s sunny climate, diverse population and ever-changing vitality and optimism means that people enjoy and thrive in our parks 365 days a year. The demands on our public urban spaces create a genuine need for the support of the LA Parks Foundation. This young organization is now integrated into the city family with a permanent and significant role in shaping a more equitable and liveable city. This report shares our accomplishments of the past decade. With new leadership and fresh ideas, the next decade is poised to be even more successful thanks to your continued support.

Carolyn Ramsey
Executive Director

Judith Kieffer
Founding Executive Director

Jill Werner
Chair of the Board

Barry Sanders
Founder Chair Emeritus
The Los Angeles Parks Foundation was created in 2008 to raise private funds to enhance, expand, preserve and promote our 446 City of LA parks. We are proud to celebrate our 10-year anniversary and report that more than $34 million has directly benefited our parks and improved the lives of Angelenos.
1. LOS ANGELES CLIPPERS COMMUNITY COURTS PROJECT
2. 50 PARKS INITIATIVE
3. GIRLS PLAY LA
4. WELLNESS WALKS
5. FERRARO FIELDS
6. EASTON RANCHO PARK ARCHERY RANGE
7. FRANKLIN CANYON ORANGE GROVE
8. SWIMLA
9. HAZARD PARK
10. SUNLAND OUTDOOR FITNESS AREA
10 KEY PROJECTS

LOS ANGELES CLIPPERS COMMUNITY COURTS PROJECT
Resurfacing every single basketball court in LA

The Los Angeles Clippers Foundation and team owners Connie and Steve Ballmer donated $10 million to replace and restore our City of LA indoor and outdoor park basketball courts. Their generosity significantly changes attitudes and aspirations for everyone in our community. Girls participating in their first sport experience and young adults engaging in outdoor pick up games are playing on quality park surfaces that make them proud of their local park. The LA Clippers Community Courts project is an investment in LA's sports legacy and a commitment to recreation and sports for all in our public parks.

50 PARKS INITIATIVE
Bringing 50 new parks to the City of Los Angeles

Civic leaders championed the need to increase park acreage by endorsing the 50 Parks Initiative. LA identified abandoned housing and available parcels as prospective park sites to create green space in dense urban areas throughout the city. LA Parks Foundation partnered with First 5 LA and The California Endowment raising $1.3 million to build 4 sites. All 50 new parks will be completed by 2020 making this the largest urban parks expansion in the country. These small walkable community parks bring people together in their own neighborhoods.

GIRLS PLAY LA
Increasing girls’ participation in sports

Girls are the focus of Girls Play LA and the LA Parks Foundation has partnered with First Lady Amy Elaine Wakeland to make certain that sports programs are designed to support confidence building, leadership and access to participation for all girls in our city. Individuals, corporations and local philanthropic institutions like The Annenberg Foundation, The UniHealth Foundation and LA84 Foundation have joined the Mayor’s Fund to increase girls’ participation from 23% to nearly 45%. Generations of LA girls are benefitting from the generosity of our funding partners.
WELLNESS WALKS
Building healthier neighborhoods with parks

Creating opportunities in our parks for all Angelenos has been a city priority enhanced by LAPF. Private funders like the The Rosalinde and Arthur Gilbert Foundation, Kaiser Permanente and the Werner Family Foundation have helped us create areas of outdoor exercise equipment and adjacent walking and jogging pathways in our public spaces. Neighborhoods now have access to quality equipment for improved health and fitness in their local park.

FERRARO FIELDS
Creating sustainable soccer fields for Griffith Park

Major funders came together to create 4 artificial turf soccer fields at a sports complex in Griffith Park that needed new fields to meet the year round demand. Spearheaded by LA84 Foundation’s $1 million donation, the project evolved into a $4.2 million renovation that has saved millions of gallons of water each year and tripled the number of users.

EASTON RANCHO PARK ARCHERY RANGE
Bringing Olympic level archery to the westside

Easton Sports Foundation had a dream to build a state-of-the-art archery range at the site of a rundown practice facility built for the ’84 Olympics. LA Parks Foundation worked with the donor for 4 years to make this dream come true. Nestled in the northwest portion of the Cheviot Hills Recreation Center is the $1.7 million facility now serving expert enthusiasts and beginners in the sport of archery.

FRANKLIN CANYON ORANGE GROVE
Revitalizing an orange grove in the heart of LA

The Los Angeles Parks Foundation took the lead on restoring one of LA’s last remaining orange groves with new irrigation and new trees that now produce over 100,000 pounds of fruit for local food banks.
10 KEY PROJECTS

SWIMLA
Giving young Angelenos access to swim lessons

Thanks to the 2028 Olympic Committee, LA Parks Foundation funded the public relations outreach and Recreation and Parks Aquatics Division expanded the swim instruction program with low cost swim lessons for all Angelenos ages 4-17 across all city pools in Los Angeles. In 2018 the number of kids enrolled in swim classes doubled from 18,000 to 34,000.

HAZARD PARK
Creating community engagement in Boyle Heights

A $1 million donation from USC was the catalyst for significant improvements to Hazard Park including new walking paths, outdoor exercise equipment, a new playground especially designed for children under 5 years of age, restored tennis courts and renovated restrooms.

SUNLAND OUTDOOR FITNESS AREA
Revitalizing land for park-goers of all ages

Active adults now benefit from a state-of-the-art outdoor fitness area which re-envisioned an unused portion of the park adjacent to the senior center.
SIGNATURE PROGRAMS
ADOPT-A-PARK
The Adopt-a-Park program allows for individual donors and corporations to adopt a park of their choice and be directly involved in specific improvements that truly make a difference.

FRIENDS OF THE PARK
The Friends of the Park program connects individual donors with the opportunity to donate directly to their local park and receive updates about the current projects supported by their contributions.

DONATE-A-BENCH
Through the Donate-a-Bench program, individuals and businesses have added more seating areas throughout LA and supported local City Parks with a personal touch.

Top to bottom and left to right 1) New play equipment part of Adopt-A-Park 2) Historic spaces restored by a Friend of the Park 3) Workout equipment from a Friend of The Park 4) Refurbished fields from a local Friend of The Park
ANNUAL EVENTS

GRiffith Park RUN
The LA Parks Foundation hosted its annual 5k and Half Marathon through scenic routes in Griffith Park. All proceeds benefit Los Angeles City Parks.

Harvest Festival
Celebrating fall in Griffith Park is a community affair. With live music, a beer garden and children’s activities everyone is welcome to enjoy this free and fun afternoon in early October.

Rose Award
The LA Parks Foundation honored Lauren Bon for her passionate work as the creator of the Metabolic Studio. Her art practice supports living systems, bringing awareness and change for environmental justice, stewardship and sustainability to improve life in Los Angeles.

Top to bottom and left to right 1) Founding Executive Director Judith Kieffer and Councilmember Mitch O’Farrell at the Lotus Festival 2) Pumpkin decorating at the Harvest Festival 3) Musical accompaniment at the Rose Award 4) Executive Director Carolyn Ramsay and Councilmember David Ryu at the Griffith Park Run
Since 2008, The LA Parks Foundation has grown steadily year to year with support from major Fortune 500 companies, leading national philanthropic organizations, and generous Angelenos committed to our city. General and administrative expenses have remained under 12% over the decade.

The Los Angeles Parks Foundation receives three categories of contributions which have sustained our growth over the last decade:

1) Corporate and Business
2) Foundations and Trusts
3) Individual Contributions
## FINANCIAL SUMMARY

### INCOME

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Restricted Income</td>
<td>200,164</td>
<td>872,057</td>
<td>904,514</td>
<td>1,704,509</td>
<td>2,773,420</td>
<td>4,820,358</td>
<td>3,062,971</td>
<td>1,332,994</td>
<td>2,135,968</td>
<td>11,796,940</td>
</tr>
<tr>
<td>Unrestricted &amp; Endowment Income</td>
<td>9,317</td>
<td>5,597</td>
<td>4,797</td>
<td>5,949</td>
<td>5,863</td>
<td>-4,732</td>
<td>6,525</td>
<td>37,495</td>
<td>77,299</td>
<td>36,183</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td>382,733</td>
<td>1,209,093</td>
<td>1,346,763</td>
<td>2,000,771</td>
<td>3,074,565</td>
<td>5,133,181</td>
<td>3,365,431</td>
<td>1,719,246</td>
<td>2,795,021</td>
<td>12,329,425</td>
</tr>
</tbody>
</table>

### CONTRIBUTIONS

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate and Business Grants</td>
<td>0</td>
<td>0</td>
<td>$27,150</td>
<td>$49,550</td>
<td>$46,200</td>
<td>$56,300</td>
<td>$59,383</td>
<td>$52,450</td>
<td>$43,950</td>
<td>$59,145</td>
</tr>
<tr>
<td>Foundation and Trust Grants</td>
<td>0</td>
<td>0</td>
<td>$5,600</td>
<td>$20,650</td>
<td>$9,034</td>
<td>$33,300</td>
<td>$23,075</td>
<td>$31,625</td>
<td>$19,425</td>
<td>$84,750</td>
</tr>
<tr>
<td>Individual Contributions</td>
<td>0</td>
<td>0</td>
<td>$39,985</td>
<td>$26,900</td>
<td>$56,566</td>
<td>$30,055</td>
<td>$102,743</td>
<td>$79,015</td>
<td>$149,849</td>
<td>$133,403</td>
</tr>
<tr>
<td><strong>Total Contributions</strong></td>
<td>0</td>
<td>0</td>
<td>$72,735</td>
<td>$97,100</td>
<td>$161,800</td>
<td>$119,655</td>
<td>$185,201</td>
<td>$163,090</td>
<td>$213,224</td>
<td>$277,298</td>
</tr>
</tbody>
</table>

### EXPENSES

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Grant Expense</td>
<td>348,705</td>
<td>541,300</td>
<td>579,769</td>
<td>1,780,383</td>
<td>2,756,878</td>
<td>1,779,270</td>
<td>4,411,799</td>
<td>2,245,649</td>
<td>1,300,997</td>
<td>4,751,633</td>
</tr>
<tr>
<td>General Administrative Expense</td>
<td>189,605</td>
<td>166,879</td>
<td>260,673</td>
<td>236,251</td>
<td>131,566</td>
<td>234,745</td>
<td>287,259</td>
<td>287,741</td>
<td>262,702</td>
<td>399,478</td>
</tr>
<tr>
<td>Fundraising Expense</td>
<td>-</td>
<td>-</td>
<td>40,755</td>
<td>55,936</td>
<td>61,844</td>
<td>70,896</td>
<td>114,301</td>
<td>90,281</td>
<td>122,342</td>
<td>187,777</td>
</tr>
<tr>
<td><strong>Total Expense</strong></td>
<td>538,310</td>
<td>708,179</td>
<td>881,197</td>
<td>2,072,571</td>
<td>2,950,288</td>
<td>2,084,911</td>
<td>4,813,359</td>
<td>2,623,671</td>
<td>1,686,041</td>
<td>5,338,888</td>
</tr>
</tbody>
</table>