

2019 Civic Partner Annual Report

Parks Foundation Calgary

2019 COMMUNITY IMPACT



WE BUILD



\$9.1 MILLION
RAISED FOR SPORT &
PARK PROJECTS

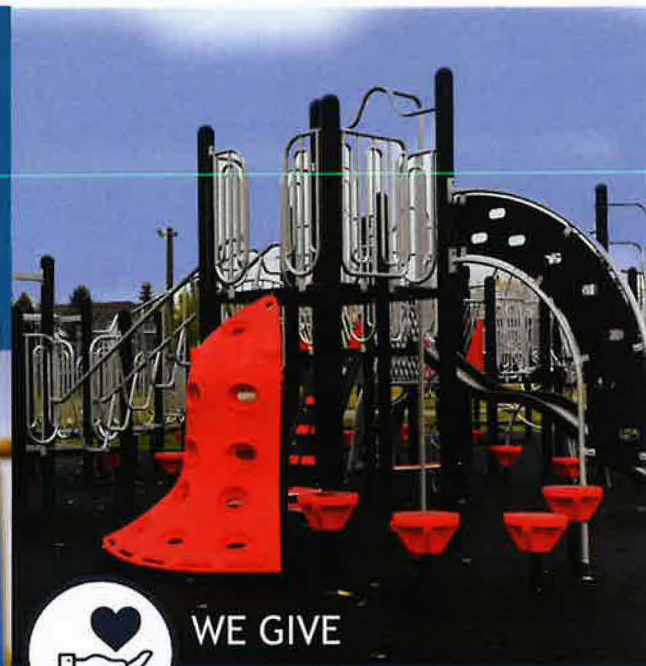
3 MAJOR PARK PROJECTS
IN PLANNING STAGE

\$31 MILLION
IN MANAGED FUNDS

96 ONGOING COMMUNITY
PROJECTS



WE
SUPPORT



WE GIVE

12 COMMUNITY PARK
PROJECTS GRANTED

19,000 CHILDREN GIVEN
THE CHANCE TO ENJOY A
NEW PLAYGROUND

2019 COMMUNITY IMPACT PROMOTING SPORT DEVELOPMENT



\$373,000 TO 10
SPORT ORGANIZATIONS

OVER **46,000**
AMATEUR ATHLETES
GIVEN BETTER EQUIPPED
TO DEVELOP
THEIR SKILLS



\$13 MILLION+

GRANTED IN SUPPORT OF AMATEUR
SPORT SINCE PROGRAM INCEPTION

2019 DONOR RELATIONSHIPS



\$9.1 MILLION
RAISED

1,803 DONORS &
GRANTERS



KEYS TO SUCCESS

- PARK INNOVATION
- COMMUNITY AND PARTNER RELATIONSHIPS
- INDEPENDENT
- DONOR-TRUSTED

COMMUNITY FEEDBACK



I wanted to personally take a moment to thank you all for what you have done to help us get that much closer to building a playground. [...] Furthermore, I wanted to let you know that the vision for the energize awards was wonderful, and a fun way to earn money for our project that wasn't just writing a grant. I thoroughly enjoyed myself, and enjoyed challenging myself to write a script.



– Community Partner



CLIENT SURVEY

94% SATISFACTION RATE



CLIENT SURVEY

96%

VOLUNTEERS GAINED
NEW SKILLS

COVID-19 IMPACTS

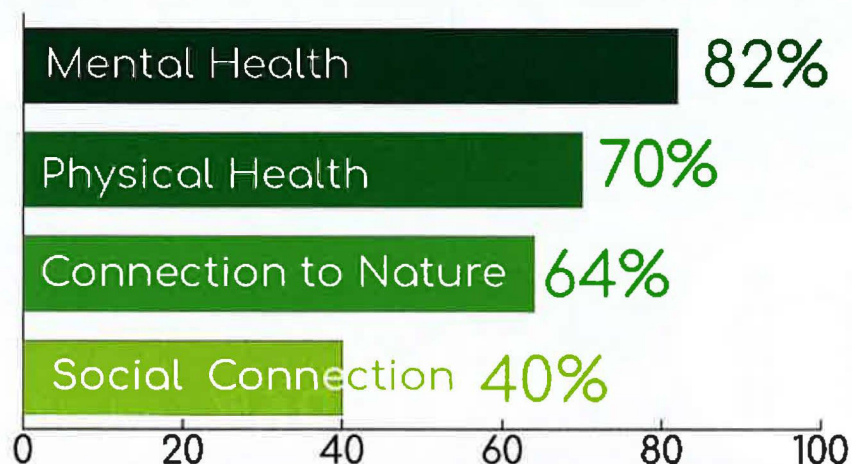


Living alone has meant that walks and outside visits are the only social contact I have had for 4 months. I would have been a mess without access to parks, ravines, trails, the waterfront, etc.



Park People national survey response

Canadians said parks have become more important to their:



Quote and chart from Park People's National COVID-19 survey, 2020

PARKS PLAY AN IMPORTANT ROLE IN PANDEMIC RECOVERY



COVID-19 IMPACT – PARKS FOUNDATION



**OUR KEY ROLES IN PANDEMIC RECOVERY:
FUNDRAISING & COMMUNITY SKILL
BUILDING**



Helping ensure Calgarians have the parks they need, when they need them most

THANK YOU

FOR YOUR SUPPORT



Parks Foundation
Calgary

WE EXIST SO ALL CALGARIANS CAN ENJOY A HEALTHY LIFESTYLE BY PROVIDING EASILY ACCESSIBLE AND UNIQUE, SPORT AND GREEN SPACES



Questions?

Parks Foundation
Calgary

CITY OF CALGARY
RECEIVED
IN COUNCIL CHAMBER

OCT 20 2020

ITEM: 7.1 CPS 2020-1051
DISTRIBUTION
CITY CLERK'S DEPARTMENT