

CIVIC PARTNER 2019 ANNUAL REPORT SNAPSHOT- PARKS FOUNDATION, CALGARY

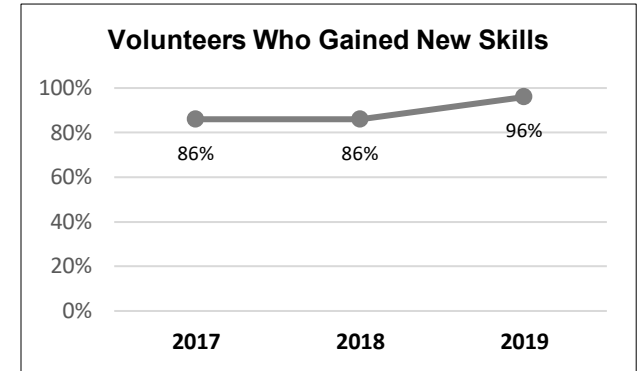
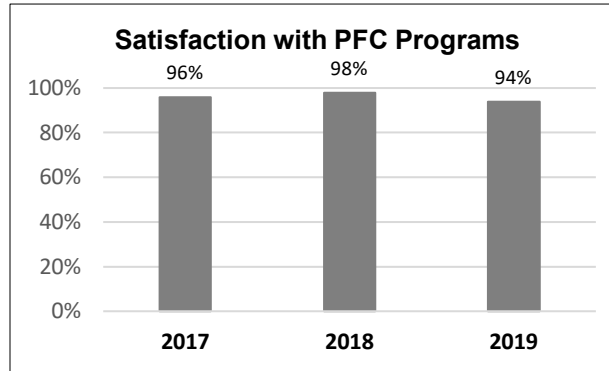
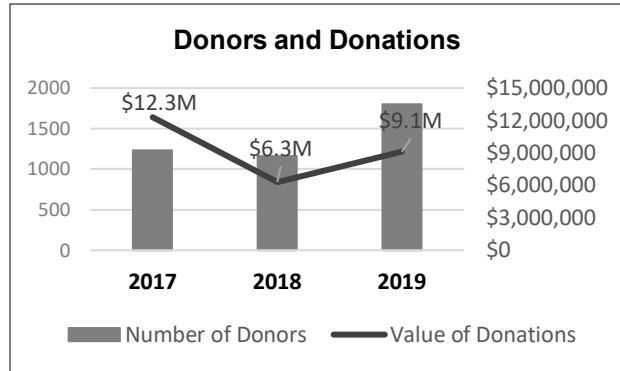
PARKS FOUNDATION, CALGARY

Mission: We exist so all Calgarians can enjoy a healthy lifestyle by providing easily accessible and unique, sport and green spaces.

One Calgary Line of Service: Parks and Open Spaces

2019 City Investment
Operating Grant: \$193,000

2019 Results



The story behind the numbers

- In 2019, donors and grants contributed \$9.1 million to Parks Foundation Calgary. Of that amount, \$1.4 million came from The City of Calgary and was allocated to ten different initiatives (parks and programs).
- Satisfaction rate with Parks Foundation Calgary remains consistently high.
- Community group volunteers report they are learning new skills that they can use on future projects and initiatives that they undertake.

Current state 2020: COVID-19 impact

- All aspects of operations were impacted by COVID-19: contributions, office administration, communication, program operation and project delivery.
- As of September 2020, donations to Parks Foundation Calgary had fallen 42 per cent (\$2.5 million) year over year.
- Invested in online work management and conferencing tools, and plan to sustain tools into the future. Our staff have improved their remote communication skills and these learnings are expected to enhance our ability to serve partners and clients over the long term.

Service impact: Moderate

Current demand for services: Demand has increased notably



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Organizational Structure: Independent External Organization

Fiscal Year: December 31, 2019

City 2019 Operating Grant: \$193,000

STRUCTURE

1. Vision, Mission and Mandate:

Vision: Since its establishment in 1985 as a non-profit organization, Parks Foundation Calgary (the “PFC”) has worked to create thriving communities and public spaces.

Mission: We exist so all Calgarians can enjoy a healthy lifestyle by providing easily accessible and unique, sport and green spaces.

Mandate: To implement a mechanism for Calgarians to participate in the development of parks and sport by providing a framework for soliciting funds, and encouraging collaboration between government, community and individuals.

2019 RESULTS

2. **What key results did your organization achieve in 2019 that contributed to one or more of the One Calgary Citizen Priorities?** (*A Prosperous City, A City of Safe & Inspiring Neighbourhoods, A Healthy and Green City, A Well Run City*)
(A Prosperous City, A City of Inspiring Neighbourhoods, or A Healthy and Green City?)

Council Priority: A Prosperous City

At Parks Foundation Calgary, we help make Calgary a great city for its residents by encouraging healthy lifestyle, providing easily accessible, unique, recreational, sport and green spaces. Through enhancing our city’s green and recreation spaces, we help make Calgary an even more attractive place to live, visit and start a business.

Each year, we partner and collaborate with over 100 community organizations. Through our 2019 satisfaction survey, over 80% of these partners reported that their projects connected multiple sectors, including different levels of government, communities, local businesses or funders.

Council Priority: A City of Inspiring Neighbourhoods

Through our Building Communities Program, 12 playground projects were supported with grants and assistance in 2019. Since 2009, over 180 projects have been constructed under this grant and support program. The Building Communities Program is a catalyst that brings together residents of a community or school organization to improve playgrounds and natural areas in their respective communities. Neighbourhoods are inspired and new community capacity is built through this process.



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With Parks Foundation Calgary's Dedication Program, 68 memorial benches and picnic tables were donated in Calgary parks and along pathways in 2019. The program is an outlet for Calgarians to celebrate a loved one or family milestone. The benches and tables are treasured by those who donate them and bring a sense of community to those who use them to sit and relax while enjoying our city parks and pathways.

Parks Foundation Calgary's Project Gift Administration Program supported 32 new and 96 ongoing community driven projects in 2019, providing free administration services for community projects such as playgrounds, sport upgrades or community hubs. This program inspires strong neighbourhoods where community residents come together to improve their area, thereby creating further community capacity.

All of these programs help create inspiring neighbourhoods, transformed by communities with the support of Parks Foundation. Over 80% of our partners report that their project helped improve their community's public spaces and opportunities for citizen connection. Over 90% said their project was in response to a community need.

Council Priority: A Healthy and Green City

Through construction of the 138 km Rotary/Mattamy Greenway pathway and park amenities, Parks Foundation Calgary brought more opportunities for outdoor activity and sport to Calgarians. Recreation contributes to health and wellness, both physical fitness and mental health, as well as social wellbeing. The Rotary/Mattamy Greenway connects 55 communities where over 400,000 Calgarians live. Free to everyone and available 365 days a year, this pathway system is used for recreation and is also a mode of transportation for residents who chose to bike, walk or run to get from one place to another in Calgary.

Parks Foundation Calgary's Amateur Sport Grant Program, a partnership with the Calgary Flames and the Saddledome Foundation, approved grants of over \$373,000 to local amateur sport organizations in 2019. This program contributes funds for capital elements in non-profit sport organizations, providing better equipment and supplies, allowing residents to participate in healthy sporting activity.

In 2019, the Stella Conceptual Drawing Grant Program awarded \$5,000 each in seed money to 9 community organizations, allowing them to complete a professional project drawing. This program supports projects that will enhance Calgary's park spaces, providing opportunities for volunteer groups to enhance their surroundings.

The various programs of Parks Foundation Calgary provide overall support to community building projects, assisting from start to finish. Often, this support makes the difference between projects moving forward or not. The many successful projects that Parks Foundation Calgary supports, including playgrounds, parks and pathways, ensure Calgarians have access to nature and healthy and active lifestyles, with no additional municipal funding required.



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3. What quality improvement changes did you make, or operational efficiencies did you find in 2019?

In 2019, Parks Foundation Calgary continued to execute on its Strategic Plan, focusing external communications and donor relationships. Branding and communications standards were established and new communication practices were implemented. This involved making upgrades to Parks Foundation Calgary's website and donor database.

4. What program, service or initiative was most successful in 2019? What lessons learned from this experience can inform future work?

At Parks Foundation Calgary, we strive to increase community capacity by teaching community members how to successfully complete park projects. In 2019, Parks Foundation Calgary designed and distributed a new resource for communities called the "Community Resources 101 Guide". The Guide contained detailed training information on:

- a) Identifying the needs and opportunities of your community
- b) Project permissions and approvals
- c) Project management and budgeting
- d) Fundraising and grants
- e) Communication and building partnerships

In 2019, 96% of community groups surveyed by Parks Foundation said we helped them learn new skills that they can use on future projects and initiatives that they undertake.

5. What is one success story from 2019 that demonstrates how you worked in partnership with other community, private or public organizations to achieve shared results for Calgary and Calgarians?

In 2019, Parks Foundation celebrated the 10th anniversary of our Building Communities Program, a program that assists community park projects by providing grants, advice, administrative support and volunteers. To celebrate and share the impact of community-led initiatives, Parks Foundation Calgary promoted the fundraising efforts of local community projects with "ParksFest". Over a six month period, ParksFest raised the profile of nine communities through a unique video campaign, which allowed them to raise additional funds, build skills and complete their projects faster than would have otherwise been possible. This campaign ended at our ParksFest summer event that attracted over 1,000 attendees. Thanks to the generosity of Pembina Pipelines Corporation and our other funding partners, a total of \$62,000 of additional dollars were injected into these community projects through the "Energize Awards".

A community member who participated in ParksFest and the Energize Awards said:

"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. Thank you for putting on such a fantastic event in ParksFest. I was thrilled to see so many people there, and it really energized us..."



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RESOURCES

6. Please estimate how The City’s operating funding was allocated in 2019. Mark all areas that apply by approximate percentage. For example, 45% allocated to staffing costs, 10% to evaluation or research, etc.

4%	Advertising and promotion
%	Programs or services
12%	Office supplies and expenses
11%	Professional and consulting fees
66%	Staff compensation, development and training
%	Fund development
%	Purchased supplies and assets
3%	Facility maintenance
0%	Evaluation or Research
4%	<i>Other, please name: Insurance (2%); Depreciation Expense (2%)</i>

7. Did volunteers support your operations in 2019? If yes:

How many volunteers?	1,460
Estimated total hours provided by volunteers:	7,636

8. What resources did your organization leverage to support operations in 2019?

In 2019, operational costs were funded by a combination of City of Calgary grant, investment income, management fees, donations and other income.

9. Using the chart below, please report your 2019 performance measures that demonstrate: how much you did, how well you did it, and how Calgarians are better off. **Please identify through BOLD font, 1-2 measures that are most significant and could be presented in a chart.**

	Performance Measure	2017 results	2018 results	2019 results	What story does this measure tell about your work?
How much did you do?	# Building Communities grants awarded	17	16	12	Community and sport groups continue to value grant programs.
	# PFC Amateur Sport grants awarded	18	18	10	
	# new community projects supported by the Project Gift Administration (PGA)	24	50	32	Communities continue to take advantage of Parks Foundation Calgary’s programs
	# continuous projects supported by PGA	71	94	96	
	*Total disbursements to PFC projects	\$10.0M	\$8.6M	\$8.6M	Construction on Rotary/Mattamy Greenway and community-led projects
How well did you do	# Donors/contributors \$ Donor/contributors	1,235 \$12.3M	1,164 \$6.3M	1,803 \$9.1M	In 2019, donors and granters contributed \$9.1 million to Parks



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it?	<p>*Return on Investment of City dollars (city dollars compared to total disbursements to projects)</p> <p>Satisfaction rate of PFC program partners and users</p>	<p>\$1 to \$5.1</p> <p>96%</p>	<p>\$1 to \$5.3</p> <p>98%</p>	<p>\$1 to \$6.5</p> <p>94%</p>	<p>Foundation Calgary. Of that \$9.1 million, \$1.4 million came from The City of Calgary and was allocated to 10 different initiatives (parks and programs).</p> <p>Satisfaction rate with Parks Foundation Calgary remains consistently high.</p>
How are Calgarians better off?	<p>Number of youth who were impacted by park and playground grants and supports given (Building Communities Program)</p> <p>Number of athletes who will have new sport equipment or facilities (Amateur Sport Grant Program)</p> <p>Percentage of community volunteers who said they gained new skills from working with PFC (capacity building)</p>	<p>17,000</p> <p>72,000</p> <p>86%</p>	<p>21,000</p> <p>35,000</p> <p>86%</p>	<p>19,000</p> <p>46,000</p> <p>96%</p>	<p>Through Parks Foundation Calgary's grant and support programs, thousands of children, families and athletes are helped. They will have new opportunities to play outside and engage in sport.</p> <p>Community groups are learning new skills that they can use on future projects and initiatives that they undertake.</p>

*Note: Disbursements to project and return on investment reflect project completion cost, not asset value.

10. Briefly describe how your key results in 2019 contributed to Council approved strategies (As applicable.) For example: Calgary in the new economy: An economic strategy for Calgary; Calgary Heritage Strategy; Climate Resiliency Strategy; Resilient Calgary; Enough for All poverty reduction strategy; Cultural Plan for Calgary; Downtown Strategy; Foundations for Hope: Calgary's Corporate Affordable Housing Strategy; Open Spaces Plan; Recreation Master Plan; Sport for Life Policy.

Open Space Plan

Through its programs and park projects, Parks Foundation Calgary contributed to the progress on the Open Space Plan mandate by helping provide and maintain the integrity of a high-quality and diverse park and open space system. We strive to provide a safe, aesthetic and comfortable environment through quality landscape development, and protect and enhance natural environment areas. Parks Foundation Calgary supports projects that contribute towards the development and operation of an environmentally sustainable city. We act in partnership with various levels of government and community to encourage the provision of high-quality open space and recreational opportunities for Calgarians.

Through our Building Communities Program, 12 playground projects were supported with grants and assistance in 2019. Since 2009, over 180 projects have been constructed under this grant and support program. The Building Communities Program is a catalyst that brings together residents of a community or school organization to improve playgrounds and natural areas in their respective communities. Neighbourhoods are inspired and new community capacity is built through this process.



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Through construction of the 138 km Rotary/Mattamy Greenway pathway and park amenities, Parks Foundation Calgary brought more opportunities for outdoor activity and sport to Calgarians. Recreation contributes to health and wellness, both physical fitness and mental health, as well as social wellbeing. The Rotary/Mattamy Greenway connects 55 communities where over 400,000 Calgarians live. Free to everyone and available 365 days a year, this pathway system is used for recreation and is also a mode of transportation for residents who chose to bike, walk or run to get from one place to another in Calgary.

In 2019, the Stella Conceptual Drawing Grant Program awarded \$5,000 each in seed money to 9 community organizations, allowing them to complete a professional project drawing. This program supports projects that will enhance Calgary's park spaces, providing opportunities for volunteer groups to enhance their surroundings.

Sport for Life Policy

Through its programs and projects, Parks Foundation Calgary helps develop and enhance recreation and sport infrastructure. Parks Foundation Calgary's Amateur Sport Grant Program, a partnership with the Calgary Flames and the Saddledome Foundation, approved grants of over \$373,000 to local amateur sport organizations in 2019. This program contributes funds for capital elements in non-profit sport organizations, providing better equipment and supplies, allowing residents to participate in healthy sporting activity.

The various programs of Parks Foundation Calgary provide overall support to community sport and park projects, assisting from start to finish. Often, this support makes the difference between projects moving forward or not. The many successful projects that Parks Foundation Calgary supports, including playgrounds, parks and sport projects, ensure Calgarians have access to nature and healthy and active lifestyles, with no additional municipal funding required.

11. Did your organization receive any awards or recognition in 2019 that you want to highlight?

Parks Foundation Calgary presented best practices in fundraising and partnership development at two conferences: Park People's National Conference and at the Alberta Recreation and Parks Association (ARPA) Conference. In 2019, Parks Foundation Calgary was an official media partner of Corus Entertainment, profiling and promoting the park fundraising efforts of communities across Calgary.

12. CAPITAL AND ASSET MANAGEMENT (for Civic Partners managing City-owned assets)

Asset: *Insert Name of City owned asset managed or operated*

(Not applicable)

- a) Provide a summary of your organization's 2019 capital work, including specific lifecycle/maintenance projects or new capital projects.**

Rotary/Mattamy Greenway



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Construction continued on the 138 km Rotary/Mattamy Greenway. Along the Rotary/Mattamy Greenway in the community of Copperfield, a new wetland boardwalk, wooden bird blind viewing area, seating area and pathway sections were completed.

David Richardson Memorial Disc Golf Park

Opened in June 2018, this 18-hole disc golf course is located on a 27-acre site in Calgary's northwest and is considered one of the best disc golf facilities in North America. Disc golf is a low-cost sport open to participants of all ages and abilities. In 2019, the Foundation continued maintenance and oversight of the park, leading up to its transition to the Calgary Parks in fall 2019.

Manmeet Singh Bhullar Park

Completed in October 2018, this new park is located in the northeast community of Taradale. It features five distinct groves of trees, large seating areas and a commemorative plaza. The park is a much needed amenity in an area of Calgary that is underserved in parks. In 2019, the Foundation continued maintenance and oversight of the park, leading up to its transition to the Calgary Parks planned for summer 2020.

Building Communities Program – Community-Led Projects

In 2019, 12 new projects were funded under Parks Foundation Calgary's Building Communities Program, including traditional and inclusive playgrounds, as well as outdoor learning spaces. The Building Communities Program provides grants to community-led projects, and also provides projects with essential administrative support and project management guidance.

Future Projects – 2020

In 2019, the Foundation worked on fundraising, concept design and future development of projects planned for 2020: Flyover Park (Bridgeland-Riverside community), the Bicycle Pump Track (South Glenmore Park) and the Quinterra Legacy Garden (South Glenmore Park).

b) What funding did your organization leverage to support capital activities in 2019?

Parks Foundation Calgary leverages support from a variety of sources in order to complete park and pathway projects. Our funding partners include all levels of government, Calgary Foundation, Saddledome Foundation, Pembina Pipelines, family endowment funds, corporations, community associations and many individual donors.

In 2019, donors and granters contributed a total of \$9.1 million to Parks Foundation Calgary. Of that \$9.1 million, \$1.4 million was contributed by The City of Calgary, and per The City's direction, was allocated to ten Parks Foundation Calgary park and program initiatives.

COVID-19 UPDATE

13. Briefly describe the key impacts of COVID-19 on your operations to date.



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All aspects of Parks Foundation Calgary’s operations were impacted by COVID-19: contributions, office administration, communication, program operation and project delivery. As of September 2020, donations to Parks Foundation Calgary had fallen 42% (\$2.5 million) year over year.

In March 2020, the majority of our office staff were transitioned out of the office to work remotely. Health and safety was a key priority and we adjusted to delivering services under a new circumstances.

14. What operational efficiencies did you implement to address the impact of COVID-19 up to September 1, 2020?

Parks Foundation Calgary upgraded remote communications capabilities to ensure we could support our staff, community partners and donors. We also purchased new information technology resources (computers, cameras, etc.) in order to make remote work possible. Since our office building remained partially open (for insurance and security reasons) it was important to enhance sanitizing procedures, develop new distance protocols and purchase personal protective equipment.

15. Were there any program or service changes made during the response to COVID-19 that you plan to integrate into longer term operations? For example, shifting some programming online, or modifications to your delivery model or operations.

Parks Foundation Calgary invested in online work management and conferencing tools, and we plan to sustain those tools in future. Our staff have improved their remote communication skills and these learnings are expected to enhance our ability to serve partners and clients over the long term.

**COVID-19 Service and Impact Demand Update
Reporting for September 2020**

The following information is collected to align with City of Calgary report to Council on the current impact of COVID-19 on delivery of services and programs and may be shared with Council separately from the previous Civic Partner Annual Report Template content.

Service Impact

Please choose the one option below that best describes the impact of COVID-19 on your programs or service in the month of September 2020.

<input type="checkbox"/>	Negligible	Minimal to no impact on service. Service is currently operating close to normal.
<input type="checkbox"/>	Minor	Continuing to provide programs and services but some coping strategies required – able to be addressed with existing strategies and resources.



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<input checked="" type="checkbox"/>	Moderate	Some challenges on ability to achieve objectives. Some delay. Some aspects of the programs or service are only being met in part.
<input type="checkbox"/>	Significant	Difficulties to achieve objectives. Delays or notable aspects of objectives not completed. Falling well-short of normal operations.
<input type="checkbox"/>	Severe	Unable to meet normal objectives due to serious extended disruption. (e.g. full facility closure, major decrease in users)

Service Impact Narrative:

Please briefly describe the impact of COVID-19 on your service for the month of September. You may want to include any major issues/events you experienced.

The impacts of COVID-19 have been consistent over the period of March 2020 to present. September 2020 was not unique. Since the pandemic began, all aspects of Parks Foundation Calgary’s operations have been negatively impacted: administration, programs communication, program operation and project delivery.

Current Demand for Service:

At this point in time, based on what you know right now, what is your best estimate of the current demand for your service compared to typical demand?

<input type="checkbox"/>	Demand is steady, largely business as usual.
<input checked="" type="checkbox"/>	Demand has increased notably.
<input type="checkbox"/>	Demand has decreased notably.

Service Demand Narrative:

Please provide a supporting narrative that describes how COVID-19 has impacted the demand on your programs or services for September 2020. This may include any new program or service impacts that your organization has faced in the past month.

Demand for fundraising help from Parks Foundation Calgary has been strong, particularly in light of decreased grant availability from many traditional granters (government, foundations, corporate, etc.). Communities and sport groups rely on casino funding, which was not available for several months due to COVID-19 related shut downs. Sport Calgary has reported that about half of all Calgary sport organizations feel they can only sustain operations for six months or less without further assistance, and rent is their number one cost concern. Further, 97 per cent of respondents said they experienced a



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decrease in revenue from fees, and 74 per cent have experienced a decrease in revenue from fundraising, grants or sponsorship.

In September, Parks Foundation Calgary launched the “Calgary Flames Support for Sport Program”. The Calgary Flames Support for Sport Program provides sport groups with a dedicated fundraising platform. To further support fundraising, the Calgary Flames Foundation is providing \$200,000 in matching funds through its COVID-19 Community Support Program, by giving a 50% top-up to groups for every dollar they raise on the platform, up to \$5,000 per organization. All donations will be eligible to receive a tax receipt. The program will run this fall, ending on December 31, 2020.