

## CIVIC PARTNER 2020 ANNUAL REPORT SNAPSHOT- PARKS FOUNDATION, CALGARY

### PARKS FOUNDATION, CALGARY

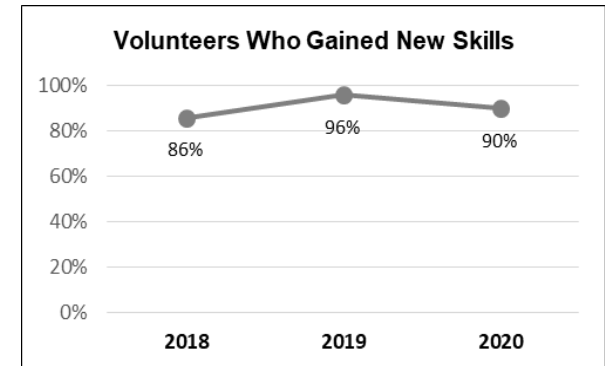
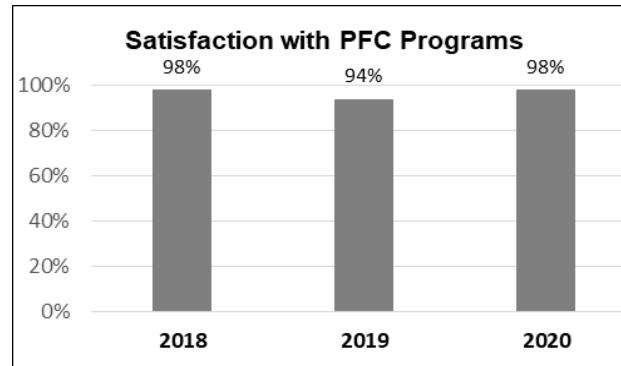
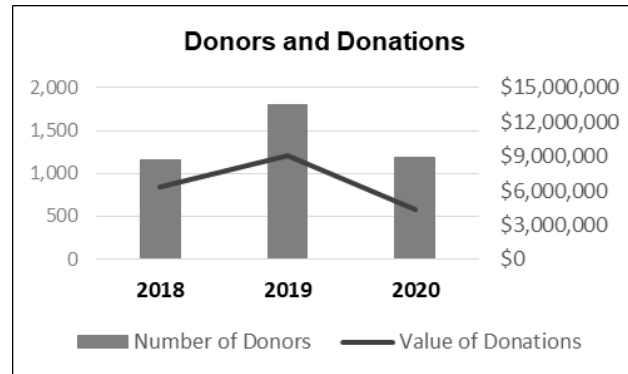
**Mission:** We exist so all Calgarians can enjoy a healthy lifestyle by providing easily accessible and unique, sport and green spaces.

**One Calgary Line of Service: Parks and Open Spaces**

### 2020 City Investment

**Operating Grant:**\$193,000

### 2020 Results



### The story behind the numbers

- In 2020, donors and granters contributed \$4.4 million to Parks Foundation Calgary. Of that \$4.4 million, \$0.4 million came from The City of Calgary and was allocated to eight different initiatives (parks and programs).
- Satisfaction rate with Parks Foundation Calgary remains consistently high.
- By volunteering on projects, community groups and their volunteers are learning new skills that they can use on future projects and initiatives they undertake.

### Current state 2021: COVID-19 impact

- Demand for fundraising help from Parks Foundation has been strong, particularly in light of decreased grant availability from many traditional granters.
- Launched two new grant program to support organizations during the pandemic: Calgary Flames Support for Sport, and Embrace the Outdoors (funded by The City of Calgary).

**Service impact: Moderate** ( Some challenges on ability to achieve objectives. Some delay. Some aspects of the programs or service are only being met in part.)

**Current demand for services: Demand has increased notably**



## Parks Foundation, Calgary Civic Partner 2020 Annual Report

**Organizational Structure:** Independent External Organization

**Fiscal Year:** December 31, 2020

### 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.

### 2020 RESULTS

#### 2. What key results did your organization achieve in 2020 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*)

##### **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 one hundred community organizations. Through our 2020 satisfaction survey, 65% 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, 8 playground projects were supported with grants and assistance in 2020. Since 2009, over 190 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.

With Parks Foundation Calgary's Dedication Program, 61 memorial benches and picnic tables were donated in Calgary parks and along pathways in 2020. 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 Support Program supported 29 new and 82 ongoing community driven projects in 2020, 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. 84% of our partners report that their project helped improve their community's public spaces and opportunities for citizen connection.

### **Council Priority: A Healthy and Green City**

Through construction of the 145 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 \$269,439 to local amateur sport organizations in 2020. 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 2020, the Stella Conceptual Drawing Grant Program awarded \$5,000 each in seed money to 7 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.

- 3. Briefly describe how your key results in 2020 contributed to Council approved strategies (Select up to three that are most 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; 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.

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#### 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 \$269,439 to local amateur sport organizations in 2020. 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.

4. Using the chart below, please report your 2020 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	2018 results	2019 results	2020 results	What story does this measure tell about your work?
<b>How much did you do?</b>	# Building Communities grants awarded # PFC Amateur Sport grants awarded  # <u>new</u> community projects supported by the Project Gift Administration (PGA) # <u>continuous</u> projects supported by PGA  *Total disbursements to PFC projects	16 18  50 94  \$8.6M	12 10  32 96  \$8.6M	8 11  29 82  \$7.5M	With the pandemic, the Foundation saw a slight decline in the number of new community driven park and sport projects in 2020. With several community projects being postponed or delayed, there were fewer grant and program applications than the previous years. Project disbursements included construction of Flyover Park, Quintera Legacy Garden, South Glenmore Park Bicycle Pump Track and more.
<b>How well did you do it?</b>	# <b>Donors/contributors</b> \$ <b>Donor/contributors</b>  *Return on Investment of City dollars (city dollars compared to total disbursements to projects)  <b>Satisfaction rate of PFC program partners and users</b>	<b>1,164</b> <b>\$6.3M</b>  \$1 to \$5.3  <b>98%</b>	<b>1,803</b> <b>\$9.1M</b>  \$1 to \$6.5  <b>94%</b>	1,185 \$4.4M  \$1 to \$11.0  98%	In 2020, donors and granters contributed \$4.4 million to Parks Foundation Calgary. Of that \$4.4 million, \$0.4 million came from The City of Calgary and was allocated to 8 different initiatives (parks and programs).  Satisfaction rate with Parks Foundation Calgary remains consistently high.
<b>How are Calgarians better off?</b>	Number of youth who were impacted by park and playground grants and supports given (Building Communities Program)  Number of athletes who will have new sport equipment or facilities (Amateur Sport Grant Program)  <b>Percentage of community volunteers who said they gained new skills from working with PFC (capacity building)</b>	21,000  35,000  86%	19,000  46,000  96%	10,272  23,667  90%	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.  Community groups are learning new skills that they can use on future projects and initiatives that they undertake.

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

#### 5. Briefly describe the key impacts of COVID-19 on your operations in 2020.

All aspects of Parks Foundation Calgary's operations were impacted by COVID-19: contributions, office administration, communication, program operation and project delivery. Year over year, contributions to Parks Foundation Calgary fell by 55% to \$4.4 million. 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.

**6. Are there any program or service changes made in 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.

**7. Briefly describe any quality improvement changes or operational efficiencies your organization was able to achieve in 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.

**8. Briefly describe some success stories in 2020 that demonstrates how your organization worked in partnership with other community, private or public organizations to achieve shared results for Calgary and Calgarians.**

In fall 2020, Parks Foundation launched a new program called Calgary Flames Support for Sport. This matching program, which was funded by the Calgary Flames Foundation, helped local sport groups raise much needed dollars to support their operations during the COVID-19 pandemic. The Calgary Flames Support for Sport Program helped increase fundraising capacity and skills at sport organizations, raising a total of \$164,185 for sport organizations in Calgary.

In winter 2020, Parks Foundation Calgary launched a new program called Embrace the Outdoors. Funded by The City of Calgary, this program distributed grants to local non-profit groups to create projects that brought people outdoors. During the pandemic, many people struggled with mental health and wellness, raising the need for more healthy outdoor opportunities. The program distributed \$40,000 to 10 non-profit groups for projects such as skate loaning, hay mazes, community obstacle courses, an indigenous audio tour and more. Because of the high impact of the program, a second funding round was announced in early 2021.

**RESOURCES**

**9. Please estimate how The City's operating funding was allocated in 2020. Mark all areas that apply by approximate percentage. For example, 45% allocated to staffing costs, 10% to evaluation or research, etc.**

SD: all below

<b>2%</b>	Advertising and promotion
<b>0%</b>	Programs or services
<b>11%</b>	Office supplies and expenses
<b>5%</b>	Professional and consulting fees
<b>75%</b>	Staff compensation, development and training
<b>0%</b>	Fund development

<b>0%</b>	Purchased supplies and assets
<b>3%</b>	Facility maintenance
<b>0%</b>	Evaluation or Research
<b>4%</b>	<i>Other: Insurance (2%); Depreciation Expense (2%)</i>

**10. Did volunteers support your operations in 2020? If yes:**

<b>How many volunteers?</b>	<b>1,079</b>
<b>Estimated total hours provided by volunteers:</b>	<b>2,286</b>

**11. What resources or funding sources did your organization leverage to support operations in 2020?**

Parks Foundation Calgary's operational costs are funded by a combination of City of Calgary operating grant, earnings on funds, management fees and donations.

**12. Did your organization receive any awards or recognition in 2020 that you want to highlight?**

No

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

**Asset:** *Rotary/ Mattamy Greenway; Flyover Park; South Glenmore Park Bicycle Pump Track; Quinterra Legacy Garden*

**a) Provide a summary of your organization's 2020 capital work, including specific lifecycle/maintenance projects or capital projects.**

In 2020, Parks Foundation Calgary completed fundraising and constructed three new park amenities:

- The Quinterra Legacy Garden – an interactive musical garden dedicated to five young lives lost in the Brentwood massacre seven years ago. Located in South Glenmore Park, this amenity is Calgary's first fully dedicated music garden and performance space. It is accessible to Calgarians of all ages and includes interactive musical and play elements along with a 30-foot diameter stage for programming including music, dance, theatre, spoken word, yoga, meditation, healing circles, etc.
- The South Glenmore Bicycle Pump Track – a progressive circuit uses an up and down 'pumping' motion to propel the bicycle forward instead of pedaling.
- The Flyover Park – an award-winning project that reclaimed the forgotten space under the 4th Avenue overpass in the community of Bridgeland-Riverside, creating a vibrant community hub where new Canadians, local residents and children can enjoy an active lifestyle and environmental learning year-round.

Parks Foundation held warranty and maintenance responsibility for a section of the Rotary/Mattamy Greenway located in the community of Copperfield, which is scheduled for final acceptance to the City of Calgary in summer 2021.

**b) What funding did your organization leverage to support capital activities in 2020?**

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 2020, donors and granters contributed a total of \$4.4 million to Parks Foundation Calgary. Of that \$4.4 million, \$0.4 million was contributed by The City of Calgary, and per The City's direction, was allocated to 8 Parks Foundation Calgary park and program initiatives.

#### **14. CURRENT STATE: COVID-19 MARCH 2021 UPDATE**

The section focuses on the impact of COVID-19 in the month of March 2021, to provide a snapshot of your organization's current state.

##### **Impact**

Please choose the one option below that best describes the impact of COVID-19 on your programs or service in March 2021.

<input type="checkbox"/>	<b>Negligible</b>	Minimal to no impact on service. Service is currently operating close to normal.
<input type="checkbox"/>	<b>Minor</b>	Continuing to provide programs and services but some coping strategies required – able to be addressed with existing strategies and resources.
<input checked="" type="checkbox"/>	<b>Moderate</b>	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"/>	<b>Significant</b>	Difficulties to achieve objectives. Delays or notable aspects of objectives not completed. Falling well-short of normal operations.
<input type="checkbox"/>	<b>Severe</b>	Unable to meet normal objectives due to serious extended disruption. (e.g. full facility closure, major decrease in users)

##### **Impact Description:**

The impacts of COVID-19 have been consistent over the period of March 2020 to present. Since the pandemic began, all aspects of Parks Foundation Calgary's operations have been negatively impacted: administration, programs communication, fund development, program operation and project delivery.

##### **Current Demand for Service:**

What is 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.



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

In fall 2020, Parks Foundation launched a new program called Calgary Flames Support for Sport. This matching program, funded by the Calgary Flames Foundation, helped local sport groups raise much needed funds to support their operations during the COVID-19 pandemic. The program helped raise fundraising capacity and skills at sport organizations, raising a total of \$164,185 for sport organizations in Calgary.

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