

CIVIC PARTNER 2021 ANNUAL REPORT SNAPSHOT- PARKS FOUNDATION, CALGARY

ISC:UNRESTRICTED

**PARKS FOUNDATION, CALGARY**

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

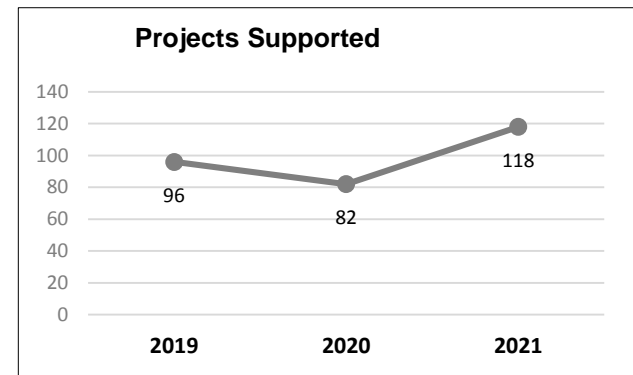
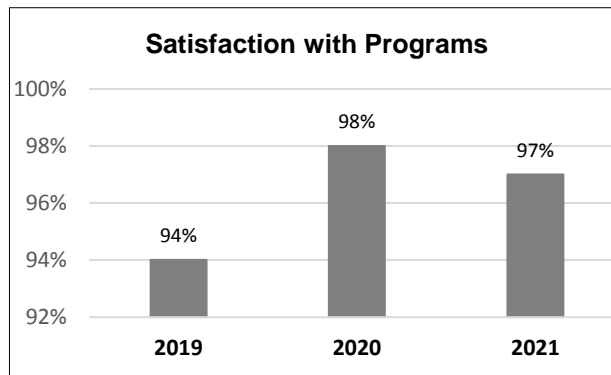
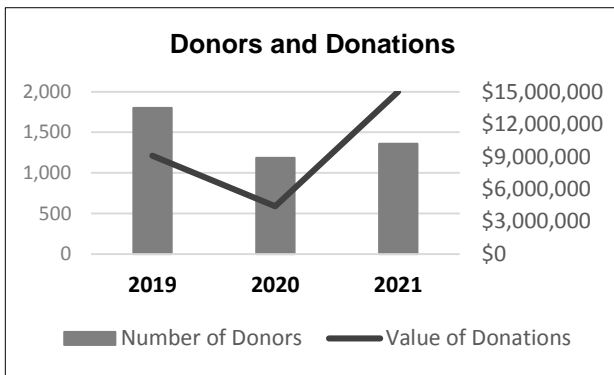
**Mission:** We exist so all Calgarians can enjoy a healthy lifestyle by providing easily accessible and unique, sport and green spaces.

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

**2021 City Investment**

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

**2021 Results**



**The story behind the numbers**

- In 2021, donors and granters contributed \$15 million to Parks Foundation, including \$5.7 million in capital project funding from The City.
- Satisfaction with Parks Foundation remained high. Projects supported include playgrounds and parks and pathways that ensure Calgarians have access to nature and healthy and active lifestyles.
- Leveraged investment dollars to support both continuous and new projects in 2021 through the Project Support Program (PSP).

**Impact of COVID-19**

COVID-19 impacted all aspects of operations, but community projects continued to advance. Grant programs increased during COVID-19, including two new grant programs in partnership with The City: *Warm up to Winter Grant Program*, and *Embrace the Outdoors Grant Program* that supported 110 community events and projects.

**Advancing Equity, Diversity and Inclusion**

Launched a board Diversity, Equity and Inclusion Strategy, and conducted interviews and surveys with stakeholders, staff and volunteers. A Diversity, Equity and Inclusion Plan is in development and will be completed in mid-2022 and implemented in 2022-2023.



## STRUCTURE

### 1. Vision, Mission and Mandate:

**Vision:** Since its establishment in 1985 as a non-profit organization, Parks Foundation Calgary (the “Parks Foundation”) 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.

## 2021 RESULTS

**What key results did your organization achieve in 2021 that contributed to one or more of the One Calgary Citizen Priorities, or contributed to Council-approved strategies such as *Calgary in the New Economy: An economic strategy for Calgary*, *Calgary Heritage Strategy*, *Cultural Plan for Calgary*, *Corporate Affordable Housing Strategy*, or other strategy.**

### **Council Priority: A Prosperous City**

At the Parks Foundation, 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.

### **Council Priority: A City of Inspiring Neighbourhoods**

Through our Building Communities Program, 18 playground projects were supported with grants and assistance in 2021. 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 the Parks Foundation’s Dedication Program, 1,362 memorial benches and picnic tables have been donated in Calgary parks and along pathways since the program began thirty years ago. 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’s Project Support Program supported 51 new and 118 ongoing community driven projects in 2021, 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 the Parks Foundation.

## Council Priority: A Healthy and Green City

Through its programs, the Parks Foundation helps communities create new park and sport projects, giving help at every stage of the project. These projects take many forms: playgrounds, pathways, community gardens, ice rinks, bicycle pump tracks and more. In 2021, the Parks Foundation granted \$471,332 to park projects around Calgary.

Parks Foundation's Amateur Sport Grant Program, a partnership with The City of Calgary and the Saddledome Foundation, approved grants of \$811,078 to local amateur sport organizations in 2021. 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 2021, the Stella Conceptual Drawing Grant Program awarded \$5,000 each in seed money to 12 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 the Parks Foundation 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 the Parks Foundation supports, including playgrounds, parks and pathways, ensure Calgarians have access to nature and healthy and active lifestyles, with no additional municipal funding required.

### 2. Using the chart below, please report your 2021 performance measures that demonstrate: how much you did, how well you did it, and how Calgarians are better off.

	Performance Measure	2019 results	2020 results	2021 results	What story does this measure tell about your work?
<b>How much did you do?</b>	# Building Communities grants awarded	12	8	18	In 2021, Parks Foundation saw a significant increase in the number of community groups seeking support to complete a park, playground or sport project. Decreased government funding, combined with a surge in park usage during the pandemic contributed to this increase.  Disbursements included the construction of 4 new inclusive playgrounds and a bicycle pump track in Inglewood.
	# PFC Amateur Sport grants awarded	10	11	22	
	# <u>new</u> community projects supported by the Project Support Program (PSP)	32	29	51	
	# <b>continuous</b> projects supported by PSP	96	82	118	
	*Total disbursements to projects	\$8.6M	\$7.5M	\$11.6M	
<b>How well did you do it?</b>	# <b>Donors/contributors</b> \$ <b>Donor/contributors</b>	1,803 \$9.1M	1,185 \$4.4M	<b>1,360</b> <b>\$15.0M</b>	In 2021, donors and granters contributed \$15 million to Parks Foundation, of which \$5.7 million was contributed by The City of Calgary. Of that \$5.7 million from The City of Calgary, \$3.6 million originated with the Province of Alberta's Municipal Stimulus Program (MSP), and was used to create 6 park projects.
	*Return on Investment of City dollars (city dollars compared to total disbursements to projects)	\$1 to \$6.5	\$1 to \$11.0	\$1 to \$5.5	
	*The ROI calculation is net of MSP.				

	<b>Satisfaction rate of PFC program partners and users</b>	94%	98%	<b>97%</b>	Satisfaction rate with Parks Foundation remains consistently high.
<b>How are Calgary's better off?</b>	Number of youth impacted by park and playground grants and supports given (Building Communities Program)	19,000	10,000	52,000	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.
	Number of athletes who will have new sport equipment or facilities (Amateur Sport Grant Program)	46,000	24,000	72,000	
	% of community volunteers who said they gained new skills	96%	90%	85%	Community groups are learning new skills that they can use on future projects and initiatives that they undertake.

**3. Briefly describe the any key impacts of COVID-19 on your operations in 2021.**

All aspects of Parks Foundation Calgary's operations were impacted by COVID-19: contributions, office administration, communication, program operation and project delivery. Staff worked a combination of remote and on site, depending on safety and operational requirements.

**4. Briefly describe any quality improvement changes or operational efficiencies your organization was able to achieve in 2021.**

Parks Foundation Calgary's programs increased and thrived in 2021. In partnership with The City of Calgary, we launched two new grant programs that aimed to support communities in gathering outdoors safely: the Warm Up to Winter Grant and the Embrace the Outdoors Grant. In total, these programs supported 110 community events (& projects). At a time when social isolation and mental health are major local concerns, these grant programs gave families the opportunity to spend meaningful time outdoors.

Two examples of grant recipients for these new programs:

a. Silvera for Seniors (Warm up to Winter Grant Program):

Gatherings at Silvera for Seniors were nonexistent for 18 months during the pandemic. Silvera received a Warm up to Winter grant that supported their 'Winter Festival' event. Their event included live music, photo booths, face painting, snow bowling, a reindeer "zoo," and more. A volunteer at the event said the following:

*"It had been a long time since we have been able to gather our residents, their families and members of the community. Our event was one filled with gratitude, joy and a celebration that we could finally come together as a community. We had residents from our other Silvera lodges join us - which felt like a family reunion. To end the day, an impromptu dance party in the parking lot was symbolic of the fact that our residents are ready to begin living again."*

b. The Calgary Flames Sport Bank (Embrace the Outdoors Grant Program)

The Calgary Flames Sport Bank received a grant to expand their sport equipment library. Because of the Embrace the Outdoors grant, over 100 youth are now able to regularly access a library of equipment, such as scooters, skateboards, and helmets.

**5. Did your organization implement any strategies or approaches in 2021 that supported racial equity in the delivery of programs or services?**

In 2021, the Foundation’s Board initiated a Diversity, Equity and Inclusion Strategy. Using an external consultant with expertise in this area, stakeholder, staff and volunteer interviews/surveys were completed. A Diversity, Equity and Inclusion Plan is underway that will involve specific actions and training in several areas, including anti-bias. The strategy is expected to be completed in mid-2022, and implemented in 2022-2023.

**6. Did your organization implement any further changes to strategies, programs or services in 2021 to address equity, diversity or inclusion?**

See above.

**7. Briefly describe how your organization worked in partnership with other community, private or public organizations to achieve shared results for Calgary and Calgarians in 2021.**

Parks Foundation is a donor driven organization that works with a variety of community organizations, sport groups, donors, foundations and other partners in order to bring sport and park projects to life. In 2021, we had 118 partnerships with community and sport organizations to help them plan and create projects, as well as purchase needed sport equipment. There were 1,360 contributors to the Parks Foundation who gave a total of \$15 million to support local projects, including the 2021 projects such as the Inglewood Pump Track, the Evanston Community Rink, the Parkdale Accessible Hub and more.

**RESOURCES**

**8. Please estimate how The City’s operating funding was allocated in 2021. Mark all areas that apply by approximate percentage. For example, 45% allocated to staffing costs, 10% to evaluation or research, etc.**

<b>1%</b>	Advertising and promotion
<b>0%</b>	Programs or services
<b>12%</b>	Office supplies and expenses
<b>3%</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>4%</b>	Facility maintenance
<b>1%</b>	Evaluation or Research
<b>4%</b>	<i>Other, please name: Travel, conferences, memberships, board initiatives</i>

**9. Did volunteers support your operations in 2021? If yes:**

<b>How many volunteers?</b>	<b>684</b>
<b>Estimated total hours provided by volunteers:</b>	<b>8,549</b>

**10. What resources or funding sources did your organization leverage to support operations in 2021?**

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

**11. Did your organization receive any awards or recognition in 2021 that you want to highlight?**

In 2021, Parks Foundation won the Alberta Recreation and Parks Association (ARPA) Parks Excellence Award for Flyover Park. The park reclaimed the forgotten space under the 4th Avenue overpass in Bridgeland-Riverside, creating a vibrant and accessible gathering place where residents, commuters, and visitors can enjoy an active lifestyle and environmental learning year-round.

Flyover Park combined the core elements of collaboration, creativity, innovative urban design and community engagement. Inspired by innovative urban parks that reclaim "forgotten" spaces in cities such as New York, Boston, Miami, and Toronto, Flyover Park has become a recreational hub on the edge of downtown Calgary. Once dark and sometimes dangerous, the park is forging a new way to re-imagine park spaces in urban locations.

Working with the Bridgeland-Riverside community Association, the Parks Foundation was able to leverage the dedication of the community and the imaginative spirit of local school children to create something extraordinary. The original concept of the park was championed by grade 6 students at Riverside School and landscape architecture students at the University of Calgary. With support from partners including The City of Calgary, The Alberta Government and the Bridgeland Riverside Community Association, the project also engaged the broader community to provide additional design input, with the final design created by Stantec.

The park design included unique play features and artistic elements to beautify the space. Specific features: hill slides, creative high-impact lighting, accessibility features, family fun games (shuffleboard, ping pong, ladder toss) and murals.

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

**Provide a summary of your organization's 2021 capital work, including specific lifecycle/maintenance projects or capital projects.**

In 2021, the Parks Foundation constructed seven new park and sport projects: Ramsay Inclusive Playground, Ted Harrison Inclusive Playground, VIVO Inclusive Playground, Elliston Inclusive Playground, Inglewood Bicycle Pump Track, Evanston Community Skating Park, and the Parkdale Accessible Hub. Many of these projects were "inclusive", meaning that they exceeded minimum accessibility standards, providing environments where people of all abilities and ages can interact. Inclusive spaces utilize a set of design principles that guide the placement and overall function of the play structures, pathways, seating, equipment, and other amenities. An inclusive park is designed for equitable participation that would support the needs of a person with mobility limitations but might also cater to the needs of someone who is visually impaired or living with autism.

The Parks Foundation also maintained several parks that were constructed in previous years: Rotary/Mattamy Greenway (Copperfield portion), South Glenmore Bicycle Pump Track, Flyover Park and Quinterra Legacy Garden. The Parks Foundation is responsible for maintenance of its park projects during a 1-2 year warranty period leading up to Final Acceptance Certificate (FAC) from The City of Calgary.

**What funding did your organization leverage to support capital activities in 2021?**

Parks Foundation Calgary leverages support from a variety of sources 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 2021, donors and granters contributed \$15 million to Parks Foundation, out of which \$5.7 million was contributed by The City of Calgary. Of that \$5.7 million, \$3.6 million originated with the Province of Alberta's Municipal Stimulus Program (MSP), and was used to create 6 park projects.