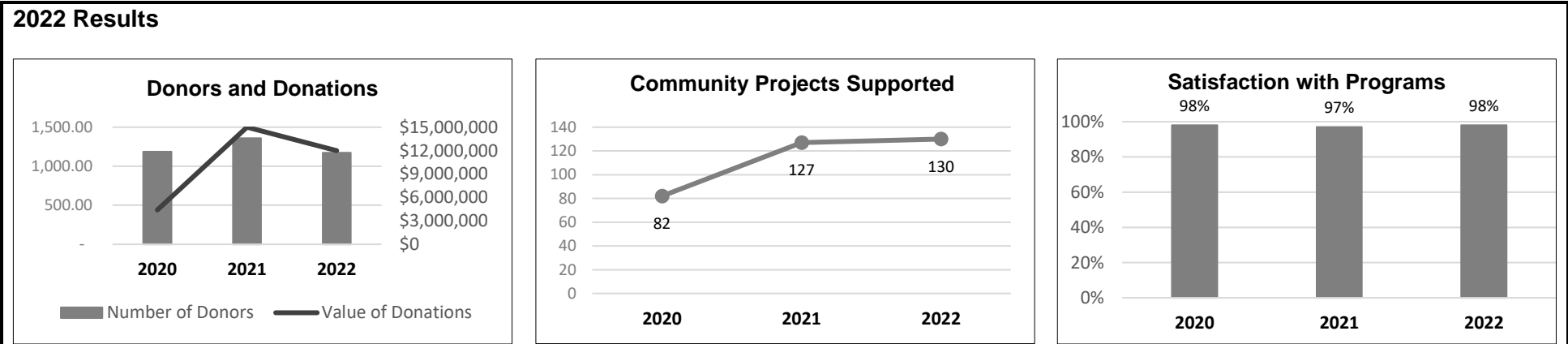


**CIVIC PARTNER 2022 ANNUAL REPORT SNAPSHOT- PARKS FOUNDATION, CALGARY**

**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**

**2022 City Investment**  
**Operating Grant: \$193,000**  
**Operating Endowment Fund**



**The story behind the numbers**

- Contributions from donors, foundations, corporations and government were strong at \$12 million. Funds supported the development of programs, park projects and sport amenities.
- Supported over one hundred community and sport organization led projects including playgrounds, rink projects and pump tracks.
- Satisfaction rate with Parks Foundation’s programs remains consistently high.

**Addressing climate change**  
 Supported the creation of sustainable outdoor landscapes by promoting best practices with communities for sustainable landscape design that includes biodiversity of plant materials, storm water management, tree planting, and the use of native species that adapt to the local environment.

**Advancing equity, diversity and inclusion; and racial equity**  
 A new diversity, equity and inclusion plan was approved by the board, and key strategies were implemented including program updates, staff and board training, and communication changes.



**PARKS FOUNDATION, CALGARY**  
**Civic Partner 2022 Annual Report**

**Civic Partner Name: Parks Foundation Calgary**

**Legal Structure:** Non-profit entity

**Manage/operate a City-owned asset:** no

**1. What is your organization's guiding mission or 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.

**2. What top 3-5 key results did your organization achieve in 2022 that contributed to one or more of key City strategies or plans or [Citizen Priorities](#) (a prosperous city, a city of safe and inspiring neighbourhoods, a city that moves, a healthy and green city)?**

**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, 13 playground and park projects were supported with grants and assistance in 2022. 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, 1,413 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 over one hundred ongoing community driven projects in 2022, 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 2022, the Parks Foundation granted \$325,000 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 \$407,457 to local amateur sport organizations in 2022. 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 2022, the Stella Conceptual Drawing Grant Program awarded \$5,000 each in seed money to 6 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.

**3. Performance measures help demonstrate the return on The City’s investment in a partner’s operations. Please identify performance measures that reflect your organization’s impact in 2022 (how much you did, how well you did it, and how the people you serve are better off).**

	Performance Measure	2020 results	2021 results	2022 results	What story does this measure tell about your work?
<b>How much did you do?</b>	# Building Communities grants awarded	8	18	13	Demand for Parks Foundation grants was strong in 2022. Communities and sport groups organized volunteer led park and sport amenity projects.
	# PFC Amateur Sport grants awarded	11	22	15	
	# <u>new</u> community projects supported by the Project Support Program (PSP)*	29	46	29	Parks Foundation continues to support over one hundred community and sport organization led projects that include playgrounds, rink projects and pump tracks.
	# <u>ongoing</u> PSP projects	82	127	130	
	Total disbursements to projects	\$7.5M	\$11.6M	\$11.5M	

<p><b>How well did you do it?</b></p>	<p># Donors/contributors \$ Value of contributions</p> <p>Return on Investment of City dollars (city dollars compared to total disbursements to projects)</p> <p>Satisfaction rate of program partners and users</p>	<p>1,185 \$4.4M</p> <p>\$1 to \$11.0</p> <p>98%</p>	<p>1,360 \$15.0M</p> <p>\$1 to \$5.5</p> <p>97%</p>	<p>1,173 \$12.0M</p> <p>\$1 to \$7.2</p> <p>98%</p>	<p>In 2022, contributions to the Parks Foundation were strong at \$12.0 million. These funds are used for programs, park projects and sport amenities. Contributions come from donors, foundations, corporate and government.</p> <p>Satisfaction rate with Parks Foundation remains consistently high.</p>
<p><b>How are Calgarians better off?</b></p>	<p>Number of youth impacted by park and playground grants and supports given (Building Communities Program)</p> <p>% of our clients who said their project improved access to nature and active lifestyle close to home**</p> <p>% of our community volunteers who said they gained new skills**</p>	<p>10,000</p> <p>86%</p> <p>90%</p>	<p>52,000</p> <p>88%</p> <p>85%</p>	<p>20,500</p> <p>84%</p> <p>85%</p>	<p>Through Parks Foundation's grant and support programs, new playgrounds and parks are created, giving thousands of Calgarians places to enjoy and be active.</p> <p>Projects such as playgrounds, parks and sport facilities are improving access to health and nature in local neighbourhoods</p> <p>Community groups are learning new skills that they can use to create future projects and initiatives.</p>

\*Revision to previous period due to reporting change

\*\*Based on annual survey of program participants (grant recipients, program clients and users of Project Support Program)

**4. What are examples of benchmarks your organization uses to evaluate and improve performance and operations, and increase your organization's impact?**

**a) Please provide examples of benchmarks, and how this information is being used to support continuous improvement.**

Parks Foundation benchmarks performance in several areas:

- Satisfaction rate with Parks Foundation's Programs –
  - This information is used to gain valued insights into how programs can be improved. Feedback has led Parks Foundation to revise its website, change communication processes and upgrade granting forms.
- Number of new community projects helped by the Project Support Program –
  - This information is used to ensure that a target number of communities are being helped with Parks Foundation's support services and grants. By tracking this information, we can understand the obstacles facing communities, and how to help address issues.
- Value of Contributions to Parks Foundation (grants, donations, etc.) –
  - This information is used to understand the current fundraising landscape, to track success with fundraising efforts, and to revise our methods and practices.

**b) Please indicate your current and targeted performance in comparison to these benchmarks**

Benchmark	2022 Target	2022 Actual
Satisfaction Rate with Parks Foundation Programs	85%	98%
# New community projects helped by the Project Support Program (PSP)	20	29
Value of Contributions to Parks Foundation (donations, grants, etc.)	\$9M	\$12 M

**5. What key results or progress was achieved in 2022 that reflected your organization’s changes to strategies, programs or services to better address equity, diversity or inclusion, or support racial equity?**

In 2022, Parks Foundation’s Board of Governors approved a new Diversity, Equity and Inclusion (DEI) Plan. Using an external expert and a committee specifically tasked with this mandate, the Parks Foundation implemented several key strategies that included program upgrades, staff and board training, and communication changes. Implementation of the DEI Plan will continue in 2023.

**6. What steps did your organization take in 2022 to advance any respective calls to action in the [Truth and Reconciliation Commission of Canada: Calls to Action](#) report or [The City’s White Goose Flying Report](#)?**

Parks Foundation’s new Diversity, Equity and Inclusion Plan includes recommendations related to indigenous people, including making land acknowledgement a standard practice, engaging with indigenous people on community projects, and working towards projects with Nations surrounding Calgary.

**RESOURCES**

**7. Please outlined how The City’s operating funding was allocated in 2022.**

1%	Advertising and promotion
	Programs or services
12%	Office supplies and expenses
3%	Professional and consulting fees
76%	Staff compensation, development and training
	Fund development
2%	Purchased supplies and assets
	Facility maintenance
4%	Evaluation or Research
2%	<i>Other, please name: travel, conferences, memberships and board expense</i>

**8. Did volunteers support your operations in 2022?**

How many volunteers?	420
Estimated total hours provided by volunteers:	5,215

**9. Did your organization receive any awards or recognition in 2022 that you want to highlight?**

Parks Foundation and Stantec Consulting Ltd. won a 2022 Mayor’s Urban Design Award for Flyover Park, which is located in the community of Bridgeland-Riverside. According to The City of Calgary’s website, “*Flyover Park is an example of how neglected spaces can improve our city, creating park and play equity for traditionally underserved communities. Driven by community, citizens identified a*

*neglected and perceived unsafe space, and inspired the design of a new inclusive community hub centered around play for all ages.”*

**10. What changes did your organization implement in 2022 to address climate change, for example, operational or program changes that reduced green house gas emissions (GHG), air/water pollution, or waste that aligned with [The City’s Climate Change Program](#) including Council’s Climate Emergency Declaration?**

Parks Foundation’s mandate involves creating sustainable outdoor landscapes. Park designs include biodiversity of plant materials, storm water management, tree planting, and make efforts to utilize native species that adapt well to our local environment. We encourage and support communities to follow best practices in sustainable landscape design.

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

Asset: n/a

**a) What are 3-5 capital projects undertaken in 2022 that were funded by The City?**

Project	*City Funding (2022)	Benefit (service improvement, efficiency, improved condition)
Addison Place Playground – Community: Acadia	\$50,000	<ul style="list-style-type: none"> <li>• Parks Foundation helped the community raise funds and replace a playground at the end of its lifecycle.</li> <li>• Parks Foundation helped leverage funds; an <b>additional \$95,000 was raised</b> above The City’s financial contribution to this project.</li> <li>• Parks Foundation provided the community with procurement services, fundraising assistance, and volunteer construction support.</li> </ul>
Brawn Family Foundation Rotary Park – Community: Briar Hill	\$184,000	<ul style="list-style-type: none"> <li>• This innovative park was designed to support the local community, and families receiving mental health care at the newly constructed “SUMMIT” (Centre for Child and Adolescent Mental Health).</li> <li>• Parks Foundation helped leverage funds; an <b>additional \$1.4 million was raised</b> above The City’ financial contribution to this project.</li> <li>• Parks Foundation undertook extensive engagement to gain an in depth understanding of community need, perspectives of health professionals, teens and other impacted parties. Parks Foundation led fundraising, design and construction of this complex project.</li> </ul>
Basketball Sport Court - Community: Bridgeland	\$80,000	<ul style="list-style-type: none"> <li>• This innovative 3X3 basketball court was identified as a need by the community to support underserved teens, and to complement existing amenities in the area.</li> <li>• Parks Foundation helped leverage funds; an <b>additional \$135,000 was raised</b> above The City’s financial contribution to this project.</li> <li>• Parks Foundation worked in close partnership with the community association and donors to develop and construct this project, which is already serving as an inspiration to other communities.</li> </ul>
Haddon Road South Park - Community: Haysboro	\$55,190	<ul style="list-style-type: none"> <li>• Parks Foundation helped the community raise funds and replace a playground at the end of its lifecycle.</li> <li>• Parks Foundation helped leverage funds; an <b>additional \$15,000 was raised</b> above The City’ financial contribution to this project.</li> <li>• Parks Foundation provided procurement services and fundraising assistance.</li> </ul>

West Confederation Pump Track  - Community: Triwood	\$750,000	<ul style="list-style-type: none"> <li>• Bicycle pump tracks are very popular with cyclists of all ages and abilities. This is the first competition level pump track located in the north part of Calgary.</li> <li>• Parks Foundation helped leverage funds; an <b>additional \$100,000 was raised</b> above The City's contribution (funded by a federal grant) to this project.</li> <li>• Parks Foundation led the design, engagement, and construction of this project.</li> </ul>
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\*Does not include in kind contributions