

# 2008 — 2018

Los Angeles Parks  
Foundation 

A report on the first 10 years of the  
Los Angeles Parks Foundation.



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OUR MISSION  
The Los Angeles Parks Foundation seeks to Enhance, Expand, Preserve and Promote public recreation, parks and open space for the people of Los Angeles.

ENHANCE  
Create new uses for outdated park features, add new pocket parks in underserved neighborhoods, generate private funds for large capital projects & add new benches.





EXPAND  
Create new uses for outdated park features, add new pocket parks in underserved neighborhoods, generate private funds for large capital projects & add new benches.

PRESERVE  
Refurbish historic monuments & support underfunded programming.

PROMOTE  
Sponsor and encourage community events and highlight our parks through social med

Dear Friends of the Parks:

The Los Angeles Parks Foundation was created in 2008 to raise private funds to expand, enhance, preserve and promote our 446 City of LA parks. We are proud to celebrate our 10-year anniversary and report that more than \$34 million has directly benefited our parks and improved the lives of Angelenos. Our Board of Directors, staff and partner, the City of LA Recreation and Parks Department, work together to identify needs for new parks, upgraded amenities and innovative projects. The 50 Parks Initiative created neighborhood walkable parks in densely populated areas of our city that are accessible and inviting for families. A state-of-the-art archery range and artificial turf soccer fields create new and expanded opportunities and outdoor fitness centers encourage neighborhood cohesion and promote a healthy lifestyle. LAPF’s support for enhanced programs like Girls Play LA and SwimLA focus on underserved youth while our work in restoring an aging and neglected orange grove means fruit is annually harvested for community distribution. LA’s sunny climate, diverse population and ever-changing vitality and optimism means that people enjoy and thrive in our parks 365 days a year. The demands on our public urban spaces creates a genuine need for the support of the LA Parks Foundation. This young organization is now integrated into the city family with a permanent and significant role in shaping a more equitable and livability city. This report shares our accomplishments of the past decade. With new leadership and fresh ideas, the next decade is poised to be even more successful thanks to your continued support.



Carolyn Ramsey      Judith Kieffer      Jill Werner      Barry Sanders

10

KEY PROJECTS

10

YEARS OF  
IMPACT

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- 1

LOS ANGELES  
CLIPPERS  
FOUNDATION
- 2

50 PARKS  
INITIATIVE
- 3

GIRLS PLAY LA
- 4

WELLNESS WALKS
- 5

FERRARO FIELDS
- 6

EASTON RANCH  
PARK ARCHERY  
RANGE
- 7

FRANKLIN CANYON  
ORANGE GROVE
- 8

SWIM LA
- 9

HAZARD PARK
- 10

SUNLAND  
OUTDOOR FITNESS  
CENTER





### LOS ANGELES CLIPPERS FOUNDATION

Resurfacing every single basketball court in LA

The Los Angeles Clippers Foundation and team owners Connie and Steve Ballmer donated \$10 million to replace and restore our City of LA indoor and outdoor park basketball courts. Their generosity significantly changes attitudes and aspirations for everyone in our community. Girls participating in their first sport experience and young adults engaging in outdoor pick up games are playing on quality park surfaces that make them proud of their local park. The LA Clippers Community Courts project is an investment in LA's sports legacy and a commitment to recreation and sports for all in our public parks.



### 50 PARKS INITIATIVE

Bringing 50 new parks to the City of Los Angeles

Civic leaders championed the need to increase park acreage by endorsing the 50 Parks Initiative. LA identified abandoned housing and available parcels as prospective park sites to create green space in dense urban areas throughout the city. LA Parks Foundation partnered with First 5LA and the California Community Foundation raising \$500,000 to build 4 sites. All 50 new parks will be completed by 2020 making this the largest urban parks expansion in the country. These small walkable community parks bring people together in their own neighborhoods.



### GIRLS PLAY LA

Increasing girls' participation in sports

Girls are the focus of Girls Play LA and the LA Parks Foundation has partnered with First Lady Amy Elaine Wakeland to make certain that sports programs are designed to support confidence building, leadership and access to participation for all girls in our city. Individuals, corporations and leading LA foundations like The Annenberg Foundation, UniHealth and LA84 Foundation have joined the Mayor's Fund to increase girls' participation from 23% to nearly 44%. Generations of LA girls are benefitting from the generosity of our funding partners.





**WELLNESS WALKS**  
Building healthier neighborhoods with parks

Creating opportunities in our parks for all Angeleanos has been a city priority enhanced by LAPF. Private funders like the Gilbert Foundation, Kaiser and the Werner Family Foundation have helped us create areas of outdoor exercise equipment and adjacent walking and jogging pathways in our public spaces. Neighborhoods now have access to quality equipment for improved health and fitness in their local park.



**FERRARO FIELDS**  
Creating sustainable soccer fields for Griffith Park

Major funders came together to create 4 artificial turf soccer fields at a soccer complex in Griffith Park that needed new fields to meet the year round demand. Spearheaded by LA84 Foundation's \$1 million donation the project evolved into a \$4.2 million renovation that has saved thousands of gallons of water each year and tripled the number of users.



**EASTON RANCHO PARK ARCHERY RANGE**  
Bringing Olympic level archery to the westside

Easton Sports Foundation had a dream to build a state-of-the-art archery range at the site of a rundown practice facility built for the '84 Olympics. LA Parks Foundation worked with the donor for 4 years to make this dream come true. Nestled in the north west portion of the Cheviot Hills Recreation Center is the \$1.7 million facility now serving expert enthusiasts and beginners in the sport of archery.



**FRANKLIN CANYON ORANGE GROVE**  
Revitalizing an orange grove in the heart of LA

LAPF took the lead on restoring one of LA's last remaining orange groves with new irrigation and new trees that now produces over 22,00 pounds of fruit for local food banks.



**SWIMLA**  
Giving young angelenos access to swim lessons

Thanks to the 2020 Olympic Committee, LA Parks Foundation funded the public relations outreach and Recreation and Parks Aquatics Division expanded the swim instruction program with low cost swim lessons for all Angelenos ages 4-17 across all city pools in Los Angeles. In 2018 the number of kids enrolled in swim classes doubled.



**HAZARD PARK**  
Creating community engagement at Hazard Park

Created new walking paths, fitness equipment, playground, and tennis courts in Hazard Park.



**SUNLAND OUTDOOR FITNESS ZONE**  
Revitalizing land for park goers of all ages

One example of how LAPF enhances park land is the creation of an outdoor fitness area at Sunland Recreation Center. The area adjacent to the Senior Center was rundown and underutilized





# SIGNATURE PROGRAMS



## ADOPT-A-PARK

The Adopt-a-Park program allows for individual donors and corporations to adopt a park of their choice and be directly involved in specific improvements that truly make a difference.

## FRIENDS OF THE PARK

The Friends of the Park program connects individual donors with the opportunity to donate directly to their local park and receive updates about the current projects supported by their contributions.



## DONATE-A-BENCH

Through the Donate-a-Bench program, individuals and businesses have added more seating areas throughout LA and supported local City Parks with a personal touch.

Top to bottom and left to right 1) New play equipment part of Adopt-A-Park 2) Historic spaces restored by a Friend of the Park 3) Refurbished fields from a local Friend of The Park 4) Workout equipment from a Friend of The Park





# ANNUAL EVENTS



**Griffith Park Run**  
The LA Parks Foundation hosted its annual 5k and Half Marathon through scenic routes in Griffith Park. All proceeds benefit Los Angeles City Parks.

**Harvest Festival**  
The LA Parks Foundation hosted its annual 5k and Half Marathon through scenic routes in Griffith Park. All proceeds benefit Los Angeles City Parks.



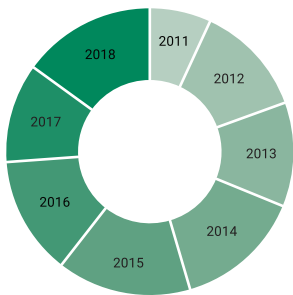
**Rose Award**  
The LA Parks Foundation honored Lauren Bon for her passionate work as the creator of the Metabolic Studio. Her art practice supports living systems, bringing awareness and change for environmental justice, stewardship and sustainability to improve life in Los Angeles.

Top to bottom and left to right 1) Former Executive Director Judith Kieffer and Councilmember O'Farrell at the Lotus Festival 2) Pumpkin decorating at the Harvest Festival 3) Musical accompaniment at the Rose Award 4) Executive Director Carolyn Ramsay and Councilmember Ryu at the Griffith Park Run

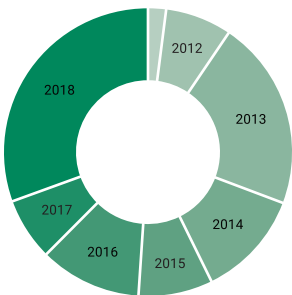


CONTRIBUTIONS

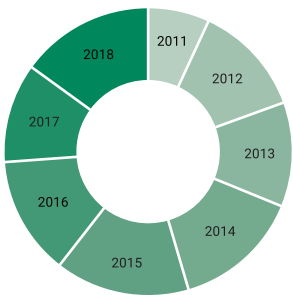
The LA Parks Foundation has grown steadily year to year with the exception of 2016. Significant growth in 2014 and 2015 carried over into 2016 with major projects underway that challenged staff resources. New and even larger revenues in 2017 and 2018 continued and surpassed consistent growth. General and administrative expenses have remained under 12% over the decade.



Corporate and Business



Foundations and Trusts



Individual Contributions

The Los Angeles Parks Foundation recieves three categories of contributions which have sustained our growth over the last decade: 1) Corporate and Business 2) Foundations and Trusts 3) Individual Contributions

FINANCIAL SUMMARY

INCOME

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Project Restricted Income	200,164	872,057	904,514	1,704,509	2,773,420	4,820,358	3,062,971	1,332,994	2,135,968	11,796,940
Unrestricted & Endowment Income	9,317	5,597	4,797	5,949	5,863	-4,732	6,525	37,495	77,299	36,183
Fundraising Income	173,252	331,439	437,452	290,313	295,282	317,555	295,935	348,757	581,755	496,302
Total Income	382,733	1,209,093	1,346,763	2,000,771	3,074,565	5,133,181	3,365,431	1,719,246	2,795,021	12,329,425

CONTRIBUTIONS

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Corporate and Business Grants	0	0	27,150.00	49,550.00	46,200.00	56,300.00	59,383.00	52,450.00	43,950.00	59,145.00
Foundation and Trust Grants	0	0	5,600.00	20,650.00	59,034.00	33,300.00	23,075.00	31,625.00	19,425.00	84,750.00
Individual Contributions	0	0	39,985.00	26,900.00	56,566.00	30,055.00	102,742.51	79,015.30	149,848.92	133,403.01
Total Contributions	0	0	72,735.00	97,100.00	161,800.00	119,655.00	185,200.51	163,090.30	213,223.92	277,298.01

EXPENSES

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Grant Expense	348,705	541,300	579,769	1,780,383	2,756,878	1,779,270	4,411,799	2,245,649	1,300,997	4,751,633
General Administrative Expense	189,605	166,879	260,673	236,251	131,566	234,745	287,259	287,741	262,702	399,478
Fundraising Expense	-	-	40,755	55,936	61,844	70,896	114,301	90,281	122,342	187,777
Total Expense	538,310	708,179	881,197	2,072,571	2,950,288	2,084,911	4,813,359	2,623,671	1,686,041	5,338,888
Net Income	-155,577	500,915	465,566	-71,800	124,277	3,048,270	-1,447,928	-904,425	1,108,981	7,001,661



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FOUNDATION  
The Los Angeles Parks Foundation  
is a 501(c)3 Organization, TAX ID  
26-2358338

PRODUCED BY  
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CREATIVE DIRECTION  
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PRINTED IN LOS ANGELES  
Marina Graphics

TYPEFACE: PROPHET  
by Dinamo

TYPEFACE: GRAPHIK  
by Commercial Type

COVER IMAGE  
*Griffith Park* was created by Los  
Angeles based designer and  
illustrator Haysol Chung and  
commission exclusively for the Los  
Angeles Parks Foundation.

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