

WHAT WE DO:

CONNECT

Link partners with a shared interest in city parks

SUPPORT

Build the capacity of Park Friends groups

CULTIVATE

Build interest in the Park Friends movement

INNOVATE

Lead projects that highlight creative approaches to city parks

INSPIRE

Produce research that highlights possibilities for city parks

INDICATORS OF OUR WORK

- 64 acres:** New green infrastructure created through The Weston Family Parks Challenge
- \$25,000:** Funding distributed to 17 underserved neighbourhood parks through TD Park Builders program
- 4,000:** Participants attended events in underserved neighbourhood parks supported by the TD Park Builders Program
- 22,805:** Trees, plants and shrubs planted through The Weston Family Parks Challenge
- \$1,847,521:** Funding distributed to 11 projects through the Weston Family Parks Challenge
- 89%:** People who feel more knowledgeable about how to get involved in their park because of Park People
- 83%:** People who say parks have improved and become more animated since Park People was established.
- 7,000 times:** Downloads of Park People's How-To Park Toolkits
- 4,822:** Members of Park Friends Groups in Toronto
- 15,000:** Hours volunteers contributed to parks
- 48,750:** Participants who attended events hosted by Park Friends Groups
- 44:** Number of Toronto Wards where Park People has a presence (that's all of them!)
- \$200,000:** Toronto City Budget approved to acquire land to help The Green Line become a linear park
- 4:** Number of new park spaces acquired by City of Toronto to start connecting parts of The Green Line to form a linear park
- 15,000:** Downloads of Making Connections Report, highlighting the need for creative approaches to urban parks

BENEFITS

"Research shows that residents of neighbourhoods with greenery in common spaces are more likely to enjoy stronger ties than those who live surrounded by barren concrete."

- The Trust for Public Land, 2006

25.6%: Increase in regular exercise when people have access to free public places, like parks

57%: Would select one neighbourhood over another if it were close to parks and open space.

ONE TREE GENERATES:

\$31,250
worth of oxygen

\$62,000
worth of air pollution control

\$37,500
worth of water

\$31,250
worth of soil erosion control





Cities are where most Canadians choose to live, work and play. Parks are "green engines" that help address nearly every issue cities face from health to food security, from public safety to community cohesion.

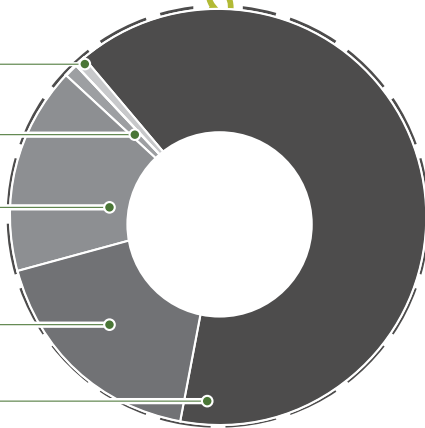
More than ever, parks are at the center of public life. Park People builds stronger communities by animating and improving parks, placing them at the heart of life in the city.

We hope you'll join us in leading a city park renaissance.

FINANCIALS

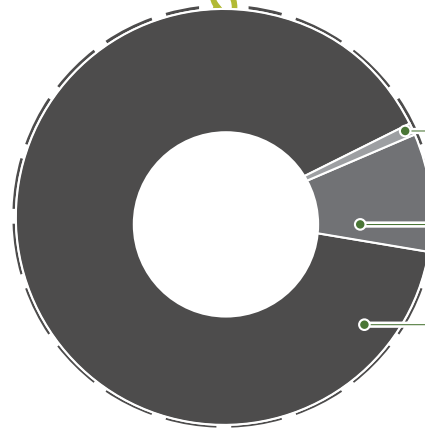
REVENUES: \$920,761

- 1% (\$6,109)
Earned Revenue
- 1% (\$6,109)
Individual Donations
- 16% (\$150,403)
Foundation Grants
- 18% (\$171,599)
Corporate Donations
- 64% (\$560,583)
Government Grants



EXPENSES: \$889,578

- 1% (\$11,748)
Fundraising
- 9% (\$75,625)
Administration
- 90% (\$802,205)
Programming



THANK YOU TO OUR 2015 SUPPORTERS

The generous support of the following individuals, foundations, government agencies and businesses made Park People's impact possible in 2015.

\$100,000+

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Founding Sponsor
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\$25,000-\$99,999

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