Dear Parks Alliance community,

Two years ago, San Francisco became the first city in the country where every resident lives within a 10-minute walk of a park: an amazing feat that you helped us achieve. Now, this is the gold standard for cities across the country - and yet, we know that not every public space in our City currently shines to its full potential.

I’ll admit, reading some of the headlines this year about the state of our City has been challenging, but the work you’re supporting is truly inspiring and showing real, amazing results.

We’ve been working to make sure every neighborhood has not only a park - but a park that is welcoming, safe and imaginative.

Your support helped us bring thousands of people together for sing-alongs at movies in parks they’re visiting for the first time, transform abandoned alleys into welcoming pedestrian thoroughfares, and build over 20 miles of park trails.

All of this doesn’t happen by stepping over the problems our City faces - it happens when neighbors come together to improve their shared spaces and shape their neighborhoods. It happens when people like you step up to make our City a better place to live.

Improving our park system isn’t just about making San Francisco more beautiful, it’s critical to the well-being of every neighborhood. In the past year, groundbreaking research has shown: just 20 minutes a week in a park can do wonders for our mental and physical health, parks help our cities deal with unprecedented environmental challenges, and as we know, they strengthen and unite our communities.

Next year, we celebrate the 150th anniversary of one of the greatest urban parks in the world, Golden Gate Park. In doing so, we also celebrate how fortunate we are to be the beneficiaries of the visionary leadership and investments made by previous generations of San Franciscans who built an incomparable park system. It’s our responsibility to continue to prioritize and support our shared spaces, and to keep them dynamic and flexible to the ever-changing needs of our communities. Here’s to the next 150 years of keeping our parks beautiful, welcoming, and accessible to all.

With gratitude,

Drew Becher, CEO
MISSION

The San Francisco Parks Alliance champions, transforms, and activates parks and public spaces throughout the City.
Reimagining our Public Spaces

In the past year we worked with neighborhoods throughout the City to bring challenged public spaces to life with imaginative works of art. From tiled stairways and art installations to expansive murals, here are some of the dynamic projects we have completed this year.

**Hickory Alley**

Hickory Alley had long contended with litter, graffiti, dumping, and safety issues, but throughout the last year the Parks Alliance worked with neighbors to revitalize the space. Through the Living Alleys Program, the Parks Alliance partnered with ArtSpan and the SF Conservatory of Music to have local artist Hueman create a mural while listening to a live performance from Conservatory students. The result, entitled “What does music look like?” serves as a beautiful backdrop to the pedestrian thoroughfare connecting *Hayes Valley* and Civic Center Plaza.
Tompkins Stairway Garden

Once a trash-covered hillside, Tompkins Stairway Garden is now a safe and welcoming Street Park, featuring a drought-tolerant garden in year-round bloom and a colorful tiled stairway. Dedicated attention from surrounding Bernal Heights neighbors transformed the site into a community greenspace and pedestrian corridor serving the Alemany Farmers’ Market, nearby schools, and shopping districts.

“We worked for years developing our project, but when we partnered with the Parks Alliance, things really started to happen fast. They helped us navigate the bureaucratic hoops, and their partnership and guidance have meant everything to the success of this project.”

VICKY RIDEOUT
TOMPKINS STAIRWAY GARDEN COMMUNITY MEMBER

Stevenson Alley

In 2018, Stevenson Alley neighbors came together to explore ways to mitigate the issues their Market and 6th Street corridor had been dealing with for years. Earlier this year, the Parks Alliance partnered with Kultivate Labs and the SoMa Pilipinas community groups to build a temporary ‘Basketball Court-Yard.’ This space brings together SOMA’s diverse community members to converse, exercise, and learn about the area and the ways that they can work together to create a more active and beautiful Stevenson Street.

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VICKY RIDEOUT
TOMPKINS STAIRWAY GARDEN COMMUNITY MEMBER
Building Trails and Community Connections

Each year the Parks Alliance works with over 200 community groups to improve our collective backyard. This year, their trailblazing efforts led to the creation of an unprecedented network of trails!

Laguna Honda Trail System

In 2016, Laguna Honda neighbors discovered a defunct trail system hidden among the trees. The discovery led to a partnership between the SF Urban Riders and the Laguna Honda Hospital to revive 2.5 miles of this lost trail. Today, these community trails are an active recreation site appreciated by local bikers, runners, and walkers alike!

17 Mile Crosstown Trail

From Candlestick Point to Lands End, the Crosstown Trail takes you through woods, streets, parks, and some hidden gems that our park partners built lovingly over the years. Notable highlights include a major trail section completed this year by SF Urban Riders:

the Laguna Honda Trail System. The vision for this trail was adopted in 2014 by the Recreation and Open Space Element (ROSE) to connect the City’s southeast and northeast metro green spaces, and was completed this year on National Trails Day on June 1.
BEFORE

Phil Arnold Trail in Golden Gate Park

Home to the oldest coastal live oak trees in San Francisco, the Oak Woodlands is a remnant forest located in Golden Gate Park’s northeast corner. The Friends of Oak Woodlands have been stewarding this natural area for 25 years. The trail’s construction began in 2018 and was completed this year, connecting trails from Twin Peaks, Mount Sutro, and Golden Gate Park. The scenic path was also dedicated to Phil Arnold, a longtime advocate of parks and trails - and forever a hero of the Parks Alliance.

AFTER

IN MEMORY OF PHIL ARNOLD (1945-2019)

Phil Arnold was a lifelong advocate of trails and parks, and served on the Boards of SF Parks Alliance and Bay Area Ridge Trail Council. He left his imprint throughout the City and his legacy lives on in the beauty of the Oak Woodlands Trail.

223 active community partners beautifying San Francisco
Celebrating our Shared Spaces

Last year the Parks Alliance explored new ways to bring neighborhoods together around their parks and public spaces, and this year we built on that momentum by expanding our traveling movie night series and launching a free concert series in Jerry Garcia Amphitheater.

Sundown Cinema

Our movie night series with Alamo Drafthouse Cinema, DoTheBay and SF Rec and Parks doubled its dates this year after joining forces with SF Neighborhood Theater Foundation’s long-standing ‘Film Night in the Park.’ Highlights included the original Star Wars at Dolores Park, The Life Aquatic at Pier 70, and yes... Mean Girls at Marina Green on National Mean Girls Day!
This year, the Parks Alliance launched an initiative many years in the making: a free concert series at Jerry Garcia Amphitheater in McLaren Park! In partnership with Friends of the Jerry Garcia Amphitheater, SF Rec and Parks, Supervisor Ahsha Safai, and Bay Area event producer Noise Pop, Due South welcomed internationally acclaimed artist Mexican Institute of Sound and SF electronic artist, Giraffage. This event series hopes to introduce more people to this underutilized park and support local arts and culture for years to come.

“People need celebration in their life. It’s part of what it means to be human. We need magic and bliss and power, myth, and celebration in our lives. And music is a good way to encapsulate a lot of it.”

JERRY GARCIA
Every Neighborhood Deserves a Great Park

This year we launched an initiative to help communities improve their underutilized public spaces, and reached new milestones for the southeast waterfront and playgrounds across the City.

Gene Suttle Plaza

This spring, the Parks Alliance partnered with the Office of Economic and Workforce Development to supplement City services with community-driven activation and beautification in SF’s public spaces. We piloted this program at Mendell Plaza in the Bayview and Gene Suttle Plaza in the Fillmore. We worked with surrounding neighbors, merchants, and community organizations to bring these neighborhood spaces to life with lighting, public art, and regular programming.

Mendell Plaza

Citywide Public Space Initiative
Let’s Play SF!

This partnership with SF Rec and Parks raises funds to renovate 13 of the City’s highest need playgrounds, benefiting 20,000 children across San Francisco. This year we finished the renovation of our first playground, Washington Square Playground, and broke ground on six others!

India Basin

The vision for 13 miles of interconnected green space along the southeast waterfront known as the Blue Greenway is becoming a reality. In the coming year, a major part of the Blue Greenway called India Basin will begin to undergo a stunning transformation, turning 9.6 acres of shorefront into a community destination. In collaboration with SF Rec and Parks and the Trust for Public Land, the Parks Alliance has ensured community input has been the driving force behind the park’s design and is engaged in programming the space before construction begins. We’re excited to create a park that celebrates the surrounding neighborhoods’ vibrant history.
Golden Gate Park 150th Anniversary

Constructed by the determined engineer and gardener, John McLaren, who was told that no park could be built on sand, Golden Gate Park is one of the world’s greatest urban parks. In 2020, we celebrate the iconic park’s 150th birthday through city-wide programming and festivities.

A Year of Celebrations

On April 4, 2020, we begin celebrating the history, arts and culture, innovation, and recreation that make up Golden Gate Park’s 1,017 acres.

Everybody’s Park

Golden Gate Park has more than 25 million annual visits, but remains inaccessible for many SF residents who live across town. The 150th Anniversary campaign will underwrite free shuttles to and from Golden Gate Park and outlying neighborhoods, introducing its wonders to children, families, and seniors who do not have accessible public transit options.
Community Partners

San Francisco Parks Alliance is grateful to our sponsored partners whom we work with every day to beautify and activate every corner of the City!

22nd Street Jungle Stairs
Alemany Farm (Friends of)
Alta Plaza Park (Friends of AMP)
Angel Alley
Athens Avalon Greenspace
Bernal Heights Outdoor Cinema
Buena Vista Neighborhood Association
Cabrillo Playground (Friends of)
Carolina Greenspace
Christopher Park Playground (Friends of)
City Guides
College Hill Neighborhood Association (Bernal Cut Path)
Connecticut Friendship Garden
Conservatory of Flowers
Corbett Heights Neighbors
Dahlia Society of California
Diamond Heights Blvd Median Project
Dolores Park Ambassadors
Dolores Park Playground (Friends of)
ECOS SF
Esprit Park (Friends of)
Far Out West Community Garden
Fay Park Citizens Advisory Committee
Franklin Square (Friends of)
Garden for the Environment
Glen Park Greenway
Goettingen Neighbors Group
Golden Gate Park Band (Friends of)
Golden Gate Park Dog Parks (Friends of)
Golden Gate Park Handball Club
Grattan Playground (Friends of)
Green Alleys Project
Greenhouse Project (The)
GreenTrust SF
Help McLaren Park
Howard Langton Community Garden
Japanese Tea Garden (Friends of)
Joe Dimaggio Playground (Friends of)
Jose Coronado Playground (Friends of)
Kenny Alley (Friends of)
Kezar Triangle (Friends of)
Kids in Parks
La Placita
La Playa Park Coalition
Lafayette Park (Friends of)
Lake Merced Outdoor Center
Lakeview Summit Steps
Larsen Playground (Friends of)
Lincoln Park Steps (Friends of)
Linden Alley (Friends of)
Literacy for Environmental Justice
Marina Earthquake Monument Group
McLaren Bike Park Founders
Miraloma Southern Gateway Tile Project
Mission Bay Families
Mountain Lake Park Playground (Friends of)
Ney Street Neighborhood Watch
Noe Courts (Friends of)
Noe Valley Rec Center (Friends of)
Northridge CommUNITY Garden
Oak Woodlands Golden Gate Park (Friends of)
Pennsylvania Street Gardens
Penny Lane (Friends of)
Pioneer Park Project
Playland at 43rd Avenue (Friends of)
Polo Cycling Track (Friends of)
Potrero Gateway Loop
Potrero Hill Recreation Center (Friends of)
Potrero Sustainable Living Group
Precita Valley Neighbors
Rebirth & Development
Ridge Lane Neighbors
Rossi Playground (Friends of)
Sail SFBay
SF Bee Cause
SF Tennis Coalition
SF Urban Riders
Shared Schoolyards Project
South End Rowing Club
South Park Improvement Association
Starr King of Rebirth and Development
Storrie Ord Neighborhood Group
Sunnyside Conservatory (Friends of)
Sutro Stewards
Tompkins Stairway Garden
Tunnel Top Park
Upper Douglass Dog Park (Friends of)
Urban Alchemy
Urban Sprouts
Victoria Manalo Draves Park/Gene Friend Rec Center (Friends of)
Visitacion Valley Agricultural Garden (Friends of)
Visitacion Valley Greenway (GOAL)
Visitacion Valley PTA
Washington Square Park (Friends of)
West Portal Playground (Friends of)
Wildful Community Garden
With Honey in the Heart

Partner Conference

This year the Parks Alliance hosted our second annual partner conference with over 200 community groups from around the City. The conference—the only one of its kind in San Francisco—provides participants with case studies, skill-building, and resources on how to develop, deliver, and manage parks and public spaces. Keynote speakers included Ron Finley, the ‘Gangsta’ Gardener,’ and Walter Hood, the recipient of this year’s MacArthur Genius Award.

City Partners

Thank you so much to our many partners in City agencies that help make all of our work possible.
Here’s to you, who make all our work possible!

$250,000 and above
Anonymous
Helen and Charles Schwab
Sports Basement
UBS Financial Services
Union Bank of California
Diane B. Wilsey

$100,000 to $249,999
Mimi and Peter Haas Fund
Kaiser Permanente
Golden State Warriors

$50,000 to $99,999
Anonymous
Helen and Charles Schwab
Sports Basement
UBS Financial Services
Union Bank of California
Diane B. Wilsey

$25,000 to $49,999
Anonymous
Helen and Charles Schwab
Sports Basement
UBS Financial Services
Union Bank of California
Diane B. Wilsey

$10,000 to $24,999
Anonymous
Helen and Charles Schwab
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$5,000 to $9,999
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Sports Basement
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Union Bank of California
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Union Bank of California
Diane B. Wilsey

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Sports Basement
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Diane B. Wilsey

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Helen and Charles Schwab
Sports Basement
UBS Financial Services
Union Bank of California
Diane B. Wilsey
Colin Harter  
Cheri and Anthony Head  
Helen Hilton Hadfield  
Andrew and Mairead Homan  
Valerie and Tim Houts  
William Hudson and Nora Gibson  
Alanna and Kyle Huburd  
Sanjay Jain  
Margaret and Edmond Kavounas  
Rachel Kish  
Stuart Kogod and Denise Garone  
Neil Koris  
Douglas Korns and Jeanne Toulouse-Korns  
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Jacquelyn and Todd Krieger  
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Peter and Veronica Krikovich  
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Theodore R. Meyer  
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Louise Mozingo  
Nerd Wallet  
Amy Niles  
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Barbara and John Osterweis  
Julie and Will Parish  
Michelle and Eugene Payne  
Andre and Kristin Pech  
JaMel and Tom Perkins  
Dr. Kathleen Welsh and Dr. Bill Plautz  
Julie and James Redfern  
Melissa and Justin Reyna  
Julie and Christopher Ridley  
Helen and Allan Ridley  
JoAnna Robertson  
Shelagh and Tom Rohlen  
Emilie and Andrew Rosenfeld  
Royston, Hanamoto, Alley & Abey  
San Francisco Association of Realtors  
Colin and Jenny Schmidt  
Sheet Metal Workers’ Intl. Association Local #104  
Steve Shih  
Macy Lou Shott  
Lynda Spence and Robert Mittelstadt  
Sprinkler Fitters Local No. 483  
Joachim Steinberg  
Marcia and Richard Swain  
T. B. Walker Foundation  

Theatrical Stage Employees Union Local 16  
Anna Nordberg and Brantley Thompson  
Frederick and Beth Thurber  
Matthew Tews  
Trust For Public Land  
Turner Construction Company  
Union Square Business Improvement District  
David Wessel  
Annette Wild  
Lara K. Witter and Curt Sigfstead  
Michael Yarmey  
Phil Arnold and Monique Zmuda

**Contributions made between July 1, 2018 and June 30, 2019.**

Contributions under $1,000 can be found at sfparksalliance.org. While we strive to be as accurate as possible, please contact paula@sfparksalliance.org with any corrections or omissions.

To learn more about including the Parks Alliance in your estate plans, please contact 415-621-3260 or development@sfparksalliance.org

**These charity rating services have given the Parks Alliance their highest ratings:**

- GuideStar Exchange Gold  
- Feinberg for Star Charity

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**Contributed Income Breakdown**

- **Individual** $6,321,258.00  
- **Corporations** $1,844,186.00  
- **Foundations** $9,419,203.00  
- **Government Grants** $3,319,343.00  

**Total** $20,903,990.00

*Contributed Income includes Contributions and Capital Campaigns listed under Total Revenue.

**Financials**

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<th>Category</th>
<th>Contributions</th>
<th>Capital Campaigns</th>
<th>Admissions &amp; Sales</th>
<th>Program/Administrative Fees</th>
<th>Revenue from Special Events</th>
<th>Investment Income</th>
<th>Realized and Unrealized Gain (Loss) from Investments</th>
<th>Other Income</th>
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*Capital Campaigns include Let’s PlaySF! and Golden Gate Tennis Center

**Total Expenses**

<table>
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<tr>
<th>Category</th>
<th>Parks Alliance Projects</th>
<th>Community Partner Programs</th>
<th>Support for SF Recreation &amp; Park Department</th>
<th>Administration</th>
<th>Fundraising</th>
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*Only 10% of expenses derive from administration and fundraising.*

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*Unaudited financials. Audited financials will be available by early 2020 at sfparksalliance.org.*
**Become a Member!**

If you use and love San Francisco’s parks then be a part of the campaign to keep them safe, welcoming and activated!

Parks Alliance members experience benefits including complimentary beverages at our Sundown Cinema movie series, tickets to the Conservatory of Flowers, free entry to Scaregrove and Eggstravaganza, and more!

**Party for the Parks**

Over 600 guests celebrated our City at Party for the Parks in Civic Center Plaza this year. The SF Parks Alliance annual gala raised over $700,000 for parks, playgrounds and public spaces across San Francisco.