

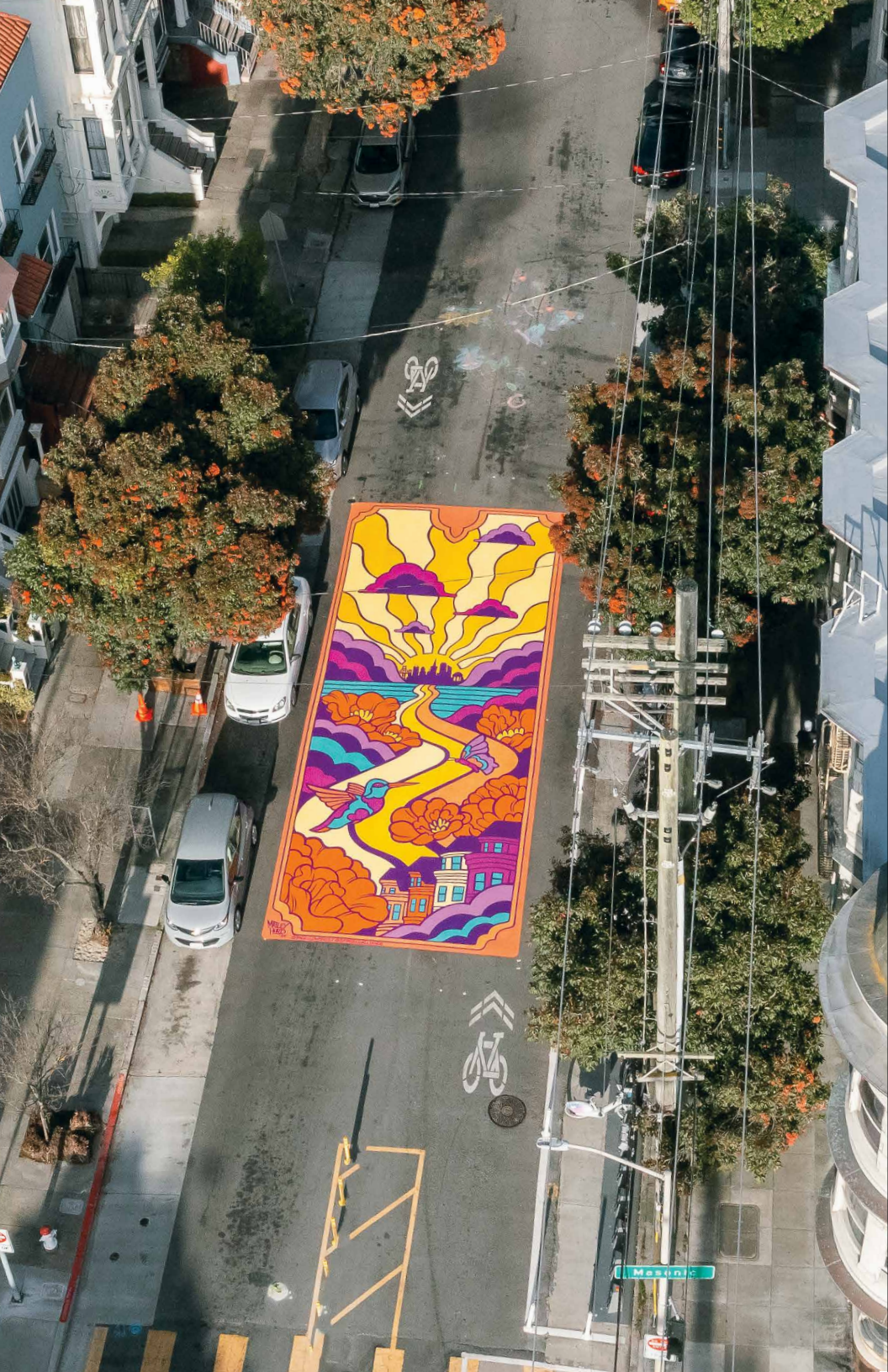
All Spaces Considered

2024 Impact Report



SF
Parks
Alliance





Friends,

Best city to raise a family. Best dog parks in a city. Best city for healthy living. We want San Francisco to be all those things, and better public spaces are how we get there.

At SF Parks Alliance, we are working with community groups and government agencies to transform San Francisco into the city we all want it to be. That means our focus is on every public space, big and small.

We hit major milestones this year on some of the biggest public space projects in San Francisco history—look at the transformation that has happened at India Basin, and the renovations we’ve made to the city’s most dire playgrounds.

But the small spaces matter, too. This year, we united neighbors to paint street murals on Slow Streets. We beautified stairs, alleys, medians, and other often overlooked public spaces. We created and maintained trails through San Francisco’s most biodiverse open spaces. We brought live music to the Mission, Dogpatch, and Potrero Hill.

All of these spaces contribute to the experience we have in our city. When we take pride in our public spaces, it has a ripple effect that makes San Francisco cleaner, safer, and more welcoming.

This essential work can’t happen without you. Thank you for your support, and here’s to another year of making San Francisco a better place, in ways big and small.

With gratitude,

Drew Becher
Chief Executive Officer

Why our work matters

Our community-centered approach for transforming spaces builds a coalition of public space advocates and strengthens our social bonds and sense of shared responsibilities.

Capital Improvements

We build and improve parks and public spaces so they're more accessible and enjoyable to spend time in.

Free Outdoor Events

We bring art, concerts, markets, movies, and more to public spaces to encourage people to spend time outside and connect with neighbors.

Community Engagement

We support community leaders with funding, administrative assistance, and technical expertise so San Franciscans can make the change they want to see.

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Park

India Basin Waterfront Park

After years of fundraising, remediation, and community engagement, we celebrated the opening of the first section of the new India Basin Waterfront Park in October. This once toxic beach now connects Bayview Hunters Point residents to a clean shoreline that includes two public piers, restrooms, an accessible walkway, and native landscaping. Through the process, we helped create jobs and restore an ecosystem.

Next up, neighboring India Basin Shoreline Park will go under construction. Once complete in 2027, it will become part of India Basin Waterfront Park, featuring new amenities like a gravel beach, basketball courts, and playgrounds.



“This park is a love letter to Bayview residents. It’s a living record of a tremendous effort to anchor in the cultural vibrancy of our beautiful neighborhood.”

JACKIE BRYANT,
EXECUTIVE DIRECTOR OF
THE A. PHILIP RANDOLPH INSTITUTE
SAN FRANCISCO



BEFORE

WHEN COMPLETE, THE PARK
WILL BE
10
ACRES WITH
ALMOST TWO MILES OF TRAILS

INDIA BASIN WATERFRONT PARK OPENING CELEBRATION.
PHOTO BY JAMES WATKINS.

Park

Richmond Playground

The new Richmond Playground opened in August to rave reviews from the toughest critics—kids. The new playground features a beautiful wood playscape, a bear-shaped climbing wall, and accessibility improvements to the public restrooms and park entrances. The playground is the 11th completed in the Let'sPlaySF! initiative to renovate 13 of San Francisco's most timeworn playgrounds.



RICHMOND PLAYGROUND. PHOTO BY MASAKI OMORI.

Park

SF Live

In a year of great public concerts, we hosted three of the best. SF Live was a six-month series of free, outdoor concerts hosted by community organizations in collaboration with local music venues. We brought Sudan Archives to Crane Cove Park, Remain in Light to the new China Basin Park, and Eagles of Death Metal to Potrero Del Sol Park.



OVER
12,000
PEOPLE ATTENDED OUR
THREE SF LIVE SHOWS

SUDAN ARCHIVES PERFORMS AT SF LIVE AT CRANE COVE PARK.

Park

Heart Your Parks

We pulled out all the stops for the 2024 season of our Heart Your Parks screen printing giveaways. We brought jazz bands, magicians, games, and inflatable couches to the events so attendees weren't just picking up sweet prints designed by artist Orlie K., but celebrating everything we 'heart' about parks too.



OVER FOUR SATURDAYS,
WE RAISED MORE THAN
\$32,000
TO IMPROVE
SF PUBLIC SPACES!



SF PARKS
ALLIANCE
COMMUNITY
PARTNER



Dahlia Dell

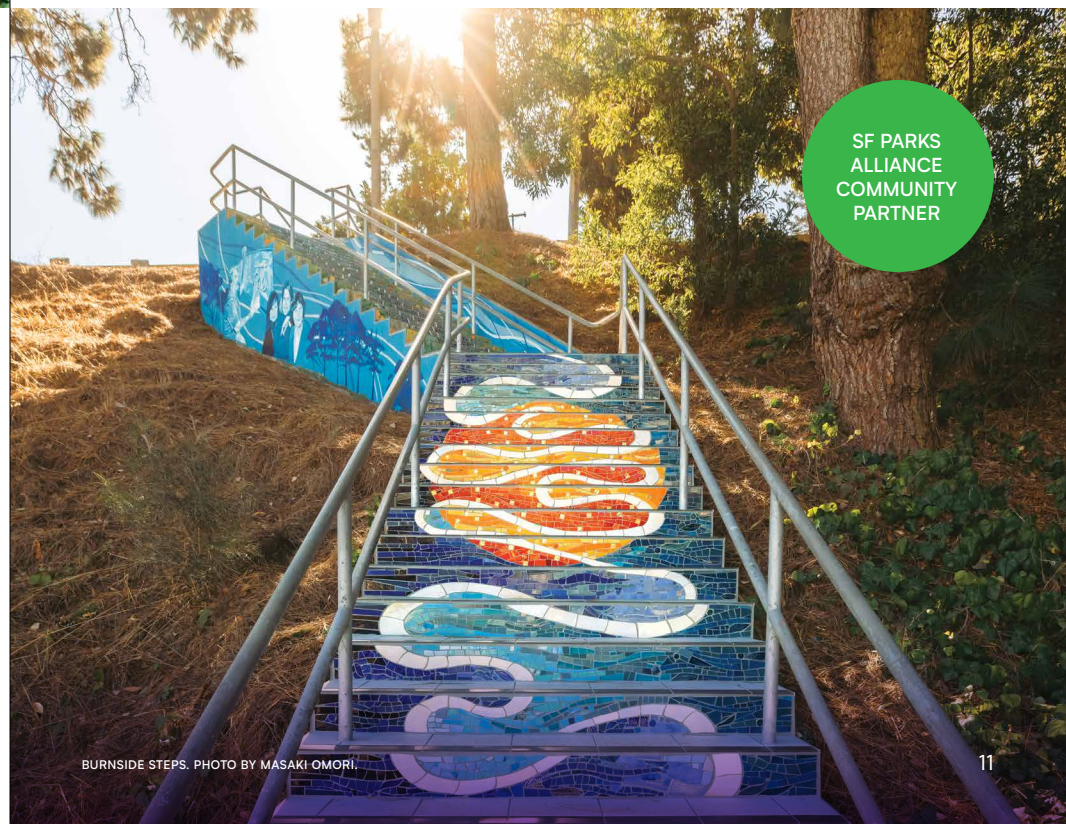
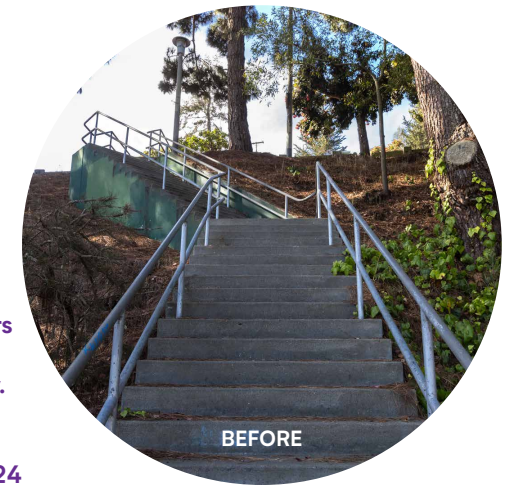
In March, the Dahlia Society of California completed a renovation of their hillside garden in Golden Gate Park. The garden's terraces and retaining walls were repaired, and its pathways were upgraded to increase accessibility. This SF gem is now more welcoming to both visitors and the volunteers who care for the garden.

Garden

Stairs

Burnside Steps

Following the installation of a massive mural in 2022, our Community Partners at Burnside Mural+ capped off 2024 by unveiling a grand new tiled stairway. The stairway (along with the mural) shares the rich and colorful history of Glen Park. On top of it all, October 2024 was named the first official SF Stairway Month to celebrate the city's 900+ public stairways; our Partners at the Burnside Steps spearheaded the free events throughout the month including a tiled stairway tour and a talk on how to beautify neighborhood stairways.



SF PARKS
ALLIANCE
COMMUNITY
PARTNER

“The event itself is like a big party now. It’s more than a market and adds so much to the neighborhood.”

PARK MARKET VENDOR



WE HOSTED OVER

430

BOOTHS THROUGHOUT
THE SECOND SEASON OF
THE PARK MARKET



The Park Market at Crane Cove

Home to makers, artists, food trucks, musicians, and shoppers, The Park Market at Crane Cove soared in its second season. A new “Garage Sale Extravaganza” zone proved popular as community members cycled in to sell books, knick knacks, and other pre-loved items. The busiest market of the year coincided with our SF Live: Sudan Archives show, demonstrating the power of public programming to make a space come to life.

Park

Street

Slow Streets, Fast Friends

Slow Streets, Fast Friends is a community-oriented public art initiative to install street murals on Slow Streets across the city. The street mural installations promote civic pride, support local artists, and encourage drivers to slow down on pedestrian-first streets. After a thorough public outreach process, Slow Streets communities selected two local artists, Matley Hurd and Josué Rojas, to design the murals for the program. Through community paint days, volunteers got to know their neighbors and contribute to their shared public space. Throughout the initiative nine designs were created and five murals were installed on Lyon, Page, Minnesota, and 20th Streets, and Hearst Avenue.



LYON STREET MURAL BY MATLEY HURD. PHOTO BY MASAKI OMORI.

“It felt like we won the lottery when we got a Slow Street, and this amazing mural is like winning again.”

PAGE STREET RESIDENT



MINNESOTA STREET MURAL BY JOSUÉ ROJAS & MATLEY HURD. PHOTO BY MASAKI OMORI.

“My husband and I attend Sundown Cinema every year, and we look forward to it all year! I am so grateful that SF Parks Alliance does these community events that bring together everyone that loves SF.”

ISABELLA CERRI-QUIRÓS



Everywhere

Sundown Cinema

Seven movies, seven parks, seven nights to remember. Our signature movie night series was a hit this season. One highlight: screening SF's *Lost Landscapes* at Duboce Park. This documentary was compiled from archival SF footage and was created specially for Sundown Cinema!

2024 LINEUP:

Dolores Park
Selena
(sing-along)

The Presidio
Bullitt

Glen Park
Labyrinth

The Ferry Building
Barbie

Duboce Park
SF's Lost Landscapes:
Found Home Movies

India Basin Waterfront
The Princess and the Frog

Jerry Garcia Amphitheater
The Nightmare Before Christmas
(sing-along and costume contest)

Path

Virginia Garden Walk

This March, our Community Partners at The Friends of the Virginia Garden Walk added a 13 panel mural to SF's Bernal Heights neighborhood in collaboration with artist Amos Goldbaum. In addition to the mural, the group also planted native species, built retaining structures, repaired irrigation systems, and added solar lights to the space.



BEFORE

Plaza

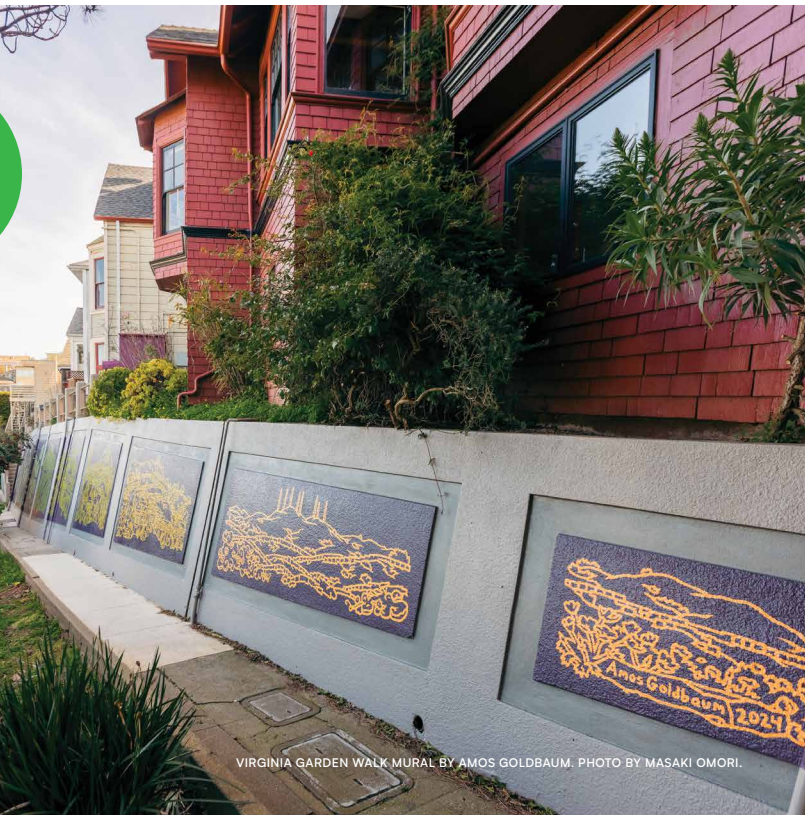
Park and Play: Mahjong and Chess

Our Chess at UN Plaza series was so popular last year that we expanded it into a new series, Park and Play. In addition to chess boards, we brought out mahjong sets and on-site instructors to teach lessons on both games.

“I’ve always wanted to learn how to play mahjong. It’s so nice to have a free resource!”

MINA RAMIREZ, ATTENDEE

SF PARKS ALLIANCE
COMMUNITY PARTNER



VIRGINIA GARDEN WALK MURAL BY AMOS GOLDBAUM. PHOTO BY MASAKI OMORI.



MAHJONG AT UN PLAZA. PHOTO BY KAILEN SWAIN.

Street

SF Porchfest

SF Porchfest is an annual one day music festival in the Mission. Local artists take to street corners, plazas, and porches in the neighborhood to perform for thousands of music lovers.

PORCHFEST 2024
SHOWCASED

52

MUSICAL ARTISTS
ACROSS NINE STAGES

SF PARKS
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COMMUNITY
PARTNER

Park

Kite By The Bay

Candlestick Point State Recreation Area is a hidden gem, and our Kite By The Bay kite festival invited folks to explore the park while enjoying a day full of fun. Attendees gathered to assemble and decorate kite kits on site, and many enthusiasts brought their own. The fall festival also featured a free pumpkin patch and pumpkin painting, face painting, music by local DJ BeatsMe, and complimentary food.

“The Crosstown Trail has amplified our community’s vibrancy and contributed significantly to Leland Avenue’s local economy.”

KEN AND KELLIE, MISSION BLUE CAFE AND GIFT SHOP

SF PARKS
ALLIANCE
COMMUNITY
PARTNER

The Crosstown Trails

The Crosstown Trails are a pair of trails that connect the four corners of San Francisco, and they are maintained by a group of local volunteers. The original Crosstown Trail was created in 2019 and runs southeast to northwest. 2024 marked the group’s fifth anniversary, and to celebrate, they debuted the Double Cross Trail, which runs for 14 miles from southwest to northeast San Francisco.

The trails aren’t just a great way to exercise and get fresh air—they also drive economic development and tourism to underserved neighborhoods along the routes.

Path

Alley

Ledyard Alley

Alongside neighborhood group Silver Terrace Forever, we revitalized an important alley used as a thoroughfare by residents of Silver Terrace. Improvements include new lighting, fencing, signage, and plants, raised planting areas, and a pollinator mural by local artist ORLUarts. During the process, we built excitement for the project by hosting weekly Tai Chi classes at the neighboring Silver Terrace Athletic Fields.





FIERCE FAT FLEA. PHOTO BY CHLOE PETERSON-NAFZIGER.

Everywhere

Action Awards

We distributed our fourth round of ten \$5,000 grants to SF residents, small businesses, and community groups hosting free, recurring community events. In addition to funding, we also provided grantees with event planning expertise to help make their ideas reality. With events ranging from planting parties to pizza making, the Action Awards brought energy to San Francisco neighborhoods, courtesy of the San Franciscans who live there.

“Thanks to our Action Award, we were able to generate interest and support for farm stewardship and sustainable culinary arts.”

ANNE YANOW,
FOSOTA / FRIENDS OF RUTH ASAWA
SCHOOL OF THE ARTS
PRESIDENT

TOP: NATURE IN THE CITY'S ALEMANY FARM FORAGE. PHOTO BY MASAKI OMORI.

2ND: COMMUNITY WORK DAY AT HAWK CREEK FARM. PHOTO BY CHLOE PETERSON-NAFZIGER.

3RD: FOOD WISE AT JUNETEENTH ON THE WATERFRONT AT THE FERRY BUILDING. PHOTO BY MASAKI OMORI.

BOTTOM: SF YOUTH THEATRE'S FAMILY-FRIENDLY STORY THEATER AT GARFIELD PARK. PHOTO BY MASAKI OMORI.



Support Clean, Safe, and Welcoming Public Spaces

With over 200 parks and countless public spaces across San Francisco, your support remains essential to funding new parks and playgrounds, free concerts and movie nights, and a growing network of park advocates. Here are some ways you can support SF Parks Alliance.

Become a Member

Joining SF Parks Alliance as a member is the best way to fund the things you love about San Francisco. You'll become part of a growing community of park lovers just like you! Plus, you'll have access to unique member perks at our events.

Donate

A gift to SF Parks Alliance is tax deductible and directly funds our work to make better public spaces.

For more information, please email development@sfparksalliance.org or visit sfparksalliance.org.

Volunteer

We welcome volunteers at our free outdoor events. Volunteers can help set up sites, greet attendees, and facilitate activities.

To learn more, scan or visit sanfranciscoparksalliance.org/support/



Party for the Parks

Party for the Parks, our annual fundraiser, was hosted waterside at one of San Francisco's newest parks, China Basin. Attendees raised a record sum to support safe, welcoming, and beautiful public spaces. We're so grateful to the donors, sponsors, and volunteers for sharing that vision and making the evening a blast.

If you're interested in learning more about attending or sponsoring Party for the Parks, email development@sfparksalliance.org.

GUESTS RAISED OVER
\$630K
TO SUPPORT PARKS AND
PUBLIC SPACES



Thank You City Partners

SF Parks Alliance is grateful to the many city agencies that we partner with to make San Francisco a better place to work, live, and play.

City and County of San Francisco

City and County of San Francisco
Real Estate Division

Community Challenge Grants

Mayor's Office of Housing
Community Development Division

Port of San Francisco

San Francisco Arts Commission

SF Department of Children,
Youth & Their Families

San Francisco Environment
Department

San Francisco Municipal Transit
Association

San Francisco Office of
Economic and Workforce
Development

San Francisco Planning

San Francisco Public Works

San Francisco Recreation & Parks

San Francisco Unified School District

San Francisco Water Power Sewer

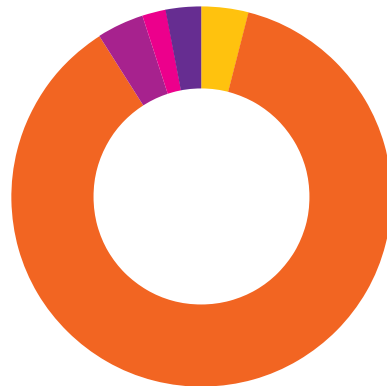
Financials

July 1, 2023—June 30, 2024

Unaudited financials. All audited financials are available at sfparksalliance.org.

How is SF Parks Alliance funded?

Contributions were the primary source of funding, comprising 87% of revenue in the last year.

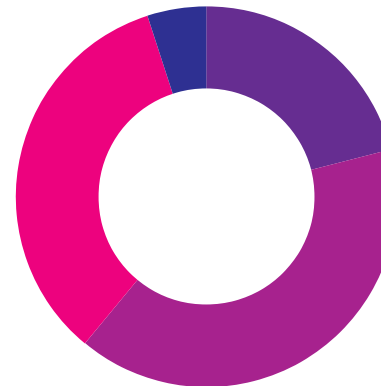


Revenue

Capital Campaign Contributions*	\$391,468	4%
Contributions	\$7,868,971	87%
Investment and Other Income	\$330,576	4%
Program and Administrative Fees	\$222,725	2%
Revenue from Special Events	\$250,438	3%
Total	\$9,064,178	100%

What is the breakdown of SF Parks Alliance's contributed funding?

SF Parks Alliance leveraged public and private support from the generosity of the diverse funding sources to execute the organization's mission.

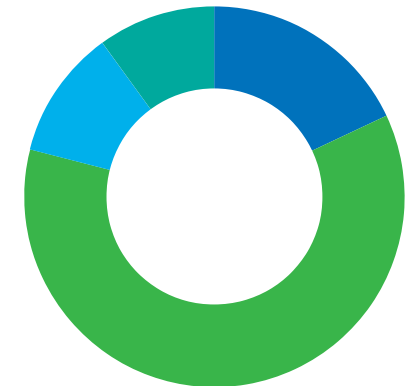


Contributed Income Breakdown

Foundation Giving	\$1,705,120	21%
Government Grants	\$3,338,175	40%
Individual Contributions	\$2,811,631	34%
Corporate Giving	\$405,513	5%
Total	\$8,260,439	100%

How is SF Parks Alliance funding spent?

SF Parks Alliance spent 18% on permanent capital projects and 61% supporting over 85 community groups and partners across the city. The rest, 21% of expenses, were the costs for the administration and fundraising that make this work possible.



Expenses

Capital Campaigns	\$2,611,108	18%
Partner Support	\$9,064,401	61%
Administration	\$1,612,533	11%
Fund Development and Communication	\$1,492,424	10%
Total*	\$14,780,466	100%

*Funding for capital campaigns is often raised in years prior to when it is spent. This explains the difference in revenue and expenses.

Staff

Alyssa Andrews
Accounting Specialist

Thaïs Arjo
Associate Director, Community

Sonia Gonzalez Banks
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Development, Marketing &
Programming*

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Associate Director, Development

Drew Becher
Chief Executive Officer

Adrienne Bernardz
Project Coordinator, Activation

Deanne Bray
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Lauren Buch
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*Director, Strategic Partnerships
& Place*

Thea Yang
*Assistant Project Manager,
Capital*

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TAI CHI CLASS AT SILVER TERRACE ATHLETIC FIELDS. PHOTO BY MASAKI OMORI.



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U.S. POSTAGE
PAID
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PERMIT NO. 12188

DESIGN: Public | PRINTING: Spotlight Printing | PRINTED ON RECYCLED PAPER WITH SOY INKS

