

WHAT WE DO:



CONNECT

Link partners with a shared interest in city parks



SUPPORT

Build the capacity of community park groups and park professionals



CULTIVATE

Build interest in the movement to activate the power of parks



INNOVATE

Test leading practices to activate the power of city parks across Canada

INDICATORS OF OUR WORK

- **4,375:** People attended in-person training, talks, tours and consultations across Canada
- **88%:** Toronto Park Summit attendees said that the Summit helped them "Be inspired and energized to work in parks and public spaces"
- **836:** Participants in our first-ever national webinar series
- **\$170,000:** Public Space Incubator funding distributed to 5 groups to spark new ways to bring people together in Toronto's underused park spaces
- **\$110,000:** TD Park People Grants to support 55 park groups in five cities across Canada hosting 165 park events that hosted 25,670 attendees and 1,389 volunteers in city parks
- **\$100,000:** Awarded to 5 projects that celebrate and enhance Greenbelt protected urban river valleys in partnership with the Greenbelt Foundation
- **\$16,000:** Funding distributed to help activate underserved parks
- **10,000,000:** Media reach of Park People stories highlighting the power of parks in cities across Canada
- **35,026:** Number of people who participated in 1366 community events in parks, supported by 10,709 volunteers
- **84%:** People surveyed across Canada who say they'd recommend Park People to other groups interested in parks
- **1,559:** Number of park walks made possible through Park People's new Walk in the Park program, bringing seniors' walks to community parks in Toronto
- **114%:** Increase in Walk in The Park participants feeling "very connected to their community" after participating in the program
- **650:** Number of people participating in activities hosted by community park groups that makeup Canada's first Francophone city park network, launched by Park People and Ecology Ottawa.

Park People helps people activate the power of parks to improve quality of life in cities across Canada.

“The public realm is the connective tissue of our everyday world.”

- James Howard Kunstler

[Join us to make something awesome happen in our city parks.](#)

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FINANCIALS

REVENUE: \$1,704,522

33% (\$559,015)

Earned Revenue

24% (\$407,001)

Government Grants

22% (\$375,000)

Corporate Donations

20% (\$346,723)

Foundation Grants

1% (\$16,783)

Individual Donations

EXPENSES: \$1,679,890

2% (\$35,685)

Fundraising

9% (\$153,135)

Administration

89% (\$1,491,071)

Programming

THANK YOU TO OUR 2018 SUPPORTERS

The generous support of the following individuals, foundations, government agencies and businesses made Park People's impact possible in 2018.

Founding Sponsor

TD Bank Group

\$100,000+

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