

IMPACT REPORT 2019

Indicators of our work

PARK ACTIVATIONS

242,010 - Number of people who attended 2,050 park events and activities hosted by members of Park People's National Network.

36,078 - Number of people who attended events and activities hosted by TD Park People Grant recipients in city parks across Canada.

17,116 - Hours spent in nature as a result of Park People's partnership with Nature Valley to help more Canadians rediscover the joy of nature in city parks across Canada.

1,250 - Number of accessible outdoor walking opportunities provided to 300 seniors and older adults who participated in Manulife Walk in the Park program.

99% - Seniors and older adults who say they plan to continue walking regularly after participating in Manulife Walk in the Park program.

14,866 - Number of people who attended Arts in the Parks events in their local Toronto park, with Park People as a community partner.

75 - Number of native trees planted at 8 Toronto Community Housing properties to reach the goal of 40 per cent canopy cover in partnership with LEAF.

2,716 - Number of people who attended events in underserved Toronto communities as a result of Sparking Change funding and support.

NETWORKS

700 - Number of community park groups that make up Park People's National Network in 66 cities across Canada.

96% - Park People National Network members who say that their work in parks helps build a sense of belonging in their community.

83% - Park People National Network members who say their community park group helps

build awareness of how to protect and enhance green spaces in their city.

98% - Park People National Network members who say that Park People is helpful to their work and organization.

642 - Number of Community Park leaders in Toronto from 169 park groups who were supported through workshops, training, networking events, and bus tours.

RESEARCH & KNOWLEDGE SHARING

200 - Number of people from 34 cities who attended Park People's Heart of the City National Conference in Montreal.

43 - Number of people from 16 cities in 7 provinces who received bursaries that enabled them to attend the Park People's Heart of the City conference in Montreal.

85% - Conference attendees who said that their networks were strengthened as a result of attending the Conference.

138 - Number of Gatineau municipal staff and partners

who participated in Gatineau's first Forum on Parks and Public Spaces.

20,000 - The number of unique online views of the first annual Canadian City Parks Report, launched in June 2019.

23 - Number of cities that shared data, best practices and challenges featured in the Canadian City Parks Report.

80% - Cities that said the Canadian City Parks report is useful to their work.

GRANTS & FUNDING

\$150,000 - TD Park People Grants distributed to support 75 park groups in 7 cities hosting 225 park events attended by 32,569 people and 1,771 volunteers in city parks across Canada.

\$170,000 - Public Space Incubator funds distributed to

5 groups to spark new ways to bring people together in Toronto's underused public spaces.

\$100,000 - Awarded to 5 projects that celebrate and enhance Greenbelt protected urban river valleys in partnership with the Greenbelt Foundation.



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

Join us to make something awesome happen in our city parks.

416.583.5776 | info@parkpeople.ca | parkpeople.ca

Financials

EXPENSES: \$2,119,792

2% (\$38,123)
Fundraising

5% (\$109,779)
Administration

93% (\$1,971,890)
Programming

REVENUE: \$2,145,526

2% (\$41,690)
Individual Donations

13% (\$275,584)
Government Grants

19% (\$409,835)
Earned Revenue

32% (\$685,000)
Corporate Donations

34% (\$733,417)
Foundation Grants

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

- James Howard Kunstler -



Thank you to our 2019 supporters

The generous support of the following individuals, foundations, government agencies and businesses made Park People's impact possible in 2019.

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