



Parks are not simply green places of respite with grass and trees—they are critical pieces of the social infrastructure of our cities. And we believe they have a role to play in creating more inclusive, equitable places that are shaped by and for the people living there.

– Park People Sparking Change Report, 2017

INDICATORS OF OUR WORK

- **\$1,015,344:** Funding distributed to 11 park projects through the Weston Family Parks Challenge, a program administered by Park People
- **29 acres:** New park spaces created through the Weston Family Parks Challenge
- **390,866:** Trees, plants and shrubs planted through the Weston Family Parks Challenge

- **82%:** Percentage of people who say they feel more knowledgeable about how to get involved in their park because of Park People
- **\$25,000:** Funding distributed to help spark events among Park Friends groups in underserved neighbourhoods through Park People's TD Park Builders Program
- **2,300:** Number of participants in attendance at events that received support through Park People's TD Park Builders Program

- **135:** Applications received from 41 cities in 10 provinces to attend Park People's Calgary Heart of the City Conference, the first gathering of city park champions across Canada
- **34,243:** Number of people who attended an Arts in the Parks event in their local park, with Park People as a community partner
- **87%:** Percentage of people who said they felt a stronger sense of community as a result of attending an Arts in the Parks event
- **1,760:** Number of people who experienced the first movie in their local park with Moonlight Movies, Park People's initiative to bring events to parks in underserved neighbourhood

- **\$1 million:** Amount secured in the City of Toronto budget for a Green Line implementation study and improvements
- **10,000:** Number of views of Park People's video featuring the Green Line
- **1:** Number of park conservancies in Toronto. Park People studied and recommended the innovative model to establish Toronto's first park conservancy to maintain, operate and program The Bentway.

- **720:** Number of hours of observational data collected from 100 volunteers managed by Park People to perform Toronto's first "Public Space Public Life" study with City of Toronto and Gehl Architects

"One of my inspirations for making a major donation to launch the Bentway was reading "Park People's Making Connections Report." It spoke to me about the opportunity to use creative linear parks in underused spaces to build a network of public spaces."

Judy Matthews, Project Donor, The Bentway

WHAT WE DO:



CONNECT

Link partners with a shared interest in city parks



SUPPORT

Build the capacity of Community Park Groups



CULTIVATE

Build interest in the Community Park Group movement



INNOVATE

Lead projects that highlight creative approaches to city building



INSPIRE

Produce research that highlights possibilities for city parks

park
people

IMPACT
REPORT

2016



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.

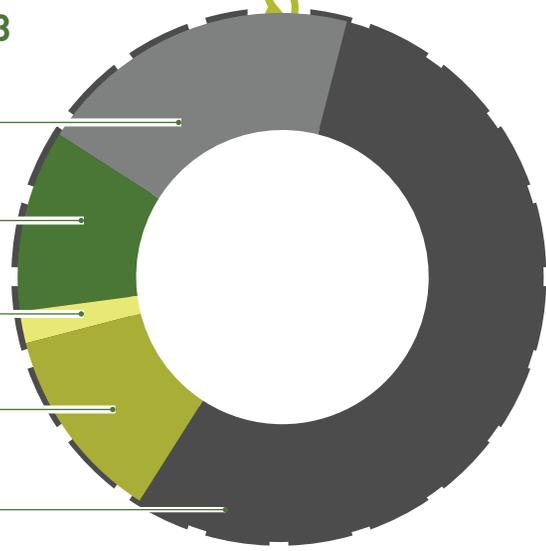
We hope you'll join us in leading a city park renaissance.

PARKPEOPLE.CA
416.583.5776
INFO@PARKPEOPLE.CA

FINANCIALS

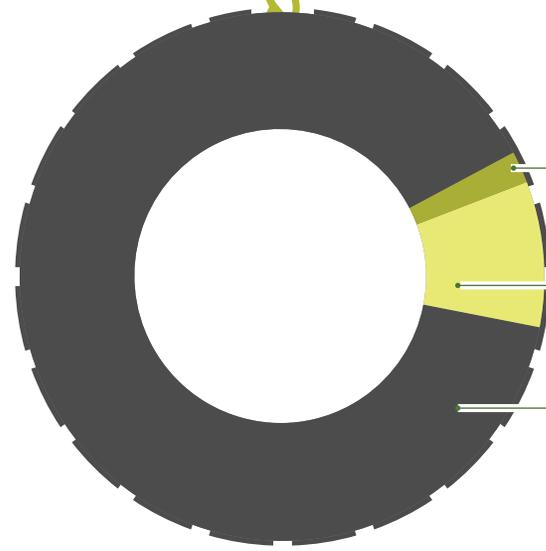
REVENUE: \$1,039,773

- 20% (\$202,739)**
Corporate Donations
- 11% (\$119,325)**
Foundation Grants
- 2% (\$23,132)**
Individual Donations
- 12% (\$124,229)**
Earned Revenue
- 55% (\$570,348)**
Government Grants



EXPENSES: \$966,701

- 2% (\$18,443)**
Fundraising
- 9% (\$83,369)**
Administration
- 89% (\$864,889)**
Programming



THANK YOU TO OUR 2016 SUPPORTERS

The generous support of the following individuals, foundations, government agencies and businesses made Park People's impact possible in 2016.

- \$100,000+**
TD Bank Group
Founding Sponsor
The Ontario Trillium Foundation
- \$25,000-\$99,999**
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a City of Toronto program
Miziwe Biik Aboriginal Employment and Training
Ontario Ministry of Municipal Affairs and Housing
The W. Garfield Weston Foundation
- \$10,000-\$24,999**
Judy and Wilmot Matthews
Tamara Rebanks
Urban Space Property Group

- \$1,000-\$9,999**
Blake, Cassels & Graydon LLP
Carolyn Taylor
Cultural Hotspot,
a City of Toronto program
Dave Harvey
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Anna Hill
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