



The role of the park is not just as a compensatory blast of nature, quiet calm and oxygen in a city with too little of all of them, but also as a jointly savoured event, a common currency, something possessed by everyone, but owned by no one.

- Frank Bruni, New York Times

INDICATORS OF OUR WORK

- **100:** People from 36 cities and 10 provinces who attended Park People's first national conference in Calgary
- **49:** Speakers from across Canada who led talks, panel discussions and workshops at the Park People national conference
- **98%:** Percentage of people that said Park People's national conference strengthened their personal network of city park people
- **73%:** Percentage of Toronto Park Friends who said that they are better able to connect with other park groups as a result of Park People's work
- **400:** Number of park champions from 40 Canadian cities that signed on as members of the Park People Network
- **\$25,000:** Amount of funding distributed to underserved neighbourhood park groups to help activate parks through the TD Park Builder Program
- **769:** Number of people who attended Park People workshops, talks, conferences and Summit
- **54,036:** Participants that attended events hosted by Toronto Park Friends Groups
- **21,947:** Number of volunteer hours 4,632 volunteers contributed to Toronto Park Friends groups
- **151,774:** Number of people who attended one of 341 Arts in the Parks Events, with Park People as a partner
- **73%:** Percentage of Arts in the Parks attendees who strongly agree that "events like these create a stronger sense of community"
- **76%:** Percentage of park groups that saw an increase in use and enjoyment of their park as a result of their events, activities and outreach efforts
- **2,217:** Number of downloads of Park People's Sparking Change Report
- **230:** Number of people who participated in 4 signature parks walks to generate dialogue about the future of Rail Deck Park
- **200:** Number of people who participated in public walks along The Bentway to provide feedback on the design and programming of this new linear park

WHAT WE DO:



CONNECT

Link partners with a shared interest in city parks



SUPPORT

Build the capacity of Park Groups



CULTIVATE

Build interest in the City Park Group movement



INSPIRE

Produce research and launch projects that highlight possibilities for city parks

park
people

IMPACT
REPORT

2017



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.

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FINANCIALS

REVENUE: \$1,028,588

18% (\$184,812)

Earned Revenue

10% (\$106,400)

Government Grants

4% (\$41,478)

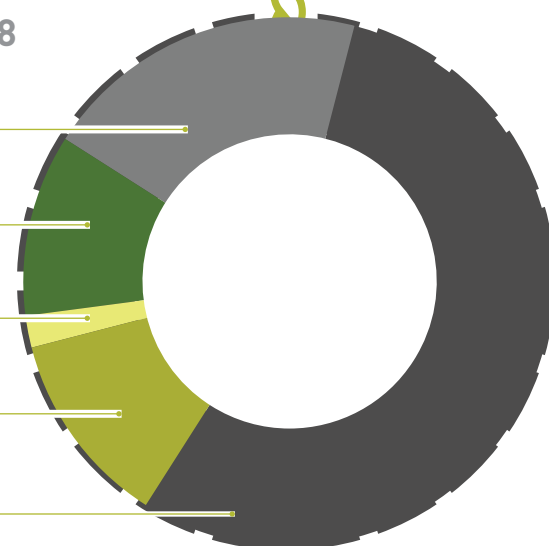
Individual Donations

15% (\$147,623)

Foundation Grants

53% (\$548,275)

Corporate Donations



EXPENSES: \$1,015,925

2% (\$23,065)

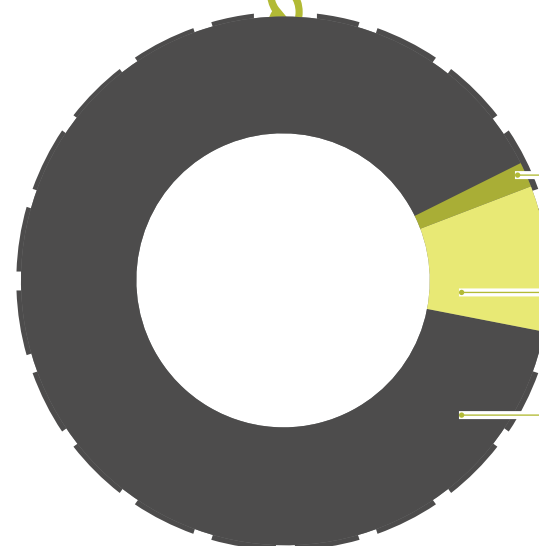
Fundraising

11% (\$111,774)

Administration

87% (\$881,086)

Programming



THANK YOU TO OUR 2017 SUPPORTERS

The generous support of the following individuals, foundations, government agencies and businesses made Park People's impact possible in 2017.

\$100,000+

TD Bank Group
Founding Sponsor

\$25,000-\$99,999

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