



ANNUAL REPORT 2017

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People for Parks

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Strategic Highlights

Our strategic direction for 2017 included:

- An assessment of and deeper understanding of our current financials and creating a culture of fundraising so we can accomplish key objectives to remain financial sustainable.
- Implementing a zone strategy to better serve and engage with all of Minneapolis.
- Enhance board's understanding of current pulse/needs/accomplishments of organization through streamlined communications and processes.
- Staying committed to our strategic partners and strengthening our connection through dual promotion and events.
- Increase our visibility and "case for support" to the community by telling a story through planned communications and updating of all mediums.

Financial Highlights

Our Financial highlights for the year are measurements we selected around growing our donor base. Our highlights include:

- 49 new donors with an average donation of \$132.13 and \$6,606 in new donations
- 99 people gave in 2017 who did not give in 2016
- 251 new leads added to database (99 BRS, 47 RBR, 105 OS)
- Annual appeal had a 6.42% response with an average donation of \$162
- 40-year appeal had a 9.38% response with an average donation of \$86
- Give to the Max had 30 donations with an average donation of \$54

Operating Highlights

We celebrated our 40-year anniversary this year which was a great time to increase our visibility with the public and tap into new donor pools. There was a lot of work we completed as we continued to evolve and grow this organization, we have board members and an Executive Director that committed to achieving these goals together!

Grant Overview

People for Parks awards grants to Minneapolis Parks and Recreation Board (MPRB), community groups, individuals, community institutions, or park staff to create, expand or improve programs or facilities to enhance opportunities for citizen participation in Minneapolis Parks.

What is funded?

- Projects or programs that take place on MPRB owned property. Projects on city, county or privately-owned land are ineligible for funding.
- Capital improvement projects that will make a lasting impact to the Minneapolis Park system.
- Projects or programs that supplement, but don't replace, MPRB funding. PFP cannot fund projects or programs on MPRB land if the concept is not approved by MPRB.
- Projects or programs that increase the use, visibility and enjoyment of Minneapolis parks.

The major criteria to be used to evaluate the grant applications include:

- Sustainability, including the availability of ongoing operating and maintenance funds if the project requires ongoing support.
- Overall impact on park users.
- User population demographics and characteristics
- Approval of project by MPRB
- Applicant's history of successful project implementation
- Community and neighborhood support

Priority is given to:

- Park-focused community groups that have a long-term commitment to their neighborhood park.
- Projects or programs that can demonstrate buy-in from the neighborhood or community (e.g. number of volunteers, matching funds, in-kind contributions, etc.)
- Projects or programs that engage the neighboring community and invite people to get involved.
- Geographic diversity – e.g. in parks where P4P has not provided funding in the last three years.
- Projects or programs that demonstrate good environmental stewardship . e.g. use of Forestry certified wood, recycled content material, etc

What is not funded:

- Any project or program that is discriminatory in any way, e.g. excludes park users by race, religion, accessibility, etc.
- Projects that would replace MPRB maintenance and operations; for example, tree pruning and normal repairs to park properties or facilities are not eligible projects.
- Materials that will be sold for profit.
- Staff time.
- Refreshments for volunteers or contractors.
- **Expenses incurred prior to grant approval.**

2017 Grants Awarded

Heritage Park \$8,000

Sumner Field – Heritage Park – Urban Strategies and the Green Garden Bakery - winter boots and winter equipment for our youth, as well as a water station, durable, lightweight, and mobile tables to set up in the park, pop-up shade tents for our four stations, walkie-talkies and whistles, outdoor speakers, and other equipment for our summer program.

Multiple Parks \$1,000

Safety Camp – bicycle helmets

Hiawatha School Park \$1,000

Youth led community garden.

Hiawatha Park \$15,000

Participated in Arbor Day celebration

and funded planting of 183 trees

Minneapolis Parks \$8,000

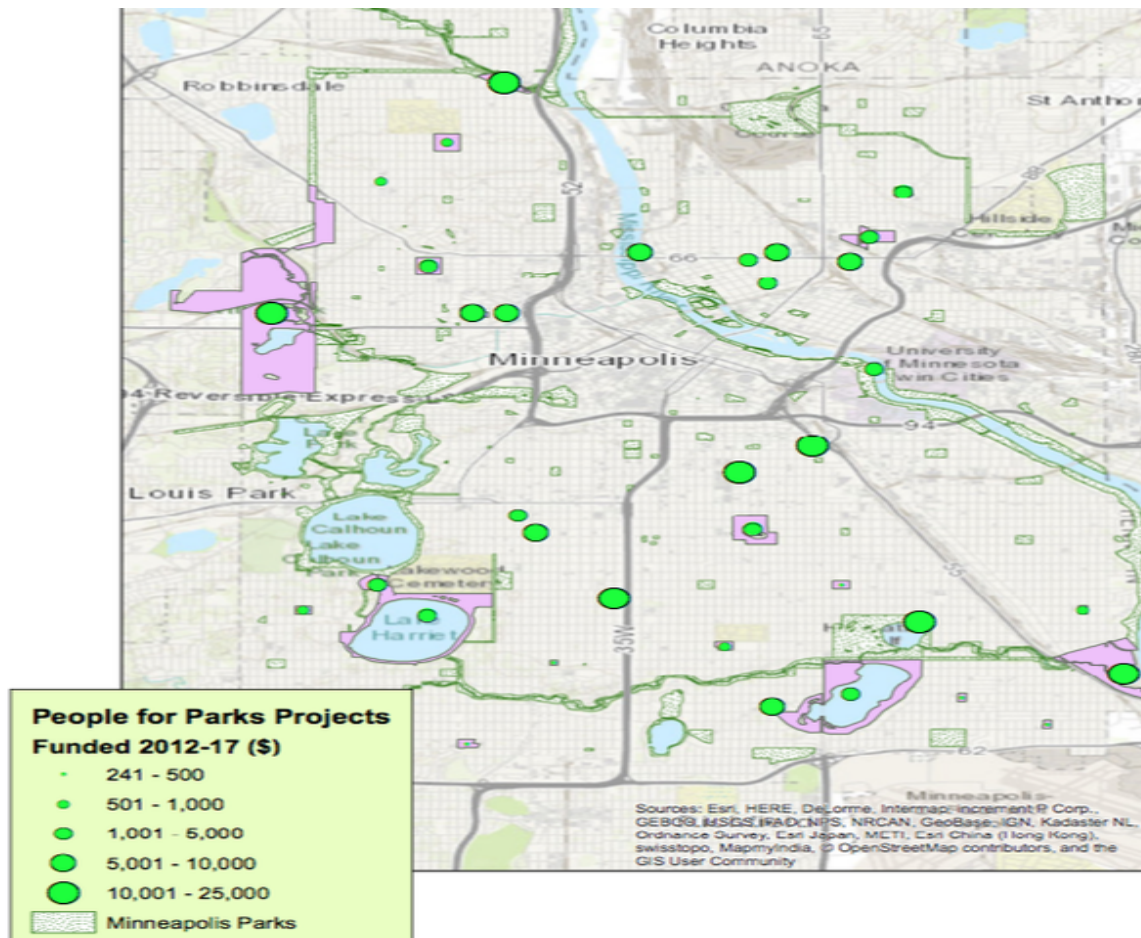
Swimming Scholarships – teaching 160 kids to swim! (Webber Natural Swimming Pool, Jim Lupient Water Park, North Commons Water Park, Nokomis Main Beach and Wirth Lake Beach)

Multiple Parks \$650

Ice Walkers- equipment for new skaters and skaters with limited mobility – allowing them to experience ice skating in a safe and fun way!

Bryant Square Park \$2,500

Dolphin Mosaic Project – repurpose existing concrete dolphin mosaic tile to become a public art sculpture.



Looking Ahead

As we move into 2018 we will be focusing our efforts on a deeper understanding of our current financials and creating a culture of fundraising, so we can accomplish key objectives to remain financial sustainable. We will be implementing strategic partnerships with key community organizations to have better access to community driven needs. We will stay committed to our revenue generating partners and strengthening our connection through dual promotion and events. We hope to increase our visibility and “case for support” to the community by telling a story through planned communications and updating of all mediums.

We began the year by adopting a new mission statement: People for Parks builds grassroots relationships by empowering people to engage in stewardship, community, and enjoyment of Minneapolis Parks through equitable funding of projects and programs.

Our key goals for 2018 are financial sustainability, diversification, board development, strategic partnerships, and public visibility. We have approved a 2018 strategic plan to help us accomplish key objectives within these goals.

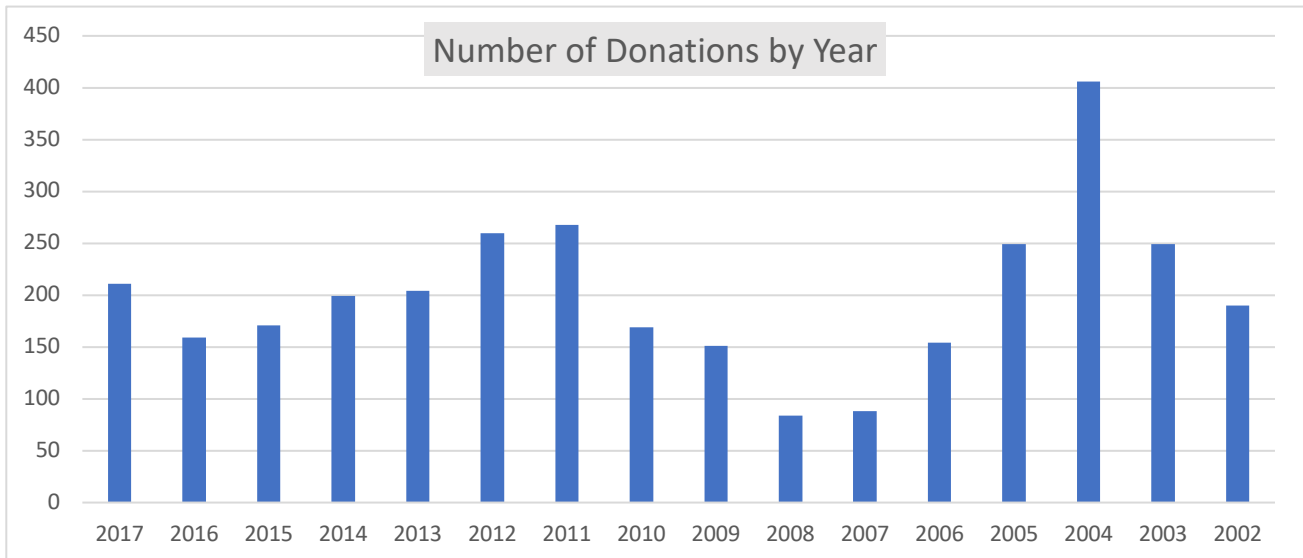
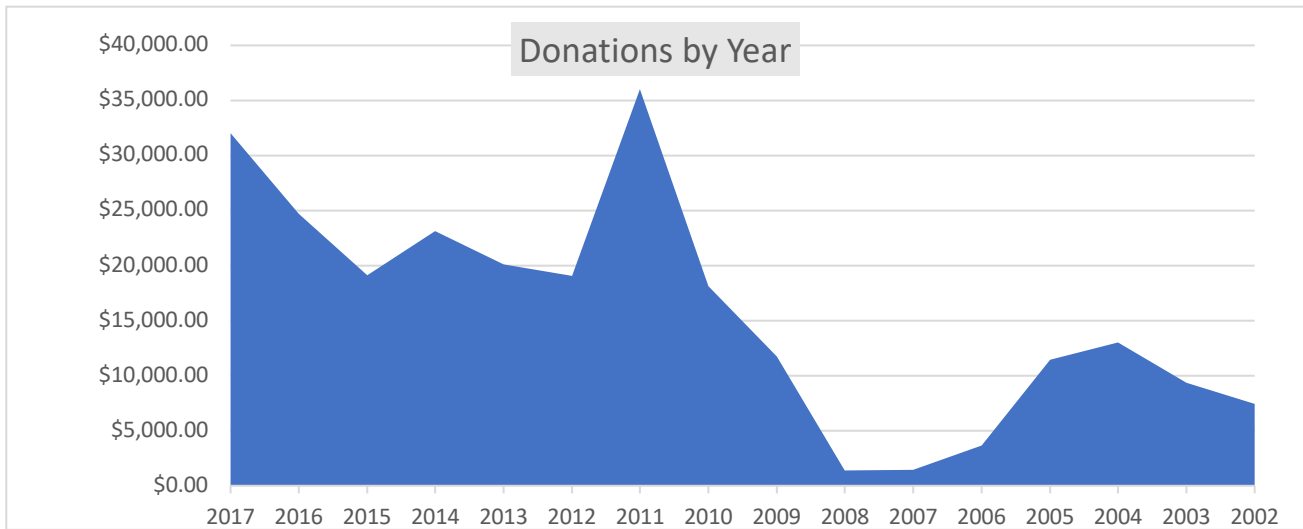
Chriss Joyce

Executive Director

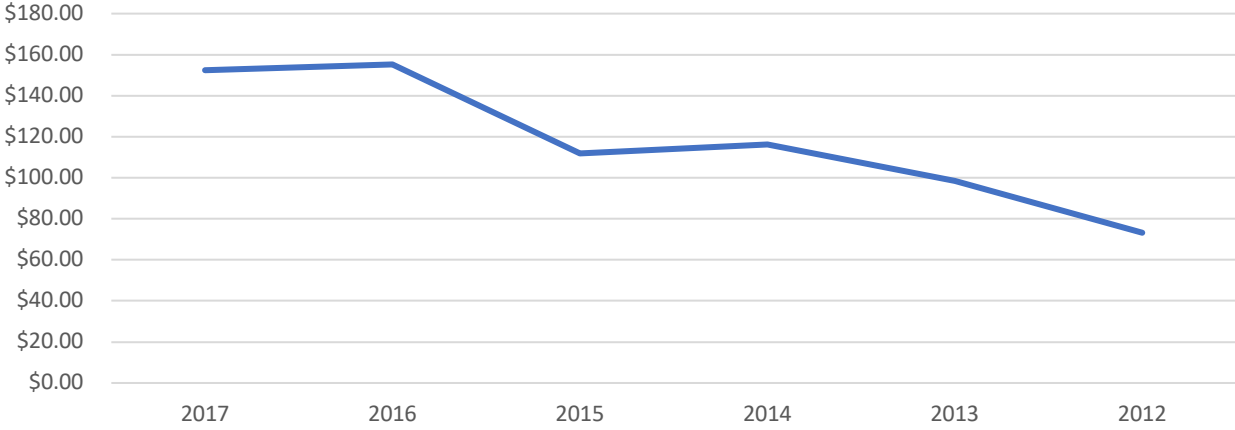
March 31, 2018

FINANCIAL SUMMARY

Our number of donations received, and donation amounts are up from 2016. Our average donation is down slightly from 2016. We continue to spend down some of our reserves by awarding more grant money and investing in operations.



Average donation YOY



FINANCIAL STATEMENTS

Balance Sheet

3:15 PM
01/10/18
Accrual Basis

People For Parks Balance Sheet As of December 31, 2017

	<u>Dec 31, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
1015 · Thrivent Checking - 111103	16,084.54
1020 · Bridgewater Bank - Money Market	20,361.10
1050 · Bridgewater Bank - CD 7729	19,495.65
1060 · Thrivent - Checking (5Kacct)	19,611.79
1065 · Thrivent - MLK Legacy 1570	11,817.10
1071 · Thrivent CD 890077	33,061.69
1075 · Thrivent Mutual Fund Account	50,599.59
1095 · Thivent - Friends of Peace Gar.	6,590.08
Total Checking/Savings	<u>177,621.54</u>
Other Current Assets	
12100 · Inventory Asset	1,561.40
Total Other Current Assets	<u>1,561.40</u>
Total Current Assets	<u>179,182.94</u>
TOTAL ASSETS	<u><u>179,182.94</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2320 · Remnick Tree Funds (restricted)	
2321 · Nokomis Park Tree Fund	465.20
Total 2320 · Remnick Tree Funds (restricted)	<u>465.20</u>
2500 · Friends of the Peace Garden	6,590.08
2501 · Falls 4 All Payable	650.00
2503 · MLK Legacy Committee	
MLK Playground fund	17,124.39
2503 · MLK Legacy Committee - Other	4,692.71
Total 2503 · MLK Legacy Committee	<u>21,817.10</u>
2505 · Allan Spear Memorial Fund	184.06
2507 · Dean Green Improvement Group	98.83
2515 · Safety Camp Sponsorship	1,000.00
2517 · Triangle Park Grant	10,000.00
2522 · Yoga in the Parks	630.00
2524 · Dolphin Mosaic Grant	2,500.00
Total Other Current Liabilities	<u>43,935.27</u>
Total Current Liabilities	<u>43,935.27</u>
Total Liabilities	43,935.27
Equity	
3010 · Unrestrict (retained earnings)	107,282.97
3100 · Temporarily restrict net asset	
3131 · Remnick Tree Funds	2,341.16
3132 · Jeff Winter Memorial Funds	4,829.05
3133 · Triangle Park Fund	1,058.30
3135 · Don J. Miller Trust	43,040.87
3100 · Temporarily restrict net asset - Other	500.00
Total 3100 · Temporarily restrict net asset	<u>51,769.38</u>
3136 · Camden Lions Club Swimming Fund	1,100.00
Net Income	<u>-24,904.68</u>
Total Equity	<u>135,247.67</u>
TOTAL LIABILITIES & EQUITY	<u><u>179,182.94</u></u>

Profit & Loss Comparison 2010-2017

Profit & Loss Comparison 2010-2017

	Proposed Jan - Dec 18	Jan - Dec 17	Jan - Dec 16	Jan - Dec 15	Jan - Dec 14	Jan - Dec 13	Jan - Dec 12	Jan - Dec 11	Jan - Dec 10
Ordinary Income/Expense									
Income									
4020 - Public Donations									
4022 - Foundation Grants				5,300.00	0.00	600.00	5,125.00	5,000.00	0.00
4025 - T-Shirt Sales		23.97		0.00	50.00			274.35	1,717.00
4020 - Public Donations - Other	52,350.00	47,029.89	36,669.57	35,741.39	50,342.43	40,417.08	43,027.20	16,954.92	22,166.11
Total 4020 - Public Donations	52,350.00	47,053.86	36,669.57	41,041.39	50,392.43	41,017.08	48,152.20	22,229.27	23,883.11
4030 - Designated Donations						44,210.87	6,704.55	19,541.73	32,995.00
4040 - Event Income									
4041 - 5K Entry Fees			4,309.00	8,560.77	8,066.50	11,177.50	8,570.00	10,514.00	8,638.00
4042 - 5K Sponsorship Income		650.00	5,250.00	6,000.00	2,500.00	2,600.00	2,000.00	0.00	1,500.00
4040 - Event Income - Other	20,000.00	18,366.49	1,945.23					55.00	0.00
Total 4040 - Event Income	20,000.00	19,016.49	21,513.23	14,560.77	10,566.50	13,777.50	10,570.00	10,569.00	10,138.00
4500 - Interest Income	1,200.00	1,118.15	887.67	904.71	890.47	594.25	785.61	1,999.27	3,042.36
4900 - Internal Reclass ("Admin Fee")								0.00	0.00
Total Income	73,550.00	67,188.50	59,070.47	56,506.87	61,849.40	99,599.70	66,212.36	54,339.27	70,058.47
Cost of Goods Sold									
50000 - Cost of Goods Sold		1,285.20							
50100 - Bench Expense	1,200.00	930.00	1,070.00	1,236.20	5,122.95	1,635.00	0.00		
50200 - Paver Expense	4,500.00	4,203.72	5,500.24	5,100.30	3,066.12	1,945.98	0.00		
50300 - 5K race expense			5,789.52	6,578.92	4,821.08	843.73	0.00		
50400 - Posters for Parks	10,600.00	9,971.87	7,767.00						
Total COGS	16,300.00	16,390.79	20,126.76	12,915.42	13,010.15	4,424.71	0.00	0.00	0.00
Gross Profit	57,250.00	50,797.71	38,943.71	43,591.45	48,839.25	95,174.99	66,212.36	54,339.27	70,058.47
Expense									
Contracted Services			300.00	112.77	204.00	204.00	0.00		
Fund Raiser Expenses	7,800.00	7,880.18	3,283.44	0.00	103.25	0.00	500.00		
Insurance	705.00	705.00	719.00	719.00	719.00	719.00	0.00		
5000 - Grants								31,451.48	22,057.67
6010 - Accountant Fees	935.00	935.00	925.00	900.00	1,498.00	1,438.00	1,946.50	1,029.00	1,385.00
6015 - Annual State Filing Fees	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00
6020 - Bank Fees			15.00	0.00	20.00	10.00	0.00	35.94	7.77
6025 - Bookkeeping				135.00	195.00	192.50	0.00	1,128.71	1,090.00
6030 - Business Lunches, Parking Fees	120.00	116.39		0.00	56.35	81.52	33.62	0.00	161.76
6035 - Contract Labor			634.38	1,043.75	928.13	1,034.37	2,039.39	890.88	1,222.75
6038 - Depreciation Expenses						271.06	35.50	142.00	142.00
6040 - Dues & Subscriptions	175.00	175.00	50.00	50.00	50.00	50.00	50.00	150.00	50.00
6045 - Interns								0.00	1,437.00
6050 - Office Administrator	13,560.00	12,322.00	7,306.30	13,486.40	4,936.40	14,329.97	11,147.85	7,827.50	5,293.75
6055 - Office Rent	1,440.00	1,440.00	1,440.00	1,440.00	1,440.00	1,320.00	1,560.00	840.00	0.00
6060 - Office Supplies	1,200.00	1,333.96	196.73	92.77	575.08	196.60	251.58	201.59	260.06
6065 - Postage & Delivery	192.00	171.20	962.75	212.98	837.74	423.99	899.13	1,196.26	317.24
6066 - Mailing Service				189.00	0.00	16.55	0.00		
6070 - Printing & Reproduction	396.00	403.19	3,529.26	21.44	3,586.74	4,096.98	1,546.46	5,587.80	8,262.13
6075 - Project & Event supplies	3,240.00	3,322.45	1,159.50	0.00	249.66	5,127.32	10,701.07	12,197.74	11,329.79
6076 - Project & Event work	3,120.00	3,174.17							
6079 - Social Media and Email	1,800.00	1,645.74	1,052.50	35.00	0.00				
6080 - Sponsorships								387.50	618.50
6085 - Telephone expenses			160.19	29.54	0.00	272.84	551.49	579.03	589.81
6086 - Training	600.00	628.00				59.00	43.95		
6090 - Web Site	360.00	359.11	425.17	188.81	0.00	118.21	0.00		
Total Expense	35,668.00	34,636.39	22,184.22	18,681.46	15,424.35	29,986.91	31,331.54	63,670.43	54,250.23
Net Ordinary Income	21,582.00	16,161.32	16,759.49	24,909.99	33,414.90	65,188.08	34,880.82	-9,331.16	15,808.24
Other Income/Expense									
Other Expense									
Gain in Investment Value								-5,000.00	0.00
7001 - Grants for park projects	45,000.00	41,066.00	48,892.94	43,684.50	74,978.03	33,886.20	4,279.20		0.00
Total Other Expense	45,000.00	41,066.00	48,892.94	43,684.50	74,978.03	33,886.20	4,279.20		0.00
Net Other Income	-45,000.00	-41,066.00	-48,892.94	-43,684.50	-74,978.03	-33,886.20	-4,279.20	-5,000.00	0.00
Net Income	-23,418.00	-24,904.68	-32,133.45	-18,774.51	-41,563.13	31,301.88	30,601.62	-14,331.16	15,808.24

Budget and Profit/Loss Notes

- Increased income projection for 2018 by approx. 12%
- Increased overhead projection to allow for the possibility of more hours and a higher rate for the Executive Director
- Public donations include donations and paver/bench sales
- Event income is both Root Beer Run and Poster Show
- COGS for Poster Show includes artist payments, supplies, Dan's payment
- Fundraiser expenses include Executive Director and Development Coordinator hours, time spent on mailings and Dan's expenses
- Office Administrator is only Executive Director hours
- Office Supplies includes large order of envelopes
- Printing & Reproduction – posters for kiosk and events
- Project & Event Supplies – seat cushions, giveaways, and poster frames
- Project & Event work – mostly Development Coordinator hours
- Social Media & Email – website, constant contact, and some Executive Director hours
- Grants - \$8,000 already committed for swim lessons, \$37,000 remains

2017 Board of Directors

David Hedding (President), Kari Johnson (Vice President), Jay Halvorson (Treasurer), Angie Rader (Secretary), Tera Dornfeld, Colleen Dillon, Amy Johnson, Daniel Peterson, Elliot Novak, Chesney Enquist.

2017 Staff

Chriss Joyce (Executive Director), Mallory Mitchell (Development Coordinator)