Dear friends, neighbors and park champions,

Thanks to you we’ve been able to maintain more parks, fund more improvements and reach further into the Austin community than ever before. Your support helped us achieve great things in 2014:

**Volunteerism**
In 2014 we saw an increase of 26% in our overall volunteer corps, and a 22% increase in projects during our city-wide volunteer days. That’s over 6,000 citizens stepping up and taking ownership of their parks!

**Grant Funding**
This year we granted almost $300,000 to help 12 park adopter groups maintain and improve their parks. The ACL Music Festival Grants Program continues to grow, and we are so proud to offer this program with the support of such a great partner.

**Special Project Construction**
In 2014 we broke ground on two special projects affecting two very different parks. First, we are transforming Dove Springs District Park, formerly a disused public space, into one of Austin’s premiere play areas with the help of our partners and the Dove Springs community. We are excited to reveal the fresh face of this park in 2015. Also in 2014, we began refreshing one of Austin’s iconic parks—Auditorium Shores. The new turfgrass and irrigation, renovated hike and bike trails, off-leash dog area and waterfront launch are set to open in the fall of 2015. We’re proud to know we, as well as C3 Presents, SXSW, TGB Partners, Clean Scapes and the City of Austin Parks and Recreation Department were able to come together to make this space welcoming for everyone.

**Education**
This year we launched our newest program focused on educating park adopters, as well as the wider community. Our Park Improvement Education Series (more lovingly known as PIES) has been a great success. We held nine sessions in five parks and educated 270 park champions. We hope to see this program grow next year as we partner with TreeFolks to add more arborist focused sessions to the series.

We’ve got so much to be thankful for, but still so much more to do. We want to thank each and every one of you for your support, and ask that you continue your commitment to one of Austin’s greatest assets—our parks!

Sincerely,

Colin Wallis

Executive Director | Austin Parks Foundation
A non-profit established in 1992, Austin Parks Foundation was created to fill the gap in funding for public parks, trails and open spaces in Austin and Travis County.

Since 2012, APF has facilitated nearly 400 park projects with 10,794 volunteers during our city-wide volunteer days. Volunteers come from neighborhoods, private companies and student groups—most return each year, and many complete multiple projects in a single year.
CORE CONTRIBUTIONS  VOLUNTEERISM

Austin Parks Foundation is grounded in the generosity of the Austin community. Volunteerism has been at the center of who we are as an organization since our earliest days, and we place tremendous value on the individuals, groups and companies that make up our dedicated volunteer corps. From our citywide volunteer days—It’s My Park Day, National Trails Day and National Public Lands Day—to individual project days held throughout the year, we leverage thousands of volunteers to help maintain and preserve Austin’s 300+ green spaces. Below are just some of the highlights of what we were able to accomplish in 2014.

It’s My Park Day
In 2014, nearly 3,000 Austin volunteers participated in more than 100 park-improvement projects across the city, the largest event to date.
CITY WIDE DAYS

- It's My Park Day
- Nat'l Public Lands Day
- Nat'l Trails Day

YEAR ROUND

- PROJECT DAYS: 63
- PROJECT LEADERS: 167
- VOLUNTEERS: 1,512
- PROJECT LEADERS: 37
- VOLUNTEERS: 4,634

CORE CONTRIBUTIONS

VOLUNTEERISM
Connecting people to resources is integral to our mission of connecting people to their parks. Park Adopters are exceptional volunteer groups who dedicate large portions of their time, leading long-term park improvements that Austin’s limited city budget cannot support. In support of these projects, Austin Parks Foundation initiated the ACL Music Festival Grants Program, which has funded 131 park improvement projects since 2006—each executed by ardent park adopters who care deeply about their local parks. In addition to grants, APF offers Park Adopters free access to our Tool Warehouse and our new Park Improvement Education Series (PIES) workshops. From Dove Springs to Allendale and everywhere in between, these programs benefit not just the park adopter groups most invested in the improvements, but the whole community.

**CORE CONTRIBUTIONS**

**RESOURCES**

Connecting people to resources is integral to our mission of connecting people to their parks. Park Adopters are exceptional volunteer groups who dedicate large portions of their time, leading long-term park improvements that Austin’s limited city budget cannot support. In support of these projects, Austin Parks Foundation initiated the ACL Music Festival Grants Program, which has funded 131 park improvement projects since 2006—each executed by ardent park adopters who care deeply about their local parks. In addition to grants, APF offers Park Adopters free access to our Tool Warehouse and our new Park Improvement Education Series (PIES) workshops. From Dove Springs to Allendale and everywhere in between, these programs benefit not just the park adopter groups most invested in the improvements, but the whole community.

**ACL GRANTS**

- **12 grants given in 2014**
- **$290,335 given in 2014**

**PARK IMPROVEMENT EDUCATION SERIES**

- **270 attendees in 2014**
- **9 sessions in 2014**

**TOOL WAREHOUSE**

- **1,387 tools used in 2014**
- **216 park projects in 2014**
- **$25,000 value for service in 2014**
  (Based on average rental price of $11.50 per tool and average group size of 10)
CORE CONTRIBUTIONS

As a conservation organization, Austin Parks Foundation is committed to innovative and creative solutions to Austin’s urban sustainability questions. We have the flexibility to try new approaches to age-old issues, and invest in strategic pilot projects throughout the city to address issues like water conservation, the promotion of our urban tree canopy, poison ivy control and more.

FUTURE FOREST PROJECT

In 2011, we introduced an intensive five-year program designed to significantly increase Austin’s urban tree canopy—the Future Forest Project. Given the size of the park system, this goal is beyond the capacity of any one non-profit or city department to reach alone, which is why we’ve partnered with other local non-profits and multiple city departments to:

- Plan and prioritize planting along watersheds
- Mulch and clear root collars
- Provide skills training for volunteers and volunteer leaders

Austin Parks Foundation has taken a leading role in mulching, which was identified as the number one most cost-effective method to protect and save trees in the urban canopy. In 2014 Austin Parks Foundation hosted over 100 mulching and tree care volunteer projects. As we strive to replant an aging urban forest through the Future Forest Project, we are planting the seeds for social and environmental stewardship in our volunteers, and the wider community.

B-CYCLE

Austin Parks Foundation is a founding partner of Austin’s B-cycle, the bike share program designed to transform the way people access the city’s urban core. With the help of Austin Parks Foundation, B-Cycle has allowed Austin to avoid over 65,000 car trips to date.

- 50 B-CYCLE STATIONS Throughout Austin
- 382 BIKES in B-Cycle fleet
- 675,105 CARBON OFFSET

GOAT GRAZING

In 2014, Austin Parks Foundation supported a growing national movement to utilize goats as natural lawn-mowers in our parks. Goats love to eat poison ivy, and they don’t pollute with CO₂ or noise as they mow. Our goat grazing pilot projects at Umlauf Sculpture Garden and Armadillo Park were proof of concept for the city. This project opens the door to more grazing opportunities, especially in areas that are difficult for city workers to clear, such as steep hillsides and cliffs.

- GOATS USED 58
- 75-95% LESS WATERING

VENDORS

In an effort to reinvigorate some of Austin’s underutilized park spaces, Austin Parks Foundation partnered with food trucks to bring new life, and new proceeds, to Old Bakery Emporium and Wooldridge Square parks. Vendors donate 10% of their proceeds to be re-invested in the parks they work in, offering the community a new way to engage with the park, while raising funds to support the future of the space.

- # of VENDORS 2
- # of PARKS 2
- REVENUE GENERATED $14,811
  For Old Bakery Emporium and Wooldridge Square Park

HABITURF®

Our cornerstone water conservation project, HABITURF®, is a mix of native grass species that is an ideal solution to Texas’ extreme weather conditions. Developed through years of research by the Lady Bird Johnson Wildflower Center at the University of Texas at Austin, this dense and attractive grass requires less mowing and weeding than traditional lawns, and most importantly, it thrives with minimal watering. The first park to implement this new turf, Alderbrook Park, is already seeing improvements, and we look forward to reporting on the project as data becomes available in the coming months.

- 4,063 VOLUNTEERS
- 1,820 CUBIC YARDS OF MULCH
  (28% increase from 1,325 in 2013)
- 1,420 PROJECTS
Yoga in the Park

Activating our public spaces is key to creating a safe, healthy and positive environment. That’s why Austin Parks Foundation offers free Yoga in the Park classes throughout the city. This year we hosted four studios in three separate parks, and the list continues to grow. These multi-level classes offer Austinites the chance to access complimentary yoga classes taught by certified instructors, all while enjoying a positive and healthy activity in their parks.

<table>
<thead>
<tr>
<th>Classes in 2014</th>
<th>Attendees (Total Estimated) in 2014</th>
<th>Value of Service for 2014 (Average Class Cost $15)</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>1,000</td>
<td>$750 Per Person</td>
</tr>
</tbody>
</table>

Movies in the Park

This series of free films brought to the community by Austin Parks Foundation, in partnership with the #1 movie theater in America, Alamo Drafthouse Cinema, activates parks and gives the community a positive experience in their local green spaces. Residents and visitors bring blankets or lawn chairs, and often a picnic dinner, for a fun and relaxing evening under the beautiful Austin night sky.

<table>
<thead>
<tr>
<th>Movies in 2014</th>
<th>Attendees Roughly</th>
<th>Value of Service for 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>2,500</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

Imagination Playground™

Austin Parks Foundation brings Imagination Playground™, an adaptable playscape designed to encourage unstructured free play, to the Sustainable Food Center’s downtown farmer’s market each week. Imagination Playground™ offers a variety of play patterns, from construction to pretend play, and encourages children to exercise problem-solving skills and complex thinking. It also promotes communication, collaboration and inter-age play—making it a mobile play area that activates imaginations and our parks.

<table>
<thead>
<tr>
<th>Play Days with Imagination Playground™ in 2014</th>
<th>Children Served in 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>40</td>
<td>2,340</td>
</tr>
</tbody>
</table>
### Financial Highlights

**ASSETS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash &amp; Cash Equivalents</td>
<td>$3,416,888</td>
</tr>
<tr>
<td>Current Assets</td>
<td>8,500</td>
</tr>
<tr>
<td>Fixed Assets</td>
<td>25,712</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$3,451,100</strong></td>
</tr>
</tbody>
</table>

**LIABILITIES**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable</td>
<td>86,392</td>
</tr>
<tr>
<td>Grants Awarded</td>
<td>369,839</td>
</tr>
<tr>
<td><strong>TOTAL CURRENT LIABILITIES</strong></td>
<td><strong>$456,231</strong></td>
</tr>
</tbody>
</table>

**EQUITY**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted Net Assets</td>
<td>1,306,963</td>
</tr>
<tr>
<td>Temporarily Restricted Net Assets</td>
<td>1,687,906</td>
</tr>
<tr>
<td><strong>TOTAL EQUITY</strong></td>
<td><strong>$2,994,869</strong></td>
</tr>
</tbody>
</table>

**TOTAL LIABILITIES & EQUITY**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL LIABILITIES &amp; EQUITY</strong></td>
<td><strong>$3,451,100</strong></td>
</tr>
</tbody>
</table>

**REVENUES 2014**

- **Corporat** 41%
- **In-Kind** 3%
- **Individual** 9%
- **Grants & Other** 4%

**$4,231,793**

**EXPENSES 2014**

- **Program** 95%
- **Fundraising** 2%
- **Management** 3%

**$3,861,912**
Thank you to our Park Champion donors!

C3 Presents | Anonymous | SXSW | Downtown Austin Alliance
Meyer Levy Charitable Foundation | Luke’s Locker Incorporated
Qualcomm | Chipotle Mexican Grill | KIND Healthy Snacks
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Mary Minor Herbert • Henry Hobbs • David Smith • Cecilia Green • Andy Albright • Mary Walcutt • Mark Voges • Ben Napier
Glena Goehrs • Lisa Geiger • Marcus May • Steve Youngman • Tommy Rand • Kathleen Monahan • Karen Trilkis • Charles Parker
Chandler Stolp • Harold Schneider • Randall Jonkers • David Weiser • Jane Ripperger-Suhler • Jody Slagle • Dave Yanke
Jacqueline Kraal • Greg McKaskle • Ron Caldiron • Tom Caven • Frank Macdougal • James Riggs • Eric Peabody
Joshua Flanagan • Joe Datri

James & Browne

PEOPLE PLUS PARKS

Mollie & Stephen Butler
Richard Craig • Tammy Goforth
Mark Galan • Quentina Garza
Ann S. Butler • Malcolm Cooper
Malcolm Daniel • Dubose Family Foundation
Graves, Dougherty, Hearon & Moody • Joseph Hughes
Meta Hunt • Jeff Kodosky • Martin Kohout • Elizabeth Layne
James Little • Matt Luckie • Fara McMullen
Sue Phillips • Mark Saleh • Shomos Family Foundation Ltd.
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