**OUR MISSION**

Austin Parks Foundation partners with our community to enhance people’s lives by making our public parks, trails and green spaces better through volunteerism, innovative programming, advocacy and financial support.

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**OUR IMPACT**

- Improve the lives of the community by ensuring access to high-quality parks in Austin
- Austinites understand the true value of our parks
- Parks are a priority in the minds (and wallets) of the Austin community (i.e. improving existing parks, advocating for parks/park issues, volunteering)
- Increased accessibility to parks and leveling the playing field for all members of the community, especially those with less access to parks
- Expand existing footprint of parks for Austinites

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**OUR STRATEGY**

Austin Parks Foundation will continue to grow its impact by creating better and more equitable access to Austin parks for all through the following three phases.

1. **SEED SUCCESS**
   Develop internal systems to support market position (0-2 years)

2. **CULTIVATE IMPACT**
   Elevate impact and visibility by connecting people and parks (1-3 years)

3. **GROW ACCESS**
   Ensure equitable development of activated parks for all Austinites (3 plus years)
FOCUS ON APF’S UNIQUE VALUE: PEOPLE + PARKS
Build a community of park lovers through inclusive volunteer opportunities and park activations.

CREATE EQUITABLE PARKS ACCESS
Ensure all Austinites have equitable access to quality parks, ideally living within a ten-minute walk from a park or green space, in order to align with TPL’s campaign and Mayor Adler’s commitment to the 10-minute walk to a park standard for all.

DEVELOP SIGNATURE PARKS PROJECTS
Develop multi-year, transformative projects that allow more people to engage with Austin’s parks.

DIVERSIFY APF’S FUNDING
Diversify funding and further develop a concrete rationale and sustainable approach for fund development.

POSITION APF AS THE GO-TO PARKS ORG
Internally embrace our position as the go-to parks organization in Austin and promote ourselves as such within the community.