

Forever Parks Foundation of Pearland

2016 Annual Report



FOREVER PARKS FOUNDATION
OF PEARLAND



Dear City of Pearland, Parks & Recreation, Administration and Council Members,

The Forever Parks Foundation of Pearland and the City of Pearland established a partnership in the spring of 2015 where the City provided funding to the Foundation to help initiate its purpose of accepting sustainable, charitable and planned donations for park facilities in Pearland. During the initiation of this contract the City paid the Foundation \$13,833 to assist with costs associated with the Foundation startup.

In accordance with the established agreement the Foundation is to provide an annual report to the City of Pearland describing the Foundation's activities, financial conditions and how funds provided by the City have been utilized.

The 2016 annual program year for the Forever Parks Foundation runs from January 1st through December 31th. Over the course of this period the Foundation experience multiple "firsts". They launched their official website, foreverparksfoundation.org, and Facebook page in August 2016. They hosted their first fundraising event called Party for Parks hosted at Topgolf in November 2016. Additionally, they partnered with iRun Productions as the event beneficiary for the Inaugural Pearland Turkey Trot. In addition to all the new growth for the Foundation the current partnership with the City has provided a continuous revenue source for the Foundation through the city's water bill.

The Foundation would like to thank the City for their continued support and Parks & Recreation for their ability to provide staff to assist with day to day operations. The Forever Parks Foundation plans to continue growing its presence in the Pearland community by encouraging residents to get involved and empowering citizens to support the Foundation efforts by providing additional resources to grow parks & recreation opportunities.

Sincerely,



Mission:

The Forever Parks Foundation of Pearland is an enthusiastic advocate for our City’s Parks & Recreation Department – committed to encouraging and mobilizing philanthropic support from across the community and beyond.

Statement from the Board:

The purpose of the Forever Parks Foundation of Pearland is to acquire financial resources through contributions and grants to enhance and sustain parks, facilities, and programs to improve the quality of life of residents.

Goals:

Raise substantial funding and develop resources in support of the mission and purpose of the Forever Parks Foundation of Pearland

Establish priorities for support of Pearland Parks and Recreation, adapting to changing times and circumstances, as needed

Promote awareness, increased community involvement, and leadership in support of Pearland Parks & Recreation

Collaborate with community groups and encourage partnerships in support of the mission of the Forever Parks Foundation of Pearland

Seek to ensure maximum access to all Pearland Parks and Recreational facilities, programs and parks





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Accomplishments

Official website and Facebook page

The Forever Parks Foundation outlined a number of objectives for their 2016 program year. One specific objective related to the development of a strategic marketing plan which included the creation of a website and social media presence. In anticipation of a number of Foundation events (Party for Parks and Pearland Turkey Trot) it was crucial to develop a web presence to aid in reaching the Pearland community. The Foundation's desire was to provide the community with a better understanding of the Foundation, our purpose and overall mission within Pearland.

The first process was creation and design of the website which began in June 2016. It took approximately 8 weeks to create page templates, collect and input Foundation data, provide edits and finalize the project. In August 2016 the Foundation went live with their official website foreverparksfoundation.org.

Upon completion of the website, the Foundation Parks Foundation worked on phase two of their marketing plan, social media, by creating their official Facebook page @foreverparksfoundation. The Foundation currently has over 200 likes on their page and is working to increase the presence in the Pearland community.

The image displays two screenshots related to the Forever Parks Foundation. The top screenshot shows the official website at foreverparksfoundation.org. The website features a blue header with navigation tabs for GOVERNMENT, DEPARTMENTS, RESIDENTS, BUSINESS, and I WANT TO... A search bar is located in the top right. The main content area includes a large photo of children participating in an outdoor activity, a news section with articles like 'Trick or Treat Trail comes to Recreation Center and Natatorium on Halloween' and 'Brazoria County Libraries Remain Closed Until Thursday', and a 'MEET THE BOARD' section listing the President (Michelle Graham), Vice President (Bunny Denton), Secretary (Alicia Rodriguez), and Treasurer (JoAnne Knodel). A 'Donate' button is visible in the bottom right corner.

The bottom screenshot shows the Facebook page for the Forever Parks Foundation of Pearland (@foreverparksfoundation). The page features a profile picture of the pear logo, a cover photo of people planting trees, and a 'MEET THE BOARD' section with the same board members as the website. A 'Donate' button is also present on the Facebook page.



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Fundraising – *Party for Parks*

One of the Foundations goals is to raise substantial funding and develop resources in support of the mission and purpose of the Forever Parks Foundation of Pearland and to work towards achieving this goal the Foundation hosted their first fundraising event on November 6, 2016. The Forever Parks Foundation hosted the Party for Parks event at Topgolf in Webster, TX. The Board of Directors worked hard for several months to solicit sponsorship, encourage community participation and raise awareness for the purpose of the Foundation through promotion of the Party for Parks event. In turn, their works were rewarded as the event yielded great first year results with 9 team registrations (6 people per team), 12 individual registrations, eight non-golfers and one child for a total of 75 attendees. Additionally, the event raised \$865.29. The Foundation learned a great deal from their first event and plans to host a 2nd Party for Parks with current goal of 125 attendee.





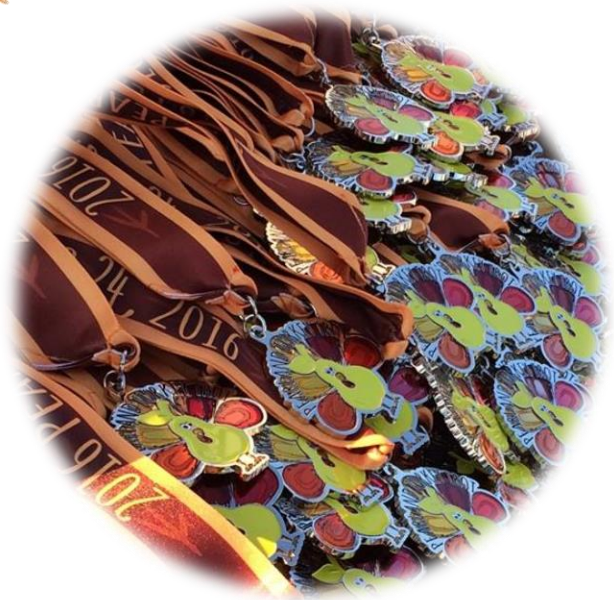
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Fundraising – Pearland Turkey Trot Beneficiary

In addition to raising substantial funding the Foundation has a goal to collaborate with community groups and encourage partnerships in support of the mission of the Forever Parks Foundation of Pearland. In August 2016, the Foundation was approached by a company called iRun Production who were in the process of getting approval to host a race on Thanksgiving called the Pearland Turkey Trot. iRun Production was seeking a local non-profit organization to become the event beneficiary and receive a portion of the overall event proceeds from the Pearland Turkey Trot. The Board approved their proposal and entered into an official agreement with iRun production. As a result, the Pearland Turkey Trot experience higher than anticipated registration numbers which reached 1,226 total registrants. Based on these numbers the Foundation received a check from iRun productions for \$2,130.



PEARLAND TURKEY TROT





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Annual Financial Report

Starting balance as of 1/1/2016	\$	13,305.00
		Total
Foundation Revenue		
Board Pledge		2,200.00
Party for Parks Registration		2,120.00
Party for Parks Revenue		280.00
PayPal Income		3,250.00
Uncategorized Revenue		100.00
Water Bill Donations (Deposits)		1,682.61
Total Revenue	\$	9,632.61
Reserved Revenue		
Skate Pearland		1,699.52
Total Revenue	\$	1,699.52
Expenditures		
Dues & Subscriptions		375.00
Meals and Entertainment		157.66
Office Expenses		323.66
Party for Parks Expense		4,585.60
PayPal Fees		99.11
Total Expenditures	\$	5,541.03
End of Year Balance	\$	19,096.10



FOREVER PARKS FOUNDATION
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Board of Directors

Michelle Graham – President

Bunny Denton – Vice-President

Alicia Rodriguez – Secretary

JoAnne Knodel – Treasurer

Mike Doleski

Maria Albrecht

Kelly Moody

Fred Weary

Frank Ross

Lonzie Helms

Ex-officio

Buck Stevens – Chair

Pearland Parks, Recreation & Beautification Board

Parks & Recreation Staff

Jason O'Mara – Resource Development Manager

Carry Capers – Assistant Director