



FOREVER PARKS FOUNDATION
O F P E A R L A N D

2018 Annual Report



Report from the President

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

In our third year of incorporation as non-profit organization the Forever Parks Foundation of Pearland made numerous strides in developing a strong base to becoming a solid partner with the City of Pearland and more specifically Parks & Recreation. Entering 2018 the Foundation took time to evaluate their progress and potential for the year and, in doing so, recognized a disconnect between progress and process. These two concepts share a common bond as the development of process, or way to do things is established, the greater opportunity for progress is achieved. Through their observation their progress was being limited by their process, so the Foundation sought the assistance of Dale Pillows, former President and CEO of the Adult Reading Center, to facilitate a board development training at the Foundation's Annual Meeting.

As a result of this training the Foundation experienced exponential growth and progress in 2018 through accomplishing the following goals; update the Foundation's Mission and Vision, build a strong board of directors with 15 members and strategic committees, and define projects for the Foundation to support. The results were outstanding as we reinvented a fresh, new mission and vision, which can be found on the following page. The Board of Directors increased through a strategic solicitation process by identifying specific member characteristics that were lacking and targeting select individuals in the community, thus our board grew to 16 members. In addition, the Foundation incorporated the following three committees to further support board progress; Governance, Development and Finance. Lastly, the board established an annual process to further collaborate with Parks & Recreation on selecting specific projects in need of support and/or funding.

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 further develop their processes as it looks to increase its presence in the Pearland community by encouraging residents to get involved and empowering citizens to support the Foundation efforts.

Sincerely,

Kelly Moody





Executive Committee

Kelly Moody
President

Maria Albrecht
Vice-President

Alicia Rodriguez
Secretary

JoAnne Knodel
Treasurer

Board of Directors

Michelle Graham

Mike Doleski

Beatrice Aguilera

David Rosenthal

Bill Eisen

James Jiang

Lata Krishnarao

Shuang Leng

Keith Ordeneaux

Reagann Shulke

Kelly Miller

Buck Stevens

Bunny Denton

Staff Support

Jason O'Mara
*Resource Development,
Parks & Recreation*

Carry Capers
*Assistant Director of
Parks & Recreation*

Mission

To partner with the City to establish premier parks, facilities, and programs in Pearland

Vision

To enrich lives through the development of and accessibility to parks and recreation

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 need

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 Recreation facilities, programs and parks



What we did...

Party for Parks

The Foundation hosted our 2nd Annual Party for Parks Event on April, 14, 2018 at Topgolf. Building on the success of our first year, the Foundation added a silent auction and team awards, as well as, two event sponsors (Westside Veterinary Hospital and Casa Ole). In doing so, the event raised over \$3,400 in net revenue.



Supported Recreation & Parks Month

The Foundation participated alongside Parks and Recreation to reach out to the community to raise awareness of the variety of recreational activities the City of Pearland has to offer during September National Recreation and Parks Month. In an effort to engage the community Parks and Recreation created a calendar of free family events. The Foundation assisted in promoting the events and visited with community participants during the Archery Tag and Adaptive Basketball sessions.

Tri-a-little-thon



Through collaboration with Parks & Recreation and the Forever Parks Foundation this event took place on a raining Saturday morning. Fortunately the rainy conditions were not a deterrent for the organizers and the many participants as 18 teams competed for the Tri-a-little-thon crown. Competitors put their full set of skills on display as they competed in a float-n-water relay, tandem bike ride around the John Hargrove Environmental Complex, and the caterpillar crawl. The event was able to raise nearly \$1,500 for the Delores Fenwick Nature Center, habitat improvements, and various other Parks & Recreation programming.

Pearland Turkey Trot Beneficiary

In our 3rd year as beneficiary of iRun Productions Pearland Turkey Trot, the Foundation assisted in promotion of the event through social media, participated in the race and hosted a booth to thank iRun and race participants. The racesold out with a registration cap of 1400 runners, which helped bring in over \$3,000 in revenue for theFoundation



Mural Project

The Forever Parks Foundation applied for and was awarded the Pearland Convention Center and Visitor's Cultural Art Grant of \$5000 for the planned Mural on the tunnel walls at the new Independence Park Amphitheatre. The Foundation is honored to have been selected for this grant.



How we did it...

Financial Summary

Revenue	2018
Donations	\$1,250
Fundraising Revenue	\$8,553
Other Revenue	\$10,000
Total Revenue	\$ 19,803
Expenditures	2018
Office Expenses	\$682
Memberships	\$375
Fundraising Expenses	\$3,981
Other Expenses	\$10,111
Total Expenditures	\$ 15,149
Net Income	\$ 4,654
Reserved Revenue	\$1,699
Total year-end balance as of 12/31/18	\$24,453



What we are planning to do next...

Fundraising

Parks & Recreation Donation Campaign

Keeping in line with non-profit best practices, the Foundation has collaborated with Parks and Recreation to offer point of sale donations with the current ActiveNet point of sale application. Parks and Recreation Staff will share information about efforts of the Foundation to support Parks and Recreation facilities and programs and offer users the opportunity to donate any dollar amount to the Forever Parks Foundation when they make a Parks and Recreation purchase.

Delores Fenwick Nature Center Sneak Peek

The Foundation will be partnering with Parks & Recreation to celebrate the significant milestone grand opening of the Delores Fenwick Nature with a Sneak Peek preview fundraising event to honor the namesake, Delores Fenwick, recognize the community support of the project through the years of development and promote the planned recreational and educational opportunities. Our hope is that this event will increase awareness of the strong partnership between the City and Foundation.

3rd Annual Party for Parks

The board is excited to continue to grow our signature fundraising effort with our 3rd Annual Party for Parks event at Top Golf on April 13, 2019. We hope to increase participation, sponsorships and silent auction items to exceed our revenue from previous years.

Tri-a-little-thon

Building on the success of the inaugural event last year the foundation will again partner with Parks and Recreation to support, promote and participate in this whimsical event to raise awareness and funding for DFNC programming.

Pearland Turkey Trot

Our relationship with iRun productions will continue as we enter our 4th year as the charity benefactor of the Pearland Turkey Trot Thanksgiving Day Race. The Foundation is working closely with the iRun race coordinator promote the event to maximize participant and sponsorship registration and to fully utilize the online fundraising platform provided by iRun to encourage online donations.

Tour de Lites

Forever Parks Foundation is honored to carry on the traditional Tour de Lites Christmas Light Bicycle tour previously hosted by Keep Pearland Beautiful for 25 years to raise funds for trail projects. We will partner with the city to continue to host this family favorite event.





Memberships

Individual & Corporate Membership

The Foundation is planning to offer a membership program to allow supporters the opportunity to contribute to our efforts as well as benefit from discounts for participating in our events.

Projects

Financial Assistance

As our vision includes enriching lives through accessibility to parks and recreation the Foundation is committed to promoting and providing funds for the City Parks and Recreation financial assistance program again this year.

Inclusive Playground

The Foundation is in the early stages of a concept design to bring an all-inclusive playground to Pearland. We are beginning to build the committee that will work to make this a reality. We envision individuals of all ages and abilities gathering to play, engage and interact with one another in a safe and fun space. Whether it is a child in a wheelchair that gets to play in a place space like never before, an older grandparent that is able to engage in play with a grandchild like they have not been able to in other places or a child with a spectrum disorder comfortable playing in the space. That is the kind of space we aspire to create. All for play and Play for All!

Outreach

Raising Awareness

Foundation Members are committed to collaborating with community groups and developing partnerships to support our mission. We hope to spread our reach into the community by having a booth at city events, presenting to community groups, attending community functions and increasing our social media presence.

