

Forever Parks Foundation of Pearland

2017 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. 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 2017 annual program covers the Forever Parks Foundation from January 1st through December 31st. During 2017, the Foundation agreed to support Parks & Recreation's Financial Assistance Program as well as an Outdoor Initiative that would not have been possible without Foundation funding. In addition, the Foundation again partnered with iRun Productions for their 2nd Annual Turkey Trot event and attempted to host our own 2nd Annual event, however Mother Nature had different plans for us. Due to Hurricane Harvey the Foundation postponed our 2nd Annual Party for Parks event until April 2018, but was proud to be able to serve the City in a bit of a different capacity. Post Hurricane Harvey the Foundation agreed to serve as the pass through organization allowing for the City of Pearland to offer tax deductible financial support through donations to be dispersed to City employees in need after the event.

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



Accomplishments

Priorities for Support

Funding Pearland Outdoor Initiative



Pearland's Parks & Recreation Department, via Outdoor Recreation, developed a new program that is slated to begin in the Fall of 2018. The Pearland Outdoor Initiative will serve local high school students who are in need of constructive activities. Participation in the program will help the teens to grow their social and leadership abilities while learning a variety of outdoor skills. They will use a hands-on, experiential-based teaching process that pairs hard (physical) skills with soft (social) skills to present the student with applicable scenarios that they may face throughout

their lives and/or careers. In July 2017, the Foundation was approached to help providing funding for this program to help reduce registration costs for participants. However, after reviewing the presented information the Foundation voted to fully fund the program in the amount of \$4,750.12 to cover first year start-up costs and registration for 20 individuals. Additionally, in an effort to raise awareness for the Foundation and support the Pearland Outdoor Initiative, the Foundation attend the City of Pearland's Employee Wellness Fair. Through their attendance the Foundation was able educate city employees on their partnership with Parks & Recreation, which in turn motivated multiple employees to take advantage of charitable giving - payroll deduction. The charitable giving allows employees to donate a portion of their paycheck to select non-profit organizations associated with the city.

Foundation supports Parks & Recreation Financial Assistance

City of Pearland, Parks & Recreation recognizes that some residents are financially unable to participate in programs offered by Parks & Recreation, but still desire the opportunity to experience the benefits of recreational programs and/or services. As a result, the Financial Assistance Program was established to make recreational programs and/or memberships provided by Pearland Parks & Recreation available to as many City of Pearland residents as possible (including ETJ residents). In accordance with the Foundation's goal of "seeking to ensure maximum access to all Pearland Parks and Recreational facilities, programs and parks" this was a natural fit for support under the Foundation. The Foundation believes in not only providing additional resources and funding for Parks & Recreation, their real passion is to provide and promote access to all that Parks & Recreation has to offer. As a means to begin this process the Foundation allocated \$2,500 to support the financial assistance program while encouraging Pearland Parks & Recreation to further market the program to the surrounding community. In addition to the \$2,500 provided for Pearland's 2018 fiscal year, the Foundation vowed to contribute funding on an annual basis to ensure recreation opportunities were available to all those who seek it.



Partnered with City for Harvey Relief

In August 2017, our region was devastated by Hurricane Harvey as it dropped unprecedented rainfall on our area. The aftermath left thousands of individuals with extensive damage to the homes and property. Many of those individuals were City of Pearland employees, who were displaced and forced to relocate until they could make efforts to repair their homes, replace their cars, rebuild house supplies or simply find a new normal in their lives. As the rebuilding process began, the City was being approached by individuals, organizations and businesses who wanted to provide financial support for employees affected by the hurricane. At that time, City Administration contact the Forever Parks Foundation to assist in those efforts as a funding source to receive and distribute accepted monies. Upon a unanimous vote the Foundation provided complete support of the proposed partnership. As a result, \$47,700 were raised and dispersed to 27 City of Pearland employees and their families.

Fundraising

Party for Parks

In 2016 the Foundation introduced their inaugural Party for Parks event as their signature event to start raising funds to support City of Pearland, Parks & Recreation. The Board was looking forward to hosting the 2nd Annual Party for Parks on November 11, 2017, but decided to postpone their event due to the aftermath of Hurricane Harvey. The event was rescheduled to take place on April 14, 2018. Additional information will be provided in the Foundation's 2018 Annual Report.



Pearland Turkey Trot Beneficiary

After a successful first year partnership, iRun Productions and the Forever Parks Foundation of Pearland renewed their contract for the Foundation to continue as

the Pearland Turkey Trot event beneficiary. In the second year the Foundation looked for ways to build their partnership with iRun which led to collaboration in attendance at various events to co-promote the 2017 Pearland Turkey Trot. First, the Foundation had an onsite presence with iRun at their registration opening event at the Joint Chiropractic (Pearland Turkey Trot Title Sponsor) on Saturday, February 25th. Then, the Foundation and iRun attended the City of Pearland's Celebration of Freedom on July 4th by co-sponsoring an event booth to further promote the upcoming Turkey Trot. Finally, various members of the Forever Parks



Foundation board were in attendance at the actual event on November 23rd by not only operating the Foundation's booth, but participating as runners in the race as well. The 2017 Pearland Turkey Trot had 1,290 registered participants, a 5% increase from the previous year. Unfortunately, Hurricane Harvey effected some sponsors ability to honor their financial commitment resulting in profit loss for iRun.



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2017 Annual Financial Report

Beginning balance as of 1/1/2017	\$	19,096.10
	Total	
Revenue		
Board Pledge	335.00	
Donations		280.51
PayPal Income		271.00
Turkey Trot Donation		2,130.00
Water Bill Donations		854.85
Total Revenue	\$	3,871.36
Expenditures		
Advertising	174.98	
Dues & Subscriptions		375.00
Meals and Entertainment		316.78
Office Expenses		575.34
Party for Parks Expense		1,667.50
PayPal Fees		8.76
Taxes & Licenses		50.00
Total Expenditures	\$	3,168.36
Other Revenue (City Employee Assistance)		
City Employee Assistance Deposits	47,700.00	
Total Other Revenue	\$	47,700.00
Other Expenditures (City Employee Assistance)		
City Employee Assistance Withdrawal	47,700.00	
Total Other Expenditures	\$	47,700.00
Ending balance as of 12/31/2017	\$	19,799.10



FOREVER PARKS FOUNDATION
OF PEARLAND

Board of Directors

Michelle Graham – President

Bunny Denton – Vice-President

Alicia Rodriguez – Secretary

JoAnne Knodel – Treasurer

Mike Doleski

Maria Albrecht

Kelly Moody

Ex-officio

Buck Stevens – Chair

Pearland Parks, Recreation & Beautification Board

Parks & Recreation Staff

Jason O'Mara – Resource Development Manager

Carry Capers – Assistant Director