

Portland Parks Foundation

Strategic Plan Executive Summary
May 2017





Portland Parks Foundation

1500 SW First Avenue, Suite 760 • Portland, OR 97201 • portlandpf.org

May 22, 2017

Dear Friends and Partners:

As we celebrate the Portland Parks Foundation's 15th year of serving the city, we're convinced that Portland's urban parks, natural areas, community gardens, community centers and other public assets matter more than ever. This is why our new strategic plan focuses on using the next three years to position us to generate ever more funding and creative energy for parks.

We believe that every Portlander deserves a great urban park a short walk from home, and more than that, we believe that Portland has the potential to be a world leader in creating a sustainable, healthy balance of open and built space in an urban setting.

Many partners are needed to create and safeguard our valuable "common ground." The public sector—especially our chief partner Portland Parks & Recreation and elected city officials—provides enormous leadership, professional experience and funding. Volunteer-led neighborhood groups and nonprofit organizations provide local expertise, passionate commitment to places and, often, visionary ideas.

We at the Portland Parks Foundation pledge to work toward enhancing every part of the equation—to

direct the attention of private donors and volunteers to the opportunities for greatest public impact; to educate and activate Portlanders on behalf of urban parks that contribute measurably to the health and wellness of our people; to forge connections and build relationships that bridge generations, dismantle barriers and build equity in access to our public parks.

When asked last year why public parks matter so much to cities, a staff expert at the Robert Wood Johnson Foundation said, "The power of parks is that they transcend age, ethnicity, race, income, politics and geography... We have a need for parks and green space, and to connect with nature, just as surely as we have a need for water."

We agree. And we will strive to be a steady, effective partner in providing that fundamental, transcendent power of parks for every Portlander. Please join us.

Sincerely,

Gina Eiben
Board Chair

Jeff Anderson
Executive Director

MISSION

The Portland Parks Foundation mobilizes financial and popular support to ensure a thriving and accessible parks system for a healthy Portland.

We accomplish this mission by delivering leadership, partnership, and funding that advance a commitment to excellence, accessibility, and good stewardship of our parks.

OUR COMMITMENT TO THE COMMUNITY

Portland's park system is the envy of many cities. But as the city grows by 200,000 people in the next two decades—resulting in an ever more vital blend of diverse arts and cultures, new talent, work opportunities, and innovation—the city's existing infrastructure will be strained. Open land will become scarcer. More densely populated neighborhoods and multi-family housing with little private green space will create challenges for existing and future parks, especially in low and moderate income communities that already lack access to parks.

Given these realities, the Portland Parks Foundation is committed to join with everyone who cares about the future of Portland—including elected officials, business and nonprofit leaders, and community residents—to ensure that Portland maintains its world-class parks and the profound benefits they bring.

In fulfillment of this pledge, the Foundation is committed to:

- Serve as an independent advocate for parks in alliance with the City of Portland
- Deliver park assets that serve Portland residents with opportunities for healthy recreational, educational, and cultural experiences
- Expand the base of donors who support Portland's parks and park programs
- Advance equity in Portland residents' access to neighborhood parks and park programs
- Participate actively in planning and projects that ensure Portland's place among the most sustainable and livable cities
- Promote innovation and excellence in the development of Portland parks.



COMMITMENT continued

Together with the Portland Bureau of Parks & Recreation and other partners, the Foundation will strive especially to serve diverse communities and populations, advocating for parks equity and contributing Foundation resources to the work. Engaging diverse Portlanders among our board, staff, donors, and partners will heighten our own effectiveness and contribute to a better city.

The plan comprises three areas of focus for the next three years, centering on our mission and our organizational capacity. The mission-related, outward-directed activities recommit PPF to its core purposes while expanding the ways we accomplish them. Organizational development activities in the next three years aim at positioning PPF as a stronger, more effective organization in the long term.



THE PLAN

Mobilizing Financial Support

The Portland Parks Foundation will mobilize financial support for projects that enhance or otherwise contribute to the city's park system and that foster equity in park development and programs. The Foundation will also assist neighborhoods and donors who wish to make a special contribution to Portland's parks.

In fulfillment of these objectives, the Foundation will:

- Undertake significant campaigns to realize iconic projects that present a vision of opportunity or change and serve large numbers of Portlanders
- Seek opportunities to support short-term park projects that present clear benefits to the local community
- Administer donor-restricted gifts that enhance particular parks or programs
- Clarify the way that groups and individuals can approach PPF for partnership or support

Mobilizing Popular Support

Complementing its fundraising responsibilities, the Portland Parks Foundation will work to mobilize the active support of Portland residents, businesses, philanthropies, nonprofits and other groups for the enhancement of Portland's park system. The Foundation will also work with neighborhood groups to increase their own capacity to mobilize support of local parks.

The Foundation will mobilize popular support in three principal ways:

- Build the capacity of Friends of Parks organizations, especially those serving diverse and low and moderate income communities, through grants, training and technical assistance
- Support bonds, measures, and levies for parks and park programs in partnership with the City and park advocates
- Promote and expand the public's affinity for Portland parks through sponsoring and promoting volunteer stewardship of public parks and involvement in park programs

Ensuring Organizational Stability

To maintain a consistent focus on obtaining resources for the enhancement of parks, the Portland Parks Foundation will:

- Ensure its financial sustainability, especially through a combination of more comprehensive annual giving programs for individuals and public sector support
- Develop an expanded, diverse, committed Board with strong donor and community networks
- Recruit and retain highly capable, experienced staff



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