



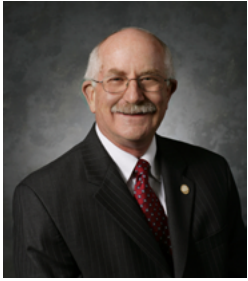
2014

Annual Report

PRESIDENT'S MESSAGE

New year, new parks, new opportunities

We have amazing news: Friends of Oakland Parks and Recreation and the Oakland Parks Coalition have joined forces to form Oakland Parks and Recreation Foundation.



FOUNDATION PRESIDENT
BARRY WEISS

This unites park advocates under one banner creating a stronger voice for Oakland's parks and their recreation programs. The Foundation now addresses all components of park needs: raising funds for capital improvements, volunteer opportunities, recreation programs, and park maintenance. Our latest project is partnering with the community and Levi Strauss & Co in getting a "new skate park" built at West Oakland's deFremery Park.

Susan Montauk, who led the Oakland Parks Coalition offers this:

I am proud to have led Oakland Parks Coalition (OPC) through many years of productive work on behalf of Oakland parks. I am equally proud to escort our OPC board and volunteers to the newly formed Oakland Parks and Recreation Foundation OPC's mission has been to bring together community members and organizations, public agencies and businesses to implement standards of excellence for the maintenance of parkland in Oakland. Now, as members of Oakland Parks and Recreation Foundation, we will accomplish our goals by continuing to recruit and support park steward volunteers to help keep their parks clean and safe. We will also continue to ask our stewards to survey their parks once a year, providing us with the information we need to report on park conditions to City Council and advocate for improved maintenance.



SUSAN MONTAUK

With the creation of this new organization the circle is complete. OPC activities will continue under the banner of Oakland Parks and Recreation

Foundation. This new partnership marries the former Friends objectives of funding programming and park improvements with OPC's support for the maintenance of park landscaping and infrastructure. It's a happy marriage, indeed, and one that we feel will build a stronger voice for better parks in Oakland. Here's to many years of collaboration for healthier, better equipped, and more attractive parks which will contribute to Oakland's realizing its true place as the shining city on the sunny side of the Bay.



We hosted our 11th annual A Taste of Spring fundraiser last May. Proceeds supported youth scholarships as well as other special projects to support and enhance Oakland's parks and their recreation programs and services. The "Business People Award" was given to PG&E's East Bay Government Relations Team. Pete May accepted an award in honor of his late father, Lewis P. May, an early and key board member of the organization, and the establishment of the Lewis P. May Fund.

Other named funds include the Thompson-Bliss Family Gift Fund and the new Tom and Joy Guarino Charitable Fund. Please contact us to establish a fund in your name or that of someone special.

The future is bright. We have an outstanding board and have added several stellar board members from the Oakland community, including business representatives and grassroots organizers. Thank you to our Advisory Board and Foundation Board members for helping us recruit these individuals. Additionally, we salute the non-board members who assist the Foundation by serving on various committees.

New opportunities are everywhere. Your donations will help us renovate athletic fields and parks, fund a scholarship or support a specific facility or program. You can volunteer at our Annual Work Day, our annual park survey, "Love Your Parks Day" or become a Park Steward.

Things are happening in Oakland. People and businesses are moving in. One of the things that attracts all of them is Oakland's parks. Parks make life better for everyone in Oakland. Join us in keeping Oakland great.

Barry E. Weiss

Town Park redefines a West Oakland park space for the better



In 2014 Oakland Parks and Recreation Foundation's predecessor organization – Friends of Oakland Parks and Recreation – managed a \$300,000 grant from Levi Strauss and Co. to build phase 1 of Town Park. The grant funds were used to replace well-worn wooden ramps and jumps with state-of-the-art concrete ramps, jumps, and ski-style moguls.

Located at West Oakland's deFremery Park, Town Park has served as a hub for Oakland's skateboard community since its establishment in 2007. Under the guidance of Keith "K-Dub" Williams, Town Park has become a destination skatepark for local youth

of all skill levels, and backgrounds, serving as a local hub where children, teens, and young adults can come together to learn and showcase their skills.

Attending the ribbon cutting ceremony for Phase 1 on November 1, 2014, were James Curleigh, President, Levi Strauss & Co.; Audree Jones-Taylor, Director Oakland Parks and Recreation; Ken Lupoff, Executive Director; Friends of Oakland Parks and Recreation; Barry Weiss, President of the Board, Friends of Oakland Parks and Recreation; Keith Williams; and dozens of happy, skateboarding youth!

A second \$300,000 grant from Levi Strauss and Co. was secured by the Foundation in early 2015, and Town Park phase 2 is scheduled to be completed in May, 2015.

Our thanks goes out to Oakland Parks and Recreation, Oakland Public Works, Levi Strauss and Co., and most of all to K-Dub, who transformed an empty concrete lot into a vital living part of Oakland's diverse communities!



If you love your parks, why not pitch in to keep them viable?

Attractive and clean parks help create safe, healthy neighborhoods. The Foundation offers a few ways to take an active part in making a positive difference in your neighborhood and in our city:

- Our **Park Stewardship** program provides support to neighbors who are working to keep their parks, medians, and creeks safe and beautiful.
- Our **Annual Workday**, usually in August, offers opportunities for a half-day of hands-on work for a cleanup or planting project at a selected park.
- Our **Annual Survey** called *Love Your Parks Day* convenes volunteers on a Saturday morning in the Fall to work in teams to assess conditions at 3-5 parks. The survey results are used to report to City Council on the state of maintenance of Oakland parks and advocate for improvements.



If you sign up for the Park Stewardship program, you can find out about other volunteers in your park and share ideas with other Park Stewards from around the city. If you wish, the Foundation will provide a "tool kit" of resources to assist you in forming a neighborhood park group and can help you find the right city employee to talk to about a question or problem in your park.

It's easy to participate, just complete the *Stewardship Pledge* and check off the level of action you're comfortable with. We hope you'll also commit to taking the annual survey of a park in the fall of each year. Surveys are used to report to the city on conditions and problems in the park system and help us advocate for park maintenance funding. Check out the Stewardship Pledge on our website and sign-up today!



Are you ready to be part of the solution? Email Oakland.parkstewards@gmail.com and we will help you decide the best fit for your time, your skills and interests. Be a partner with the Foundation and take an active role in cleaning, greening, and maintaining your neighborhood parks, medians, and creeks.

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Ken Lupoff,
Executive Director



A Taste of Spring

Friends' eleventh annual A Taste of Spring was held on the evening of May 8, 2014 at the historic Rotunda Building. Lewis P. May was honored posthumously with our Community Award. Lew's son Pete spoke passionately about the



need for Oakland's residents to invest their philanthropic dollars in the town they live in. The PG&E East Bay Government Relations team was also honored with our Business Peoples' Award for their long-time support of the Foundation.

The proceeds from A Taste of Spring were used to support the Foundation's work in the community, and attendees also generously donated directly to our Youth Scholarship Fund.

This year's Taste of Spring will be better than ever! It's being held at the Impact Hub Oakland, on Thursday, May 7th, at 6:30 pm. We've lined up a great caterer, exclusive fine wines, and some really exciting auction items. We will be honoring Keith "K-Dub" Williams, and Donahue Fitzgerald LLP (formerly Donahue Gallagher Woods LLP). To purchase tickets, go to our website at Oaklandparks.org.

A special thank you to the 2014 A Taste of Spring sponsors

Kaiser Foundation Health Plan, Inc.
Donahue Gallagher Woods LLP
Torrey Pines Bank
Corrigan Sports/Oakland Running Festival
Kazan, McClain, Satterley & Greenwood
McGuire & Hester
Oakland A's Community Fund
Schnitzer Steel Industries
Warriors Community Foundation



Community partners

40th St. Median Project
 Ace Arts
 Adams Point Neighborhood Group
 Alameda Co. – Oakland Comm. Action Partnership
 Artemis Rowing
 Brett Park Fund
 Burnham Bench Fund
 Coach Fardella Fund
 Dimond Improvement Assoc - Keep Dimond Clean
 Dimond Improvement Assoc - Oaktoberfest
 Eastlake Music Festival
 Friends of Cleveland Cascade
 Friends of Glen Echo Creek
 Friends of Joaquin Miller Park
 Friends of Lake Merritt Japanese Garden
 Friends of Maxwell Park
 Friends of Oak Glen Park
 Friends of the Gardens at Lake Merritt
 Friends of the Grove – Dimond Park
 Garber Park Stewards
 Glenview Median Strip
 Greening of Oakland / PG&E
 I Heart Mama
 Joaquin Miller Cascade Maintenance Fund
 Joaquin Miller Community Center Fund
 Jobs and Housing Coalition
 Keep Oakland Beautiful
 John and Mittie Phillips Scholarship Fund
 Lake Merritt Pollinator Posse
 Lakeshore Homes Association
 Morcom Rose Garden Fund
 NEWT (Native Environment Watershed Transformation Project)
 Oakland Landscape Committee
 Oakland Civic Orchestra
 Oakland Community Orchestra
 ODOG (Oakland Dog Owners Group)
 Pan-African Family Reunion
 Shepherd Canyon Homeowners
 Splash Pad Neighborhood Forum

East Oakland Sports Complex
 FM Smith Recreation Center
 Franklin Recreation Center
 Ira Jinkins Recreation Center
 Lake Merritt Boating Center
 Lincoln Square Recreation Center
 Malonga Casquelourd Center for the Arts
 Manzanita Recreation Center
 Montclair Recreation Center (Bernice Ratto Fund)
 Mosswood Recreation Center
 Oakland Discovery Center
 OPR Dogs
 Redwood Recreation Center
 Rotary Recreation Center and Duck Pond Fund
 Sheffield Park and Recreation Center
 Sheffield Village Preschool
 Studio One
 Tassafaronga Recreation Center
 Teen Leadership
 West Oakland Youth Center

OAKLAND PARKS & RECREATION: SPORTS AND AQUATICS

ACE Kids Golf Program
 Adult Sports
 Davie Tennis
 Girls' Sports
 Young American Little League
 Oakland Pools
 Castlemont Swim Team
 Today's Future Sound
 Town Park
 Trailhead: Dimond Park
 Umoja Festival
 Wonderarium

MEMORIALS

Kristin Anderson Bench
 Delores M. Duffy Memorial Fund
 John and Mittie Phillips Scholarship Fund
 Shirley Green Memorial Fund
 Dr. Sabra Jones Memorial Fund
 Betty Price Recreation Center Fund
 Simon Richardson Bench
 Marcelle Weed Memorial Fund
 City Of Oakland Pools
 City Swim Team
 Fremont Pool
 Gator Sharks (Fremont/Castlemont)
 Lion's Swim Team
 Live Oaks Swim Team
 Temescal Tidal Waves
 West Side Swim Team

OAKLAND PARKS & RECREATION

Arroyo Viejo Recreation Center
 Bench and Naming Fund
 Bushrod Recreation Center
 Carmen Flores Recreation Center
 Community Gardening Program
 DeFremery Recreation Center Sponsor*A*Child
 Digital Arts and Culinary Academy
 Dimond Recreation Center
 Director of OPR/Anniversary/Events/
 Intimate Evening/Sundays in the Redwoods
 Dunsmuir Hellman Historic Estate

Income and assets

Assets and Liabilities as of December 31, 2014

Financial Assets of the Foundation	
Cash and Investments	501,360.16
Receivables (Thompson Bliss Family Gift Grant)	60,000.00
Total Financial Assets	561,360.16
Financial Liabilities and Custodial Funds	
Accounts Payable	599.13
Custodial Funds	426,836.48
Total Liabilities and Custodial	427,435.61
Net Assets of the Foundation	
Unrestricted	57,936.89
Temporarily Restricted	
Thompson Bliss Family Gift	70,513.69
Youth Scholarship	5,473.97
Total Net Assets	133,924.55

SOURCES AND USES OF FUNDS FOR 2014

Sources of Funds	
Youth Scholarship	19,551.25
Events	
Other Income	1,088.00
Sponsors	26,450.00
Auctions/Raffles	20,585.00
Ticket Sales	14,325.00
Event Expenses	-39,081.81
Net Event Income	23,366.19
Custodial Fees	35,023.33
Grant Fees	3,642.92
Memberships	19,220.32
Donations	8,759.81
Other Income	459.52
Total Sources of Funds	110,023.34
Uses of Funds	
Payroll, Taxes, Benefits	108,158.45
Insurance	5,110.07
Office	17,453.06
IT, Tax Prep, Other	2,008.77
Total Uses of Funds	132,730.35
Sources Less Uses of Funds	-22,707.01

Donor acknowledgement list

\$10,000 and Over

Thompson - Bliss Family Gift

\$5,000 and \$9,999

Kaiser Foundation Health Plan
Kirby Foundation - East Bay
Community Foundation
Pacific Gas and Electric Co

\$1,000 – \$4,999

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Donahue Fitzgerald LLP
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Golden State Warriors Foundation
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Kazan, McClain, Satterley & Greenwood
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Pete May
McGuire & Hester
Lori McKee
Howard Neal & Associates
Oakland A's Community Fund
Oakland Running Festival
Oakland Sports Ent Inc
(Rachel Richman & Jim Chanin
Lisa Rooney-Zari
Schnitzer Steel Industries
David Schubert / AHS Foundation
Miye Takagi
Torrey Pines Bank
Ann & Barry Weiss
Whole Foods Market

\$500 – \$999

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Barbara Schaaf & Robert Schock

SCI Consulting Group
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\$250 – \$499

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\$20-\$249

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Lasonia Williams
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Iris Winoground
Kimberly Winston
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Allison Wolsey
Phillip Wong
Sayuri Yamazaki
Jovita Zarate



Gifting opportunities

Cash Donations

Most gifts to the Foundation take this form, and it is as easy as writing a check or using your MasterCard, Visa or American Express. Checks should be made payable to the Oakland Parks and Recreation Foundation.

Gifts of Appreciated Property

With careful planning, charitable gifts of long-term appreciated securities or real estate can create very favorable tax benefits, such as the elimination of paying long-term capital gains tax and receiving an income tax charitable deduction.

Bequests

Gifts through wills and bequests can provide you with the opportunity to honor and sustain your family name in conjunction with the Foundation's name recognition program. The Foundation will work with you and your attorney to provide you with the language necessary to insure that your intentions are clearly expressed.

Life Income/Charitable Trusts

Charitable Trusts and charitable gift annuities offer an opportunity to make a substantial gift to the Foundation without forfeiting the annual income produced by these assets. You can retain income for your life and the life of your spouse. This gift can also be structured to create a substantial tax benefit over a period of years.

Matching Gifts

Many companies will match your contribution to the Foundation. Submit your company's matching gift form with your contribution and it can significantly increase your support and associated giving level.

Life Insurance

Many, if not most people, own some form of life insurance. Life insurance can play a very important part in planned charitable giving. Life insurance for charitable purposes can be accomplished by 1) the transfer of ownership of an existing policy to the Foundation, or 2) the purchase of life insurance which names the Foundation as the beneficiary and/or owner.

Gifts-in-Kind

Gifts of goods or services can be of great financial assistance to the Foundation, while offering the donor a tax deduction for the fair market value of the gift. Please consult your tax advisor or contact the Foundation for further information.