



2017/2018 ANNUAL REPORT

The 2017 – 2018 fiscal year has proven to be Oakland Parks and Recreation Foundation’s most productive to-date. Though the effective leadership of our Executive Director, Ken Lupoff, as well as the tireless work of our board members, the Foundation hit some major milestones this past year.



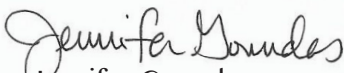
One of our major accomplishments was with our 15th Annual A Taste of Spring in April. Through diligent work and effective planning, we were able to not only hold the event at the Oakland Museum of California for the first time, but also produced record net revenue for our signature event. It proved to be a special evening with a room full of great energy. We sincerely thank all who were able to join us at this year’s A Taste of Spring and we appreciate the generosity of our attendees.

As the Foundation is always working on creative ways to fundraise, we recently started holding private house parties which are designed to introduce Oakland Parks and Recreation Foundation to potential new supporters. This new venture has been a true success, and we are currently planning our next party as well as others over the course of the next year.

On the volunteerism front, we have really stepped up our game! Led by our Vice President and Volunteerism Committee Chair, Liz Westbrook, our volunteer work has grown in scope over the past year, as we now typically conduct three to four solid work days per year. Our most recent event was during Creek to Bay Day where about 20 Foundation board members and other volunteers improved a large picnic area in Joaquin Miller Park by clearing the area, laying down weed guard and mulching.

It has been an honor and a pleasure to lead the Oakland Parks and Recreation Foundation in my role as President this past year. I couldn’t be more proud of each and every member of our hard-working board, along with our staff. I cannot wait to see what ’18 – ’19 holds for us. Onward and upward!

All the best,


Jennifer Goundas,
President of the Board

Like most nonprofits, the fiscal year for the Oakland Parks and Recreation Foundation runs July 1 – June 30. So, even though I write this letter to you in early fall, board directors and staff have taken measure of the recent fiscal year, and the new one that lies ahead.

This summer saw the launch of the Oakland Parks, Recreation and Youth Development department's new Town Camp program. Town Camp provides all participating youth with an equitable, enlightening, and fun summer camp experience, regardless of family income or the participating recreation center's location. The Foundation worked to rally our community to raise over \$40,000 for youth scholarships, so that all children in Oakland could have the opportunity to attend Town Camp.



The 2017/18 year also saw the renewal of the Thompson Bliss Family Gift for a second five years. The Gift – totaling \$100,000 – serves two purposes; the first, to provide swim lesson scholarships to over one hundred children a year; the second, to catalyze capital investment in our parks. We thank Kim Thompson and John Bliss for renewing their gift, and we hope that others in Oakland will be inspired by their example to create similar funds to improve our parks and park facilities.

In keeping with the spirit of Kim and John's gift, I was contacted by Dianne Fristrom, an Oakland resident, who was concerned about the Rotary Nature Center. The Center, after many years of decline, was closed, due to unsafe conditions. The Parks department has engaged the local community in discussions about how to best update the Center and move towards reopening the building. Dianne stepped forward giving a gift of \$100,000 to help to refurbish the Center. She has designated her funds to be used to pay for upgrades to the building that will allow up-to-date educational programming to be offered to Oakland's youth when the Rotary Center reopens. We are grateful to Dianne for her generosity, and hope that others will be inspired by her example.

The Oakland Parks and Recreation Foundation has grown and prospered with the support of committed Oaklanders like Kim, John, Dianne, and countless others. With your support we can continue to grow and work to support parks and recreation programs for everyone in Oakland!

Sincerely,

A handwritten signature in blue ink, appearing to read 'Ken Lupoff', written over a light blue scribble.

Ken Lupoff,
Executive Director

A Taste of Spring 2018

The Oakland Museum of California was full of energy and packed with the City's finest on a cool April evening as attendees celebrated and supported our parks at the Foundation's 15th annual A Taste of Spring fundraiser!

Tora Rocha received the Foundation's Anne Woodell Community Leader Award for her many years of service to Oakland and her role as a founder of the Autumn Lights Festival. Mike Hester received our Business Community Award for McGuire and Hester's long history of community support and park-oriented construction projects.

Our lively paddle raise brought in over \$15,000 for the Barry Weiss Memorial Youth Scholarship Fund. Thanks to both our long-term and brand-new sponsors, and the generosity of all attendees, our 2018 A Taste of Spring brought in record net revenue!

A special thank you to our Sponsors:

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Pacific Gas & Electric Co.

Patron Sponsors
Big Wave Media
Donahue Fitzgerald LLP
Kaiser Permanente
McGuire & Hester
Oakland A's Community Fund

Supporting Sponsors
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Bridge Bank
Colliers International
Wells Fargo

Friend Sponsors
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Economy Lumber
Jobs and Housing Coalition
Kazan Law
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Pacific Union International
Roberts Electric
Ruth Stroup Insurance Agency
Schnitzer Steel Industries
Signature Development Group
W.A. Rose Construction



Town Camp

The Foundation's board and staff are thrilled to support the Oakland Parks, Recreation and Youth Development Department's new Town Camp, which launched this past summer. Director Nicholas Williams and his team executed an entirely new strategic vision that made sweeping improvements to summer camp access and programming.



Town Camp's bold design ensures all of Oakland's youth have access to a global summer program housed at fifteen different recreation centers.

The newly-revamped, dynamic, and innovative curriculum is designed to stimulate Oakland's youth to reach their highest potential. Morning activities focus on community-building and creative work to reinforce math and reading skills. The afternoons revolve around the weekly themes of Science, Nature, Community Reinvestment, Sports and Safety, Arts-n-Expression, Health and Wellness, and more.

The Foundation raised \$40,000 to provide youth scholarships for Town Camp and other recreation center programs offered during school holidays.

You can support Oakland's youth by donating at OaklandParks.org, today!



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Jennifer Goundas, President
Liz Westbrook, Vice President
Jonathon Stewart, Secretary
Ken Solomon, Treasurer

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Steve Gomez
Michael Hammock
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Scott Reinstein
Emily Rosenberg
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Nicholas Williams, Director, Oakland Parks, Recreation
and Youth Development
Jason Mitchell, Director, Oakland Public Works Agency
Mandolin Kadera-Redmond, Chair, Parks and Recreation
Advisory Commission

Staff

Ken Lupoff, Executive Director
Linde Huang, Operations Manager

Community Partners

40th St. Median Project
Ace Arts
Adams Point Neighborhood Group
Afrocentric Oakland
Brett Park Fund
Burnham Bench Fund
Buzz Garden on 24
Community for Lake Merritt
Community Programs at Lincoln Square
District 5 Communities
Eastlake Music Festival
East Oakland Thanksgiving Celebration
For the Town
Friends of Cleveland Cascade
Friends of Dimond Park
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
FROG (Friends of the Rockridge-
Temescal Greenbelt)
Garber Park Stewards
Glenview Median Strip
Hip Hop Heads
I Heart Mama
Insect Sciences Museum
Joaquin Miller Cascade Maint. Fund
Joaquin Miller Community Center Fund
Keep Oakland Beautiful
Lake Merritt Pollinator Posse
Lakeshore Homes Association
Montclair Railroad Trestle Mural Project
Morcom Rose Garden Fund
Oakland Landscape Committee
Oakland Civic Orchestra
Oakland Community Orchestra
Oakland Spirit Orchestra
Oakland Trails
ODOG (Oakland Dog Owners Group)
Old Oakland Neighbors
Scenic Streets of Oakland
Shepherd Canyon Homeowners
Splash Pad Neighborhood Forum
Student Community Liaison Program
Thompson Bliss Family Gift
Today's Future Sound
Trees for Oakland
Wonderarium

OPRYD:

Allendale Recreation Center
Arroyo Viejo Recreation Center
Bench and Naming Fund
Bushrod Recreation Center
Carmen Flores Recreation Center
Central Reservations Unit
Community Gardening Program
DeFremery Recreation Center
Digital Arts and Culinary Academy
Dimond Recreation Center
Dunsmuir Hellman Historic Estate
East Oakland Sports Complex
FM Smith Recreation Center
Franklin Recreation Center
Green Tee
Inclusion Center Programming
Intimate Evening
Ira Jinkins Recreation Center
Lake Merritt Boating Center
Lincoln Square Recreation Center
Malonga Casquelourd Center for the Arts
Manzanita Recreation Center
Montclair Rec. Ctr. (Bernice Ratto Fund)
Mosswood Recreation Center
Oakland Discovery Center
OPR Dogs
Redwood Heights Recreation Center
Rotary Rec. Center and Duck Pond Fund
Sheffield Park and Recreation Center
Studio One
Sundays in the Redwoods
Tassafaronga Recreation Center
Town Camp Fund
West Oakland Youth Center
Willie Keyes Recreation Center

OPRYD: SPORTS AND AQUATICS

ACE Kids Golf Program
Adult Sports
Davie Tennis
Girls' Sports
National Public Parks Tennis Fund
Youth Sports
Oakland Pools
City Of Oakland Pools
City Swim Team
Gator Sharks (Fremont/Castlemont)
Lion's Swim Team
Live Oaks Swim Team
Temescal Tidal Waves
West Side Swim Team

Assets and liabilities

Assets and Liabilities as of June 30, 2018*

Financial Assets of the Foundation

Cash and Investments	\$1,303,892.53
Prepaid Expenses	\$3,647.71
Undeposited Funds	\$-----
Receivables	\$82,500.00

Total Financial Assets **\$1,390,040.24**

Financial Liabilities and Custodial Funds

Accounts Payable	\$10,510.58
Custodial Funds	\$620,662.07

Total Financial Liabilities and Custodial Funds **\$631,172.65**

Net Assets of the Foundation

Unrestricted	\$164,452.97
Temporarily Restricted	
Curt Flood Fund	\$62,500.00
Curt Flood Youth Programs	\$11,825.45
Lafayette/Lincoln Square Park Tot-Lots	\$90,000.00
Lincoln Square W12 Fund	\$140,500.00
Lincoln Square Capital Campaign	\$15,060.74
Mosswood Reconstruction Fund	\$27,848.57
Rotary Nature Center Fund	\$93,500.00
Thompson Bliss Family Gift	\$104,651.28
Trees for the Oakland Flatlands	\$12,143.33
Youth Scholarship Funds	\$36,385.25

Total Net Assets of the Foundation **\$758,867.59**

*Unaudited

Donor acknowledgement list

\$10,000 and Over

Dianne Fristrom
City of Oakland
Pacific Gas & Electric Company
Thompson - Bliss Family Gift

\$5,000 - \$9,999

Big Wave Media, LLC
Jim Chanin & Rachel Richman
Donahue Fitzgerald LLP
Kaiser Permanente
Benjamin Larralde
McGuire & Hester
Oakland Athletics Community Fund

\$1,000 - \$4,999

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Bob Archibald & Mary Navas
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Joan & Robert Braddock
Bridge Bank
John & Laura Carlson
Colliers International
Comcast
Corrigan Sports/Oakland Marathon
Aileen Dolby
East Bay Municipal Utility District
Economy Lumber
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Donor acknowledgement list

Annie Campbell
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Liz Westbrook and Devon
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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 cards. Checks should be made payable to the Oakland Parks and Recreation Foundation, or online at oaklandparks.org

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 Oakland Parks and Recreation Foundation's name recognition program. The Parks 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 the transfer of ownership of an existing policy to the Foundation, or 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.

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