

Your City Your Parks Your Future

2023 Impact Report



SF
Parks
Alliance

Friends,

San Francisco's celebrated parks are a result of significant investments and advocacy spanning decades. However, San Francisco is facing extraordinary budget reductions. Historically, City Hall has deprioritized services seen as "luxuries" like parks, playgrounds, and public spaces in times like these.

We believe that your parks are an essential service benefiting all residents. Advocacy, education, and funding are needed to protect and improve them.

To meet these challenges, SF Parks Alliance is reorganizing. We created two new affiliate organizations, SF Parks Foundation and SF Parks Forward, to ensure your parks and public spaces receive the investment they need to thrive. The change will also improve our efficiency, transparency, and efficacy.

As the City's needs change, we are adapting to ensure SF parks and public spaces are safe, beautiful, and vibrant.

Against this backdrop, our work isn't slowing down—it's ramping up. We welcomed a record number of attendees to our free outdoor movies and concerts, broke ground on one of San Francisco's largest park projects to date, and made possible the work of visionary community members who are making change in our collective backyard.

You make this all possible.

With gratitude,



Drew Becher
Chief Executive Officer

A New Vision for Better Public Spaces

Meet the three organizations working in partnership
for San Francisco's parks and public spaces.





SF Parks Alliance (501c3) partners with communities and public agencies to beautify, transform, and program parks and public spaces.

Launched in 1971

- Hosts free outdoor events including concerts, movie nights, and markets
- Builds and transforms public spaces including playgrounds, alleyways, staircases, and community gardens
- Supports community groups that are improving public spaces through centralized administration and fiscal sponsorship

WE ARE
THE
DOERS



SF Parks Foundation (501c3) will raise funds to ensure that every San Franciscan has access to an exceptional park.

Launching in 2024

- Raises money from private donors to support SF Parks Alliance work
- Distributes grants to SF Parks Alliance to support park and public spaces projects
- Builds an endowment to secure park funding

WE ARE
THE
FUNDERS



SF Parks Forward (501c4) will advocate for and educate San Franciscans on parks and public spaces.

Launched in 2023

- Serves as the voice for SF parks and public spaces at City Hall
- Educates San Franciscans on the successes, challenges, and opportunities in SF public spaces
- Rallies San Franciscans who believe in better SF public spaces

WE ARE
THE
ADVOCATES

A New Vision for Better Public Spaces

Meet the three organizations working in partnership for San Francisco's parks and public spaces.



Why our work matters

Our community-centered approach for transforming spaces cultivates local leaders, builds a broad coalition of supporters, and strengthens our social bonds and sense of shared responsibilities.

Capital Improvements

We build and improve parks and public spaces so they're more accessible and enjoyable.

Free Outdoor Events

We bring art and entertainment to public spaces so everyone can have memorable experiences and connect with their neighbors.

Community Engagement

We support community leaders with funding, administrative assistance, and technical expertise so San Franciscans can make the change they want to see.

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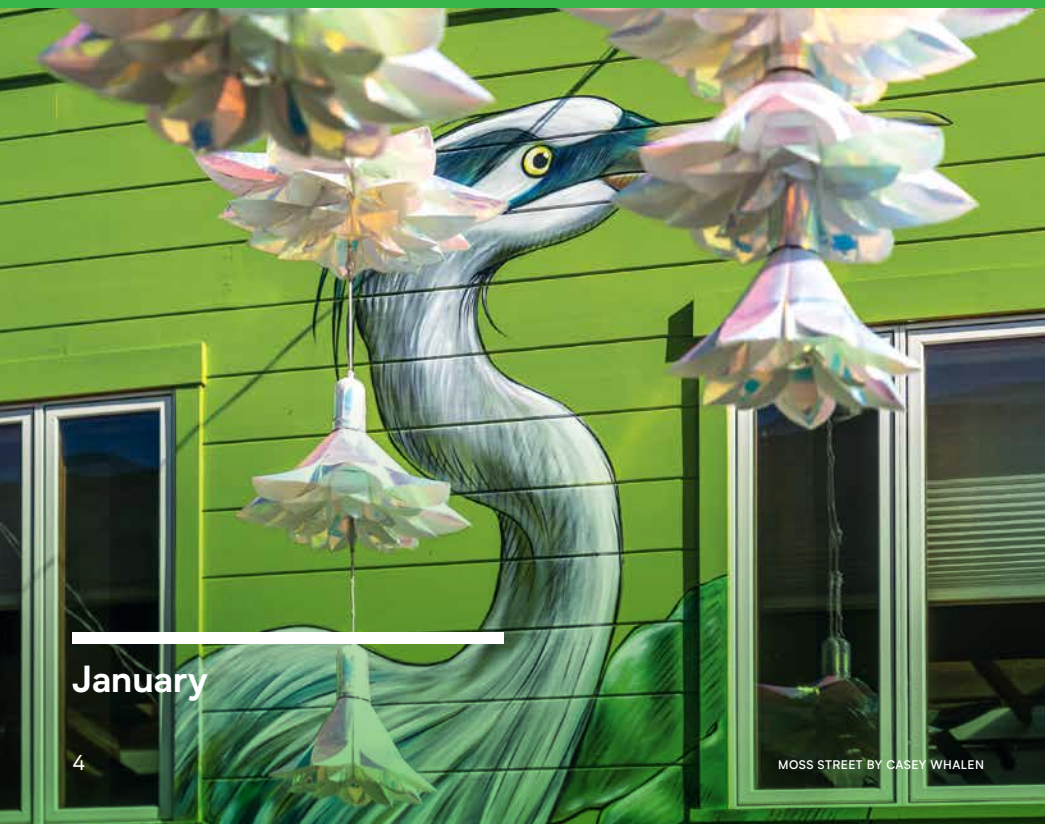
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Moss Street

SF Parks Alliance received funding for Moss Street in 2020. Over the last three years, we collaborated with neighbors to make the corridor a safe and welcoming habitat for local plants, animals, and humans. The first phase of improvements, completed in January 2023, included two murals, string lighting, rain cisterns, planters, and signage recognizing the space's origins as a tidal wetland.

“I have so enjoyed the marked improvements in our city parks over the last 10–15 years! Thank you and keep up the excellent work.”

DAVID HUGHES



January

MOSS STREET BY CASEY WHALEN



Paint Party on Page Slow Street

Page Slow Street hosted a Paint Party to celebrate its official adoption into the SFMTA's Slow Streets Program. Volunteers gathered on a sunny day to paint fairy doors and community signs donated by Slow Lake Street. The event attracted cyclists enjoying nearby Golden Gate Park, who stopped to join the party. In October, the group unveiled the Slow Street Parklet, a public mini park which includes seating, a Little Free Library, and a fairy garden.

January

PAGE SLOW STREET BY IVY CHEN

Heart Your Parks

For our spring fundraiser, SF Parks Alliance hosted the first “Heart Your Parks” popup screen printing event, stationing mobile screen printers at four different parks on four different weekends. Each location offered a new design specific to the park by local artist Orlie K. While hanging out in the park is never a bad use of time, we played bingo and did yoga exercises with folks in line. We gave away an estimated 4,700 prints and raised over \$30,000 through donations and memberships!

“This felt so San Francisco! Local art, community joy, and beautiful parks.”

EMILY COLLINSON

April



Muriel Leff Mini Park

In February 2023, Muriel Leff Mini Park was under construction as Parks Alliance completed the build of a nature play area, boulders, dry creek bed, and picnic tables. In March, local residents beautified the Inner Richmond park at a community planting day. The park's transformation was celebrated with a community ribbon cutting in April, which launched Jazz Thursdays, a concert series held through the spring and summer.

“Keeping our parks in good condition helps keep our generation and the future ones appreciative of its beauty!”

LEA TAMAYO



April

“The public spaces in between ‘here and there’ are beautifully vibrant and speak volumes about our love for our city.”

TESSA LEE



Bernal Cut Beautification Group

The Bernal Cut Beautification Group, with funding from a Community Challenge Grant, worked alongside neighbors of Cuvier Commons to clean part of the Bernal Cut Path previously used as a dumping ground. This newly restored space has a dog run and a mural showcasing Bernal Heights by local artist Amos Goldbaum.

April



“I left inspired and full of ideas
and some new connections.”

SUMMIT ATTENDEE

Public Space Summit

This annual conference connects community members who want better public spaces with civic leaders who have successfully created them. Over 300 attendees gathered at the Southeast Community Center in Bayview for the 2023 Public Space Summit. Attendees had the option to tour the Blue Greenway by bike, learn about the mechanics behind installing public art, and plan their storytelling strategy. The event ended with a mini award ceremony and reception in the garden amphitheater.

May





MUSICTECHSF



TRADICIÓN PERUANA CULTURAL CENTER

Action Awards

In partnership with the SF Office of Economic & Workforce Development, SF Parks Alliance distributed ten \$5,000 grants to community groups that bring free, recurring community events to San Francisco public spaces. In addition to funding, we provided technical expertise to support grantees in navigating administration and permitting requirements—experience we've built over years of planning free outdoor events. Meet the grantees!

MusicTechSF

MusicTechSF hosted monthly beat making, songwriting, and gardening workshops for the greater Excelsior community. Attendees were invited to explore the garden at June Jordan School for Equity and share love for plants, culture, music, and social justice.

Fierce Fat Femme

The Fierce Fat Flea is a clothing and goods market dedicated to the plus size shopper. The group will host three pop-up markets in 2024.

Tradición Peruana Cultural Center

Tradición Peruana Cultural Center brought four consecutive weeks of Afro-Peruvian music and dance workshops to Excelsior Park. Workshop participants were provided with traditional dance attire and instruments to bring the performances to life.

ASL Love

ASL Love is bridging linguistic and cultural gaps between sign language users and the public through a series of arts and culture events. They've hosted numerous ASL meetups in Dolores Park and also hosted a Deaf Queer Drag Show.



THE YOUVERSE PROJECT



YOUTH ART EXCHANGE (YAX)

The YouVerse Project

The YouVerse Bus—a mobile self discovery classroom that brings programming to kids in the Hunters Point neighborhood—used the grant to put on a series of mindfulness and healthy eating workshops for families.

CREATE

Create Skateboards organized an outdoor professional skateboard demonstration and contest called CREATE Fest along Jessie Street in SoMA. They partnered with another local business, Bloom Room, to construct the skate obstacles and ramps.

Marty's Place Affordable Housing Cooperative

Marty's Place is a housing co-op for low income people living with HIV/ AIDS. The co-op will host a series of movie nights at their community center to celebrate the neighborhood and the positive impact of this social housing model.

Reclaiming SF

Reclaiming SF elevates all that is beautiful and vibrant about Black San Francisco and invites people to gather, create, and reflect about spatial justice. The opening of Reclaiming SF was held at the Faight, and the interactive installation will come to more public spaces in the coming months.

Youth Art Exchange (YAX)

Youth Art Exchange, a nonprofit that brings arts education to young people in SF, opened a new brick and mortar in the Mission this year. This grant helped them bring art workshops and live dance performances to their community open house. More visual arts family workshops will be offered at their studio in the coming months to increase pedestrian and community activity on the block.

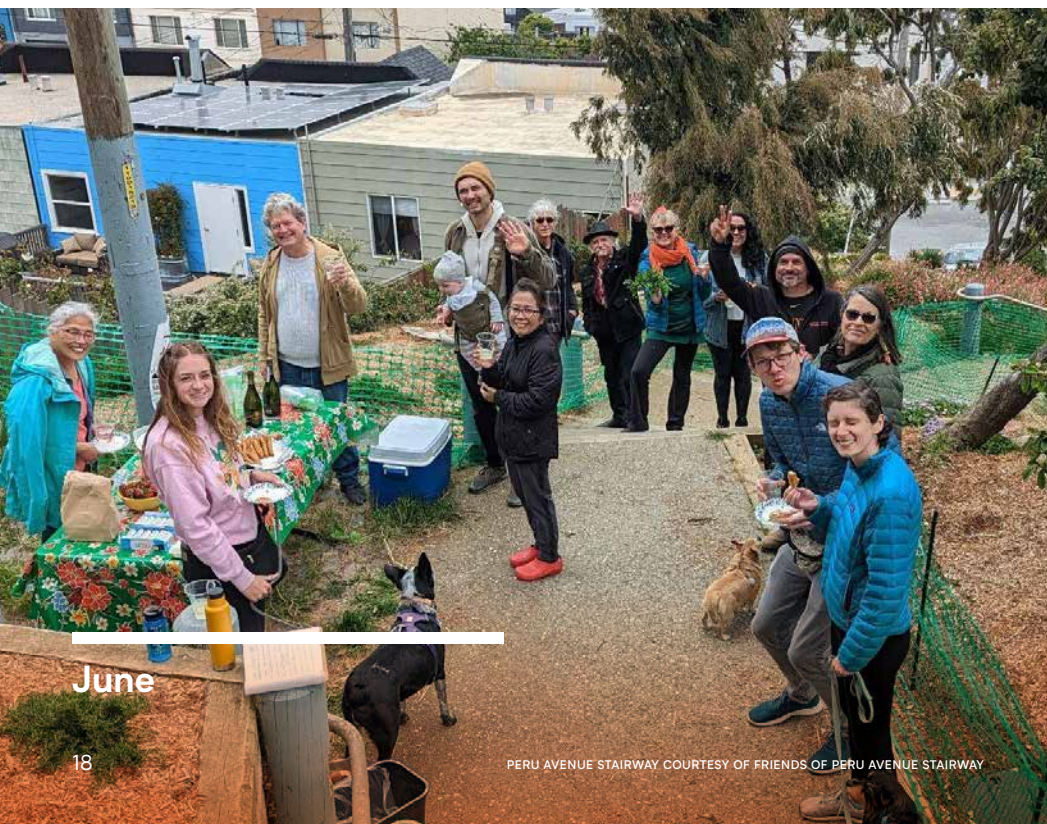
Other Avenues Grocery Cooperative

Other Avenues is a grocery co-op that brought a series of energizing events to the Outer Sunset community including bike rides, beach clean ups, outdoor yoga, and cooking workshops, all of which fostered connection among residents and a celebration of their public spaces.

May

Friends of Peru Avenue Stairway

In September of 2018, Mission Terrace and Excelsior neighbors formed The Friends of Peru Avenue Stairway. Over five years, the group led clean ups, landscaped, lobbied the city to remove 12 diseased and dying trees, and won a Community Challenge Grant. In June 2023, they completed the transformation of the stairway and surrounding area into a beautiful space by and for the community.



June

PERU AVENUE STAIRWAY COURTESY OF FRIENDS OF PERU AVENUE STAIRWAY



Sutro Stewards

Sutro Stewards works to conserve and expand the wildlife habitat and trail system on Mount Sutro, allowing the community to enjoy the incredible biodiversity, vistas, and peace that Mount Sutro Open Space Reserve has to offer. In 2023, they established a new habitat restoration site, the Quarry Trail Connection, and planted 1,000 plants at this site and the Southridge Mugwort site with the help of volunteers, staff and apprentices, and their Health in Nature GROWTH program. The Quarry Trail Connection links habitats from Clarendon Boulevard to the summit of Mount Sutro for biodiversity and ecosystem resilience. Sutro Stewards has been awarded another Community Challenge Grant for restoration of Woodland Canyon Creek in 2023.

June

SUTRO STEWARDS BY JASON CORNING

Sundown Cinema

Sundown Cinema is one of many free programs SF Parks Alliance offers in parks to connect people with their neighbors and friends, building a sense of community and stronger social bonds. For the fifth season of Sundown Cinema, SF Parks Alliance hosted eight movies at eight parks across the city.

PRESIDIO
TOP GUN: MAVERICK

ALAMO SQUARE PARK
INVASION OF
THE BODY SNATCHERS
(1978)

DOLORES PARK
MAMMA MIA
(SING ALONG)

THE FERRY BUILDING
LEGALLY BLONDE

SUNDOWN CINEMA
CAME TO THE FERRY BUILDING
FOR THE FIRST TIME!

CRANE COVE PARK
MOANA

JERRY GARCIA
AMPHITHEATER
GHOSTBUSTERS
(1984)

INDIA BASIN
SHORELINE PARK
BLACK PANTHER:
WAKANDA FOREVER

DIRECTOR RYAN COOGLER
APPEARED BEFORE
THE SHOW!

IN 2023,
OVER
100K
PEOPLE ATTENDED
SUNDOWN CINEMA

June / July / August

“These free movie nights are great for friends and family gatherings, especially for someone like me who’s on a budget.”

KYLE WONG



Due South

Southeast San Francisco's best free concert series expanded to four shows in 2023. Check out the musicians who wowed record crowds at Jerry Garcia Amphitheater in McLaren Park.

JULY 29
Shannon and the Clams
James Wavely

AUGUST 26
Cherry Glazerr
Momma (duo)
King Isis

SEPTEMBER 16
Y La Bamba
Marinero
Loco Bloco

OCTOBER 7
Sheila E & The E-Train
Satya

Due South was paused between 2020 and 2021.

July



CHERRY GLAZERR AT DUE SOUTH BY MARLENE SANCHEZ

IN 2019:
2,300
VISITORS

IN 2022:
3,200
VISITORS

IN 2023:
10,000
VISITORS

The Park Market at Crane Cove

SF Parks Alliance hosted the inaugural season of The Park Market at Crane Cove, a market series which benefited local businesses and residents by bringing local makers, food and drink vendors, and musicians to Dogpatch's Crane Cove Park. Each market featured a theme—from Halloween to holidays—and unique activities including free paddleboarding lessons.

THE PARK MARKET
ATTRACTED

14,500

VISITORS
IN ITS FIRST SEASON!

August



Let'sPlaySF!

Herz Playground in San Francisco's Visitacion Valley is the tenth playground SF Parks Alliance renovated as part of the Let'sPlaySF! initiative in collaboration with the SF Recreation & Parks Department. On August 24, we celebrated this \$3.38 million makeover at a ribbon cutting with city leaders, refreshments, and delighted children. The renovation includes two play areas, new paths, benches, picnic tables, a drinking fountain, and more. Up next for the Let'sPlaySF! campaign is the completion of Richmond and Buchanan Street Mall playgrounds.

August

Party for the Parks

Party for the Parks is the premier social event that supports San Francisco parks and public spaces. On Saturday, September 23, park lovers bought tickets to feast, dance, and sip on specialty cocktails at The Conservatory at One Sansome. Each year's party includes a new theme, and guests are encouraged to dress to it, creating a vision where attendees are a part of the unique decor. This year featured a greenhouse theme.

GUESTS RAISED OVER
\$500K
 TO SUPPORT
 PARKS AND PUBLIC SPACES



September

Kite the Bay

In collaboration with California State Parks and Parks California, SF Parks Alliance hosted the first ever Kite the Bay, a family-friendly kite festival at Candlestick Point, on October 21. Visitors brought and borrowed kites to dot the sky with color. Live music, food, and face painting rounded out the event, which was part of a community-centered approach to strengthening relationships between the park and the surrounding neighborhood.

“This was such a unique and heartfelt event. I loved seeing Candlestick Point so full of life and color.”

KITE THE BAY ATTENDEE

October

30

KITE THE BAY BY KAILEN SWAIN



Help McLaren Park

Help McLaren Park, which aims to attract park users through beautification, restoration, repair, and safety, hosted a concert with over 300 attendees on October 14 featuring tribute bands Gods of Thunder and Unchained in collaboration with Friends of the Jerry Garcia Amphitheater. The group also collaborated with San Francisco artist Hudson Lanier, who installed 350 ceramic fish on the Louis Sutter Roundhouse in McLaren Park in the spring.

October

LOUIS SUTTER ROUNDHOUSE COURTESY OF HELP MCLAREN PARK



Friends of Lakeside Village

Friends of Lakeside Village (FOLV) installed new and repaired existing lighting on Ocean Avenue, a major benefit to businesses and visitors. FOLV continues to implement various weekly events for families, including yoga, live music, art fairs, and gardening classes. The group is also responsible for sidewalk beautification to help maintain the corridor.

October



Far Out West Community Garden

Far Out West Community Garden hosted an outdoor film series featuring documentaries about local arts and culture, environmental protection, and social justice. They collaborated with local organizations on these events, including Citizen Film, The Two-Eighty Project, and Surfrider San Francisco.

October

Community Innovation Lab at India Basin Waterfront Park

The India Basin Shoreline Park project will develop three spaces—700 Innes, 900 Innes, and India Basin Shoreline Park—into 1.7 miles of winding shoreline trails, a new playground, amphitheater, and more. The India Basin Project will transform the space with an emphasis on public access, social equity, resiliency, and restoration.

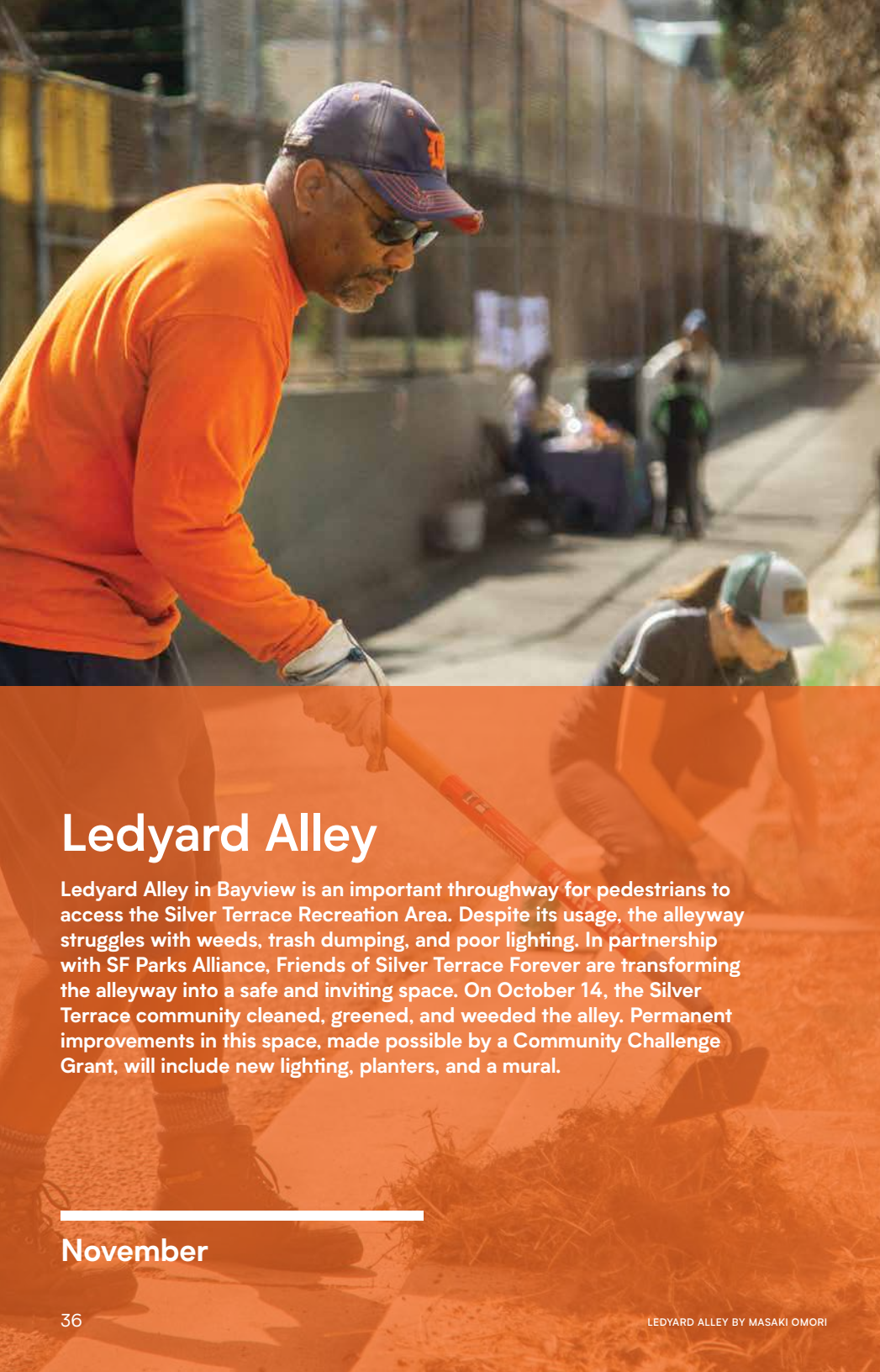
SF Parks Alliance supported the Community Innovation Lab (The Lab) installation, a repurposed shipping container that includes seating, outdoor bean bags, a lending library, electricity, free wi-fi, and games. While the park is under construction, The Lab serves as a place to build community and pilot free programming that will be a regular feature of the completed park.

The Lab is part of a larger Equitable Development Plan to ensure that the park is being built with, for, and by the surrounding neighborhood.

The park is expected to open to the public summer 2026.



October



Ledyard Alley

Ledyard Alley in Bayview is an important thoroughway for pedestrians to access the Silver Terrace Recreation Area. Despite its usage, the alleyway struggles with weeds, trash dumping, and poor lighting. In partnership with SF Parks Alliance, Friends of Silver Terrace Forever are transforming the alleyway into a safe and inviting space. On October 14, the Silver Terrace community cleaned, greened, and weeded the alley. Permanent improvements in this space, made possible by a Community Challenge Grant, will include new lighting, planters, and a mural.

November



Tunnel Top Park

Tunnel Top Park was transformed from an informal dumping ground into a community-serving open space surrounded by habitat gardens. Residents of the Potrero-Dogpatch Neighborhood made landscaping improvements, constructed a dog run, and added lighting to the park in 2023. In addition, the group ran a robust internship program with the local city college to cultivate future leaders of public spaces.

November



Chess at UN Plaza

In partnership with SF Recreation & Parks and the Mechanics Institute, SF Parks Alliance launched Chess at UN Plaza, a recurring Sunday event that brought chess sets, tables, and chairs to the public. To make the famously complicated game more accessible, the Mechanics Institute provided skilled chess instructors for everyone from novices to lifelong players. The program launched alongside other changes at UN Plaza, including a skatepark and ping pong tables, that are meant to make the space more welcoming.

November



Slow Street Sidewalk Gardens

Between December 2022 and December 2023, SF Parks Alliance in partnership with Friends of the Urban Forest, installed 30 sidewalk gardens along the following Slow Streets: Page Street, Golden Gate Avenue, and Lyon Street. Neighbors along these streets applied to have these sidewalk gardens installed, attended community meetings to advise the selection and installation, and assisted with planting. Across all three projects, over 70 volunteers came out to green these newly permanent slow streets.

“Every bit of green on the sidewalk makes a difference in making the street feel more welcoming and beautiful.”

JULIAN COPE

Visitation Valley Greenway

Visitation Valley Greenway GOAL (Growing Outdoors and Learning) maintains five of the six greenway gardens in Visitation Valley and the McLaren Natural Plant Garden. Co-Founders Fran Martin and Jim Growden have stewarded this site since 1993. Jim has designed various components of the walkways, from their sculptured gates to signage. In 2023, he designed tile murals on the columns near the entrance which were installed by local tiler Dan O'Brien. These columns are just one example of the public art available alongside the walkway.

November



December

Entwined

In partnership with artist Charles Gadeken, SF Parks Alliance brought holiday favorite Entwined back for its fourth year in Golden Gate Park. This season, the centerpiece was the “Elder Mother,” a weeping willow that invited parkgoers to revel under her branches. Interactive elements, like audio stories and light customization, and ongoing programming, like story readings and craft nights, made it one of the most dazzling seasons yet.

“My family stumbled upon this installation after dinner one night, and we were all blown away by the magic and beauty it brought to the park.”

CARLOS GONZALEZ

SF PARKS ALLIANCE DIRECTLY
CONTRIBUTED OVER

\$775K

TO PERFORMING AND VISUAL
ARTISTS IN 2023

December

COMMUNITY PARTNER NETWORK

The Community Partner Network is comprised of engaged community members who share a vision for improving public spaces. SF Parks Alliance provides these partners with administrative support, fundraising guidance, and relevant resources through the fiscal sponsorship program.

In 2023, the Community Partner Network consisted of over 80 fiscally sponsored community groups, hundreds of like-minded individuals, and more than 25 mission-aligned organizations.

IN 2023, PUBLIC SPACE PROJECTS
WERE SUPPORTED BY OVER

3,250

VOLUNTEERS THROUGHOUT THE
COMMUNITY PARTNER NETWORK

SUPPORTERS

With over 200 parks and countless public spaces across San Francisco, your support remains essential—funding new parks and playgrounds, free concerts and movie nights, and a growing network of park advocates.

Visit sfparksalliance.org/membership to learn more.



Membership

Art. Concerts. Markets. Movies. Clean Ups. Playgrounds. Becoming a member is the best way to fund the things you love about San Francisco. You'll join a growing community of park lovers just like you!

Donors

Thank you to all of our supporters!

Contributions of \$500+ made to SF Parks Alliance between July 1, 2022 and June 30, 2023 can be viewed online.

The Evergreen Circle

Incorporating a gift to SF Parks Alliance into your estate, will, living trust, retirement plan, or other financial asset is a powerful way to impact the future of your city's parks and public spaces.

CHARITY NAVIGATOR
AND GUIDESTAR HAVE GIVEN
SF PARKS ALLIANCE



FOUR STAR AND SILVER RATINGS,
RESPECTIVELY.

For more information, please email development@sfparksalliance.org or visit sfparksalliance.org.

CITY PARTNERS

SF Parks Alliance is grateful to the many city agencies that we partner with to make San Francisco a better place to work, live, and play.

City and County of San Francisco

City and County of San Francisco
Real Estate Division

Community Challenge Grants

Mayor's Office of Housing
Community Development Division

Port of San Francisco

San Francisco Arts Commission

SF Department of Children,
Youth & Their Families

San Francisco Environment
Department

San Francisco Municipal Transit
Association

San Francisco Office of
Economic and Workforce
Development

San Francisco Planning

San Francisco Public Works

San Francisco Recreation & Parks

San Francisco Unified School District

San Francisco Water Power Sewer



TANK HILL BY CASEY WHALEN

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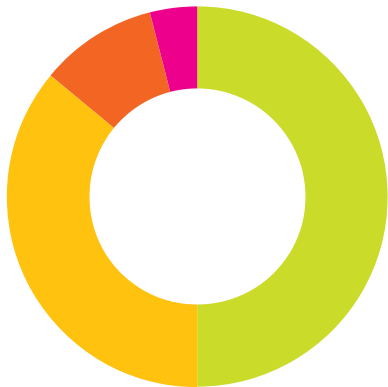
TANK HILL BY CASEY WHALEN

FINANCIALS

July 1, 2022—June 30, 2023

How is SF Parks Alliance funded?

Investments and other income were the primary source of funding, comprising 66% of revenue in the last year.



Revenue

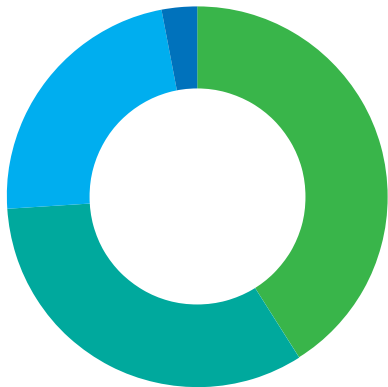
Capital Contributions	\$5,299,228	50%
General Contributions	\$3,835,468	36%
Program and Admin Fees	\$1,019,820	10%
Special Events	\$461,874	4%
Investment and In-Kind Donations	-\$17,187	
Total	\$10,599,203	100%

* Capital Campaign Contributions includes: Let'sPlaySFI, India Basin, Crane Cove, and Harvey Milk Plaza

All audited financials are available at sfparksalliance.org.

What is the breakdown of contributed funding?

SF Parks Alliance leveraged public and private support from the generosity of the diverse funding sources to execute the organization's mission.

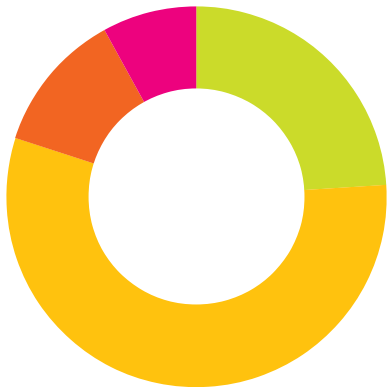


Contributed Income Breakdown

Foundation Giving	\$3,745,432	41%
Government Grants	\$3,035,873	33%
Individual Contributions	\$2,067,219	23%
Corporate Giving	\$286,171	3%
Total	\$9,134,696	100%

How is the funding spent?

SF Parks Alliance spent 24% on permanent capital projects and 56% supporting over 85 community groups and partners across the city. The rest, 20% of expenses, were the costs for the administration and fundraising that make this work possible.



Expenses

Capital Campaigns**	\$4,180,976	24%
Partner Support	\$9,759,364	56%
Administration	\$2,043,930	12%
Fund Development and Communication	\$1,496,252	8%
Total***	\$17,480,523	100%

** Capital Campaign Expenses include: Let'sPlaySFI, India Basin, and Crane Cove
*** Funding for capital campaigns is often raised in years prior to when it is spent. This explains the difference in revenue and expenses.





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SF, CA 94103

sfparksalliance.org
[@sfparksalliance](https://twitter.com/sfparksalliance)

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