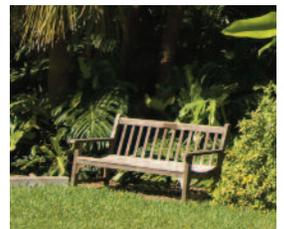
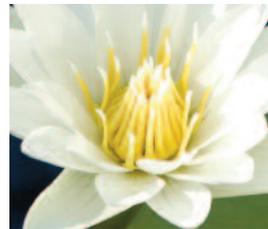




# ANNUAL REPORT 2011

# Parks Foundation of Miami-Dade







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## **PARKS FOUNDATION BOARD OF DIRECTORS**

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James DiBernardo  
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## LETTER FROM THE FOUNDING CHAIR



As Past President and Founding Chair of The Parks Foundation of Miami-Dade, I want to thank the countless individuals and corporations that, through the Foundation, have supported the Miami-Dade Parks, Recreation and Open Spaces Department and its mission to create a healthier, more livable and sustainable Miami-Dade County community.

The mission of the Foundation has always been to support the Parks Department, one of our community's most important assets and one of the most recognized Parks Departments in the nation.

This is an effort that can only be achieved with the financial and in-kind help from so many from the community it serves.

The following pages highlight these achievements and new initiatives that will allow us to continue supporting and growing the Miami-Dade Parks, Recreation and Open Spaces Department and its mission to build a world-class parks system for this and future generations.

But this did not happen overnight. It took time to establish the framework of a fully-functioning Foundation. I look back with humility at the hard work and dedication of so many that joined me in this cause. Founding Board members, such as president-elect Dick Anderson, Dean Colson, Nancy Liebman, and Sergio Pino; and new Board members who will continue in this cause as I take on a smaller role, such as vice-president-elect Raul Garcia, treasurer-elect Maria Diaz-Giusti, secretary-elect Brandon Immerman, Karen Evans, Sarah Artecona, Grant Miller, James DiBernardo and Joanna Lombard. Through advocacy and strong partnerships we achieved the milestones that brought us to where we are today.

As I look to the future, I want to thank you for your continued support and commitment to our mission.

Jorge Luis Lopez  
Founding Chair

## LETTER FROM THE PRESIDENT-ELECT



This past fiscal year marked many firsts for the Parks Foundation. It launched several new initiatives that will help grow the Foundation, its funding sources and community outreach.

The greatest achievement was establishing the membership program where individuals, families and corporate donors were able to support the Parks Foundation, while in turn received great benefits at local parks. Benefits included free shelter rentals, discounts to programs including EcoAdventures and our Fit-to-Play children's programs, and discounts to parks including the Deering Estate at Culter, Zoo Miami, and golf courses. New benefits will be launched in our next fiscal year to increase our memberships, and reach a greater Miami-Dade County audience.

This year we also launched the Fit-to-Play Scholarship Fund and the Swim for Jenny Fund where donors can help underserved children attend Learn-to-Swim and Fit-to-Play Out-of-School programs.

The Parks Foundation also instituted several social events to create awareness of the Foundation and to help us raise funds for Miami-Dade Parks programs and facilities. We hosted our first Social at the wonderful Ocean Grill Restaurant at Black Point Park in February, followed by the second in April at the beautiful beaches at Crandon Park. Parks Foundation members received a free ticket to these fundraising parties.

In May we partnered with the Department of Children and Families and hosted the first Come Out for Play Family Fun Fest at Tropical Park, and hosted the second in December at Amelia Earhart Park, presented by Wells Fargo Bank. Both events provided an opportunity for young children and families to recreate together with activities coordinated by Miami-Dade Parks' recreation leaders.

The Parks Foundation also hosted the SoMi Taste of the Town in July where popular local restaurants competed for the coveted "Taste of the Town" award, and patrons enjoyed live music, food samplers and free beer and wine, all for a good cause to raise money for the Parks Foundation and the Million Trees Miami Project to plant trees in the City of South Miami. In November, we came back and hosted the SoMi Talk of the Town where this time, local retail clothing and accessory merchants competed for the coveted "Talk of the Town" award, showcasing the finest in women's fashion. The event featured the same great restaurants and entertainment and also featured a fashion show, for the same worthy cause as the first. Parks Foundation members received a free ticket to both great rooftop parties and many members took advantage of the benefit and enjoyed themselves.

There were other events featured throughout the year, including the Miami Soccer Festival; the Miami Beach Veiled Wine Society fundraiser for the Parks Foundation; the Business Leaders Luncheon; four great pet-friendly events at dog parks across the county, courtesy of Pet Supermarket the premier partner of Miami-Dade Dog Parks; cultural events at the Women's Park, movie nights, and farmer's markets, all courtesy of our premier partner Wells Fargo; among other events hosted throughout the year.

*(continued on next page)*

*(President-elect continued)*

As the newly elected president of the Parks Foundation, I want to take this opportunity to look forward to this next fiscal year and growing the Foundation and the initiatives established by the previous governing body.

As a former professional football player, I know the value of parks and recreation to communities. Neighborhood parks are where my love for sports and the outdoors first began. Great parks provide not only safe places to play – they’re the places where we develop the physical, emotional and social skills that carry us into adulthood.

In 2012, we hope to build the Foundation’s capacity to provide a sustainable funding source for the Miami-Dade Parks, Recreation and Open Spaces Department.

The Parks Foundation of Miami-Dade fundraises for the Miami-Dade County Parks, Recreation and Open Spaces Department for the endowment of capital projects, and educational, recreational, and cultural community programs.

The monies entrusted to the Parks Foundation of Miami-Dade are allocated to worthwhile and important projects that benefit the community and its citizens.

I want to thank all our donors, corporate partners, volunteers, members, and everyone who helped make this year a success.

Dick Anderson  
President-Elect



## LETTER FROM THE PARKS DIRECTOR



In my more than 30-year career at Miami-Dade Parks, Recreation and Open Spaces, never had the Department faced a more challenging time. There has been an ever-growing economic downturn, which in turn has affected the property tax subsidy, significantly reducing the department's operating budget.

In the last three years alone, Parks has had to lay-off more than 450 full-time and 400 part-time employees – that equals to more than a quarter of our work force – making it a challenge to continue providing the same programs and level of service that citizens have come to expect.

Now more than ever we turn to the Parks Foundation of Miami-Dade for support.

The Parks Foundation Board will continue to advocate for funding for the Parks Department at the state and federal levels.

By giving to new funding sources, such as the Fit-to-Play Scholarship Fund or the Swim for Jenny Fund, you will directly support children in low-income neighborhoods and throughout the county with the opportunity to attend our Fit-to-Play Out-of-School program and Learn-to-Swim programs at County parks and pools. These are just some of the new giving opportunities where donors can support the Miami-Dade Parks Department.

Donors can also provide direct support to Miami-Dade parks through volunteer opportunities afforded through the Foundation, to help protect our resources and help restore aging amenities.

Donors can also partner with the Parks Foundation to help support Parks infrastructure and capital projects through naming opportunities, or help present arts and entertainment programs to the masses through special events and cultural program funding opportunities.

Investments to the Parks Foundation are investments to parks, your community, your neighborhoods, your children, your environment, your health, and your future.

Thank you for your support.

Jack Kardys, Director  
Miami-Dade Parks, Recreation and Open Spaces Department



# Parks – the roots of a community.

Who could imagine a world without parks? Parks are an oasis in an urban jungle. They are places of serenity, filled with fresh air, beautiful trees, and luscious grass. Their noises are of children laughing and playing, the sound of the wheels on skates, of baseballs being hit by a bat, of children splashing in the pool.

They are places to enjoy with your family, have a picnic, exercise, or go for a run. They provide amenities for athletes of all ages to learn and develop their skills in a sport. They are gathering places where people can socialize as they take their dog to a dog park, or play a game of pick-up basketball.

They are the roots of a community.

By donating to the Parks Foundation of Miami-Dade, you will ensure that parks remain for this and future generations.





# Partnering to make a difference.

The Parks Foundation of Miami-Dade wishes to thank the many Corporate Partners that continue to support the mission and goals of the Parks Foundation of Miami-Dade and those of the Miami-Dade Parks, Recreation and Open Spaces Department.

These corporate partnerships helped to increase recreational opportunities and generated new revenue to support the operations and maintenance of our park system.

Here are a few highlights:

### AvMed Morning Mile Program

Thanks to AvMed Health Plans, summer campers at 20 county parks started their summer camp experience with a daily morning run as part of the Morning Mile Program, a fitness program that equips schools and parks with materials and guidance to successfully incorporate a morning running program into their curricula. Miami-Dade Parks partnered with AvMed Health Plans to incorporate the Morning Mile Program into its already successful Fit-to-Play, Green-it-Up summer camp program which provides children with a physical fitness, nutrition, and overall wellness program for kids ages 6-14.

A grant from AvMed provided the funding for the Morning Mile starter kits, which gave parks the instructions and materials to start the program.

To inaugurate the program, there was an opening ceremony on Wednesday, July 13, at Westwind Lakes Park with Miami-Dade County Commission Chairman Joe A. Martinez, Parks Director Jack Kardys, AvMed Health Plans President and COO Ed Hannum, and summer campers from Westwind Lakes and other participating parks. The event began with a one-mile run on the field with the children and invited dignitaries, followed by a few words from each of the guests.

The 20 participating parks included Arcola Park, Arcola Lakes Park, Cinco de Mayo Park, Continental Park, Country Village Park, Deerwood-Bonita Lakes Park, Goulds Park, Hammocks Community Park, Highland Oaks Park, Martin Luther King Park, North Glade Park, North Trail Park, Raices at Miller Drive Park, Ruben Dario Park, South Dade Park, Sgt. Joe Delancy Park, Tamiami Park, Tropical Estates Park, Westwind Lakes Park, and Disability Services at Westwind Lakes Park (this program is for children with disabilities).



*(Corporate Partners continued)*

### *Pet Supermarket*

Pet Supermarket, the family-owned pet superstore headquartered in Sunrise, Florida, became the Premier Partner of Miami-Dade Park and Recreation Dog Parks. The sponsorship agreement is a multi-faceted partnership that includes all of the County's dog parks and Pet Supermarket stores located within the Miami-Dade County line. Resources from both organizations were leveraged to provide dog and park patrons an enhanced Dog Park experience with promotions and exciting special events.

Special events included Canine Carnival which took place in March at Tropical Dog Park; Dog Fest which took place in April at Amelia Earhart Dog Park; Barktoberfest which took place in October at East Greynolds Dog Park; and Bark-A-Pawlooza that closed the year with an event at West Kendall District Dog Park. Each event featured entertainment, contests such as Best Dressed Dog, Best Dog Trick, and Best Agility contests, as well as special discounts and gifts courtesy of Pet Supermarket and its partners, providing invaluable recreational opportunities to pet owners throughout the entire Miami-Dade County community.

### *Wells Fargo*

Wells Fargo partnered with the Parks Foundation to provide the community with a variety of free events at several parks including cultural events at the Women's Park in November; movie nights at Arcola Lakes, Leisure Lakes and Goulds Parks in November; the Come Out for Play Family Fun Day at Amelia Earhart Park in December; and a seven-week series of farmer's markets at Goulds and Royal Colonial Parks that took place at the end of the year.

These events, made possible through a \$20,000 grant from Wells Fargo, provided free cultural, health and wellness recreational opportunities to families in predominantly lower income neighborhoods.



Corporate Partners

- Pet Supermarket
- IBM
- Wells Fargo
- AvMed
- Macy's
- Community Newspapers
- Target
- Baptist Health
- Publix
- Rep Services
- Waste Management

- River Marine Supply
- South Miami Hospital
- United Home Care
- Sea Tow
- FPL
- Westrec
- Shoreline
- AECOM
- Miami Access Tunnel
- Whole Foods
- rbb Public Relations
- Soil Tech

The Parks Foundation also wants to thank its Community Partners

Community Partners

- AARP
- Drowning Prevention Coalition
- Health Consortium of Miami-Dade
- University of Miami
- Health Foundation of South Florida
- Knight Foundation
- Marlins Foundation
- Trust for Public Lands









# Volunteerism – Engaging the Community.

The Parks Foundation of Miami-Dade coordinated and fundraised for six major Parks Department volunteer Adopt-A-Park days to clean and beautify parks, trailways and nature centers, generating over \$50,000 in cash and in-kind contributions.

In addition, it hosted the inaugural Business Leaders Luncheon, sponsored by AARP, to introduce the Adopt-A-Park program, volunteer opportunities and corporate partnerships to local businesses and regional offices for national corporations.

Make a difference in your community and help sponsor a volunteer project through the Parks Foundation of Miami-Dade.

*Contact:*  
Angie Gomez  
Volunteer Coordinator  
305-961-2781





# Your Donation Matters.

## *Fit-to-Play Scholarship Fund*

The Fit-to-Play Scholarship Fund was founded to ensure that every child in Miami-Dade County have access to quality park programs. Scholarships are awarded to Miami-Dade children and youth who do not have the financial means to participate in fee-based recreational programs and activities.

Through Miami-Dade Parks' Fit-2-Play Summer Camp and Out-of-School Programs, children from all walks of life are receiving structured, comprehensive and fun recreational experiences. They receive health and wellness education to live a healthy lifestyle. The program provides homework help, followed by evidence-based physical fitness education and activities. Children learn basics of nutrition and life-long sports, such as golf and tennis.

In today's economy, the financial pressure on families has never been greater. Federal, state and local resources are dwindling. But that's no reason to shortchange our children. Every child deserves the safe places, wide open spaces, and sense of community that Miami-Dade Parks, Recreation and Open Spaces can provide.

The Parks Foundation of Miami-Dade advocates for happier, healthier kids. Donations to the Fit-to-Play Scholarship Fund, enable a child to attend Miami-Dade's Fit-2-Play Summer Camp and/or Out-of-School Programs, and make an investment that supports a child in need and helps shape the next generation.



*(Scholarship Funds continued)*

*Swim for Jenny Memorial Fund (Drowning Prevention)*

South Florida is surrounded by various bodies of water, including the ocean, the Bay, canals, rivers, lakes and swimming pools. That is why it is crucial that all children have access to water safety information and learn-to-swim lessons.

Donations to the Swim for Jenny Memorial Fund, help children attend a two-week learn-to-swim lesson where they will learn the basics of water safety and swimming, a skill that can make a difference between life and death.



*Neill L. Miller Bicycle Safety Education Program*

The Neill L. Miller Bicycle Safety Education Program Fund was established in 2009 with a generous donation by Mr. Thomas Miller in memory of his wife Neill L. Miller, an avid bicyclist who served on the Miami-Dade County Bicycle Advisory Council, committed to preparing and inspiring adults and children to engage in life-long, outdoor physical activity, specifically bicycling.

Donations to the Neill L. Miller Bicycle Safety Education program, help support the implementation of a county-wide sustainable bicycle safety education and rider training programs, promoting bicycle trails as a sustainable mode of transportation, and other bicycle-related activities maintained by the Parks Foundation of Miami-Dade, the Miami-Dade Parks, Recreation and Open Spaces Department, and the Miami-Dade County Metropolitan Planning Organization (MPO) Bicycle/Pedestrian Coordinator's Office; so that more people can safely ride bicycles more places more often because motorists willingly and safely share the public right-of-way with bicyclists of all ages.





# Become a Member, Support Parks & Receive Great Benefits.



At the start of 2011, The Parks Foundation of Miami-Dade established its inaugural membership program where individuals who share the same fundamental values of preserving and promoting parks and their programs, and who frequently use the parks system, to become members of the Parks Foundation.

By becoming a member, individuals not only support Miami-Dade Parks, but they receive great benefit opportunities, such as free shelter rentals, discounts to programs and free admission to park attractions, promotions throughout the year, tickets to special events, and more.





# Celebrate with The Parks Foundation.

## Miami-Dade Parks Signature Events

The Parks Foundation of Miami-Dade fundraises for Miami-Dade Parks' annual signature events including the Blue Water Fishing Classic, Greynolds Love-In, In the Company of Women Awards Ceremony, Great Park Summit, Fourth of July Celebration at Black Point Park, and Ribfest. These events provide affordable recreational entertainment to the Miami-Dade County community.

## Parks Foundation Outreach Events

The Parks Foundation of Miami-Dade hosted several social events throughout the year to help raise financial support and attract new members. Events included two Facebook Socials at Black Point Park's Ocean Grill in February and at Crandon Park's Beach Cabanas in April. These Facebook Socials were primarily promoted through the Parks Foundation's new Facebook Page to garner awareness of the Foundation's social media site driving new traffic and friends to its page. Parks Foundation members received one free ticket to each event.

The Parks Foundation also hosted two fundraising events in South Miami benefitting the Parks Foundation of Miami-Dade and the Million Trees Miami Project to help plant trees in a park in the City of South Miami.

The events included the SoMi Taste of the Town, held in July at the rooftop of the city's parking garage, and featured free beer and wine, live music and food samplers from the area's most popular restaurants; and the second event in November, the SoMi Talk of the Town, at the same great location offering the same great entertainment, but with an added fashion show by popular area retailers competing for prizes.

Other events included two Come Out for Play Family Fun Days in May and December; the Miami Soccer Festival in July; and the Miami Beach Veiled Wine Society fundraiser at SET nightclub in September.

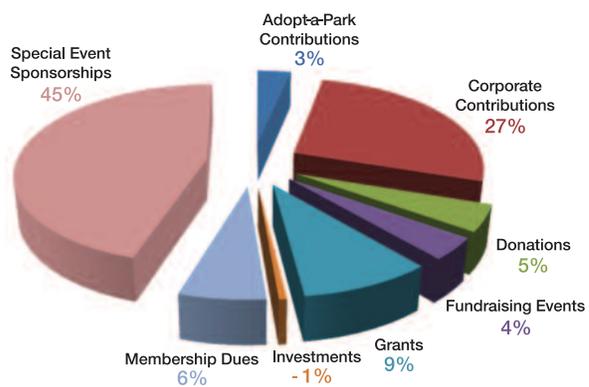




# Financials

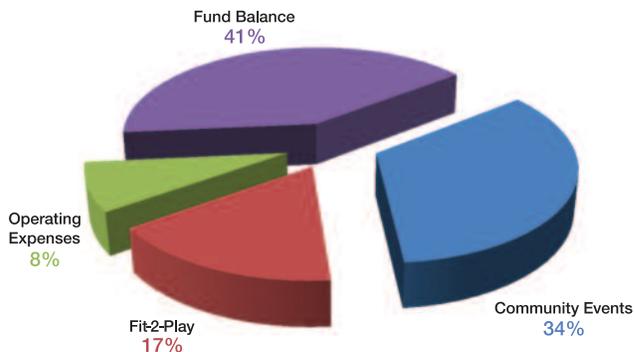
## Funding Sources

Adopt-a-Park Contributions	12,500
Corporate Contributions	100,000
Donations	17,414
Fundraising Events	14,476
Grants	35,000
Investments	-2,086
Membership Dues	22,829
Special Event Sponsorships	168,759
<b>TOTAL</b>	<b>368,892</b>



## Expense

Community Events	125,723
Fit-2-Play	61,490
Operating Expenses	30,645
Fund Balance	151,033
<b>TOTAL</b>	<b>368,892</b>





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