

ANCHORAGE PARK FOUNDATION

Strategic Plan Framework

Draft with Focus Group Recommendations – January 15, 2007

MISSION STATEMENT

The Anchorage Park Foundation strives to build *Healthy Parks & Healthy People* by mobilizing public support and financial resources for Anchorage parks, trails, and recreation opportunities.

VISION STATEMENT

The people of Anchorage recognize parks are vital for community health and connectivity, and demonstrate a strong park stewardship ethic.

- Parks provide access to outdoor recreation opportunities; support healthy lifestyles; and sustain clean water, land, and natural habitat, which in turn attract businesses and visitors, and increase prosperity for a healthy economy.
- Parks and trails connect neighborhoods, offer connection to the natural environment, and connect the community to each other through place, special events, cultural festivities, recreation and fun.
- Anchorage residents recognize the importance of parks and trails in their lives and to their community, and they take responsibility for our community assets with investments of time, individual and corporate contributions, and tax dollars.
- Anchorage residents benefit from a healthy park system and recreation opportunities available to all, regardless of where they live, income, ethnicity, or special needs.

PRIORITIES

Clean & Green, Safe & Secure

The Anchorage Park Foundation is focusing its first five years of operation to rehabilitating existing parks and trails.

Connectivity

The Anchorage Park Foundation seeks to engage community and build community relationships through vehicles such as challenge grants, volunteer opportunities, promotion, and investment opportunities.

GOALS AND STRATEGIES

1. Philanthropy – Anchorage generously invests in Anchorage parks, trails and recreation programs.

- a. Stimulate individual commitment and support for parks
 - *Ongoing support*
 - *Major campaign*
 - *Planned giving*
 - *Corporate giving*
 - *Joint fundraising campaign*
 - *Large annual fundraiser*
- b. Seek private grants to support major park initiatives
- c. Facilitate access for park stakeholders to other sources of financial support
 - *Advice*
 - *Referrals*
 - *Joint applications*

2. Education and Promotion- Anchorage is well informed about the importance of parks, trails and recreation, and knows about opportunities for investment.

- a. Create & distribute printed and electronic media/materials that promote the value of Anchorage parks to the community
 - *Education materials*
 - *Maps*
 - *Signs and Kiosks*
 - *Website/e-newsletters*
- b. Host events that encourage interest and involvement in the parks
 - *Founders Day*
 - *Weed Warriors*
 - *Kincaid Outdoor Center 20th Anniversary*
 - *Clean & Greens*
 - *Focus groups*
 - *Public lecture series*
 - *Youth Employment in Parks*
- c. Co-sponsor high profile community events
- d. Offer direct education programs
 - *work with Anchorage School District*
- e. Facilitate opportunities for groups to promote parks and recreation in partnership with Anchorage Park Foundation

3. Financial Support – The Anchorage Park Foundation improves our system of parks, trails and recreation programs.

- a. Purchase goods and services that complement Parks & Recreation Department programs
 - *Major project purchases*
 - *Construction/design services*
 - *Opportunistic micro-grants*
 - *Support maintenance*
 - *Park use data collection*
- b. Provide challenge grants to community stakeholder groups and solicit participation
- c. Provide scholarships to “in-need” youth for recreation opportunities

4. Organizational Capacity -- The Anchorage Park Foundation has the capacity to sustain its operations.

- a. Develop diverse and politically stable board, and other volunteer leadership
 - *Recruiting*
 - *Board development*
 - *Committees*
 - *Volunteer focus groups as needed*
- b. Hire staff to implement key Foundation programs
 - *Contractors for key projects*
 - *Basic administrative support*
- c. Develop internal systems and infrastructure
 - *Policy for % of each donation to support operations*
 - *Data systems*
 - *Strategic/fundraising plans*
 - *Financial controls*