

Park Pride Press

Volume 1, Issue 1, Fall 2004

New Program Provides Community Microgrants



*Volunteers Assemble
New Park Equipment*

Park Pride is pleased to announce an exciting new program to provide financial support for communities working to improve their parks. Throughout Atlanta, people like you are working with their neighbors to build new flower beds, plant

some trees, install benches or paint dilapidated buildings in their community park. Park Pride has partnered with the Cecil B. Day Family to craft a community micro grants program to support and encourage these efforts. Starting in September 2004, neighborhood groups will be able to apply for up to \$500 in matching funds to implement park improvement projects. Neighborhood groups must meet three requirements to qualify for a Park Pride Community Micro Grant. (1) Applicants must be a neighborhood organization or group of five or more people. (2) Projects must be located in a park or public greenspace. (3) Grant funds must be

matched dollar for dollar by the applicant. Once you have identified a project that meets these requirements, there are two ways to apply for a grant: **1. NPU sponsored projects:** The Park Pride Micro Grant Program allocates \$500 annually to every Neighborhood Planning Unit (NPU). Neighborhood groups submit proposals to their NPU, which will review and select one or more proposals for funding (in the case of multiple proposals, the total must not exceed \$500). The NPU will submit to Park Pride the project/s which they have selected for funding. **2. Undesignated projects:** In addition to the NPU-sponsored projects, neighborhood groups may submit grant proposals directly to Park Pride. We will review these proposals based on the merit of the project and the ability of the applicant to achieve the proposed outcome. Endorsement of the neighborhood organization is required. Applications are processed in March and September of each year.

"Nobody made a greater mistake than he who did nothing because he could only do a little"

Edmund Burke

For more information - and to print an application - visit Park Pride's website at www.parkpride.org. You also may call Allison Barnett at (404) 817-6760.

Park Pride Can Help Make Your Project a Success

At Park Pride, we believe that beautiful parks require a little dirty work. That's why we have developed a Volunteer Program that provides businesses and community groups the opportunity to get a little dirty, while doing something good. For over ten years, Park Pride has coordinated volunteer efforts in our City's parks to help clean, beautify and protect some of our communities' most treasured resources. Park Pride works both with volunteers and with communities who need volunteers. We will match the resources to the needs, making sure that volunteers have a meaningful experience and that parks see tangible results. Atlanta's volunteers and parks activists are tremendous resources, and we at Park Pride strive to ensure that they receive the support, respect and thanks that they deserve. If you live near a park that needs help clearing underbrush, painting benches, planting flowerbeds or mulching trees, call Park Pride. If you are involved in a business, school group, Boy/Girl Scout Troop, or religious organization looking to do some good in the Atlanta community, call Park Pride. We can provide the expertise and the support necessary for a successful volunteer project in our City's parks and green spaces.

675 Ponce de Leon
Avenue, 8th Floor
Atlanta, GA 30308
404-817-6761
404-817-6760
www.parkpride.org



Fiscal Partner Spotlight: Cunard Memorial Playground



President

Maureen Darcey

President-Elect

Guido Sacchi

Secretary

Elaine Morgan

Treasurer

Juan Lago

Directors

Dan Bauer
Curtis Higdon
Robb Jones
Kelly Jordan
Bill Lawson
Ann McClure
Abbey Mullaney
Jimmy Powell
Arnie Silverman
Jae Stephenson
Raymond Strychalski

Ex-Officio

Dianne Harnell Cohen
Spence Rosenfeld
Tally Sweat

Executive Director

George Dusenbury
George@ParkPride.Org
404-817-6761

Director of Community Building

Nicholas Williams
Nicholas@ParkPride.Org
404-853-7471

Development Director

Allison Barnett
Allison@ParkPride.Org
404-817-6760

Development Assistant

Teesha Washington
Teesha@ParkPride.Org
(404) 817-7969



On July 10th, 2003 the unthinkable happened in Virginia Highlands. A 100-year-old oak tree fell on an SUV stuck in traffic and took the lives of Lisa Cunard and her sons; three-year-old Max and five-month-old Owen. Almost immediately, a group of volunteers came together to create a memorial for the family. Cynthia Gentry, the Cunard's neighbor, led

this effort; instead of a traditional memorial, the neighbors decided to create a new playground at John Howell Park which would serve as a tribute to the Cunards and at the same time serve as a valuable amenity for the community. The group researched other playgrounds, decided on an equipment vendor and went to work developing a plan. In tribute to Max Cunard who loved fire trucks, a bright shiny fire truck was selected as the centerpiece of the state of the art playground. Armed with a plan and a goal, the group set to work raising the funds necessary to realize their ambitious vision. In addition to contributions from neighbors and a matching grant from the Virginia Highlands Civic Association, dozens of neighborhood businesses offered support: 27 neighborhood restaurants participated in a "Heartfelt Benefit," Van Michael Salon held a hair cut-a-thon, Whole Foods donated 15% of their profits for one

day, and Dreamscapes Designs donated thousands of dollars worth of labor and materials. And finally, a radio appearance by Brad Cunard resulted in over \$40,000 in contributions. In November over 400 volunteers came together to build the playground and give the park a facelift. Then surfacing was installed, a memorial wall was created and landscaping was completed in time for the dedication on March 28th 2004.

For close to two decades, Park Pride has promoted park improvements by providing tools, volunteers, coordination and support for neighborhood efforts. Several years ago, our neighborhood partners started asking us to provide support for park fundraising efforts. When a group of committed neighbors got together to build a playground, renovate a ball field or undertake some other large park project, they needed a structure to effectively fundraise and manage funds. They wanted to be able to solicit tax deductible contributions without having to go to the trouble and expense of creating a 501c-3 nonprofit corporation. In response, Park Pride developed the Fiscal Partners Program. Park Pride accepts contributions on behalf of our local neighborhood partners, acknowledges each gift, and provides a variety of services, including tracking contributions and expenditures and maintaining donor databases. This service has enabled neighborhoods throughout Atlanta and DeKalb County to realize their dreams of new playgrounds, enhanced landscaping and preserved greenspace. Each newsletter will highlight the efforts of one of Park Pride's Fiscal Partners.

Fiscal Partners enables neighborhoods to realize their dreams

Adopt A Park - Invest in Your Community

Ten years after the creation of our Adopt a Park program we are pleased to welcome two recent park adoptions. In Atlanta's West End, residents on Lucille and Holderness teamed up with the West End Rotary Club to beautify a corner lot. They cleared out debris, planted trees donated by City Councilman Lamar Willis,

and created a community garden.

Once overrun with overgrowth, old tires and other trash, the lot is now well on its way to being the pride of the neighborhood. As one of Park Pride's corporate adopters, Isaac Adelenge, the owner of Lush Restaurant (located on Bernina, just off of Highland Avenue) worked

with the Freedom Park Conservancy to transform a small, grassy slope into a lovely garden. Patrons enjoying some of Lush's vegan fare can admire the beautiful setting that Isaac has created.

Get Involved! You, too, can help make your community a little more beautiful. Through partnerships with the Bureau of Parks and

Recreation and the Department of Public Works, Park Pride is empowered to negotiate and administer the adoption of the city's parks, from the smallest traffic medians to the largest regional parks.

For more details about the process of adoption, visit www.parkpride.org.

Community Seminars Crucial Part of New "Friend Raising" Initiative

There are many diverse challenges to turning your park into a greenspace worthy of being the center of your community. Years of budget cuts at the Department of Parks, Recreation and Cultural Affairs have taken their toll on park infrastructure and staff morale. People who use your park sometimes abuse your park, leaving trash and graffiti that spoil the enjoyment of others. The lack of a police presence or regular park users can create a void filled by vandalism and other criminal activity that poses a serious threat to public safety. Combined, these factors may create a downward spiral that turns what should be an asset to your community into a public eyesore – or worse.

We understand that you have the energy and the desire to make things happen. We know that there are people in every community who love their park and are willing to fight for it. We see the tremendous untapped resource that you present in the struggle to make your park – and all our city's parks – the emerald jewels that they should be. And we want to help you make your park vision a reality.

To this end, Park Pride has developed a Friend Raising initiative to provide the guidance you need to organize, get involved and make a difference. Our "Taking Back Your Park" pamphlet describes how to organize and structure a park group, build support

for your group, plan park events, fundraise, publicize your efforts and much more. We also will offer community seminars in late October and early November. The material, seminars, programs, and the staff of Park Pride are resources to help you take back your park.

To get involved –or for more information – give us a call. Working together, we will ensure that all of Atlanta's parks reach their full potential – beautiful oases where families picnic, children play and communities gather.



SUPPORT YOUR PARKS - JOIN PARK PRIDE

Improving Atlanta's parks is a lot of work – and we need all the help that we can get. By becoming a member of Park Pride, you are supporting our programs and the many community groups with whom we work. All Park Pride members will receive our newsletter & invitations to Park Pride events. Most membership levels include additional benefits, which are noted on our web site. Membership levels are listed below, but any donation is welcome.

I want to help protect and increase our region's parks by becoming a member of Park Pride (please circle desired membership level below and mail to Park Pride).

- Supporter** **\$35**
- Supporter Family** **\$50**
- Friend of the Park** **\$100**
- Park Advocate** **\$250**
- Park Patron** **\$500**

Name: _____

Address: _____

Phone: _____

Enclosed is my check for \$ _____

E-mail: _____

EVERY DOLLAR COUNTS!

\$10

A spade for our tool bank

\$25

A flat of flowers

\$50

A tree

\$100

A load of mulch

\$500

Community MicroGrant

\$1000

Friends Building Seminar

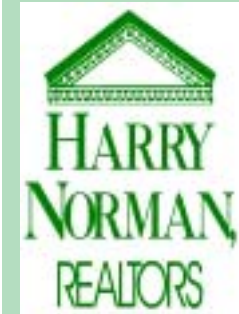
675 Ponce de Leon Avenue, 8th Floor
Atlanta, GA 30308
404-817-6761
404-817-6760
www.parkpride.org



Special Thanks:



THE ARTHUR M. BLANK
FAMILY FOUNDATION



BELT LINE'S VISION FOR GREENER, MORE CONNECTED ATLANTA

We at Park Pride are extremely excited about the Belt Line, a green space and transit proposal that holds the promise of changing our city for the better. The Belt Line is a largely abandoned and underutilized rail corridor that circles downtown Atlanta through almost all of Atlanta's historic, in-town neighborhoods. For several years, then Atlanta City Council President Cathy Woolard promoted the idea of transforming these abandoned railroads into a transit and greenspace corridor that would connect many Atlanta communities.

This vision for the Belt Line holds the promise of creating a signature linear park connecting Northeast, Southeast, Southwest and Northwest Atlanta. Not only will the Belt Line connect historic, in-town neighborhoods, it also will connect existing green spaces such as Washington, Maddox, Freedom and Piedmont Parks – and serve as a catalyst for the creation of new parks in between. With or without transit, Park Pride believes that this linear park can transform Atlanta into a greener, more park-friendly city. Now is a busy time for the Belt Line, as it seems to gain more support and more momentum with each passing day. Atlanta Mayor Shirley Franklin recently created a Belt Line Steering Committee headed by Georgia State President Carl



Patton and Barney Simms of the Atlanta Housing Authority. In addition to working with this steering committee, Park Pride is working with the Trust for Public Land, the PATH Foundation and other green space groups to ensure that the project reaches its full potential for creating new parks. We also are working with MARTA and the Atlanta Development Authority on their efforts to fund the project and to ensure that any transit service is compatible with its use as a park. For more information visit the Park Pride Belt Line Page - http://www.parkpride.org/green_agenda.htm.

10th Annual PARK PRIDE GOLF CLASSIC

Presented by

PROGRESSIVE TURF

Sponsorship Opportunities are still available!

Wednesday, Oct. 13, 2004 Mystery Valley Golf Club
