



FUNDRAISING & DEVELOPMENT

2020 Year in Review

Park Board Committee Meeting
Monday, March 29, 2021



- Provide an overview of 2020 fundraising results
- Review impact of the pandemic on this service area
- Present some insights into what to expect in 2021



- Board authority:
 - Exclusive jurisdiction and control over park land use (Vancouver Charter)
 - October 2020 – VanPlay Framework approved; support and alignment with the following directions:
 - ‘Welcome Everyone’ (parks and recreation experiences that improve quality of life)



- Board authority (continued):
 - October 2020 – VanPlay (cont'd)
 - ‘Deliver Services Equitably’ (a fair and effective parks and recreation system)
 - ‘Weave the City Together’ (parks, nature, recreation and culture integrated into everyday life)
 - VanPlay’s Goal 10 (Secure Adequate and Ongoing Funding)



- Vancouver's parks and recreation facilities impact and influence resident decisions about philanthropy and social responsibility
- Giving is increasingly being directed to the Park Board
- Donations assist the Park Board in delivering programs, services, and experiences today and in the future



- 1991
 - Introduction of Gifts for Parks Program
 - Donations fund new park bench with personalized dedication for a 10-year term; option to fund renewal
 - Popular program for individuals, families & community groups
 - Supports renewal of park benches
 - 1,305 benches currently dedicated



- 2004
 - Park Board endorses fundraising and development as a strategic business priority
 - Implemented new fundraising initiatives to secure major gifts, planned gifts, tribute gifts & crowd funding
 - Integrated donor stewardship, recognition, cultivation activities to retain donor interest & encourage long-term support



- 2004 to 2014
 - Steady increase in volume and types of donations
 - Donor base of 13,000+ individuals, organizations & community groups
 - Program generates roughly \$1 million annually; 90% of gifts made online
 - Donations provide Park Board with source of incremental funding



- 2015
 - Park Board approved Motion to establish a public foundation
 - Initiative on hold; pending review of key components critical to foundation's success and long-term sustainability
 - Financial processes, leadership, policies, board recruitment, community champions/advocates, etc.
 - Foundation alignment with changing organizational priorities (pandemic) will also be assessed



- Fundraising sector has been significantly impacted by the pandemic
- Donations worldwide have declined; all charities impacted
- Park Board fundraising activities experienced 6% decline in donation revenue in 2020; very positive result given market context
- Staff worked hard to deliver core services & respond to donor interest



- Key accomplishments:
 - Increase in planned giving enquiries
 - Supported community groups with on-line fundraising
 - Offered monthly giving options, pledged donations extended
 - Personal engagement with donors (via phone) compared to direct mail in previous years



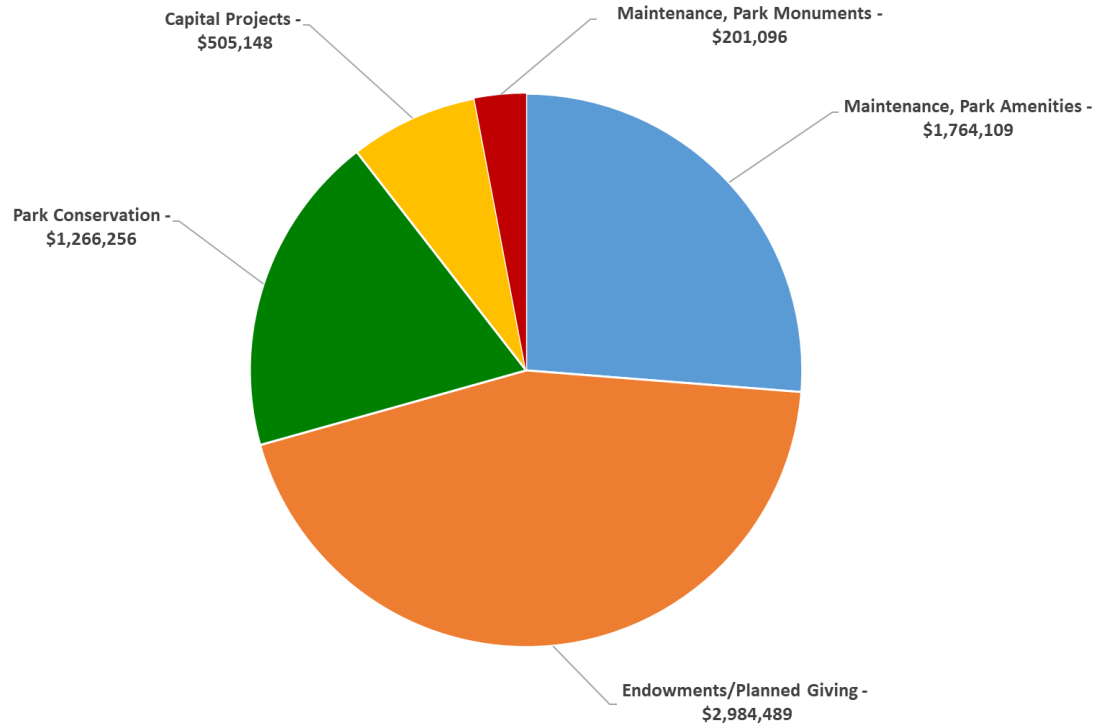
- Donation amounts by donor purpose/area of interest:

DONATION PURPOSE/AREA OF INTEREST	2019		2020		% DIFFERENCE
Park Amenities	\$	630,633	\$	426,077	-32%
Recreation Projects	\$	304,880	\$	319,968	5%
Endowments/Planned Giving	\$	36,667	\$	185,516	406%
Park Conservation	\$	65,501	\$	52,257	-20%
Park Monuments	\$	7,529	\$	2,813	-63%
TOTAL DONATION AMOUNTS	\$	1,045,210	\$	986,630	-6%

- \$986,630 raised in 2020, and distributed as follows:
 - \$384,499 disbursed to areas of interest
 - \$247,545 directed to program administration
 - \$206,794 supported program operational expenses
 - \$147,791 added to donation reserve, along with \$94,713 in interest

- Park Board donation reserve balance totaled \$6,721,098, as of December 31, 2020
- Donation reserve provides mechanisms to:
 - Designate donations to areas of interest
 - Disburse donations to projects when initiated
 - Provide accountability for use of funds

- Intended uses of donation reserve funds:



2020 Fundraising Activities & Results

- Key fundraising campaigns included:
 - Dedicated Park Bench Program
 - Recreation Projects
 - Planned Giving
 - Park Conservation



- Dedicated Park Bench Program
 - Generated \$426,077
 - 61 new dedications (compared to 75 in 2019)
 - 23 dedications renewed; renewal rate of 35% (compared to 45% in 2019)
 - Suffered decrease in participation levels



- Recreation Projects
 - Generated \$319,968
 - \$260,500 from Kitsilano War Memorial CCA for the spray park renewal at Connaught Park
 - \$59,468 from members of our bowling club partners for facility upgrades to resume play during the pandemic

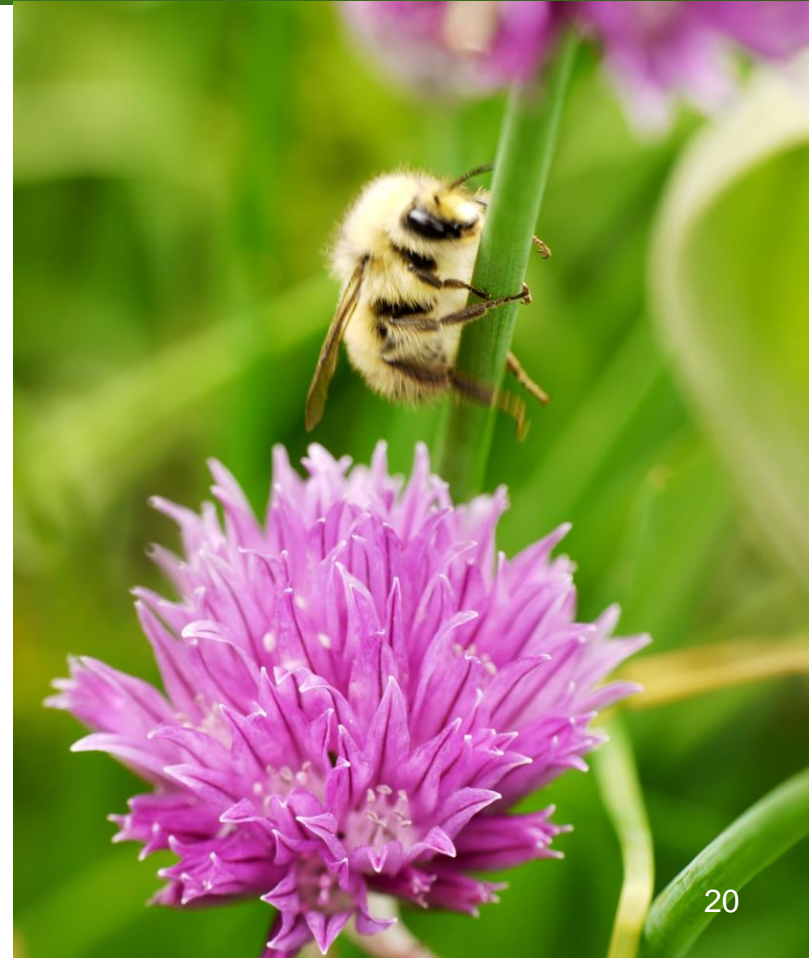


■ Planned Giving

- \$188,329 in bequests gifted to support access and inclusion for kayaking programs
- Advised of notices for provisions in will for future bequests being made to the Park Board
- Donation amounts to be identified as work unfolds with trustees/ estate executors in 2021



- Park Conservation
 - \$52,257 raised through:
 - Tribute funds established in-memory & in-honour of loved ones
 - Areas of interest included conservation of parks, monuments, urban forest and natural areas



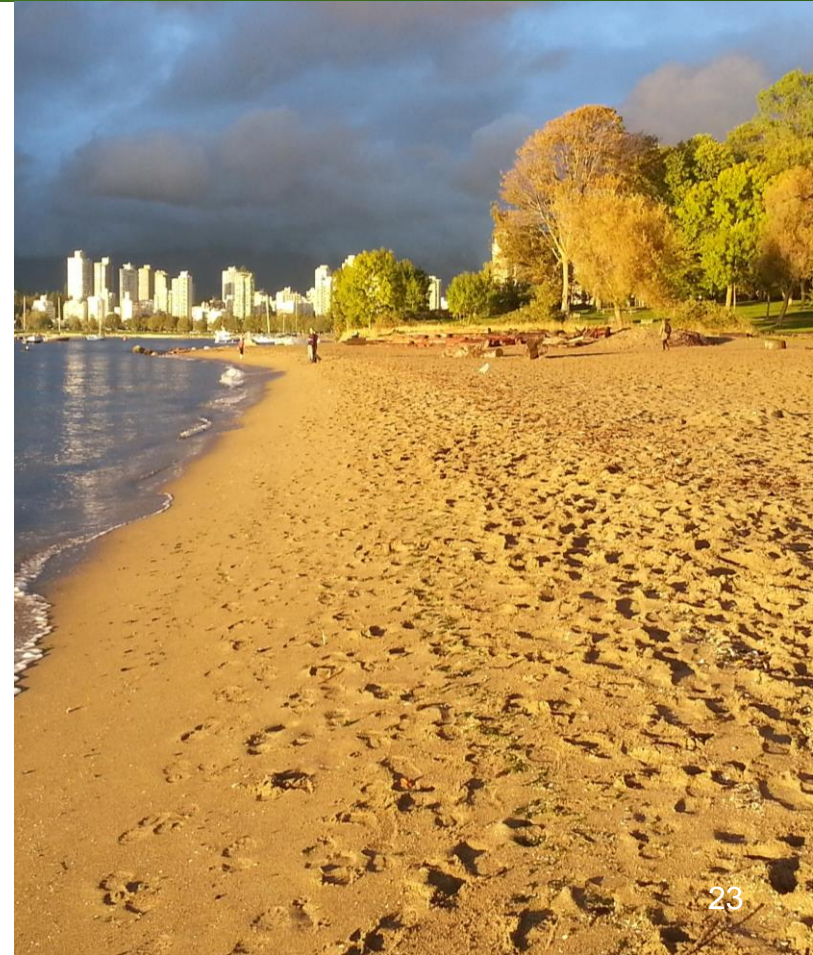
- Due to ongoing impacts of the pandemic, donation activity will remain dampened throughout 2021
- Revenue is projected to be lower due to inability to:
 - Secure new major gifts
 - Receive and receipt pledged commitments for projects that are delayed



- Staff will continue to support residents with philanthropic interests
- Look for ways to increase support
- Identify areas where donor interest aligns with VanPlay framework
- Enhanced fundraising plan will also be developed to expand existing fundraising initiatives



- Philanthropy plays indispensable role in society, particularly in light of financial pressures faced by all levels of government, as well as increasing social inequality
- Despite experiencing a revenue reduction of 6%, Park Board Fundraising & Development office posted positive results in 2020
- 2020 was a reminder that many residents and visitors hold parks and recreation close to their hearts



- Through philanthropy, residents and visitors can help build, maintain and protect the places and spaces that define Vancouver
- Program will continue to engage Vancouverites in philanthropic campaigns which support the Park Board's mission 'to provide, preserve and advocate for parks and recreation to benefit all people, communities and the environment'





THAT the Vancouver Park Board receive for information, the Fundraising & Development – 2020 Year in Review, which includes an examination of the impacts of the COVID-19 pandemic on activities within this program.

