



Foundation for Dane County Parks, Inc.

Providing for Today - Creating a Legacy for Tomorrow

2020 End of Year Report

Mission

The Foundation is a tax exempt non-profit organization with a mission to support our diverse, expansive and beautiful Dane County Parks and Trails system spanning over 15,000 acres of parks, wildlife, and natural areas and over 100 miles of trails to promote peoples' use, connection and access to nature. Our goals are to:

- Raise funds for the Friends of Dane County Parks Endowment held by Madison Community Foundation (MCF).
- Help determine with Dane County Parks the awarding of grants from the Endowment, and other qualified expenditures of funds from the Endowment, honor donor designations and act as a fiscal agent for friends groups, volunteers, and approved projects.
- Raise and distribute funds for other mutually agreed upon projects benefitting the county parks, improving access to the parks, supporting the operation of the Foundation and supporting other organizations that help our parks.

Capacity Building for the Future

In 2020, the Foundation was pleased to be the recipient of grants from MCF and the Schlecht Family Foundation to build our organizational capacity over three years. Our goal is that by the end of 2022, the Foundation will be able to support ourselves in order to fundraise for Dane County Parks into the future. In 2020 we have accomplished the following:

- Hired two part-time **staff** members: Elisa Guerrero, Foundation Coordinator (50% LTE) who will be housed at the Dane County Parks office. She will be coordinating the administrative functions of the Foundation. Jessica Hankey, Fundraising Coordinator (25% LTE) who supports various development activities. Both will be working from home during the pandemic.
- Won a Hacking Kindness Award from Acumium to build a **website**, which launched in November 2020 that will increase awareness about the Foundation and provide donors an easy path to giving online. Visit us at foundationfordanecountyparks.org.
- Developed a new modern **logo** for better use on technology which is shown above. The logo celebrates the mutually beneficial relationship between people and natural resources.
- Set up a powerful new relationship management **database** called Little Green Light with the generous help of Groundswell Conservancy.
- Set up new and modified existing **financial procedures** using QuickBooks and with the guidance of a bookkeeping service.
- Developed a Long-Range Sustainability **Development Plan** so that we will be able to continue to fundraise for the Friends of Dane County Parks Endowment Fund and other Dane County Parks greatest needs.

Accomplishments

- **Awarded grants** from the Friends of Dane County Endowment Fund to 11 Friends and Partner Groups working in Dane County Parks totaling over \$17,000. Another grant cycle will be completed by the end of 2020.
- Spearheaded fundraising for **accessible piers** for eight Dane County Parks. The first piers have been installed at Salmo Pond on the Black Earth Creek and Babcock County Park on Lake Waubesa. Support has been received from various partners: Access Ability Wisconsin, MCF, the Courtier Foundation, Madison Fishing Expo, Muskies, Inc. and Dane County Parks.
- Sponsored the Dane County Parks **Volunteer Summit** and other training and capacity building workshops for Friends Groups and volunteers.
- Sponsored the **Healthy Parks Healthy You** program in partnership with SSM Health, Dean Health Plan and Dane County Parks. Over the next three years we will help promote public understanding and importance of access to nature to public mental and physical health in our community.
- Coordinated the **Legacy Forest** project with MCF and Dane County Parks. The project, funded by MCF as a lasting memorial to their Legacy Donors, will expedite the planting of 281 trees in Dane County Parks in 2021 to replenish trees lost to Emerald Ash Borer and other infestations.
- Acted as the Fiscal Agent for the **Lewis E-Way Model Restoration** Project at the Lussier Family Heritage Center which will enhance interpretation, understanding and appreciation of our natural resources in Dane County.
- Created a policy on **Equity and Inclusion** which will undergird a full plan to be developed in 2021.
- Continued to build the Friends of Dane County Parks **Endowment** to nearly \$645,000, which is a permanent source of non-supplanting revenue supporting education, volunteerism and interpretation in Dane County Parks.

Volunteer Board Hours:
3,440

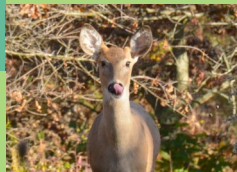
Unrestricted donations to
FDCP:
\$68,000



Special Projects
Healthy Parks Healthy You: **\$105,000**
Legacy Forest: **\$10,000**
Other: **\$20,000**

Grants awarded to
FDCP:
\$46,000

In Kind Contributions:
\$25,250



Endowment:
\$635,000
11 grants awarded:
\$17,200



Accessible Piers
\$37,000 private dollars donated
\$300,000 public dollars leveraged
2 new piers installed

Parks and Covid-19

Like most of the world, Covid-19 had a profound impact on Dane County Parks. Parks usage increased dramatically, from 3 million visitors to an estimated 4 million. Parks became a haven for safe physical exercise and of equal importance, areas for community rejuvenation, and support for our mental health.

Parks staff worked tirelessly to keep the parks as safe as possible. However, the extra usage challenged the staff and put extra burden on our 15,000 acres of land and 100 miles of trails. As such, the private and public sectors will need to devote resources and be vigilant to assure that our precious natural resources are preserved for future generations.



Thank You to All of Our 2020 Supporters

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Token Creek County Park



Thank You to all of our 2020 Supporters

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2020 Volunteer Summit



McCarthy Youth Conservation Park