



## KAISER'S CAUSE FOR CELEBRATION

This fall Florence Juanilla, President of the Friends of Kaiser Park, was honored at a Partnerships for Parks Partner of the Month luncheon in recognition of the Friends' tireless efforts in the Coney Island community. Since the Friends inception in spring 2001, they have hosted numerous events and clean ups, worked with their Brooklyn outreach coordinator to identify new resources for the park, and planned future park improvements with their park manager.

Understanding the value of volunteer recognition as a way to promote awareness, inspire participation and help reinvigorate those who are devoted to positive change, the Friends sponsored their own recognition event on Saturday, October 26 to thank formally every neighbor who has helped care for Kaiser Park this season. Hundreds of residents came out to celebrate all those who help keep their park vital; who get involved in everything from painting benches and planting bulbs for the Daffodil Project to organizing youth activities and signing up for Christmas carolling. They were each awarded a Certificate of Appreciation, created by one of the members of the Friends who owns his own sign-making business.

One of the neighbors honored at this gathering was David Niles. Niles started the Friends in March 2001 before handing it over to Juanilla who, like many of the volunteers, is a 20-year resident of the Gravesend Bay area in which Kaiser Park is situated.

The afternoon included games, giveaways, and contest prizes. Donations came in the form of a pumpkin patch and food to feast on thanks to Key Foods, The Brooklyn Cyclones, The Guardian Angels, and PathMark, just to name a few.

Due to the huge success of this event, Juanilla says they plan to continue the tradition and are already looking forward to the second volunteer recognition day next season.

According to Juanilla, the response from those that live and work around Kaiser has been so great that even police officers from the local precinct have recognized the changes in the park thanks to the Friends' initiative.

Kaiser Park's vitality and the rapid growth of the Friends is testimony to the power of recognition and the work of individuals within a community to make a difference. "We just ask and people give," she says. "If they can't donate anything, they donate their time. It's amazing."

For more information call the **Brooklyn Outreach Coordinator** at 718.965.8992 or **Friends of Kaiser Park** at 718.265.0320. Be sure to check out Kaiser Park's interactive map and guide at [www.itsmypark.org](http://www.itsmypark.org). ■

## AWARDING OPPORTUNITIES

Every year organizations offer opportunities for public recognition and support for volunteers. Here are a few awards and grants that could be right for you or someone you know.

**CountryLiving.com's Second Annual Comfort Contest** is looking for a community leader to profile in the magazine's May issue. \$5,000 will go to the winner's charity or organization. The deadline is December 1. Visit [www.magazinesivillage.com/countryliving/community/contests](http://www.magazinesivillage.com/countryliving/community/contests).

**The Ruby Bruner Award** is for public spaces that contribute to the diversity of the urban experience. The winner will receive \$50,000. \$10,000 goes to each of the other four finalists. The deadline is December 16. Visit [www.brunerfoundation.org](http://www.brunerfoundation.org).

*(Continued on back page)*

## NEWS AND NOTES

**Fall "It's My Park!" Day** was a great success this year with over 3,500 volunteers participating at more than 150 sites citywide. We would like to thank International Bulb Company for donating tulip and crocus bulbs, and EMS, The Gap, Inc., Old Navy, and Man of LaMancha for their raffle prize donations.

The event launched the second year of the **Daffodil Project**, a living memorial to September 11, 2001, coordinated by New Yorkers for Parks, City of New York/Parks & Recreation, *Partnerships*, and hundreds of community groups. B&K Flowerbulbs donated an additional 500,000 bulbs and many other park organizations, like the Central Park Conservancy, did their own planting, bringing the bulbs planted to date to over two million.

This season has also seen several corporations participating in parks in many ways. Such as 100-person volunteer projects like the Digita ballfield restoration, planting and mural painting at High Bridge Park and multiple-site clean ups with companies like JPMorgan Chase citywide.

In addition, Starbucks brought their National *(Continued)*

## IN LIGHT OF THE HOLIDAYS...

It's holiday time again and parks across the city will be illuminated with tree and menorah lighting events. If you are sponsoring your own festivities you can post information about your event on our website and find out about other lightings happening near you.

Visit us at [www.itsmypark.org](http://www.itsmypark.org).

## AWARDING OPPORTUNITIES *(Continued)*

**Leadership for a Changing World** seeks to recognize, strengthen, and support emerging leaders. Twenty outstanding leaders will receive \$100,000 over two years and a \$30,000 Independent Learning Account. The deadline is January 7. Visit [www.leadershipforchange.org](http://www.leadershipforchange.org).

**City Parks Foundation/Mellon Foundation** offers grants supporting organizations with annual operating budgets of less than \$100,000 who provide maintenance, operational support, or programming to parks, gardens or recreational facilities. The deadline to apply for this grant is January 15. Call Jason Schwartz at **212.360.8121**.

To learn more about these awards and other grant opportunities visit our website at [www.itsmypark.org](http://www.itsmypark.org) and click on **Resources for You**. ■

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## NEWS & NOTES *(Continued)*

Make Your Mark Day program to **Coffey Park** to paint benches and fences, plant bulbs, and distribute coffee to community members. Starbucks also made a financial contribution to the City Parks Foundation.

Visit our online photo gallery to learn about these corporate projects and more at [www.itsmypark.org](http://www.itsmypark.org). ■

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## HELPFUL NUMBERS

<b>Partnerships for Parks</b>	212.360.1310
To volunteer or to join your local parks group:	212.360.1357
For recorded information about special events:	888.NY.PARKS
To report graffiti, vandalism, or crime:	800.201.PARK

[www.itsmypark.org](http://www.itsmypark.org)  
[www.nyc.gov/parks](http://www.nyc.gov/parks)

**Partnerships for Parks**, a joint program of City Parks Foundation and City of New York/Parks & Recreation, believes that parks are essential to the life of New York City, and that community involvement is essential to the life of a park. We work to start, strengthen, and support neighborhood park groups; to link them together so that they can learn from each other and be stronger collectively; and to promote parks in general so that people will be more likely to join in efforts to restore and preserve them.

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*Peter Crumlish, Director*

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*Dana Litvack, Director of Operations*

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*This issue of the Leaflet was edited by Blaise Allysén Kearsley*

cityparks  foundation

 City of New York  
Parks & Recreation

## FREE WORKSHOPS FOR COMMUNITY GROUPS

Members of volunteer groups are invited to attend these *Partnerships* workshops being held this season citywide. To register or to receive workshop materials please call the Technical Assistance Program at **212.360.8180**.

- **The Buck Stops Where? Fostering Leadership**  
Learn how to identify strong leaders and ensure a smooth transition from one leader to another.

*Thurs, Jan. 9, 6-8pm, Litchfield Villa, Prospect Park, Brooklyn*  
*Tues. Jan. 28, 6-8pm, The Arsenal, Central Park, Manhattan*  
*Thurs., Feb. 13, 6-8pm, The Overlook, Forest Park, Queens*

- **Money Matters: Fundraising for Parks Groups**  
Learn how to approach businesses, individuals and foundations for support. Plus, tips on writing grant proposals. Parks groups only, please.

*Tues., Jan. 14, 6-8pm, The Arsenal, Central Park, Manhattan*  
*Thurs., Jan. 16, 6-8pm, The Overlook, Forest Park, Queens*

The *Partnerships* workshops listed below address these questions: What's the best way to get your issue heard? What tools can you use to get your message out and recruit new members? Find out more or register for one or all of the following by calling **212.360.8180**.

- **Press Pointers: Getting Your Events in the Paper**  
Learn the language of press releases, letters to the editor, Public Service Announcements, and other media tools.

*Thurs., Jan. 23, 6-8pm, The Arsenal, Central Park, Manhattan*

- **Technology Tips: Outreach Tools for the 21<sup>st</sup> Century**  
This workshop will cover database, listserves, websites, and other technologies.

*Thurs., Feb. 6, 6-8pm, The Arsenal, Central Park, Manhattan*

- **People Power: Building Community Campaigns**  
Does your group have a more broad focus this year? Are you considering planning a campaign around an issue? Learn the basic elements of building a grassroots campaign.

*Thurs., Feb. 27, 6-8pm, The Arsenal, Central Park, Manhattan* ■

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The true meaning of life is to plant trees,  
under whose shade you do not expect to sit.  
*Nelson Henderson*

Know any nature related quotes that would be perfect for the *Leaflet*? Write to [blaise@partnershipsforparks.org](mailto:blaise@partnershipsforparks.org).

ATTENTION: FOR ADDRESS CORRECTIONS CALL 212-360-1357.

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CITY PARKS FOUNDATION  
830 Fifth Avenue  
New York, NY 10021

