



## Our Mission

The Minneapolis Parks Foundation transforms human life through parks and public spaces by aligning philanthropic investment and community vision.

## Vision

To elevate the role of the parks in Minneapolis, serve as a catalyst for visionary ideas, and activate philanthropic investment and community partnerships to accomplish bold initiatives.

## Values

### Integrity

We honor the trust placed in us by donors and community members to deliver our mission faithfully.

### Innovation

We seek to bring forward fresh voices and ideas.

### Equity

We believe the park system must meet the diverse needs of each neighborhood and that everyone has an ownership stake in the future of our park system regardless of historic barriers that often separate us.

### Collaboration

We depend on strong community partnerships to succeed.

### Sustainability

We manage our resources to remain an active and effective organization and deliver our mission with thoughtful consideration of future operations and stewardship of projects.

## Competitive Distinction

As a thought leader, catalyst, and fundraiser, the Parks Foundation is uniquely positioned to bring visionary leadership, philanthropic investment, private sector expertise, and partnerships to Minneapolis parks.

## Goals

### Program Goals

- Complete phase 1 of the \$18M RiverFirst Capital Campaign: Water Works and Great Northern Greenway River Link.
- Align existing public visions for the downtown and upper river and initiate a feasible campaign to achieve that shared vision.
- Become the primary philanthropic partner to the Minneapolis park system and clarify roles with other park-supporting organizations.
- Identify and implement new signature projects that advance the Parks Foundation guiding themes.

### Operational Goals

- Improve organizational sustainability by increasing and diversifying fundraising capacity and participation and strengthening donor stewardship.
- Increase community awareness and affinity so the Parks Foundation is understood as the effective and inspiring place to go for supporting and improving the Minneapolis park system.
- Establish an effective, disciplined board governance process and recruit, elect, and onboard a board reflective of the community with the resources and networks to deliver our mission.

## GUIDING THEMES FOR SIGNATURE PROJECTS

*These themes articulate why parks matter. They help us connect our mission directly to people's lives to ensure our world-class urban park system continually evolves to meet the needs of this and future generations.*

**Equity and cultural inclusion:** When all people have access to valued parks and public space, feel welcome, and see themselves reflected in those spaces, a community is healthier, safer, and happier.

**Community health and well-being:** Parks provide healthy air, water and soil, and places to play and exercise, on both the individual and community level. Parks also provide places where we can learn about our neighbors and form new and deeper connections with each other.

**Connections to the natural world:** In our increasingly urbanized world, maintaining places of natural beauty, respite, and awe helps us maintain our humanity within the natural world.

**Resiliency to climate change:** Cities must adapt and develop new methods to protect and restore natural systems and clean water and to mitigate the economic impact of climate change.

**Economic vitality:** Thriving parks and public spaces can attract increased investment and bring prosperity to the broader community.