



Madison Parks Foundation Business Summary

January 2025



Table of Contents

History of the Foundation.....	3
Board of Trustees.....	4
Foundation Description.....	7
Initiatives.....	8
List of Accomplishments.....	9



History of the Foundation

The Madison Park and Pleasure Drive Association was organized in 1892 with a goal of developing and maintaining scenic drives and parks in and around Madison. Organizers wanted to ensure that people had the opportunity to enjoy greenspace and natural areas and were intent on creating luxuriant spaces for Sunday carriage rides. Support for the association was so strong that as much as 75% of the population contributed time, talents, and resources. Many of the largest contributors are familiar as surnames memorialized in Madison park, street, and building names: Tenney, Vilas, Brittingham.

Edward Owen and John Olin founded the association, but Olin is regarded as “the father of Madison’s Park System.” His foresight led to the development and preservation of 229 (269) acres of parks within the city limits by 1909. He helped raise nearly a quarter of a million dollars in private donations and influenced park development throughout the city. Olin advocated for parklands along the Yahara River, obtained the funding for what would become Wingra Park, and helped establish Brittingham Park. He also recruited landscape architect John Nolen as the city’s first parks superintendent in 1908, and Nolen’s plan for A Model City influenced many land-use decisions.

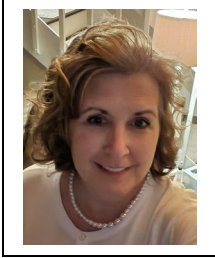
During the Association’s 37 years of existence, it acquired a remarkable 290 acres of parks and park lands for the public’s use. The Madison Park and Pleasure Drive Association functioned as the city’s unofficial parks department until 1931 when the association began to transfer responsibilities to the City of Madison. By 1938, the association had completed the transfer of its property and resources to the city. The momentum of generosity never faltered. Indeed, the city continued to accept gifts of parkland and to build playgrounds, shelters, gardens, and other improvements upon those gifts. Warner Park, named for Madison Parks and Pleasure Drive Association leader Ernest Warner, was established in 1939, Marshall Park in 1956, Garner in 1965. Owen conservancy was dedicated in 1972. As the city grew outward, emerging neighborhoods deeded lands to Madison for park space, some of which awaits development. Neighborhood and civic groups, likewise, have remained active raising funds, maintaining gardens and helping to build much needed amenities. The Warner Park Community Recreation Center which opened in 1999 and the Goodman Community Pool which opened in 2005 are living examples of the spirit of the Park and Pleasure Drive’s private citizen activism.

Citizen support for Madison parks was again formalized in 2002 when the Madison Parks Foundation was incorporated. The Madison Parks Foundation began fundraising for the Goodman Pool in 2003 and became Madison Parks’ fundraising partner for many of its important projects like the Brittingham Boat Renovation, the construction of Veterans Memorial Park, the Tenney Park Shelter Renovation, the addition of the Madison’s first Skate Park and assists many neighborhood friends groups with their fundraising efforts.

The Foundation hired its first employee in 2013, and then successfully fundraised \$300,000 for two additional splash parks. Over the next few years Madison Parks Foundation launched a Tributes & Memorials program, established an endowment, introduced historical signage in some of its most iconic parks, and became a fundraising partner for a new pickleball complex and for a national grant to connect children with nature. Other initiatives include renaming a park to honor East High School’s beloved principal, Milton McPike, sponsoring the Learn-to Series that provides free programming in our parks for the community, fundraising for KNOW (Kids Need Opportunities at Warner) to provide much needed youth programming at Warner Park Community Recreation Center, and launching a capital campaign for additional fully accessible playgrounds throughout the city.



Staff & Board of Trustees



Executive Director: Stephanie Franklin

Stephanie puts her 20+ years of development experience to work raising funds and awareness for our amazing Madison Parks. She grew up in McFarland, just outside of Madison and has had the pleasure of enjoying Madison parks for her entire life. She is proud to be the Foundation's first employee (since 2013) furthering its mission of ensuring access and inclusiveness to our 280+ Madison Parks.



Director of Development & Outreach: Tammy Parks

After over 35 years working as a trust officer and as an estate planning attorney, Tammy is excited to join the Madison Parks Foundation as Director of Development and Outreach. She and her family moved to the Madison area over 25 years ago, amazed at the beauty of the natural spaces available for her family to enjoy. Her decision to join the MPF was an easy one, given its staunch and continued commitment to making the parks more accessible and more inclusive for all, and that it efficiently uses fully 95% of every donation received for the

parks and its programs.



President: Ty Beck

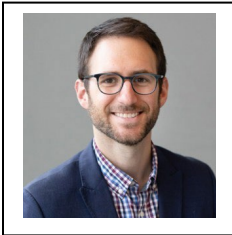
Ty is a Vice President of Business Banking at Oak Bank. He was born and raised in Oshkosh and has lived in the Madison area for more than 20 years. Ty is a graduate of the UW-Madison with a degree in Anthropology with an emphasis in Archaeology. He worked six years as a research archaeologist in the back country of Alaska prior to starting his finance career in 2002. Ty and his family are very active, and they enjoy most outdoor activities, particularly running, triathlons, and cycling. Ty is dedicated to the mission of the Foundation and is truly passionate about doing his part to pass on the gift of parks for the generations to come.



Vice President: Kristin Kupres

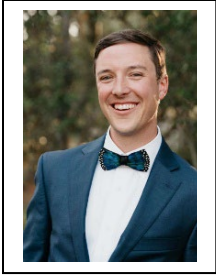
Kristin is the Director of Operations at Kennedy Communications, a Madison-based advertising agency. In 2017, she served as the youngest president in the history of the American Advertising Federation - Madison Chapter and was also named one of InBusiness Magazine's 40 under 40. Although Kristin did not grow up in the Madison-area, she fell in love with the city, culture, and green spaces while attending UW-Madison where she graduated with a communication arts degree. While many enjoy the parks in the warmer

months, Kristin prefers to use area parks during the winter season for cross country skiing and ice skating and thawing out by the fire afterward. Her love of the outdoors and preserving natural spaces led her to the Madison Parks Foundation. Kristin chairs the Foundation's Marketing Committee.



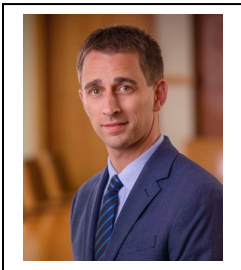
Treasurer: Sam LeMense

Julie was born in Monona, Wisconsin, across the street from Winnequah (Dream) Park. She has many happy memories of using Madison parks as a child, ice skating and watching fireworks. Now she values Madison's parks for long walks with her family, including her dog. Providing open spaces, opportunities for active lifestyles and access to nature for all people and pets is the reason for her dedication to the Foundation. She has a BA and a law degree from UW-Madison and is a tax principal at BDO USA LLP.



Board Secretary: Pierce Sullivan

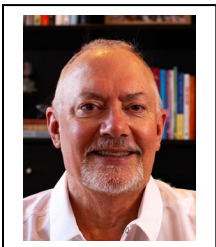
Pierce is the Associate Director of In Vivo Pharmacology and Attending Veterinarian at Arrowhead Pharmaceuticals. He and his wife moved to Madison in 2017 and were blown away by the number and quality of public parks. Since moving to Madison they have had two children, Harris and Logan. They love going to the numerous parks, playgrounds, and splash pads with them. He has enjoyed being on the board since 2020 and looks forward to what the Foundation has in store for the future.



Board Member: Kyle Engelke

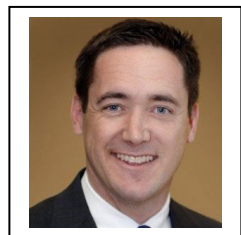
Kyle grew up in New Glarus and fondly recalls the many childhood trips to Vilas Park for a picnic and visit to the zoo. He has called Madison home since he began his undergraduate studies for a journalism degree and finished with a law degree from the UW-Madison, proudly calling himself a "Double Badger." Kyle is a partner with the law firm Stafford Rosenbaum LLP and as a trial attorney, he advocates for his clients by telling their stories - a role he tries to fill for the Foundation as well. Kyle discovered the Foundation when he learned that his firm traces its origins to John Olin, the same man who helped found the

Madison Park & Pleasure Drive Association. Kyle and his wife, Mary have put down their roots in Madison and is honored to serve on the board and play a small part in helping preserve and cultivate the legacy built by others in the city he now calls home.



Board Member: Neil Fauerbach

Neil Fauerbach grew up three blocks from Vilas Park where he played baseball, hockey, tennis, and learned to swim at the beach. His family owned much of the property that is now the Cherokee Conservancy where now he hikes and snowshoes. As a Soccer Dad he has been on every soccer field in the city, and beyond. Professionally, he has served in marketing and business development leadership roles in professional services firms since 1986. In those roles, he directed marketing, branding, sales, public relations, communications, event management, market research, client satisfaction management, and new product development. He has served on many non-profit boards in officer positions and committee leadership. He loves learning new things. Things involving technology. Videography and digital photography are a passion of his that apply to business and personal life. Neil is married to Marianne. They have two grown daughters and five brilliant grandchildren.



Board Member: Alec Hillbo

Alec serves as Associate General Counsel for Corporate Litigation at American Family Insurance, managing class action, employment, and agent litigation and corporate discovery. He graduated Order of the Coif from the University of Iowa Law School and is licensed to practice in Arizona, California, and Wisconsin. Alec clerked for the Honorable Robert M. Parker on the United States Court of Appeals for the Fifth Circuit and served as an extern to the Honorable Robert W. Pratt on United States District Court for the Southern District of Iowa. He served as the chair of the Arizona State Bar Labor and

Employment Section (2017-2018). Alec grew up enjoying local Madison Parks with his brother and now enjoys exploring Madison parks with his wife and daughter.



Board Member: Chandra Miller Fielen

Chandra Miller Fielen is a Madison-based entrepreneur and community leader. She currently is Business Strategist for Rabble, LLC, a Madison startup providing the MUSICat platform to public libraries across the US and Canada. She is a vice-president of the Madison Parks Commission, a director for Downtown Madison Inc., and serves / has served on numerous public and community boards and committees. She was part of StartingBlock’s Founding Team and served as its Executive Director from 2017-2020. Prior to StartingBlock, she was VP and a co-founder of a Boston-based biotechnology startup; Senior Advisor to the Governor; in executive leadership at the Wisconsin Department of Commerce; and an associate at a San Francisco litigation firm (now Arnold & Porter). She holds a J.D. from UC-Berkeley and a B.A. from Macalester College.



Board Member: Claire Oleksiak

Claire's love of parks is fueled by a deep appreciation for the environmental and community connections. Her perfect day is one spent in a Madison Park and she enjoys exploring different parks around the city. Some of her favorite park activities include playing on a playground or in natural areas with her children, swimming at the beaches, sledding down a snow-covered hill and enjoying a run/bike along a park path. Born and raised in Madison; she holds a bachelor’s degree from Cornell University and a master’s degree from Oxford University. She has worked on local community and economic development, including park planning and operations, in Washington, DC. Upon returning to Madison, she worked on staff at the City of Madison Parks Division where she facilitated public-private partnerships, managed community facilities, and implemented the Connecting Children to Nature Initiative. Currently, Claire is the Executive Director of Sustain Dane, a non-profit with the mission to inspire, connect, and support people to accelerate sustainable actions for community well-being. Claire is passionate about innovation, collaboration, public space activation, diversity & inclusion, and social impact. She is thrilled to be a part of the Madison Parks Foundation Board.



Board Member: Ben Williams

Ben grew up in Madison playing soccer and basketball in the parks and now enjoys hiking, biking, and skiing with his wife and kids in the many parks Madison has available. Ben believes that parks are a defining component of a neighborhood’s identity and contribute to the sense of community and wellbeing for those connected to them. Ben serves as one of the Madison Board of Park Commissioners liaisons to the Madison Parks Foundation Board. Madison’s parks are an incredible asset that Ben hopes to help preserve, develop, and enhance to be accessible and inclusive places for everyone. Ben graduated from the University of Wisconsin, Madison with degrees in marketing, management & human resources and psychology and received his Master’s degree in Public Affairs from the La Follette School of Public Affairs. He is passionate about helping leaders and organizations define and reach their goals by supporting their development of strategies, business models, and partnerships.

Emeritus Board

- | | | | |
|--------------------|------------------|------------------|--------------------|
| Lynn Adams | Grant Frautschi* | Don Last* | Santiago Rosas* |
| Trudy Barash | Al Friedman | Madelyn Leopold | Emanuel Scarbrough |
| Chad Bartell | Candy Gialamas* | Maureen Lokrantz | Susan Schmitz |
| Bill Barker | Randy Glysch* | Catie MacDonald | Gail Selk* |
| Julie Bogle | Emily Gnam | Betty McDonald | Jean Stewart* |
| Dorothy Borchardt* | Bob Hemauer | Malea Martin | Anna Trull |
| Joe Clausius | Gigi Holland* | Nancy Mead | David Wallner |
| Joel DeSpain | Jason Iverson | Sally Miley | Bill White |
| Toni Drake | Chuck Koval* | Brennan Nardi | Charlie Wills |
| Kristine Euclide | Melanie Kranz | Dan Petersen* | Dick Zillman* |
| Alex Evans | Molly Lahr | Betsy Repaske | |

**Founding board member*



Foundation Description

The Madison Parks Foundation is a 501C3 non-profit organization that supports the Madison Parks Division. The Madison Parks Foundation is a dedicated group of volunteer board members and one full time employee that focuses their efforts to advocate for our city's parks and open spaces, we are committed to identifying and supporting park improvement opportunities by encouraging and mobilizing the financial support of neighborhood groups, foundations and citizens.

Mission

Madison Parks Foundation works to protect and improve our city parks and open spaces for all people, forever.

The intended purpose of the Madison Parks Foundation is to acquire financial resources through contributions and grants to make park improvements and support park programming. As the official affiliate organization of the Madison Parks Division, we process and receipt all gifts to parks of \$10,000 or more. One of the requirements of the affiliate organization status is a yearly audit that we provide to the City of Madison Treasurer's office. The resources of the Madison Parks Foundation are not intended to replace or substitute for tax revenues generated for the annual ongoing maintenance activities of the Madison Parks Division.

The fundraising efforts of MPF focuses on broad scoped and wide-reaching programs and projects that embrace the themes of inclusion and accessibility for all and reserves the right to chose the fundraising goals of projects and programs that are feasible for a volunteer board and one employee to accomplish.

The Madison Parks Foundation will utilize several methods to fundraise for general operating support and for its initiatives which include mailed appeals, grant writing, social media, press releases, website updates, quarterly e-newsletters, email appeals, events and the Parks Division's website, social media and emails.

Each year, the goals and initiatives will be reviewed to make adjustments/improvements as necessary and evaluate "lessons learned" with initiatives to improve our process of selecting additional or new initiatives.

Operational support is essential to the sustainability of the Madison Parks Foundation. This support is attained through the annual appeal, grant writing and the Tributes & Memorial program.

Fundraising and stewardship of donors and prospects are accomplished by building trust over time. This process is specific to each donor and prospect and cannot be rushed or be measured quantifiably. Additionally, it is essential for the Madison Parks Foundation to maintain their integrity as an organization and therefore donor information is strictly confidential and will not be shared with the public or other organizations or entities. As a group of volunteers and one employee, our organization recognizes the challenges of fundraising for each individual neighborhood or Friends group and serves these groups with providing bookkeeping, receipting and providing tax-deductibility to their donors, once a fund established at MPF.



Initiatives

Through our initiatives, we look to assist the Madison Parks Division by making our parks more inclusive through inspiring programming and accessibility. When the board established our initiatives, it was imperative to select programs and projects that had a broad scope to enrich the lives of as many park users as possible.

The Madison Parks Foundation is working on making our parks more inclusive, equitable and accessible through our initiatives:

- **Accessible & Inclusive Parks & Playgrounds** – currently there are 4 accessible playgrounds within our 176 playgrounds and the additional playground at Reindahl Park coming in 2025/2026. With these five accessible & inclusive playgrounds, most residents would be within a 5-mile radius of one of the playgrounds. It is important to add these assets to our parks system to be more inclusive, since 20% of our population is affected by a disability – whether it is physical or cognitive. The Accessible Playgrounds project provides 100,000 Madison households access to a fully accessible playground within a two-mile radius. MPF continues its efforts of identifying other opportunities to add accessible features across the Parks system, like additional beach mats, spraygrounds and water wheelchairs.
- Sponsoring the **Learning Series** which provides instruction and equipment to learn to try different activities in our parks like playing Cricket, birdwatching, outdoor photography, cross country skiing, and informative and history learning sessions. We hope to expand this program by purchasing additional equipment and supplies to allow more residents to participate, as well as sustain the programming for years to come.
- **The KNOW program** (Kids Need Opportunities at Warner) - Teen Night, Family Fun Night and the 3ON3 Basketball Tournament Series provide meaningful opportunities for youth and keep them out of situations where they may engage in negative behaviors. These programs, along with daily open gyms, are the new cornerstone of the Warner Park Community Recreation Center (WPCRC). We have met our fundraising goal of raising \$150,000 to insure complimentary and engaging programming continues for this economically challenged area in our community, however we will continue our efforts to raise money for this worthy program.
- **Parks For All Trust Campaign** with a \$10 million fundraising goal, the will provide a sustainable source of funds to use towards our efforts of providing accessible parks and programs to the community. Making our parks “accessible” means addressing physical, cognitive, and socioeconomic obstacles that keep people from reaching and enjoying our parks. Those obstacles will continue to change and grow long into the future, so our ability to fund solutions must be flexible. The specific initiatives will change, but our focus will always be the same: parks should be for all people, forever.
- **Swimming Scholarships** to ensure that the community pool is accessible and inclusive regardless of income.
- Serve as a **Liaison for continued growth, development and advancement** of the Parks Division.
- To enhance, support and expand the growing needs of our community **Dog Parks**.



Our Accomplishments

The Madison Parks Foundation is extremely proud of our accomplishments over the past 19+ years and is receptive to attainable opportunities as they arise.

Timeline of Accomplishments	
2003	The Madison Parks Foundation is established as a 501c3 organization
2003-2005	Fundraising partner for the Goodman Pool – Madison’s first community pool
2004 - 2006	Fundraising partner for the Brittingham Boathouse Renovation
2005 - 2008	Fundraising partner for the Veteran Memorial Park
2004 - present	Establishes partnerships with Friends and Neighborhood groups to provide tax-exempt status for park projects
2005 - present	Fundraising partner for the Swimming lesson scholarships & free and reduced admissions at Goodman Pool
2011	Fundraising partner for the Tenney Park Shelter Renovation
2012 – 2014	Fundraising partner for the Skate Park at McPike Park
April 2013	MPF hires first employee, Stephanie Franklin – Executive Director
2013 - 2014	Fundraises \$300,000 for 2 additional splash parks (Elver and Reindahl Parks)
July 2013	MPF launches new website
January 2014	Launched a Tributes & Memorial Program
February 2014	MPF launches a presence on social media – Facebook, Twitter & Instagram
March 2014	MPF sponsors Volunteer Appreciation night at Olbrich Botanical Gardens
April 2014	Provided a \$15,000 grant to Parks to replace the playground at Goodman Pool creating the City’s first fully accessible playground
April 2014	Ad2 Madison grant recipient to assist with social media, marketing plan
Summer 2014	Celebrates 120 years of Madison Parks with free, community building events – ice cream social and Concerts in the Breese, as well as a Legacy Golf Outing fundraiser
July 2015	Concert in the Breese event & Legacy Golf Outing
July 2015	Partnered with the City Parks Division to administer legacy gifts and establishes an endowment
October 2015	Launched the 1 st Picnic in the Park in partnership with Event Essentials – MPP’s annual fundraiser

	Timeline of Accomplishments
October 2015	With a grant from the Oscar Rennebohm Foundation launched Historical Signage project – 10 historical signs in major parks
2016	Fundraising partner for the Pickleball Complex at Garner Park
June 2016	MPF sponsors Four First Tee Scholarships
July 2016	Concert in the Breese event & Legacy Golf Outing
August 2016	History of our Parks – 4-part tv series on Channel 3 – Olin (Kyle), Brittingham (Mayor Soglin), Vilas (Maureen), Tenney (Eric Knepp)
2017 to present	MPF partners with Parks Division to sponsor the Madison Parks Foundation’s Learn to Series
2017 to present	Fundraising partner for the Connecting Children to Nature program – national grant
January 2017	MPF donates a grant for Friends of Urban Nature to receive 4 sets of binoculars to expand nature walks
February 2017	MPF begins work with local veterinarians to establish project to improve dog parks
June 2017 - present	Partners with Madison Mallards as a sponsor for Shake the Lake – community building free event celebrating the 4 th of July
August 2017 & 2018	Establishes Makeshift Festival – a free community event that celebrates food and art in public spaces and funded an original piece of public art in Elver Park – Momental
October 2017	2 nd Annual Picnic in the Park in partnership with Event Essentials – MPF’s annual fundraiser
February 2018	MPF sponsors a free community free event with multiple winter sports (cross country skiing, sledding, ice skating, snow castle contest)
April 2018	MPF initiates and completes the renaming Central Park to McPike Park
October 2018	3 rd Annual Picnic in the Park in partnership with Event Essentials – MPF’s annual fundraiser
November 2018	MPF formally establishes new fundraising initiatives – Fully Accessible Playgrounds, Learn to Series, KNOW (Kids Need Opportunities at Warner)
December 2018	MPF negotiates a transfer of funds from Friends of Nakoma Park to a less advantaged park (Doncaster) for their playground renovation
January 2019	MPF announces new logo and rebranding package
May 2019	MPF launches quarterly electronic newsletter
July 2019	MPF commits to raising \$150,000 for KNOW and will provide a match up to \$100,000 at August event.
August 2019	MPF partners with Madison Mallards to have event to raise funds for KNOW
October 2019	4 th Annual Picnic in the Park in partnership with Event Essentials – MPF’s annual fundraiser
April 2020	New website launched making park information easier and more fun for the user
April 2020	New MPF pins & Madison Flag pins available for purchase with proceeds to benefit MPF
May 2020	Launched Parks Positivity Campaign with fun activities (park scavenger hunts, photo contest, fun facts, etc.) to inspire people to use our parks and promote healthy activities during a time of quarantine and pandemic.
May 2020	MPF adds 3 Aldo Leopold benches to 3 Madison Parks Dog Parks

	Timeline of Accomplishments
May 2020	MPF adds MPF informational posters to all Madison Parks Kiosks
June 2020	MPF commits \$40,000 for Swimming Admission Scholarships to support Madison Parks Division's efforts to open Goodman Pool during COVID-19 restrictions that make our pool more accessible and inclusive.
June 2020	MPF acquires a matching grant from the Irwin A. & Robert D. Goodman Foundation to match any gifts between July 1 to August 31, 2020 that support Swimming Admissions.
July 2020	MPF mails Parks are Essential appeal.
September 2020	Work with Compassionate Friends group to identify new location for memorials.
October 2020	MPF mails Jeff Erlanger Fully Accessible & Inclusive Playground fundraising appeal to a targeted audience of local lawyers. Article published in Dane County Bar Association to broaden reach of prospects.
November 2020	MPF mails 2020 Year-End Appeal to 5,000+ donors and prospects.
November 2020	Received \$100,000 commitment from Jerry Frautschi to name Fully Accessible & Inclusive Playground at Warner Park.
March 2021	Received \$100,000 gift from the Oscar Rennebohm Foundation to name the Fully Accessible & Inclusive playground at Rennebohm Park after Jeffrey Erlanger
April 2021	Received \$10,350 in grants from the Capital Times Kids Fund to support KNOW, Playgrounds and the Learning Series
May 2021	Making a Difference segment airs on Channel 15. 2-minute interview with John Stofflet discussing the importance of fully accessible playgrounds for the community.
May 2021	MPF facilitates major gift from Michael & Jocelyn Keiser to renovate Glenway Golf Park.
June 2021	MPF commits to adding funds to add the first Fully Accessible Beach Mat to Bernie's Beach to make the first accessible Madison Parks' beach.
July 2021	Received \$100,000 from Pleasant Rowland to establish a Fully Accessible & Inclusive Parks Fund to make all of our parks more accessible and inclusive.
August 2021	MPF commits to renovating patio at The Glen Golf Park to make it accessible.
September & October 2021	MPF launches its Dog Park initiative to raise funds to enhance and expand our dog parks. Mailing to vet clinics and pet businesses.
October 2021	MPF receives \$10,000 grant from Festival Foods in support of the Fully Accessible & Inclusive Playground at Warner Park.
November 2021	MPF mails 2021 Year-End Appeal to 5,000+ donors and prospects.
December 2021	MPF receives \$5,000 grant from Steve Stricker American Family Insurance Foundation in support of the Fully Accessible & Inclusive Playgrounds project.
December 2021	MPF receives grant from Adams Outdoor Advertising which will provide 1 year of billboard advertising promoting MPF and our mission.
December 2021	MPF receives \$30,000 grant from Madison Community Foundation in support of the Fully Accessible & Inclusive Playgrounds project.
January 2022	MPF commits \$10,000 to the Friends of Nolen Waterfront Project
May 2022	MPF hosts 5 th annual Picnic in the Park at Olin Park after 2-year Covid hiatus

Timeline of Accomplishments	
May 2022	MPF receives \$6,000 in grants from The Capital Times Kids Fund
June 2022	MPF receives a \$100,000 grant from to honor Pleasant Rowland and Jerry Frautschi's community philanthropy.
July 2022	Ribbon cutting for the Grand Re-Opening of The Glen Golf Park
August 2022	MPF award \$1,000 grant for the purchase of life jackets for the Goodman Community Pool
September 2022	MPF receives a grant from the Jenni & Kyle Foundation to name accessible playground at Brittingham Park and for the installation of an accessible beach mat at Vilas Park Beach
October 2022	MPF awards grant for \$2,500 for CPR mannequins for lifeguard training at the Goodman Community Pool
October 2022	MPF receives \$94,000 grant from 100 Men of Dane County for the KNOW program
November 2022	MPF receives \$10,000 from the Evjue Foundation for the Learning Series & KNOW program
November 2022	MPF mails 2022 Year-End Appeal to 5,000+ donors and prospects.
January 2023	MPF updates mission statement and vision statement
February 2023	MPF receives grant from Capital Times Kids Fund for adaptive programming
April 2023	Unveiling of Pet Memorial at Quann Park. Funded by MPF, it is the first of its kind and funds raised will support dog parks
May 2023	MPF hosts 6 th annual Picnic in the Park at Burrows Park
August 2023	Ribbon Cutting Ceremony for the 3 rd Accessible Playground in the Madison Parks System – the Frautschi Family Accessible Playground at Warner Park
September 2023	Ribbon Cutting Ceremony for the 4 th Accessible Playground in the Madison Parks System – the Jeff Erlanger Accessible Playground at Rennebohm Park
September 2023	MPF announces \$500,000 gift to the Madison Parks System for the installation of a Sprayground at the Jeff Erlanger Accessible Playground at Rennebohm Park. Gift includes a 20-year maintenance fund to support and maintain this gift.
December 2023	MPF receives grant from the Steve Stricker American Family Insurance Foundation for Access to Swimming
December 2023	MPF receives grant from the Evjue Foundation for Access to Swimming
February 2024	MPF receives \$6,000 in grants from the Capital Times Kids Fund
February 2024	MPF receives \$610,000 in pledges to the Parks For All Trust Campaign (Silent Phase)
April 2024	MPF approves the purchase of 3 Water Wheelchairs for the Goodman Community Pool. Model selected with the assistance of consultant, Martha Siravo
May 2024	MPF hosts 7 th annual Picnic in the Park at Rennebohm Park and launches its first silent auction for the event
June 2024	Development of new logo recognizing 130 years of Madison Parks
July 2024	MPF hosts 130 Year Anniversary of Madison Parks Celebration at the Glen Golf Park.
July 2024	Official public kickoff of the \$10 Million Parks For All Trust Campaign

Timeline of Accomplishments	
July 2024	MPF receives \$5,000 grant for Madison Skate Park project
August 2024	MPF approves the funding to be main sponsor of the City of Madison Park Division's Ride the Drive event
August 2024	MPF adopts Trust documentation for the Parks For All Trust
August 2024	MPF adopts Gift Acceptance Policy
September 2024	Outreach to local financial advisors with newly developed materials regarding the Parks For All Campaign
November 2024	MPF partners with Forward Madison FC for fundraising event at Breese Stevens Field
November 2024	MPF awarded the Steve Jones Memorial Award recognizing an outstanding organization in Dane Count for their exemplary work with youth
November 2024	MPF receives grant from the Steve Stricker American Family Insurance Foundation for Swimming Scholarships
November 2024	MPF sends its annual Year-end Appeal to 6,200 prospects