

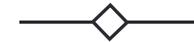
THE CAMPAIGN FOR THE FUTURE OF  
MADISON PARKS



**Parks For All - Forever**



The Madison Parks Foundation is the official affiliate non-profit organization whose sole purpose is to raise money for our 280+ growing parks system. As our community and park system continues to grow, we need to rely on the support of businesses, organizations and individuals that share our vision to expand the accessibility and inclusiveness in our parks to ensure equity and enrichment of our community.





## Purpose Today

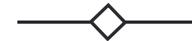
Introduce Parks for All Trust and (future) role of Corporate Partners

## Goal

Recommend action as “Affirmation of policy and process for Madison Parks Foundation seeking corporate partners”

## Timeline

- Introduce October 9 Meeting (today)
- Review in Long Range Planning Commission (Oct – Nov)
- Discuss December 11 Meeting



# Parks for All Trust

## Parks for All

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.



John Olin, the founding father of our park system, started his own Trust that continues to contribute to our park system today, more than 100 years later. With this in mind, the Madison Parks Foundation is embarking on a **Parks For All Trust Campaign** to raise funds to support our parks in perpetuity. We are, in essence, looking at our past to create the future of our parks.

The primary purpose of this Trust will be to generate more use of our parks by supporting programming, capital projects, and the development of other enhancements to our parks that drive inclusivity and access, unfunded by tax dollars.

We consider this Trust the modern-day version of the 100-year-old Olin Trust, with one important difference: **whether you donate \$1 or \$1 million dollars, you can leave a legacy of supporting our parks forever.**



## \$10 MILLION PARKS FOR ALL TRUST

The interest earned from this trust could help fund current projects, future needs, or contribute to larger capital campaigns to make the biggest impact in our community.

The featured examples are just a few of the projects and programs our parks offer that are not funded by taxpayer dollars, and with your help, we can do so much more.

A POSSIBLE  
**\$500,000 (5%)**  
IN INTEREST EACH YEAR



### LEARNING SERIES EVENTS

Help us introduce more people to new skills and hobbies with free and low-cost equipment rentals, and educational events.

### GOODMAN POOL ACCESS

MPF sponsors family and youth passes for community members who may not otherwise be able to afford it.

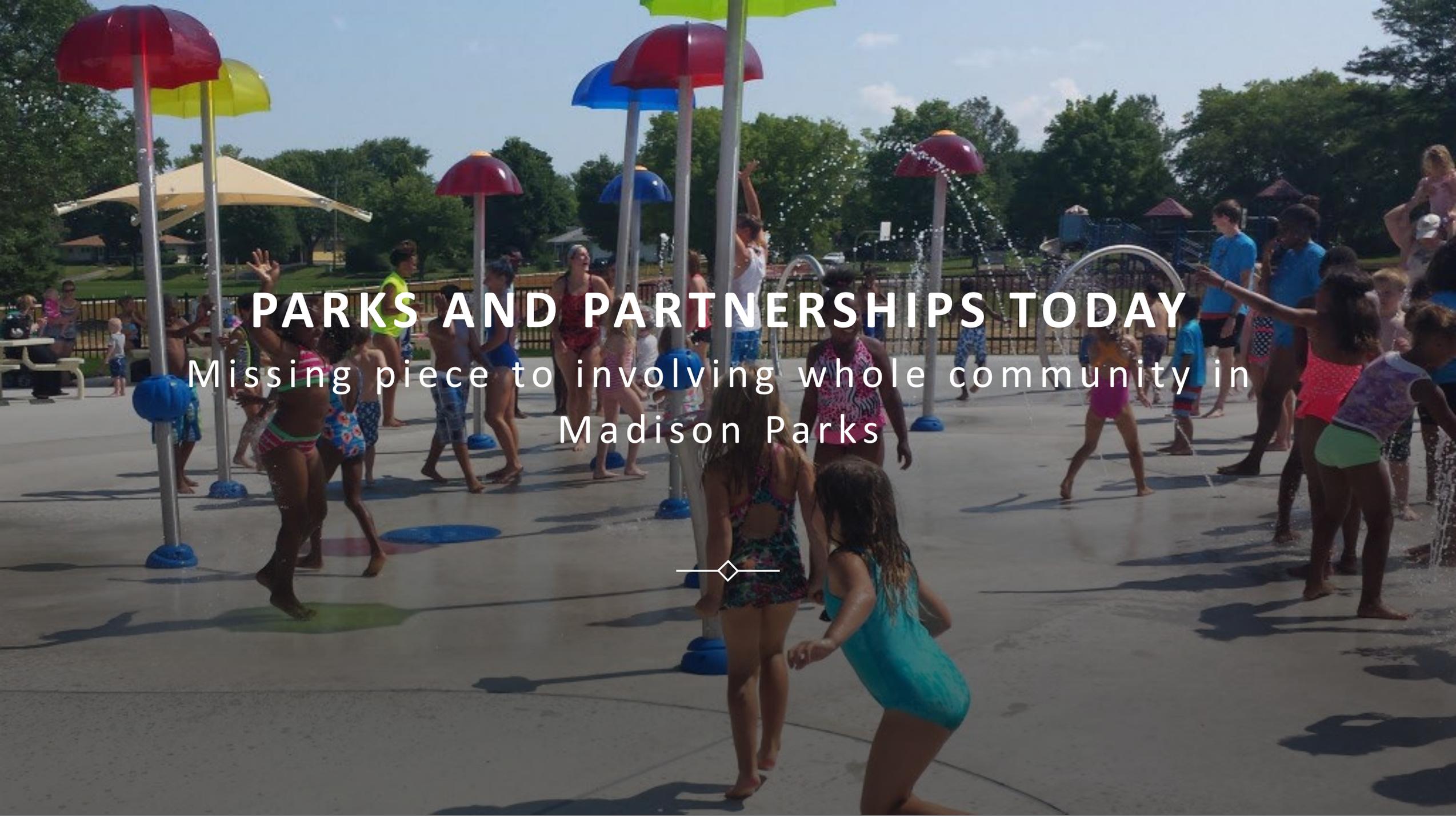
### LIVE AT THE GLEN MUSIC SERIES

Free-to-attend concerts provide access to local live music in a historic outdoor setting.

### BEACH MATS

Accessing the beach with mobility devices (wheelchairs, crutches, cones, etc.) is a challenge. Beach mats offer rigid, and non-slip access to our beaches.



A vibrant water park scene with people playing under colorful mushroom-shaped fountains. The scene is filled with people of various ages, including children and adults, enjoying the water. The fountains are in various colors like red, yellow, blue, and purple. The background shows a clear blue sky and green trees. The overall atmosphere is bright and cheerful.

**PARKS AND PARTNERSHIPS TODAY**  
Missing piece to involving whole community in  
Madison Parks





# Missed Opportunities in Status Quo

1. Partners with intention to donate, have no clear path to do so
2. Partners with interest, but unaware of opportunity, not considering Madison Parks Foundation
3. Active (individual) donors, supporters, and volunteers, unaware of opportunity to engage as an organization

A young child in a blue hoodie is walking away from the camera on a playground structure. The structure has green railings and a yellow panel. The ground is covered in green safety matting. In the background, there is a wooden bench and a paved path.

# Policy and Process Overview



- Outline of opportunities for partners (events, locations, programs)
- Policies to fit consistent parameters (e.g., vetting, mission fit, approval)
- Guidelines to ensure fairness across partners
- Safeguard protections (e.g., naming)
- Coordination between Parks and Madison Parks Foundation

# QUESTIONS

OPPORTUNITY AND PURPOSE?

POLICY AND PROCESS?

TIMELINE?

