



NYC'S FOREMOST YOUTH ENVIRONMENTAL PROGRAM

TRAINING THE NEXT GENERATION OF PARKS STEWARDS

OVER 4,500 PARTICIPANTS ANNUALLY INCLUDING COLLEGE AND CAREER TRAINING

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City Parks Foundation is dedicated to invigorating and transforming parks into dynamic, vibrant centers of urban life through sports, arts, community building and education programs for all New Yorkers.

ABOUT US

Our programs -- located in more than **320 parks**, recreation centers, and public schools across the City -- reach over **278,000 people** each year. Our ethos is simple: thriving parks mean thriving communities.

PLAY

Our free sports programs help keep over 7,400 kids active and healthy while learning sports they can play for life -- tennis, soccer, golf, and track & field. Fitness programs help keep nearly 600 seniors agile and connected to their communities.

SHOWS

Our iconic Capital One City Parks Foundation SummerStage festival presents more than 80 free and benefit performances each summer to more than 219,000 attendees, featuring both legendary and emerging artists. The Swedish Cottage Marionette Theatre in Central Park and the traveling PuppetMobile present original puppetry programs for nearly 16,000 kids of all ages.

LEARN

Our environmental education programs help students experience the fun of STEM, learn about their relationship to the natural world, and how they can protect our environment. Seeds to Trees, Learning Gardens, Green Girls, and Coastal Classroom programs reach more than 4,400 students and 180 interns in school, after school and during the summer.

BUILD



PLA

SHOWS

EAR

We help more than 28,000 individual volunteers, 470 grassroots community park groups and the many nonprofit park stewards advocate and care for our city's parks and green spaces. Partnerships for Parks and Open Spaces Partners-NYC coalition help increase the capacity of community partners and foster collaboration with NYC Parks. We provide funding through the NYC Green Fund, support operations through fiscal sponsorship and shared resources, and offer skills training workshops.



LEARN OVERVIEW

CityParks Learn helps develop the next generation of park stewards. Last year, our environmental STEM programs connected more than 4,400 participants to their trees, waterways an parks—often overlooked places teeming with life. The vast majority of participants come from low-income households and identify as people of color, those most in need of our programming. CityParks Learn provides access to safe activities for students to learn about NYCs vital natural resources.

KEY INFO:

- EXTENSIVE SCHOOL DAY OPTIONS INCLUDE HANDS-ON CLASSROOM LESSONS PLUS FIELD TRIPS IN PARKS FOR 2,000 + NYC PUBLIC SCHOOL STUDENTS
- 200+ HOURS PER YEAR IN FREE OUT-OF-SCHOOL TIME PROGRAMS LONG-TERM, INTENSIVE FORMAT
- PROGRAMMING IN 24 NEIGHBORHOOD PARKS
- 180 PAID, MENTORED INTERNSHIPS ENGAGE UNDER-RESOURCED YOUTH, AGES 14-18, TO WORK IN OUR PROGRAMS, SUPPORTING YOUNGER PEERS' LEARNING WHILE GAINING JOB SKILLS AND COLLEGE PREP TRAINING
- STEM-BASED **TEACHER TRAINING** PROGRAM IN EXPERIENTIAL LEARNING HELPS TEACHERS UNDERSTAND HOW TO CONDUCT SAFE AND EFFECTIVE OUTDOOR LESSONS
- TAUGHT BY EXPERT, TRAINED EDUCATORS
- ALL CURRICULA ARE ALIGNED TO NYS COMMON CORE AND SCIENCE-LEARNING STANDARDS TO SUPPORT STUDENTS IN THEIR ACADEMIC GROWTH



DEMOGRAPHICS*

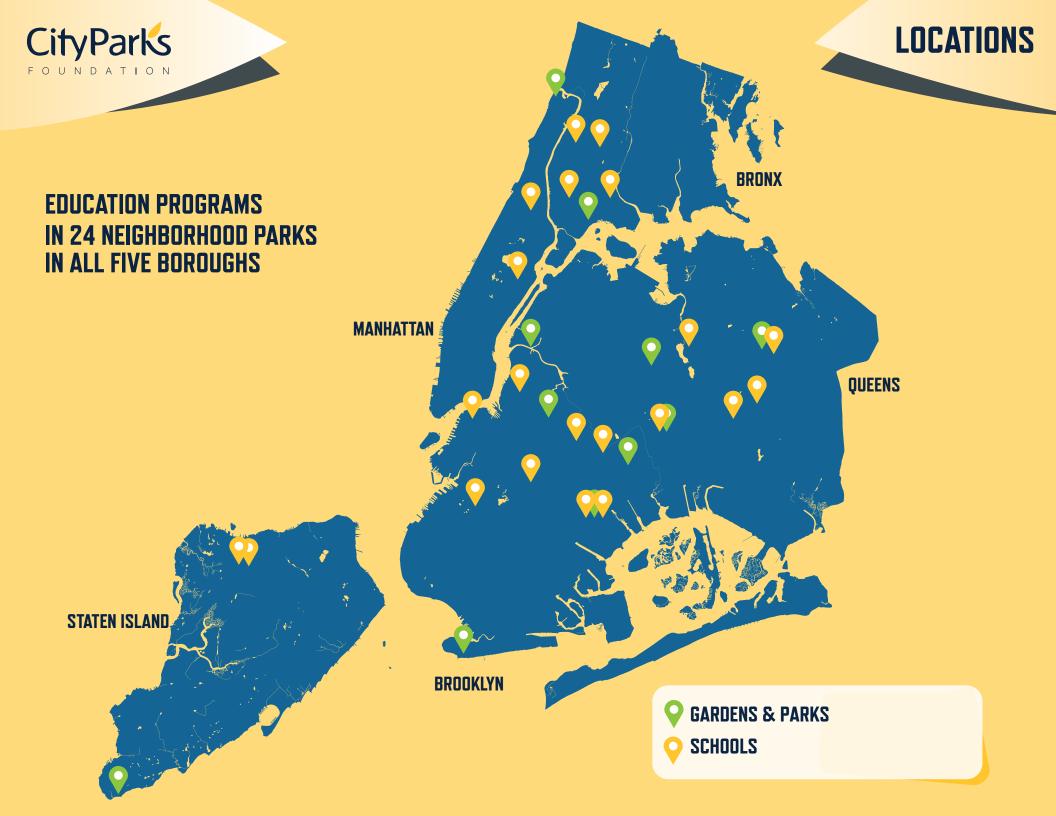
Gender: 75% Female 24% Male 1% Non-Binary

AGE: 63% UNDER 12 37% OVER 12

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RACE/ETHNICITY: 30% BLACK

30% BLACK 26% HISPANIC/LATINO 17% WHITE 16% ASIAN 13% TWO OR MORE RACES 1% AMERICAN INDIAN OR ALASKAN NATIVE 1% NATIVE HAWAIIAN OR PACIFIC ISLANDER







- ELEMENTARY AND MIDDLE SCHOOL STUDENTS ARE INTRODUCED TO URBAN ECOLOGY IN NYC PARKS IN FUN AND ENGAGING WAYS
- GUIDED HANDS-ON CLASSROOM ACTIVITIES, FIELD EXPERIENCES AND EXPERT TEACHER TRAINING
- CURRICULUM INCLUDES A FOCUS ON NYC'S CLIMATE AND RESOURCE MANAGEMENT

- OVER 1,800+ PARTICIPANTS IN GRADES 2ND 6TH ANNUALLY WITH 4 COLLEGE INTERNS
- 13 SITES ACROSS THE BRONX, BROOKLYN AND STATEN ISLAND
- IN-SCHOOL/FIELD TRIP PROGRAMMING AND COLLEGE-AGE TRAINING PROGRAM
- LOW COST FOR PARTNER SCHOOLS; PAID COLLEGE INTERNSHIPS



- INNOVATIVE PROGRAM THAT INSPIRES MIDDLE SCHOOL GIRLS AND NON-BINARY YOUTH TO EXCEL AS ENVIRONMENTAL SCIENTISTS AND STEWARDS OF NEW YORK CITY'S PRECIOUS NATURAL RESOURCES
- INCLUDES FUN OUTDOOR ADVENTURES AND SERVICE LEARNING IN PARKS AND ALONG WATERWAYS AFTER SCHOOL AND DURING THE SUMMER INCLUDING BIRD-WATCHING, CANDEING, CONDUCTING SCIENCE PROJECTS AND SERVICE LEARNING
- HELPS STUDENTS EXPLORE FUTURE CAREERS IN THE SCIENCES

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- 180+ PARTICIPANTS IN GRADES 6TH 8TH ANNUALLY WITH 25 HIGH SCHOOL
 & COLLEGE INTERNS

GREEN GIRLS

- 4 SITES ACROSS THE BRONX, BROOKLYN, HARLEM AND QUEENS
- AFTER SCHOOL, SUMMER INSTITUTE AND HIGH SCHOOL TRAINING PROGRAM FORMAT
- FREE FOR ALL YOUTH; PAID HIGH SCHOOL AND COLLEGE INTERNSHIPS



LEARNING GARDENS

- LEARNING GARDENS PROVIDE HANDS-ON HORTICULTURAL TECHNIQUES AND LESSONS FOR ELEMENTARY AND MIDDLE SCHOOL STUDENTS DURING THE SCHOOL YEAR, AS WELL AS GROUP PROGRAMS DURING THE SUMMER
- TEACHES KIDS THE FUN OF COMMUNITY GARDENING, GROWING FOOD, AS WELL AS UNDERSTANDING URBAN BIODIVERSITY, FOOD JUSTICE AND HEALTHY EATING
- 2,000+ PARTICIPANTS IN GRADES 2ND 8TH ANNUALLY WITH 75 HIGH SCHOOL INTERNS

- 19 SITES ACROSS THE BRONX, BROOKLYN, MANHATTAN AND QUEENS (INCLUDES PARTNER SCHOOLS)
- IN-SCHOOL, AFTER SCHOOL, SUMMER GROUPS AND HIGH SCHOOL TRAINING PROGRAM FORMAT
- FREE TO ALL YOUTH; LOW COST FOR PARTNER SCHOOLS AND CAMPS; PAID HIGH SCHOOL AND COLLEGE INTERNSHIPS



COASTAL CLASSROOM

- MIDDLE SCHOOL STUDENTS BECOME ACTIVELY INVOLVED IN NYC'S MARINE ECOSYSTEM WITH HANDS-ON LEARNING IN PARKS ALONG THE NEW YORK CITY WATERFRONT
- PARTICIPANTS LEARN ABOUT WATER ECOLOGY AND QUALITY, AND URBAN WATERFRONT RESTORATION AND PRESERVATION STEM-BASED ACTIVITIES COUPLED WITH RECREATIONAL OPPORTUNITIES SUCH AS ROWING, FISHING, SEINING AND BIRD WATCHING
- SPARKS EXCITEMENT AND PASSION FOR CONSERVING NYC COASTS AND WATERWAYS
- 170+ PARTICIPANTS IN GRADES 6TH 8TH ANNUALLY WITH 28 HIGH SCHOOL & COLLEGE INTERNS
- SITES ACROSS BROOKLYN, MANHATTAN, QUEENS AND STATEN ISLAND
- AFTER SCHOOL, SUMMER INSTITUTE AND HIGH SCHOOL TRAINING PROGRAM FORMAT
- FREE FOR ALL YOUTH; PAID HIGH SCHOOL AND COLLEGE INTERNSHIPS



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ONLINE AT CITYPARKSFOUNDATION.ORG CONTACT EDUCATION@CITYPARKSFOUNDATION.ORG

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MEDIA & MARKETING

PUBLIC RELATIONS

- PRESS RELEASES DISTRIBUTED TO LOCAL & NATIONAL PRESS OUTLETS
- MEDIA COVERAGE IN NOTABLE PUBLICATIONS INCLUDING GOOD MORNING AMERICA, CBS NEW YORK, PIX 11, IHEART RADIO, WNYC, NEW YORK METRO PARENTS AND MORE

OUTDOOR MEDIA

STREET / CANVASSING POSTERS EACH YEAR IN LOCAL COMMUNITIES

DIGITAL

RKS TO LIF

- 10+ EDUCATION EMAIL NEWSLETTERS EACH YEAR **REACHING 91K+ SUBSCRIBERS**
- CITYPARKS LEARN WEB PAGES **REACHING 12K+ PAGE VIEWS PER YEAR**
- SOCIAL MEDIA POSTS REACH 25.6K+ FOLLOWERS ACROSS FACEBOOK, TWITTER, INSTAGRAM, YOUTUBE



SPONSORSHIP OPPORTUNITIES

INTEGRATION AND ACTIVATION

BRANDING ACROSS SUMMER LONG MARKETING CAMPAIGN (PRINT, WEB, EMAIL, SOCIAL, OUTDOOR, ETC.)

CREATIVE INTEGRATIONS

CityParks

- CUSTOM INTEGRATION ON SITE AT SELECT EVENTS AND PROGRAMS
- GIFTING TO STUDENTS OR EDUCATORS
- OPPORTUNITY TO CREATE A SPECIAL EVENT



PAST PARTNERSHIPS

GREEN GIRLS EMPOWERED BY ING

From 2020 - 2022, ING expanded its long standing support to become the title sponsor of "Green Girls Empowered by ING", making an impact on more than 475 students and nearly 400 educators annually.

Green Girls has been named an inaugural National Summer Learning Association' Climate Change Award Recipient (2020), and garnered a significant increase in visibility.

PROGRAM INTEGRATION AND EVENTS

- ING STAFF VISITING PROGRAM SITES AND INTERACTING WITH STUDENTS
- HOSTING CAREER PREPARATION AND READINESS EVENTS FOR STUDENTS
- PARK STEWARDSHIP EVENTS WITH STUDENTS

MARKETING AND LOGO INTEGRATION AS TITLE SPONSOR INCLUDING:

 DIGITAL MARKETING (SOCIAL MEDIA, NEWSLETTER, WEBSITE), PROGRAM MATERIALS (FLYERS, T-SHIRTS, BANNERS, ETC.), PRESS RELEASES AND MORE

PRESS COVERAGE

- CBS NEW YORK (2M IMPRESSIONS)
- NY 1 (1.7M IMPRESSIONS)
- PIX11 (2.3M IMPRESSIONS)
- BROOKLYN PAPER (28K IMPRESSIONS)
- NEXT CITY (70K IMPRESSIONS)



PAST PARTNERSHIPS

COASTAL CLASSROOMS SUPPORTED By Nickelodeon

During the 2022-23 school year, Nickelodeon sponsored our Coastal Classroom program by integrating the "Science of Spongebob" to over 130 students and 13 interns.

COLLABORATION AND CONTENT INTEGRATION OVERVIEW

- INCORPORATED "SCIENCE OF SPONGEBOB" VIDEOS INTO THE PROGRAM CURRICULUM
- CPF ACCESS TO DIVERSE SCIENTISTS OR EDUCATORS FROM THE LA NATURAL HISTORY MUSEUM TO LEAD AND PARTICIPATE IN IN-CLASSROOM OR FIELD LEARNING EXPERIENCE (VIRTUAL OR IN-PERSON)

MARKETING AND LOGO INTEGRATION AS SUPPORTING SPONSOR INCLUDING:

- DIGITAL MARKETING (SOCIAL MEDIA, NEWSLETTER, WEBSITE), PROGRAM MATERIALS (FLYERS, ETC.), PRESS RELEASES AND MORE
- "SCIENCE OF SPONGEBOB" RESOURCES INCLUSION ON THE PROGRAM WEBPAG

VOLUNTEER OPPORTUNITY

 COLLABORATION ON ONE JOINT VOLUNTEER PARK CLEANUP PROJECT INCLUDING NICKELODEON EMPLOYEES WITH COASTAL CLASSROOMS STUDENTS AT A PROGRAM SITE



FOR MORE INFORMATION PLEASE CONTACT:

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