



**NYC'S FOREMOST YOUTH ENVIRONMENTAL PROGRAM**

**TRAINING THE NEXT GENERATION OF PARKS STEWARDS**

**OVER 4,200 PARTICIPANTS ANNUALLY INCLUDING COLLEGE AND CAREER**



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.

Our programs -- located in more than **400 parks, recreation centers, and public schools** across the City -- reach over **285,000 people** each year. Our ethos is simple: thriving parks mean thriving communities.

## PLAY

Our free sports programs help keep over **8,000** kids active and healthy while learningsports they can play for life -- tennis, soccer, golf, and track & field. Fitness programs help keep more than **1,000** 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 **220,000** attendees, featuring both legendary and emerging artists. The Swedish Cottage Marionette Theatre in Central Park and the traveling PuppetMobile present original puppetry programs for more than **20,000** 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, Coastal Classroom, and Eco-Innovators (NEW) programs reach more than **4,100** students and **180** interns in school, after school and during the summer.

## BUILD

We help more than **31,000** 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, celebrating its 30th anniversary in 2025, 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.

PLAY

SHOWS

LEARN

BUILD



**CityParks Learn** helps develop the next generation of park stewards. Last year, our environmental STEM programs connected more than 4,200 participants to their trees, waterways and 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 NYC's 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





**GENDER:**  
75% FEMALE  
24% MALE  
1% NON-BINARY

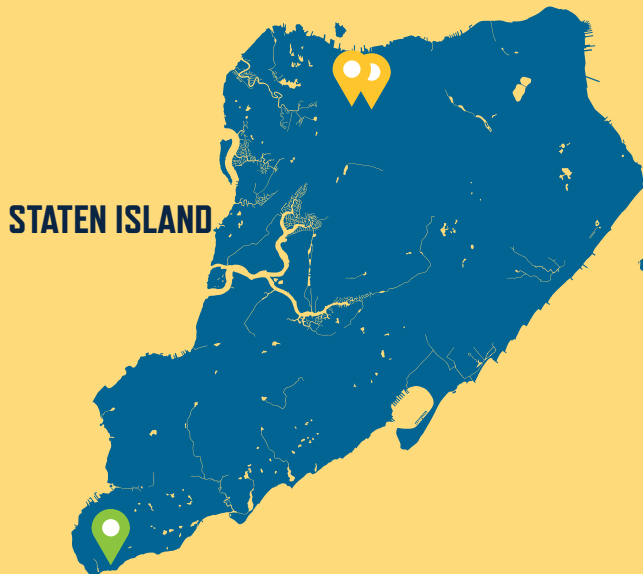
**AGE:**  
63% UNDER 12  
37% OVER 12

**RACE/ETHNICITY:**  
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

\*After-school program data only



**EDUCATION PROGRAMS  
IN 70 NEIGHBORHOOD PARKS  
IN ALL FIVE BOROUGHES**



**STATEN ISLAND**



**MANHATTAN**

**BRONX**

**QUEENS**

**BROOKLYN**

-  **LEARN GARDENS & PARKS**
-  **LEARN SCHOOLS**





- 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 NYCS 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 FORMAT AND COLLEGE-AGE TRAINING PROGRAM
- LOW COST FOR PARTNER SCHOOLS; PAID COLLEGE INTERNSHIPS





- LEARNING GARDENS PROVIDE HANDS-ON HORTICULTURAL TECHNIQUES AND LESSONS FOR ELEMENTARY AND MIDDLE SCHOOL STUDENTS, AS WELL AS GROUP PROGRAMS DURING THE SUMMER OVER 500 LBS. OF CROPS WERE HARVESTED FROM THE GARDENS LAST YEAR
- 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 INTERNSHIPSS





- 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





- CITYPARKS LEARN'S NEWEST PROGRAM DEVELOPING THE NEXT GENERATION OF ENVIRONMENT AND SUSTAINABILITY LEADERS
- FOCUSING ON THREE PILLARS OF LEADERSHIP, ADVOCACY AND WORKFORCE DEVELOPMENT FOR NEW YORK CITY'S YOUTH
- TOPICS EXPLORED INCLUDE ADDRESSING CLIMATE CHANGE, ENVIRONMENTAL CHALLENGES & SOLUTIONS, WATER TREATMENT PLANTS, RECYCLING & COMPOSTING FACILITIES, GREEN TECH & MORE
- WORK ALONGSIDE GREEN EXPERTS TO CONCEPTUALIZE & CREATE PLANS TO HELP LOCAL NYC COMMUNITIES
- EXTENSIVE HANDS-ON EXPERIENCES PROVIDED IN BOTH THE OUTDOORS AS WELL AS SCHOOL-BASED WORKSITES
- MULTI-YEAR, AFTER SCHOOL, SUMMER PRACTICUM PROGRAM FORMAT
- ALL-INCLUSIVE CO-ED PROGRAM FOR STUDENTS GRADES 9TH - 12TH
- FREE FOR ALL YOUTH; PAID HIGH SCHOOL INTERNSHIPS





## INTERNSHIPS

- THROUGHOUT THE YEAR CPF OFFERS 180 PAID, MENTORED INTERNSHIPS TO ENGAGE UNDER-RESOURCED YOUTH, AGES 14-18
- 30 HOURS OF COLLEGE AND CAREER READINESS TRAINING INCLUDING GUIDANCE ON COLLEGE APPLICATIONS, RESUME & LINKED IN DEVELOPMENT AND SKILL-BUILDING IN SELF MARKETING, NETWORKING, DELIVERING PROFESSIONAL PRESENTATIONS AND JOB-RELATED COMMUNICATION
- PRACTICAL EXPERIENCE IN PAID SEASONAL POSITIONS THAT SUPPORT THE CP LEARN PROGRAMS AND INCLUDE STEM-BASED CONTENT LEARNING AS WELL AS ON-THE-GROUND TRAINING IN EXPERIENTIAL ENVIRONMENTAL EDUCATION

## TEACHER TRAINING

- STEM-BASED TEACHER TRAINING PROGRAM IN EXPERIENTIAL LEARNING HELPS TEACHERS UNDERSTAND HOW TO CONDUCT SAFE AND EFFECTIVE OUTDOOR LESSON
- 30+ OF TEACHERS ACROSS OUR LEARNING GARDENS AND SEEDS TO TREES PROGRAM PARTICIPATE IN WORKSHOPS DESIGNED TO TRAIN THEM IN THE EXPERIENTIAL, OUTDOOR PEDAGOGY USED BY CITYPARKS LEARN
- TEACHERS INTEGRATE ACTIVITY AND LESSON IDEAS THEY LEARN INTO THEIR OWN CURRICULA





## PUBLIC RELATIONS

- PRESS RELEASES DISTRIBUTED TO LOCAL & NATIONAL OUTLETS
- MEDIA COVERAGE IN NOTABLE PUBLICATIONS INCLUDING WCBS, NY1, NEWS 12, BROOKLYN READER, QUEENS GAZETTE AND MORE

## SOCIAL MEDIA PROMOTION

- SOCIAL MEDIA PROMOTION THROUGH THE CPF ACCOUNTS REACHING 33K+ FOLLOWERS ACROSS FACEBOOK, INSTAGRAM, LINKEDIN
- PROMOTED POSTS ACROSS FACEBOOK AND INSTAGRAM

## DIGITAL

- INCLUSION IN 10+ EDUCATION NEWSLETTERS EACH YEAR REACHING 95K+ SUBSCRIBERS
- PROMOTION ON OUR CITYPARKS LEARN WEB PAGES REACHING 16K+ PAGE VIEWS PER YEAR





## INTEGRATION AND ACTIVATION BENEFITS COULD INCLUDE:

- BRANDING ACROSS SEASON LONG MARKETING CAMPAIGN (PRINT, WEB, EMAIL, SOCIAL, ETC.)
- CREATIVE PROGRAM INTEGRATIONS
- CUSTOM INTEGRATION ON SITE AT SELECT EVENTS AND PROGRAMS
- GIFTING TO STUDENTS OR EDUCATORS
- OPPORTUNITY TO CREATE A SPECIAL EVENT
- NAMING OPPORTUNITIES OF PROGRAMS
- INTEGRATION INTO STUDENT ACTIVITIES AND LESSON PLANS (WHEN APPLICABLE)



## GREEN GIRLS EMPOWERED BY ING

In 2020, ING expanded its long standing support to title sponsor our environmental education program as Green Girls Empowered by ING, impacting over 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:

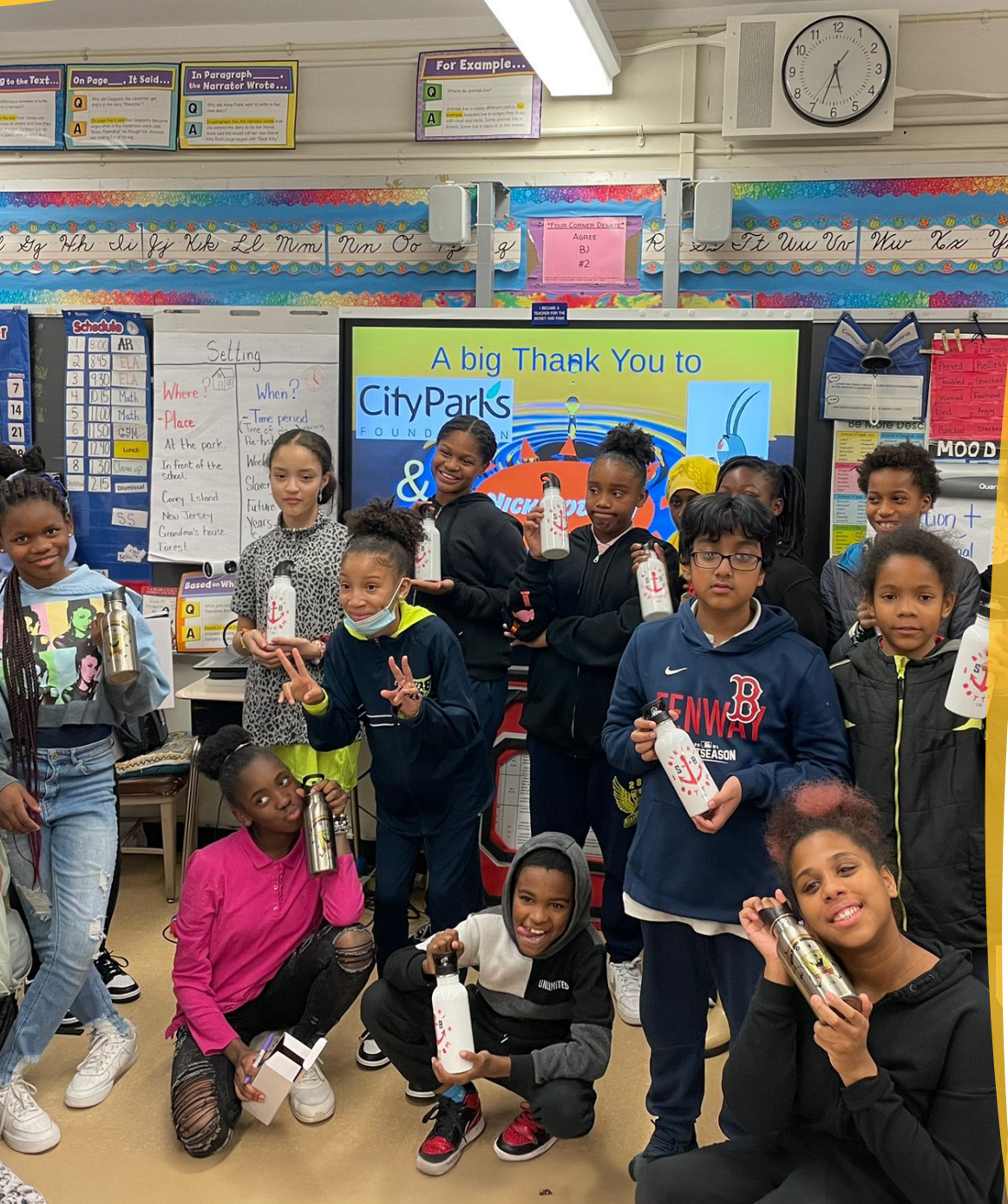
- DIGITAL MARKETING (SOCIAL MEDIA, NEWSLETTER, WEBSITE), PROGRAM MATERIALS (FLYERS, T-SHIRTS, BANNERS, ETC.), PRESS RELEASES AND MORE

### PRESS COVERAGE

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







## 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:**

**BRETT MCNAMARA**  
DIRECTOR, CORPORATE PARTNERSHIPS  
[SPONSORSHIP@CITYPARKSFOUNDATION.ORG](mailto:SPONSORSHIP@CITYPARKSFOUNDATION.ORG)