



# SAN DIEGO PARKS FOUNDATION

## Spring 2021 Newsletter

Chollas Lake Park

**Dear San Diego Parks Foundation Supporters,**

We have had an exciting and busy Spring!

Since February, we have made significant progress on our urban greening and digital equity initiatives. We have co-launched a summer recreation program 'Come Play Outside' with the County of San Diego, City of San Diego Parks and Recreation Department, and Price

Philanthropies, and scheduled an engaging educational session on equity driven park planning with New York Parks Commissioner Mitchell J. Silver, FAICP for June 15th.

As we approach Memorial Day and summer days filled with fun, family, and laughter, we remember those who lost their lives in defense of our country. Their selfless sacrifice provides the peace and security to make these opportunities possible. Thank you.

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We are excited to announce that San Diego Parks Foundation has reached a big milestone – we have raised over **ONE MILLION DOLLARS** to support San Diego's community and neighborhood parks!

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### **SDPF PROGRAM UPDATES:**

#### **PARKS FOR PEOPLE – FREE WEBINAR!**

Join us for a conversation with New York City Parks Commissioner Mitchell Silver, FAICP on Equity Driven Planning, Designing Parks without Borders, and Innovating Public

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Spaces. **June 15, 9-10:30am PST via Zoom**

Thank you to [Schmidt Design Group](#) for making this event possible!

[For more info and to register >>](#)

**SUMMER COME PLAY OUTSIDE INITIATIVE LAUNCHES:**

Anticipated to serve more than 15,000 kids this summer, *Come Play Outside* is a new programming initiative that creates exciting opportunities for kids and their families to play outside safely in San Diego.

[Learn more >>](#)

**CITY WIDE TREE PLANTING PROGRAM UPDATE:**

This past April, SDPF participated in a celebration of Arbor Day with City officials and Urban Corps of San Diego. Mayor Gloria acknowledged the progress of SDPF’s tree planting efforts and its role in meeting the City’s Climate Action goals. Since February, 21 trees were planted at Mountain View. By the end of 2021, nearly 200 trees will have been planted in total!

[For more information >>](#)



### FREE WIFI MAKES VIRTUAL PROGRAMS POSSIBLE:

Since September 2020, hundreds of youth have been participating in virtual programs such as homework tutoring, sports games and tournaments, virtual rocket league, teen fitness classes, yoga, art, and Pokémon Go classes. These virtual programming offerings have provided youth the opportunity to build social connections in a safe and supportive environment during the pandemic.

[For more information >>](#)



### KIDS FREE MEALS UPDATE:

As of May 26, 2021, SDPF helped give out **316,076** meals to San Diego kids during the pandemic, thanks to support from Albertsons Foundation.

[For more information >>](#)



## SDPF IN THE News!

**Mayor Todd Gloria Expands Free Wi-Fi to Help Close the Digital Divide:** *"The "SD Access 4 All" program benefited from several community partners to provide this public service. The San Diego Parks Foundation helped support free Wi-Fi at two dozen park locations..."* [Full press release here>>](#)

**San Diego Mayor Outlines Initiative for Recreation:** *"The San Diego*

*Parks Foundation and San Diego County have committed to partnering with the city by allocating funding to give families summer programming and encourage them to “come play outside.” [Full article here>>](#)*

## SDPF PARKS *Superstar!*



### **MEET LINDA MADRID!**

**Grounds Maintenance Worker II**

**Colina Del Sol Community Park & Colina Del Sol Pool**

### **DIRECT FROM OUR SUPERSTAR!**

I grew up in the City Heights area. I attended John Marshall Elementary, Horace Mann Junior High and Crawford High School. I worked all over the city and think it's kind of cool that I'm now working at Colina Park where I hung out as a kid. Early childhood interest were animals, plants, and bugs. My parents taught me to respect nature at an early age and I've never changed.

I got interested in the parks about nine years of age. My friend's mom would take us to the plant classes and shows at Balboa Park that's where I really got into plants.

My parents were definitely my role models growing up they taught me not to judge people because of where they are in life and always put myself in other people's shoes. Sometimes all it takes is a kind word and a smile to bring someone out of the darkness.

Kids today "Got it going on!" They are ahead of us in a lot of ways. Every generation has to step it up a notch past the last one. I think what we need to instill in our children is to embrace nature! Respect and appreciate our green areas and always strive to make a greener, cleaner, healthier world for everyone.

**WHAT HER COLLEAGUES SAY:**

"Linda provides general maintenance to Colina Del Sol Community Park and Colina Del Sol Pool. Her assigned area includes one multi-purpose field, two basketball courts, two playgrounds and two parking lots. She conducts maintenance projects leading recreation staff on brush/trash abatement and painting projects. She is always motivated to provide the best maintenance and beautify the community that she serves. Linda's efforts were recently recognized when she was nominated for, and won, Employee of the Quarter. She is an exemplary worker and a great friend."

Juan Lizarraga

*Area Manager II*

Colina Del Sol | Azalea

**LINDA IS A HERO:**

"Linda Madrid, Grounds Maintenance Worker II, whose quick action in assisting a community member who was suffering from dehydration and was incoherent, was directly attributed to his survival."

Andy Field

*Director*

City of San Diego Parks and Recreation

**THANK YOU LINDA!**

**NEW GRANTS** *Thank You!*

- Marguerite M Borba at Commonwealth Charitable Fund | \$250
- Diane & Elliot Feurestein Fund at Jewish Community Foundation | \$10,000
- Forbes Family Fund at The San Diego Foundation | \$1,000
- C. Hugh Friedman & Lynn Schenk Fund at Jewish Community Foundation | \$1,000
- Harrington Family Fund at The San Diego Foundation | \$250
- Hervey Family Fund at The San Diego Foundation | \$10,000
- Pratt Memorial Fund at Union Bank | \$1,850
- Price Philanthropies Foundation | \$100,000
- San Diego Friends of Parks and Recreation Foundation | \$28,550
- Schwemm Family Foundation | \$6,500
- SDG&E | \$50,000
- The Bao Bao Shackel Wo Fund at The San Diego Foundation | \$250.00
- The Legler Benbough Fund at The San Diego Foundation | \$15,000

**NEW DONORS** *Thank You!*

**Thank you to the following new supporters for their enthusiasm and confidence in our work:**

William & Shawna Anderson\*

David N. Bailey\*

David & Lisa Casey \*

Elvira Cortez

Darlene Davies

Ray Ellis\*

Barbara & Leslie Granowitz

Vicki Granowitz\*

Richard & Tory Gully\*

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Director, and Karen Dennison, Deputy Director

\*Executive Committee

**SAN DIEGO PARKS** *FunFact!*



*Photo credit: parksinsandiego.com*

## **HONORING THOSE WHO HAVE SACRIFICED**

Visiting a park in San Diego with a Veterans Memorial is a wonderful way to honor all who served in the military.

There is a modest Veterans Memorial at Mira Mesa Community Park with a plaque honoring all branches of the military and a community flagpole.

Visit the memorial at [8575 New Salem Street, San Diego, CA 92126](https://www.sandiego.gov/parks/8575-New-Salem-Street) this week to honor those that have sacrificed their lives in defense of our freedom.

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### **EMERGENCY BROADBAND BENEFIT PROGRAM ADDRESSES DIGITAL ACCESS:**

SPDF is excited to announce our long-time partner in installing Free Wi-Fi



LOKKET has been selected as an approved partner for the recently announced Emergency Broadband Benefit. The Emergency Broadband Benefit will provide a discount of up to \$50 per month towards broadband service for eligible households.

[For more information >>](#)



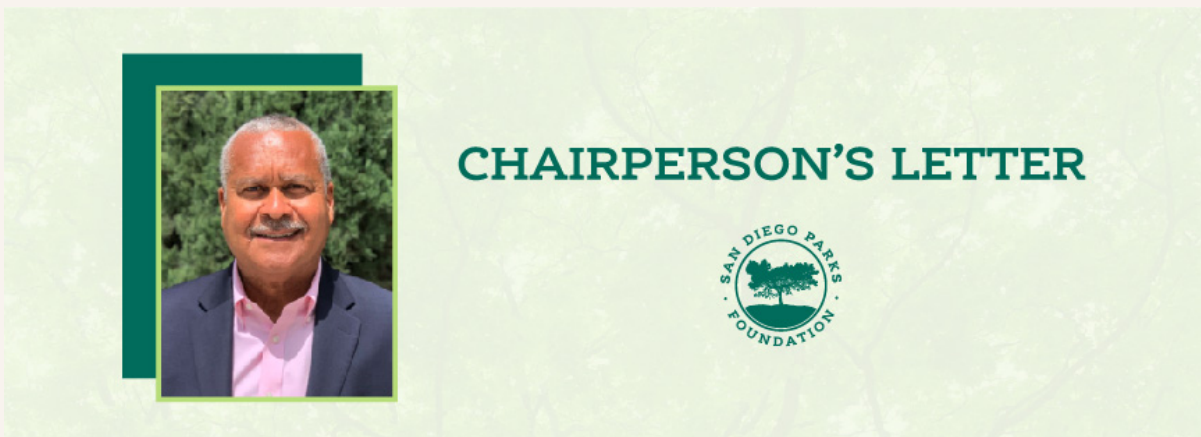
**INTERESTED IN SPONSORING UNDERTOW CHARITY GOLF CLASSIC?**

[SEE SPONSORSHIP OPPORTUNITIES HERE](#)

Contact Martha Phillips:

[contact@sandiegoparksfoundation.org](mailto:contact@sandiegoparksfoundation.org)

619-523-3787



Dear San Diego Parks Foundation Supporter:

It is with great pleasure that I share the San Diego Parks Foundation has surpassed a major milestone. We have raised more than \$1 million to support San Diego's community and neighborhood parks! This would not have been possible without the amazing support of our generous donors and community partners and the hard working leadership team and staff in the City of San Diego Parks & Recreation Department.

I am pleased to announce that Phase I of the Free WiFi initiative is near completed. In partnership with Lokket Free WiFi San Diego, we have installed WiFi at 23 recreation centers, and have pledged to provide WiFi at all 57 recreation centers across the City. The project has been well received and funded by many individuals, family foundations and The San Diego Foundation, thank you!

In March, we planted 21 trees at Mountain View Park, and have begun work to plant 40 new trees at Willie Henderson Park that is anticipated to be completed soon. By the end of 2021, more than 200 trees will be planted since the launch of the tree-planting initiative. On April 23rd in celebration of Arbor Day, I was pleased to be invited to join Mayor Todd Gloria to share our recent tree planting accomplishments and recognize the Urban Corps of San Diego County for their significant role in meeting the City's urban canopy goals.

This spring we have spent significant time and resources working closely to launch the Come Play Outside. This new initiative will benefit youth in 16 of the most under-served neighborhoods in the City of San Diego under Mayor Todd Gloria's SUMMER FOR ALL OF US initiative. Program goals include providing enriching, equitable, and culturally relevant youth recreation opportunities that promote health and wellness. Additionally, the program will offer free family events intended to bring people together in a safe and friendly environment such as Movies in the Park and Fern Street Circus events. This project is anticipated to serve more than 17,000 children

and families and represents a powerful public-private partnership. Our key partners include the County of San Diego at the recommendation of Supervisor Nathan Fletcher, Price Philanthropies Foundation, and Walmart Foundation. San Diego Parks Foundation is proud to be the lead on this very important initiative.

Additionally, as part of Come Play Outside, I am pleased to announce the San Diego Parks Foundation is the recipient of a generous grant from the Albertsons Foundation Nourishing Neighbors program to provide food at summer park programs and events. This grant will help provide much needed assistance to the children in our community impacted by food insecurity.

Thank you for your continued support and interest in our work. I look forward to continuing to partnership together to build healthier and more resilient communities.

With sincere gratitude,  
Michel Anderson  
*Chair*



Please support our projects and help San Diego's communities - thank you!

[CLICK TO DONATE](#)

For any questions, please email: [info@sandiegoparksfoundation.org](mailto:info@sandiegoparksfoundation.org)

### **EQUITY PROMISE**

The San Diego Parks Foundation's mission is to provide a world-class inclusive park system that strengthens communities and provides equitable access to recreation

for all San Diegans. Please see our [Equity Promise](#).

San Diego Parks Foundation is a 501(c)(3) non-profit organization #83-2553368



## SUPPORT SDPF SIMPLY BY SHOPPING ON AMAZON!

Just go to [smile.amazon.com](https://smile.amazon.com), and choose San Diego Parks Foundation as your charity. Most importantly, when you shop, be sure to go to [smile.amazon.com](https://smile.amazon.com), rather than directly to the main Amazon website. For every eligible purchase, AmazonSmile Foundation will donate 0.5% of the purchase price to SDPF! [Click here](#) to read more!



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