

DEARBART

THE NEWSLETTER OF *Partnerships for Parks*

“A WORLD OF RESOURCES”

The Evolution of Partnerships Academy

WHAT DO GROUPS AND VOLUNTEERS with interests as diverse as street trees, greenways, dogs, birds, tennis, waterfront parks, education, beautification, and local business revitalization have in common? They're all members of the Partnerships Academy class of 2010.

Partnerships Academy is a free program for community groups and volunteers devoted to caring for parks. Participants learn new skills, network and share best practices, hear from experienced resource speakers, and become eligible for a mini-grants program. Established in 2006, the Academy expanded in 2008 to include a new track catering to street tree stewards. Channaly Philipp, who runs the street tree-focused Academy, explains that its goal is to “mobilize the current explosion of enthusiasm for street trees so it's not just one person caring for one tree. We give people resources to go out into their communities and raise awareness. The Academy creates a multiplier effect by helping enthusiastic individuals share their passion.”

While both Academy classes of 2009 graduated together, they were otherwise separate programs, each with its own schedule of workshops. This summer, at an orientation in August, a unified Academy was launched. Two tracks, Growing Your Potential and Street Tree Stewardship, continue to cater to the specialized interests of park and tree lovers, but the class of 2010 will attend workshops together and learn from one another across interest areas. Core skills like public speaking and event planning will be covered in joint sessions, while



Barry Masterson and Katina Johnstone of Kayak Staten Island with Joe Salvatore at the Partnerships Academy 2009 graduation.

fall2009

DEAR FRIENDS,

Join us on Saturday, October 24 for It's My Park Day. This fall, we're offering a special opportunity to celebrate It's My Park Day by planting a tree with MillionTreesNYC at reforestation sites throughout the five boroughs. Launched in 2007, MillionTreesNYC is well on the way to planting one million trees by 2017, making New York City cooler and greener. To register to plant trees on October 24, sign up at www.milliontreesnyc.org

Partnerships for Parks will also support a number of community park groups who are leading their own volunteer projects in neighborhood parks on It's My Park Day. During these difficult economic times, Partnerships appreciates the contributions of volunteer groups throughout the city who are leading projects, contributing their own supplies, and promoting their It's My Park Day activities. In early October, visit www.itsmypark.org to find more information about these community-led projects.

We thank you for your volunteer efforts, and look forward to seeing you in the park this fall!

Sincerely,
Adrian Benepe, Commissioner,
Parks & Recreation
David Rivel, Executive Director,
City Parks Foundation

workshops about topics particular to each track will be open to all Fellows.

The decision to integrate the two tracks was inspired by feedback from graduates. Tina Johnstone of **Kayak Staten Island** recalls that networking with different groups was a highlight of the program. She says, "I'm still amazed at how similar the issues were even though we did different things. Whether you're teaching, gardening, or kayaking, the challenges of event planning, fundraising, and volunteer retention are common to all of us." Learning from a diverse group of park stewards helped Kayak Staten Island expand their mission and find a broader constituency. They started out offering trips for skilled paddlers, but Tina says that since the Academy, "the public program for beginners has taken on a life of its own. We're sending entire families out on the water together! This couldn't have happened without the world of resources Partnerships Academy made available to us."

Jessica Schweifel, a 2009 graduate of the street tree Academy, emphasized the importance of learning to navigate the

Department of Parks & Recreation to take advantage of all of its divisions and expert staff. Jessica explains, "Partnerships for Parks reaches out into communities and functions like a liaison between people and its parent organizations, the Department of Parks and City Parks Foundation." During her time in the Academy, Jessica founded an organization

called **Root for Trees** with the mission of using art and creative campaigns to raise environmental awareness. Her first project is to install street tree signs incorporating original artwork in the Chelsea gallery district. As the project expands to other neighborhoods, she'll tailor the signs to the character of each community.

Jessica has maintained contact with Partnerships since graduating; in fact, a primary goal of the new Academy is to keep all alumni involved in the long term by encouraging them to continue on as Academy Fellows after they graduate. Joe

Salvatore, coordinator of the Growing Your Potential track, explains, "we want the Academy to be a resource as long as they need it, not just for the year." This promise appealed to Ena McPherson, a Growing Your Potential participant who just started with the class of 2010. "I'm looking forward to continuing my relationship with Partnerships after we grad-

... the challenges of event planning, fundraising, and volunteer retention are common to all of us.

uate. One of the things that inspired us to apply was Joe saying that we can always count on Partnerships for resources and support." Ena sits on the **Parks, Arts, and Culture Committee of Brooklyn Community Board 3**. The group's goal is to form an alliance to care for the parks in Bedford Stuyvesant. Ena believes, "There's so much more we can do for our parks as citizens. We want to unite all of our parks, playgrounds, and community gardens. I'm a long-time community gardener, so I have a lot of experience with the green side of things, but I'm joining the Academy to learn about organizing

Peter Pan & Adventures in Never Land

Swedish Cottage Marionette Theatre, Central Park
Now through November 8, 2009
Coming up...**The Three Bears Holiday Bash**
November 17 – January 3
For information, visit www.CityParksFoundation.org.

CHERP (Community Hooked on East River Park) in the Dance Oval will feature local music, volunteer gardening activities, and a fun visioning activity about the future of the Dance Oval. For information, visit www.cherpnyc.org.
Saturday, September 26, 10:00 a.m. – 2:00 p.m.
East River Park Dance Oval, just north of the Williamsburg Bridge, Manhattan.

East River C.R.E.W.'s National Estuary Day Celebration

Saturday, September 26, 2:00 p.m. – 4:00 p.m.
Join us at the East 96 Street "Boathouse" (container) and on the esplanade, to celebrate the estuary. The event will include Go-Fish educational activities. For information, visit www.eastrivercrew.org.

Tappen Park Oktoberfest will commemorate 19th century immigration to Staten Island. For information, call Tappen Park Outreach Coordinator Lynn Rogers at (917) 974-6180.
Saturday, October 17, 11:30 a.m. – 3:00 p.m.

volunteers, pitching, working with the media, and public speaking.”

Another comment from graduates was that they valued the one-on-one meetings they had with Partnerships staff. Jessica recalls, “When I started, I didn’t even have a project. I had an idea, but it wasn’t yet fully formed. Meeting with Channaly helped me develop a plan and make it a reality.” In response, some of the core topics that used to be covered in workshops will be discussed in consultations. Joe or Channaly and the group’s Outreach or Catalyst Coordinator will “consult” with participants in their neighborhoods, so planning will take place where the park or trees the group is working on are located.

Partnerships Academy has been a great success. In response to participants’ feedback and in order to continue developing the program, we have made some exciting changes for the class of 2010. With joint classes to encourage peer learning, sustained support, and customized consultations, we hope to do an even better job this year of helping devoted groups and volunteers work together to make their local parks and street trees thrive. ☆

did you know

We’ve just completed a redesign of our website, www.PartnershipsForParks.org. Visit our new and improved website and let us know what you think.

We will feature our citywide network of park groups on the new site. If you would like your community group listed, please email the name of your organization, the park(s) you’re involved in, your mission statement, and contact information or website to PartnershipsForParks@parks.nyc.gov.

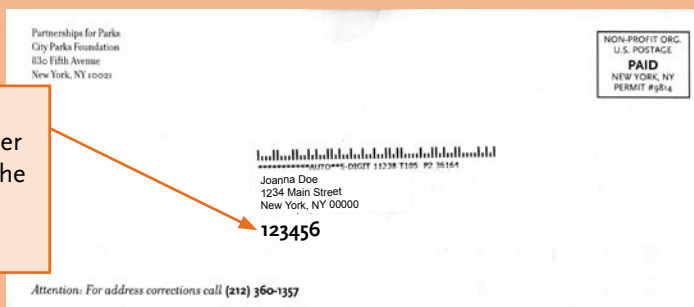
THE LEAFLET IS GOING GREEN!

We are making the transition to sending the Leaflet out primarily via email, and we need your current email address. To update your contact information, please visit www.PartnershipsForParks.org. To access your record, you’ll need your 6-digit **PID number**, which can be found in the last line of the address label on this copy of the Leaflet.

We will be working on this transition for the next several months, and soon everyone for whom we have an email address will receive the Leaflet electronically. Look for us in your inbox!

Thanks for helping us make the transition to an environmentally sustainable online newsletter.

Your PID # can be found under your address on the mailing label of this Leaflet.



Urban Divers Estuary Conservancy’s Enviromedia Mobile celebrates the Hudson River’s 400th Anniversary. This nature and maritime museum-on-wheels offers fun, environmental education for all ages. For a calendar, visit www.urbandivers.org or call (347) 224-5828.

Bensonhurst Park: “Henry Hudson’s Gateway to the Hudson River”

Saturday, September 19, 11:00 a.m. – 5:00 p.m.

Sunday, September 20, 11:00 a.m. – 5:00 p.m.

Valentino Park: “Nature at the Beach”

Saturday, September 26, 11:00 a.m. – 5:00 p.m.

Governors Island: “Celebrate the Hudson River”

Sunday, September 27, 11:00 a.m. – 5:00 p.m.

IKEA/Erie Basin Park: “International Bay Fest”

Saturday, October 10, 11:00 a.m. – 5:00 p.m.

GET READY FOR IT’S MY PARK DAY ON SATURDAY, OCTOBER 24.

This fall, we’re offering a special opportunity to plant trees with MillionTreesNYC at reforestation sites throughout the five boroughs. To register, sign up at www.milliontreesnyc.org.

Partnerships will also support a number of community park groups who are leading their own volunteer projects in neighborhood parks. Visit www.ItsMyPark.org in October for more information.

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How to reach us

www.PartnershipsForParks.org

www.nyc.gov/parks

www.CityParksFoundation.org

To contact Partnerships for Parks or for information on volunteering in parks, call (212) 360-1357 or call the City's non-emergency hotline, 311.

PARTNERSHIPS for PARKS



City of New York
Parks & Recreation

CityParks
Foundation

PARTNERSHIPS FOR PARKS helps New Yorkers work together to make neighborhood parks thrive. We strengthen our diverse, growing network of dedicated park volunteers and groups by creating opportunities for them to celebrate their parks and accomplishments, access resources, become more effective leaders in their communities, and work with government to affect decisions about their parks.

Michael R. Bloomberg, Mayor
City of New York

Adrian Benepe, Commissioner
Parks & Recreation

David Rivel, Executive Director
City Parks Foundation

Jason Schwartz, Director
Partnerships for Parks

EDITORS: Asaf Klein, Channaly Philipp, Joe Salvatore
WRITER: Kate Louis DESIGN: Anne LaFond



LEAFLET

THE NEWSLETTER OF *Partnerships for Parks*, A JOINT PROGRAM OF CITY PARKS FOUNDATION AND THE NEW YORK CITY DEPARTMENT OF PARKS & RECREATION

fall2009

MAPPING A GREEN RED HOOK

This summer, Hook Productions, a City Parks Foundation education program that provides audio-video production training for teens at Red Hook Recreation Center, partnered with Partnerships for Parks' Catalyst program to challenge students to create a green map of Red Hook. The Hook Productions teens visited public spaces throughout Red Hook and the city, enjoying field trips such as kayaking with the Red Hook Boaters and biking the proposed Brooklyn greenway with Brooklyn Greenway Initiative and Recycle-A-Bicycle. They then compiled their observations

into a green map, an online, interactive map featuring site icons, photos, video interviews, and student musings on the past, present and future of Red Hook's green space. At Hook Productions' end of summer celebration, the teens screened their video footage for the community in Coffey Park and launched their map.

View the map at www.opengreenmap.org/greenmap/red-hook-green-map and experience the Hook Productions students' creative vision for a green future for Red Hook!

Attention: For address corrections call (212) 360-1357

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Partnerships for Parks
City Parks Foundation
830 Fifth Avenue
New York, NY 10021