

CHELSEA WATERSIDE PLAY AREA CAPITAL CAMPAIGN

Hudson River Park is the perfect place for children to play, explore, learn and experience nature.

As diverse as the many unique neighborhoods along its 4-mile stretch of waterfront, Hudson River Park is an incomparable recreational oasis and indispensable destination where millions of New Yorkers come together to escape the hustle and bustle of urban life.

For many of our city's children and families, our Park's beloved play areas are crucial community resources, providing the freedom of outdoor space and the joy of parklands specially equipped for children to laugh, exercise and connect with their peers. These cherished playgrounds often represent the only outdoor recreational space many local children can access near their homes.

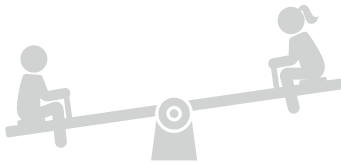


2012



TODAY

Among Hudson River Park's four unique playgrounds, Chelsea Waterside Play Area at West 23rd Street and 11th Avenue has been a prime destination ever since it was built in 2000.



With award-winning equipment, unique water play features, sand areas, and various activities designed for different ages and abilities, it is easy to understand why this playground has consistently attracted nearby families and children. This play area is also of particular value to students from neighborhood schools and youth from New York City Housing Authority residencies in Chelsea.

After almost 15 years of rigorous (and lovingly enthusiastic) wear and tear, Chelsea Waterside Play Area is falling into an unfortunate state of disrepair.

Several pieces of play equipment at Chelsea Waterside have become worn out, including some now marked "off-limits" to the public due to safety concerns. The safety surfacing that lines the ground is in need of replacement and many of the water features require significant maintenance. The prized play area's plumbing and infrastructure are also in desperate need of renovation and will involve an assessment to determine the extent of damage that has been created from so many years of vigorous use.

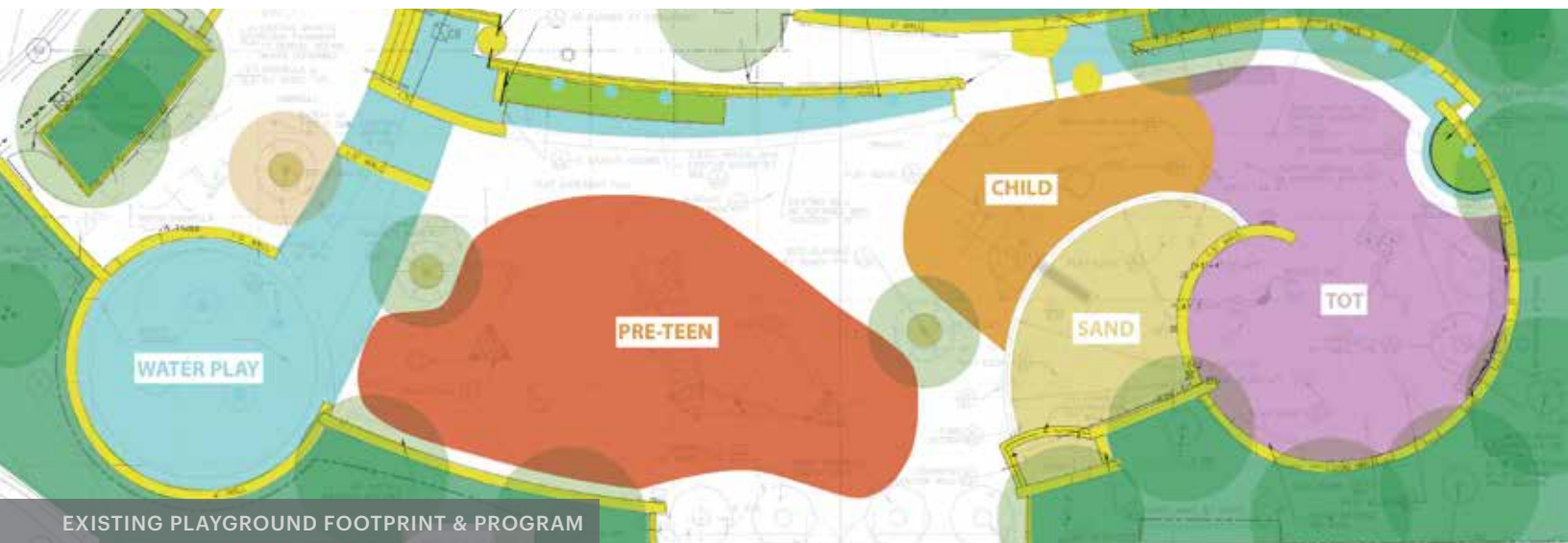
The playground will only continue to deteriorate as it ages, jeopardizing an essential asset in the community so vital to our children's health and development. Without significant financial resources, it will be impossible to safely maintain or restore this neighborhood treasure.

Friends of Hudson River Park is embarking on a campaign to raise \$1.5 million to completely restore and reimagine Chelsea Waterside Play Area.

Contributions to the Capital Campaign will fund myriad renovation projects, including:

- Replace **rubber safety surfacing**
- Renew all **play equipment**, ensuring structures are safe, stable and age-appropriate
- Refurbish **water play features**
- Improve **drainage system**
- Overhaul **site amenities** such as umbrellas, tables and benches
- Restore **entrance gates**
- Ensure **sustained funding** for future maintenance and repair

Mathews Nielsen, an award-winning landscape architectural practice, has a deep connection with Hudson River Park. In a joint venture, the firm prepared the Park's 1997 Master Plan and later designed the celebrated Tribeca section, actively engaging the existing landscape, and its cultural and ecological context. Their forthcoming renovation to the Chelsea Waterside Play Area will create a lasting, memorable space, adding to their influence already felt throughout the Park.



EXISTING PLAYGROUND FOOTPRINT & PROGRAM

Donation Levels & Benefits

- CREATORS** Playground Donor Recognition
\$1,500 - \$9,999 Acknowledgment at Friends of Hudson River Park Playground Committee events
 Listing on Campaign website and digital materials
- BUILDERS** Donor Recognition onsite in the Playground
\$10,000 - \$24,999 Two (2) tickets to Friends of Hudson River Park Playground Committee events
 Acknowledgment at Friends of Hudson River Park Playground Committee events
 Listing on Campaign website and digital materials
 Monthly Campaign Newsletter
- FOUNDERS CIRCLE** To spearhead this effort, Friends of Hudson River Park is assembling a group of stakeholders who will meet monthly to receive project updates and developments from Friends, the Hudson River Park Trust, and the team of landscape architects from Mathews Nielsen. The Founders Circle is invited to join the Campaign's Steering Committee, and is welcome to host and attend cultivation events to identify and solicit major gift prospects with other Campaign leadership. Founders Circle benefits include:
- Prominent Donor Recognition onsite in the Playground
 Acknowledgment at Friends of Hudson River Park Playground Committee events
 Opportunity for review and feedback of Playground design
 Listing on Campaign website and digital materials
 Monthly Campaign Newsletter
- In addition, Founders Circle members at various levels are offered unique, signature event invitations:
- \$25,000** Two (2) Individual seats at the 2017 Playground Committee Luncheon
 Two (2) Individual Gala Tickets
- \$50,000** Two (2) Premium seats at the 2017 Playground Committee Luncheon
 Two (2) Preferred-seating Gala Tickets
- \$75,000** Two (2) Top-tier seats at the 2017 Playground Committee Luncheon
 Two (2) Premier Gala Tickets
- \$100,000+** Four (4) Top-tier seats at the 2017 Playground Committee Luncheon
 Four (4) Premier Gala Tickets
 One (1) Hudson River Park Games Pentathlon Team
 A 1939 World's Fair Bench dedication in any neighborhood of your choosing

CAPITAL CAMPAIGN STEERING COMMITTEE:

- Coral Dawson
 Playground Committee Member
- Pam Frederick
 Hudson River Park Trust Board Member
 NYC Council Member Corey Johnson
- Catherine Juracich
 Playground Committee President
 The Philip & Janice Levin Foundation
- Zazel Loven
 Chelsea Waterside Park Association
 President
- Madelyn Mejia & Michael Stern
 Playground Committee Member
- Kim & Dan Pillemer
 Playground Committee Member
- Faith Rosen
 Playground Committee Member
- Yanina & Alex Sapir
 Melissa & Greg Wasserman
 Capital Campaign Co-chairs
as of this printing





TO MAKE YOUR GIFT BY CREDIT CARD, COMPLETE THE INFORMATION BELOW:



Name _____ Mr. Mrs. Ms. Dr.

Company _____ Title _____

Street Address _____ City _____ State _____ Zip _____

Email (We will never share your email address with outside parties) _____ Phone _____

Please charge \$ _____ to my credit card: Visa Mastercard AMEX Discover

Card Number _____ Exp Date _____ CVV _____

Name on Card _____ Signature _____

Please join us in support of our goal to ensure neighborhood children the continued recreational and developmental benefits of this invaluable outdoor resource for years to come.

For more information on the Chelsea Waterside Play Area Capital Campaign, and to make your gift, please contact us at 212-757-0981 x728 or ChelseaWaterside@fohrp.org, or visit hudsonriverpark.org/ChelseaWaterside

Please print your name or listing exactly as it should appear in Donor Recognition: _____
 List as Name Company No Listing

If paying by check, please make all checks payable to "Friends of Hudson River Park" and indicate "Chelsea Waterside" on the memo line. Checks may be mailed to: Friends of Hudson River Park, 305 7th Avenue, 12th Flr, New York, NY 10001
 All contributions to Friends of Hudson River Park are tax-deductible to the full extent allowed by law.

Hudson River Park receives no government funds for its operational budget and depends on private funds alone to sustain our broad range of educational and recreational opportunities for families and children, and to maintain these crucial community resources that benefit countless New Yorkers.

Friends of Hudson River Park is an independent nonprofit 501(c)(3) organization dedicated to the completion, care, enhancement and ongoing sustainability of Hudson River Park. Serving as the Park's primary fundraising partner, Friends of Hudson River Park generates necessary private support to guarantee that this vital destination for millions of park lovers continues to flourish and grow.



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