

The logo for Hudson River Park Friends features a blue horizontal bar at the top with four white vertical lines of varying heights. Below this bar, the text "HUDSON RIVER PK" is written in a bold, green, sans-serif font, and "FRIENDS" is written in a bold, orange, sans-serif font directly underneath.

HUDSON RIVER PK
FRIENDS

GROWTH & IMPACT

2017 Annual Report



Dear Friends,

This past year has been a time of notable growth and change for Friends... including our name! Friends of Hudson River Park became **Hudson River Park Friends** in October 2017, and now shares a unified brand identity with the Park itself. We're excited about our new look and what it represents. Our Friendship program also got a brand new look as we introduced the Friends with Benefits, Best Friends and Four-legged Friends programs. All of these changes set the stage for added growth and increased impact in the year ahead.

In 2017 Friends took on a major new initiative in partnership with the Hudson River Park Trust: to completely fund the Park's annual **Environment and Education** programs that engage nearly 30,000 school children, summer campers and Park visitors, and allow more than 400 classes from New York City's schools to learn about ocean science, river systems, biodiversity, entomology and water chemistry. Friends is raising \$500,000 to ensure these vital programs are fully funded for the current school year.

We also completed our **Chelsea Waterside Park Play Area Capital Campaign**, raising \$2.5 million to entirely revamp the Park's oldest playground for the children of Chelsea and all our Park neighbors. Construction has already begun and we anticipate a mid-2018 opening to the delight of families up and down the West Side.

Our **Volunteer Program** had its greatest impact yet this past year, with nearly 2,000 volunteers donating thousands of hours gardening, cleaning up trash along the river's edge, and composting waste generated both inside and outside the Park into fertilizer for the award-winning gardens and landscapes. Thanks to a generous Friends donor, there is now community composting for all of the Park's neighboring communities, from Clinton to Tribeca, with the capacity to completely fulfill the Park's horticulture needs within the next few years.

Hudson River Park Friends is working more closely than ever with the Trust to make sure your contributions get where they're needed most by our neighbors, Friends and families who are the Park's most dedicated users and committed supporters. We are excited to share some of 2017's tremendous successes with all of you!



Connie Fishman
Executive Director, Hudson River Park Friends

A Message from the Executive Director	2
Environment & Education	3
Chelsea Waterside Play Area Capital Campaign	4
Volunteer Program	5
Events & Fundraising	6
Financial Statements	7
Staff & Board of Directors	8
Give Where You Live	9

FOCUS ON Environment & Education



Hudson River Park provides access to a vast array of natural habitats and creates an exceptionally stimulating outdoor classroom that serves tens of thousands of schoolchildren, summer campers and Park visitors each year.

As one of the country's most significant estuarine sanctuaries, the Park offers unique opportunities to learn about science, ecology, chemistry and biology. This year Friends supported an exceptional roster of programs that encourage students from K-12 to explore the natural sciences and interact with nature on the ground and in the river. Led by Park educators, these programs allow the Park to fulfill its mission to promote environmental stewardship, provide STEM-based learning, and educate Park visitors on the rich history, ecology and wildlife in our 550-acre backyard.

With the support of Friends, nearly 30,000 people were able to experience these free and low-cost programs and appreciate the wonders of the Hudson River Estuary.

Chelsea Waterside Play Area Capital Campaign

2017 saw the completion of Friends' \$2.5 million capital campaign for a completely revamped and reimagined playground at Chelsea Waterside Park—Hudson River Park's oldest Play Area.

Now reaching the end of its second decade, Chelsea Waterside Park is in need of some major sprucing up as a result of the high demand of its many new neighbors. Construction of the new Play Area is taking place over the winter and spring of 2018 with an opening planned for this summer.

Special thanks to the Hudson River Park Friends Playground Committee, City Council Speaker Corey Johnson, Assemblyman Richard Gottfried, Manhattan Borough President Gale Brewer, Community Board 4, the Hudson River Park Trust and our many generous donors for making this campaign a success.





1,898
VOLUNTEERS

8,000
HOURS OF SERVICE
DONATED

\$200,000
OF GARDENING VALUE

3,230
FLOWERS, BULBS AND
GRASSES PLANTED

326,000
POUNDS OF WASTE
COMPOSTED

Volunteer Program

Our growing individual and corporate volunteer programs brought more helping hands than ever to Hudson River Park this year. Our Neighborhood Gardener program and HRP Green Team continued to thrive, and thirty different corporate groups supported extensive planting and beautification projects, marine debris cleanups, and oyster monitoring and restoration.

This year, Friends also launched Compost Facilitator and Ambassador roles, and these dedicated volunteers helped us bring our newly expanded compost program to the West Side community.



Our first **Playground Committee Backyard BBQ** proved a spectacular kick-off to summer for families to support and celebrate the Park.



Our second annual **Playground Committee Luncheon** hosted 250 guests and raised nearly \$250,000 for the Park.

Events & Fundraising

Serving as the Park's primary fundraising partner, Hudson River Park Friends creates exciting opportunities to get involved and generates necessary private support to guarantee that this vital destination for millions of park lovers continues to flourish and grow.



The 2017 **Hudson River Park Games** saw corporate Pentathlon teams championing a hard-fought competition at Pier 40.



More than 1,000 supporters joined our **Annual Gala** to honor Citi's CEO Michael L. Corbat, Justin Sadrián and Robert De Niro, raising \$3.25 million for the Park.

Financial Statements

General &
Administrative

Fundraising



EXPENSES
FY 2017

	Unrestricted Funds	Temporarily Restricted	Year Ending March 31, 2017	Year Ending March 31, 2016
REVENUE				
Contributions	\$1,012,287	\$5,740	\$1,018,027	\$1,213,265
Grants	\$3,742,677	-	\$3,742,677	\$644,916
Events	\$2,288,064	-	\$2,288,064	\$1,985,642
Membership	\$97,625	-	\$97,625	\$92,500
In-kind	\$260,083	-	\$260,083	-
Investment income	\$289	-	\$289	\$237
Net Assets Released from Restrictions	\$182,680	(\$182,680)	-	-
TOTAL REVENUES	\$7,583,705	\$176,940	\$7,406,765	\$3,936,560
EXPENSES				
Program Services	\$6,411,682	-	\$6,411,682	\$2,750,892
General and Administrative	\$275,623	-	\$275,623	\$270,020
Fundraising	\$701,740	-	\$701,740	\$656,060
TOTAL EXPENSES	\$7,389,045	-	\$7,389,045	\$3,676,972
CHANGE IN NET ASSETS	\$194,660	(\$176,940)	\$17,720	\$259,588
NET ASSETS - BEGINNING OF YEAR	\$220,148	\$224,027	\$444,175	\$184,587
NET ASSETS - END OF YEAR	\$414,808	\$47,087	\$461,895	\$444,175

Full audited financial statements available at hudsonriverpark.org/friends-financials

Board of Directors

Michael E. Novogratz, *Chair*

Scott M. Lawin, *Vice Chair*

Justin Sadrian, *Vice Chair*

Samuel F. Martini, *Treasurer*

Susanna Aaron, *Secretary*

David Amsterdam

Cathy Blaney

Anthony Borelli

Peter Braus

David Chang

David Cheikin

Jennifer Cohan

Douglas B. Heitner

David Juracich

Gaurav Kapadia

Paula Madoff

Joshua Rahn

Joseph B. Rose

Ben Shaoul

Marla S. Smith

Martha Stewart

Diana L. Taylor

David Tisch

Mark Van Zandt

Román Viñoly

David Whelan

Greg Wasserman

Madelyn Wils, *ex officio*

Staff

Connie Fishman

Executive Director

Ted Gorodetzky

Director of Communications and Marketing

Toby Pearce

Director of Development

James F. Rohrman

Director of Finance and Operations

Tony Simone

Director of External Affairs

Adam Glick

Associate Director, Annual Fund and Special Projects

Shannon Guttridge

Manager, Database and Campaign Strategy

Amy Molinero

Corporate and Community Partnerships Manager

Taylor Spitzer

Manager, Events

Julie Goldberg

Digital Communications Coordinator

Tobin Kent

Volunteer Coordinator

Brenda Palencia

Finance and Operations Associate

Olivia McMahon

Development Assistant

As Board Chair of Hudson River Park Friends, it is my pleasure to celebrate with you another year of accomplishments in the Park. 2017 was our most successful year yet. We added essential financial resources to support the Park's outstanding Environment and Education programs, gardens and horticulture, free public events, and mobilized thousands of volunteers and community advocates to show their support for this amazing public resource.

Hudson River Park means so much to so many of us. It's our front and backyard oasis of green grass and blue water: our place to play outdoors and appreciate nature alongside the majestic Hudson River estuary. It's what makes life more livable for millions of New Yorkers in a city that demands so much of us.

I thank our many generous and dedicated donors and volunteers in 2017 who helped us exceed our goals, and welcome you as we enjoy the wonders of Hudson River Park this spring. Our board and staff are at your service to help provide you the best experience possible in 2018.

Michael E. Novogratz, Board Chair



For a full list of Friends, Donors, Foundations and Corporate funders, please visit

hudsonriverpark.org/donors

LOOKING AHEAD

Give Where You Live

This coming year we will launch our new **Give Where You Live** initiative, gathering together Friends from the Park's many neighborhoods and inviting them to support their own local area of Hudson River Park by helping us sustain and improve the gardens, playgrounds, recreation facilities, dog parks and other amenities that they and their families use every day.

Clinton

Hell's Kitchen

Chelsea

Meatpacking District

Greenwich Village

Tribeca





Hudson River Park, the longest riverfront park in the nation, has transformed four miles of decaying industrial waterfront along Manhattan's west side into a beloved, urban recreational paradise. Running from Chambers to 59th Street, the Park attracts millions of visitors to its myriad recreational facilities, educational and cultural programs, imaginative playgrounds, lively dog parks and lush gardens, and plays a critical role in protecting the Hudson River environment itself.

Hudson River Park Friends is an independent nonprofit 501(c)(3) organization dedicated to the completion, care, enhancement and ongoing sustainability of Hudson River Park. As this nearly 550-acre Park and estuarine sanctuary receives no public operating funds, Friends creates opportunities for private contributions to and participation in the Park's operations and growth to help guarantee and strengthen its future.

HUDSON RIVER PK
FRIENDS

305 7th Avenue, 12th Flr, New York, NY 10001
212-757-0981 | hudsonriverpark.org