

delivering on the

PROMISE

Annual Report **Fiscal Year 2010**



Rose Fitzgerald Kennedy

Greenway

CONSERVANCY

The Rose Kennedy Greenway is a ribbon of contemporary urban parks that connects people and the city by providing beauty, fun, and a sense of community in Boston.



Dear Friend,

City parks are uplifting expressions of community, and—like the districts and neighborhoods around them—great parks are always *becoming*. We are honored to carry forward the vision of those who believed this ribbon of green held the power to literally and figuratively knit Boston together. We have seen the seed of this idea germinate and grow into a flourishing urban park during the brief history of the Rose Fitzgerald Kennedy Greenway Conservancy.

Thanks to the leadership of Conservancy Board members and the Greenway Leadership Council (past and present), the Conservancy's dedicated staff, and scores of funders, partners, and volunteers, we are *delivering on the promise* of a vibrant, beautiful and innovative city park.

Many people have put so much of themselves into this effort...the late Senator Ted Kennedy, Mayor Tom Menino, neighborhood leaders, and professionals in the State and City Administrations. We would like to thank the 427 donors who contributed this fiscal year to our shared vision and the 390 volunteers who cherish the Greenway enough to give their precious time. Your contributions energize and inspire us.

With the addition of new plantings, park furniture, food vendors, 150 events, and free Wi-Fi on the Greenway, we are creating a beloved urban park one growing season, bite, concert, and mouse click at a time. And the momentum is rising as new donors take notice and choose to invest in the promise of the Greenway.

We are grateful for the opportunity to work with you to grow the Conservancy during its initial years of operation. It is exciting to be part of something so new and to contribute towards the realization of a dream decades in the making.

A handwritten signature in black ink, reading "Peter Meade".

Peter Meade
Chair, Board of Directors

A handwritten signature in black ink, reading "Nancy Brennan".

Nancy Brennan
Executive Director

CONNECT

The Rose Fitzgerald Kennedy Greenway Conservancy is the designated steward of the Rose Fitzgerald Kennedy Greenway. The Conservancy, a private, non-profit organization, is delivering on the promise of a vibrant city park, providing operations, maintenance, and preservation. Established in July 2004 through an agreement with the Massachusetts Turnpike Authority, the City of Boston, and the Commonwealth of Massachusetts, the Conservancy raises private and public funds to support the parks, aspiring to excellence in design, operations, and public programming.

VIBRANT



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The Greenway thrives thanks to environmentally-responsible horticultural methods and organic products like compost tea. It's good for people too!

rosekennedygreenway.org/horticulture

The Greenway hosted over 150 free events this spring and summer, providing thousands of people with fun, culture and fitness...and a sense of community.

rosekennedygreenway.org/events

With the support of 390 volunteers, the Greenway is a first-class urban park.

rosekennedygreenway.org/volunteer

New tables, shade umbrellas, free WiFi, and food vendors provide added comfort and lay the foundation for continued park improvements.

rosekennedygreenway.org/improvements



New park signs are located along the Greenway corridor, displaying general park information and upcoming public programs and events.

rosekennedygreenway.org/improvements

Boston youth gained professional experience working alongside Conservancy professionals through the Green & Grow program.

rosekennedygreenway.org/green&grow

FINANCIALS

year ended June 30, 2010

	Total
Revenue and support	
Government Support	\$2,983,095
Contributions and donations	341,600
Mothers' Walk revenue	93,245
In-kind revenue	312,474
Interest and dividends	156,765
Event revenue	143,197
Annual fund	45,195
Gala revenue	226,050
Net assets released	-
Total revenues and support	4,301,621
Expenses	
Program	3,121,686
Administration	542,217
Fundraising	729,001
Total expenses	4,392,904
Change in net assets	(91,283)
Net assets, beginning of year	17,879,803
Net assets, end of year	\$17,788,520

Fiscal Year 2010, the Conservancy's first full year of operating the Greenway, was a success, and the Conservancy enters FY2011 with a cushion against adverse circumstances.

In FY2010, the Massachusetts Department of Transportation provided its first allocation of funds to the Conservancy. The Conservancy also received a second \$1M disbursement from the \$2M Mass Development grant that was recorded in FY2009. In a challenging environment for philanthropy, the Conservancy had success with its October 2009 Greenway Gala and its support from donors and sponsors. Endowment interest, in-kind services, and community support of the Mothers' Walk paver program helped diversify the funding streams.

71% of expenses were Programmatic, supporting the maintenance and beautification of the park, free public programs, the development of improvements like park furniture, and our youth workforce development program. Administrative costs were just 12% of the total expenses, with the balance for Fundraising.

For our full audited financials, please visit:
rosekennedygreenway.org/about-the-conservancy/public-documents

STEWARDSHIP

THE CONSERVANCY GRATEFULLY ACKNOWLEDGES THOSE WHOSE GIFTS, PLEDGES AND IN-KIND SERVICES HAVE HELPED TO SUSTAIN OUR WORK.

**Denotes payments that are part of multi-year grants or pledges*

\$1,000,000 and above

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"I think I'm falling in love with
the Rose Kennedy Greenway."

Yvonne Abraham, The Boston Globe

"Who knew that something so
beautiful would come out of it."

Georgette Burpee Maloof, volunteer

"Have you seen the crowds of people every day
enjoying all of the delights all along the Greenway?
...sounds of joy from children in the fountains, families
and friends gathering...and the ever changing and
beautiful horticulture...a GEM for us all."

Deborah Spirio, neighbor



North End Parks

Wharf District Parks

Ft. Point Channel Parks

Dewey Square Park

Chinatown Park