

# PARTNERSHIP OPPORTUNITIES

The National Recreation and Park Association (NRPA) is the voice of local parks and recreation. Our work strengthens communities, improves quality of life and helps protect the future for all people. As the largest national nonprofit representing community park and recreation agencies, our work reaches into nearly every community in the U.S. through our 50,000 members who manage more than 105,000 park and recreation facilities. NRPA focuses its efforts into three key areas where parks and recreation make a vital and irreplaceable impact:

## CONSERVATION

Parks and recreation create sustainable communities, protect natural resources and open space, and connect people to the benefits of nature and the outdoors.








## HEALTH AND WELLNESS

Parks and recreation improve the health of communities by increasing access to physical activity opportunities and improving access to healthy foods.

## SOCIAL EQUITY

Parks and recreation provide access to programs, facilities, places and spaces to all people, making their communities great.

## 2016 PARTNERSHIP IMPACTS

 <p><b>\$4.6Mil</b> grant dollars awarded</p>	 <p><b>876</b> communities benefited</p>	
 <p><b>20Mil</b> healthy meals and snacks served to children</p>	 <p><b>322K</b> people with access to improved park spaces</p>	
<p><b>431K</b> people with increased physical activity</p> 	<p><b>59K</b> children connected to nature</p> 	<p><b>1.9Mil</b> people with improved access to healthy food</p> 

## WHY PARTNER WITH NRPA?

- » More than 50 years of working with corporate and philanthropic leaders
- » Impact local communities and tell the story nationally
- » Reach into every community
- » Trusted ally to community park and recreation agencies
- » Experience taking evidence-based programs to scale
- » Ability to offer community and employee engagement
- » Leader in facilitating community oriented park improvement projects

# NRPA PARTNERSHIP SPOTLIGHT

## Parks Build Community

With the support of The Walt Disney Company | ABC | ESPN, NRPA has committed to providing increased opportunities for children living in urban areas to connect with the natural world. In 2015 Parks Build Community connected over 25,000 children to nature in sixteen urban communities. Through online project voting we engaged over 48,000 individuals in the campaign.

## Great Urban Parks Campaign

With the support of The JPB Foundation, Great Urban Parks Campaign is using green infrastructure projects in local parks to improve environmental and social outcomes in underserved communities nationwide. In 2016, NRPA awarded grants in support of large scale green infrastructure projects in Atlanta, Baltimore, Pittsburgh and Denver.

## Commit to Health

With the support of the Walmart Foundation, our Commit to Health program supports the implementation and evaluation of Healthy Eating, Physical Activity (HEPA) standards in park and recreation sites across the country. To date, 1,206 park and recreation sites have pledged to implement the standards, impacting over 216,000 children annually.

## Safe Routes to Parks

With the support of the Centers for Disease Control and Prevention (CDC), NRPA has developed the Safe Routes to Parks initiative that uses policy, programs, and environmental strategies to ensure that all people can safely and easily walk or bike to a park in their neighborhood. In 2017 we aim to pilot these strategies in 10 communities.



To learn more about partnering with NRPA and customized partnership opportunities, please contact **Rebecca Wickline**, Senior Vice President of Development, at 703.858.2163 or [rwickline@nrpa.org](mailto:rwickline@nrpa.org).