

**TRUST FOR PUBLIC LAND**  
**APPLICATION SUMMARY**

***Jack & Anne Glenn Foundation Board Meeting***

<b>Request Date:</b>	March 27, 2020 (**See March 2021 Update Attached**)
<b>Project Title:</b>	Engaging Westside Youth through Thrive Outside Program
<b>Request Amount:</b>	\$30,000.00
<b>Program Area:</b>	Environment/Conservation

<b>Organization Information</b>	<b>Contact Person for Application</b>
Trust For Public Land 600 West Peachtree Street Suite 1840 Atlanta, GA 30308 Tel: (404) 873-7306	Ms. Susan H. Patterson Special Gifts Officer (404) 873-7306 susan.patterson@tpl.org

**Organization's annual operating budget:** \$3,880,000.00

**Background**

Since 1991, we have connected more than 200,000 Georgians to a close-to-home park, trail, or natural area. Accomplishments include protecting more than 18,000 acres along the Chattahoochee River for public recreation and use; creating the vision of adding 1,440 acres of new parkland along the Atlanta BeltLine and acquiring more than \$47 million worth of land for new parks and trails during the early years of the project; preserving historic treasures, such as the Martin Luther King Jr. National Historical Park. Current efforts in Atlanta include construction of the 16-acre Cook Park, where 160 families lost their homes to flooding in 2002, partnering with outdoor industry leaders to bring under-resourced Atlanta youth to the Chattahoochee River, as well as close-to-home parks and trails, and launching the Atlanta Community Schoolyards Program with Atlanta Public Schools, Atlanta Department of Parks and Recreation, Park Pride, and the Urban Land Institute to convert public schoolyards to community play spaces. Our urban program prioritizes, through extensive mapping, the most vulnerable communities in the Atlanta area based on many criteria including income, educational attainment, chronic health issues and home ownership. Our work currently is focused in the Vine City, English Avenue, Greenbriar and Lakewood neighborhoods.

In Georgia, The Trust for Public Land is focusing on the people part of our mission by activating public lands with activities to help people experience the critical role of nature in our lives. Key accomplishments include:

- Working with a variety of partners to launch the Thrive Outside program for children from under-resourced neighborhoods;
- Convening over 70 stakeholder partners and leading development of a 100-mile recreation and activation master plan for the Chattahoochee River;
- Working with Vine City residents to activate the 16-acre Cook Park, which will open later this year;
- launching the Atlanta Community Schoolyards Program to improve and open up schoolyards as community parks;
- assuming leadership of the Georgia Trail Summit, an annual conference of trails and outdoor recreation stakeholders.

**Project/Program Budget (if applicable):** \$914,380.00

**Project/Program Title:** Engaging Westside Youth through Thrive Outside Program

#### Statement of Need

According to a new study from the Environmental Protection Agency, Americans now spend approximately 93 percent of our lives indoors. Moreover, independent research repeatedly shows that children from under-resourced families and neighborhoods have less access to nature and the outdoors than their more affluent peers, and also suffer from higher environment-related health disparities. The Trust for Public Land's summer 2018 pilot program with 200 Vine City and English Avenue youth showed that many of the children were fearful of and intimidated by nature, yet over the course of a week, they began to delight in the experience and yearn for more. This is the type of experience that we seek to offer through this program, activating the public land along the river and giving under-resourced youth and families the opportunity to enjoy the outdoors.

#### Detailed Project/Program Description

In the summer of 2018 and 2019, The Trust for Public Land launched a pilot program to activate the Chattahoochee River by bringing under-resourced youth to the river and providing experiential outdoor education. Over the course of five weeks, we partnered with the National Recreation Foundation, the Arthur M. Blank Family YMCA, and the Chattahoochee Nature Center to bring a total of 200 youth from the Vine City and English Avenue neighborhoods to the nature center and introduce them to the river. This program incorporated various outdoor experiences for campers from ages 9 to 12, middle schoolers, and high schoolers, with curriculum targeted to age groups. Overall, it was an enormously successful venture, wherein children who had previously been disconnected from, and many of whom were fearful of, nature came to learn about and enjoy the experience of being on or near the river.

This successful initial summer program made TPL a competitive applicant to the Outdoor Foundation's newly-formed Thrive Outside program. Through a major grant from them, we have expanded the concept to a three-year program including two YMCA and two Boys and Girls Club locations as well as 6 service providers. During the school year, the service providers come to the 4 locations on a rotating basis in order to engage the kids in after-school nature-based activities. During the summer, the children will travel to the

service providers' locations much as they did in the model from the summer sessions mentioned above. Each year of the three year program, the intent of all partners is to scale-up, so that more children can participate. Year One goal is to reach 500 children with at least four experiences each. In Year Two, it moves up to 1000 children and 1500 in Year Three. Service providers committed to the program include: Chattahoochee Nature Center, Chattahoochee RiverKeeper, West Atlanta Watershed Alliance, SORBA, Southern Beescapes, Trees Atlanta and Atlanta Audubon.

The grant also enabled TPL to hire Daisy Mugford, our Thrive Outside Fellow, in September of 2019. Daisy's job is to provide vision for the program among our network partners, coordinate all activity, trouble-shoot any logistical problems, and report activity to our point of contact at the Outdoor Foundation. Nearly all of the service providers, as part of their commitment to bring services to children in low income neighborhoods, are donating a portion of the cost of their programs. These discounted rates count as in-kind contributions toward the 1-1 match required of the Outdoor Foundation. TPL is responsible for raising the remainder of the match, approximately \$185,000, over the course of the three year program.

Examples of outdoor activities along the river that the children engage in are: exploring flora and fauna, learning about Native American history and customs, scavenger hunts, canoeing a protected area of the river, learning about the river as a source of drinking water, practicing nature photography, watershed education, observational journaling, and more. Examples of local, urban outdoor experiences include urban birdwatching, learning about bees and their role in the local ecology, water quality sampling in a local creek, and learning about native trees and wildlife. When Cook Park is fully constructed, climbing the boulders there will be another activity in the program.

#### Evaluation and Sustainability

The Thrive Outside program is designed to take place over the course of three years in order to create viable working relationships among the network partners so that the program can continue beyond the life of the Outdoor Foundation's grant. Daisy Mugford, who is running the program for TPL, has monthly check-in calls with her cohort in the three other cities in which the program has launched as well as representatives from the Outdoor Foundation. They are comparing best practices and learning from each other in order to make the programmatic offerings robust and to include as many youth as possible. At the end of each year of the program, she reports all the challenges, successes and funding progress with the Outdoor Foundation. While TPL acts as the hub of the wheel for the partner organizations, we are pleased to see that the partners are forming their own relationships with each other. Building these working relationships is a key element to the longterm viability of the program. Service providers such as Chattahoochee Nature Center and the like want to provide services outside their facilities and youth development organizations like YMCA are looking for great program content. The Thrive Outside program satisfies both of these needs.

#### Funding Sources

Outdoor Foundation - \$410,000

YMCA (\$40,000 in-kind support through transportation and discounted camper fees)  
Boys and Girls Club (\$9,000 in-kind through transportation)  
West Atlanta Watershed Alliancer (\$3,500 in-kind support through discounted program fees)  
Greening Youth Foundation (\$24,000 in-kind staff support)  
Trees Atlanta (\$3,00 in-kind support through discounted program fees)  
Chattahoochee Nature Center (\$6,000 in-kind support through subsidized programming)  
Chattahoochee Riverkeeper (\$6,000 in-kind support through subsidized programming)  
National Recreation Foundation (\$8,500 grant)

**Recommendation/Notes**


**The Trust for Public Land  
Georgia**

FY20 (July 1, 2019 to June 30, 2020)

	<u><b>FY20 Budget</b></u>
<b>EXPENSES</b>	
Staffing	\$ 1,262,000
Office Costs	118,000
Professional Services	141,000
Construction and Site Improvements	1,800,000
Stewardship and Grants	93,000
Travel and Meetings	62,000
Other Expenses	92,000
Indirect	312,000
<b>Total Expenses</b>	<u><u><b>\$ 3,880,000</b></u></u>
<b>SUPPORT</b>	
Private	\$ 2,616,000
Public	157,000
To Be Raised	1,107,000
<b>Total Support</b>	<u><u><b>\$ 3,880,000</b></u></u>

**The Trust for Public Land  
Atlanta Thrive Budget  
July 2019 - June 2022**

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Total</u>
<b>EXPENSES</b>				
Staffing	\$ 35,000	\$ 53,000	\$ 53,000	\$ 141,000
Office Costs	\$ 2,975	\$ 4,505	\$ 4,505	\$ 11,985
Professional Services	\$ 44,500	\$ 45,835	\$ 45,835	\$ 136,170
Construction & Site Improvements				\$ -
Stewardships & Grants	\$ 61,000	\$ 91,000	\$ 101,000	\$ 253,000
Programming (includes transportation)	\$ 47,000	\$ 59,000	\$ 62,000	\$ 168,000
Travel & Meetings	\$ 1,000	\$ 3,000	\$ 3,000	\$ 7,000
Other Expenses	\$ 2,000	\$ 2,000	\$ 2,000	\$ 6,000
Indirect	\$ 25,857	\$ 35,094	\$ 36,859	\$ 97,811
<b>TOTAL EXPENSES</b>	<b><u>\$ 219,332</u></b>	<b><u>\$ 293,434</u></b>	<b><u>\$ 308,199</u></b>	<b><u>\$ 820,966</u></b>
<b>REVENUE</b>				
Private				
<i>Outdoor Foundation</i>	\$ 141,846	\$ 137,197	\$ 130,957	\$ 410,000
<i>Connecting Youth</i>	\$ 8,500			\$ 8,500
<i>Patterson Foundation*</i>	\$ 25,000			\$ 25,000
<i>Jack &amp; Anne Glenn Foundation*</i>	\$ 30,000			\$ 30,000
Public	-	-	-	-
In-Kind Support	\$ 47,000	\$ 59,000	\$ 62,000	\$ 168,000
To be raised	\$ (33,014)	\$ 97,237	\$ 115,242	\$ 179,466
<b>TOTAL REVENUE</b>	<b><u>219,357</u></b>	<b><u>292,929</u></b>	<b><u>307,694</u></b>	<b><u>819,981</u></b>

\*Asked TPL to submit grant request

**The Trust for Public Land**  
**Georgia Advisory Board 2021**

**Doug Aldridge**, *Wells Fargo Advisors*  
**Virginia Almand**, *Community Volunteer*  
**Hunter Amos**, *Newmark Knight Frank*  
**Patricia T. Barmeyer**, *King & Spalding*  
**Mark Berry**, *Georgia Power Company*  
**W. Moses Bond**, *Community Volunteer*  
**Cory Boydston**, *Ashton Woods Homes*  
**B.W. Cardwell, Jr.**, *Colliers International*  
**Alex Crumpler**, *EPAM*  
**Jackie Cushman**, **Board Chair**, *Community Volunteer*  
**Jocelyn Dorsey**, *Community Volunteer*  
**Robin Dunson**, *Cox Enterprises*  
**Ralph G. Edwards, Jr.**, *EBS Property Investments*  
**Chris Graham**, *Georgia-Pacific*  
**Henry D. Gregory, Jr.**, *Community Volunteer*  
**John Hardman**, *WildArk*  
**Paula Hennessy**, *Community Volunteer*  
**Jim Irwin**, *New City*  
**Bob Kinney**, *Community Volunteer*  
**David S. Martin**, *Community Volunteer*  
**Suzanne Masters**, *Community Volunteer*  
**James H. Morgens**, *Morgens Property & Investment Co.*  
**Gary Motley**, *State Farm*  
**Alan S. Neely**, *Community Volunteer*  
**Carlos Pagoaga**, *The Coca-Cola Company*  
**Amy Phuong**, *Atlanta Hawks*  
**Christopher Glenn Sawyer**, *Community Volunteer*  
**Jeff Seavey**, *Truist*  
**Sally Seeds**, *Community Volunteer*  
**Markham Smith**, *Smith Dalia Architects*  
**Rian Smith**, *The Integral Group*  
**Shelli Willis**, *SunTrust Bank*  
**Chad Wright**, *GDP Holdings*

**Jack and Anne Glenn Foundation Proposal –03.27.20 - \*\*UPDATED -3/10/2021\*\***

**From:** Your Online Application <mail@grantapplication.com>

**Reply-To:** Your Online Application <donotreply@grantrequest.com>

**Date:** Friday, March 27, 2020 at 9:14 AM

**To:** Susan Patterson <susan.patterson@tpl.org>

**Subject:** [External] Submission Confirmation: The Jack and Anne Glenn Foundation

Thank you for your application to Jack and Anne Glenn Foundation. Your application has been submitted successfully.

The Trustees are planning to meet in April of this year. Shortly after the meeting, you will receive notification on the status of your request.

For your records, here is a copy of the contents of your application.

**Jack and Anne Glenn Foundation**

**Thank You! Your application has been submitted.**

**Organization Information**

**Important Information**

You will be asked to attach the following documents at the end of this application:

- Current Year's Operating Budget
- Program Budget (if applicable)
- Board of Directors List

Note that we are not requiring a copy of the organization's most recent audit at this time. However, please be prepared to mail or email a copy upon request.

If you do not have the above documents ready, you can click the **SAVE AND FINISH LATER** button to create a username and password and return to this page at a later date.

Please do NOT use all **CAPITAL LETTERS**.

Organization Name

Trust For Public Land

Address

600 West Peachtree Street  
Suite 1840

City

Atlanta

State

GA

Zip Code



30308

Phone

404-873-7306

Fax

E-mail Address

General Organization Address (if applicable)

Organization's Web Address

www.tpl.org

Tax ID

23-7222333

Tax Status

501c(3)

Tax Status Notes

If it is necessary to add any additional notes regarding your tax status, please do so below in 100 words or less. All **509(a)(3) Supporting Organizations** must answer the following question: State whether you are a Type I, II, or III Supporting Organization. If you are unsure, please refer to Schedule A, Part IV, of your organization's most recent IRS 990 Tax Return or contact your organization's attorney.

Background

In 500 words or less, briefly describe the history of organization, mission and key programs. Please include your target population(s) and geographic service areas.

Since 1991, we have connected more than 200,000 Georgians to a close-to-home park, trail, or natural area. Accomplishments include protecting more than 18,000 acres along the Chattahoochee River for public recreation and use; creating the vision of adding 1,440 acres of new parkland along the Atlanta BeltLine and acquiring more than \$47 million worth of land for new parks and trails during the early years of the project; preserving historic treasures, such as the Martin Luther King Jr. National Historical Park. Current efforts in Atlanta include construction of the 16-acre Cook Park, where 160 families lost their homes to flooding in 2002, partnering with outdoor industry leaders to bring under-resourced Atlanta youth to the Chattahoochee River, as well as close-to-home parks and trails, and launching the Atlanta Community Schoolyards Program with Atlanta Public Schools, Atlanta Department of Parks and Recreation, Park Pride, and the Urban Land Institute to convert public schoolyards to community play spaces. Our urban program prioritizes, through extensive mapping, the most vulnerable communities in the Atlanta area based on many criteria including income, educational attainment, chronic health issues and home ownership. Our work currently is focused in the Vine City, English Avenue, Greenbriar and Lakewood neighborhoods.

In Georgia, The Trust for Public Land is focusing on the people part of our mission by activating public lands with activities to help people experience the critical role of nature in our lives. Key accomplishments include:

- Working with a variety of partners to launch the Thrive Outside program for children from under-resourced neighborhoods;
- Convening over 70 stakeholder partners and leading development of a 100-mile recreation and activation master plan for the Chattahoochee River;
- Working with Vine City residents to activate the 16-acre Cook Park, which will open later this year;
- launching the Atlanta Community Schoolyards Program to improve and open up schoolyards as community parks;
- assuming leadership of the Georgia Trail Summit, an annual conference of trails and outdoor recreation

stakeholders.

Annual Budget  
3880000

Organization Type  
Please select from the following options:

Environmental

## Contact Information

### Primary Contact Information for this Application:

Prefix  
Ms.

First Name  
Susan

Middle Initial  
H

Last Name  
Patterson

Title  
Director of Philanthropy

E-mail Address  
susan.patterson@tpl.org

Phone  
404-873-7306

Extension  
260

Fax

## Proposal Information

### Request Information

Request Amount  
30000

## Project Title

In 25 words or less, please provide a name for or describe the project or program for which you are seeking support. This is used for reporting purposes and must be brief.

Engaging Westside Youth through Thrive Outside Program

## Statement of Need

In 500 words or less, please state why this project or program is needed:

According to a new study from the Environmental Protection Agency, Americans now spend approximately 93 percent of our lives indoors. Moreover, independent research repeatedly shows that children from under-resourced families and neighborhoods have less access to nature and the outdoors than their more affluent peers, depriving them of the health and social benefits of spending time outdoors. Children who spend time in nature suffer less anxiety, have more self-confidence, and demonstrate increased creativity. Spending time in nature also restores children's attention, helping to address the impact of ADHD. Children are more apt to engage in physical activity when outdoors, helping to reduce obesity and related chronic diseases. Being outside exposes children to sunlight, meaning they absorb more vitamin D, which is associated with stronger immune systems.

As children play with others, they learn valuable negotiation skills, concepts of sharing and friendships, which may contribute to healthy emotional and social resilience.

In 2018, The Trust for Public Land organized a pilot program that brought 200 Vine City and English Avenue youth to the Chattahoochee Nature Center. At first, many of the children were fearful of and intimidated by nature, yet over the course of a week, they began to delight in the experience and yearn for more. This is the type of experience that we seek to offer through this program, activating the public land along the river and giving under-resourced youth and families the opportunity to enjoy the outdoors.

## Detailed Project/Program Description

In 500 words or less, please give a more detailed description of the proposed project/program, its goals, who will benefit, and anticipated outcomes:

Building upon this successful initial summer program, TPL applied for and received a major grant from the Outdoor Foundation's newly-formed Thrive Outside program. We have expanded the program to include two YMCAs, two Boys and Girls Clubs and the City of Atlanta's Department of Parks and Recreation, as well as 9 service providers ranging from the Chattahoochee Nature Center to Georgia Audubon. In collaboration with one of our service providers, The Greening Youth Foundation, TPL created a three-year fellowship and hired Daisy Mugford to manage the program.

In the first year of Thrive Outside Atlanta, before COVID, the service providers came to the youth development organizations on a rotating basis in order to engage the kids in after-school, nature-based activities. This afterschool program also would connect – and often introduce – the children to their community parks and greenspaces. This aligns with TPL's belief that – given the health, social and environmental benefits of parks – everybody should live within a 10-minute walk of a park.

During the summer, the plan was for children to travel to service providers along the Chattahoochee River, where they would experience Atlanta's river not just on land, but on the river. The summer experience builds upon TPL's nearly thirty years of work along the river and would foster a deeper connection between Atlanta's youth and the Chattahoochee. Unfortunately, that first summer of programming was lost to the pandemic.

Throughout the pandemic, we worked with our Network partners to support and sustain each other and the children that we aim to serve. Boys & Girls Clubs and recreation centers have served as distribution centers for food and other supplies for families in need. They also have served as learning centers, providing kids access to computers and stable Internet to allow them to keep up with school. We also created a Thrive Outside ATL website to share online content and promote socially distanced outdoor events, while providing weekly outdoor challenges by leveraging the Goose Chase scavenger hunt app. We have taken advantage of limited opportunities to provide socially-distanced, in-person programming. One example was the Harriet Hike hosted at the Atlanta Outdoor Activity Center, which used the experience of Harriett Tubman and other enslaved people to highlight the importance that land had/has to

African American culture and to help reunite the two.

Given the progress with vaccinations, we and our partners are optimistic that we will be able to provide in-person programming this summer. Our goal is to get 1000 children out onto the river. We expect to restart our on-site programming at the YMCAs, Boys & Girls Clubs and recreation centers in the fall. As we observed in the first year of the program, when participants exhibited great pride in overcoming their fears of unfamiliar outdoor settings, we anticipate that this summer's experiences will have positive impacts on the children that may last a lifetime. Thrive Outside is literally expanding their world view, encouraging curiosity, exploration and a deeper understanding of their relationship to the natural world.

### Evaluation and Sustainability

In 250 words or less, please describe how you will evaluate this program/project and include any measures that you will use:

**Evaluation:** In addition to providing funding for the program, The Outdoor Foundation has hired an evaluation coordinator to measure qualitative and quantitative results from the program. The qualitative evaluation focuses on impact on self-esteem, social capital and mood. Comparing results from multiple programs will help identify best practices and the characteristics of effective programs.

**Sustainability:** The Trust for Public Land is working to ensure the sustainability of Thrive Outside by building a strong Network and by developing diverse sources of public and private funding. The strength of the Network comes from pairing youth service providers with outdoor and environmental programmers, creating synergies as each partner alleviates costs for the other. For example, the YMCA provides the transportation to get children to the Chattahoochee Nature Center, and CNC provides discounted program costs to the YMCA. In addition, weekly Network check-ins foster deeper relationships among partners, fostering new opportunities or collaboration. Partners also share information about public and private grant opportunities, and they will be able to partner on applications. The City of Atlanta can provide a stable foundation for ongoing program operations, as it often contracts with service providers to provide programming to children attending afterschool and summer camp. Connecting Network partners to the City in the initial stages of the program should result in future fee-for-service opportunities within the Network. In addition, all service providers are offering discounted pricing to help increase participation.

### Project Budget

914380

### Board Support

What percent of the board of directors contributes financially to your organization?

100%

### Funding Sources

If you are applying for a specific project or campaign, please list all funding sources and amounts committed to date:

Outdoor Foundation - \$410,000

YMCA (\$40,000 in-kind support through transportation and discounted camper fees)

Boys and Girls Club (\$9,000 in-kind through transportation)

West Atlanta Watershed Alliancer (\$3,500 in-kind support through discounted program fees)

Greening Youth Foundation (\$24,000 in-kind staff support)

Trees Atlanta (\$3,00 in-kind support through discounted program fees)

Chattahoochee Nature Center (\$6,000 in-kind support through subsidized programming)

Chattahoochee Riverkeeper (\$6,000 in-kind support through subsidized programming)

National Recreation Foundation (\$8,500 grant)

Georgia Power (\$25,000 grant)

Please confirm for us that you are applying to the Jack & Anne Glenn Foundation by selecting it from the list below:

Jack & Anne Glenn Foundation

## Additional Information

### Program Area

Please select one program area that best describes the program or project for which you are applying:

Environment/Conservation

### Type of Support

What is the money being used for:

Program Support

## Attachments

Title	File Name
Current Year's Operating Budget	<a href="#">GA - Budget.pdf</a>
Program Budget (if applicable)	<a href="#">Thrive Atlanta Budget .pdf</a>
Board Member List & Affiliations	<a href="#">FY20 AB List Name Affiliation 03.12.20.docx</a>

Files attached to this form may be deleted 120 days after submission.