



2013 Annual Report

Creating and protecting parks and trails for generations to come





“As we roll up our sleeves to prepare for the future, we are fortunate that PTNY is there with the knowledge and experience to help guide us. Thank you!”

– Oneida Parks and Recreation

Dear Friends of New York's Parks and Trails,

For nearly three decades, Parks & Trails New York has led the charge for parks and trails in New York, working to protect and connect these treasured places and inspire the creation of new green spaces for all New Yorkers' use and enjoyment.

In 2013, we successfully fought in Albany for more funding for state parks and historic sites, furthering the extraordinary revitalization of our magnificent state park system. At the same time, we worked in the field with dozens of communities to help them envision and establish local multi-use trails. Our advocacy helped create more bicycle- and pedestrian-friendly communities and fostered sustainable green tourism throughout the state.

We look forward to building on the accomplishments of 2013 and celebrating our 30th anniversary in the coming year.

Thank you for your continued support. We couldn't do it without members and friends like you!

Judith C. Mower

Judith C. Mower
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Robin Dropkin

Robin Dropkin
Executive Director



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Revitalizing our state parks 2006-2013

Since 2006, when PTNY issued its landmark report, *Parks at a Turning Point*, New York's magnificent but beleaguered and underfunded state park system has received unprecedented attention and support.

Great strides have been made in revitalizing state parks and historic sites and moving the entire state park system forward into the 21st century. In the past two years alone, primarily through the NY Works Initiative, the state has invested more than \$265 million to restore and rebuild state parks' aging and dilapidated infrastructure, with an additional \$90 million included in the 2014-2015 Executive Budget.

I Love My Park Day 2014

Saturday, May 3

Visit www.ptny.org
for details.

**I LOVE
MY PARK**
days
www.ptny.org

Join the "I Love My Park" movement!

PTNY's 2013 I Love My Park Day was a tremendous success, with thousands of New Yorkers turning out to help beautify parks in Albany, New York City, Syracuse, Buffalo—more than 80 locations around the state. Thank you to all our wonderful volunteers!

We couldn't have done it without the support of our generous sponsors: the State Commission on National and Community Service, AT&T, L.L. Bean, Brookfield, Corning Incorporated, Price Chopper, REI, TD Bank, Chobani, EarthShare, YNN, Time Warner Cable Sports Channel, Albany *Times Union*, *Buffalo News*, and *Watertown Daily Times*. Thank you!!



PTNY's 2013 award reception honored three champions of NY's parks, trails, and active transportation with the George W. Perkins Award

- **Citi**, for sponsoring the wonderful CitiBike program
- **Janette Sadik-Khan**, NYC's former DOT Commissioner, for transforming the city's streets
- **Four Freedoms Park Conservancy**, for creating and sustaining the beautiful Franklin D. Roosevelt Four Freedoms State Park on Roosevelt Island

Join us in October 2014 for another inspiring evening!

To donate or join visit www.ptny.org

Boosting Green Tourism

PTNY has been promoting sustainable tourism for decades. Our bike tours of the Hudson Valley and along the Erie Canalway Trail, popular cycling guidebooks, advocacy on behalf of the many trails across the state, and our Bicycles Bring Business campaign, plus our steadfast promoting and championing of New York's unparalleled park system, have helped bring both attention and economic benefits to these environmental treasures.

This year we received a strong boost to our efforts when we were awarded a grant of \$80,000 as part of the Market New York program. We will use the funds to undertake an extensive marketing campaign to attract national and international cyclists to the 365-mile Erie Canalway Trail between Buffalo and Albany.

The Erie Canalway Trail has the potential to become one of the premier national and international bicycling destinations and have a major impact on its more than 200 neighboring communities.



MOBILE-OPTIMIZED INTERACTIVE CANALWAY TRAIL MAP

In July, PTNY launched a vastly improved resource for bicyclists and other outdoor enthusiasts: our mobile-optimized interactive map of the entire length of the 365-mile Erie Canalway Trail.

Try it out on your phone or tablet at ptny.org/canalwaytrail.



2014 Bike Tour Dates!

July 13-20 – Cycling the Erie Canal

July 29-August 3 – Cycling the Hudson Valley



Creating a statewide parks & trails network

“The terrific assistance we received from PTNY is the reason our organization was able to grow and sustain itself during very challenging times.”

— Anne Bergantz, President, Erie Cattaraugus Trail,
a recipient of a PTNY Growing the Grassroots grant

At PTNY we understand the importance of generating change from the ground up. Our newsletters, alerts, blog, and social media are regularly read and valued by thousands of local activists.

We support local park and trail projects in many ways:

- **Healthy Trails, Healthy People** provides technical assistance to New Yorkers who want to create and support local trails. HTHP has helped 38 communities in 34 counties add more than 260 miles of new trail.
- Our **newsletters, social media, and Technical Assistance Program for Park Friends groups** help strengthen and expand the growing state park Friends movement.
- Our **Growing the Grassroots grants** make a big difference to local park and trail groups. In 2013 we awarded 10 grants, to groups such as the Friends of the Old Croton Aqueduct, the New York City Water Trail Association, and the Friends of Letchworth State Park.
- Our **Closing the Gaps campaign** advocates for completion of the iconic Erie Canalway Trail so that bicyclists and walkers can enjoy an uninterrupted off-road 365-mile journey across the state. PTNY's advocacy resulted in the completion of seven new miles of trail in 2013 – advancing the trail to 77% complete.
- In coalition with other active transportation leaders, PTNY spearheaded the **New Yorkers for Active Transportation (NY4AT) campaign** to increase and secure state funding for pedestrian and bicycling infrastructure, including trails.

Planning for a greener future

The Arthur V. Savage Internship

PTNY is working to nurture and support tomorrow's park and trail leaders.

In honor of the late Arthur V. Savage, one of New York's and PTNY's most distinguished and effective environmentalists, PTNY recently created the Arthur V. Savage Internship Program and awarded the first internship last fall to Jackie Mirandola Mullen, a Ph.D. Candidate in Environmental History at SUNY Albany.

Jackie has received numerous awards and fellowships related to her research on coastal conservation, including an Arthur M. Schlesinger, Jr. Research Fellowship from the John F. Kennedy Presidential Library. As the first Arthur V. Savage Intern, Jackie played a significant role in the organization of Park Advocacy Day and I Love My Park Day.

Inspiring support for the Internship has come from the Walbridge Fund and many individuals who wanted to commemorate Arthur's legion of conservation achievements. **For more information on contributing to the Arthur V. Savage Internship Program, please visit ptny.org/ArthurSavageInternship.**



Jackie Mirandola Mullen, the first Arthur V. Savage Intern

Ways to Support NY's Parks & Trails

Visit www.ptny.org to learn more

- **Get involved** – join us on I Love My Park Day, Canal Clean Sweep, and Park and Trail Advocacy Days, or join a Friends group, and **help make New York greener, from the ground up**
- **Become a member of Parks & Trails New York or make a donation**, online, by phone or mail
- **Double your donation** by sending us your employer's matching gift form
- **Remember Parks & Trails New York in your will**
- **Give at the office** via EarthShare New York

We are accountable to you!

Thanks to the generosity of our members and donors, in 2013 PTNY was able to do even more to protect, sustain and promote New York's green network of parks and trails. Thank you!

Financial Statement

Statement of Activities for the year ended June 30, 2013

Support and Revenue

Individual contributions	\$ 210,435
Grants	680,617
Corporate contributions	81,761
Special events	67,069
Program revenue	518,970
Other	1,921
Total support and revenue	\$ 1,560,773

Expenses

Program services	
Conservation	\$ 945,907
Public education	206,900
Membership	96,533
Total program services	\$ 1,249,360

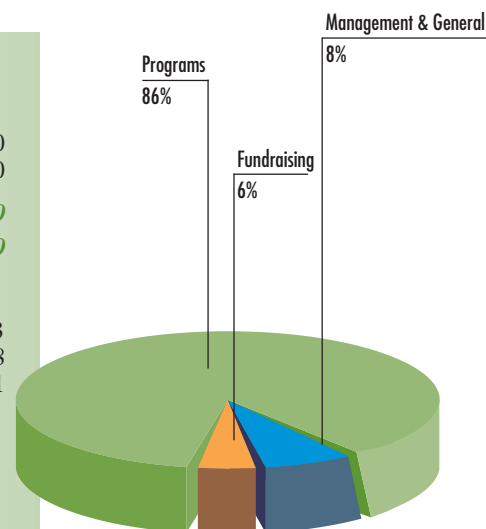
Expenses (continued)

Supporting services	
Management and general	\$ 124,140
Fundraising	82,760
Total supporting services	\$ 206,900
Total expenses	\$ 1,456,260

Net Assets

Change in net assets	104,513
Net assets, beginning of year	944,178
Net assets (deficit), end of year	\$ 1,048,691

A copy of our most recent audited financial statement is available upon request to Parks & Trails New York



Source: PTNY FY13 Audited Financial Statements

Thank You Members and Donors

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Parks & Trails New York is deeply grateful to the members and donors whose gifts of \$1 to \$99 also made our work possible.

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Years of consecutive giving:
*** 5 years**
+ 10 plus years

PTNY thanks the hundreds of volunteers who joined us last year to build and maintain our state parks and local trails; served as trail ambassadors on community trails; and helped our bicycle tour participants safely and happily experience the pleasures of the Erie Canalway Trail and Hudson Valley byways. Thank you!

*Every effort has been made to produce an accurate listing of PTNY supporters.
Please contact us at ptny@ptny.org about any corrections.*

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wooded area where they
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