



# ANNUAL REPORT 2020

Greater Park Hill Community, Inc.

Greaterparkhill.org  
303.388.0918

2823 Fairfax St  
Denver, CO 80207

GREATHER  
**PARK HILL**  
COMMUNITY

# TABLE OF CONTENTS

OVERVIEW	3
Overview of the Organization	3
Note from the Executive Director	3
Year at a Glance	4
BOARD OF GOVERNORS	5
Board Roster	5
Board Member Report and Activities	5
DONORS	7
MEMBERS	9
VOLUNTEERS	10
PROJECTS	11
Intersection Murals	11
Websites Redesigned	11
Parkview on Fairfax	11
PROGRAMS	12
Food Programs	12
Newspaper	15
Sustainability	15
Events	16
Meetings	16

# OVERVIEW

## Overview of the Organization

GPHC is a 501(c)3 nonprofit and a Registered Neighborhood Organization with the City and County of Denver. GPHC is primarily a volunteer-run organization that employs two part-time staff. In addition, Greater Park Hill News is run by a team of independent contractors. The Board of Governors directs the organization's priorities and activities, always bearing in mind the mission.

Greater Park Hill Community, Inc., is a volunteer-based registered neighborhood organization that:

- Promotes the character and vibrancy of Park Hill;

- Provides resources, information and advocacy; and

- Preserves quality of life and the history of the neighborhood through community participation.

## Note from the Executive Director

There was hardly a detail of 2020 that wasn't affected by COVID-19. All across the world people adjusted their way of life and it was no different here at GPHC. Fair warning: this report may begin to sound like a broken record as we report the various ways we were impacted by the pandemic.

We implemented strict safety protocols and staggered schedules. We made swift adjustments to operations plans. Our fundraising events were re-imagined. Meetings moved to a virtual platform. Despite all this, we were able to serve our community and beyond in 2020.

I am extraordinarily proud of what we have accomplished against the odds. A number of factors led to a successful year for us, not the least of which was a community that immediately stepped up in support of their neighbors in myriad ways. We are grateful to have been one beneficiary of such generosity.

Here's looking to even brighter days ahead.



Lana Cordes, Executive Director

Year at a Glance

GREATER **PARK HILL** COMMUNITY BY THE NUMBERS **2020**



**664**

MEMBER HOUSEHOLDS



**4,046**

HOURS VOLUNTEERED



**2,187**

DONATIONS



**2,509**

INDIVIDUALS SERVED THROUGH FOOD PROGRAMS



**34,740**

MEALS PROVIDED



**1**

COMMUNITY EVENTS



**200**

EVENT PARTICIPANTS



**60**

YEARS PRODUCING NEWSPAPER



**12,000**

NEWSPAPER CIRCULATION



**4**  
CERTIFIABLY GREEN DENVER  
YEARS AS A CERTIFIED GREEN BUSINESS



**3**  
YEARS IN THE SUSTAINABLE NEIGHBORHOOD NETWORK



**3**

SUSTAINABILITY PROGRAMS & EVENTS

# BOARD OF GOVERNORS

## Board Roster

General board elections are held in October and officer elections in November. This list represents the board that governed for the majority of 2020, not the newly elected board for 2021.

### Officers

Chair	Tracey MacDermott
Chair-Elect	Vacant
Secretary	Bernadette Kelly
Treasurer	Heather Shockey

### Elected Representatives

District	Representative
1	Lamone Noles
2	Ryan Hunter
3	Heather Shockey
4	Kevin Wiegand
5	Blair Taylor
6	vacant
7	Jon Bowman
8	Nam Henderson
9	Stephanie Ceccato
10	Colette Carey
At Large	Justin Petaccio
At Large	Jeanette Fedele
At Large	Sandrea Robnett
At Large	Lisa Zoeller
At Large	Louis Plachowski
At-Large	Shane Sutherland

### Appointed Committee Chairs

Committee	Chairperson
Blockworkers	Vacant
Building Services	Louis Plachowski
Community Planning	Lisa Zoeller
Community Safety	Geneva Goldsby
Education	Lynn Kalinauskas
Finance	Heather Shockey
Fundraising	Vacant
Health & Human Services	Vacant
Human Relations	Vacant
Property Use/Zoning	Bernadette Kelly
Public Information	Melissa Davis
Youth Services	Rick Medrick

## Board Member Report and Activities

An annual board member report was implemented in 2019 to help us capture information about the board's engagement and activities. In 2020, 15 of 22 board members completed reports (68% response rate). Those reports contributed to the following summary of board activities for the year.

Board members participated in the following organizations and community engagement efforts:

- 303 ArtWay
- Northeast Park Hill Coalition
- INC (Inter-Neighborhood Cooperation)
- Park Hill Collective Impact (now Denver Metro Community Impact)
- East Area Plan Steering Committee

- Denver's Open/Shared Streets program
- Affordable Housing Zoning Incentive Committee

GPHC was involved in the following Land Use/Licensing/Development matters:

- Park Hill Golf Course
- Parkview on Fairfax
- Cherry Tomato
- Land Use Survey
- East Area Plan

New committees were created:

- Traffic and Mobility
- Historic Preservation

Board members would like to take on the following projects or activities in the coming year:

- Create a plan for more comprehensive neighborhood outreach.
- Review and update the GPHC mission statement, bylaws and organizational structure aligned with neighbor priorities as stated in community (land use) survey.
- Reactivate Park Hill Action Network in collaboration with Park Hill community stakeholders.
- Create Park Hill development guidelines.
- Promote Historic Preservation through assisting with application process.
- Develop outdoor programs for youth to embrace our interconnection with nature and natural systems to address climate change.
- Become more educated on affordable housing issues and align with projects that push for additional housing choices, connectivity within the neighborhood, and increased sustainability.

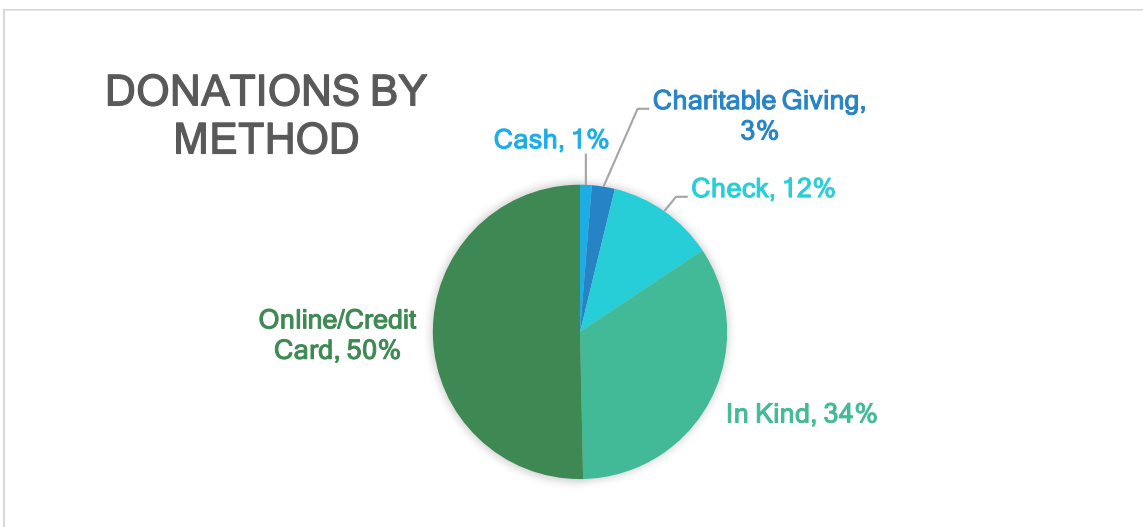
Board members offered the following recommendations for the organization:

- Address the length of the monthly meetings which have lengthened due to virtual format. Prioritize important community discussions.
- Take a more vocal role in some of the issues facing the neighborhood.
- Support the Denver Parks and Recreation Advisory Board recommendation that the City acquire the 155-acre Park Hill Golf Course to become a city-owned park.
- Improve the level of civility amongst the Board.
- Utilize task groups to help with decisions on major issues.
- Continue development of online forums that help bring in new participants, members and volunteers.
- Require more participation from governors and be more proactive than reactive.
- All board members have a fiduciary responsibility and should keep an eye on the financials and budget.
- A measure of success would be seeing more people subscribed to our electronic communication and seeing more attendance at our community meetings and events.
- Demonstrate that we are not an insular group, but an all-inclusive organization for the community.

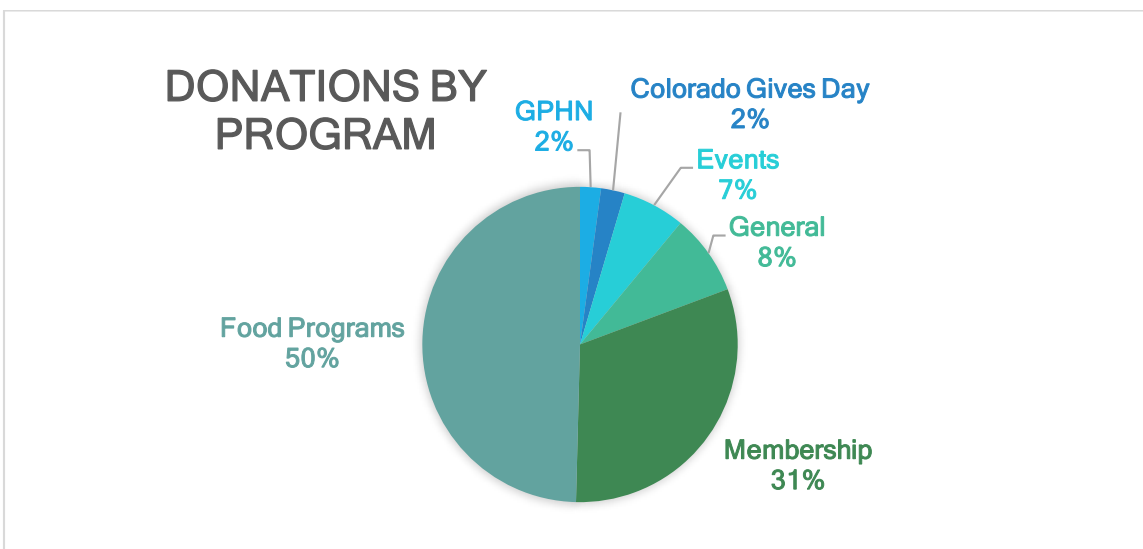
# DONORS

Our donor management system, Bloomerang, remains a useful tool for tracking memberships, donations and meeting participants, registering event attendees, and implementing our donor acknowledgment system.

In comparing 2020 with the prior year, we received nearly triple the number of individual donations, recording nearly 2,200 transactions. Fifty percent of these transactions were made through our online giving forms, 34% of gifts made were in kind (mostly in the form of donated food), 12% of donors gave via check, 3% through other charitable giving platforms (such as Community First Foundation, Mile High United Way, and Schwab Charitable) and the remaining 1% donated cash.



The distribution of donations among our programs shifted fairly significantly this year. Our largest category in 2019 was memberships and while memberships and general donations both saw a significant uptick, 50% of 2020 donations were earmarked for our food programs. This is no surprise considering the desire for those less impacted by the pandemic to address the growing problem of food insecurity among those experiencing greater impact.



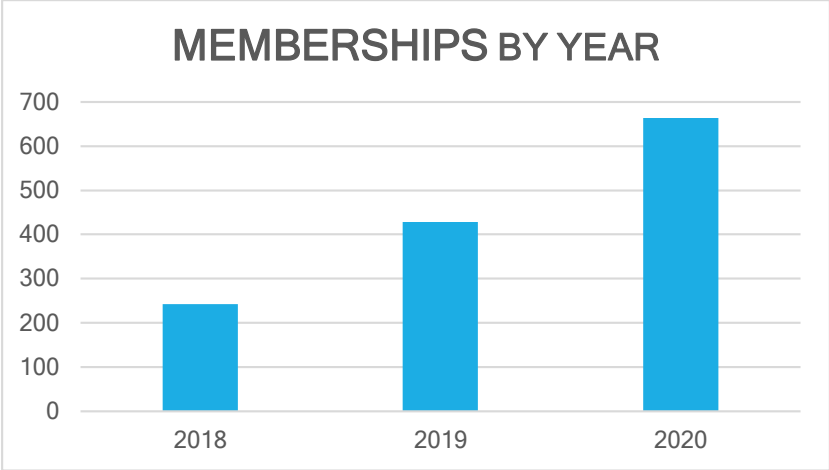
Bloomerang includes a proprietary algorithm that looks at every donor interaction and measures each constituent's engagement level on a scale of "cold", "warm", "hot", and "on fire". The algorithm looks at giving patterns, clicks on emails, frequency of interaction, method of giving, etc. As of the close of 2020, there were 29 households on the "On Fire!" list, representing a 400% increase from 2019, and 158 households on the "Hot" list, a more than 900% increase from 2019.



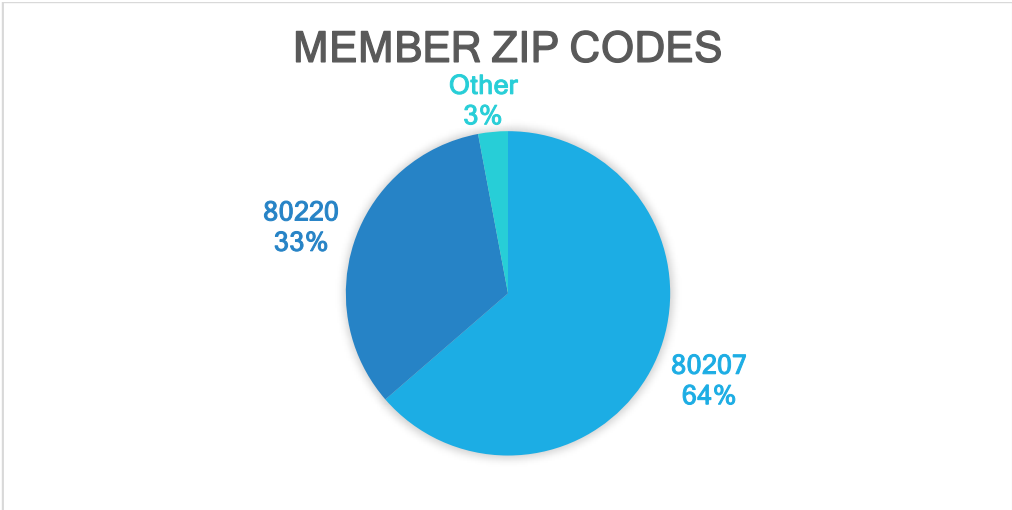
# MEMBERS

In 2020 we had 664 membership transactions (both new and renewal) at an average spend of \$53.89 per membership donation. We also exceeded total membership revenue expectations by 91%.

Since implementation of new systems in 2019, we've seen substantial annual growth in our membership program as demonstrated by the graph below:



Our members reside primarily in 80207 (64%), followed by 80220 (33%). The remaining 3% of members live in other zip codes including 80216 and those that are outside of Park Hill. This breakdown has remained fairly consistent through the recent period of membership growth.



# VOLUNTEERS

All of GPHC's programs are sustained and supported primarily by volunteers with the help of a small staff. We have a diverse array of volunteer opportunities that range in timing, location, and intensity.

Volunteer hours were down significantly in 2020 not for lack of interest but for lack of in-person programming through which to utilize them. Volunteer interest was still high but we were unable to place most who inquired.

Volunteers contributed 4,046 hours to GPHC in 2020. At the current, industry-accepted rate of \$27.20/hour, our total annual volunteer hours are valued at \$110,051. The below table breaks down the hours by category and program.

Category	Event/Program	Total Hours
<b>Fundraising and Events - 322</b>	Garden Walk	152
	4th of July Parade	30
	Home Tour & Street Fair	140
<b>Food Programs - 1,186</b>	Emergency Food Pantry	651
	Farm Stand	33
	WFP	111
	Thanksgiving 2019	260
	Garden	131
<b>Newspaper - 1,580</b>	Bundling	180
	Blockworkers	1,400
<b>Other - 958</b>	Miscellaneous	958
	<b>Grand Total</b>	<b>4,046</b>

The following volunteers were recognized at the annual meeting for having dedicated the most hours to GPHC in 2020:

100+ hours:	40-99 hours:	20-39 hours:	
Mike Bufton	Jessica Howrd	Justin Bresler	Noni Horwitz
Claudia Fields	Erika Hutyra	Maddie Carrier	Lola Hunter
Debra Lovell	Nikki Wiederaenders	Jean Ercolani	Jen Mathes
Deb Rosenbaum		Carla Finch	Patty Mead
Heather Shulman		Maria Goodwin	Mary Salsich
		Bob Haddock	

# PROJECTS

## Intersection Murals

In fall 2019 we installed intersection murals adjacent to Park Hill Elementary and Stedman Elementary. This effort was in collaboration with Denver's Community Active Living Coalition (CALC) and the Department of Public Health & Environment and was aimed at promoting neighborhood identity and a sense of place, as well as providing a visual cue to drivers that pedestrians may be crossing. Plans to install 2 more murals in the spring of 2020 adjacent to Smith Elementary and Hallett Elementary were halted as gathering together students, parents, teachers, and other volunteers to paint the murals became an impossibility. We intend to resume the effort once safe and feasible.

## Websites Redesigned

After 6 months of work, we launched 3 revamped websites in February. GreaterParkHill.org, ParkHillHomeTour.org, and ParkHillGardenWalk.org all received a much needed facelift improving both the user experience on the front end and also cleaning up a lot of technical issues on the back end. The sites now offer more continuity through the theme, colors, content, and language. There are also some useful new additions to the GPHC site like timelines, the annual report, interactive district map, and a new recycling/waste diversion directory.

## Parkview on Fairfax

A new development is planned at 2857 & 2863 Fairfax St. and in April 2020 the property owner/developer initiated conversation with GPHC. They were seeking a zone map amendment for the parcel in order to accommodate their vision for a 55+ Active Adult Community (residential apartment building). This sparked a 4-month, GPHC-led community process closely involving the owners of 10 neighboring properties and resulting in approximately a dozen meetings (community/public meetings, board presentations, meetings between neighbors and developer, meetings with the City, etc.). The culmination of these efforts was reaching the final stages of a Covenant Agreement between the developer and GPHC outlining certain commitments to garner GPHC's support of the rezoning effort. However, as the final draft was proposed, the developer decided to withdraw the application for rezoning. Though it is somewhat unclear as to why this decision was made, it likely involved a change in the feasibility of the project plan which was outside of GPHC's control or influence. Though no agreement is in place, we are pleased to have had so much face-time with the developer which allowed us to convey the concerns and desires of the near neighbors and community at large.

# PROGRAMS

## Food Programs

GPHC has been operating food programs in some form for more than 50 years. It truly is one of the hallmarks of the organization. In 2020, our food programs consisted of the Emergency Food Pantry, Weekend Food Program, Garden in a Box Giveaway, Thanksgiving Giveaway, and Free Farm Stand.

### *Emergency Food Pantry*

Under normal circumstances, we operate under a client-choice or “shopping” model in which clients select food from different categories based on family size. This allows the clients to choose foods that they prefer and will use; maintaining client dignity and reducing waste, while allowing GPHC to control the quantities and types of foods supplied.

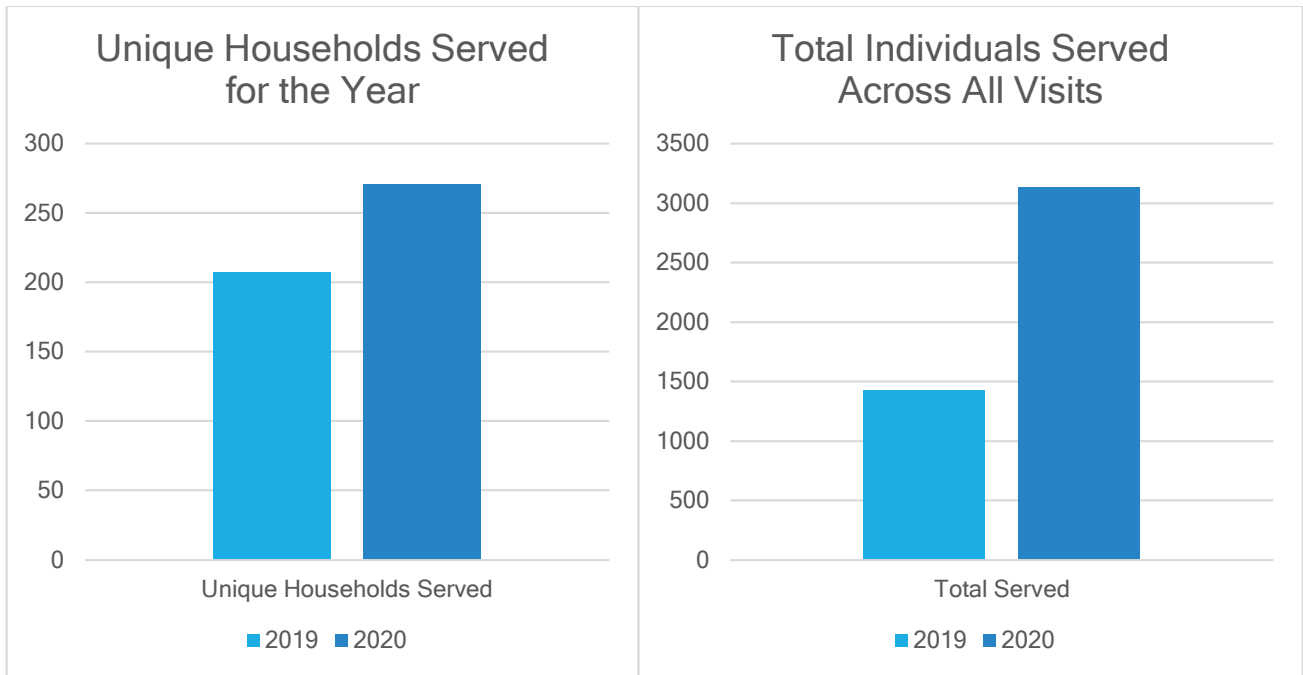
However, COVID forced us to move to a model that involved pre-packing boxes/bags for various family sizes and distributing them at the door. We have continuously done our best to customize for our clients as much as possible, adding on specific requests or removing items they know they will not use.

We also adjusted our volunteer schedule, breaking up each pantry day into 3 shifts of 2 hours each so only one volunteer was working at a time.

Normally we require proof of residency in Greater Park Hill in order to register as a client of the pantry. In light of the increased need, coupled with the difficulties in registering clients safely under our new model, we suspended that requirement beginning in mid-March. We additionally did not hold any clients to the maximum 9 visits per year. Instead we simply served anyone and everyone who came to the door, as often as they needed assistance.

We initially had concerns about accommodating an unknown increase in clients and visits, but fortunately, we saw a tremendous uptick in food programs donations, both financial and in kind. Additionally, we twice received grants from Food Bank of the Rockies that allowed us to order large quantities of food utilizing a credit on our account.

The graphs below provide comparisons between 2020 and 2019 and demonstrate that while the number of unique households we served only increased by about one-third (31%), the total number of individuals served across all visits for the year was up 119% indicating that existing and new clients utilized the pantry much more frequently than in the prior year.



Each visit provides 3 days of food, 3 meals per day, per individual, which imputes distribution of **28,224 meals** through the Emergency Food Pantry in 2020.

Typically, pantry visits are tracked through a database program called Link2Feed, which we access as a partner of Food Bank of the Rockies. However, in 2020 we reverted to more rudimentary record-keeping in the interest of safety and time. Therefore, we were not able to capture more detailed demographics or visit statistics. We plan to return to our database tracking in 2021.

### *Weekend Food Program*

The Weekend Food Program aims to fill the nutritional gap experienced by some Park Hill students over the weekend. Weekly, we provide a bag to each student in this program that includes two breakfasts, two lunches, and two snacks. Volunteers administer the program, making sure students receive a variety of nutritious and kid-friendly foods.

As part of the Totes of Hope program, we receive scheduled distributions from Food Bank of the Rockies that cover many of the lunch items. We provide breakfast and snack items through donations.

The closure of Roots Elementary and difficulties in distribution through the schools in 2020 led to a decrease in our participant numbers. During the 2020-21 school year we are serving 25-45 students per week at Park Hill Elementary and Vickers Boys & Girls Club. Food for approximately **5,200 meals** will be distributed to these students over the course of the school year.

### *Garden in a Box Giveaway*

Each spring we distribute Garden in a Box kits to novice and low-income gardeners. The kits include seedlings, seeds, instructions, and other tools to help gardeners grow vegetables in a 4x4 plot.

The program is typically able to obtain the majority of supplies through donations from local garden centers, however, the circumstances of the year led to an undersupply of seedlings. Garden centers were unable to procure enough extra seedlings to make a donation so we turned to purchasing them instead. The influx of financial donations allowed us to continue this program which served **33 participants** this year.

### Thanksgiving Giveaway

Our Thanksgiving Giveaway is an integral part of the services we offer at GPHC and this occasion provides our neighbors with opportunities to volunteer, donate, or receive food, according to their needs and capacity. It is our goal to ensure as many families in need as possible enjoy a traditional Thanksgiving dinner provided by their neighbors and GPHC.

The graphics below represent some key statistics from our 2020 program:



Modifications to the 2020 program, brought on by COVID, included a reduced number of volunteers (30 as compared with the typical 100) and the distribution of King Soopers gift cards in lieu of frozen turkeys.

### Free Farm Stand

Every Monday throughout the growing season we have fresh produce available at our Free Farm Stand. The majority of the fresh food supplied usually comes from a partnership with Denver Food Rescue (DFR) with food from the East High Farmer's Market. But the market didn't take place this year so we initially had to rely on individual gardener donations and overage donations from the Dahlia Campus Farm and Gardens. Much to our delight, the Ministry of Youth and Families at Montview Boulevard Presbyterian Church adopted our onsite garden and had it thriving. The majority of their harvest supported this program. In another stroke of good fortune, both the Montclair

Community Garden and The Urban Farm selected us as weekly recipients of harvest from their community donation gardens. Needless to say, the program was well supported throughout the entirety of the season.

We were able to distribute over **1,700 lbs** of fresh, locally grown produce to **344 participants**.

### *Food Waste*

Inevitably, there is some food in our programs that must be discarded because it is expired or otherwise compromised and unsafe to distribute. We donate as much as we can to Project: THRIVE!, a small animal sanctuary. Other items are commercially composted through the city compost program.

### **Newspaper**

The Greater Park Hill News (GPHN) has been in continuous production since 1960 and celebrated its 60th anniversary in November, 2020. This free community newspaper is distributed to residents and businesses in and around Park Hill by dedicated volunteers. Current circulation is approximately 12,000 monthly.

The newspaper is a member of the Colorado Press Association (CPA). In recent years staff and contributors have received numerous awards for news, opinions, photography and design from CPA and the Society of Professional Journalists, competing against many other daily and weekly news organizations with full-time staff.

One in five newspapers have closed over the last 15 years due to loss of traditional advertising dollars sustaining operations – which has led to a national focus on the critical importance of community news. In 2020, COVID-19 further ravaged the industry, resulting in the loss of more than 60 additional local newsrooms across the country. GPHN has continued to self-sustain with the revenue achieved through advertising sales and donations from its loyal readers.

### **Sustainability**

GPHC continues to support a variety of sustainability and environment-focused programs and maintains participation in the Sustainable Neighborhood Network with the City of Denver (though the City suspended much of the monitoring and implementation of the program in 2020). We also continue to participate annually as a certified green business under Certifiably Green Denver.

Outside of maintaining our initiatives achieved through regular operations (waste diversion, conscious resource use, etc.) and a few standing programs (Garden in a Box Giveaway, Free Farm Stand, electronics recycling event), we were unable to carry out any of the additional sustainability programming that had been slated for 2020. We look forward to a return to more robust programming once it is safe and feasible.

## **Events**

### *Community Yard Sale*

The 8<sup>th</sup> Annual Park Hill Community Yard Sale was canceled.

### *Garden Walk*

The 20<sup>th</sup> Annual Park Hill Garden Walk was replaced by a virtual campaign which encouraged regular ticket purchasers to make a donation and then share and tag photos of their own gardens on social media. Local businesses donated gift cards which were distributed to contest participants.

Additionally, the committee produced a 2021 Park Hill Garden Walk front-range gardening calendar to sell in the latter part of the year as a holiday gift. Production of the calendar was funded by sponsors and it was sold online, in the office, and through various retail partners.

### *4<sup>th</sup> of July Parade*

The 11<sup>th</sup> Annual Park Hill 4<sup>th</sup> of July Parade was canceled due to health concerns and also in light of the political and social climate existing during the late spring and summer.

### *Home Tour and Street Fair*

The 42<sup>nd</sup> Annual Park Hill Home Tour & Street Fair took on a new form as a self-guided walking tour showcasing home exteriors only. Participants could purchase the walking map featuring information about 35 noteworthy homes or could opt to bundle a commemorative calendar and Denver coloring book.

Additionally, a virtual marketplace featured 22 local businesses offering “show specials” to participants.

Our free electronics recycling event attracted 100 participants who collectively donated over 3,600 lbs of computer and other electronics all to be responsibly recycled or refurbished by PCs for People.

## **Meetings**

In-person meetings were held, as scheduled, in January, February and March. April and May community meetings were canceled, however, the board did still meet during this time. Community meetings resumed in June on a virtual platform. Even our annual meeting in October was held virtually.

The introduction of a virtual platform has produced a significant increase in participation. Most notably, the annual meeting had 315 people in attendance as compared with the in-person annual meetings over the past few years that have attracted 40-65 attendees. Our regular monthly meetings are now



seeing 40-75 participants whereas 20-40 was more typical for in-person monthly meetings in prior years.

Numerous other board meetings were held in 2020 including an in-person retreat in January and several virtual special board meetings on a variety of topics.