

2021 ANNUAL REPORT



Friends of the Katy Trail is the nonprofit organization responsible for raising all funds needed to maintain and improve the Trail for the benefit of Dallas citizens and visitors. We partner with you through memberships, event sponsorships, and individual and corporate support to keep the Trail running in peak condition.



2021 HIGHLIGHTS

Amy Bean becomes new Executive Director; capital campaign consultant **Ann Wood** takes new staff role of Director of Major Gifts.



Expanded Fitzhugh and Lemmon Avenue East bridges open.



Dedo's Place enhanced with over **100 new plants**.

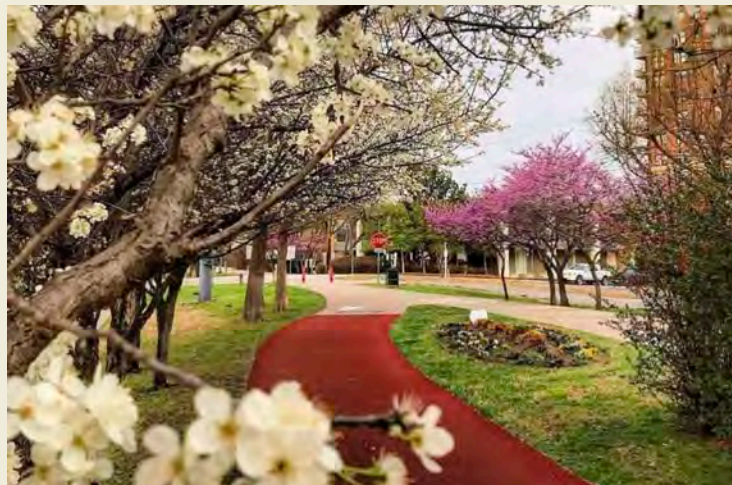
JAN

FEB

MAR

APR

Greenscape Fund established to promote the ongoing growth of the natural beauty of the Trail.



Blood Drive held near Katy Trail Ice House.



2021 HIGHLIGHTS

Spring Support Campaign reaches **\$170,000** in gifts vs. the **\$100,000 goal** and 100% Board participation.



Named **Bicycle Repair Station** installed on North end of Trail.



MAY



First of four **new 2021 benches** named and donated to the Trail.

JUN

First named **hanging floral basket Set** installed near Beasley Entrance.



JUL

AUG



North end **drainage repairs** to address silt/run off issues completed.



2021 HIGHLIGHTS



Katy 5K returns as in-person event, with record high sponsorship dollars.



Katy Trail **Community Partners** grows from 5 partners in 2020 to 12 in 2021.



Knox area is refreshed with plantings of boxwood.

SEP



North Texas Giving Day donations total **\$73,000**, more than any other Dallas greenspace and #130 of 3,000 Dallas nonprofits.

OCT



Katy Trail Art Society established; first **Katy Trail Art project** installed by Sara Cardona.

NOV

Wooden trellis at Snyder's Union replaced with more durable aluminum beams.



DEC



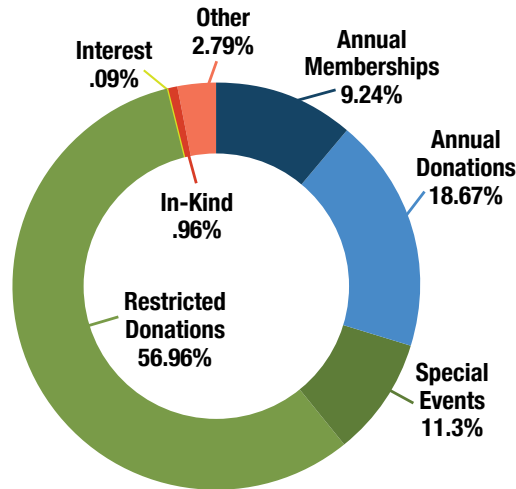
Board President Emeritus **Charlie Shufeldt** receives David Stocks Volunteer Service Award.



2021 NUMBERS

MISSION STATEMENT

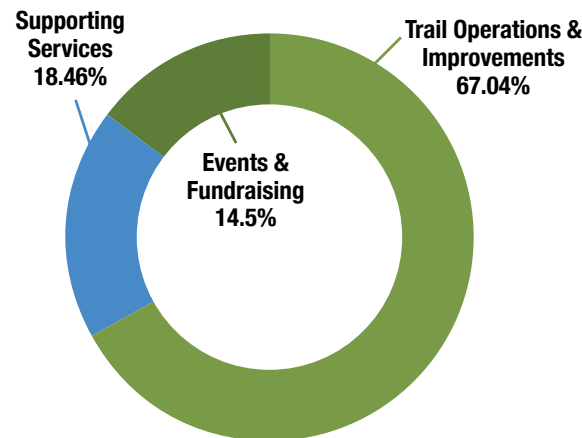
The mission of Friends of the Katy Trail is to maintain, enhance, and advocate for the Katy Trail as the premier trail for recreation, wellness, and alternative transportation in the City of Dallas.



Special Events	\$286,457
Annual Donations	\$473,254
Annual Memberships	\$234,083
Restricted Donations*	\$1,443,827
Interest	\$2,258
In-Kind	\$24,380
Other	\$70,617

INCOME: \$2,534,876

**The majority of Restricted Donations were gifts to the Complete the Katy Trail capital campaign.*



Trail Operations and Improvements	\$1,054,528
Supporting Services	\$290,435
Events and Fundraising	\$228,144

EXPENSES: \$1,573,107

COMMUNITY PARTNERS

Ben E. Keith Company | Crowe LLP | D Magazine | Eiseman Jewels | ExxonMobil | Harwood District | ISN
Katy Trail Ice House | Lennox International | Lombardi Family Concepts | Pegasus Bank | Sewell Automotive Companies



WAYS TO SUPPORT THE KATY TRAIL

- Purchase an **annual Membership** available at many levels, from \$75 to \$5,000
- Participate in the **Spring Support Campaign** to boost early-in-the-year operations funds
- Participate in **North Texas Giving Day** with a donation to Friends of the Katy Trail
- Walk, run, sponsor, or volunteer at the **Katy 5K**
- Become a **Community Partner** and enjoy recognition, Katy 5K, membership, and community involvement benefits
- **Name a natural feature or amenity**, such as a bench, along the Trail to honor a person, family, or organization and add to the Greenscape Fund
- Pay an event fee to “table” on the Trail to **promote a business or service**
- **Fund the maintenance of a stretch of the Trail** and receive a Trail maintenance sign
- Join the **Katy Trail Art Society** to bring world-class art installations to the Trail



A MESSAGE FROM THE EXECUTIVE DIRECTOR

What an exciting time to join Friends of the Katy Trail! 2021 was a year of both continued steady progress and firsts. The Capital Campaign, started years before, came to a close at the beginning of the year, and Trailgoers immediately flooded the Trail to enjoy these new improvements. Firsts included the inaugural Katy Trail Art installation, the first named hanging basket set and the placement of a donated bicycle repair station.

As the Trail continues to draw users from both near and far, we cannot overstate our gratitude to the Katy Trail community. Your generous donations and support of the Trail have allowed the Katy Trail to become a preeminent destination for residents and visitors alike. We are so incredibly thankful that you partner with us to ensure that our beloved ribbon of green continues to afford enjoyment and recreation to all who seek it.

Sincerely,

A handwritten signature in black ink, appearing to read "Amy Bean".

Amy Bean
Executive Director, Friends of the Katy Trail



2021 BOARD OF DIRECTORS

A MESSAGE FROM THE BOARD PRESIDENT

In a fairly short time, the Katy Trail transformed from an abandoned rail track eyesore into a cherished greenbelt that connects neighborhoods, parks and people. It's open to all and attracts a diversity of people representative of the Dallas area. Often when I'm on the Trail, I hear several different languages being spoken and meet out-of-towners who say they wish they had a Katy Trail back home.

Yes, the Katy Trail is a star attraction in Dallas. And we're working hard to make sure it continues to be clean, safe and beautiful.

Friends of the Katy Trail started 2021 with a lot of momentum and excitement, as the "Complete the Trail" capital campaign drew to a close, surpassing its goal, and the construction wrapped up when the new pedestrian bridges over Fitzhugh and Lemmon Avenue East opened to the public. However, the excitement continued throughout the year.

In January 2021, Amy Bean joined the Friends as the new executive director. She brought a fresh perspective and rock-solid expertise which immediately made a positive impact. Thanks to Amy for her leadership and intelligence.

The Friends took another big step forward when we hired Ann Whitley Wood as the organization's first full-time development professional. Ann joined the staff as Director of Major Gifts after working as a contractor to lead the finish to the "Complete the Trail" capital campaign in 2020.

The addition of Ann and Amy helped propel the momentum that the Friends generated in 2020 following the successful capital campaign and construction. This report details our other achievements during the year, making it another successful one in the Friends' history.

A big thanks to entire Friends of the Katy Trail staff and board of directors for their dedication and tireless energy. While the Friends maintains and improves the Katy Trail for the people of Dallas, the Trail is a City of Dallas park. The Dallas Park and Recreation staff members and the Dallas Park Board are instrumental in supporting our mission and helping us make the Katy Trail a beloved spot. Thanks to them also.

Sincerely,

A handwritten signature in black ink that reads "Eric Paulson".

Eric Paulson
President, Friends of the Katy Trail

PRESIDENT

Eric Paulson

PRESIDENT EMERITUS

Charlie Shufeldt

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*Executive Committee



2021 DONORS

\$1,000,000+

Anonymous

\$250,000 - \$999,999

The Snyder Foundation

\$50,000 - \$249,999

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\$25,000 - \$49,999

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2021 DONORS

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