

# Everybody Plays

## Playground Campaign

Investing in Inclusive Play,  
Investing in Communities.





## Nowhere to **Play**

Hundreds of playgrounds across the city have failing slides, swing sets, and whole structures that are obsolete or even closed.

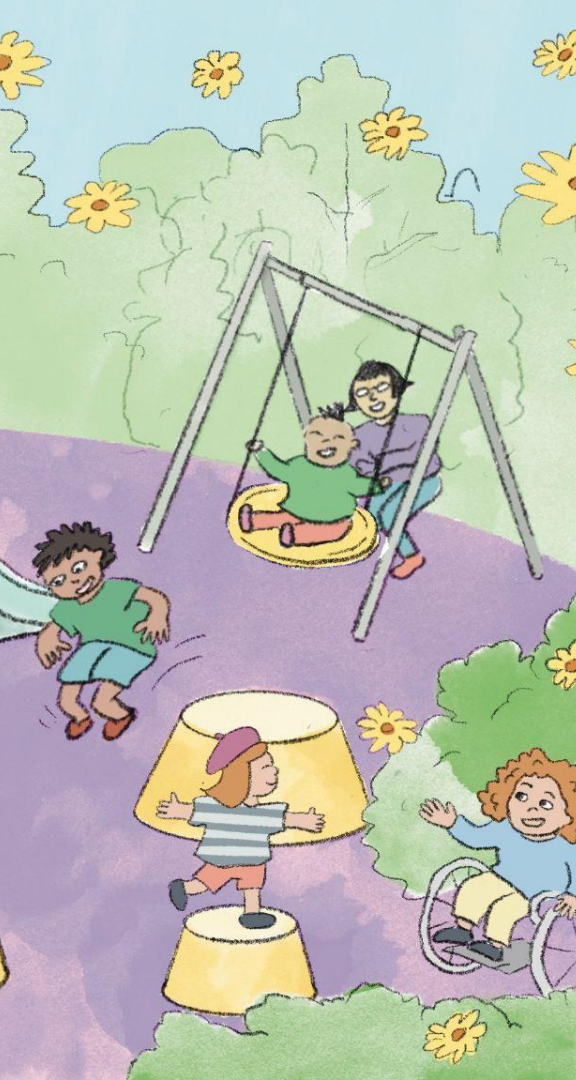
Nearly **2,500 neighborhood youth** are without a working playground in Portland.

They are missing an inclusive space where they can learn and play together while being outside.

There is a shortage of public funds available for new/improved playgrounds.

- The City has a more than \$600 million backlog of major maintenance.
- Of that there is \$30 million need of maintenance for playgrounds specifically.





# Power of **Play**

Park playgrounds are at the nexus where community health and outdoors meet.

## **Playgrounds...**

- Support mental & physical health
- Encourage outdoor play & nature
- Expand creativity
- Enhance gross motor skills
- Help develop social skills
- Teach kids about community/strengthen community
- Supply endless fun and laughter

# Commitment to **Play**

We are committed to doing more.

Through the Everybody Plays Playground Campaign, we are strengthening neighborhoods through three inclusive, updated playgrounds in Portland.

This will have a direct positive impact on more than 4,500 households across the city and across demographics.





# Commitment to *Inclusive Play*

Our new playgrounds are committed to inclusive play through: multi-generational play options, accessible surfaces, considering the main part of the playground as the most accessible, equitable access to the play area, promoting independent, safe play, accommodating diverse physical and social needs, and encouraging users to stay longer and come more often by making them comfortable.





# Timeline & Budget

## Campaign timeline

- 2024 - Jan. - campaign kick-off
- 2024 - summer - public phase
- 2024 - winter - complete fundraising
- 2025 - late spring - Raymond & Portland Heights playgrounds complete
- 2025 - fall - George Park playground complete

## Budget

- Total campaign goal - \$984,000
- \$625,000 raised
  - PP&R - \$300,000
  - Individuals - \$325,000
- \$359,000 left to raise

*Last edited July 1, 2024*

# Power of Partnership

- It will take a mix of funding types to ensure the success of this project.
- Portland Parks & Recreation is showing their commitment to updated playgrounds by providing \$300,000 to support the campaign.
- This unique public-private partnership enables PPF to leverage PP&R's committed support, with assistance from individuals, neighborhood businesses, and community partners.





Spending time outdoors is more than a nicety—  
it's a necessity for a happy, healthy life.

However access to parks isn't equal,  
and disparities often fall on racial and economic divides.





# Northeast Portland

## Raymond Park

- Situated in Southeast Portland, in the Powellhurst-Gilbert neighborhood.
- Serves more than 1600 households with 12.8% below the poverty line and 21% including youth under 18 years of age.
- The playground is partially closed due to disrepair.
- Construction of the new playground will take place in tandem with a \$1.5 million sewer repair project that PP&R already has scheduled in 2025.



- Playground partially closed
- Inaccessible surface or play options

# North Portland George Park

- North Portland's most central park.
- The playground was minimized and simplified in the early 2000s and is in need of replacement for desired use.
- It serves a culturally diverse neighborhood of nearly 3,000 households.
- Unique partnership with the State of Oregon, City of Portland, Portland Parks Foundation and The Kidz Outside (TKO) to redesign the park including a new playground.
- Situated between four public schools: Sitton Elementary, James John Elementary, George Middle School, and Roosevelt High School.



“For five years, we have been gathering input from the community to reimagine this park that feels like the “forgotten” park of the neighborhood . . . This is what Black-led civic power looks like. We have worked hard to bring all these parties to the table to help realize a vision that is informed for and by community from the start, not after the fact.” - Donovan Scribes, co-founder of TKO



# Southwest Portland Portland Heights Park

- Located in Southwest Portland's hills
- Portland Heights playground serves more than 500 households and holds multiple ball fields and an outdated playground.
- Access to the playground area is not accessible and the playground itself is not accessible or inclusive.



- Play area lacks inclusive play options or ADA access to the playground.

**This campaign demonstrates  
our community's desire for fun,  
safe, and inclusive places for Portland's kids.**



*“This is a successful example of how community advocacy and public/private partnership can come together to enhance playgrounds, promote safety, and bring additional resources to a much needed public space in North Portland for the benefit of thousands of Portland’s youth and their families.”*

- PP&R Director Adena Long for George Park