Dear Friends,

I am pleased to present the 2010 Annual Report on behalf of the Board of Trustees of the FRPA Foundation.

The priority of the Trustees continued to be reinvesting in the parks and recreation professional and the profession. This was critical as many were faced with economic conditions not like any before. The commitment by our donors and auction supporters allowed us to meet the financial goals to support this effort.

An increased effort to engage current and potential donors was accomplished through new initiatives in 2010. The FRPA Foundation Update e-newsletter was created and distributed throughout the year highlighting the accomplishments of the Foundation.

The Foundation Booth came alive in the center of the EXPO Hall at the Annual FRPA Conference. The recipients of the professional grants volunteered with Foundation Trustees providing a networking and leadership opportunity in a festive and fun environment.

The annual donor social was revamped and the inaugural Foundation VIP Social was produced. This VIP access auction preview event allowed donors to bid on special auction items exclusively offered during the social and gain a sneak peak at the hundreds of items available later in the evening.

The funds generated through donations and the auction provided the opportunity to again support the priorities of the FRPA Board of Directors. In an effort to maximize the funds available, the Foundation funding directly reached the largest gathering of professionals possible through The Joe Abrahams Academy for Leadership Excellence, and the Annual FRPA Conference closing session speaker Ian Hill.

The financial health of the Foundation remains sound as evidenced in the financial report on page 7. Prudent decisions were made in consultation with the Foundation financial advisor.

On a personal note, I want to thank the Trustees for their dedication. Their energy and vision was inspiring. It was truly an honor to serve as President of the Foundation.

I invite you to celebrate the success of this past year, and join with use to ensure that the Foundation remains strong.

Sincerely,

Rosemary Prince, CPRP
President
MISSION:
The FRPA Foundation is committed to support professional development and education of leisure professionals, students, and citizen advocates.

Strategic Plan Vision Statement: The FRPA Foundation, Inc. is heralded as the leader in funding, conducting and implementing research and knowledge supporting the advancement of the parks, recreation and leisure services profession.

2010 Strategic Plan Priorities:
Increase the giving by donors to reinvest in the professional development to parks and recreation professionals in Florida.

<table>
<thead>
<tr>
<th>Donor Giving Activities</th>
<th>Reinvestment in the Professional</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased Communication through Foundation Update E-Newsletter</td>
<td>Joe Abrahams Academy for Leadership Excellence</td>
</tr>
<tr>
<td>VIP Social Prior to the Annual Auction</td>
<td></td>
</tr>
<tr>
<td>Foundation Booth in Expo Hall</td>
<td>Supporting Key Note Speakers at Conference</td>
</tr>
<tr>
<td>Silent and Live Auction</td>
<td></td>
</tr>
<tr>
<td>Commissioned Art for Ticket Sales</td>
<td>Professional Grants</td>
</tr>
<tr>
<td>Partnerships through Sponsors</td>
<td></td>
</tr>
</tbody>
</table>
Donor Giving Activities

Silent and Live Auctions

By purchasing items during the silent and live auctions, the following individuals collectively raised $16,712 to benefit the Foundation funding priorities. Thank you for your generosity!

Mark Abdo  
Marcia Bowen  
Kristin Caborn  
Kathy Cahill  
Rene Connors  
Troy Cox  
Carlos Curnow  
John Davis  
Don Decker  
Embry Riddle  
Aeronautical University  
David Flaherty  
Mary Fowler  
Tammy Gappen  
Bill Golson  
Lynda Good  
Cynthia Harkins  
Ilan Hill  
Leah Hoffman  
Marc Hultin  
Benjamin Johnson  
Theresa Johnson  
Linda Karch  
Sharon Kent  
John & Sara Kessinger  
Andrea King  
Allison Kohler  
Tim Leiwig  
Vicki Little  
Mark Litwhiler  
Mike Lockwood  
Dan Mariano  
Jennifer McMahon  
Fran Meli  
Nilo Mendez  
Temi Messler  
Mark Miller  
Austin Morris  
Joe Munger  
William Murphy  
Mitzi Nelson  
Michelle Park  
Jessica Perez  
Kara Petty  
Steve Pohlman  
Rosemary Prince  
Linda Probert  
David Ramirez  
Sandra Reynolds  
Mark Richardson  
Susan Riestra  
Shorty Robbins  
Leah Rockwell  
Mike Rozos  
Greg Scott  
Elaine Smith  
Bruce Sparks  
T. Michael Stavres  
Robert Stevens  
Nancy Taback  
U Shay Thomas  
Julia Thompson  
Mark Thornton  
Gayle Vasile  
Tonya Taylor  
Leslie Whitmer  
Heather Wolf Erickson  
Tess Yagecic  
Beth Zickar  
Michelle Zimmer  
Michael Zito

THANK YOU to the individuals, departments and vendors who donated items for the auctions!
Reinvestment in the Professional  
Supporting Key Note Speakers at Conference

Ian Hill—Closing Session Keynote Speaker  
*Leading the Heart of the Community*

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**Professional Grants**

Matching grants were provided to nine professionals enabling them to attend educational programs, including the 2010 Annual FRPA Conference.

- Abdo, Mark  
- Blackman, Amy  
- Bratton, Walt  
- Dean, Michelle  
- Messler, Terri  
- Potts, Chip  
- Richardson, Kelvin  
- Taback, Nancy  
- Troiano, Kimberly

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Joe Abrahams Academy for Leadership Excellence
## FRPA FOUNDATION ASSETS

### December 31, 2009
- **Checking Account**: $29,607
- **Endowment Account**: $107,935
- **Total Assets**: $137,542

### December 31, 2010
- **Checking Account**: $37,033
- **Endowment Account**: $117,985
- **Total Assets**: $155,018

### Annual Source and Use of Funds

#### Source of Funds

<table>
<thead>
<tr>
<th>Source of Funds</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auction (Live &amp; Silent)</td>
<td>$16,029</td>
<td>$16,712</td>
</tr>
<tr>
<td>Art Ticket Sales</td>
<td>$2,115</td>
<td>$900</td>
</tr>
<tr>
<td>Donations (Annual Giving)</td>
<td>$16,635</td>
<td>$13,122</td>
</tr>
<tr>
<td>Sponsorships</td>
<td>0</td>
<td>$1,189</td>
</tr>
<tr>
<td>Scholarship Contributions</td>
<td>$2,722</td>
<td>N/A</td>
</tr>
<tr>
<td>Total</td>
<td>$37,501</td>
<td>$31,923</td>
</tr>
</tbody>
</table>

#### Use of Funds

<table>
<thead>
<tr>
<th>Use of Funds</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative</td>
<td>$6,880</td>
<td>$6,880</td>
</tr>
<tr>
<td>Advocacy</td>
<td>$3,000</td>
<td>N/A</td>
</tr>
<tr>
<td>Conference</td>
<td>$2,700</td>
<td>$2,945</td>
</tr>
<tr>
<td>Auctions (Live &amp; Silent)</td>
<td>N/A</td>
<td>-0-</td>
</tr>
<tr>
<td>Operations</td>
<td>$2,612</td>
<td>$5,478*</td>
</tr>
<tr>
<td>Scholarships</td>
<td>$9,370</td>
<td>N/A**</td>
</tr>
<tr>
<td>Endowment Transfer</td>
<td>-0-</td>
<td>-0-</td>
</tr>
<tr>
<td>Joe Abrahams Academy</td>
<td>$9,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>Professional Grants</td>
<td>$3,646</td>
<td>$1,630</td>
</tr>
<tr>
<td>Total</td>
<td>$37,208</td>
<td>$24,496</td>
</tr>
</tbody>
</table>

**Notes:** *Includes $2,000 one time expenditure for computer conversion. **Region Scholarship Program transferred from Foundation to FRPA.
RECOGNITION OF DONORS

The FRPA Foundation Board of Directors is extremely grateful to the seventy-two donors who contributed a total of $13,122 in support of the Foundation in 2010. In recognition of their support we proudly list below those donors who contributed in 2010. Each donor is listed at the cumulative level of giving achieved.

THE PALMAE SOCIETY

<table>
<thead>
<tr>
<th>Palm Type</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sabal Palm</td>
<td>$30,000—$49,999</td>
</tr>
<tr>
<td>Coconut Palm</td>
<td>$20,000—$29,999</td>
</tr>
<tr>
<td>Roya Palm</td>
<td>$10,000—$19,999</td>
</tr>
</tbody>
</table>

- John and Sara Kessinger
- Karen Palus
- Michael and Charlie Stavres
- Bruce Fassett

THE FLOWERS OF FLORIDA SOCIETY

<table>
<thead>
<tr>
<th>Flower Type</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oleander</td>
<td>$4,000—$4,999</td>
</tr>
<tr>
<td>Azalea</td>
<td>$3,000—$3,999</td>
</tr>
<tr>
<td>Gardenia</td>
<td>$2,000—$2,999</td>
</tr>
</tbody>
</table>

- Barbara Manzo
- Nilo Menendez
- John McCarthy
- Bill Swartz
- Julia Thompson
- Eleanor Warmack

ORCHID

<table>
<thead>
<tr>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,000—$1,999</td>
</tr>
</tbody>
</table>

- Mark Abdo
- Kathy Cahill
- Marcia Carter
- Fran Meli
- Charlotte Presensky
- Leah Rockwell
- James and Lanie Sheets
- Mark Thornton

BIRD OF PARADISE SOCIETY

<table>
<thead>
<tr>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>$500—$999</td>
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</table>

- Alice Conkey
- Steve Cox
- Timothy Eckert
- FRPA SE Region
- Gay Gentry

ORANGE BLOSSOM SOCIETY

<table>
<thead>
<tr>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to $499</td>
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</table>

TANGELO

<table>
<thead>
<tr>
<th>Range</th>
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</thead>
<tbody>
<tr>
<td>$250—$499</td>
</tr>
</tbody>
</table>

- Marcia Bowen
- Joan Byrne
- Kristin Caborn
- Mary Clements Fowler
- Don Decker

VALENCIA

<table>
<thead>
<tr>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100—$249</td>
</tr>
</tbody>
</table>

- John Allen
- Troy Cox
- Peter Fowler
- Colleen Gierut Via
- Michael Kalvort
- Sherry McBe

- Michelle Park
- Gina Peebles
- Jeff Pohlman
- William Murphy
- Cathie Schanz

- Nancy Taback
- Tina Webster

NAVEL

<table>
<thead>
<tr>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>$25—$99</td>
</tr>
</tbody>
</table>

- JT Almon
- Jason Baldessari
- Rene Connors
- William Golson
- Roy Hughes
- David Larsen

- Terri Moore
- Davia Moss
- Joe Munger
- PBS&J

- Sarah Perkins
- Krista Pincince

- Robbie Walker
- Charles Warren Ankerburg

Achieved New Level in 2010

We have carefully reviewed the names and donors listed in this annual report. However, errors may occur in a list of this scope. If your name has been omitted, misspelled, or incorrectly listed, please accept our apology and call the office so that we may correct our records.
A Challenge:
Join us to ensure that Florida remains the leader in funding, conducting and implementing research and knowledge supporting the advancement of the parks, recreation and leisure services profession.

Foundation Contribution Form
Yes, I would like to support the efforts of the FRPA Foundation, Inc. Please accept my tax deductible contribution as my commitment to the Foundation and its goals.

Donor Program | Price
--- | ---
Naval | $1 - 99
Valencia | $100 - 249
Tangero | $250 - 499
Bird of Paradise | $500 - 999
Orchid | $1000 - 1999
Gardenia | $2000 - 2999
Azalea | $3000 - 3999
Oleander | $4000 - 4999
Washington Palm | $5000 - 9999
Royal Palm | $10000 - 19999
Coconut Palm | $20000 - 29999
Sabal Palm | $30000 - 49999

Your donation supports the following priorities:
Joe Abrahams Academy for Leadership Excellence
It Starts In Parks Initiative
Keynote Speakers at the FRPA Conference

Name in which contribution is to be recorded:

Address:

City/State/Zip Code:

Phone Number with area code:

Donation Amount:

Method of Payment

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash/Check</td>
<td>Visa</td>
</tr>
</tbody>
</table>

Name on Credit Card

Credit Card Number

Expiration Date

CSV Code

Billing Address with zip code

Signature on Card

FRPA Foundation, Inc.
"A copy of the official registration and financial information may be obtained from the division of consumer services by calling toll free 1-800-435-7352 within the state. Registration does not imply endorsement, approval or recommendation by the state."