



**Research, Education,
and Development
for Health, Recreation,
and Land Agencies**

**FINANCIAL SUPPORT
CASE STATEMENT
2015**

Helping Communities Thrive



Photo Credit: Lebanon, NH Recreation & Parks

GP RED, 1021 E. South Boulder Road, Louisville, CO 80027
gpred.org

A Message from the Board of Directors

Dear Colleagues and Friends,

The choice for active living in your community is guided through policy change, citizen engagement, and the built environment. With a specific focus on effectively reducing obesity, GP RED's projects and partnerships around the country made substantial strides in helping communities achieve these goals over the past year. The work we do depends on your financial support, and will enhance our capacity to fulfill our mission next year.

GP RED believes community and individual well-being requires a multi-sector approach. As GP RED builds and expands best practices within the parks and recreation, planning, land management, transportation, and public health arenas, the knowledge base grows exponentially. Our education programs and research projects taught us that one of the most effective ways to prevent obesity and encourage physical activity is to connect non-motorized pathways and greenways with community landmarks. Our Surveillance and Management Toolkit (SMT) created new strategies for obesity prevention. With a targeted age range of 10-14 year olds, this is a prime time to encourage healthy eating habits and good nutrition. SMT is ongoing in Illinois and Missouri, with a goal to reach 10 communities in 2016.

Our Safe Routes to Play initiative is a child-centered transportation planning process to engage youth in assessing safe and unsafe places in their community for independent, active travel. This process shows gaps in the transportation system. Communities in New Hampshire, Colorado, Ohio, and Maryland successfully assessed their communities and now have safer, more accessible routes from home, school, and work to play spaces, natural areas and community recreation facilities. In 2016, we are looking for additional communities who want to increase youth participation in community planning with our Youth Engagement Strategies workshop.

Reaching more than 5,500 professionals with our mailings, and offering educational sessions worldwide, GP RED shares current research findings and emerging trends to broaden our reach and engage our many partners. In 2016, we will offer our 4th biennial Think Tank, a convening of the nation's great thinkers and leaders to address current issues of importance in creating healthy communities.

With your continued financial support, we will build our foundation of organizational leadership, strengthen our capacity to create strategies that assist communities with complex challenges, and provide evidence based resources to practitioners.

Sincerely,

The GP RED Operating Board

Chris Cares, President

Teresa Penbrooke, Secretary

Karla Henderson, Treasurer

Rob Layton

Lora Polowczuk

Karen Palus

Cindy Heath, Executive Director

OUR MISSION

The Mission of GP RED is to facilitate the creation of inter-disciplinary, innovative, practical management tools and strategies intended to enhance and promote integration of health, recreation, and land management industries through research, education, and development.

GP RED Initiatives & Accomplishments



Organizational and Leadership Development Workshops

- Our 3rd biennial Think Tank in 2014 was a catalyst for a multi-sector national conversation on effective leadership for healthy communities.
- GP RED Faculty have delivered national, state, and local education programs, reaching more than 2,000 professionals in conservation, parks & recreation, planning, transportation, education, public health and urban design.
- Youth Engagement Strategies (YES) workshop developed, including PhotoVoice, Umap, and the Youth Activity and Nutrition Survey (YANS).

Safe Routes to Play[®]

- GP RED worked with the Institute for Public Health Innovation to engage more than 180 youth, policy makers, and community leaders in assessing barriers and solutions for safe access to recreation opportunities in densely populated Prince George's County.
- In Sheridan, CO middle school students and community leaders identified challenges and opportunities to improve safe routes to school.



Surveillance & Management Toolkit[™]

- Bloomington, IN Parks and Recreation hired a full time Health & Wellness Coordinator and initiated personal fitness trainers for youth following GP RED's assessment.
- Alpha and Beta testing in 5 communities in Indiana, Missouri, Illinois, and North Carolina.

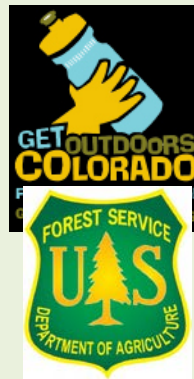


REDLine Surveys & Research Briefs

- With in-kind support from RRC Associates, surveys on shade policies, succession planning, emergency response, research resources, and restroom policies have been administered nationwide.
- Research Briefs on PhotoVoice, Positive Policies, Walkability, Community Development, and Research Resources have been produced and distributed to our national audience.
- Research findings presented at local, state and national conferences

US Forest Service Rocky Mountain Region Children's Forest Corridor

- Five year Denver Metro Area Children's Forest Corridor Strategic Framework completed with partner input to increase youth access to the outdoors.
- USFS staff and partners completed and launched Get Outdoors Colorado resources website.



Individual Contributors

How You Can Help

Since its founding in 2008 as a national 501(c)(3) non-profit organization, GP RED has been working to fill gaps in knowledge and best practices. We are reaching thousands of practitioners and citizens with our work and helping communities thrive. **You can join us in this cause!** All financial support is tax-deductible (talk to your tax advisor). While we are open to all forms of support and partnership, we invite you to consider five specific opportunities:

- 1. Sponsor Specific Activities.** Benefits vary depending on desired level and valuation, but can include cooperative marketing, frequent direct emails to over 5,000 like-minded supporters and professionals, web presence, and active branding. Potential initiatives for support include:
 - **REDLine Surveys and/or Research Briefs** (includes four national distributions and web presence).
 - **Community-Specific Projects** for the Surveillance and Management Toolkit, Youth Activities and Nutrition Survey, and Safe Routes to Play initiatives.
 - **Educational Trainings, Youth Engagement Strategies Workshop, National Think Tank.**

Contact Teresa Penbrooke at teresap@gpred.org for more information.

- 2. Become a Community Champion.** Community Champions share our vision for building healthy communities with a level of funding that allows us to bring innovative research and planning tools, active transportation initiatives to state and local agencies and community-building organizations. Contact Cindy Heath at cindyh@gpred.org.
- 3. Spread the Word.** Sign up to support GP RED initiatives with no financial investment at gpred.org.
- 4. Contribute Individual Financial Support.** With a \$10, \$25, \$50, \$100 gift, or whatever your situation will allow, or choose GP RED when you shop on AMAZON, through [AMAZON Smile](#).
- 5. Support the Healthy Communities Research Fund.** Studies are commissioned by GP RED and conducted by scholars in collaboration with practitioners from a variety of disciplines, graduate students, etc., public schools, public health departments, architects and planners.

Community Champion Memberships:	
Catalyst	\$2,000 – \$4,999
Patron	\$5,000 – \$9,999
Advocate	\$10,000 – \$24,999
Benefactor	\$25,000 – \$49,999
Champion	\$50,000 +