Urban Park Management Seminar Series

ADOPT-A-BENCH, ENDOW A TREE: RAISING FUNDS FOR PARK MAINTENANCE

APRIL 21, 2016
As Development Manager for the Women’s Committee, Caitlin LaMorte oversees Central Park Conservancy’s Adopt-A-Bench and Tree Trust programs. She works closely with over 300 donors per year to endow a piece of Central Park. Prior to joining the Conservancy, Caitlin spent three years with the New York Restoration Project, facilitating corporate partnerships and overseeing volunteer events. She has also held internships at the NYC Parks Department, Office of the Public Advocate of NYC, and Cornell University Cooperative Extension. She holds a Bachelor of Arts in Environmental Studies from New York University and a Masters of Public Administration in Public and Nonprofit Management and Policy from New York University’s Wagner School of Public Service.
The Women's Committee is a group of dynamic women who are dedicated to the beautification and preservation of Central Park. Founded in 1983 by four visionary women, the Women's Committee has been instrumental in increasing awareness and raising funds for many Park projects.

The Women's Committee raises nearly 15 percent of Central Park Conservancy's $65 million annual, Park-wide budget.

The Women’s Committee is proud to host four of New York’s premier charitable events: the Frederick Law Olmsted Awards Luncheon, the Fall Luncheon, the Annual Family Party in Heckscher Playground, and the Playground Partners Winter Luncheon.

With a membership of over 1,000, the Committee is responsible for the operation of many Park-wide programs including Adopt-A-Bench, Tree Trust, Playground Partners, Tulips and Daffodils, Perimeter Association, and Conservancy Docents.
The Adopt-A-Bench program was established in 1986 as a permanent fund to maintain and endow the care of Central Park's more than 9,000 benches and their surrounding landscapes.

To date, more than 4,200 benches have been adopted. In recognition of contributions to the fund, Central Park Conservancy installs a personalized plaque on a park bench of the donor's choosing. Benches may be endowed for $10,000.
Adopt-A-Bench

When you choose to participate in the Central Park Conservancy Adopt-A-Bench Program, you are helping to maintain Central Park’s 9,000 benches.

![Bench Image]

Not all benches without plaques are available. Please first consult our map of available bench locations in Central Park. We are happy to provide maps of any of your preferred locations.

Some areas of the Park no longer have benches available. These include: the Pond at 60th Street, Conservatory Water (Model Sail Boat Pond), the Alice in Wonderland and Hans Christian Andersen statues, Cherry Hill, the East 67th Street entrance, the East 69th Street entrance, the West 69th Street entrance, the East 72nd Street entrance, the East 76th Street entrance, the East 79th Street entrances, the Great Lawn Oval, the East 90th Street entrance, The Pool at West 102nd Street, Strawberry Fields, The Lake, the West 81st Street entrance, The Mall, Lasker Walk, Olmsted Bed, and Adventure Playground.

We will acknowledge a donation of $10,000 with a personalized plaque on the bench of your choice. Multiple donors may contribute through honorary or memorial funds. Full payment must be received before you can reserve a bench. Bench adoptions are fully tax-deductible, and payment can be made by check, credit card, or stock transfer.

I am interested in making a donation to the Adopt-A-Bench Program: □ $10,000

I am also including a tax-deductible contribution for the general maintenance and care of benches: ___________________________

By submitting this form I acknowledge that my contribution will be placed into the Adopt-A-Bench Endowment, the purpose of which is to maintain all Central Park benches and their environs, and that the Central Park Conservancy reserves the right to temporarily or permanently alter or relocate benches. I understand that it is my responsibility to update the Central Park Conservancy with my current contact information.

NAME ____________________________  CARE ____________________________

□ IN HONOR OF    □ IN MEMORY OF

HOW WOULD YOU LIKE TO BE LISTED IN THE ANNUAL REPORT? (ONLY FOR GIFTS AT THE $1,000 LEVEL AND ABOVE)

ADDRESS ____________________________  CITY ____________________________  STATE ____________________________  ZIP CODE ____________________________

PHONE ____________________________  EMAIL ____________________________

CREDIT CARD NUMBER ____________________________  FOR ____________________________

NAME ON CARD ____________________________  SIGNATURE ____________________________

Please make check payable to the Central Park Conservancy and send it to: Adopt-A-Bench Program, Women’s Committee, Central Park Conservancy, 14 East 60th Street, New York, NY 10022

Phone: 212.310.6617  Fax: 212.310.6656  Email: benches@centralparknyc.org
Available Benches in Central Park

Iconic locations where benches are available:
- Chess & Checkers House
- Delacorte Theater (backless)
- East Meadow
- Grand Army Plaza (backless)
- Great Hill
- Harlem Meer
- Heckscher Playground
- North Meadow
- The Ramble – currently undergoing renovations
- Sheep Meadow
- Tennis Courts

*Benches are also available along the perimeter and inside most playgrounds.
Donor Recognition

I would like to adopt bench number:
1st choice: __________ 2nd choice: __________ 3rd choice: __________ 4th choice: __________

How did you hear about the Adopt-A-Bench program?
☐ Word of Mouth  ☐ Saw plaques in the Park  ☐ Website  ☐ Adopt-A-Bench Committee Member
☐ Other: ________________________________

Please choose from the fonts listed below and use the boxes to fill out the inscription.
(please note that we cannot display graphics or logos on plaques).
☐ Lithos Pro — The quick brown fox jumps over the lazy dog.
☐ Helvetica — The quick brown fox jumps over the lazy dog.
☐ Lucida Calligraphy — The quick brown fox jumps over the lazy dog.
☐ Times New Roman — The quick brown fox jumps over the lazy dog.

Tony,
Win, lose, or break even,
You always have me
Love, Karen
The Tree Trust of Central Park Conservancy offers you the unique opportunity to support the care of Central Park’s almost 19,000 trees. All contributions to the Tree Trust are placed in an endowment for existing trees and to fund the planting of new trees. Your gift will help ensure Central Park’s trees are well-maintained.

With the endowment of a mature tree, the gift is honored with an engraved paving stone at the southern end of Literary Walk in the heart of Central Park.
Tree Trust

Create a living memory... and protect Central Park’s most valuable resource.

Endow a tree and create a living memory that will last for generations to come. Make a contribution as a gift to celebrate important milestones, in honor of or in memory of someone, or to celebrate a joyous occasion. When you endow a tree, your gift will help to improve and protect the natural environment and quality of life in New York City.

The Tree Trust of Central Park Conservancy offers the unique opportunity to support the care of Central Park’s 20,000 trees. All contributions to the Tree Trust are placed in an endowment fund to care for existing trees, and to fund the planting of new trees. Your gift will help ensure the legacy of Central Park’s trees.

Contribution Levels
All contributions to Central Park Conservancy Tree Trust are 100% tax-deductible.

Groves
Groves are defined as clusters of trees with four or more trees of the same species. You will have the opportunity to select a grove in consultation with a Conservancy tree expert. In-Park recognition of your contribution is an engraved bronze plaque affixed to a boulder which will be placed adjacent to the grove of your choice. Contact Caitlin LeMorte at 212.310.6617 for more information on endowing a grove.

$12,000 - A Tree Family
For a gift of $12,000, you will have the opportunity to select a tree cluster family, a grouping of three trees of the same species in a landscape with the assistance of a Conservancy tree expert. In-Park recognition of your contribution is an engraved granite paving stone (see above for details).

$5,000 - A Remarkable Tree
For a gift of $5,000, you will have the opportunity to select an existing tree, with the assistance of a Conservancy tree expert. In-Park recognition of your contribution is an engraved granite paving stone installed at the southern end of The Mall, also known as Literary Walk. The paving stone will be engraved with the species selected, the year endowed, the donor’s name and/or the name of someone the donor wishes to honor or memorialize.

$2,500 - Sapling Circle (5 or more)
For a gift of $2,500, you or the person you are honoring will receive a certificate with the date of the gift. Whenever you see saplings in the Park, you will know yours is among them.

$500 - Sapling
For a gift of $500, you or the person you are honoring will receive a certificate with the date of the gift. Whenever you see saplings in the Park, you will know yours is among them.

I am interested in donating to the tree trust in the amount of:

- $500
- $2,500
- $5,000
- $12,000
- Other: $________

By submitting this form, I acknowledge that my contribution will be placed into the Tree Trust endowment, the purpose of which is to care for Central Park’s 20,000 trees. In the event that a tree I have selected as part of the recognition opportunity for my gift is damaged or removed, Central Park Conservancy will provide an alternative selection. It is my responsibility to update the Conservancy with current contact information. In our effort to preserve the Park’s natural resources so all can enjoy, the Conservancy reserves the right to accept multiple endowments per tree.

NAME

DATE

IN HONOR OF (IF APPLICABLE)

IN MEMORY OF (IF APPLICABLE)

How would you like to be listed in the annual report? Only names at the $5,000 level and above

ADDRESS

CITY

STATE

ZIP CODE

PHONE

EMAIL

CREDIT CARD NUMBER

EXP

NAME ON CARD

SIGNATURE

Please make check payable to Central Park Conservancy and send it to:

Tree Trust, Women’s Committee, Central Park Conservancy, 14 East 56th Street, New York, NY 10022
Phone: 212.310.6617 · Fax: 212.310.6656 · Email: treas@centralparknyc.org

All contributions are 100% tax-deductible

Central Park Conservancy, in its sole discretion, reserves the right to reject any proposal for inscription containing language that is obscene, lewd, defamatory, infringes on the proprietary rights of any third party, or is otherwise inappropriate.

Central Park Conservancy does not rent or sell its donor mailing lists. However, we occasionally share the names and postal addresses of inactive donors with other reputable charitable organizations as a cost-effective way to find new supporters.

☐ Check this box if you prefer not to have your name and address shared in this way.

Central Park Conservancy values your privacy and we encourage you to review our privacy policy at centralparknyc.org

CENTRAL PARK
CONSERVANCY
INSTITUTE FOR
URBAN PARKS
Donor Recognition

Tree Trust Paving Stone Templates
Please choose one.

1. Tree Species
   ENDOWED BY
   NAME
   YEAR

2. Tree Species
   ENDOWED BY
   NAME OF DONOR
   IN HONOR OF
   NAME OF PERSON
   YEAR

3. Tree Species
   ENDOWED
   IN HONOR OF
   NAME OF PERSON
   YEAR

4. Tree Species
   ENDOWED BY
   NAME OF DONOR
   IN MEMORY OF
   NAME OF PERSON
   YEAR

5. Tree Species
   ENDOWED
   IN MEMORY OF
   NAME OF PERSON
   YEAR

Pin Oak
ENDOWED BY
DOLORES "DEE" WILLS
2013
Group Fundraising

TreeMark

Central Park Conservancy is able to facilitate group fundraising for a tree through TreeMark, an online fundraising tool. To set up a page for group fundraising and to learn more about TreeMark, please email trees@centralparknyc.org or call 212.310.6617.

To donate to an existing group fundraiser, please enter the code/name here: enter code or name Search

All donations are non-refundable.

Should your group not reach its goal within one year, all contributions will be designated to support the general fund for the care and maintenance of Central Park trees.

BenchMark

Central Park Conservancy is able to facilitate group fundraising for a bench through BenchMark, an online fundraising tool. To set up a page for group fundraising and to learn more about BenchMark, please email benches@centralparknyc.org or call 212.310.6617.

To donate to an existing group fundraiser, please enter the code/name here: enter code or name Search

All donations are non-refundable.

Should your group not reach its goal within one year, all contributions will be designated to support the general fund for the care and maintenance of Central Park benches.
Group Fundraising

BenchMark

Adopt a Bench in honor of: Jane and Thomas

Bench Coordinator: Jane McIntosh

Date Started: 05/12/2015

Amount Raised: $10000 of $10000

*Donations received that exceed the goal will be designated to support the general fund for the care and maintenance of Central Park benches in honor of the above.

This park is part of our history—before and after we met. It is wonderful to have a bench on the Great Hill be part of our future.

Donation amounts will remain confidential.

Contributors’ names may take up to one hour to be listed on this page.

For questions or concerns or to have your name marked Anonymous please email benches@centralparknyc.org or call 212.310.6617

List of Donors

1. Abigail Healy
2. Albert and Marilyn Fenner
3. Allen Walker
4. Amy Prochaska
5. Anonymous
6. Benjamin Bradley
7. Bill & Janine Steely
8. Bryan Ludin
9. Christine Shatinsky
10. Collette, Elizagrace, Liz, Mary, Mike, Rebecca, Shanta
11. Deborah Balmer
A memory to last a lifetime, on a bench in Central Park.

Whether you’re celebrating a birthday, anniversary, retirement, new baby, or graduation — a bench in Central Park is the perfect gift for any occasion.

Through the Central Park Conservancy’s Adopt-a-Bench program, you can endow a bench in Central Park and inscribe its plaque with a message of your choosing. The plaque remains in Central Park, ensuring that your memories last a lifetime.

You can endow a bench on your own or together with a group of friends. Through BenchMark, an online fundraising tool, several different people can contribute to one bench’s adoption. Perfect for a class gift, a family wedding, or a corporate anniversary! To set up a page for group fundraising and to learn more about BenchMark, please email benches@centralparknyc.org or call 212.310.6617.

BENCHES MAY BE ENDOWED FOR $10,000. WHILE THE PLAQUE TAKES ABOUT 8 WEEKS TO PRODUCE AND INSTALL, A PERSONALIZED CERTIFICATE CAN BE PROVIDED IMMEDIATELY TO NOTIFY THE RECIPIENT THAT A BENCH HAS BEEN ADOPTED IN THEIR HONOR. YOU CAN WRITE THE PLAQUE INSCRIPTION YOURSELF OR LET THE RECIPIENT WRITE THEIR OWN.

The Adopt-A-Bench program was established in 1986 as a permanent fund to maintain and endow the care of Central Park’s more than 9,000 benches and their surrounding landscapes. To date, more than 4,100 benches have been adopted, filling the Park with special stories and memories of thousands of New Yorkers.

For a map of available benches or more information, please email benches@centralparknyc.org or call 212.310.6617.

Central Park Conservancy
Women’s Committee
Spring has bloomed in Central Park!

CENTRAL PARK TREE PLANTING MENU

As part of the Central Park Conservancy’s ongoing work to restore, manage, and enhance Central Park, several new trees will be planted in the Park this spring. The new trees will be located in cherished locations throughout Central Park, including the North Meadow, the Great Lawn, and Cherry Hill.

As a loyal friend of the Park, the Tree Trust of the Women’s Committee is proud to offer you a first look at the planting list and invite you to impact Central Park’s future by supporting the planting of one of these magnificent trees. Your gift supports the tree’s health and vitality and is the perfect way to honor someone special. Just in time for Mother’s Day, Father’s Day or a graduation, these trees will make the perfect gift to create a living memory.

In recognition of your gift, you will also receive an engraved paving stone on Literary Walk, a 1-year membership at the Beltway Knight level (for first-time members only), a signed copy of Central Park Trees and Landscapes by Edward Breslau and Neil Cohene, and an invitation to a Central Park Conservancy Fall Foliage Tour.

Funds raised through the Tree Trust are used to plant and care for nearly 20,000 trees throughout Central Park. Your generous support of this program will help ensure that Central Park’s trees are well maintained for generations to come.

2016 Central Park Plantings*

1. Hecksher Ballfields
   a. 4 Maples: Ballfields — $25,000

2. Cherry Hill
   b. 3 Merrill Magnolias — $15,000
   c. 1 Elizabeth Magnolia — $5,000

3. Dene
   a. 3 Merrill Magnolias — $15,000

4. West 81st Street
   a. 3 Chinese Plums — $10,000
   b. 1 Northern Red Oak — $5,000

5. East 77th Street
   a. 3 Northern Red Oaks — $10,000

6. The Great Lawn and Turtle Pond
   a. 4 Winter Gold Crabapples — $25,000
   b. 1 Northern Red Oak — $5,000
   c. 3 Swamp White Galas — $5,000
   d. 1 European Beech — $5,000
   e. 1 Japanese Black Pine — $5,000
   f. 1 Northern Red Oak — $5,000
   g. 1 American Linden — $5,000
   h. 3 Tulip Trees — $5,000

7. North Meadow
   a. 3 Sugar Maples — $15,000
   b. 1 Bar Oak — $5,000
   c. 1 Red Maple — $5,000

8. North Woods
   a. 2 Swamp White Galas — $10,000
   b. 1 Tulip Tree — $5,000

9. Great Hill
   a. 1 Red Autumn Flame Maple — $5,000

10. Harlem Meer
    a. 1 Sweet Bay Magnolia — $5,000

*Trees are bowed up at a 45-degree angle, first served basis, and quantities are limited. Plantings are subject to change.

I am interested in the following item(s) from the menu:

☐ 1b  ☐ 2a  ☐ 2b  ☐ 3a  ☐ 4a  ☐ 5a  ☐ 6a  ☐ 7a  ☐ 7b  ☐ 8a  ☐ 8b  ☐ 9a  ☐ 10a

Total Amount: $______

I am interested in making an additional contribution in the amount of $______

NAME

ADDRESS

STREET

CITY

STATE

ZIP CODE

PHONE

Enclosed is my check for $____.

Please make check payable to the Central Park Conservancy.

I would like to charge my credit card in the amount of $____.

CARD TYPE: VISA/DN

CARD NUMBER

EXPIRATION DATE

NAME ON CARD

INSTITUTE FOR URBAN PARKS

All contributions are 100% tax-deductible.

Please note this form and your payment to:
Central Park Conservancy
Women’s Committee
14 East 86th Street
New York, NY 10028

Phone: 212.310.6666 Fax: 212.310.6666

www.centralparknyc.org

All contributions are 100% tax-deductible.

The Conservancy, in its sole discretion, reserves the right to reject any proposal.

The Conservancy does not issue tax letters or verify non-profit status for the purposes of satisfying the requirements of the Internal Revenue Service.
Endow A Tree

Honor someone with a living tribute by endowing a tree in Central Park. Your gift is recognized with an engraved paving stone on Literary Walk.

Call 212.310.6613 or visit centralparknyc.org/trees

This bench has been endowed. The Adopt-a-Bench program enables Central Park Conservancy to care for Central Park’s 9,000 benches and surrounding landscapes.

For more information visit www.centralparknyc.org/benches
On Central Park Benches, Inscriptions Remember the Dead and Celebrate Life

By LILY KOPPEL  DEC. 13, 2007

Lou Young attaching a plaque to a bench in Central Park. Nicole Bengiveno/The New York Times

Everything You Ever Wanted To Know About NYC's Iconic Park Benches

BY JEN CARLSON IN ARTS & ENTERTAINMENT  ON FEB 25, 2016 2:35 PM

Richard Nixon enjoys a classic wood-and-concrete NYC bench, February 1964 in Central Park. (LIFE)
Asset Management

Bench 11893

Endowment Information

- Endowment Status: Available
- Donor Name:
- Donor RE ID:
- Donor Email:
- Donor Phone:
- Endowment Amount: $10,000.00
- Endowment In Honor: 
- Endowment In Memory:
  - Plaque Text:
  - Plaque Type:
  - Honoree:
  - Honoree RE ID:
- Endowment Notes:

Relevant Dates

- Endowment Status Date:
- Donation Paid Date:
- Proof to Donor Date:
- Proof Approved by Donor Date:
Asset Management
For more information about the seminar series and other Park-to-Park programs, please contact:

Maura Lout  
Director, Center for Urban Park Management  
mlout@centralparknyc.org

Chris Cousino  
Associate Director of Urban Park Management  
ccousino@centralparknyc.org

Learn more at: centralparknyc.org/institute | institute@centralparknyc.org | @cpcinstitute | 212.310.6678