



Build A Playground and Spread Smiles All Around!

Our community is building a playground...One dollar at a time!

Friends of Greentree Park is raising money for new playground equipment to serve a broader age range of kids. The community is voting online to choose which play equipment meets their needs.

Are you asking, “Why new playground equipment, why Greentree Park, and why now?” Are you wondering, “Can’t you get grants?” and “How is this going to get done?”

All excellent questions...here are the answers!

Why new playground equipment?

Currently Greentree Park is an underutilized community resource with the potential to be a vibrant park. It desperately needs play equipment that appeals to a wider age range of kids. As children graduate from the baby swings and the toddler slide, they have nothing enticing to move on to. More than 500 local residents signed a petition last year asking for improved playground equipment at Greentree Park. With your help, we can bring this gem of a park to life!

Why Greentree Park?

The Greentree neighborhood is in the north end of Willistown Township, close to the town centers of Malvern and Paoli. It's nestled between several neighborhoods that are home to many families. The homes are close together with small yards and many residents do not have the space to build large play systems in their own yards - nor do they want to. Parents don't want to be isolated, they want socialization for their kids and themselves. Greentree Park is a walkable destination for many families, and for those not close enough to walk ample parking is generously offered by Greentree Office Plaza.

Greentree Park has the “bones” of a great park in the making. It has the following *critical* components: fences, bathrooms, parking, some play equipment, and plenty of green space. But when you drive by the park, it is usually empty. Plenty of local mothers drive to parks in Chesterbrook and Downingtown to find the amenities that Greentree Park already has. The difference is that the other parks have more interesting play equipment for a broader age range of kids. (If you're wondering about East Goshen Park, it is great, but it lacks one critical component: fencing.) In addition, families want to travel less and walk if they can!

Why now?

A park can be the heart of a neighborhood with the potential to improve home values, make the area more attractive for families and give residents a sense of pride. Our community has a growing population of elementary-school aged kids. (Great Valley School district has reopened Sugartown School and narrowed the focus of General Wayne to grades K-5). We want to meet the need of our area residents and turn Greentree Park into a thriving place filled with laughing kids and smiling adults.

Can't you get grants?

Grant funds are virtually non-existent due to the economy, and in the rare instance potential funds are available, Greentree Park does not qualify because of the “high” median income of this area. Additionally, the lack of significant commercial and retail business in Willistown and Malvern leave limited opportunities for community business support. We approached the Willistown Township Supervisors in June with our project proposal requesting funding assistance. The Township Supervisors stated they were unable to financially support the project at that time given the economic climate.

How?

Friends of Greentree Park is an offshoot of the Moms Club of Malvern. We are a small group of local parents volunteering our time to raise money for new playground equipment. With support from the Willistown Parks & Recreation Department we have held fundraisers at Jake's Frozen Custard, Jimmy's BBQ, and a Family Walk & Park Party in June. We would love to see this new equipment purchased before the end of 2011 and installed in the Spring of 2012. **This where you come in. If this project resonates with you, please consider joining us. If each of the over 4,500 households in Willistown Township donates \$10, we will have the funding we need. Any amount that you can donate will help!**

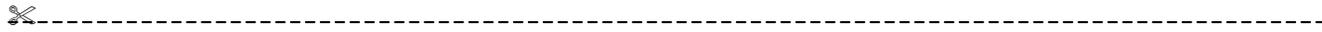
Visit www.momsclubofmalvern.org or "like" Friends of Greentree Park on facebook to learn more. Information is also located at www.willistownparks.org

Special Thanks!

Thank you to the following organizations who have donated time or money to this project:

TD Bank, Malvern Business & Professional Association, Jimmy's BBQ, Jake's Frozen Custard, Mathews Paoli Ford, Kathleen Teti Graphic Design, Malvern Pizza, Target, Great Valley Girl Scouts, i9 Sports, Whirled Peace Frozen Yogurt, Paoli Fire Company, Progressive Chiropractic, and W.D. Wells & Associates Inc. and Tony DuFour

Thank you as well to the many local schools, organizations and companies who allowed us counter space for donation cans, donated raffle items, helped us sell coloring books, and advertised the Family Walk & Park Party to local families and customers – that's community support! And a special thanks to Paul Grim of Boyce Associates for his playground equipment advice and design.



**Greentree Park Equipment Donation Form
Build A Playground and Spread Smiles All Around!**

Please make check payable to *Friends of Greentree Park*.

Mail to: Friends of Greentree Park. c/o Moms Club of Malvern, P.O. Box 474, Malvern, PA 19355

You can contribute online at Active.com, search "Greentree Park"

I'd like to make a tax deductible donation* of \$_____ toward the purchase of Greentree Park Equipment.

The MOMS Club® of Malvern, PA is a nonprofit corporation and a 501 (C) (3) publicly-supported charity registered with the IRS.

Name: _____

Address: _____

Email: _____

(Optional for park updates)

**All donations of \$5,000 or more include a permanent sign at the park's new play area with your name listed, as well as an acknowledgement in every 2011-2012 Willistown Towne Crier newsletter, which reaches 4,500+ homes, recognizing your generous support of this project.*

_____ *I'd like a receipt mailed to me*