

ANNUAL REPORT 2021



ABOUT THE PNA

The Phinney Neighborhood Association (PNA) is a community non-profit organization founded in 1980 committed to a welcoming, equitable, and inclusive Northwest Seattle community that offers quality of life to all who live, work, go to school, and visit here.

Headquartered in a restored elementary school building, we operate in four sites in Northwest Seattle. We serve not only the the Phinney Ridge and Greenwood neighborhoods, but offer a wide variety of programs and activities open to everyone in the Puget Sound region.

MISSION

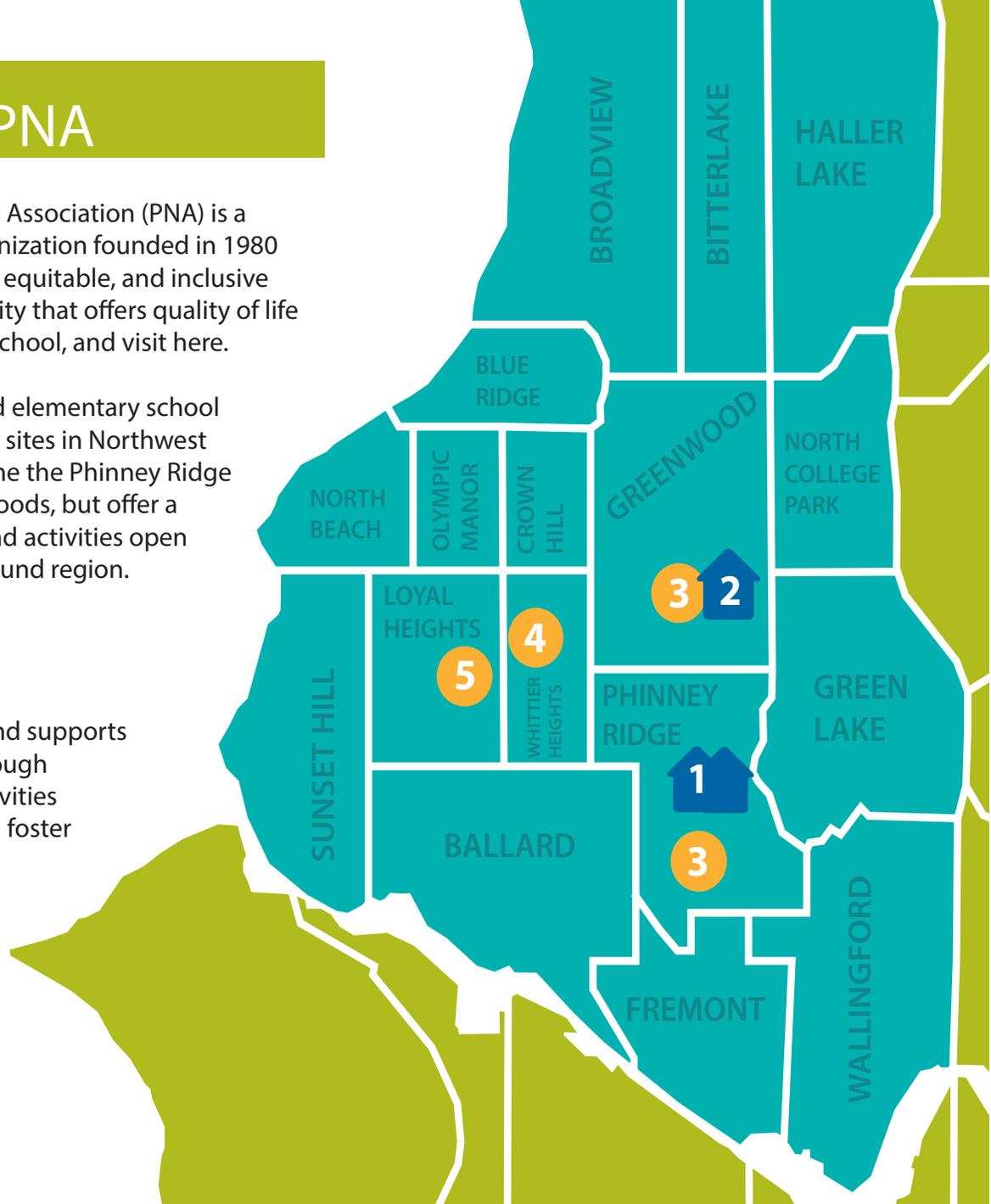
The PNA builds, engages, and supports our diverse community through programs, services, and activities that connect neighbors and foster civic engagement.

VISION

We envision strangers becoming neighbors, and neighbors becoming a welcoming and caring community.

VALUES

We believe the values of Belonging, Inclusivity, Intentional Engagement, and Responsiveness create a stronger, more connected community.



PNA FACILITY



PNA PROGRAM SITE



PNA PRIMARY SERVICE AREA



1 **Phinney Center Campus:**
Blue Building & Brick Building
Administrative Offices
Community Space/Room Rentals
Tool Library & Community Woodshop
Phinney Neighborhood
Preschool Co-op



2 **Greenwood Senior Center**
Programs & Social Services
Memory Loss Program
PNA Village



3 **Hot Meal Program**



4 **Whittier Kids**
Preschool
Before- & After-School
Program
Summer Camps



5 **Ballard Preschool Co-op**

WHAT WE DO

COMMUNITY EVENTS

The PNA hosts dozens of entertaining, engaging events and activities each year for all ages, at the Phinney Center, the Greenwood Senior Center, and in the neighborhood.

93 community events
14,250 attendees



SOCIAL SERVICES

The PNA provides essential services to contribute to the health and well-being of the community.

We offer free meals, medical care, clothes, and personal supplies through our **Hot Meal Program**.

Through our **Greenwood Senior Center**, we offer counseling, support groups, and a memory loss program.

The **PNA Village** helps people live in the homes they love and stay active as they get older.



14,294 free meals served
250 medical & dental visits

1,809 Senior Center participants

519 helpful visits to PNA Village members

EDUCATION

The PNA values lifelong learning.

Whittier Kids Preschool and After School programs use a play-based approach to nurture kids' development up to grade 5.

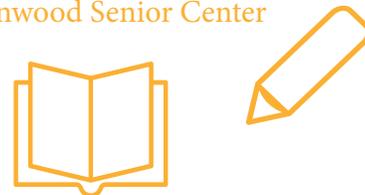
Two cooperative preschools—**Phinney Neighborhood Preschool Co-op** and **Ballard Preschool Co-op**—offer parents a hands-on role in their child's early education.

The **Greenwood Senior Center** offers dozens of classes for adults of all ages, from language learning to line dancing.

The **Phinney Center** serves as a hub for community classes, offering affordable space for local instructors and programs.

226 preschoolers enrolled
117 school-aged kids engaged

16 ongoing classes at the Greenwood Senior Center



ARTS & CULTURE

The PNA celebrates our diverse community through art exhibits and performances, an art walk, and two crafts shows featuring local artists.

Annual festivals like Día de los Muertos and Holi Festival of Colors bring the community together to celebrate diverse cultural traditions.



215 artists and performers represented

COMMUNITY RESOURCES

The PNA is a community hub and connector for Northwest Seattle.

Fixers and builders are equipped to create with the DIY Hub—the **Tool Library** and **Community Woodshop**.

Because thriving businesses are critical to our community, we offer support and networking to all **small businesses** in PhinneyWood,

Affordable space rentals help people gather and connect at PNA campuses.

We keep PhinneyWood in the loop with our quarterly newspaper, **The Review**.

PNA volunteer programs help people give back and build community.

1,223 tools rented

350 local small businesses supported

142 groups rented space

1,049 volunteers gave 28,798 hours



YEAR IN REVIEW

FROM THE BOARD PRESIDENT

Change defined our 2021. We welcomed our current Executive Director Christi Beckley in March and I began serving as our board president a few months later.



With firm leadership in place, board members and staff collectively discussed and adopted a new vision statement: *We envision strangers becoming neighbors, and neighbors becoming a welcoming and caring community.*

We also agreed on a set of values to help us focus on 'what matters most' and guide decisions: belonging, inclusivity, intentional engagement, and responsiveness. This 2021 annual report describes a number of examples in which our impact was aligned with—indeed, driven by—our values.

Our immediate and surrounding community has changed significantly over the last decade. To be **responsive** to the changing characteristics of the community requires that we understand its unmet needs. Therefore, last fall we began designing a comprehensive community survey to understand the experiences of people who live, work, and visit northwest Seattle. Committing time and resources to this substantial project in 2021 (and in the 2022 budget) reflects our strong commitment to **engage intentionally** and **inclusively** with our community. It's also a critical step, we believe, in fostering a greater feeling of **belonging**—the sense that all are welcome in PNA spaces, programs, and events.

In 2021, we welcomed our community to gather and celebrate with the PNA after a year of virtual connections. Food Truck Fridays enabled diverse people to enjoy food and socialize together all summer. The Power of Community virtual fundraiser inspired viewers to build community and raised more than \$50,000 for the Greenwood Senior Center. The new PhinneyWood Winter Lights lit up holiday season streets.

PNA programs like the Village, Hot Meal Program, and our kids' programs continued serving important community needs as well. We supported hundreds of local small businesses as they worked to recover from the pandemic. We were also finally granted ownership of the Greenwood Senior building from the city, enabling us to connect with thousands of older adults for years to come.

With new and existing programs and activities in 2021, the PNA facilitated dozens of opportunities for strangers to become neighbors and neighbors become a welcoming and caring community.


Gabe Murphy



Food Truck Fridays gathered diverse neighbors during the summer of 2021



The PNA celebrated its new ownership of the Greenwood Senior Center Building

2021 BOARD OF DIRECTORS

Gabe Murphy, President
Helen Wattley-Ames, Vice President
Renee Schulz, Secretary
Laura Fletcher, Treasurer
Bill Thorness
Christi Everett
Evan Bourquard
Kayti Barnett-O'Brien
Marty Chakoian
Michael Kucher
Minor Harris
Neal Kawas
Nick Major
Shweta Jayawardhan
Tracy Weber

Christi Beckley, Executive Director
Lee Harper, Interim Executive Director

OUR VALUES IN ACTION



BELONGING

BRINGING TOGETHER: SOCIAL CONNECTION PROJECT

Our Social Connection Project, launched in 2021, aims to increase inclusion, support, and access to resources for isolated older adults, LGBTQIA+ seniors, and those affected by memory loss. The project coordinator provides free social connection consultations, hosts conversations about ways to increase social connection, crafts programs that encourage connecting with others, and collaborates with other agencies for outreach.

INCLUSIVITY

PRIDE RAINBOW HOP: CELEBRATING LOVE FOR ALL

In spite of showers that washed away some gorgeous chalk messaging, Rainbow Hop 2021 transformed neighborhood into a colorful show of love and support for our LGBTQIA+ communities. A record 46 businesses participated by decorating their windows and sidewalks to show that PhinneyWood values inclusivity, equity, and belonging. Because of 19 amazing local business sponsors of this event, the QSA Club at Robert Eagle Staff and Whitman Pride Club each received \$1,300.



INTENTIONAL ENGAGEMENT

HELPING THE COMMUNITY TO HELP: CLOTHING BANK

Our friends at Woodland Park Presbyterian Church had been running a free meal program for many years but the COVID pandemic caused them to close their doors. They were feeling a sense of loss and a deep desire to continue serving our underserved neighbors. After visiting our Hot Meal Program and discussing new opportunities to serve, we determined the most pressing need was our fledgling free clothing store. The church is now running the store every week and has expanded its offering to shoes, underwear, and socks.

RESPONSIVENESS

PNA VILLAGE: HELPING OUR NEIGHBORS

Ten years ago, PNA members saw the need to help aging neighbors stay in the homes they love and live independently for as long as possible. They formed the PNA Village to create a supportive community for people aging in place. Each month, volunteers contribute around 200 hours to help members with large and small tasks, responding to their needs and requests. For example, when the side of Kay's home needed to be repainted, Kevin, Jim, and Bill worked for a collective 18 hours to get the job done for her, saving her money and the effort of hiring out.



SUPPORTERS & PARTNERS

EVENT & PROGRAM SUPPORTERS

4Culture
 74th Street Ale House
 Aegis Living
 Aging Wisdom
 Aide-mémoire Jewelry
 Anchor Home Services
 Baraka Gems
 BECU Ballard Neighborhood
 Financial Center
 BECU Greenwood Neighborhood
 Financial Center
 Center For Spiritual Living
 Childish Things Seattle
 City of Seattle
 Crescent Builds
 David Inman Productions
 El Chupacabra
 Era Living
 Fiber Gallery
 Frazer Voice Studio
 Greenwood True Value Hardware
 HomeLight Inc.
 HomeStreet Bank – Crown Hill

Hooyman Family Chiropractic
 IRG Physical & Hand Therapy of
 Greenwood
 Jamie Flaxman Real Estate
 Ken's Market
 King County
 Montessori Garden School
 PEPS - Program for Early Parent
 Support
 Perfect Harmony Acupuncture
 Phinney Estate Law
 Phinney Ridge Painting
 Picket Fence Real Estate
 Piper Village
 Press Then Press
 Red Mill Burgers
 RidgeWood Bottle and Tap
 Swansons Nursery
 Swedish Medical Center Ballard
 Tulalip Tribes Charitable Fund
 Washington State
 Waste Management
 Wild Boer Media

COMMUNITY PARTNERS

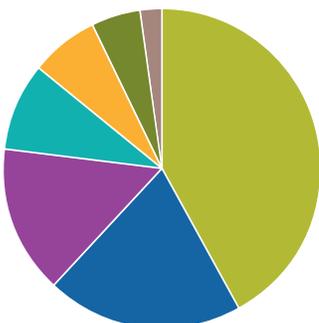
AARP Tax Clinic
 Bloodworks NW
 Books To Prisoners
 City Fruit
 City of Seattle
 Discovery Church
 Emerald City Arts Club
 Food Lifeline
 Girls on the Run of Puget Sound
 Greenwood Knights
 Gumshoe 5K Walk*
 Humanities Washington
 King County Seed Library
 Lahai Health
 Meals Partnership Coalition
 N 63rd Mural Project*
 NW Service Providers
 Operation Sack Lunch
 PhinneyWood Arts Council*
 Scarecrow Video
 Seattle Folklore Society
 Seattle Pacific University
 School of Nursing
 Sound Generations
 St. John United Lutheran Church
 Sunset Hill Community Association
 T2P2
 University Family YMCA
 University Heights
 University of Washington "Do More,
 Feel Better" program
 Waste Management
 Woodland Park Presbyterian Church

* indicates a project fiscally sponsored by the PNA

Thank you to all our members, donors, volunteers, partners, and friends! You are the heart of our community.

2021 FINANCIALS

OPERATING INCOME \$3,251,768

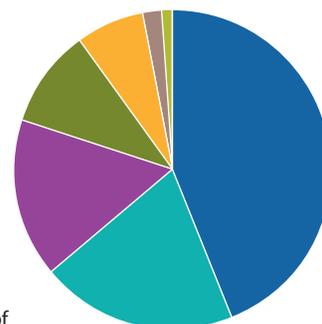


GRANTS¹ - 42%
PROGRAM FEES - 20%
FACILITY RENTALS - 15%
CONTRIBUTIONS² - 9%
MEMBERSHIPS - 7%
EVENTS & FUNDRAISING - 5%
IN-KIND RENT - 2%

¹ Does not reflect \$6,350,000 in-kind donation of Greenwood Senior Center building by City of Seattle

² Includes \$606,000 in funds from PPP2 and ERC

OPERATING EXPENSES \$2,840,448



PROGRAM - 44%
ADMINISTRATION - 20%
FACILITIES - 16%
EVENTS & FUNDRAISING - 10%
MEMBERSHIP - 7%
IN-KIND RENT - 2%
COMMUNICATIONS - 1%