



2012 Annual Report

ABINGDON



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Stewardship

Letter from the Chairperson, Board of Directors

2012 was a landmark year in the 176-year history of Abingdon Square, the town square of the West Village, as the community came together to begin building a strong and sustainable foundation on which our Square is widely supported.

In March 2012, the Abingdon Square Conservancy formed its first board of directors. A series of communications and fundraising vehicles was established, including a corporate identity, fundraising and events committees, and a Web site with an e-commerce capability. Our application to the IRS to be recognized as a standalone non-profit has been filed. [Currently the Conservancy operates as non-profit under the fiscal sponsorship of the Open Space Institute (OSI).]

The Conservancy has managed its finances conservatively, which has meant that we have reduced spending, including spending on plants and gardening fees, in order to keep our budget balanced. We expect more robust fundraising in 2013 and beyond, resulting in, among other things, more plantings, greater horticultural planning and increased gardening care. Please see pages 7-8 to learn more about our financial performance and projections.

In the years ahead, the newly reconstituted Conservancy will work to improve the Square by seeking to maintain our Square's structural and landscape heritage, re-greening it, providing year-round horticultural care and sponsoring the fundraising and communications programs necessary to maintain the Square for the long-term. Central to our efforts to create a lasting foundation is the development of an endowment. Please see page 5 for more information about the endowment campaign.



The Conservancy is solely dependent on private donations for its operation and receives no public funding. To continue maintaining and improving our Square, the Conservancy's donors and volunteers, as well as countless other supporters, are absolutely vital to the Square's well-being. We have recognized our 2012 supporters on page 9.

I would be remiss if I didn't thank Lee Zimmerman, one of the founders of our park conservancy. For more than a decade, Lee dedicated himself to the Square. He was a force of nature, singlehandedly raising funds and doggedly working to keep the Square clean and green for the enjoyment of everyone. Last year, Lee stepped back from an active role, but his spirit and contributions to the park are as enduring as the Square itself.

I am fortunate to work alongside an extraordinary board that has served our Square this past year with tremendous commitment. My fellow board members and I look forward to working together with all of the Square's stakeholders to preserve and enhance the Square, the vibrant beating heart of the West Village, for generations to come.

Kind regards,

Joseph R. Mayock
Chairperson, Board of Directors
Abingdon Square Conservancy



Letter from the Manhattan Parks Commissioner

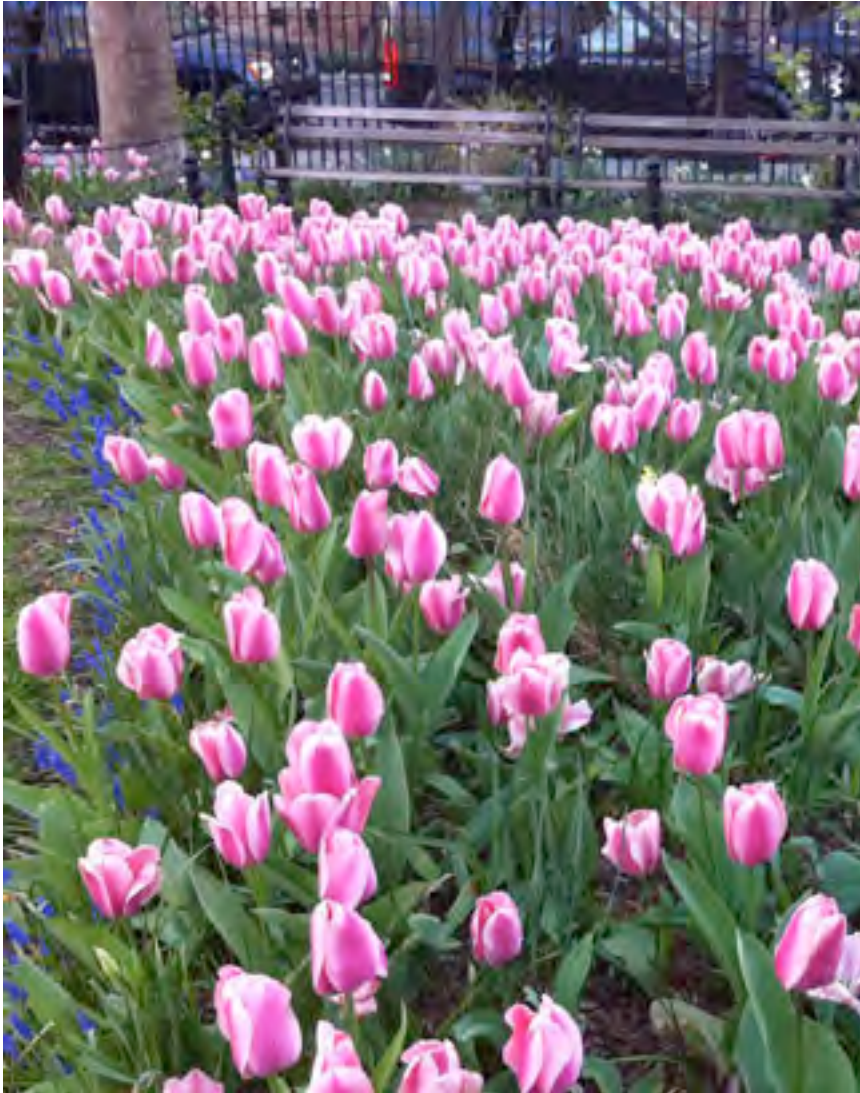
On behalf of the Department of Parks & Recreation, I would like to congratulate the Abingdon Square Conservancy for its very impressive first year.

As you well know, Abingdon Square Park is one of the West Village's most important and popular outdoor spaces. The Conservancy helps to ensure that Parks can continue to maintain this peaceful place of timeless beauty at a high level for the community. Thanks to the hard work of the Conservancy and the generosity of its supporters, the park will remain one of our city's great treasures.

We welcome and truly appreciate the Conservancy's dedication to helping sustain the park's long-term health and vitality. We thank the Conservancy for its leadership and look forward to continuing to work with this wonderful group.

Sincerely,

William T. Castro
Manhattan Borough Commissioner
New York City Department of Parks & Recreation



Board of Directors

Chairperson

Joseph R. Mayock
Chief Marketing Officer, Chadbourne & Parke LLP

Vice Chairperson

Bruce Mastalinski
Chief Compliance Officer, Jewish Guild Healthcare

Treasurer

Todd Hittle
General Manager and Chief Financial Officer,
American Business Media

Secretary

Jeffrey Fitts
Research Scholar, Civil and Environmental Engineering
Princeton University

Natane Boudreau
Actress, Producer

Jeanne Bucknam
Associate Broker, Sotheby's International Realty

Tim Crowley
Managing Director, Flank, Inc.

John Solum
Adjunct Artist, Vassar College



The Endowment Campaign

Let's Get Abingdon Squared Away

As the Conservancy's board of directors has reviewed our formative efforts in 2012, and as we look ahead, we have been evaluating what is the one initiative, that when we look back 20 years from now, will have had the greatest impact on the Square. We are unanimous that our most critical initiative is the creation of an endowment that will fund the operation of Abingdon Square for the long-term.

New York City institutions such as Central Park and the Metropolitan Opera are intended to be around for future generations and as such, require an endowment. Abingdon Square is one of the most important institutions in the West Village. It will celebrate its bicentennial in 2036 and will be around for generations to come. Our Square deserves and needs an endowment.

Currently we are supporting an institution for perpetuity on a very narrow donor base -- an annual appropriation by the boards of just three of the residential buildings adjacent to the Square and a handful of donations from neighborhood businesses and individuals. There has to be a better way.

The planned endowment and its resultant income can mean the difference between just "getting by" and the security of bringing the Square's mission and vision to life for generations to come. A strong endowment provides a secure base of resources and partially alleviates the need for raising funds on an ongoing basis for operating expenses.

The Conservancy expects to formally announce the launch of the endowment campaign later this year.



Building Community

A park is more than its physical infrastructure. Parks are places where social networks and connections are built. The Square is a key building block in fostering community cohesion in the West Village. Conservancy sponsored events in 2012 included:

April 2012: Spring Tulip Display

August 2012: Information Table at the Greenmarket

October 24: Reception and Information Session

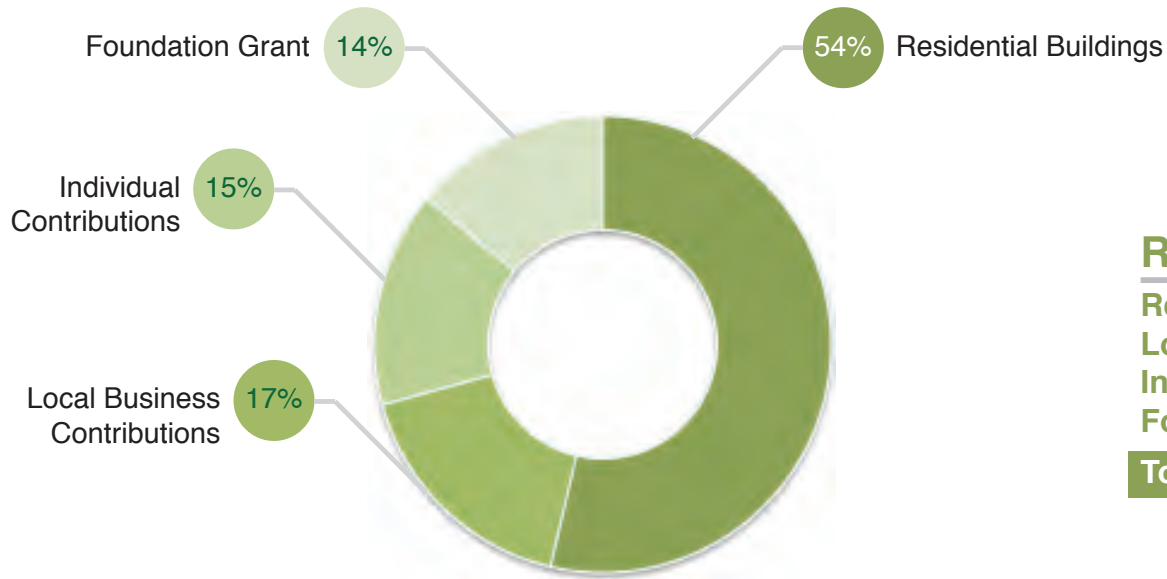
October 31: 6th Annual Pumpkin Patch

December 2012 – January 2013: Holiday Decorations

Advocacy: Removing a Pedestrian Danger and a Rodent's Paradise

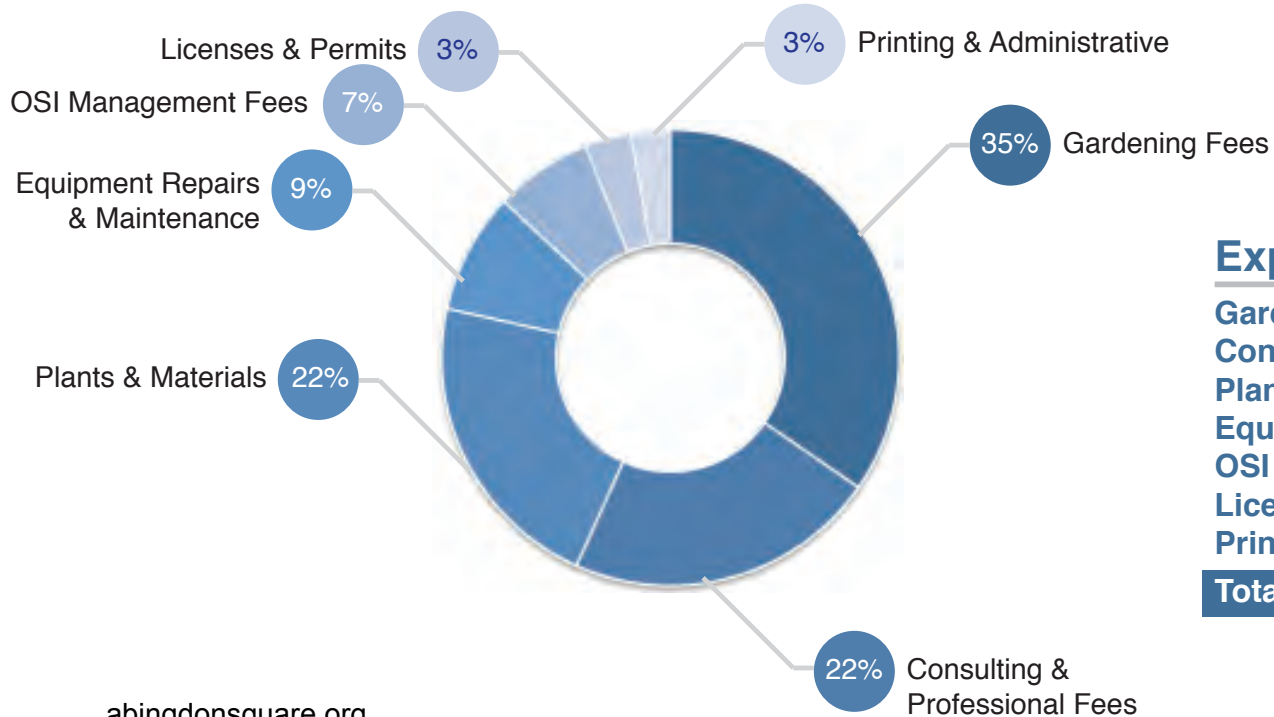
The Eighth Avenue Trunk Water Main Project, part of the City's plan to upgrade the West Village's water infrastructure, was initiated by the Department of Design and Construction (DDC) in September 2012. The work has caused significant disruption, noise and dust. As part of the project, DDC built a storage area adjacent to the Square on 12th Street between 8th Avenue and Hudson Street. The storage area created blind spots for pedestrians crossing 12th Street and was a dumping ground, resulting in a rodent problem in the Square. Working with concerned community members and Speaker Quinn's office, the Conservancy was able to influence the City to move the storage area to a less heavily trafficked location. The Conservancy will continue to play an advocacy role for the West Village.

2012 Financial Report



Revenues

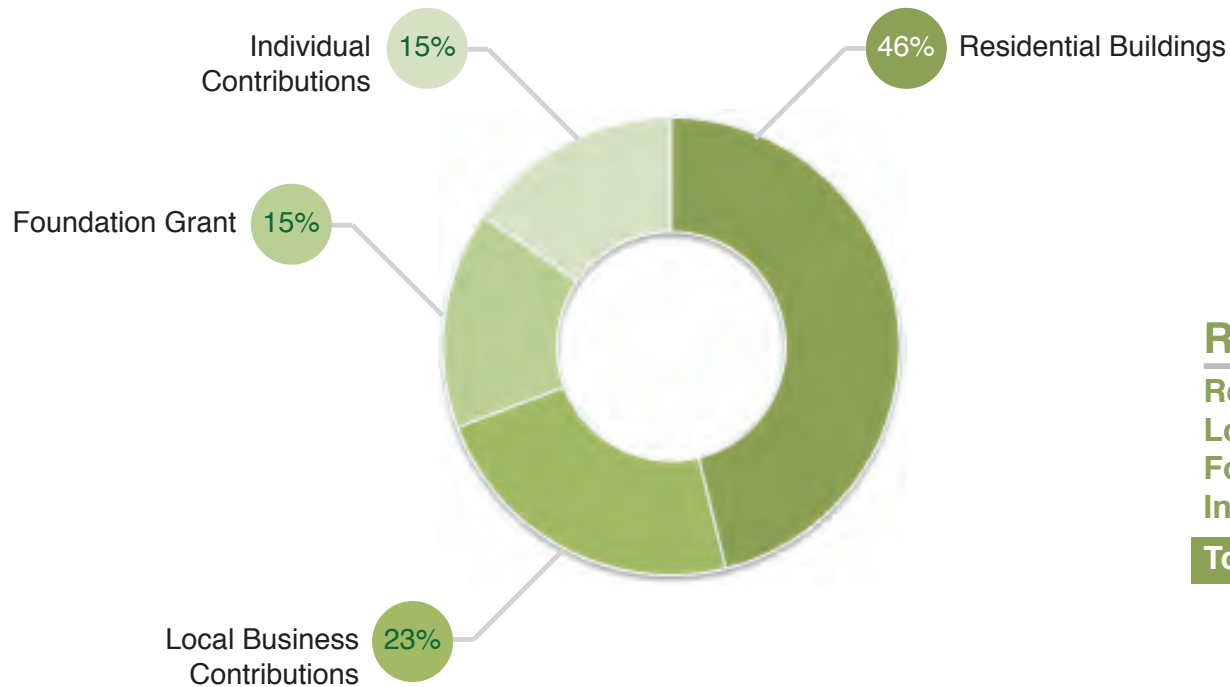
Residential Buildings	19,200
Local Business Contributions	6,100
Individual Contributions	5,475
Foundation Grant	5,000
Total Revenues	35,775



Expenses

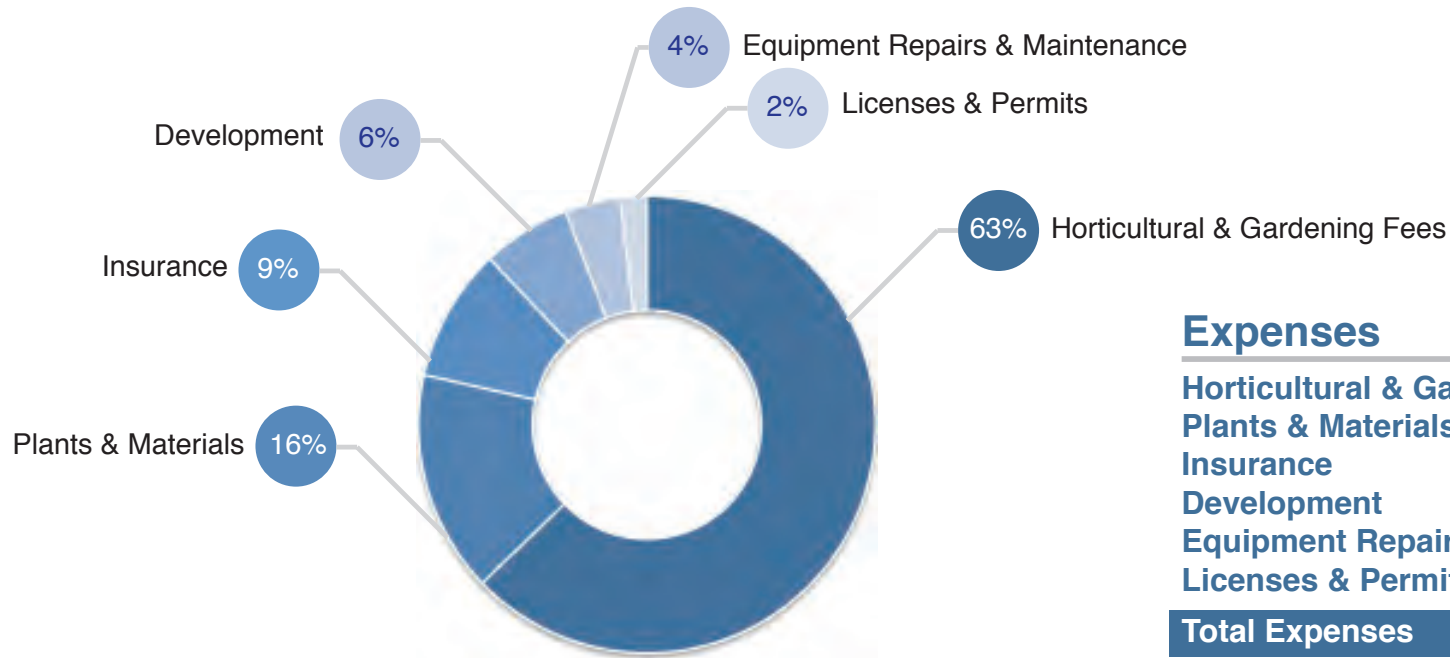
Gardening Fees	10,950
Consulting & Professional Fees	6,988
Plants & Materials	6,866
Equipment Repairs & Maintenance	2,714
OSI Management Fees	2,179
Licenses & Permits	1,040
Printing & Administrative	881
Total Expenses	31,618

2013 Estimated Revenues and Expenses



Revenues

Residential Buildings	30,000
Local Business Contributions	15,000
Foundation Grant	10,000
Individual Contributions	10,000
Total Revenues	65,000



Expenses

Horticultural & Gardening Fees	40,000
Plants & Materials	10,000
Insurance	6,000
Development	4,000
Equipment Repairs & Maintenance	2,500
Licenses & Permits	1,200
Total Expenses	63,700

2012 Supporters

Donors

Corporate/Small Business

Café Cluny
Flank, Inc.
Teich

Residential

302 W. 12th Street Condominium
299 W. 12th Street Condominium
75 Bank Street Cooperative

Community

Perry Street Block Association

Individual

Todd Blumenthal
Joseph Boone
Natane Boudreau
Joanne Collier
Norma Cote
Nian Fish
Stephen Foster
Maxine Glorsky
William Heinzen
John Keenen
Erich Hans Koch
Peter Kostmayer
Richard Lo and Joseph Mayock
Barbara Lorber
Roger Markfield

Molly Meloy and Jeffrey Fitts
Eric Sanford
Scot Schy
Helene Silver
John Solum
Jane Stouffer

Gifts in Kind and Services

Information Session and Reception

Hosted by Virginia Davies and Willard Taylor

Chocolates

Chris Taylor, Li-Lac Chocolates

Holiday Decorations

Romp Family Christmas Trees

Legal

Philip Wagman, Xenia Wright, Clifford
Chance US LLP

Mailbox

Katherine DeFlaun, Manhattan Mailboxes

Meeting Space

Flank, Inc., Gansevoort Hotel, Little Owl,
The Venue

Pumpkins for Annual Pumpkin Patch

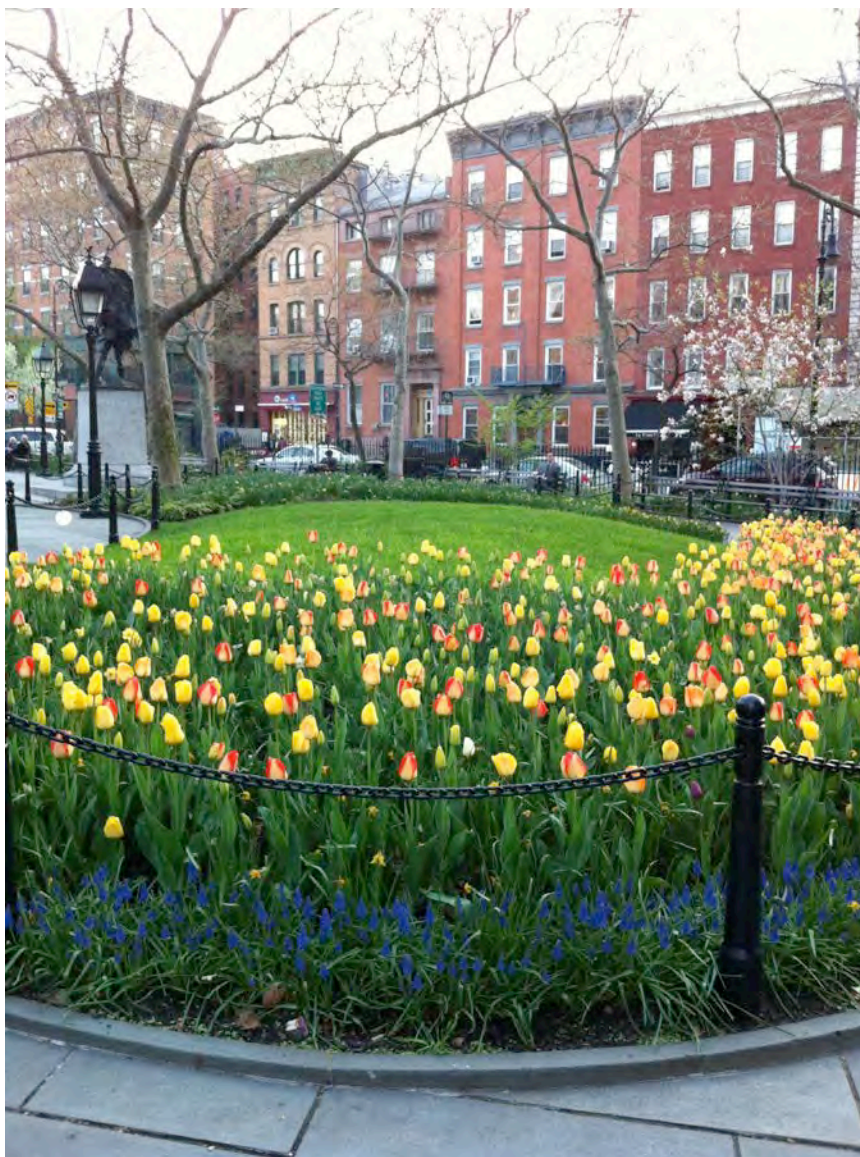
D'Agostino Supermarkets

Webmaster and Videographer

James Carson

Volunteers and Friends

Elizabeth Atwood
Kirsti Bambridge
John Keenen
John Langan
Barbara Lorber
Maura Lout
Sarah Malloy-Good
Paul McRae
Raine Martin
Ralph Musolino
Alexandra Nudelman
Arthur Rosner
John Rumely
Conor Saunders
Steve Simon
Jane Stouffer
George Vellonakis
David Williams
Lee Zimmerman



How You Can Help the Square

Become a Member

Go to abingdonsquare.org. Click on the “Dough-Nate” button on the lower right side of the home page.

Adopt-A-Bench

The NYC Parks Dept. installs a plaque engraved with a personalized inscription on a park bench in a location of the donor's choosing. Benches can be adopted for \$2,500.

Matching Gifts

Please ask if your company has a matching gift program and enclose the form with your donation.

Stock Gifts

The Conservancy accepts gifts of securities. For more information, please email us at info@abingdonsquare.org.

Planned Giving

Include the Conservancy in your estate planning. Please email us for information about making a bequest.

Contact Us

info@abingdonsquare.org

Abingdon Square Conservancy, 302A West 12th Street, #113,
New York, NY 10014

Stay Connected with Us

Go to abingdonsquare.org. Click on “Join Mailing List” on the upper right side of the home page; Friend us on Facebook; Join our LinkedIn group; Follow us at Twitter.



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