

PREPARED FOR: CITY OF WAUWATOSA
DECEMBER 2025



ANNUAL REPORT



OUR MISSION

Friends of Firefly Grove Park (FFGP) is dedicated to fostering a vibrant, inclusive community space by supporting the activation, enhancement, and long-term stewardship of Firefly Grove Park. We collaborate with the City of Wauwatosa to ensure the park thrives as a place for recreation, connection, and nature-based experiences for all.



OUR PURPOSE

Born from a shared community vision, Friends of Firefly Grove Park is a non-profit organization committed to bringing Firefly Grove Park to life—today and for the future.

Our mission is to:

- **Activate:** Host events, programs, and activities that encourage residents and visitors to engage with the park—whether through family-friendly gatherings, recreational opportunities, or cultural experiences.
- **Fundraise:** Secure resources through donations, sponsorships, and grants to enhance park amenities, support programming, and contribute to special projects that align with the park's community-focused vision.
- **Sustain:** Partner with the City of Wauwatosa to assist in ongoing park maintenance, beautification efforts, and improvements, ensuring Firefly Grove Park remains a safe, welcoming, and well-maintained space for all to enjoy.

Together, we aim to make Firefly Grove Park not just a park—but a thriving community hub where nature, play, and people come together.



MEMBERSHIP

OFFICERS

Robin Brannin, President
Nicky Bailey, Vice President
Nicole Adrian, Secretary
Christina Corbo-Travis, Treasurer

BOARD MEMBERS

Sarah Hogan
Heather Benjamin
Chris Brannin
Chris Due
Olivia Due
Amanda Fuerst
Lindsey Schneider
Jason Stasiewicz
Stephanie Quade
Tom Yackley

EVENTS & PROGRAMMING

- All Friends of Firefly Grove Park programming and events include a fundraising component, ensuring that every gathering directly supports future park improvements and enhancements.
- From community nights to wellness events, each activation helps sustain and grow Firefly Grove as a vibrant, welcoming space for all.



FIREFLY FRIDAYS

Our Signature Event of the Year

- Hosted a 17-week summer series (Memorial Day through Labor Day) bringing neighbors together for food, music, and community.
- Featured a rotating lineup of local food trucks each week (1-2 per week).
- Supported local small businesses with 10 community sponsors contributing to the season's success and jumpstarting fundraising efforts.
- Showcased talented local musicians each week, creating a warm, acoustic, family-friendly atmosphere.
- Partnered with Tosa All-City Read for a special kickoff week announcing the citywide book selection.
- Held a Back-to-School Night in partnership with Little Village Play Cafe, Mathnasium and Horizon Bank.
- Welcomed strong weekly attendance, reinforcing Firefly Grove as a cherished neighborhood gathering space.



RISE & RESTORE

- Tested a new “Rise & Restore” concept with two events.
- Hosted a flower bouquet fundraiser, featuring build-your-own bouquets while raising funds for future programming.
- Supported local small businesses, featuring Vennture Brewing Co. serving coffee and Nilz Artful Bites providing cookies and treats.
- Held a special yoga fundraiser led by Wauwatosa instructor Caitlin Moyer.
- Attracted consistent participation and welcomed new visitors through accessible, community-centered wellness programming.



NEIGHBORHOOD CLEAN UPS

- Hosted a pre-grand opening clean-up to help make the park picture-perfect for its debut.
- Organized two additional clean-ups during the summer, keeping the park welcoming and well-maintained.
- Engaged volunteers from across the neighborhood and broader community, including outreach to the Fisher Woods Neighborhood.



PARK ENHANCEMENTS

Continued to enhance the visitor experience by adding practical, community-supported amenities that keep Firefly Grove Park welcoming and safe for all.

DOG POOP BAG STATIONS

- Installed dog poop bag stations throughout the park to promote cleanliness and responsible pet ownership.
- FFGP is committed to ongoing maintenance and refilling of all stations, ensuring visitors always have access to waste bags.

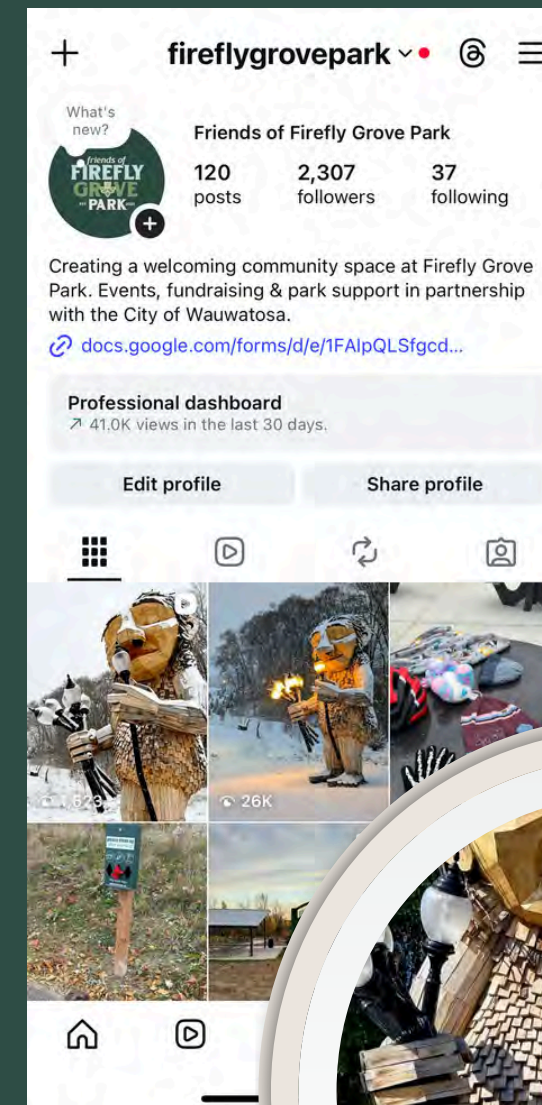


HEALING HUT

- Introduced the *Healing Hut*, a dedicated first-aid supply station designed to support safe play and quick care for minor injuries.
- Partnering with the Wauwatosa Health Department to keep the *Healing Hut* fully stocked, refreshed, and clearly marked, ensuring reliable access to essential first-aid items.

COMMUNITY ENGAGEMENT

- Social media channels highlighting people enjoying Firefly Grove Park.
- Collaborate closely with the City of Wauwatosa and Discover Wisconsin to amplify visibility and celebrate the park's impact.
- Support community groups such as Girl Scouts and Wauwatosa Montessori students, who helped raise funds for the Healing Hut's first aid supplies.
- Partnered with Tosa All-City Read during Firefly Fridays to announce the annual citywide book selection.
- Planning future partnerships with the Wauwatosa Library for story times and additional community-led programming to further connect neighbors and families.



FINANCIAL SUMMARY

TOTAL REVENUE

Revenue: \$2,279.77

- Rise & Restore: \$648.78
- Firefly Fridays: \$1,450.00
- Montessori Donation: \$180.99

TOTAL EXPENSES

Total Expenses: \$1,999.32

- Insurance: \$700.00
- Org Operating Expenses: \$302.51
- Park Enhancements
 - Healing Hut: \$583.39
 - Dog Stations: \$288.00
- Marketing: \$125.42

NET: \$280.45



THANK YOU.



Friends of Firefly Grove Park
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