

Central Park Conservancy

PARTICIPANT PROFILE



Wendy Martin

Executive Director, Women's Committee
New York, NY

Website: www.centralparknyc.org

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Funder: American Express

Wendy Martin joined the Central Park Conservancy (CPC) in 2009 and has served in various roles before being named Executive Director, Women's Committee in 2020. As Executive Director she oversees a team of six, a Board of 60 and a membership base of over 800. Funds are raised through various in-Park programs and recognition opportunities as well as five highly anticipated annual events. The most notable, the Frederick Law Olmsted Award Luncheon (Hat Luncheon), brings in \$4M in funds for the general care and maintenance of Central Park. The Women's Committee raises an average of \$11M annually and plays a vital role in raising the funds and awareness necessary to keep Central Park a sanctuary for all.

Wendy is a graduate of Lafayette College in Easton, PA. Wendy worked as a corporate event planner for nearly ten years at IAC. She lives in NYC with her husband and two sons.

ORGANIZATION INFORMATION

Mission Statement: The mission of the Central Park Conservancy is to preserve and celebrate Central Park as a sanctuary from the pace and pressures of city life, enhancing the enjoyment and wellbeing of all.

Mission Priorities:

1. Other
2. Environment
3. Arts & Culture

Total number of employees: 375

Total number of volunteers (estimate): 1,929

Revenue	Prior Year	2020
Contributions and grants	\$39,856,615	\$134,489,583
Program service revenue	\$13,141,325	\$14,467,308
Investment income	\$11,694,437	\$22,932,602
Other revenue	-\$26,441	\$816,916
Total revenue	\$64,665,936	\$172,706,409

Statement of Revenue (from page 9 – Form 990)	
1a. Federated campaigns	\$0
b. Membership dues	\$0
c. Fundraising events	\$3,807,186
d. Related organizations	\$0
e. Government grants	\$0
f. All other contributions	\$130,682,397
g. Noncash gifts in line F	\$1,649,197
h. Total	\$134,489,583
2. a-g Other revenue (if applicable)	

Fun Fact: I met my husband while working at the same company in 2004. We didn't start dating until we "re-met" through LinkedIn - its actually a funny story.