

# Magical Giving

Bestow the Gift of a Magical Bridge Playground



Play is the most valuable investment we can make as a global society.

The successful opening of Magical Bridge Playground in Palo Alto, California represents the culmination of seven years of collective research, development, fundraising and community awareness. With your help, the Magical Bridge Foundation will leverage our expertise to bring inclusive play to the rest of nation in a profoundly new way.



**MAGICAL BRIDGE**

*It all starts on the playground.*



*"Our daughter has been in a wheelchair since the age of two and we've dreamed of an accessible playground for years! At Magical Bridge Playground, she played on EVERYTHING like a typical child. Even now, it brings tears to my eyes."  
—Angie D.*

# Why Fund a Playground?

By supporting Magical Bridge Foundation, you bring the "magic" of real inclusive play to thousands of families every year, and give people with and without disabilities the chance to play together as never before.

**Leave a lasting legacy.** With naming opportunities at the playground, you leave a lasting legacy of joy, friendship, kindness and compassion that will touch countless lives.

**Experience and enjoy the gratitude.** Through ongoing social media conversations, you will be astounded by the impact and heartfelt praise for helping to build a playground for all members of a community.

**Discover how kindness transforms and connects.** People of all ages and abilities will come together with various outreach and volunteer efforts to keep the magic going.

**Enable the power of play for everyone.** Crucial for all children, but especially those with disabilities, play is essential to promote social, emotional and cognitive development. Today's ADA mandates on parks produce

prescriptive spaces that overlook the play needs of far too many. Each flagship Magical Bridge Playground sets a new standard for play.

**Exemplify your core values in a powerful way.** Introducing this new type of playground model underscores that you value community members of ALL abilities.

**Ignite a local economy.** A Magical Bridge Playground invigorates surrounding neighborhoods by attracting visitors from all over the world.

**Unite a community.** A Magical Bridge Playground quickly becomes a cherished meeting place in the community, connecting families, businesses, schools, and organizations through inclusive play, art, music and special events.

# Reimagine Play with Us.

## Let's Change the Playing Field Together!

Magical Bridge Foundation holds the key to unlocking the real magic of a new kind of community playground. Join us on this exciting journey and bring innovative and inclusive play to everybody, regardless of ability or disability.

### Leverage our success.

Magical Bridge Foundation is ready to pour our seven years of research, development, design, and construction strategies into Magical Bridge Playgrounds across the nation. We provide the value of our expertise to every project and, as our partner, you will experience first hand the joy and benefits that a flagship Magical Bridge Playground brings to everyone.

### Increase the value.

Driven by the same passion that built Magical Bridge Playground in Palo Alto, we capture the spirit of each unique community and utilize local talent and labor to deliver cost-effective, sustainable and time-efficient results. Poised to scale, we leverage our experience and the relationships we have made to reduce overall cost by at least 30%, from \$4M to approximately \$2.5M per playground (based on the size and scope of Magical Bridge Playground in Palo Alto).

### Engage the community.

With each new region served, we fully engage with city officials and local organizations that align with our mission to broaden our reach and sustain the playground's success. As a public playground, we leverage municipal financial support, and work closely with the local parks and recreation department and city planners to ensure their commitment to the project. Upon opening, we



transition playground ownership to the city for their continued maintenance and support.

### Maximize your social impact.

Since its opening in April 2015, Magical Bridge Playground is the most visited playground in the Bay Area, from local families, schools and special needs organizations to groups flying in from around the world to experience a first-of-its-kind playground. Families drive for hours for the chance to slide alongside their child for the very first time, or to roll their wheelchair to the second story of the custom-designed playhouse, or to spin, swing and sway safely on the carefully selected and purposely placed equipment. As a non-profit organization, every dollar donated will benefit the extraordinary community that gathers at a Magical Bridge Playground. And as our partner, you will be at the heart of it all!



# The Community

According to the U.S. Census of 2010, approximately 25.4 million families in this country have at least one member in their family with a disability. Magical Bridge Playgrounds are designed to address the complex needs of the entire population living with disabilities, from the physical to the cognitive. It is important to note that only 10% of those with disabilities are physically affected; autism, cognitive and developmental issues, sensory challenges and many other differences make up the other 90%.



## MAGICAL BRIDGE

*It all starts on the playground.*

### Our Mission

Magical Bridge Foundation ignites and supports a global movement that advocates for and achieves a new foundation for truly inclusive play.

[www.magicalbridge.org](http://www.magicalbridge.org)

Please join the conversation on Facebook and Twitter @magicalbridge and share your story with #ADAforgotme

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