



11 Dupont Circle, NW  
Suite 600  
Washington, DC 20036-1224

202 238 4200 MAIN  
202 234 3103 FAX  
[www.nationalparks.org](http://www.nationalparks.org)



Glacier National Park © Marc Muench

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Grand Canyon National Park

The National Park Foundation, chartered by Congress, strengthens the enduring connection between the American people and their National Parks.



“National Parks are vast schoolrooms of Americanism, where people can learn to love more deeply the land in which they live.”

—Stephen Mather  
Director, National Park Service  
1917–1929



Grand Teton National Park © Scott T. Smith

## MESSAGE FROM THE CHAIRMAN



We all feel a special connection to our National Parks because they conserve and protect for us, and for future generations, those very special places that are an important part of who we are as Americans. And it is through a unique partnership with the National Park Foundation that government and the private sector come together to strengthen this special connection to our nation’s most significant natural and historic treasures.

One of the most important ways that the National Park Foundation fosters the connection between people and Parks is through volunteerism. I am especially proud that the Foundation has responded to the Take Pride in America Initiative, through its support of innovative volunteer programs across the Parks. These Foundation-sponsored volunteers reach into our schools and communities and support our Park staff in introducing new audiences to the Parks and enriching the Park experience.

Congress chartered the National Park Foundation “to further the conservation of natural, scenic, historic, scientific, educational, inspirational, or recreational resources for future generations of Americans.” As Chairman of the Board, I am pleased to report to Congress that the National Park Foundation is successfully

fulfilling this charter. The Foundation has made remarkable strides this year, hitting a milestone \$50 million in total revenue and providing grants and support totaling nearly \$34 million to Parks and programs across the country, including support for local Park organizations and other partners. The National Park Foundation is also a wise steward of the money they raise, sending fully 90 cents of every dollar back to the Parks, and as a result the American Institute of Philanthropy awarded NPF an ‘A’ rating for its efficient use of donor funds.

Looking to the future, I know that the National Park Foundation’s talented, committed, all-volunteer Board of Directors will continue to develop new resources and new innovations to strengthen the partnership between the National Park Service and the private sector. Together, we can ensure that America’s National Parks remain vital and relevant to every American now and for future generations.

Gale A. Norton  
*Secretary, U.S. Department of the Interior*  
*Chairman, National Park Foundation*



Somehow, it wasn't until I turned forty that I discovered the glories of mountain hiking — but that first time at 11,000 feet in the Tetons was an epiphany for me. Whenever my aging legs have carried me thousands of vertical feet to some stunning overlook into miles of protected, public lands, I think of the many wonders yet to explore and all of the trails that await me still.

That these lands are accessible, available and pristine speaks volumes about the value and importance of true partnership between government and private agencies. The way I see them, true partnerships are imbued with mutual trust and self-confidence; communication, patience and tolerance, flexibility, common objectives, and a willingness to take the long view.

I am very proud of my own family's partnerships with public lands and their managers, especially our historic relationship with America's National Parks. My great-grandfather, grandfather and uncle have all helped turn a family's good fortune into gifts to a nation — from the Great Smokies to Acadia, the Virgin Islands, Haleakala and Marsh-Billings — dedicated to public enjoyment and permanent protection. I am very

proud to continue my family's dedication to National Parks through my service as Vice Chairman of the National Park Foundation, and delighted that so many people have chosen to support the good work of the Foundation through their contributions.

For 35 years the National Park Foundation has played an important role in supporting and strengthening the enduring connection between the American people and their National Parks. Through its own innovative partnerships, the Foundation has made a big difference in the National Park experience of countless visitors, volunteers and school children.

In recent years the National Park Foundation has taken a century-old tradition of partnerships for the benefit of America's National Parks and given it new life. Please join us now and help us connect more Americans than ever to their National Parks.

David Rockefeller, Jr.  
*Director, Rockefeller & Co., Inc.*  
*Vice Chairman, National Park Foundation*

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Grand Teton National Park

The magic of the National Parks is their power to inspire.  
From the roar of Yellowstone's geysers  
to the welcoming vision of the National Mall,  
National Parks excite and enrich visitors every day of every year.



National Parks tell the story of our country — one of mountains and wetlands, glaciers and deserts, oceans and lakes. A country blessed with a wonderfully complex and fragile collection of plants and animals.

National Parks also tell the story of our people — and how we evolved as a nation — through the writing of the Constitution, the Civil War, the movements for civil rights and women's voting rights, plus many other pivotal points in our history.

Fortunately, our predecessors had the wisdom to set these places aside so that all Americans for all time can draw inspiration from them.





Grand Teton National Park

NATIONAL PARK PHILANTHROPY: AN ENDURING TRADITION



Teddy Roosevelt and John Muir in Yosemite National Park

Nineteenth-century visitors to what's now known as Yellowstone made their arduous journey for personal wealth. Fur trappers' tales of boiling mud and roaring geysers piqued the interest of explorers, who set out to open this portion of the West to exploration and exploitation. Backed by Eastern industrial interests, their mission was clear: plunder nature's treasure for the enrichment of a select group of individuals. Little did they know how Yellowstone's majestic beauty would change their plans.

Indeed, Yellowstone inspired these entrepreneurs and their funders to a higher calling — advocating that the land be set aside for the enjoyment of all.

On March 1, 1872, President Ulysses S. Grant signed the law declaring that this area would forever be preserved: "dedicated and set apart as a public park or pleasuring ground for the benefit and enjoyment of the people." The first National Park was born, the product of nature's ability to inspire individuals to turn their private opportunity into public benefit.

As the ideal of National Parks took hold in our young nation, their power to inspire public service and philanthropy intensified. People of means nationwide converted their private wealth into public lands. In the West, Mr. and Mrs. William Kent donated what became Muir Woods National Monument. In Maine, George B. Dorr,

Charles W. Eliot, and others gave the land for Sieur de Monts National Monument — the forerunner of Acadia National Park.

Lands acquired and converted to public use by John D. Rockefeller, Jr. and his family continue to inspire Americans today across the entire National Park System, from Acadia, Grand Teton, and the Great Smoky Mountains to the Virgin Islands and nearly 20 other National Parks.

But wealthy individuals aren't the only ones responsible for the birth of our Park System. Even in the beginning, everyday people and leading corporations began lending support to bring our natural treasures to a wider public. In 1916, Stephen T. Mather, the first Director of the National Park Service (NPS), persuaded several western railroads to join him in contributing \$48,000 to publish the National Parks Portfolio, which publicized the Parks and, in turn, helped persuade Congress to create the National Park Service. Artists like Thomas Moran and Ansel Adams, moved by the majesty of the land, used their work to share the wonders of the West with city dwellers back East.

Through the next several decades, National Parks became ingrained in the American imagination. So did National Park philanthropy. The post-war boom brought generations of Americans to National Parks, and each generation took the inspiration

home to communities across the country. Americans from all backgrounds became Park supporters, and they have continued to support their National Parks with unwavering commitment:

- In 1982, a fire destroyed the Filene Center at Wolf Trap National Park for the Performing Arts, which had been given to the American people by Catherine Filene Shouse in 1966. Park and arts lovers rallied to raise private funds to build a temporary shelter, then a permanent facility, so the show could go on.

- A 1996 flood may have devastated parts of the Chesapeake and Ohio Canal, which follows the Potomac River from Washington, DC to West Virginia, but it was no match for the outpouring of support that followed from people who helped restore and rebuild their beloved Park.

- In Rocky Mountain National Park, disabled visitors now enjoy nature's wonders up close because more than 7,000 people in the American Airlines AAdvantage program donated their frequent flier miles to make National Park trails accessible.

Today, the National Park Foundation (NPF) draws inspiration from the tradition of private philanthropy that created and sustains America's National Parks. With each corporation we engage in support of our Parks, we carry on the tradition of Stephen Mather. When we make grants for new audiovisual materials for Park Visitor Centers, we carry on the tradition of Thomas Moran and Ansel Adams. And when we engage thousands of Americans who wish to support their National Parks, we build on a legacy of giving that's as strong today as it was 150 years ago in the Wyoming wilderness.

"PHILANTHROPY IS CRITICALLY IMPORTANT IN ORDER TO PROVIDE THE NATIONAL PARK SERVICE THE MARGIN OF EXCELLENCE IN ALL ASPECTS OF PROVIDING FOR VISITOR USE AND RESOURCE PROTECTION. WHILE THE SPECIAL PROJECTS THAT ARE SUPPORTED BY GRANTS THROUGH THE NATIONAL PARK FOUNDATION ARE CRITICAL, EVEN MORE IMPORTANT IS THE STRENGTHENING OF THE CONNECTION BETWEEN THE AMERICAN PEOPLE AND THEIR NATIONAL PARK SYSTEM."

Michael J. Tollefson, Superintendent,  
Yosemite National Park  
Member, NPF Superintendents Council

## NPF AT WORK: INVOLVEMENT AND INNOVATION

Through the support of a broad range of donors — large and small, corporate, foundation, and individual — the National Park Foundation today builds on two of the most exciting aspects of our philanthropic legacy.

First, in the tradition of Mather, Adams, and Moran, we look for new ways to engage and involve the public in National Parks — to get them excited about the history and beauty of these special places. In urban areas, we strive to get local residents involved with the National Parks in their own backyards. In the Parks themselves, we support programs that help visitors enjoy a deeper, richer, more meaningful experience. We've formed alliances with partners such as BET and Kmart to encourage people to make their first-ever Park visit.

Second, we harness the unique ability of the private sector to innovate, and we bring that innovation to the National Parks. Like the explorers sent to claim Yellowstone who considered a different and better approach, the National Park Foundation identifies innovative ideas and partnerships, provides the resources to test and refine them, and then shares them broadly throughout the National Parks. Examples of this innovation include the development of Funds to encourage support for Parks on a local level, the launch of the National Parks Pass, and the Proud Partners of America's National Parks program — one of the most innovative public-private partnerships in history.

"THE FOUNDATION CAN PLAY A CRITICAL ROLE BUILDING A CONNECTION TO THE AMERICAN PUBLIC."

Don Neubacher, Superintendent,  
Point Reyes National Seashore  
Member, NPF Superintendents Council

And we're proud that all of this has been done in a fiscally responsible manner: for the second year in a row, NPF has been awarded an 'A' rating by the American Institute of Philanthropy for efficient use of donor funds.

### INNOVATION AT THE LOCAL LEVEL

As part of the National Park Foundation's mission to strengthen the enduring connection between the American people and their National Parks, we've gone local — creating Funds of the National Park Foundation. The purpose: to translate the NPF mission into support for National Parks in local communities.

To date, we have six such Funds across the country:

- The African American Experience Fund
- The Glacier Fund
- Outside Las Vegas Foundation
- Crater Lake National Park Trust
- South Florida National Parks Trust
- Washington's National Park Fund

Each Fund has an Executive Director, who is an employee of the National Park Foundation, as well as a committed group of citizens who volunteer their time, energy, and resources as Fund Trustees.

Funds work with their Park Superintendents and Trustees to determine priority needs within the Park that are appropriate for philanthropic support, and then to raise money to meet those needs. The NPF's 'eldest' fund — The Glacier Fund — hit the ground running in 1999 and has raised hundreds of thousands of dollars to benefit the Park thus far.



### INNOVATION IN YOUR WALLET: THE NATIONAL PARKS PASS

One of the easiest and most cost-effective ways for Americans to make National Parks a part of their everyday life is to purchase a National Parks Pass.

Each \$50 Pass provides entrance for one year to any National Park that charges an entrance fee.

The Pass is also a visible symbol of stewardship and a powerful tool to build awareness about National Parks. More than 80 percent of the proceeds from the sale of the Passes go directly to National Parks preservation, restoration, and other projects. The National Park Foundation, working in partnership with the National Park Service, helps to market the Pass to individuals and families from coast to coast.

National Parks Pass holders can sign up for a free monthly email from the National Park Foundation with information, special events, and great deals on Park experiences, so that they can better plan their recreation. Pass holders can also receive *GoParks* — a quarterly newsletter that offers glimpses into the National Park Foundation's on-the-ground work in Parks across the country.

The NPF encourages amateur photographers to turn their fun into something special through the National Parks Pass *Experience Your America* Photo Contest, sponsored by the National Park Service and the National Park Foundation with Kodak, a Proud Partner of America's National Parks. Each year, one winning picture is selected to become the image on the next year's Pass. Over 10,000 entries were submitted in the most recent contest — one more example of the American public's love for, and interest in, their Parks!



© Daniel J. Cox

"WE ARE EXTREMELY PLEASED THAT THE GLACIER FUND HAS BEEN ABLE TO FUND SO MANY WORTHWHILE PROJECTS IN THE PARK. THE FUND HAS BEEN VERY SUCCESSFUL WITH A VARIETY OF FUNDRAISING INITIATIVES IN A VERY SHORT TIMEFRAME, AND WE LOOK FORWARD TO SEEING THESE PROJECTS COMPLETED BOTH FOR THE BENEFIT OF PARK VISITORS AND PARK RESOURCES. A BIG THANK YOU TO ALL WHO HAVE CONTRIBUTED SO GENEROUSLY TO THE GLACIER FUND."

Mick Holm, Superintendent,  
Glacier National Park

Glacier National Park © Picture Quest



America's National Parks are true symbols of America. In their awesome beauty and on their hallowed grounds, we witness our nation's great natural abundance, its miraculous history and its promising future. The dedicated men and women of the National Park Service are devoted to the protection and care of these amazing places.

Sharing this strong commitment are countless Americans who find inspiration, meaning and a connection to this great land through our National Parks. The National Park Foundation provides unique and essential ways for these private citizens and companies to bring their commitment to life.

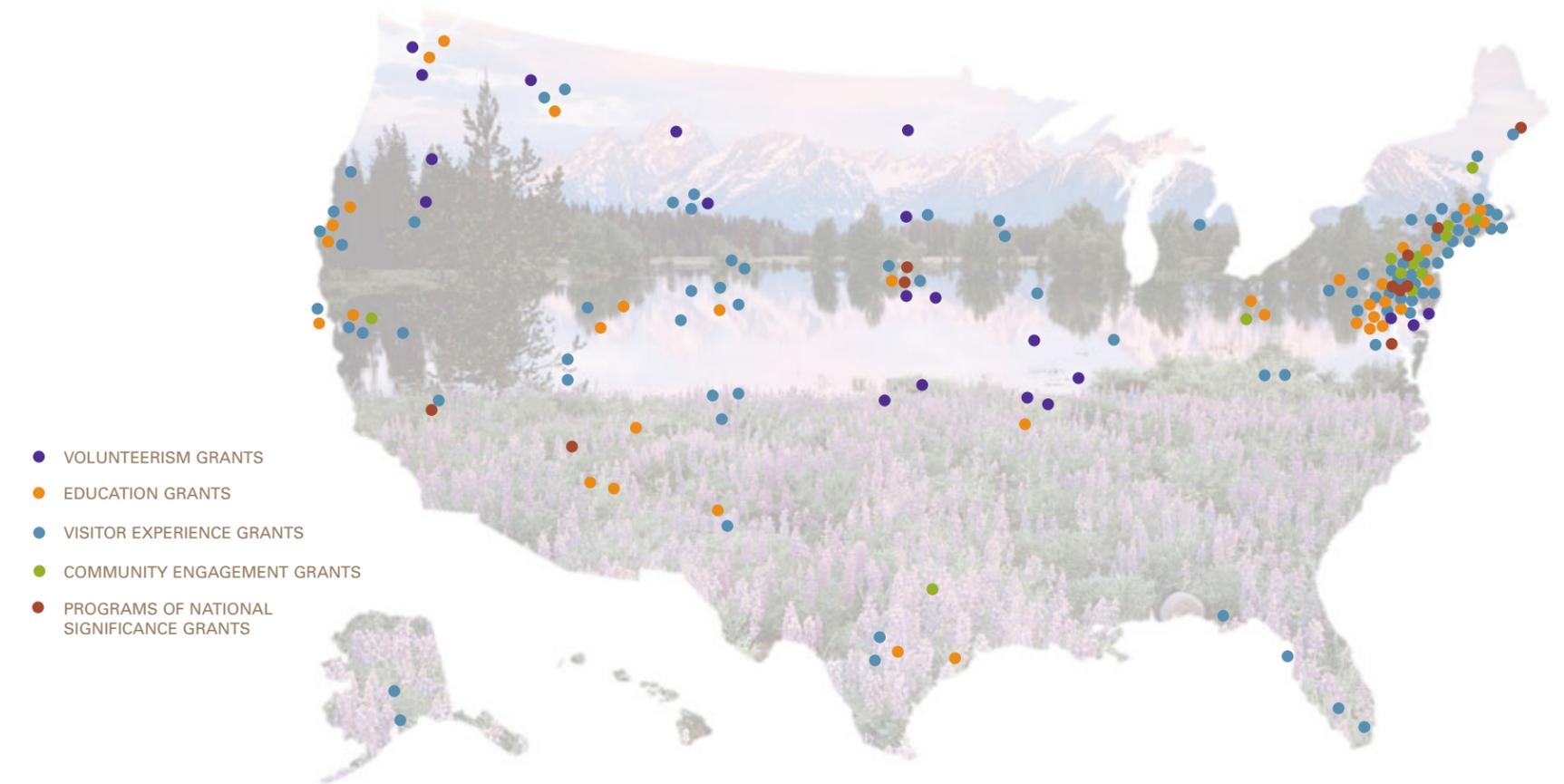
The National Park Foundation forges strong private sector partnerships that bring new resources and innovative programs to the Parks. These programs — from bilingual education to visitor films that stir the imagination — allow us to better share the wondrous experience of our National Parks.

As America grows and changes, the partnership with the National Park Foundation is a critical link to the future success of the National Park System. The emotional bond between the American people and their National Parks is enduring, yet it must constantly be renewed with each generation. The Foundation has proven its value in forging this connection throughout its 35-year history.

With the impressive accomplishments of the National Park Foundation and the professionalism and dedication of the National Park Service, I am optimistic about the future of our National Parks, and I invite all who care as we do to join us as partners to make the National Parks available and meaningful to every American.

Fran P. Mainella  
*Director, National Park Service*  
*Secretary, National Park Foundation*

The National Park Foundation continues the tradition of innovation and involvement by concentrating our efforts on five key areas that have the greatest impact on connecting Americans with their National Parks.





## VOLUNTEERISM

INDISPENSABLE TO THE PARKS' SUCCESS, INSEPARABLE FROM THEIR CHARACTER

Talk to volunteers anywhere and you'll hear the same thing over and over: "I feel like I took away so much more than I contributed." Nowhere is that more true than in National Parks.

The rich tradition of volunteering in the National Park Service is growing stronger. Every year, more than 100,000 people volunteer in a National Park. Volunteers also help take Park programs beyond the basics. Their support can turn standard exhibits into world-class learning opportunities and guide programs off the drawing board and into the field. Working hand-in-hand with the dedicated and highly skilled men and women of the National Park Service, National Park volunteers give in truly heroic ways. Volunteerism is so much more than just donated labor – it's one of the best ways to involve people in their National Parks

To optimize the benefits, National Park Foundation volunteerism programs:

- Nurture innovative partnerships to support volunteer experiences for new audiences
- Explore and discover new ways for people to volunteer their time and unique talents to benefit National Parks
- Increase the National Park Service's capacity to attract volunteers and sustain volunteer programs through the coordination of resources, expertise, and innovations from the private, non-profit, and government sectors

### VOLUNTEERISM ENHANCEMENT GRANTS: PIONEERING NEW POSSIBILITIES

One of the most innovative volunteerism programs we've supported in the past year used the excitement of the 200th Anniversary of the Lewis & Clark Expedition – a historic journey that relied heavily on volunteer muscle – to increase the capacity of Parks to support new volunteers.

The National Park Foundation partnered with Allegra® to develop a new grant program, which benefited 19 National Parks along the Lewis & Clark National Historical Trail – from Fort Clatsop National Memorial in Oregon to North Cascades National Park in Washington State. Parks used the grants for volunteer recruitment and recognition, uniforms, and more.

At the Jefferson National Expansion Memorial in St. Louis, the grant was put to great use as seed money – literally – for a beautification project completed by local volunteers. In the hands of creative Park Rangers and Superintendents, these grants worked wonders for Parks, their volunteers, and their visitors.

"YELLOWSTONE OWES A HUGE DEBT OF GRATITUDE TO EACH OF THESE INDIVIDUALS WHOSE ONLY MOTIVATION AND REWARD HAS BEEN THE LOVE AND CONCERN EACH HOLDS FOR THE PARK. WE CAN ALL LEARN SOMETHING ABOUT THE GIFT OF GIVING THROUGH THEIR EXAMPLE"

Suzanne Lewis,  
Superintendent,  
Yellowstone National Park  
Member, NPF  
Superintendents Council



### HARTZOG AWARDS: HONORING SELFLESS CONTRIBUTIONS

This past year marked the first presentation of the annual George B. Hartzog, Jr., Awards for Outstanding Volunteer Service by the National Park Service and the National Park Foundation.

Named for the former NPS Director whose most enduring and beloved legacy is the creation of the VIP (Volunteers-in-Parks) program, the Hartzog Awards were presented in three categories: Individual Volunteer, Volunteer Group, and VIP Program.

James Peters, the outstanding Individual Volunteer winner, helps to restore and maintain a 10-acre tidal wetland adjacent to Fort McHenry National Monument and Historic Shrine in Baltimore. Since November 2000, Peters has dedicated over 2,800 hours to the wetland. From October 1, 2001 until September 2002, he has volunteered six days a week and single-handedly removed over 50,000 pounds of debris. To involve other visitors in his passion, Peters has also developed an interpretive trail, and conducts guided walks all year. By showing initiative, creativity, and dedication, he has built and fostered partnerships, boosted public interest, and restored a significant portion of the Park's border.

"AT 73, JIM (PETERS) HAS THE ENTHUSIASM AND FORTITUDE OF SOMEONE HALF HIS AGE, AND TRULY EXEMPLIFIES THE SPIRIT AND PRINCIPLES OF THE NATIONAL PARK SERVICE VOLUNTEER."

Laura Joss, Superintendent,  
Fort McHenry National  
Monument & Historic Shrine

### VOLUNTEERISM GRANTS

BADLANDS NATIONAL PARK, SD  
Volunteerism Enhancement Program  
\$5,000.

BIG HOLE NATIONAL BATTLEFIELD, MT  
Volunteerism Enhancement Program  
\$4,800.

C&O CANAL NATIONAL HISTORICAL PARK, DC/MD/WV  
Volunteer and employee recognition  
\$2,800.

CRATER LAKE NATIONAL PARK, OR  
Volunteerism Enhancement Program  
\$4,995.

EFFIGY MOUNDS NATIONAL MONUMENT, IA  
Volunteerism Enhancement Program  
\$3,500.

FORT CLATSOP NATIONAL MEMORIAL, OR  
Volunteerism Enhancement Program  
\$5,000.

FORT LARNED NATIONAL HISTORIC SITE, KS  
Volunteerism Enhancement Program  
\$3,500.

FORT SCOTT NATIONAL HISTORIC SITE, KS  
Volunteerism Enhancement Program  
\$5,000.

FORT UNION TRADING POST NATIONAL HISTORIC SITE, ND  
Volunteerism Enhancement Program  
\$5,000.

GEORGE WASHINGTON CARVER NATIONAL MONUMENT, MO  
Volunteerism Enhancement Program  
\$5,000.

HARPERS FERRY NATIONAL HISTORICAL PARK, VA/MD/WV  
Volunteerism Enhancement Program  
\$5,000.

HOMESTEAD NATIONAL MONUMENT OF AMERICA, NE  
Volunteerism Enhancement Program  
\$5,000.

JEFFERSON NATIONAL EXPANSION MEMORIAL, MO  
Volunteerism Enhancement Program  
\$15,000.

KNIFE RIVER INDIAN VILLAGES NATIONAL HISTORIC SITE, ND  
Volunteerism Enhancement Program  
\$5,000.

LAKE ROOSEVELT NATIONAL RECREATION AREA, WA  
Volunteerism Enhancement Program  
\$4,950.

LEWIS & CLARK NATIONAL HISTORIC TRAIL, NE  
Volunteerism Enhancement Program  
\$26,950.

NATCHEZ TRACE PARKWAY, MS  
Volunteerism Enhancement Program  
\$5,000.

NATIONAL PARK SERVICE – PARTNERSHIP OFFICE, DC  
NPS Volunteer and Values program  
\$7,200.  
Volunteers-in-Parks program  
\$7,660.

NORTH CASCADES NATIONAL PARK, WA  
Volunteerism Enhancement Program  
\$4,920.

WHITMAN MISSION NATIONAL HISTORIC SITE, WA  
Volunteerism Enhancement Program  
\$2,415.

YELLOWSTONE NATIONAL PARK, WY  
Volunteerism Enhancement Program  
\$5,000.

Yellowstone National Park © Marc Muench



## EDUCATION

NOURISHMENT FOR TOMORROW'S LEADERS

Hundreds of Parks are just an easy field trip away from thousands of American schools. Unfortunately, not enough kids or teachers know these opportunities exist. We have this tremendous, shared resource for learning and yet, of the 70 million school children in America, only 1.6 million visit a National Park each year.

Opportunities for active learning are more important than ever, and the possibilities for learning when National Parks are involved are endless. Extraordinary, real-world learning about the environment and the American experience has sustained National Park education programs since the very beginning. Today, the National Park Foundation works with the National Park Service to create and fund dynamic National Park education programs, featuring innovative teaching methods and techniques and cutting-edge technology. Such programs can provide National Park experiences that enrich and enhance formal education by:

- Promoting Park experiences to educators at all levels
- Matching Park learning experiences with curriculum goals for state and local schools
- Equipping teachers with skills and knowledge to better understand what National Parks offer and how best to use them
- Reaching out to students who can't visit Parks with distance learning technology, traveling exhibits, and educational kits
- Raising the overall quality and consistency of learning in Parks through partnerships of all shapes and size.

### EDUCATION GRANTS

**AMERICA'S RIVER COMMUNITIES FUND, CA**  
Funding for documentary film project  
\$37,000.

**BANDELIER NATIONAL MONUMENT, NM**  
Park Flight Neotropical Migratory Bird Conservation Program  
\$14,390.

**BIG BEND NATIONAL PARK, TX**  
Ecological Research Fellowship  
\$150,000.

**CANYONLANDS NATIONAL PARK, UT**  
Ecological Research Fellowship  
\$25,000.

**CAPITOL REEF NATIONAL PARK, UT**  
Ecological Research Fellowship  
\$25,000.

**CHANNEL ISLANDS NATIONAL PARK, CA**  
White Abalone captive breeding program  
\$30,000.

**CUYAHOGA VALLEY NATIONAL PARK, OH**  
Park Flight Neotropical Migratory Bird Conservation Program  
\$13,200.

**ELEANOR ROOSEVELT NATIONAL HISTORIC SITE, NY**  
Save America's Treasures  
\$42,635.

**FORT NECESSITY NATIONAL BATTLEFIELD, PA**  
Education program development  
\$19,895.

**FREDERICK LAW OLMSTED NATIONAL HISTORIC SITE, MA**  
Advanced Studies Fellowship  
\$2,250.

**GEORGE WASHINGTON MEMORIAL PARKWAY, VA**  
Advanced Studies Fellowship  
\$2,250.

### FROM ELEMENTARY SCHOOL...

The New Jersey Coastal Heritage Trail Route is a partnership between the National Park Service and the state of New Jersey. Extending south for 300 miles from Perth Amboy to Cape May, and westward along the Delaware Bay to the Delaware Memorial, it's a critically important migratory flyway for neotropical songbirds.

Through the Park Flight Program, made possible by the National Park Foundation through the generosity of American Airlines, a Proud Partner of America's National Parks, area teachers and students are learning more about the role these feathered friends play in sustaining the environment around them.

Local school children are serving as field researchers, collecting data on songbird migration along the Trail. Once collected, that data will be turned into curriculum for middle- and high-school classes, in cooperation with the New Jersey Audubon Society – so these youthful Park biologists will not only learn lessons themselves, but will shape the lessons taught in schools across the state.

"THE NATIONAL PARK FOUNDATION ALLOWS THE PARKS TO STRETCH BEYOND OUR BORDERS AND PARTNER WITH OTHERS TO ENHANCE OUR PROGRAMS AND PROTECT OUR RESOURCES. THEIR SUPPORT IS ESSENTIAL TO OUR WORK IN AN EVER MORE COMPETITIVE ENVIRONMENT."

Anne D. Castellina, Superintendent,  
Kenai Fjords National Park  
Member, NPF Superintendents Council

**GLACIER NATIONAL PARK, MT**  
Bighorn Sheep project  
\$1,050.  
Bull Trout project  
\$10,000.  
Education Outreach project  
\$6,400.  
Quartz Creek Bull Trout project  
\$12,000.

**GOLDEN GATE NATIONAL RECREATION AREA, CA**  
Park Flight Neotropical Migratory Bird Conservation Program  
\$16,200.

**GREAT SMOKY MOUNTAINS NATIONAL PARK, TN**  
Ecological Research Fellowship  
\$150,000.  
Park Flight Neotropical Migratory Bird Conservation Program  
\$12,740.

**HARPERS FERRY CENTER, WV**  
Employee leadership development program  
\$1,200.

**LONGFELLOW NATIONAL HISTORIC SITE, MA**  
Save America's Treasures  
\$28,700.

**MESA VERDE NATIONAL PARK, CO**  
Save America's Treasures  
\$128,560.

**NATCHEZTRACE PARKWAY, MS**  
Edwin C. Bearss Employee Fellowship  
\$2,500.

**NATIONAL FISH AND WILDLIFE FOUNDATION, DC**  
Park Flight Neotropical Migratory Bird Conservation Program  
\$70,000.

**NATIONAL PARK SERVICE, BOSTON, MA**  
Services for NPNH Education Center  
\$4,353.  
Design & printing of education brochures  
\$1,700.

**NATIONAL PARK SERVICE, CA**  
Printing, *Teaching Cultural Heritage Preservation*  
\$6,860.  
Printing, *Heritage Matters* newsletter  
\$2,550.

**NATIONAL PARK SERVICE/ CAPITAL TRAINING CENTER, DC**  
Albright-Wirth Fund  
\$102,720.

**NEW JERSEY COASTAL HERITAGE TRAIL ROUTE, NJ**  
Park Flight Neotropical Migratory Bird Conservation Program  
\$14,990.

**NORTH CASCADES NATIONAL PARK, WA**  
Park Flight Neotropical Migratory Bird Conservation Program  
\$6,400.

**NORTHEAST CENTER FOR EDUCATION SERVICES, NY**  
National Park Labs  
\$36,115.  
Support Efforts of NCES  
\$1,080.

**OLYMPIC NATIONAL PARK, WA**  
Elwa Rearing Channel Project  
\$333,190.

**PADRE ISLAND NATIONAL SEASHORE, TX**  
Kemps Ridley Sea Turtle monitoring  
\$30,000.

**POINT REYES NATIONAL SEASHORE, CA**  
Ecological Research Fellowship  
\$150,000.  
Marine Reserve impact study  
\$7,700.

**SAN ANTONIO MISSIONS NATIONAL HISTORICAL PARK, TX**  
Edwin C. Bearss Employee Fellowship  
\$2,500.

**SEQUOIA AND KINGS CANYON NATIONAL PARKS, CA**  
Park Flight Neotropical Migratory Bird Conservation Program  
\$15,010.

**SHENANDOAH NATIONAL PARK, VA**  
Wilderness Education Program  
\$26,000.

**TUMACACORI NATIONAL HISTORICAL PARK, AZ**  
Save America's Treasures  
\$3,500.

**VALLEY FORGE NATIONAL HISTORICAL PARK, PA**  
Save America's Treasures  
\$129,250.



Smoky Mountains National Park © Picture Quest



## VISITOR EXPERIENCE

MAKING THE CONNECTION, KEEPING IT ALIVE

Our mission is to get the American public excited about the history and beauty of our National Parks. In a world where reality is increasingly virtual, National Parks represent an enduring connection to the physical world. While video games and other technology are attractive to kids of all ages, the lure of the Parks – the rushing water at Great Falls in Maryland, the twilight flight of the bats at New Mexico’s Carlsbad Caverns, or the stirring sight of Mount Rushmore National Memorial on the plains of South Dakota – has stood the test of time.

Many visitors begin their National Park experience with a stop at the Visitor Center. This is where exhibits often set the tone for the experience – and also where Parks have the best chance to forge a lasting bond with visitors. Visitor experience programs funded by the National Park Foundation develop and deploy state-of-the-art technology that allows each visitor – regardless of age, background, or ability – to discover the transforming power of the National Park experience. The programs offer a broad menu of choices for people to connect with the Parks on their own terms and at their own level, and raise the overall quality and consistency of visitor experiences.

### MOVIE MAGIC HAS SPECIAL EFFECT ON VISITORS

National Park Visitor Centers are chock-full of maps and trail guides, Rangers with helpful recommendations, National Parks Passes for sale, and much more. Many Visitor Centers now also feature films that can be a great introduction to the Park and a great way to involve visitors, particularly kids, in the story behind the Park. But high-quality films can be expensive to produce. So the National Park Foundation partnered with the National Park Service and the Discovery Channel, a Proud Partner of America’s National Parks, to create state-of-the-art films, called ParkDocs, for National Park Visitor Centers across the country.

One addition to this year’s ParkDocs roster included *When Dinosaurs Roamed America*, an animated feature that gives Park visitors a guided tour of North American dinosaurs and their existence 220 to 65 million years ago. The film debuted in 2003 at 15 National Parks across the country and is playing to rave reviews. Additionally, a copy of the film is being provided to every school in Alaska and will be used as part of the curriculum – a great example of how learning can be fun!

*When Dinosaurs Roamed America* also marked the return of Park Ranger Ingrid Nixon, who made her ParkDoc debut in 2002 when she hosted *Alaska’s National Parks: Treasures of the Great Lands* – a film for all 16 National Parks in the state.



Acadia National Park © Greg A. Hartford



Badlands National Park



Biscayne National Park

### TRANSPORTATION SCHOLARS PUT NEW IDEAS IN MOTION

One of the first parts of the visitor experience is getting to the Park – or at least getting close to what you most want to see. At Wolf Trap National Park for the Performing Arts in Virginia – the only National Park dedicated to the performing arts – world-class musicians perform every year. The Park is a popular draw for locals and tourists alike, so Park personnel must always manage people and vehicles in ways that enhance the Park experience rather than detract from it.

In 2003, parking and traffic conditions during Wolf Trap performances improved, thanks to Ponlathep Lertworawanich; the National Park Foundation; Ford Motor

Company, a Proud Partner of America’s National Parks; and the EnoTransportation Foundation.

Ponlathep, who received his Ph.D in Civil and Transportation Engineering from Pennsylvania State University in May 2003, served as the National Park Transportation Scholar at Wolf Trap. Made possible through the generosity of Ford, this program allows graduate students to work in Parks nationwide alongside National Park Service employees to investigate and develop practical, applicable transportation solutions. The solutions aim to create a better experience for visitors while easing the burden on the Parks’ natural resources.

Ford is using its expertise in alternative transportation planning to help Parks across the country address and alleviate their transportation challenges. The Transportation Scholar program expanded in 2003 to nine Parks and will continue in 2004.

VISITOR EXPERIENCE  
GRANTS

**ACADIA NATIONAL PARK, ME**  
Photography Ambassador  
\$37,300.  
NPF Board-designated grant  
\$25,000.

**ALLEGHENY PORTAGE  
RAILROAD NATIONAL  
HISTORIC SITE, PA**  
Transportation Interpreter  
\$7,990.

**BADLANDS NATIONAL PARK, SD**  
Recycled lumber for projects  
at Bigfoot Pass Picnic Area  
\$23,560.

**BANDELIER NATIONAL  
MONUMENT, NM**  
Preserve Frijoles Canyon  
Cavate Pueblos Project  
\$35,000.

**BIG BEND NATIONAL PARK, TX**  
NPF Board-designated grant  
\$10,000.

**BISCAYNE NATIONAL PARK, FL**  
Professional digital camera  
\$12,000.

**BOSTON HARBOR ISLANDS  
NATIONAL RECREATION  
AREA, MA**  
Electric vehicle  
\$31,580.  
Transportation Interpreter  
\$16,000.

**BOSTON NATIONAL  
HISTORICAL PARK, MA**  
Electric vehicle  
\$78,950.

**BRYCE CANYON  
NATIONAL PARK, UT**  
Transportation Interpreter  
\$16,000.

**C&O CANAL NATIONAL  
HISTORICAL PARK, DC/MD/WV**  
Mountain bike donation  
\$35,000.  
Signage project  
\$19,350.  
Transportation Interpreter  
\$7,990.  
Leave No Trace Program  
\$1,000.

**CALIFORNIA PARK AND  
RECREATION SOCIETY, CA**  
Electric vehicle support  
\$3,043,250.

**CATOCTIN MOUNTAIN  
PARK, MD**  
Mountain bike donation  
\$8,750.

**CARLSBAD CAVERNS  
NATIONAL PARK, NM**  
Photography Ambassador  
\$5,000.

**CHACO CULTURE NATIONAL  
HISTORICAL PARK, NM**  
Emergency services support  
\$5,000.

**CHANNEL ISLANDS  
NATIONAL PARK, CA**  
Underwater video program  
\$10,000.  
Jason Project  
\$1,000.

**COLONIAL NATIONAL  
HISTORICAL PARK, VA**  
Repairs to the Battle  
of the Capes map  
\$6,000.

**COLORADO NATIONAL  
MONUMENT, CO**  
General Support Grant  
\$5,000.

**CUYAHOGA VALLEY  
NATIONAL PARK, OH**  
Mountain bike donation  
\$35,000.  
Transportation Interpreter  
\$16,000.

**DENALI NATIONAL PARK AND  
PRESERVE, AK**  
Transportation Interpreter  
\$16,000.

**DENVER SERVICE CENTER, CO**  
Professional digital camera  
\$12,000.

**EASTERN MASSACHUSETTS  
NATIONAL WILDLIFE REFUGE  
COMPLEX, MA**  
Electric vehicle  
\$15,790.

**EASTERN NATIONAL, PA**  
Professional digital camera  
\$3,000.

**EDISON NATIONAL  
HISTORIC SITE, NJ**  
Park Project Support  
\$8,640.  
Photography Ambassador  
\$5,000.

**EISENHOWER NATIONAL  
HISTORIC SITE, PA**  
Transportation Interpreter  
\$7,990.

**ELLIS ISLAND/STATUE OF  
LIBERTY NATIONAL  
MONUMENT, NY**  
Historic Rehabilitation  
\$348,120.



**EVERGLADES NATIONAL  
PARK, FL**  
Transportation Interpreter  
\$16,000.

**FORT CLATSOP NATIONAL  
MEMORIAL, OR**  
Park Project Support  
\$12,075.

**FRANKLIN DELANO  
ROOSEVELT MEMORIAL, DC**  
Administrative History  
project  
\$65,000.

**GATEWAY NATIONAL  
RECREATION AREA, NY**  
Electric vehicle  
\$394,750.  
Recycled lumber for projects  
at Sandy Hook Visitor Center  
\$46,435  
Transportation Interpreter  
\$16,000

**GEORGE WASHINGTON  
MEMORIAL PARKWAY, VA**  
Rehabilitation of LBJ Grove  
\$145,000.

**GETTYSBURG NATIONAL  
MILITARY PARK, PA**  
Pennsylvania Monument  
repairs  
\$20,000.

**GLACIER BAY NATIONAL  
PARK AND PRESERVE, AK**  
Recycled lumber for back-  
country recreational shelter  
\$31,000.

**GLACIER NATIONAL PARK, MT**  
Red Bus restoration  
\$3,325,000.  
McDonald Overlook project  
\$55,000.  
Save the Chalet project  
\$31,920  
Avalanche Trail rehabilitation  
\$25,000.

Porcupine Lookout  
restoration  
\$25,000.  
Information kiosks  
\$24,750.

Virginia Falls Bridge  
restoration  
\$24,000.  
Goat Look Overlook  
restoration  
\$15,000.

West Side Charette project  
\$7,400.  
Belton Wayside project  
\$2,400.  
Herbarium project  
\$1,100.

**GOLDEN GATE NATIONAL  
RECREATION AREA, CA**  
Transportation Scholar  
\$25,000.  
Natural resource restoration  
\$25,000.  
Professional digital camera  
\$3,000.

**GOVERNOR'S ISLAND  
NATIONAL MONUMENT, NY**  
Electric vehicle  
\$236,850.

**GRAND CANYON  
NATIONAL PARK, AZ**  
Photography Ambassador  
\$31,000.  
Professional digital camera  
\$3,000.

**GRAND TETON NATIONAL  
PARK, WY**  
Transportation Scholar  
\$50,000.  
Grand Teton National Park  
Foundation support  
\$41,600.

**GREAT SMOKY MOUNTAINS  
NATIONAL PARK, TN**  
Professional digital camera  
\$3,000.

**GULF ISLANDS NATIONAL  
SEASHORE, FL**  
Transportation Interpreter  
\$16,000.

**HARPERS FERRY CENTER, WV**  
Professional digital camera  
\$12,000.

**HARPERS FERRY NATIONAL  
HISTORICAL PARK, VA/MD/WV**  
Transportation Interpreter  
\$16,000.

**HERBERT HOOVER NATIONAL  
HISTORIC SITE, IA**  
Recycled lumber for  
replication of historic  
streetscapes  
\$8,800.

**ISLE ROYALE NATIONAL  
PARK, MI**  
Wood Stove donation  
\$1,000.

**JEFFERSON NATIONAL EXPANSION MEMORIAL, MO**  
General support grant \$35,000.

**JOHNSTOWN FLOOD NATIONAL MEMORIAL, PA**  
Transportation Interpreter \$7,990.

**JOSHUA TREE NATIONAL PARK, CA**  
General support grant \$15,000.

**LOWELL NATIONAL HISTORICAL PARK, MA**  
Electric vehicle \$23,685.  
Transportation Interpreter \$16,000.

**LYNDON B. JOHNSON NATIONAL HISTORICAL PARK, TX**  
Transportation Interpreter \$16,000.

**MANHATTAN SITES, NY**  
Arts for the Parks Collection \$172,845.

**MANZANAR NATIONAL HISTORIC SITE, CA**  
Relocation and preservation of Historic Mess Hall building \$25,000.



**MESA VERDE NATIONAL PARK, CO**  
Recycled lumber for projects at Morefield Amphitheater \$50,630.

**MINUTE MAN NATIONAL HISTORICAL PARK, MA**  
Electric vehicle \$23,685.  
Rehabilitation of Park's historic properties \$6,000.  
Vegetation management \$10,000.

**MISSISSIPPI NATIONAL RIVER AND RECREATION AREA, MN**  
Brooklyn Center Streambank stabilization project \$5,000.  
Support for Museum opening \$2,865.

**NATIONAL CAPITAL PARKS, DC**  
Georgetown Waterfront Park project \$125,000.  
Fireworks on the Mall \$110,000.  
Mountain bike donation \$17,500.  
Landscaping \$3,800.  
Professional digital camera \$3,000.

**NATIONAL PARK SERVICE, CA**  
Electric vehicle support \$1,688,500.

**NATIONAL PARK SERVICE, DC**  
Dinosaur Education Film \$55,000.  
Cultural Diversity Initiative \$29,950.

**NATIONAL PARK SERVICE – PARTNERSHIP OFFICE, DC**  
Professional digital camera \$51,000.

**NORTH ATTLEBORO NATIONAL FISH HATCHERY, MA**  
Electric vehicle \$15,790.

**PARKER RIVER NATIONAL WILDLIFE REFUGE, MA**  
Electric vehicle \$15,790.

**POINT REYES NATIONAL SEASHORE, CA**  
Coastal resource protection \$25,000.

**POTOMAC HERITAGE NATIONAL SCENIC TRAIL, MD**  
Mountain bike donation \$1,750.

**RICHARD CRONIN NATIONAL SALMON STATION, MA**  
Electric vehicle \$7,895.

**RICHMOND NATIONAL BATTLEFIELD, VA**  
Recycled lumber for picnic tables in outdoor education area \$15,000.

**ROCK CREEK PARK, DC**  
Mountain bike donation \$35,000.  
Transportation Interpreter \$7,990.

**ROCKY MOUNTAIN NATIONAL PARK, CO**  
Photography Ambassador \$39,500.  
Anne Lustig Memorium Grant \$10,000.  
General grant support \$10,000.

**ROCKY MOUNTAIN NATIONAL PARK / ROCKY MTN. NP ASSOCIATES, CO**  
Rocky Mountain Greenhouse project \$130,000.

**ROOSEVELT-VANDEBILT NATIONAL HISTORIC SITE, NY**  
Electric vehicle \$157,900.

**SAINT-GAUDENS NATIONAL HISTORIC SITE, NH**  
Printing of the book: *1907 United States Gold Coins* \$2,700.  
Collection Storage Building rehabilitation \$23,280.

**SALEM MARITIME NATIONAL HISTORIC SITE, MA**  
Electric vehicle \$15,790.

**SAN ANTONIO MISSIONS NATIONAL HISTORICAL PARK, TX**  
NPF Board-designated grant \$10,000.



**SANTA MONICA MOUNTAINS NATIONAL RECREATION AREA, CA**  
Park's 25th anniversary support grant \$40,000.

**SCOTTS BLUFF NATIONAL MONUMENT, NE**  
Transportation Interpreter \$16,000.

**SEQUOIA FUND, CA**  
Conservation efforts support grant \$3,575.

**SPRINGFIELD ARMORY NATIONAL HISTORIC SITE, MA**  
Electric vehicle \$7,895.

**VALLEY FORGE NATIONAL HISTORICAL PARK, PA**  
Transportation Interpreter \$23,975.

**VOYAGEURS NATIONAL PARK, MN**  
Transportation Interpreter \$16,000.

**WEIR FARM HERITAGE TRUST, CT**  
Artist-in-Residence Program \$50,000.

**WESTERN NATIONAL PARKS ASSOCIATION, AZ**  
Professional digital camera \$3,000.

**WOLFTRAP NATIONAL PARK FOR THE PERFORMING ARTS, VA**  
Transportation Scholar \$12,500.  
Professional digital camera \$3,000.

**YELLOWSTONE NATIONAL PARK, WY**  
Earth Friends Foundation project \$20,000.  
Photography Ambassador \$31,000.

**YELLOWSTONE PARK FOUNDATION, WY**  
Board-designated grant \$1,000.

**YOSEMITE NATIONAL PARK, CA**  
Photography Ambassador \$37,500.  
Transportation Interpreter \$23,975.

**YOSEMITE ASSOCIATION, CA**  
Professional digital camera \$3,000.

**YOSEMITE FUND, CA**  
General Park support \$1,000.



## COMMUNITY ENGAGEMENT

INVOLVING PARKS IN COMMUNITIES AND COMMUNITIES IN PARKS

We all benefit from visiting National Parks. Some of us know that because we've been lucky enough to grow up in families that frequented Parks, or someone has shared the experience with us as an adult. But too many Americans still don't know what the Parks have to offer them.

NPF's Community Engagement programs bring the National Park experience to communities, to audiences new to the Parks, and those typically underserved by the Parks. They make the Parks accessible to all Americans in a variety of different ways, including more welcoming and more relevant experiences inside Parks for a greater diversity of audiences. Community Engagement programs open new avenues for Park Rangers and volunteers to connect with their communities. They increase and improve our ability to reach new and underserved audiences by coordinating resources, expertise, and innovation from the private, non-profit, and government sectors.

Through Community Engagement programs, the Parks show us what we, as Americans, own together. Wherever we live, wherever we come from, when individuals and communities embrace that sense of ownership, they become involved in their National Parks.



**ENGAGING AT THE LOCAL LEVEL: THE AFRICAN-AMERICAN EXPERIENCE FUND**  
The African-American Experience Fund of the National Park Foundation seeks to connect Americans from all walks of life to the contributions of African Americans throughout our country's history. Specifically, it aims to raise private funds to support important programs in National Parks that tell the story of African-American history and culture.

Robert Stanton chairs the Fund. He is the retired Director of the National Park Service, the only African American to hold that position. The Fund also benefits from the volunteer service of nearly 20 Trustees.

The Fund currently supports education, volunteer, and community engagement programs at 17 National Parks in 11 states, as well as the National Underground Railroad Network to Freedom. Meanwhile, the Fund creates innovative partnerships with African-American media, like BET, to reach out to, inform and involve Americans in these special places.

COMMUNITY ENGAGEMENT GRANTS

**ARROYO SECO FOUNDATION, CA**  
Greenways Strengthening Neighborhoods \$9,000.

**DALLAS HISTORIC TREE COALITION, TX**  
Greenways Strengthening Neighborhoods \$10,000.

**GROUNDWORK CONCORD, INC., NH**  
Greenways Strengthening Neighborhoods \$6,000.

**GROUNDWORK YONKERS, NY**  
Greenways Strengthening Neighborhoods \$10,000.

**NATIONAL PARK SERVICE, DC**  
TIME advertorials \$1,692,850.

**WASHINGTON AREA BICYCLIST ASSOCIATION, DC**  
Greenways Strengthening Neighborhoods \$10,000.

**ENGAGING AT THE LOCAL LEVEL: WASHINGTON'S NATIONAL PARK FUND**  
The Climb at Mount Rainier National Park: it sounds like a new action-adventure movie, but it's actually an innovative way for people to get involved with and support Washington's National Park Fund, a Fund of the National Park Foundation.

For the past 10 years, folks have made a summit attempt of Mount Rainier's Columbia Crest (all 14,411 feet of it) while raising money to protect Washington State's National Parks for the future. The Climb is fully supported with training hikes and fundraising tips, and is personally led by guides from Rainier Mountaineering, Inc.

In 2003, 19 hearty souls participated in the climb, raising a total of \$76,000 for Washington's National Park Fund. (The climbers raised \$38,000, which was matched dollar-for-dollar by Microsoft.) And as if climbing Mount Rainier wasn't enough, two of the participants got engaged at the summit!



Mount Ranier National Park © Marc Muench



Gettysburg National Military Park



## PROGRAMS OF NATIONAL SIGNIFICANCE

As the national nonprofit partner of America's National Parks, the National Park Foundation is often called on to assist with priority needs on a national level. NPF works arm-in-arm with the National Park Service to identify innovative strategies to meet these challenges.

### TIME DEVOTES SPACE FOR PARKS

As a Proud Partner of America's National Parks, TIME magazine is committed to raising awareness of National Parks and their legacy. Through special features in the magazine that highlight the breadth and wonder of our National Parks, TIME is exposing more than 23 million readers per issue to the opportunities for exploration and adventure that await them in their own backyard and across the country.

The National Park topics covered are as diverse and uniquely American as the Parks themselves: Urban National Parks, the American Presidency in our National Parks, Great American Wildlife, Stories of American Heritage, and more. Produced in cooperation with the National Park Service, the National Park Foundation is proud to make this type of information available to communities, families, school children, and Park enthusiasts across the country.

### PROGRAMS OF NATIONAL SIGNIFICANCE GRANTS

**ACADIA NATIONAL PARK, ME**  
General support grant  
\$1,000.

**C&O CANAL NATIONAL HISTORICAL PARK, DC/MD/WV**  
Flood recovery efforts  
\$200,000.  
Park Business Plan  
\$11,900.  
Employee recognition  
\$3,100.

**JOSHUA TREE NATIONAL PARK, CA**  
Archeological theft investigation  
\$29,295.

**MOJAVE NATIONAL PRESERVE, CA**  
In-Park land acquisition  
\$1,535,245

**NATIONAL PARK SERVICE – HABS/HAER**  
*Drawing on the Road Program*  
\$25,000.

**NATIONAL UNDERGROUND RAILROAD NETWORK TO FREEDOM, OH**  
Network to Freedom project  
\$43,330

**SAGUARO NATIONAL PARK, AZ**  
General support grant  
\$1,000.

### SUPPORTING OUR PARK PROFESSIONALS

The 20,000 men and women of the National Park Service are the faces behind the most spectacular places in the world. Thanks to their dedication, professionalism, skills, and passion, we can all be confident that these special places are well cared for. In an effort to ensure that these essential employees continue to grow professionally, the National Park Foundation, in partnership with the National Park Service, invests in these public servants through the Horace M. Albright-Conrad L. Wirth Career Development Program. In Fiscal Year 2003, 49 employees were awarded a total of \$142,241 through the program.

Roger Mayo, a Protection Ranger at Point Reyes National Seashore, and Angelina Yost, an Interpretation Ranger at Big Bend National Park, plan to use their Albright-Wirth grants for Spanish immersion classes. Point Reyes and Big Bend both receive a large percentage of Spanish-speaking visitors, and Roger and Angelina wanted to increase their skills so they could do a better job of helping the Park connect to these visitors.



Point Reyes National Seashore © Marc Muensch



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In partnership since 2000 with the National Park Service and the National Park Foundation as Proud Partners of America's National Parks, American Airlines, Discovery Communications, Inc., Ford Motor Company, Kodak and TIME magazine have committed more than \$88 million for the benefit of National Parks across America.

The impact of this support has been enormous. The Proud Partners have jump-started new programs, facilities, technologies, research projects and a host of other vital initiatives at 229 National Parks. These good corporate citizens have also contributed direct funding, in-kind donations, media outreach and the time and efforts of their employees — all in the name of strengthening the enduring connection between the American people and their National Parks.

The National Park Foundation is grateful for the support of the following donors. The contributions of these generous individuals, corporations, foundations and organizations have helped strengthen the enduring connection between the American people and their National Parks through gifts to the National Park Foundation or one of its Funds: The Glacier Fund, Outside Las Vegas Foundation, USS *Arizona* Memorial Fund, The African American Experience Fund, Greater Washington National Parks Fund, South Florida National Parks Trust, Crater Lake National Park Trust and Washington's National Park Fund.

CORPORATE PHILANTHROPY

\$5,000,000 AND OVER

American Airlines, Inc.  
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\$1,000,000 – \$4,999,999

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The Joseph R. Daly Foundation  
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Gifts reflect pledges, commitments, contributions and pledges fulfilled between July 1, 2002 and December 31, 2003.

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Saguaro National Park © Thomas Wierandt



MESSAGE FROM THE PRESIDENT



From the very beginning, National Parks were born from a unique collaboration of the public and private sector, all working for the long term benefit of the American people. For more than 100 years, these partners have formed the pillars that uphold the National Park ideal, and provide for a healthy and vital National Park system.

The five pillars of a healthy National Park System are:

- The federal government — a collection of highly trained and deeply committed professional employees, with resources provided by the Congress, dedicated to the protection and preservation of the National Parks;
- Private sector companies and non profit cooperating associations who provide visitor services and interpretive services within the Park;
- A large, diverse, energetic volunteer corps, who lend their time and talent to increase the capacity of the National Parks to engage visitors and to protect resources;
- Local friends group, who mobilize Park lovers in support of projects and initiatives in their particular Parks; and
- National philanthropy, providing system-wide support for innovative initiatives that strengthen the National Parks' connection to the American public.

For the past 35 years, the National Park Foundation has been honored to stand side by side with these partners, supporting the National Parks. We've drawn strength from them, and they from us. As we celebrate our success over the past 35 years, we do so with the recognition that much like the interdependent eco-systems of the Parks, the health and vitality of the national philanthropic sector is deeply intertwined with the health and vitality of our partners.

We look forward to working together with you, our valued friend and contributor, into the next phase of our mutual growth, to support the National Parks that we all so dearly love.

Jim Maddy  
*President, National Park Foundation*



Diy Tortugas National Park © Mac Muench

## FINANCIALS

### PUTTING COMMUNITY SERVICE PAYMENTS TO WORK FOR NATIONAL PARKS

In FY2003, Ashland Inc. agreed to make a community service payment of \$3.4 million to the National Park Foundation to settle environmental litigation. The money is to be used for the benefit of the Mississippi National River and Recreation Area. The agreement directed that these funds be used for specific education programs and for cleanup, restoration, and stewardship of the Mississippi River.

The National Park Foundation's financial performance for fiscal year ended June 30, 2003 remained strong and our support for the nation's National Parks continued to grow.

**FUNDS MANAGEMENT.** The National Park Foundation serves as the community foundation for the National Parks. The Foundation manages both the investment and disbursement of funds in concert with Parks and their non-profit partner organizations and as investment manager for funds solely controlled by Parks and other park-related entities, utilizing in some instances a variety of commingled investment funds exempt from registration as mutual funds under authority of The Philanthropy Protection Act of 1995. The net assets of restricted and endowment funds grew 10.2% from \$44.4 million to \$48.9 million. Grants to NPS and the Parks increased from \$31.3 million in FY2002 to \$34.3 million in FY2003, an increase of 9.5% due to the increased activities of our Proud Partner Program. In addition, the funds managed as an agent for other entities -- funds invested by the Foundation but with expenditures controlled solely by another entity -- increased from \$15.7 million in FY2002 to \$16.8 million in FY2003.

**REVENUE.** Contributions to the Foundation increased 3.8%, from \$42.7 million in FY2002 to \$44.3 million in FY2003. Total overall revenue increased 15.5%, from \$45.1 million in FY2002 to \$52.1 million in FY2003. This revenue includes over \$27 million in contributed property, goods and services generated through the Proud Partner program. Unrestricted revenue is used to support the Foundation's unique projects undertaken at the request of the National Park Service, its discretionary grants to National Parks and to support operations. Restricted revenue is used primarily to benefit specific Parks or projects through grants.

Norwegian Cruise Lines made a similar payment to the National Park Foundation in FY 2003 in the amount of \$250,000. These funds have been designated to establish and fund a program designed to increase public understanding of adverse impacts to the coastal environment and ecosystem resources in Biscayne National Park.

**EXPENSES AND GRANTS.** The Foundation expended \$48 million in FY2003. Grants to the National Park Service, both system-wide and to individual parks, and program related expenditures accounted for 90.4% of that spending. Total grants and program support made by the Foundation for the benefit of the National Parks increased from \$39.8 million in FY2002 to \$43.4 million in FY2003. In addition to cash disbursements, grants include media, advertising and promotional services, visitor center films, PSA's and other Park related broadcast programs. In addition, \$9.5 million of funds managed as an agent for other entities were disbursed to benefit the Park system in FY2003.

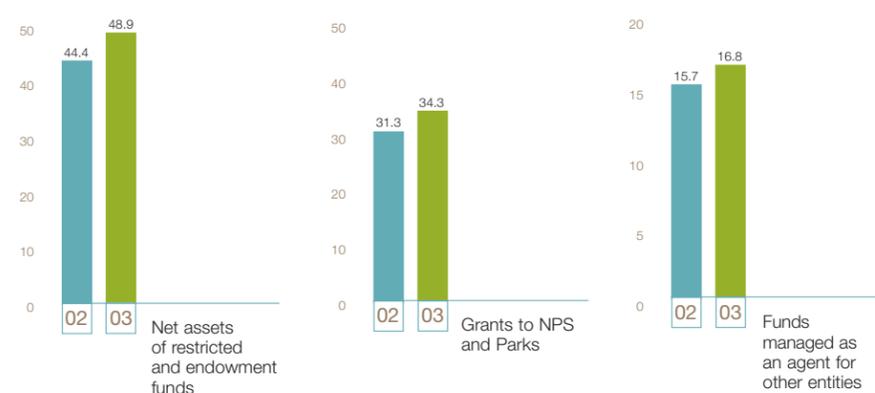
**ASSETS AND LIABILITIES.** Total assets were \$88.8 million on June 30, 2003, compared to \$83.3 million a year earlier including funds managed as an agent for other entities. Total net assets increased from \$58.7 million to \$62.9 million. This increase in net assets continues to provide the Foundation with resources to meet the current and future needs of the National Parks.

The National Park Foundation is extremely grateful to the many individual, foundation, and corporate contributors who have given generously of themselves to strengthen the National Park Foundation's ability to assist the National Park Service in fulfilling its mission.

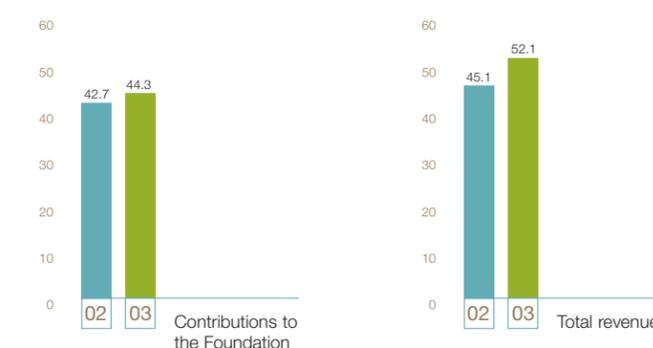
*The information shown herein has been summarized by the National Park Foundation from its fiscal year 2003 audit report produced by Ernst and Young. To obtain a copy of the Foundation's complete audited financial statements, write to: Attn: Director of Finance, National Park Foundation, 11 Dupont Circle, NW, Sixth Floor, Washington, DC 20036.*

## FINANCIALS

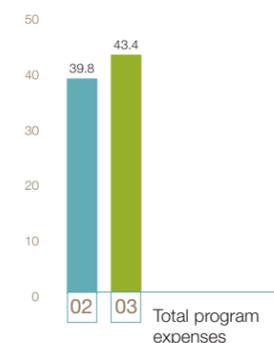
### FUNDS MANAGEMENT (\$ AMOUNTS IN MILLIONS)



### REVENUE (\$ AMOUNTS IN MILLIONS)



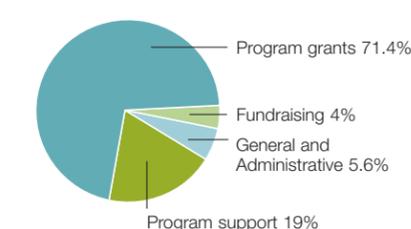
### EXPENSES & GRANTS (\$ AMOUNTS IN MILLIONS)



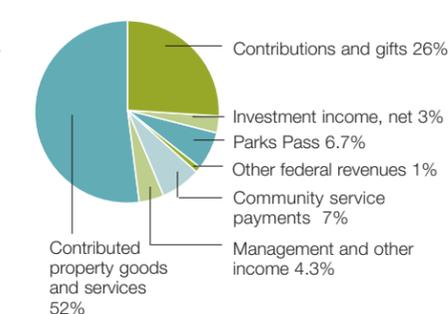
### ASSETS & LIABILITIES (\$ AMOUNTS IN MILLIONS)



### USES OF FUNDS \$48 MILLION



### SOURCES OF FUNDS \$52.1 MILLION



## STATEMENT OF FINANCIAL POSITION

June 30, 2003 and June 30, 2002  
Amounts reported in thousands (\$000)

	2003	2002
<b>ASSETS</b>		
Cash	2,742	1,452
Investments	58,759	54,106
Accounts & other receivables	3,128	1,444
Prepaid Expenses	1	10
Contributions Rec.	6,729	9,452
Agency Funds	16,790	15,709
PP&E, net	389	832
Conservation Property	319	297
<b>TOTAL ASSETS</b>	<b>88,857</b>	<b>83,301</b>
<b>LIABILITIES &amp; NET ASSETS</b>		
Accounts Payable	2,935	2,879
Deferred Grant Revenue	2,141	1,287
Other Liabilities	954	1,254
Notes Payable	1,447	150
Grants Payable	1,708	3,278
Agency Funds	16,790	15,709
<b>TOTAL LIABILITIES</b>	<b>25,976</b>	<b>24,557</b>
<b>NET ASSETS</b>		
Unrestricted		
Designated for grant commitments:		
General	2,351	2,142
Board Designated	11,618	12,205
Total	13,969	14,347
Temporarily Restricted	40,363	37,144
Permanently restricted	8,549	7,253
<b>TOTAL NET ASSETS</b>	<b>62,882</b>	<b>58,744</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>88,857</b>	<b>83,301</b>

## STATEMENT OF ACTIVITIES

June 30, 2003 and June 30, 2002  
Amounts reported in thousands (\$000)

	2003	2002
<b>SUPPORT &amp; REVENUE</b>		
Contributions and gifts	13,560	17,825
Contributed property, goods and services	27,135	23,256
Community service payments	3,651	1,650
Federal revenues— Park Pass program	3,514	2,010
Other federal revenues	451	259
Investment income, net	1,358	1,705
Management and other income	2,201	1,898
Net realized and unrealized gains (losses) on investments	281	-3,459
<b>TOTAL SUPPORT &amp; REVENUE</b>	<b>52,151</b>	<b>45,144</b>
<b>EXPENSES</b>		
Program grants	34,279	31,291
Program support	9,131	8,474
<b>TOTAL PROGRAM</b>	<b>43,409</b>	<b>39,765</b>
G&A	1,874	2,053
Fund Raising	2,730	2,663
<b>TOTAL ADMINISTRATIVE AND FUNDRAISING</b>	<b>4,604</b>	<b>4,716</b>
<b>TOTAL EXPENSES</b>	<b>48,014</b>	<b>44,480</b>
Change in Net Assets	4,138	664
Net Assets, BOY	58,744	58,080
Net Assets, EOY	62,882	58,744

NATIONAL PARK FOUNDATION STAFF



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 Jill D. Nicoll, *Executive Vice President & Chief Operating Officer*  
 John Reynolds, *Senior Fellow*  
 Amy Spiceland Scofield, *Director, Board Relations & Events*  
 Juliana Rosenblatt, *Associate*

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 Martha Girard, *Manager*  
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 Matt Grandstaff, *Associate*

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 Loleta Thomas, *Accountant*  
 Kim Allen, *Fund Accountant*  
 Darrin Mickles, *Accounting Technician*  
 Felicia Williams, *Accounting Technician*

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 Hedrick Belin, *Sr. Director*  
 Renee King, *Manager*  
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 Betsy Edwards, *Executive Director, Washington's National Park Fund*  
 Jan Metzmaker, *Executive Director, The Glacier Fund*  
 Theresa Williams, *Program Assistant, The Glacier Fund*  
 Cynthia Morris, *Executive Director, African American Experience Fund*  
 Alan O'Neill, *Executive Director, Outside Las Vegas Foundation*  
 Megan Newell, *Development Associate, Georgetown Waterfront Park*

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