ANNUAL REPORT
2010
More than a century ago, citizens came together to protect the places they loved, the places they knew would matter in the future. Together, they had the vision to transform the natural treasures of our country into the first national parks so future generations could access these magnificent places and learn about our nation’s proud history. Private philanthropy has been essential to the preservation, protection and improvement of America’s national parks and will continue to be essential in securing their future as we approach the national parks’ centennial celebration in 2016. Together, we will make America’s best idea, our national parks, even better.
Our Mission

The mission of the National Park Foundation is to strengthen the connection between the American people and their national parks. We do this by raising private funds, making strategic grants, creating innovative partnerships and increasing public awareness.

Message From The President & Vice Chairman

It is a profound, and quintessentially American idea that a nation’s most majestic and sacred places should be preserved, not for the exclusive enjoyment of royalty or the rich, but for everyone. As President Franklin Delano Roosevelt said, “the fundamental idea behind the parks is that the country belongs to the people.”

America’s national parks belong to you. There are 84 million acres of stunning scenery and historical shrines – and it all belongs to you. You own it. And all that’s asked in return is that you pass it on, unimpaired, to your children – because they and their children will own it, too. It is this fundamental idea – this legacy of stewardship – that is the cornerstone of our parks.

Without the contributions, tireless work, and generosity of Americans throughout history, the national parks would not be what they are today. It is the local volunteers and partners of all sizes and scope that help us fulfill the true promise of the parks. Thanks to their generosity, time and commitment, the National Park Foundation fulfills its mission to connect all Americans to their national parks, and raises the funds necessary to strengthen our parks and help meet the needs of the National Park Service.

The National Park Foundation is the official charity for America’s national parks – providing direct support to the parks. Thanks to our many supporters, we carry on the tradition of park philanthropy, empowering individuals, foundations and corporations to get involved and find unique ways to help – from introducing inner-city young people to the majesty of their parks, to supporting the construction of the Flight 93 Memorial honoring the heroes of 9/11.

We invite you to help. Get involved in making our national parks the legacy we can pass on for generations. Join us in introducing the majesty and history of our nation’s most treasured places to new audiences and new supporters. Together we can shape history, and together we can invest in the future. Please join us.

Neil Mulholland
President and CEO
National Park Foundation

Vin Cipolla
Vice Chairman
National Park Foundation
Behind each national park is the story of a single person, or a small group of people, who loved a place so much, they devoted themselves to saving it so that other people – people they would never meet – could have the same chance to fall in love with that place.

They are all heroes. Their monuments are the parks that they helped create. And their example is an inspiration for all of us to follow.

These people still exist today and show their support through the National Park Service’s official partner, the National Park Foundation. Their contributions of time, money and talent, big and small, help directly support our national parks. It is thanks to these private citizens and organizations that the many National Park Foundation programs are made possible, from the building of the Flight 93 National Memorial honoring the heroes of 9/11, to the newly created National Parks Disaster Recovery Fund, aiding national parks suffering a major disaster – natural or manmade.

As we close in on the National Park Centennial in 2016 and begin a new era, the National Park Service and National Park Foundation will strengthen our bond of partnership, stewardship and support. Together we will further the mission of our national parks, creating new opportunities for education, community engagement, conservation, preservation and philanthropy. And we will do this not alone, but with the help from individuals of all walks of life, just as we have done throughout history.

Like the air we breathe, the water we drink, and the land that we cherish, national parks are places essential to us as a nation. America’s national parks are the envy of the world. They embody some of nature’s most spectacular scenery as well as our nation’s most sacred historical shrines, celebrating our highest ideals and reminding us of our greatest sacrifices.

In their beauty lies a single idea – what some have called America’s best idea. That these places belong to all of us, and it is up to us to preserve them. These American treasures – yours to inherit, and yours to pass on to future generations – need your support and faithful stewardship.

The National Park Foundation carries on this tradition of stewardship. They serve as a trusted guide for every American to support, connect and strengthen our national parks. Through their work, whether engaging young people through innovative programs like the Electronic Field Trips or empowering local communities and friends groups advocating for their parks, the National Park Foundation is directly carrying on the proud legacy of park support.

It is a legacy that began more than 100 years ago, a legacy that founded our national parks, and a legacy that the Foundation will champion into our next 100 years as we approach the National Park Centennial anniversary in 2016. Together today and into the future, we collectively celebrate our national parks, not only as America’s best idea – but as America at its best.
invest

With a passionate and committed focus on growing and enhancing the connection between the American people and their national parks, the National Park Foundation remains one of the few grant making organizations supporting public engagement within the national park system. We work closely with the National Park Service to identify unique and valuable opportunities to sustain and expand the Foundation’s core mission – building each initiative on vital cornerstones like community outreach, increasing conservation challenges, leadership development and educational programs.
YOUTH & EDUCATION

We invest in the next generation of park stewards. So that our parks will be protected in perpetuity, we work with educators to ensure that each child in America establishes a meaningful connection with our national parks. Our children are the next generation of caretakers.

**PARK TEACHERS** The Parks As Resources for Knowledge (PARK) Teachers Program has developed innovative ways to improve teachers’ access to and use of national park resources. Currently, the Foundation is fostering three-year partnerships between four teams comprised of National Park Service education staff and science methods faculty from local universities. Each park/university team collaboratively designs a science module for pre-service teachers to learn from, selecting unique content based on that park’s natural resources. This program empowers students to come up with their own conclusions instead of being taught the correct answer.

**ELECTRONIC FIELD TRIPS (EFT)** Electronic Field Trips give students the opportunity to learn about a particular topic through national parks they may never have the opportunity to visit. Each EFT consists of three components: a televised broadcast from a national park featuring National Park Service Rangers and youth hosts, downloadable lesson plans teachers can use in class, and online, interactive games students can play to learn. This past year, hundreds of thousands of students in classrooms around the country and world watched Great Smoky Mountains National Park and Bryce Canyon National Park come alive through the rich imagery and content of the live broadcasts and complimentary websites which respectively covered biodiversity and geology.

**FIRST BLOOM** The First Bloom program teaches children in grades 4-6 about their national parks and the importance of conversation and stewardship through hands-on activities led by park rangers. Each First Bloom partnership culminates in the participants designing and planting a garden in the park where they have been working.

This year, youth submitted their garden designs which were featured in an online voting contest open to the public at www.first-bloom.org. The winning park, Fort Smith National Historic Site and its partner, Girls, Inc., were awarded a trip to Washington, D.C. to tour the National Mall, meet officials at the National Park Service and visit their elected representatives on Capitol Hill.

**PARK STEWARDS** The Park Stewards program gives high school teachers and students the opportunity to become civically engaged stewards of their national parks. This year, fifteen teachers spent eight weeks in their local national parks working with park staff to develop service-learning projects for their students to implement throughout the following school year. Over the eight weeks, the teachers designed standards-based, multi-sensory educational programs with relevance to the national park for use in their classrooms.

The learning projects designed by the participants vary park to park. One recent standout was from the Lake Mead National Recreation Area. A local park steward teacher from the Southeast Career Technical Academy created a learning project enabling 300 sophomores to develop an understanding of, and appreciation for, the fragile desert environment. Contributing more than 7,000 hours of service, the students participated in outdoor biology field labs, rehabilitated trails on Whitney Mesa, and developed flora and fauna field guides for use in the classroom and at the national park. The project directly touched 3,000 individuals; strengthening connections between the biology, chemistry and culinary arts departments at the Academy, and engaging several community partners. It stands as a prime example of the positive impacts made possible through the Park Stewards program.

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CONSERVATION & PRESERVATION

We invest in the vitality of our parks. Our parks were established to preserve the greatest collection of nature, history and culture in the world. We work to protect these special places through innovative solutions and conservation projects.

TRANSPORTATION SCHOLARS

Americans are experiencing their national parks like never before. This welcome increase in visitation translates into a growing transportation issue within the parks. The Foundation’s Transportation Scholars program pairs parks with transportation professionals who help develop sustainable alternative transportation systems in order to reduce congestion in parks.

PARKS CLIMATE CHALLENGE

In its pilot year, Parks Climate Challenge trained high school student leaders in the science of climate change through a month-long immersion experience at North Cascades National Park. The students completed service learning projects in order to deepen the experience and develop their sense of appreciation. These young leaders left the park to meet with experts in climate change and community organizing in Washington, D.C. and applied that learning to their own communities. They shared their experiences with 500 elementary school students through instruction and service-learning projects in five national parks.

This year, four new scholars assisted with general transportation planning and analysis while working with local communities to implement a variety of environmental and traffic studies. Two of the Transportation Scholars were able to procure an additional $3.8 million in funding to aid the parks’ ongoing efforts.

ACTIVE TRAILS

Active Trails is designed to promote healthy lifestyles while protecting and enhancing our national parks’ land and water trail resources. The eight parks receiving Active Trails grants this year developed recreation programs which encouraged volunteers, community groups, corporate partners, students and educators to get involved with their national parks through hands-on trail work, citizen science, formal and informal learning activities, special events and community activities.

PARKS DISASTER RECOVERY FUND

On April 20, the BP oil well, Deepwater Horizon, suffered a catastrophic failure, killing 11 people and unleashing a torrent of crude oil directly into the ecologically rich Gulf of Mexico, leaving our nation’s worst environmental disaster in its wake. The spill devastated some of our nation’s most precious marine habitats, coastal shorelines, and delicate eco-systems – including many of our national parks.

Gulf Islands National Seashore, Jean Lafitte National Historical Park and Preserve, as well as the Everglades, Dry Tortugas and Biscayne National Parks were among the effected national parks. Understanding the drastic consequences the spill would have on these national treasures, the National Park Foundation took immediate action to support these national parks, creating the “National Parks Disaster Recovery Fund.” The program created a way for the public to directly support parks impacted by the oil spill.

The Foundation will continue to support the National Parks Disaster Recovery Fund long after the present Gulf Island disaster is resolved. Looking forward, the fund will be activated to support national parks that suffer negative impacts after any type of disaster, natural or man-made.

*Funds raised to support parks effected by the oil spill did not go towards mitigating BP’s responsibilities.
LEGACY & HERITAGE

We invest in our shared American stories and heritage. The fact that we can experience today the important places in our history, and bring new stories to light, is an extraordinary gift. All national parks merit the highest level of recognition and protection as part of America’s heritage. The cultural and ideological landscapes connect us to our shared past, and the Foundation proudly supports efforts, big and small, to preserve this legacy for future generations.

THE AFRICAN AMERICAN EXPERIENCE FUND (AAEF) From Historic Sites that preserve the legacies of the Tuskegee Airmen and Frontiersmen at Nicodemus, to ones that tell the stories of Dr. Martin Luther King, Jr., Mary McLeod Bethune and George Washington Carver, our national parks are rich with African American history. The African American Experience Fund aims to connect all Americans to the considerable contributions of African Americans throughout our country’s history that are commemorated and brought to life in our national parks. The fund supports educational, volunteer and community engagement programs in the 20 parks and historic sites that recognize and remember the legacy of African Americans in our nation’s larger story.

THE FLIGHT 93 NATIONAL MEMORIAL The Flight 93 National Memorial, the only national park dedicated to the story of 9/11, is on schedule to dedicate the first phase of construction on the tenth anniversary of September 11th. Notable events from the past year include a groundbreaking ceremony and the beginning of construction. These events represent nearly eight years of work to create a stunning design, acquiring key tracts of land, and thousands of generous donations to build the memorial. Two of the design’s most prominent features, a memorial plaza near the final resting place of the passengers and crew and an expansive field of honor, will be the first to be completed in September 2011. This past year, more than $4.5 million was contributed to the capital campaign through a variety of initiatives. The Pittsburgh Steelers hosted the “9/11 We Will Never Forget” benefit, attended by over 600 guests. An America’s Best Idea Grant funded the video “Untold Stories” about Flight 93 as seen through the eyes of former students of the Shanksville-Stonycreek School. The “Memorial Match,” conducted in partnership with Range Resources, netted over $100,000 and added 5,000 Facebook fans supporting the Flight 93 National Memorial.

With the tenth anniversary of September 11th approaching, the coming year promises to be one of remembrance and reflection when the eyes of the world will once again be focused on the heroes of that day.

AMERICA’S BEST IDEA GRANTS America’s Best Idea grants enable parks to create innovative and sustainable ways to encourage Americans to forge lifelong relationships with the national park system. With a particular focus on underserved communities with little access to national parks, this program continues the tradition of a diverse American public working together to preserve and enhance the legacy of “America’s Best Idea.”

An America’s Best Idea grant provided the opportunity for high school students from the Crow Indian Reservation in Montana to experience their history through a hands-on archaeological training and field camp at Bighorn Canyon National Recreation Area. In partnership with four colleges and universities, this program taught Crow students and elders about the significance of the archaeology in Bighorn Canyon and how the area relates directly to their history and culture. During the field camp, the Crow students and elders hosted a Crow Skills and Trade Fair, two days of native arts and crafts, games, a buffalo feast, and numerous performances.
PARK PARTNERS
Our park partners help us strengthen our national parks. Together, we can accomplish remarkable things and build a future for the parks dedicated to preservation, support and growth. The National Park Foundation is proud to be the national charitable partner to the National Park Service, and together, we are working with local friends groups and other partners of all sizes and scope to usher in a new era of support for the parks.

NATIONAL PARK SERVICE CENTENNIAL
With the 2016 National Park Service Centennial Anniversary approaching, the Foundation is working to build a movement of support for our parks equal to its founding. The Foundation has helped convene a series of meetings to assess the legacy of past Centennial Celebration efforts and conducted a survey of park supporters to elicit a vision for the future. A coalition led by the Foundation has emerged, seeking the input of experts from a variety of fields, from tourism to youth engagement, to create the most comprehensive and informed plan possible. Building on President Obama’s America’s Great Outdoors initiative, the Foundation is working with this coalition and the National Park Service to ensure that national parks and the public-private partnerships that sustain them are a core element of our nation’s 21st century conservation strategy.

FRIENDS GROUPS
Friends Groups provide vital support to national parks at the local level. In its Congressional charter, the Foundation is called upon to promote and improve these philanthropic partners in an effort to broaden the landscape of private support for parks. This year, the Foundation conducted the first comprehensive survey of local park partners in almost two decades to better understand the challenges they face and the types of assistance they require. The Foundation is analyzing the data collected to design new programs that will help these groups grow into robust organizations better able to meet the critical needs of their parks.

2010 was also a year of relationship building. The Foundation hosted the National Park Friends Alliance in Washington, D.C. as part of its Leadership Summit Series, introducing friends groups, cooperating associations and other nonprofit leaders to policy makers and leading philanthropists.

NATIONAL PARK SERVICE ORGANIC ACT, 1916
“...to promote and regulate the use of the... national parks...which purpose is to conserve the scenery and the natural and historic objects and the wild life therein and to provide for the enjoyment of the same in such manner and by such means as will leave them unimpaired for the enjoyment of future generations.”

— NATIONAL PARK SERVICE ORGANIC ACT, 1916

ALBRIGHT-WIRTH
The National Park Foundation’s Albright-Wirth Grant Program provides funds for National Park Service employees to use toward achieving a variety of career-enhancing goals. In 2010, 31 grants totaling more than $110,000 helped National Park Service employees acquire or enhance new competencies or further educational pursuits. Ranging from advanced technical rescue training, to procuring equipment needed to advance fact-finding missions and field work, to law enforcement training, NPF proudly supports these initiatives that will protect and improve our parks.

NPS AWARDS
Each year, the Foundation partners with the National Park Service to recognize the achievements of the men and women who keep our national parks in service and protected – outstanding park rangers and park volunteers.

The Harry Yount National Park Ranger Award is bestowed on an individual for excellence in the art and science of rangering. Awardees embody the spirit of the man considered to be the first “ranger” in Yellowstone. For over 15 years, the Foundation has partnered with the National Park Service to celebrate this noble tradition and its greatest practitioners. In 2010, Ranger Scott Emmerich of Glacier National Park was recognized for his achievements as a wildlife manager – working hand-in-hand with researchers capturing, collaring, and tracking cougars, grizzly bears and elk – and as a rescue ranger and park medic.

The George B. Hartzog, Jr. Awards for outstanding Volunteer Service honors the time, talent, innovation and hard work contributed to national parks. This year, individuals and groups from Glacier National Park, Santa Monica Mountains, Mississippi National River, Cape Lookout and Lake Mead were recognized for helping to preserve these special places.
In eager anticipation of the National Parks’ Centennial in 2016, the National Park Foundation continues to build on the long-standing tradition of supporting meaningful, nationally recognized ceremonies, events and celebrations. We are delighted by the continued success of annual traditions and are newly invigorated by the enthusiastic reception of Ken Burns and Dayton Duncan’s Emmy-award winning documentary “The National Parks: America’s Best Idea.” We are proud to share the details of another year of successful national park celebrations that engaged Americans on both a local and national level.
**NATIONAL PARK WEEK**

In celebration of 2010 National Park Week, the Foundation partnered with the National Park Service for the “Share a Park, Shape a Life” campaign. The joint call-to-action invited Americans to engage with their national parks with an emphasis on introducing them to younger generations.

The Foundation promoted the week through extensive media outreach garnering news coverage on more than 500 outlets nationwide. NPF’s Facebook and Twitter campaigns significantly increased supporters online and directed individuals to www.nationalparkweek.org. The new website was home to relevant event information and customized content for people tuning in from all 50 states as well as 44 countries.

The Foundation announced a national day of service and celebration in the parks. Many parks and partner locations invited the public to enjoy their sites for free, offering visitors the opportunity to “Make America’s Best Idea Even Better” by volunteering on projects ranging from trail restoration to planting native species.

Prior to the premiere, the National Park Service and the National Park Foundation announced a national day of service and celebration in the parks. Many parks and partner locations invited the public to enjoy their sites for free, offering visitors the opportunity to “Make America’s Best Idea Even Better” by volunteering on projects ranging from trail restoration to planting native species. The day concluded with a “sneak preview” screening of the documentary.

This powerful film captivated Americans everywhere, re-introducing us to the power, beauty and history embodied by our national parks. Appearing on public television and other venues for years to come, the film will serve as a powerful reminder of the legacy and majesty of what all Americans own a part of - our national parks.

**LIGHTING OF THE NATIONAL CHRISTMAS TREE**

In December, the National Park Foundation continued its successful partnership with the White House and the National Park Service, presenting the annual ‘Lighting of the National Christmas Tree’ in Washington, D.C. This longstanding holiday tradition has captivated Americans for decades.

However, 2009 marked the first year the event was broadcast on its entirety, commercial free on public television to a national audience.

Made possible by the Foundation’s strategic partnerships including generous support from Underwriters Laboratories, the broadcast reached over 104 million homes and was also broadcast online reaching a global audience with people tuning in from all 50 states as well as 44 countries.

In addition to the First Family, the ceremony featured a star-studded line-up of talented entertainers including Sheryl Crow, Jordin Sparks, Randy Jackson, Ray LaMontagne, Common, Celtic Woman, PS22 Chorus and Joshua Redman with Brad Mehldau. Together, they provided an unforgettable evening for families across the country to celebrate the holiday season, and brought renewed visibility to President’s Park on the National Mall.

**AMERICA’S BEST IDEA**

In September, “America’s Best Idea” came to life in a powerful documentary series. “The National Parks: America’s Best Idea,” created and produced by Ken Burns and Dayton Duncan, captivated audiences with its panoramic overview of the national legacy that is the national parks. The Foundation was a proud supporter and funder of this landmark documentary. The Emmy Award winning film generated a new wave of awareness and enthusiasm for our national parks.

**WHITE HOUSE EASTER EGG ROLL**

The White House Easter Egg Roll is a unique holiday tradition which began over a century ago and continues today on the South Lawn of the White House. In 2009, 30,000 people attended, from all 50 states and the District of Columbia. For the fourth consecutive year, the National Park Foundation produced and sold the official White House Easter Egg in support of this long-standing event. All children 12 years and younger who attend the White House Easter Egg Roll also receive a White House Easter Egg as a special souvenir.

In 2010, NPF continued its efforts to make the souvenir eggs more environmentally friendly. The souvenir eggs were crafted in the United States from Forest Stewardship Council-certified hardwood, and the packaging was made from Sustainable Forestry Initiative-certified paperboard. In addition, the gift box design was compact and featured vegetable oil-based inks and a water-based coating. Thanks to these enhancements, the 2010 White House Easter Egg was the “greenest” souvenir egg ever.
appreciate

The National Park Foundation is honored to pay tribute to the individuals, foundations and corporations whose extraordinary generosity make it possible to continue the tradition of philanthropy at the core of the Foundation’s mission. Their generous contributions and shared passion for maintaining the vitality and relevance of the national parks makes the parks’ legacy a sustainable reality.
CORPORATE PARTNERS

For America’s best idea to reach its potential, it will need the support of every American. NPF is working to unite all citizens in celebration of our national parks and to give our donors and the public simple ways and frequent opportunities to show their support. Many partners share our goals and provide resources and expertise to help us in this effort. They have helped us attract support through major cause marketing campaigns and have encouraged their own employees and partners to join us in service to our national parks.

THE COCA-COLA COMPANY Coca-Cola North America has partnered with NPF to underwrite the Active Trails program which promotes healthy lifestyles and encourages individuals to get involved with their national parks through recreation and volunteer opportunities.

INTERNATIONAL PAPER COMPANY International Paper Co. has developed a series of commemorative national park cups. The cups, IP’s 100% compostable ecotainers®, feature an educational message about conservation and environmental stewardship. For each cup sold, IP donates a penny to NPF up to $1 million.

MERRELL Merrell has partnered with the National Park Foundation to implement a promotional campaign that inspires people of all ages to get outside and enjoy our national parks. The company is dedicated to inspiring the outdoor athlete in everyone, as well as increasing access to our national parks for all people. Through social media, events and more, Merrell helped to promote many of the Foundation’s programs and engaged consumers with the opportunity to share their experiences in our parks.

MCNEIL CONSUMER HEALTHCARE McNeil Consumer Healthcare partnered with NPF to encourage people to get outdoors and get active. Through its Benadryl brand, McNeil launched an online series featuring two families competing in a friendly competition of family-oriented activities at Joshua Tree National Park. The campaign focus was to give people the opportunity to experience “unforgettable moments” within our national parks.

THE UPS FOUNDATION The UPS Foundation supports NPF’s First Bloom youth engagement and education program which provides children in grades 4-6 with hands-on native plant restoration projects and lessons in their local parks.

OLYMPUS IMAGING AMERICA INC. Since 2008, Olympus has been the sponsor of the Share the Experience Photo Contest which encourages people to capture and share the beauty of our national parks through photography. Through this effort, over 13,000 photos have been submitted to the Share the Experience Photo Contest.

THE BANK OF AMERICA CHARITABLE FOUNDATION, INC. Bank of America has partnered with NPF to connect high school teachers and students to national parks through park-focused curriculum and service-learning activities through the Park Stewards program.

ARAMEK ARAMARK helped secure a $1 million grant through the Yawkey Foundation to become the founding and sustaining sponsor of the First Bloom program. To date, the First Bloom program has reached over 10,000 children with programs in over 31 national parks.

THE UPS FOUNDATION, inc. The UPS Foundation, inc. has partnered with NPF to provide a unique service-learning opportunity for underserved communities. Through its Park Stewards program, UPS has made over 100,000 service teachers.

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UNILEVER For more than 15 years, Unilever has been an active partner of America’s national parks. Working with the National Park Foundation, Unilever funded the America’s Best Idea Grants program. This innovative program connects underserved communities with National Park Service units nationwide, fostering engagement and inspiring the exchange of ideas with the next generation of park stewards.

MACY’S Through a cause-related marketing campaign entitled “The Great Give Back Campaign,” Macy’s raised $1 million for the National Park Foundation. The campaign encouraged NPF supporters and Macy’s customers to contribute toward the initiative and provided a matching grant of $500,000.

TOYOTA USA FOUNDATION Through its partnership with Toyota USA, NPF has created partnerships between the National Park Service education staff and science faculty from local universities to design science modules for pre-service teachers.

UNDERWRITERS LABORATORIES, INC. Through a multi-year, multi-million dollar commitment from Underwriters Laboratories, the National Park Foundation and the National Park Service presented the 2009 National Christmas Tree Lighting. The National Christmas Tree Lighting tradition dates back to 1923 and kicks off a month-long holiday celebration on the Ellipse in Washington, D.C. The celebration includes the UL-sponsored Santa’s Workshop offering free photos with Santa for the kids and helpful holiday safety information for the parents.
ROCKEFELLER SOCIETY ($10,000 - $24,999)
Anonymous
Eileen S. Alberding
Norman and Diane Bernstein
Eric and Barbara Burgess
John and Jeanine Cushman
Linda J. Fisher
Mrs. Doris Fisher
General Tommy Franks and Cathy Franks
Carole and Ira Hall
Brad and Pam Hemminger
Karen A. Johnson
Peter S. Knight and Gail Britton
Bennie Becker and George Mohanco
John and Barbara Nau
The Estate of Marie Sabor Langman
Kathleen M. Shanahan
Tom and Kathy Shannon
Michael A. and Lavinia N. Smerconish
Cheryl K. Wilfong

ROOSEVELT SOCIETY ($5,000 - $9,999)
Hughes and Betsy Abell
Nancy and Joachim Bechtle
David W. and Julia R. Bianchi
Jim and Kiera Carlisle
Esther and James H. Cavanaugh
Chadd Charland
Cynthia Citrone
Bruce C. and Lynn Bay Dayton

PIONEER SOCIETY ($1,000 - $4,999)
Anonymous
Susan Aguilar
Melissa and S. Alexander
Ann T. Anderson
David Andreas
Richard Arellanes
Lillie and Michael Axelrod
Dr. and Mrs. William F. Baker
Terry Banke
James and Pamela Barksdale
Lydia Anne Barnes
Douglas Bashar
Thomas Baxter
Kim and Smokey Bayless
Mary L. Beall

STEWARDSHIP CIRCLE

John and Patricia Rice
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Alana and Elbert Robinson
Larry and Katie Ronan
Marc Rosenfeld and Adam Hertzog
Erica Ueland
Cameron M. Van Orman
Peter and Hilary Weinstock
Barry Lawson Williams and Lalita Tademy
Peggy and David Beamer
Stephane Beaudry
Elton J. Beaulieu
Mr. and Mrs. Frank M. Bell, Jr.
Rett and Michelle Benedict
Juan and Michele Benitez
Roger S. and Judith R. Benson
Elizabeth P. Bergbower
Steven Berkenfeld
April P. Bernard
Robert Bernasconi
Manfred Best
Kenneth A. Betts
Alexander P. Bicket
Lynn S. and Terry B. Birdsong
Gary and Betsy Birkenbeuel
Patricia D. Bivona
Rocky Bleier
Peter Blitzer
Gordon Blowers
Daniel Boggan, Jr.
Eleanor F. Bookwalter
Timothy and Susan Bottoms
James Bradley
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Jennifer and Jeffrey Bridges
Vicki J. Bridges
Donald and Beverly Brinckman
Mr. George L. Bristol
John P. and Mary Britvich
Kae L. Brockemeyer
Mason Brown Family Foundation, Inc.
Elizabeth and Kurt Brykman
Kenneth and Karen Buchi
Christopher and Joan Bulinko
Daniel A. Bump

Robert E. Bundy
Donald Burgio
Robert H. and Grace M. Carter
Amerigo Cascella
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Russ and Donna Cashdan
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John and Sessa Clark
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Mark Coblitz
Jeffrey and Ellen Cohen
Dr. Richard A. Colyer
Beverly J. Cooney
Shirley W. Cooper
Deborah Copeland
Timothy and Jeannie Coss
T. D. and Greta Cowart
Daniel J. Creston
Christian E. and Jennifer Crane
Gary and Sandy Cross
Carla Cruz
James L. and Christine A. Dart
William and Judith Davis
Platt and Carolyn Davis
Karen R. Davis
Warren and Pamela Dean
Karen B. Decker
Jay Degeare
Steve DenHerder
Robert and Emily DesHotel
Edward and Karen Deutsch
James C. Dewar
Peter Dezendorfer
Donald F. and Linda Doctrow
Charles and Helen Schwab
Daniel Sullivan
"The National Parks: America’s Best Idea."

The Century Society
Members of the Century Society are invited to participate in National Park Expeditions, once-in-a-lifetime trips to experience all that our parks have to offer. In September 2009, the group visited Grand Teton National Park and joined in a “grand” event launching the premiere of the PBS series, “The National Parks: America’s Best Idea.”

($100,000 AND ABOVE)
The Estate of Christine E. Jacobs
Joseph P. Landy
Chris T. Sullivan
Nancy W. Adams
Al and Deean Baldwin
Kathryn and Kenneth Chesault
Vin Cipolla and Celine McDonald
Edward and Amy Easton
Spencer and Cleone Eccles
John and Heath Faraci
Charles and Carolyn Miller
Peter and Elisa Rapaport
Elise W. and Paul B. Schmidt
Myron and Connie Gordin

($50,000 AND ABOVE)
Amanda and Peter Docter
Carole and Jeffrey Hays
Enes M. Hekett
Robert B. Menchel
James D. Pitcock
David and Susan Rockefellor
Charles and Helen Schwab
Daniel Sullivan
Judith H. Hamilton
Jay and Jean Kislaik
The Estate of Helen Marr

($25,000 AND ABOVE)
Nancy W. Adams
Al and Deean Baldwin
Kathryn and Kenneth Chesault
Vin Cipolla and Celine McDonald
Edward and Amy Easton
Spencer and Cleone Eccles
John and Heath Faraci
Charles and Carolyn Miller
Peter and Elisa Rapaport
Elise W. and Paul B. Schmidt
Myron and Connie Gordin
Mr. and Mrs. Chip Fedalen, Jr.  
Wong K. Fook  
Marjorie Forman  
Susan Fraker  
Michele Freed  
Christine M. Freitag  
Daniel and Leah Frey  
Mahlon Fuller  
Lindy Fung  
Peter J. Gallagher  
John Galligan  
Chip Ganassi  
William B. Gannett  
Dan F. and Gloria Geismar  
Joanne Getty  
Arnie Glantz  
John and Frances Gleeson  
Dr. and Mrs. Irwin P. Goldstein, M.D.  
Florence F. Goodyear  
Alex Gorsky  
Jack A. Grandeolas  
Ruth Green  
Adam Greenstone  
Gina Greer  
Ernie P. Gremillion III  
Margaret G. Griess  
Dorothy J. Grimm  
Ronald A. Guizado  
Eric and Jannene Gunter  
Robert and Ellen Gutstein  
John and Polly Guth  
Bruce Guthrie  
Lt. Col. Gregory Haack  
Deric Haddad  
Chris Hale  
Judy K. Hall  
Craig Halterman  
Nancy Hamilton  
Richard and J. Haney  
Barbara Hanka and Daren Striegel  
Bill Harper  
Ken Harrison  
Dorothy Hartman  
Tim and Cheryl Hayden  
Agnes Hayden  
Mary Healy  
George L. and Elaine Heider  
Marian S. Heiskell  
James Helms  
Tom and Carol Henderson  
Laurette K. Herman  
Adam Hertzog  
The Hetnarski Family  
William W. Hildreth  
The Hill and Lara E. Foote  
James and Margaret Hinson  
Richard and Carol Hirsch  
John E. Hodges  
Jennifer and Geoffrey Hoff  
Leroy and Patti Holt  
Michael and Nancy Honkomp  
Carol L. Horner  
Francis J. and Patricia A. Houlihan  
Joseph C. Howard, Jr.  
Henry H. Hoyt  
Linda A. Hrevnack  
Kerry J. Hueston  
Dr. Jed Hughes  
Stephanie M. Iacovelli  
Elizabeth T. Ijames  
Verne Istok  
Judy G. Jackson  
Greg M. Jacobs  
Lois Jarvinen  
Eric Johnson and Kathleen Minadeo Johnson  
Ldr. Laurie L. Johnson  
USN RET  
Nancy Buzzinski Johnson  
Dr. Philip T. Johnson  
Clifford Jones  
Meredith Jones  
The Paula B. and Oliver W. Jones Family Foundation  
William and Myrtle Jones  
Anna Mae and Robert Kass  
Sheldon and Audrey Katz  
Pamela Keld  
Duane Kelley  
Jim Kelley  
Nathan Kellogg  
T. Patrick Kelly  
Jeffrey D. and Patricia K. Kendall  
Darcie Kent  
Carroll K. King  
Robert S. Kinkel, Jr.  
Scott and Melissa Klein  
Nat Klipper  
Thomas E. and Sonja L. Koenig  
Michael and Liz Kohler  
Lynn M. Koncz  
Gavin R. Koo  
Martha Kozachek  
Kenneth F. Kraus  
Sandra Krause and Bill Fitzgerald  
Kraig and Linda Kupiec  
Gregory A. Lacey  
Chiswell D. Langborne  
Mr. and Mrs. C. King  
Laughlin  
Marta Jo Lawrence  
Valerie Lezin and Donald Goldman  
Kian-Tat Lim  
Lisa Linden  
Todd M. Little  
Mary E. Lonien  
Vincent Lougbran  
Elena Lozano  
Mary Ann Maloney  
Thomas O. Malcolm  
John and Adrienne Mars  
Katherine A. Marsh  
Margie Masterson  
Harry Mathis  
Francis H. McDaido  
Margaret and Richard McBride  
Jake and Beth McCarthy  
Dan and Susan McCarty  
Elizabeth McCaul  
Thomas and Jessica McCraw  
Peg McDermott  
Richard M. McGonigal  
Joseph and Sandra McNally  
Herman Mellott  
Christopher Meyers  
Paul S. Micalef  
Gene and Sue Mickey  
Christopher Miller  
James H. and Margaret Miller  
John C. Miller  
Mark Dale Miller  
James O. and Lillian Mitchell  
Susan W. Moore  
James K. Morris  
Thomas J. Morris, M.D.
The Coca-Cola Company

For over 40 years, Coca-Cola has supported America’s national parks. Through support of individual parks and its partnership with the National Park Foundation, Coca-Cola has donated over $13 million dollars for restoration and renovation of our parks. This includes maintaining and rebuilding 260 miles of trails so families can be active together while enjoying the great outdoors.
Supporting the Parks

There are many ways to support the important work of the National Park Foundation. To learn more about the range of gift-giving options, please contact us at 202-354-6470 or via email at donorservices@nationalparks.org.

The Stewardship Circle

- **Pioneer Society** $1,000–$4,999
- **Roosevelt Society** $5,000–$9,999
- **Rockefeller Society** $10,000–$24,999
- **The Century Society** $25,000 and above

Recurring Gifts

Increase the impact of your support for the National Park Foundation by establishing a monthly recurring gift. Join our faithful supporters who demonstrate their year-round commitment to parks with regular, ongoing gifts via an electronic charge to a credit or debit card.

Matching Gifts

More than 70 organizations matched their employees’ contributions to NPF last year, doubling and sometimes tripling the impact of every single dollar. To find out if your employer offers matching donations, check with your personnel office.

Workplace Giving

Help support the parks by designating NPF in your workplace giving program. Each year, NPF benefits from campaigns by the United Way, the Combined Federal Campaign (CFC #11252) and many other payroll-deduction programs. Contact us for more information on how to support the parks through your campaign.

Tribute Gifts

Pay lasting tribute to a loved one or commemorate a family milestone by making a gift to the national parks. We will send a personal card to your designee to recognize your gift.

Planned Giving

Establishing a legacy gift for NPF now will benefit the national parks for years to come. It can help some donors realize tax advantages or safeguard assets. NPF offers many planned giving vehicles. For more information, visit nationalparks.org or contact a planned giving professional at 202-354-6468 or via email at donorservices@nationalparks.org.

George S. and Dolores Doré Eccles Foundation

Father and daughter philanthropists, Spencer F. Eccles and Lisa Eccles, lead one of Utah’s largest philanthropic foundations, the George S. and Dolores Doré Eccles Foundation, as Chairman & CEO and President. The Foundation helped to bring Utah’s beautiful Bryce Canyon National Park to schoolchildren throughout the country by supporting NPF’s May Electronic Field Trip. Spencer is also a long-time friend and former NPF Board member.

George S. and Dolores Doré Eccles Foundation Members

- L.L. Bean, Inc.
- Landy Family Foundation
- Local Independent Charities of America
- Macy’s, Inc.
- McNeil Consumer Healthcare
- Merrell
- Mettrodome Group, PLC
- Microsoft Matching Gifts Program
- Minnesota Historical Society
- Ochiltree Foundation
- Olympus Imaging America Inc.
- Pacific Gas and Electric Company
- Pasadena Community Foundation
- The Philanthropic Collaborative, Inc.
- Pittsburgh Steelers
- The PNC Foundation
- Popplestone Foundation
- Range Resources- Appalachia, LLC
- RealNetworks Foundation
- Santa’s Best Craft, LTD.
- Schwab Charitable Fund
- The Sherwin-Williams Company
- Somerset Trust Company
- State of Nevada
- Steven Singer Jewelers, Inc.
- Sykes Enterprises Incorporated
- Turner Construction Company
- Underwriters Laboratories, Inc.
- Unilever
- The UPS Foundation
- USAOPOLY
- Vanguard Charitable Endowment Program
- Virginia Egg Council
- Vital Projects Fund, Inc.
- W Hotel Washington D.C.
- Warburg Pincus Foundation
- Whole Foods Market
- Willard InterContinental
- Williams Brothers Construction Company
- Xanterra Parks & Resorts
- Yawkey Foundation

George S. and Dolores Doré Eccles Foundation

- Golf Supports Our Troops
- Gordon Terminal Service Co. of PA
- Grand Canyon North Rim LLC
- Guest Services, Inc.
- Evelyn and Walter Haas, Jr. Fund
- Harland Clarke
- The Heinz Endowments
- Hilton Garden Inn - Downtown D.C.
- History Channel
- Inner Spark Foundation
- International Paper Company
- The Christine Ellen Jacobs Administrative Trust

Debra J. Williams
Gregory A. Willisson
Larry L. Wilson
Penelope P. Wilson
Karen Wirth
R. Martin and Elizabeth Wiskemann
Carl Wolfe
Tom F. and Nancy W. Yohe
Gordon S. Young
Jason Zach
Zumbo Family Foundation

**ORGANIZATIONS ($10,000 OR MORE)**

Anonymous
- 93 cents for Flight 93
- A&E Television Networks
- AARP
- The Ahmanson Foundation
- American Association for the Advancement of Science
- American Legion, Department of Pennsylvania
- Amtrak
- ARAMARK
- Bailey Charitable Trust
- The Bank of America Charitable Foundation, Inc.
- Bank of America Corporation
- Barclays Bank Delaware
- Berkeley Capital Management
- The Bloomingdale’s Fund of Macy’s Foundation
- The Capital Group Companies Charitable Foundation
- Checks In The Mail, Inc.
- Chesapeake Appalachia Close Up Foundation
- The Coca-Cola Foundation
- Colcom Foundation
- Concurrent Technologies Corporation Foundation
- The Cushman Family Trust
- The Davey Tree Expert Company
- Delaware North (DNC) Park and Resorts at Yosemite, Inc.
- Disney Worldwide Services, Inc.
- George S. and Dolores Doré Eccles Foundation
- Spencer F. and Cleone P. Eccles Family Foundation
- Families of Flight 93
- The Fernandez Pave the Century Society
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### Financial Summary

#### Statements of Financial Position

**As of June 30**

<table>
<thead>
<tr>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td><strong>Liabilities and Net Assets</strong></td>
</tr>
<tr>
<td>Cash and Cash Equivalents</td>
<td>13,485,551</td>
</tr>
<tr>
<td>Investments, at Market</td>
<td>49,453,796</td>
</tr>
<tr>
<td>Accounts and Other Receivables</td>
<td>206,438</td>
</tr>
<tr>
<td>Prepaid and Deferred Expenses</td>
<td>132,653</td>
</tr>
<tr>
<td>Pledges Receivable (Net)</td>
<td>5,217,283</td>
</tr>
<tr>
<td>Furniture and Equipment (Net)</td>
<td>122,894</td>
</tr>
<tr>
<td>Conservation Property</td>
<td>53,967</td>
</tr>
<tr>
<td>Funds Managed as Agent for Others</td>
<td>14,130,096</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>Total Liabilities</strong></td>
</tr>
<tr>
<td>82,802,678</td>
<td>85,306,735</td>
</tr>
<tr>
<td><strong>Liabilities and Net Assets</strong></td>
<td><strong>Unrestricted</strong></td>
</tr>
<tr>
<td>Accounts and Other Payables</td>
<td>1,427,608</td>
</tr>
<tr>
<td>Deferred Grant Revenue</td>
<td>78,009</td>
</tr>
<tr>
<td>Grants Payable, Net</td>
<td>1,494,192</td>
</tr>
<tr>
<td>Funds Managed as Agent for Others</td>
<td>14,130,096</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>17,051,896</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td><strong>Unrestricted</strong></td>
</tr>
<tr>
<td>Unrestricted</td>
<td>21,557,967</td>
</tr>
<tr>
<td>Temporarily Restricted</td>
<td>34,261,736</td>
</tr>
<tr>
<td>Permanently Restricted</td>
<td>9,931,079</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td>65,750,782</td>
</tr>
<tr>
<td><strong>Total Liabilities &amp; Net Assets</strong></td>
<td><strong>Net Assets, End of the Year</strong></td>
</tr>
<tr>
<td>82,802,678</td>
<td>65,750,782</td>
</tr>
<tr>
<td>65,750,782</td>
<td>65,895,126</td>
</tr>
<tr>
<td>21,557,967</td>
<td>19,651,458</td>
</tr>
<tr>
<td>34,261,736</td>
<td>39,125,913</td>
</tr>
<tr>
<td>9,931,079</td>
<td>7,117,755</td>
</tr>
<tr>
<td>65,750,782</td>
<td>65,895,126</td>
</tr>
</tbody>
</table>

#### Statements of Activity for the Twelve Months Ended

**June 30, 2010**

<table>
<thead>
<tr>
<th><strong>Revenue and Support</strong></th>
<th><strong>Unrestricted</strong></th>
<th><strong>Temporarily Restricted</strong></th>
<th><strong>Permanently Restricted</strong></th>
<th><strong>Total</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions and Gifts</td>
<td>6,036,121</td>
<td>14,248,306</td>
<td>8,240</td>
<td>20,522,667</td>
</tr>
<tr>
<td>Contributed Property</td>
<td>123,775</td>
<td>1,051,958</td>
<td>1,175,733</td>
<td></td>
</tr>
<tr>
<td>Litigation Settlement Contributions</td>
<td>86,472</td>
<td>742,606</td>
<td>742,606</td>
<td></td>
</tr>
<tr>
<td>Federal Grants and Contracts</td>
<td>1,247,054</td>
<td>501,635</td>
<td>1,748,689</td>
<td></td>
</tr>
<tr>
<td>Management and Other Income</td>
<td>20,632,829</td>
<td>(23,437,913)</td>
<td>2,805,084</td>
<td></td>
</tr>
<tr>
<td><strong>Total Revenue and Support</strong></td>
<td>28,126,251</td>
<td>(6,873,408)</td>
<td>2,813,324</td>
<td>24,066,167</td>
</tr>
</tbody>
</table>

**Expenses**

| **Program Grants** | 16,254,255 |         |
| **Program Support** | 6,092,689 | 6,092,689 |
| **Fundraising and General & Administrative** | 5,419,593 | 5,419,593 |
| **Total Expenses** | 27,766,537 |         |

**Change in Net Assets from Operations**

| 359,714 | (6,873,408) | 2,813,324 | (3,700,370) |

**Non-operating Activity**

| **Investment Income (Loss)** | 1,571,795 | 2,009,231 | 3,581,026 |
| **Unfulfilled Pledges** | (25,000) | (25,000) |         |
| **Total Non-operating Activity** | 1,546,795 | 2,009,206 | 3,556,026 |

**Change in Net Assets from Non-Operating Activity**

| 1,906,509 | (4,844,177) | 2,813,324 | (144,344) |

**Net Assets, Beginning of the Year**

| 19,651,458 | 39,125,913 | 7,177,755 | 65,951,126 |

**Net Assets, End of the Year**

| 21,557,967 | 34,261,736 | 9,931,079 | 65,750,782 |

**June 30, 2009**

<table>
<thead>
<tr>
<th><strong>Revenue and Support</strong></th>
<th><strong>Unrestricted</strong></th>
<th><strong>Temporarily Restricted</strong></th>
<th><strong>Permanently Restricted</strong></th>
<th><strong>Total</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions and Gifts</td>
<td>7,835,099</td>
<td>6,438,122</td>
<td>2,000</td>
<td>14,275,221</td>
</tr>
<tr>
<td>Contributed Property</td>
<td>631,612</td>
<td>2,034,762</td>
<td>2,466,374</td>
<td></td>
</tr>
<tr>
<td>Litigation Settlement Contributions</td>
<td>1,774,596</td>
<td>1,774,596</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Federal Grants and Contracts</td>
<td>107,868</td>
<td>107,868</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Management and Other Income</td>
<td>1,274,393</td>
<td>493,725</td>
<td>1,768,118</td>
<td></td>
</tr>
<tr>
<td>Net Assets Released from Restriction</td>
<td>12,777,487</td>
<td>12,777,487</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Revenue and Support</strong></td>
<td>22,636,459</td>
<td>(2,036,282)</td>
<td>2,000</td>
<td>20,592,177</td>
</tr>
</tbody>
</table>

**Expenses**

| **Program Grants** | 8,038,013 |         |
| **Program Support** | 5,670,010 | 5,670,010 |
| **Fundraising and General & Administrative** | 5,213,867 | 5,213,867 |
| **Total Expenses** | 18,921,890 |         |

**Change in Net Assets from Operations**

| 3,704,569 | (2,036,282) | 2,000 | 1,670,287 |

**Non-operating Activity**

| **Investment Income (Loss)** | (2,993,388) | (1,898,296) | (4,891,684) |
| **Unfulfilled Pledges** | (2,993,388) | (1,898,296) | (4,891,684) |
| **Total Non-operating Activity** | (3,993,388) | (1,898,296) | (5,891,684) |

**Change in Net Assets from Non-Operating Activity**

| (288,819) | (3,934,578) | 2,000 | (4,221,397) |

**Net Assets, Beginning of the Year**

| 19,940,277 | 43,060,491 | 7,117,755 | 70,116,523 |

**Net Assets, End of the Year**

| 19,651,458 | 39,125,913 | 7,117,755 | 65,951,126 |