A full-page photograph of a hiker standing in a narrow canyon. The hiker is wearing a dark jacket, pants, and a backpack, and is holding a long wooden staff. The canyon walls are made of layered, reddish-brown rock. A stream flows through the center of the canyon, surrounded by large, smooth, grey rocks. The lighting is dramatic, with strong shadows and highlights on the rock faces.

NATIONAL PARK FOUNDATION
**annual
report**
2011



Zion National Park, UT

**“The fundamental idea behind
the parks is that the country
belongs to the people.”**

– FRANKLIN DELANO ROOSEVELT



this IS YOUR land

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 visit them, care for them and then 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 and the National Park Foundation.

our mission

The National Park Foundation, in partnership with the National Park Service, enriches America's national parks and programs through private support, safeguarding our heritage and inspiring generations of national park enthusiasts.

message FROM THE president

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SECRETARY, UNITED STATES
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America's national parks stand as our country's greatest treasure. They are a priceless gift passed from generation to generation. They are not reserved for the wealthy or royalty, but rather for every person. They exist as the birthright of all Americans – places to be cherished and invested in, so they may tell our unique story, forever.

In 1967, through an act of Congress, and a one million dollar gift from Laurance Rockefeller, the National Park Foundation was founded, formally establishing an organization that would carry on the legacy of private philanthropy that established the national parks. It was the determination of individual Americans that had a dream bigger than themselves – a dream to preserve and protect these places, setting aside our country's greatest natural marvels, historic locations and cultural icons, so they may be safeguarded for all time.

The National Park Foundation is dedicated to this tradition, committed to strengthening the bond between the American people and their parks. It is a critical mission that we share with the National Park Service. Together, we work to guarantee that not only our parks exist, but they are more vibrant and stronger than ever before, deeply connected to the American people. With each dollar we grant, we fulfill this mission.

Thanks to private support, we've been able to preserve more trails, educate more students, and engage more local communities through our national parks than ever before. We've been able to provide vital resources to educators, utilizing our national parks as classrooms, to teach important lessons in ecology, climate change, history and culture. We've been able to support parks, new and old, that celebrate our culture, our history, and our heroes – from the African American Experience Fund to the Flight 93 National Memorial.

In 2016, the National Park Service will celebrate its 100th anniversary. As we approach this milestone, the National Park Foundation and the National Park Service have collaboratively worked together to build robust strategic plans that will guide both organizations in the next 100 years. It will be a century that will build on what we have accomplished, and deliver a new era of sustainability, support and success for the American people and their national parks.

A handwritten signature in dark ink that reads "Neil". The signature is written in a cursive, slightly stylized font.

NEIL MULHOLLAND
PRESIDENT AND CEO
National Park Foundation

message FROM THE chairman



During the 10th anniversary remembrance of 9/11, I joined President Clinton, President Bush, Vice President Biden, National Park Service Director Jon Jarvis and National Park Foundation Vice Chairman Chris Sullivan at the dedication of the Flight 93 National Memorial in Shanksville, Pennsylvania. Since that terrible day in 2001, millions of Americans have visited what is now the 389th unit of the National Park System to honor the 40 heroes who gave their lives to thwart a terrorist attack on Washington, DC. Thanks to the National Park Foundation and many other partners, we now have replaced temporary shrines with a beautiful memorial that engages both the heart and the mind.

From Jamestown to Yosemite, from Selma and now to Shanksville, the National Park System tells the story of America. One of the primary goals of President Obama's America's Great Outdoors initiative is to reconnect the American people, especially young people, with the beauty of our land, the richness of our culture, and the long journey of our history as a people.

The National Park Foundation stands with us in pursuing this goal. By supporting exceptional programs like the African American Experience Fund, Active Trails, America's Best Idea grants, and the newly launched American Latino Heritage Fund, the Foundation is helping the National Park Service engage more Americans in their national parks than ever before. By supporting programs like Parks Climate Challenge and Electronic Field Trips, it is helping the National Park Service create new opportunities for young people of all backgrounds to experience our parks and learn about the outdoors.

As evidenced at the Flight 93 National Memorial, our nation has a long and proud tradition of individuals and organizations joining in partnership to preserve our natural and cultural heritage and the stories of our collective American experience. As we look to the future, the National Park Foundation and its many dedicated supporters will continue to play a pivotal role in fostering the partnerships that ensure our National Park System will thrive in the 21st Century and beyond and that visitors will be connected to and inspired by the story of America.

THE HONORABLE KEN SALAZAR

CHAIRMAN, National Park Foundation Board of Directors
SECRETARY, United States Department of the Interior

PHOTO: DEPARTMENT OF INTERIOR

message FROM THE secretary



On March 1, 1872, the United States became the first country in the world to create a national park. It was called "Yellowstone." Today, Yellowstone is one of 395 national parks, spanning the far distances of the Pacific to the rocky coasts of Maine.

The National Park Service was established in 1916 to care for America's growing system of national parks. Nearly a century later, our mission to protect and preserve these beloved places is just as imperative -- our nation needs its national parks more than ever. And while 21st-century challenges make that mission more complex, we remain steadfast. To meet these challenges, we will implement a 36-point action plan, which will guide our work between now and our centennial.

In this technology-driven era, a time when so many are losing their personal connection to the natural world, parks provide a lifeline to our history, our environment, and to one another. National parks speak a universal language. They offer every visitor an authentic experience, the opportunity

to enjoy a special connection to our past and present, one that engages the whole person in a way no 3-D movie or website ever could.

The national park experience dynamically affects people, teaching them, inspiring them, opening their eyes to conservation, history and culture on a visceral level. The national parks provide a way to understand our ever-changing world and to respect our roots, inclusive of all walks of life.

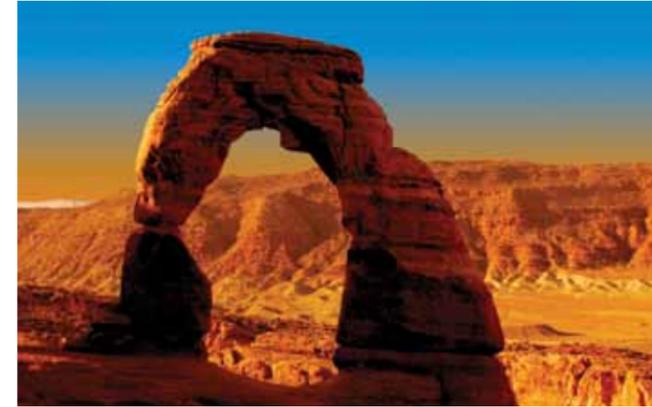
These experiences have driven individuals throughout history to dedicate themselves to protecting these places. The National Park Service is proud to have the support of the National Park Foundation as our national charitable partner. Through the National Park Foundation, individuals can become part of the legacy that has helped create and sustain the parks for the last 100 years, and help safeguard them in the centuries to come. Together, we can ensure that national parks are ever-present reminders that preserving our past is critical to the success of our future.

JON JARVIS

SECRETARY, National Park Foundation Board of Directors
DIRECTOR, National Park Service

PHOTO: DENNIS KLEIMAN

Golden Gate National
Recreation Area, CA



invest

To advance. To provide. To empower. These are the values of the National Park Foundation as we invest in America's national parks, and the American people. Building on vital cornerstones like community outreach, conservation, stewardship and education, the National Park Foundation is dedicated to investing in our parks today, so they may be stronger for tomorrow.

youth AND education

The future of these treasured places belongs to our youth. They are the guardians who will protect and safeguard our national parks, and pass them onto the next generation – but only if they understand and experience the majesty of these places. We invest in the next generation of park stewards. We provide opportunities for young people to experience these places firsthand and work with educators to ensure that each child in America understands the history and legacy of our national parks.

PARK TEACHERS

The 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. This year, in order to expand the number of educators beyond the four park teams, NPF conducted a Fundamentals Workshop for 27 new park educators from 16 different parks, focusing on scientific as well as historical inquiries.



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, 21 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 program tools with relevance to the national park for use in their classrooms. An enriching new element was added to the program this cycle - summer internships. Thirteen parks hired 16 Park Stewards students as interns during the 2011 summer season. Students have reported feeling more deeply connected to the national parks and many are now considering a career with the National Park Service.

The service learning projects designed by the participants vary park to park. After identifying the overwhelming need to service youth with disabilities, the Oxon Cove Park / Oxon Hill Farm in Maryland used their Park Stewards grant to implement an exciting interactive educational program for children with Autism Spectrum Disorders. The children learned about farming and nutrition through hands-on activities such as milking cows, gathering eggs, and feeding horses, ducks, and goats. It was a chance for these children to use all of their senses to enjoy the exhibits at the park. This advancement in their educational programming has unlocked the gates of the park for students who have traditionally been unable to participate in any of the learning activities available at the farm.



Electronic Field Trips give students the opportunity to learn 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 experienced North Cascades National Park and Gulf Islands National Seashore, learning about climate change and inventory and monitoring science. This year's North Cascades EFTs broke a record with over 156,000 students and teachers participating.

ELECTRONIC FIELD TRIPS (EFT)



The First Bloom program teaches children in grades 4 - 6 about their national parks and the importance of conservation 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. Twenty four national parks and their partners participated in the program with the goal of engaging over 5,000 youth.

For the second year, participating 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, Catoclin Mountain Park and its partner, Robert Moton Elementary School, were awarded a trip to Washington, DC to tour the National Mall and hike through Roosevelt Island with local park rangers.

FIRST BLOOM

conservation AND preservation

Our parks were established to preserve the greatest collection of nature, history and culture in the world. We invest in the guarantee that this will never change and our national parks are protected forever. From sea to shining sea, we work together with the National Park Service to preserve America's fragile and sacred places.

TRANSPORTATION SCHOLARS



Americans are experiencing their national parks more than ever. This welcome increase in visitation translates into growing transportation issues within the parks. The Foundation's Transportation Scholars program pairs parks with transportation professionals to help develop sustainable alternative transportation systems in order to reduce congestion and pollution in parks.

This year, five new scholars were selected to assist with general transportation planning and analysis while working with local communities to implement a variety of environmental and traffic studies. The parks selected to receive this year's scholars are New Bedford Whaling National Historical Park, Harper's Ferry National Historical Park, Arches National Park, National Capital Region, and North Cascades National Park.

ACTIVE TRAILS

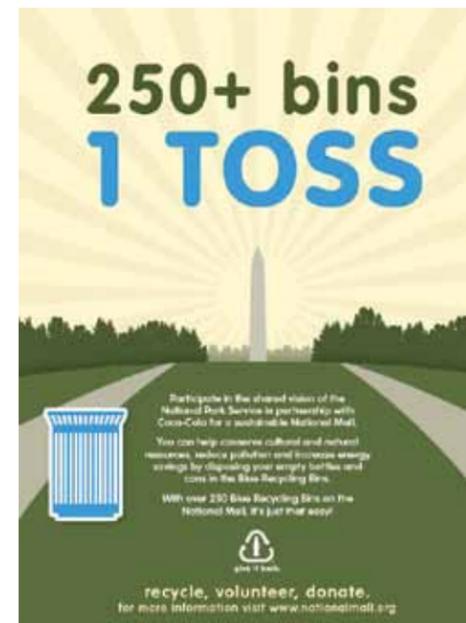


Active Trails is designed to promote healthy lifestyles while protecting and enhancing our national parks' land and water trail resources. The 13 parks receiving Active Trails grants this year developed recreation programs which encouraged volunteers, community groups, corporate partners, students and 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. Each park is encouraged to develop and strengthen local partnerships as a way to support and sustain the trail projects beyond the term of the grant.



This year, the Parks Climate Challenge program brought teachers from around the country to four national parks to train them to teach and engage their students in the science of climate change. Institutes paired with Great Smoky Mountains National Park, North Cascades National Park, Mississippi National Recreation Area, and Golden Gate National Recreation Area conducted these trainings with the goal of empowering teachers to use national parks as outdoor classrooms. In the fall of 2011, participating teachers will complete service projects with their students that connect them back to the parks.

PARKS CLIMATE CHALLENGE



The National Mall & Memorial Parks, in partnership with The Coca-Cola Company, the Trust for the National Mall and the National Park Foundation, conducted an analysis of the recycling opportunities on the National Mall in an effort to increase NPS' sustainability practices in the nation's Capital. Since the initial analysis, 255 permanent recycling receptacles have been installed and 400 "clear stream" recycling bins have been acquired for use during special events. Additionally, a communications program was launched that included recycling signage throughout the park, advertising within the public transit system, and educational materials that will be distributed to park visitors and vendors. These efforts have resulted in the current recycling rate of 16.2%, up from 0% two years ago, with a goal of diverting 50% of the park's waste stream away from landfills by 2020.

NATIONAL MALL RECYCLING

legacy AND heritage

Protecting the places where history happened, we invest in America's heritage and its legacy. We are dedicated to saving the places of our past, so we may learn new lessons in the present. We honor those that have come before, so we may appreciate the gifts they have given us today. The Foundation proudly supports efforts, big and small, to preserve our heritage protected by the national parks, as they safeguard the mosaic of America's past, and the legacy that shapes its future.

IMPACT GRANTS

The National Park Foundation recognizes that sometimes the smallest grants can make the largest differences. Impact Grants (grants under \$10,000) helped 25 national parks that needed additional funding to strengthen the efforts of a local partnership or turn an underfunded, innovative idea into a successful project. The program provides a systematic way for the Foundation to respond to the smaller grant requests we receive from our national parks. Projects have ranged from a Northwest Bear Safety Initiative in Alaska, to overhauling infrastructure at nine in-park community gardens in Washington, DC, to conserving historic paintings in Iowa, to developing bi-lingual podcasts and distance learning programs in Florida.



THE FLIGHT 93 NATIONAL MEMORIAL

The Flight 93 National Memorial was dedicated during a major public ceremony on September 10, one day before the nation observed the ten-year commemoration of the September 11 terrorist attacks.

The dedication marked a major milestone in the creation and further development of the only national memorial devoted to the events of September 11. Vice President Joe Biden, President George W. Bush, and President Bill Clinton joined Secretary of the Interior Ken Salazar, National Park Service Director Jon Jarvis, National Park Foundation Vice Chairman Chris Sullivan, and singer Sarah McLachlan in welcoming hundreds of Flight 93 family members and thousands of visitors to Shanksville, Pennsylvania to pay tribute to the men and women of United Flight 93 for their inspirational story of heroism. Together, they opened a new memorial plaza and unveiled forty marble panels engraved with the names of the passengers and crew.

President Barack Obama and First Lady Michelle Obama visited the Flight 93 National Memorial, following a service commemorating the ten-year anniversary. Discovery Communications founder, John Hendricks, gave the keynote address at the memorial service.

Yet, even after the official dedication, the Flight 93 National Memorial remains unfinished. With the protection of the crash site assured, attention now focuses on features of the memorial that promote education and public programming opportunities, emphasizing continued environmental reclamation and sustainability. With continued funding, an entry portal, a visitor center, exhibitions, and 40 Memorial Groves are expected to be completed by 2014.

America has a long tradition of honoring its greatest heroes in national parks – places as historically diverse as Gettysburg, Little Rock's Central High School, and Mt. Rushmore. The men and women of Flight 93 will be no different, thanks in part to the generosity of over 75,000 donors who supported the National Park Foundation's Flight 93 National Memorial Campaign.



THE AFRICAN AMERICAN



EXPERIENCE FUND

From historic sites that preserve the legacies of African Americans, such as Maggie L. Walker, the first woman to establish a bank in the nation – to sites that tell the stories of Dr. Martin Luther King, Jr., Mary McLeod Bethune and Carter G. Woodson, our national parks are rich with African American history. Now in its 10th year, the African American Experience Fund continues 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 25 parks and historic sites that recognize and celebrate the legacy of African Americans throughout our nation's history.

THE AFRICAN AMERICAN EXPERIENCE FUND (AAEF)



PHOTOS: FLIGHT 93, PAUL MURDOCH ARCHITECTS

America's Best Idea (ABI) 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 limited 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."

In 2011, one of the nineteen ABI grants was awarded to the Saint Croix National Scenic Riverway for their "In a New Light" program targeting at-risk teens and enabling them to find hope through nature photography in national parks. This year, the Wisconsin teens will visit five parks around the country as they embark on a photographic journey that will result in a traveling photo exhibit and feature-length documentary.

AMERICA'S BEST IDEA GRANTS

a shared mission

We invest in local community organizations that support our national parks. Since its inception, the National Park Service has relied on private citizens and partners to help it achieve its mission. Presently, the Foundation is working with Friends Groups, the local philanthropic partners of parks, to usher in a new era of private support for preservation, sustainability and stewardship.

THE NEXT CENTURY FOR PARKS

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 charter. Led by the Foundation, a coalition of national, regional and local nonprofit leaders and supportive corporations has emerged, seeking the input of experts from a variety of fields, from tourism to youth engagement, to identify opportunities for strategic cooperation. 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 national park system.



FILLING THE GAPS

This year, the Foundation completed 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 Friends of the Parks 2010 report is helping the Foundation and the National Park Service to design initiatives that will help these groups grow into robust organizations better able to meet the critical needs of their parks. New initiatives have included the introduction of an online community for all park Friends Groups to share resources, network, and discuss best practices for partnership with the National Park Service. The Foundation has also launched an annual webinar series that has provided training in fundraising and social media. We will continue to monitor the nonprofit park community to better advance our shared mission of support for America's national parks.



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 2011, 31 grants totaling more than \$106,000 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 further fact-finding missions and field work, to law enforcement training, NPF proudly supports these initiatives that will protect and improve our parks.



The Park Partners Project is a year-long pilot program created to promote park philanthropy at the local level by assisting new and transitioning Friends Groups with major emphasis on organizational and board development, donor engagement, leadership growth and networking. This year, the Project is providing support to eight Friends Groups that serve 12 diverse parks from Port Chicago Naval Magazine National Memorial in California to Big Cypress National Preserve in Florida.

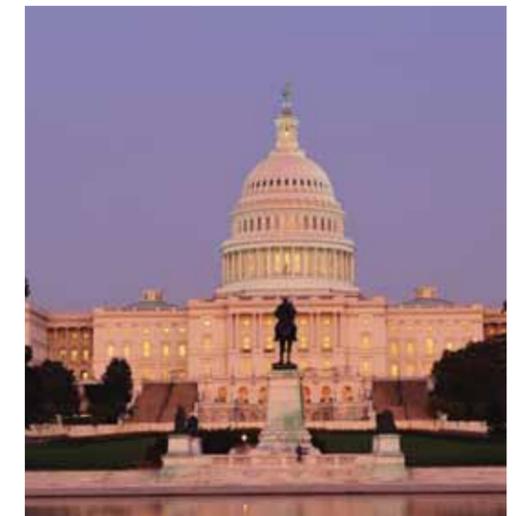
The Project will help to build the Foundation's expertise through lessons learned, sharing of best practices and helping new Friends Groups emerge. The Project is also identifying exciting opportunities for increased collaboration and effectiveness between the Foundation and NPS.

PARK PARTNERS PROJECT

The Foundation strives to maintain strong relationships with the U.S. Congress. We raise awareness of the good work NPF and NPS do together, demonstrating the power of public-private partnerships. On September 23, 2010, NPF testified on "The Role of Partnerships in the National Parks" before the House Subcommittee on National Parks, Forests and Public Lands (Committee on Natural Resources), highlighting our collaboration with the Park Service at all levels to address NPS priorities. The Foundation also shared new strategies to help local park Friends Groups strengthen their capacity to increase support for their parks through the Park Partners Project.

The Foundation also launched an education and outreach strategy to provide Congress with information about its grant programs and activities, opportunities to participate in volunteer and other park events, and showcase NPF investments with their constituents and local news outlets.

U.S. CONGRESS





Joshua Tree National Park,
CA



celebrate

Each year, the National Park Foundation supports numerous nationally recognized events highlighting the national parks from coast to coast. From long-standing holiday traditions to annual celebrations, these notable occasions create exciting ways to further connect the American people with their national parks. We are excited to share the details of another successful year of outstanding local and national park events.

LIGHTING OF THE NATIONAL CHRISTMAS TREE

For over 80 years, the spectacle of the National Christmas Tree Lighting has captured the attention of audiences as one of our country's most time-honored holiday traditions. In 2010, the National Park Foundation again partnered with the National Park Service and the White House to present the most far-reaching event to date.

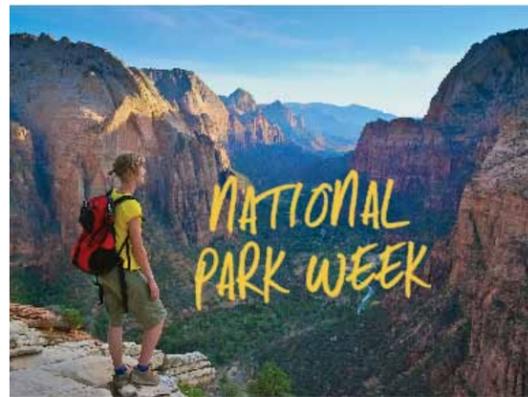
With the generous support of premier sponsor Underwriters Laboratories, the National Christmas Tree Lighting was broadcast to a national audience through public television and an international audience via live webcast. Additionally, the 2010 show was made available LIVE over satellite radio through Sirius/XM. Ultimately, the broadcast reached over 110 million homes in all 50 states and 65 countries.



Featuring celebrity performers including Maroon 5, B.B. King, Sara Bareilles, Jackie Evancho, Common, Jim James, Ingrid Michaelson and Miss America 2010, Caressa Cameron, this year's show also incorporated several new facets to the on-site elements to the event, including an expanded audience capacity accommodating 17,000 guests, a new stage, and HD LED screens.

The 2010 show exceeded expectations, establishing the National Christmas Tree Lighting as a premier, not-to-be-missed national holiday event.

NATIONAL PARK WEEK



In April, the National Park Foundation and the National Park Service led the country in a week-long celebration – National Park Week. Welcoming Americans and visitors from around the globe, America's national parks waived all their entrance fees for the week and held a variety of activities and events from volunteers working on trail restoration, to community celebrations in support of their national parks. During the week, special days gave visitors unique opportunities to visit and enjoy their parks – from Jr. Ranger Day celebrating youth to Earth Day honoring the fragile environment of our parks and our planet.

On a national level, both the Foundation and the Park Service worked together to promote the important role our national parks play in leading an active, healthy lifestyle through "Healthy Parks, Healthy People." The campaign engaged visitors and national park enthusiasts in activities in-park, in surrounding communities and online. The National Park Foundation launched www.nationalparkweek.org where individuals could discover the latest news about National Park Week, as well as helpful tools and tips on getting active in America's national parks. On the website, and through social media, visitors around the country shared their National Park Week experience with countless others through photos, stories and even video – making it a week to remember.

PHOTO: NATIONAL TREE, PAUL MORICI

AFRICAN AMERICAN EXPERIENCE FUND'S 10TH ANNIVERSARY GALA

In April, the African American Experience Fund held its 10th Anniversary Fundraising Gala, *Celebrating Legacies – from Civil War to Civil Rights*, in Washington, DC, welcoming nearly 275 supporters to the celebration.



The evening paid tribute to Alabama based civil rights attorney Fred Gray, a living legend whose work includes representing Martin Luther King, Jr., Rosa Parks and Tuskegee Airmen. Dr. Frank Smith, the leading force behind the creation of the African American Civil War Memorial, and The Walt Disney Company, AAEF's largest corporate donor, were also honored.

A keynote address by U.S. Representative John Lewis reflected on the moments that led him to join Fred Gray, and many others, on the civil rights trail. The evening was concluded with a performance by the celebrated jazz group, the Ramsey Lewis Trio.

The event raised nearly \$180,000 in support of the African American Experience Fund.



WHITE HOUSE EASTER EGG ROLL

More than a century-old holiday tradition, the White House Easter Egg Roll continues each Spring on the South Lawn of the White House welcoming thousands of guests. In 2011, for the fifth consecutive year, the White House asked the National Park Foundation to produce, market and sell the official White House Easter Egg in support of the event.

This year, NPF continued its efforts to make the souvenir egg and its packaging as environmentally friendly as possible. Once again using FSC-certified hardwood for the souvenir egg and SFI-certified paperboard for the packaging, as well as a compact gift box design and vegetable oil-based inks, NPF also opted for a water-based coating for the packaging, which made the gift box easier to recycle.

As a supporting partner in the White House Easter Egg Roll, NPF had the opportunity to integrate some of its corporate supporters in the event, providing these partners with valuable visibility. For the second year in a row, NPF worked with the Coca-Cola Company to provide healthy beverages to the guests, performers and production crew. This year, Coca-Cola also expanded its support by creating and programming a sports activity zone at the event.





Acadia National
Park, ME



appreciate

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 others would have the same chance to experience its majesty. 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.

corporate partners

The National Park Foundation works with partners who share our passion for the parks. They join us in creating new opportunities to support these treasured places and provide resources and expertise that propel our mission to strengthen our national parks.

Energizer

In an effort to help minimize the use of energy resources in national parks, Energizer encouraged park visitors to use alternative sources of energy. Through its “now that’s positivenergy” campaign, Energizer hosted in-park volunteer events in addition to contributing \$350,000 in cash support to national parks along with over \$35,000 in products, including solar panels, solar flashlights and batteries.



This past year marks the fourth year of the partnership between ARAMARK and NPF in support of the First Bloom program. Twenty-four national parks and their local partners participated in the 2010-11 program with the goal of engaging over 5,000 youth. To date, over 17,000 children have participated in the program and learned about plants indigenous to our national parks.



As part of USA TODAY’s commitment to a sustainable future, USA TODAY makes a donation to the Flight 93 National Memorial for every subscriber who enrolls in USA TODAY’s paperless billing program. These donations will be used to plant trees at the Flight 93 National Memorial in Shanksville, PA. USA TODAY also donates a portion of the proceeds from select national park-related special editions such as their publication commemorating the Sesquicentennial of the Civil War.



Through a multi-year, multi-million dollar commitment, UL has helped grow the National Christmas Tree Lighting into one of the most recognized holiday events of the year. A tradition that dates back to 1923 and kicks off a month-long holiday celebration on the Ellipse in Washington, DC, the National Christmas Tree Lighting includes the UL-sponsored Santa’s Workshop for kids and helpful holiday safety information for parents.



The Lowe’s Charitable and Educational Foundation is committed to supporting environmental programs across the U.S. In its first ever online community giving campaign, Lowe’s granted over \$350,000 in support to national parks. The grant money was used to support Electronic Field Trips and America’s Best Idea grants at several parks in 2011.



In an effort to get more people outside and to give back to America’s 395 national parks, The North Face teamed up with the National Park Foundation in an innovative way. As one of the inaugural participants in the launch of Facebook® Deals, The North Face donates \$1 to the National Park Foundation each time an individual checks in at one of America’s nearly 400 national parks or a The North Face retail location.



The UPS Foundation supports the National Park Foundation’s Parks Climate Challenge program, a climate change educational initiative for teachers and students, utilizing the science-rich resources of the national parks. Since 2000, The UPS Foundation has donated \$1.2 million toward the support of a variety of NPF environmental education programs, including First Bloom and Electronic Field Trips to the national parks, and the African American Experience Fund.

McNeil Consumer Healthcare has been an advocate for national parks for several years. Through its Benadryl brand, the company has encouraged consumers to get outside and experience their national parks. Innovative programs like “Race to the Moment” and “Outdoor Fundraiser” have provided unique platforms through which national parks are featured and customers are engaged.



International Paper Co. has developed a series of commemorative 100% compostable ecotainers® featuring national park images and an educational message about conservation and environmental stewardship. For each cup sold, IP donates a penny to NPF up to \$1 million.



Macy’s has been a regular supporter of the National Park Foundation over the past several years. This year, as part of their “Thank-a-Mom Movement,” Macy’s chose the National Park Foundation as one of five charities to participate in an online cause-related marketing campaign. Macy’s donated \$5 per Facebook or email card sent on behalf of each charity.



The Bank of America Charitable Foundation continues to be an educational partner with NPF, creating opportunities for high school teachers and students to connect with our national parks through park-focused curriculum and service-learning activities. To date over 4,000 students have directly benefited from the Park Stewards program; an estimated 7,000 have indirectly benefited; and more than 100,000 national park visitors have also benefited from materials and activities produced by the Park Stewards students.



Coca-Cola has a long standing history of supporting national parks. For over 40 years, the company has provided support that has helped restore trails, provide visitor education and enhance recreation opportunities. In its first “America is Your Park” campaign, Coca-Cola put a welcome spotlight on national parks across the country. The campaign encouraged people to vote for their favorite park and over 5 million votes were cast. In addition, the company continues its support of the Active Trails program, significant holiday events and recycling on the National Mall.



stewardship circle

The Stewardship Circle honors National Park Foundation supporters who make leadership gifts, generously embracing the responsibility we share as Americans to preserve and protect our parks for future generations.



CENTURY SOCIETY (\$100,000+)

Amanda and Peter Docter
Carol K. and Thomas W. Henderson
John and Barbara Nau
Sharon and Jim Weinel
The Willey Irrevocable Trust Agreement

(\$50,000 TO \$99,999)

Nancy W. Adams
Jay and Jean Kislak
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Marci Rosenfeld is a longtime national park enthusiast and member of the Stewardship Circle. Over the years, she has visited the national parks with many of the most important people in her life including her closest friends and family. Her memories include camping in the Great Smoky Mountains, white water rafting in the Grand Canyon, and viewing the dramatic sunsets in the Tetons and Yellowstone. Marci states, "the national parks have allowed me to share incredible experiences with those I care about the most."

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Dale and Judy Nicol have been generous supporters of the National Park Foundation since 2006 when a park ranger at Mesa Verde NP told them about NPF's work. They refer to the national parks as the "crown jewels" of our country and every time they visit a new park it becomes their latest favorite. They support NPF because they want to help keep the parks for everyone's enjoyment and believe that NPF knows where their gifts will have the most impact. They have traveled to many parks across the country and hope to visit some of our Alaskan parks in the near future.

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Energizer is committed to helping preserve our most precious landscapes, historical sites and cultural treasures for generations to come. During National Park Week, Energizer showed campers at the Grand Canyon ways that they can use alternative energy resources to power their camping and other equipment. In addition, it hosted a clean-up event at the park. Following that event, Energizer hosted public volunteer events at six other national parks across the country. The projects included everything from removing invasive plant species to restoring trails and picnic areas.

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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 workplace 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 and recognizes legacy donors as members of the National Park Legacy Society. For more information, visit nationalparks.org or contact a planned giving professional at donorservices@nationalparks.org or via phone at 202.354.6472



Learn More The National Park Foundation is the national charitable partner of the National Park Service. There are many ways to support the important work of NPF. To learn more about the range of gift-giving options, please contact us at donorservices@nationalparks.org or via phone at 202.354.6470.

financial summary

STATEMENTS OF FINANCIAL POSITION AS OF SEPTEMBER 30

	2011
Assets	
Cash and Cash Equivalents	11,178,619
Investments, at Market	63,128,985
Accounts and Other Receivables	122,983
Prepaid and Deferred Expenses	95,530
Pledges Receivable (Net)	3,392,987
Furniture and Equipment (Net)	27,931
Conservation Property	37,777
Funds Managed as Agent for Others	18,243,402
Total Assets	96,228,214
Liabilities and Net Assets	
Accounts and Other Payables	1,278,626
Grants Payable, Net	532,469
Funds Managed as Agent for Others	18,243,402
Total Liabilities	20,054,497
Net Assets	
Unrestricted	24,985,331
Temporarily Restricted	41,310,807
Permanently Restricted	9,877,579
Total Net Assets	76,173,717
Total Liabilities & Net Assets	96,228,214



STATEMENTS OF ACTIVITY FOR THE 15-MONTHS ENDED

SEPTEMBER 30, 2011

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Revenue and Support				
Contributions and Gifts	6,688,167	9,809,292	2,500	16,499,959
Contributed Property, Goods and Services	445,975	603,717	-	1,049,692
Litigation Settlement Contributions	-	5,130,319	-	5,130,319
Federal Grants and Contracts	58,903	30,000	-	88,903
Management and Other Income	1,594,337	414,524	-	2,008,861
Net Assets Released from Restriction - Satisfaction of Program and Time Restrictions	11,032,064	(10,976,064)	(56,000)	-
Total Revenue and Support	19,819,446	5,011,788	(53,500)	24,777,734
Expenses				
Program Services				
Program Grants	6,251,194	-	-	6,251,194
Program Support	5,233,240	-	-	5,233,240
Total Program Expenses	11,484,434	-	-	11,484,434
Supporting Services				
General and Administrative	3,938,080	-	-	3,938,080
Fundraising	2,692,895	-	-	2,692,895
Total Expenses	18,115,409	-	-	18,115,409
Changes in Net Assets from Operations	1,704,037	5,011,788	(53,500)	6,662,325
Non-operating Activity				
Investment Income	1,723,327	2,037,283	-	3,760,610
Changes in Net Assets	3,427,364	7,049,071	(53,500)	10,422,935
Net Assets, Beginning of Year	21,557,967	34,261,736	9,931,079	65,750,782
Net Assets, End of Year	24,985,331	41,310,807	9,877,579	76,173,717

During 2011, the National Park Foundation changed its fiscal year to the period October 1 through September 30. As a result of this change, the financial reports presented reflect the 15 month period beginning June 30, 2010 and ending September 30, 2011.



**NATIONAL PARK
FOUNDATION**

The Official Charity of America's National Parks

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www.nationalparks.org