

ANNUAL REPORT 2012

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.

leadership

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message from the president



Throughout history, mankind has often found itself at a crossroads, an intersection of two critical paths with consequences that would dramatically shape the future of our land and our civilization. With time, we grow accustomed to our decisions and rarely do we ask ourselves, “what would the future hold if we had chosen differently?”

The idea of the national parks began with a few passionate private citizens who insisted that these treasured places – places of national inspiration, history and hope – would not be sacrificed to the relentless march of development or the scourge of greed. This group made a bold commitment to

these places that they would exist for everyone, protected, forever. Imagine if those dedicated individuals had ignored this critical call to action?

Through their vision, the National Park Foundation was born, forever connecting private citizens in the care and safeguarding of America's treasured places. As the non-profit partner to the National Park Service, we ensure the grand tradition of citizen support for and involvement with these incredible places continues. But we don't do this alone, we do it with you.

In 2012, the National Park Foundation proudly celebrated 45 years of stewardship. In that time, thanks to your support, we have accomplished a great deal. From Olympic to the Everglades, we have protected and restored thousands of acres of vital lands. From the urban parks of New York to the wild landscapes of Yosemite, we have created and rehabilitated hundreds of miles of trails, fostering conservation while promoting active, healthy lifestyles. From the Flight 93 National Memorial to César E. Chávez National Monument, we have honored our past by acquiring rare and important properties, lands and artifacts that tell the unique story of our nation. And across the country, we have worked with teachers in all 50 states and engaged countless young people, ensuring that they have an opportunity to experience our national parks as living classrooms.

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message from the president cont.

But this is just the beginning... Every year, working closely with the National Park Service, we examine the powerful impact the Foundation can make in parks and communities. As we move forward, our work will build on the success of our past and reach for new, bold achievements in the future that will:

Protect – Fulfilling the promise that the places that preserve our environment, honor our past, and celebrate our American story are protected – forever.

Connect – Reaching out to every American, across cultures and communities, and together celebrating the ownership we all possess in our national parks.

Inspire – Captivating the minds of young people in parks and in classrooms through the powerful stories and lessons our national parks can to share.

These commitments will guide our future, working with you, to continue blazing that path of stewardship begun more than a century ago. However, as the national park system now grows to be more than 400 strong, we also conclude that the national parks have become more than just places. The national parks represent a profound idea – that together, we share, save and support the very best this nation has to offer.

Thank you for your support.



Neil Mulholland
PRESIDENT AND CEO
National Park Foundation

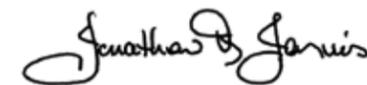
message from the director



The National Park System has grown substantially since Americans established Yellowstone as the first national park in 1872. Today, there are 401 national parks that preserve the treasured sites and stories that are our nation's legacy. The care of these places and the responsibility to share the lessons they teach have been entrusted to the National Park Service, a dedicated cadre of men and women who are deeply committed to this mission.

Twenty-first century national parks face unique challenges – from climate change to engaging a diverse population of future stewards – that demand thoughtful solutions. As we search for these solutions, we are grateful to have the steadfast support of the National Park Foundation.

In 2016, we will celebrate the centennial of the National Park Service. I believe our second century of stewardship will be even more important than the first. The national parks, and the work that we do in communities across the country, are critical to the health of our society, to sustaining the values on which our country was established. We have no better partner in this mission than the National Park Foundation and I am confident that by working together can ensure that America's national parks will endure not only for today, but for all future generations.



Jonathan B. Jarvis
SECRETARY, National Park Foundation Board of Directors
DIRECTOR, National Park Service



our work

As the only national charitable partner to the National Park Service, the National Park Foundation directly supports America's national parks by pursuing three distinct, yet interdependent, areas of focus – conservation and preservation, education, and community engagement.

45 years ago...

The National Park Foundation was Congressionally-chartered to raise critical private funds to support and enrich America's national parks. Today, in close partnership with the National Park Service, the National Park Foundation provides vital funding for conservation and preservation efforts, establishing national parks as powerful learning environments, and ensuring all audiences have an equal and abundant opportunity to experience, enjoy America's more than 400 national parks.

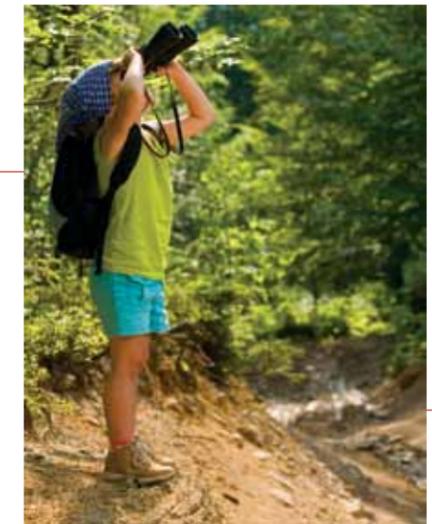
Community Engagement

The national parks belong to all Americans – past, present and future. The National Park Foundation is dedicated to celebrating our diverse heritage – supporting inclusive and abundant opportunities for audiences of all genders, ages, races, ethnicities and sexual orientations to experience, enjoy and create life-long relationships with these special places. We also dedicate ourselves to bringing America's national parks to the people – establishing our parks and their programs as engines for sustainability, volunteerism and economic stability in communities big and small.



Conservation & Preservation

America's national parks were established to preserve our country's greatest natural, historic and cultural treasures. The National Park Foundation is dedicated to the promise that our national parks, and all they possess, are protected forever. As our parks face increasing challenges ranging from natural disasters, to a changing climate, to archaeological treasures being damaged or stolen – we seek to fund initiatives that demonstrate environmental leadership, promote sustainable practices, inspire innovative solutions, and motivate citizens to action.



Education

The national parks serve as some of our nation's finest classrooms and places of active learning for all ages. From science to the arts, service learning to teacher training, America's national parks teach invaluable lessons about our planet, our history and ourselves. In an era of shrinking education budgets and fewer opportunities to experience our world firsthand, the National Park Foundation is dedicated to establishing national parks as powerful learning environments that provide in-depth and modern, real-world educational experiences that shape lives and strengthen America's national parks.

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our programs

Working with the National Park Service, local Friends Groups and the greater parks community to identify areas of need, the National Park Foundation makes annual grants to parks, providing the necessary funds to execute extraordinary programs across the national park system.

Active Trails

Our national parks provide remarkable opportunities for outdoor recreation on more than 17,000 miles of land and water trails. Since 2008, through its Active Trails program, the Foundation has engaged 4,800 volunteers who have in turn provided almost 21,000 hours of volunteer service to more than 43 national park units across the country. An additional 328,000 people have directly benefited from programs funded through Active Trails, such as the Kids in Parks program at Blue Ridge Parkway.

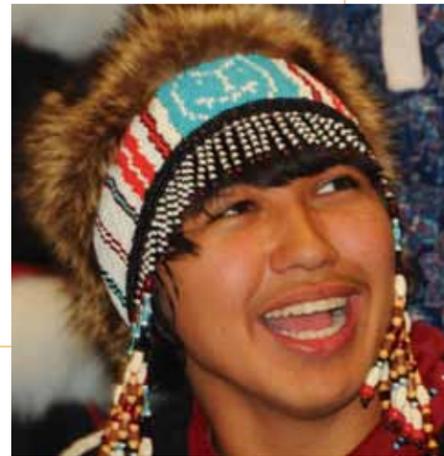


American Latino Heritage Fund

The American Latino Heritage Fund (ALHF) seeks to immediately and strategically integrate and celebrate the cultural, economic and civic contributions of Latino communities in our American story. In 2012, ALHF worked closely with NPS to identify opportunities to expand knowledge of Latino history and potential sites for inclusion in the national park system, such as the home and workplace of César E. Chávez. ALHF also supported the American Latino Youth Summits designed to involve younger generations in historic preservation, and equip teachers with the tools needed to engage Latino youth on stewardship of our national parks.

African American Experience Fund

Established in 2001, the African American Experience Fund (AAEF) works to connect all Americans to the role of African Americans in our country's history by raising funds and establishing partnerships that support the development and awareness of innovative educational, volunteer and community engagement programs at more than 25 national parks and historic sites that celebrate and tell the story of African American history and culture.



America's Best Idea

The America's Best Idea program connects diverse, underserved and under-engaged populations throughout the United States with their national parks in innovative and meaningful ways through a variety of environmental, recreational, historical, and other activities. Since 2009, the Foundation has awarded nearly two million dollars through America's Best Idea grants engaging nearly 250,000 people including nearly 51,000 youth, many of whom are first time visitors to national parks.



Flight 93 National Memorial Campaign

The National Park Foundation and its partner organizations have raised more than \$32,000,000 to support the completion of the Flight 93 National Memorial – the last major September 11 memorial which remains unfinished. The memorial made history by bringing together President Bill Clinton, President George W. Bush and Mrs. Laura Bush, and Speaker John Boehner for a major benefit gala. NPF also launched a multi-year reforestation initiative, Plant a Tree at Flight 93, which began with hundreds of volunteers planting 15,000 seedlings at the memorial.



National Christmas Tree Lighting

For 90 years, the National Christmas Tree Lighting on the Ellipse in President's Park has represented one of our country's most important and longest-standing holiday traditions. In recent years, the National Park Service and National Park Foundation have brought the tradition to new heights. Today, it is the National Park Service's most widely seen annual event. The 2011 Lighting was seen on public television in 113 million homes, was viewed on thenationaltree.org by people in all 50 states and 90 countries, and experienced by the largest live audience to date with over 20,000 in attendance.

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NPS Priority Projects

During FY12 the National Park Foundation provided over \$1 million in direct assistance to the National Park System in support of some of its highest priority projects. For example, NPF helped NPS establish best practices for resource management and scientific research that were published in "The Leopold Report Revisited," and funded a study on the economic benefits national parks provide to gateway communities. And, small, yet critical grants were disbursed to parks through the Impact Grant initiative, awarding up to \$10,000 to parks to transform innovative ideas into successful programs or partnerships that address critical needs. Impact Grants allow parks to implement projects like installing energy efficiency lights at the Cathedral Caverns National Natural Landmark to conserving Hunt Family Papers at the Women's Rights National Historical Park.



Park Stewards

Since 2009, the Park Stewards program has given more than 88 high school teachers and 3,600 high school students the opportunity to explore the relevance of national parks to their lives, enabling them to become civically engaged stewards of their national parks through year-long service-learning projects. Through the projects, students apply academic knowledge and critical thinking skills to address genuine needs of the park, ranging from studying levels of toxic mercury in the ecosystem to capturing oral histories to creating art exhibits for national park Visitor's Centers. Curriculum developed meets all local, state, and national education standards.



Parks Climate Challenge

In an effort to help our next generation better understand the impacts of climate change and connect them to our national parks, the Parks Climate Challenge program trains teachers to educate their students about climate change using national parks as classrooms. Students whose teachers participated in the Parks Climate Challenge program showed significant improvement in their understanding of climate change. Over 15,000 students learned not only the impacts of climate change on national park sites, but also contributed through service projects to bring awareness and mitigate those effects.



Park Partners Project

The Park Partners Project provides consulting and grant support to help local park charities or "Friends Groups" be better partners and increase philanthropic dollars to individual parks. Through the Parks Partners Project, a network of national park philanthropic stewards continues to grow and strengthen across the country. Friends Groups like South Florida National Parks Trust and Friends of Cape Cod National Seashore have created new membership programs. Pea Ridge National Military Park and Friends of Saguaro National Park have surpassed previous annual fundraising records.



Resource Recovery & Protection

The National Park Foundation receives, manages and puts into action conservation and historic preservation funds which arise from court orders, mitigation and restoration projects, and the settlement of criminal and civil cases. From the reclamation of the Elwha River in Olympic National Park to the restoration of Everglades National Park's "Hole-in-the-Donut," the National Park Foundation works closely with NPS biologists, wildlife management specialists, historic preservationists and engineers to ensure that funds are directed to most critical conservation, preservation and restoration projects.



Ticket To Ride

The Ticket to Ride program helps schools to engage their students with out-of-classroom, experiential learning by providing the necessary funding for field trip transportation, in-park programming, meals, pre-trip and post-trip lessons and activities so that students nationwide have the opportunity to visit the national parks. For many student participants, it is the beginning of a lifelong relationship with their national parks. Since 2010, Ticket to Ride brought 40,000 students into the parks.



Transportation Scholars

The Transportation Scholars program enlists emerging transportation professionals to research and address related issues of pollution and congestion in parks. Through 2012, the program has funded over 60 scholars at over 40 parks to implement sustainable, alternative transportation solutions.

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our supporters

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.



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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.

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financial summary

“National parks are the best idea we ever had, absolutely American, absolutely democratic, they reflect us at our best.”

–Wallace Stegner



STATEMENTS OF FINANCIAL POSITION AS OF SEPTEMBER 30, 2012

| | 2012 |
|---|-------------------|
| Assets | |
| Cash and Cash Equivalents | 10,255,810 |
| Accounts and Other Receivables | 40,625 |
| Prepaid and Deferred Expenses | 51,610 |
| Pledges Receivable (Net) | 3,755,415 |
| Investments, at Market | 65,350,202 |
| Furniture and Equipment (Net) | 106,445 |
| Conservation Property | 37,777 |
| Funds Managed as Agent for Others | 18,671,294 |
| Total Assets | 98,269,178 |
| Liabilities and Net Assets | |
| Accounts and Other Payables | 1,212,544 |
| Deferred Revenue | 41,500 |
| Grants Payable (Net) | 458,422 |
| Funds managed as Agent for Others | 18,671,294 |
| Total Liabilities | 20,383,760 |
| Net Assets | |
| Unrestricted | 28,572,877 |
| Temporarily Restricted | 39,434,962 |
| Permanently Restricted | 9,877,579 |
| Total Net Assets | 77,885,418 |
| Total Liabilities & Net Assets | 98,269,178 |

STATEMENTS OF ACTIVITY AS OF SEPTEMBER 30, 2012

| | Unrestricted | Temporarily Restricted | Permanently Restricted | Total |
|--|-------------------|------------------------|------------------------|--------------------|
| Revenue and Support | | | | |
| Contributions and Gifts | 6,687,922 | 12,788,010 | - | 19,475,932 |
| Contributed Property, Goods and Services | 709,398 | 1,081,472 | - | 1,790,870 |
| Litigation Settlement Contributions | - | 21,020 | - | 21,020 |
| Federal Grants and Contracts | - | 99,000 | - | 99,000 |
| Management and Other Income | 1,163,457 | 364,857 | - | 1,528,314 |
| Net Assets Released from Restriction - Satisfaction of Program and Time Restrictions | 19,759,128 | (19,759,128) | - | - |
| Total Revenue and Support | 28,319,905 | (5,404,769) | - | 22,915,136 |
| Expenses | | | | |
| Program Services | | | | |
| Program Grants | 15,146,142 | - | - | 15,146,142 |
| Program Support | 6,110,884 | - | - | 6,110,884 |
| Total Program Expenses | 21,257,026 | - | - | 21,257,026 |
| Supporting Services | | | | |
| General and Administrative | 3,291,029 | - | - | 3,291,029 |
| Fundraising | 3,022,594 | - | - | 3,022,594 |
| Total Expenses | 27,570,649 | - | - | 27,570,649 |
| Changes in Net Assets from Operations | 749,256 | (5,404,769) | - | (4,655,513) |
| Non-operating Activity | | | | |
| Investment Income | 3,425,243 | 3,528,924 | - | 6,954,167 |
| Bad Debt Expense | (586,953) | - | - | (586,953) |
| Total Non-operating Activity | 2,838,290 | 3,528,924 | - | 6,367,214 |
| Changes in Net Assets | 3,587,546 | (1,875,845) | - | 1,711,701 |
| Net Assets, Beginning of Year | 24,985,331 | 41,310,807 | 9,877,579 | 76,173,717 |
| Net Assets, End of Year | 28,572,877 | 39,434,962 | 9,877,579 | 77,885,418 |

MALWINPHOTO/ISTOCK



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