

# annual report

2013



# Our national parks tell the story

Our national parks tell the story of America. From our geography, our lands, our culture, and our people, they embody the essence of a nation forged by the powerful forces of nature, the chronicles of conflict, a spirit of innovation, and an enduring vision of democracy for all. They document our nation's milestones and hold them in perpetuity for the enjoyment and enlightenment of generations to come. With each generation, our parks protect and add to our story, safeguarding our nation's most sacred treasures, and honoring the American spirit that is embodied within them all. Bigger than one place, one story, or one person, America's national parks represent a profound idea – that the very best of this nation will be protected and preserved for everyone – always.

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# 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.

*The National Mall*

## message from the president

Fiscal year 2013 was a momentous year for the National Park Foundation. Thanks to the commitment of our supporters, the Foundation was able to raise over \$23 million in private gifts to support America's national parks. In addition, the Foundation invested more than \$16 million in grants among dozens of parks, programs, and Friends Groups. This critical support made it possible for more than 100,000 children to experience their national parks, many for the first time. It helped to enhance miles of trails across the National Park System, and protect threatened landscapes and wildlife habitats. These critical funds also helped to establish two new park units honoring the lives and contributions of César Chávez and Colonel Charles Young. Together, we are making an incredible difference in parks from coast-to-coast.

I am consistently exhilarated by our work to protect our magnificent national parks, connect every American to all that they offer, and inspire the next generation of park stewards. These incredible efforts which are felt, and positively reflected, across the entire National Park System, are made possible through the private support of engaged and passionate individuals, corporations, and foundations.

While I am especially proud of the everyday work of the National Park Foundation, it is essential that we maintain a consistent forward-focus to ensure the long-term protection and viability of America's national parks. This drive is represented well in our work as we plan for the National Park Service Centennial in 2016. Embodied in this seminal milestone is the perfect opportunity to introduce and reintroduce the National Park Service and the National Park Foundation to all Americans, elevating their awareness, driving their engagement, and providing new opportunities for us to enjoy and support our national parks.

Thank you for joining us in our mission to preserve and enrich America's national parks. It is the most extraordinary gift we will give to the generations who follow us – and you make it possible. Your incredible commitment and support ensures that America's treasured places, and the remarkable stories they tell, will remain vibrant and relevant for centuries to come.

Neil Mulholland  
PRESIDENT AND CEO  
National Park Foundation



PHOTO: DENNIS KLEIMAN



As Secretary of the Interior, one of my great privileges is overseeing the 401 units of the National Park System. From Jamestown to Yellowstone, Acadia to Pearl Harbor, our parks help to tell the story of America and its people. Parks are places of beauty and majesty, places that allow us to connect with nature, as well as places that convey our history and heritage.

As we near the National Park Service's Centennial in 2016, I am conscious of the great responsibility that we have in caring for these places and ensuring that all Americans have an opportunity to enjoy them. Constrained resources across all levels of government make it difficult to address the significant threats posed to our lands by things like climate change and invasive species. It is a challenge made greater because Americans, especially young people, have become increasingly disconnected from the great outdoors.

It is for these reasons that the work of the National Park Foundation is so essential. Our parks can no longer depend solely on federal funding to meet these increasing challenges. Today, we must foster relationships between individuals, foundations, and corporations that share

an interest in our mission and are dedicated to achieving the excellence that makes America's public lands a beacon to the world.

Through successful public / private partnerships, we ensure the second century of our National Park System will be even greater than the first. By working together we can make good on our promise to preserve these places of cultural, historical, and natural significance for future generations. We can make it possible for Americans of every age – especially our young people and veterans – to learn, play, serve, and work on our public lands. This investment will pay dividends tomorrow as the children of today grow into our community leaders and elected officials.

I am proud of the work being done and the new ways we are collaborating. I am inspired by the passion and commitment that will ultimately allow us to achieve this essential mission. Thank you for your continued commitment.

Sally Jewell

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

PHOTO: DEPARTMENT OF THE INTERIOR

As we draw closer to the National Park Service's 100th anniversary in 2016, I am increasingly excited by the combined efforts of the National Park Service and the National Park Foundation to demonstrate the close alignment and essential nature of our organizations' work. Thanks to diligent collaboration throughout 2013, our teams are more in sync than ever. This outstanding partnership is one that enriches the parks and the work of the National Park Service in communities every day, and I am proud of how these efforts are garnering more public awareness and support for the 401 parks that make up our nation's exemplary National Park System.

The generosity of National Park Foundation donors allows us to look beyond our federal funding to invest in programs and projects that bring our mission to life for visitors. To this end, we at the National Park Service are deeply appreciative of the critical efforts that the Foundation initiates to protect our parks, to connect all Americans to these

special places, to support the expansive work of the National Park Service, and to foster the next generation of stewards who will ensure that our parks thrive in the next one hundred years and beyond.

Whether raising more than \$40 million for the Flight 93 National Memorial or supporting the planning for the National Park Service's Centennial in 2016, the unique, strategic work of the Foundation enhances and amplifies our parks and programs; I am incredibly grateful for the support that makes all of it possible. This tradition of private support for the national parks may not be new, but it has never been more important. I am confident that it will be this unwavering commitment from you, our philanthropic partners, that will propel us into a successful second century.

Jonathan B. Jarvis

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



PHOTO: DENNIS KLEIMAN

# As the official charity

As the official charity of America's national parks, the National Park Foundation is committed to protecting America's 401 national parks. We seek to connect all Americans with their national inheritance, inspiring them to become park stewards of our collective history. Through private funding, we support initiatives that ensure that national parks will be enjoyed for generations to come, creating opportunities for all audiences to experience the profound history within our parks, and moving a new generation to take up their position as guardians of the American spirit.



### NPS PRIORITY PROJECTS

During FY13, the National Park Foundation provided over \$5 million in assistance to the National Park System in support of some of its priority projects. Our support helped make repairs to the Martin Luther King Jr. Memorial, and made possible many of the events around the Let Freedom Ring Commemoration and Call to Action, the nation's commemoration of the 50th anniversary of the 1963 March on Washington for Jobs and Freedom, and Martin Luther King Jr.'s "I Have a Dream" speech. We also provided funds for priority conservation projects in Alaska, including studies of nearshore ecology of juvenile salmon in Katmai National Park and Preserve, and installation of a groundbreaking exhibit on whales. These grants allow parks across the country to complete critical projects not possible without philanthropic support.



### ACTIVE TRAILS

Our national parks provide remarkable opportunities for outdoor recreation, learning, and service on more than 17,000 miles of land and water trails. Since 2008, through its Active Trails program, the National Park Foundation has engaged 5,900 volunteers who have in turn provided more than 30,000 hours of volunteer service to more than 65 national park units across the country. An additional 355,000 people have directly benefited from programs funded through Active Trails, such as nearly 2,000 Boy Scouts who helped complete 13 miles of new trails in Mammoth Cave National Park.

### PARKS CLIMATE CHALLENGE

In an effort to help our next generation better understand the impacts of climate change and to 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. In 2013, nearly 50 teachers engaged over 3,000 students in lessons that addressed topics ranging from changes in water levels in the Great Lakes to threats to the white bark pine trees of Oregon.

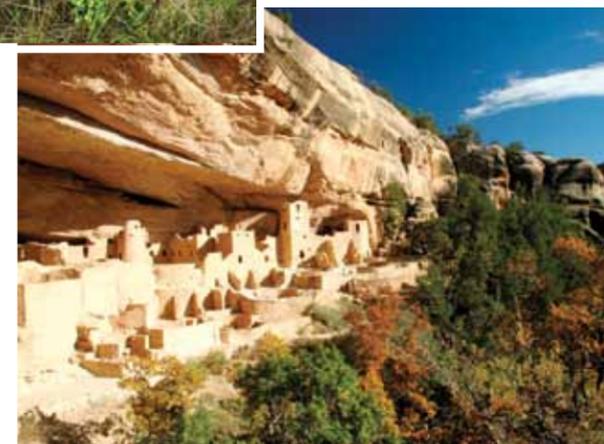
### RESOURCE RECOVERY & PROTECTION

Through the Resource Recovery and Protection initiative, the National Park Foundation receives, manages, and allocates funds for conservation and historic projects. The funding for this initiative is collected as a result of court orders, mitigation and restoration projects, and the settlement of criminal and civil cases. Projects include efforts such as the reclamation of the Elwha River in Olympic National Park and the restoration of Everglades National Park's "Hole-in-the-Donut." To ensure that funds are directly allocated to the most critical conservation, preservation, and restoration projects, the National Park Foundation works closely with National Park Service biologists, wildlife management specialists, historic preservationists, and engineers.



### LEGACY PROJECTS

In Legacy Projects, the National Park Foundation piloted a unique partnership and engagement program involving some of America's most iconic national parks and their affiliated Friends Groups. Eleven parks identified a critical program need – such as trail restoration and development, preservation of cultural heritage, youth educational programming, exhibits, and conservation corps teams – that could be immediately met with new funding. The National Park Foundation raised \$1 million toward Legacy Projects and Friends Groups contributed the same amount in matching funds. The program proved to be an ideal testing ground for partnership strategies between the National Park Foundation and Friends Groups in preparation for the Centennial of the National Park System.



We are dedicated to the promise that our national parks, and all they possess, are protected forever. Through our work, we support initiatives that focus on the conservation of our environmental and cultural legacy.



**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 2011, Ticket to Ride brought an estimated 100,000 students to experience the national park in their backyard.



**AMERICA'S BEST IDEA**

The America's Best Idea program connects diverse, under-engaged populations throughout the United States with their national parks in innovative and meaningful ways such as creating historic Victory Gardens, designing visitor center exhibits, or cycling along the Underground Railroad, Network to Freedom for 30 days. Since 2009, the National Park Foundation has awarded more than \$2.2 million through America's Best Idea grants, engaging nearly 930 community partners, and 263,000 people including nearly 62,000 youth, many of whom are first-time visitors to national parks.



**NATIONAL CHRISTMAS TREE LIGHTING**

On December 6, 2012, the National Park Foundation in partnership with the National Park Service presented the 90th annual National Christmas Tree Lighting from President's Park in Washington, D.C. For the fifth consecutive year, UL served as the celebration's premier sponsor, helping to bring this national park holiday tradition to millions of Americans worldwide. Thousands of people attended the live event, thousands more watched online, and millions enjoyed the show on PBS stations throughout the month of December. Per tradition, the President attended with the First Family to light the National Christmas Tree, and a roster of A-list performers, including James Taylor, Neil Patrick Harris, Colbie Caillat, and Jason Mraz, helped kick off the holiday season.



**PARK PARTNERS PROJECT**

In its third year, the Park Partners Project helps strengthen local Friends Groups by providing a year-long intensive coaching and consulting grant. While each of the nine groups focuses on specific needs, together they are strengthening park philanthropy nationwide while supporting their individual parks. By building the internal capacity of Friends Groups, at a local level, the National Park Foundation helps to encourage and cultivate the philanthropic partnerships that help support and preserve all our national parks.



We strive to create abundant opportunities for all Americans to establish life-long relationships with our magnificent national parks, connecting them to the rich natural, historical, and cultural heritage preserved by the National Park System.



### AFRICAN AMERICAN EXPERIENCE FUND

The African American Experience Fund (AAEF) was established in 2001 with a mission to connect all Americans to the considerable contributions of African Americans throughout our country's history. The African American Experience Fund achieves this by raising private funds to support educational, volunteer, and community engagement programs in national parks and historic sites that celebrate and tell the story of African American history and culture. In total, AAEF has provided more than \$2 million in grant support for projects and programs at 28 designated national parks and historic sites. Highlighted this year, AAEF joined with the National Park Service to sponsor a youth summit for over 400 youth from across the country during the 50th anniversary of the 1963 March on Washington.



### AMERICAN LATINO HERITAGE FUND

Established in 2011 by the 50th Secretary of the Interior, Ken Salazar, the mission of the American Latino Heritage Fund (ALHF) is to ensure that our national parks and historic sites preserve and reflect the diverse stories and contributions of American Latinos throughout American history for future generations. This year, ALHF sponsored multiple symposiums and town halls on promoting the National Park Service's theme study, "American Latinos and the Making of the United States." The American Latino Expedition to Olympic National Park, Mesa Verde National Park, and Glen Canyon National Recreation Area was featured in prominent national and multicultural media outlets such as The New York Times, This is Fusion, NBC Latino, Latino Magazine, NPR, and more.



### PARK STEWARDS

Since 2009, the Park Stewards program has given more than 110 high school teachers and 4,500 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 curriculum and 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 invasive Quagga mussels, to designing a recreation program for teens, to helping a park design a multi-media platform and outreach materials. The developed curriculum meets all local, state, and national education standards.



### FLIGHT 93 NATIONAL MEMORIAL CAPITAL CAMPAIGN

The National Park Foundation reached a major milestone during 2013 – completion of the Flight 93 National Memorial Capital Campaign. Over 100,000 donors contributed \$42 million for the design and construction of the memorial near Shanksville, Pennsylvania. The permanent memorial officially opened in 2011, but with additional support from the National Park Foundation, a visitor center and learning center, scheduled to open in 2015, will be constructed as a gateway for some 300,000 annual visitors to experience the story of Flight 93. Completion of 40 memorial tree groves, a mile-long walking path and bridge, and continuation of a 150,000-tree reforestation effort will also take place at the memorial.



### TRANSPORTATION SCHOLARS

The Transportation Scholars program enlists emerging transportation professionals to research and address issues related to visitor safety and resource protection in parks. Since its start in 2000, scholar participants have secured an additional \$14 million for national parks in addition to the more than \$2 million provided by the National Park Foundation. From redesigning the historic Roosevelt Arch entrance at Yellowstone to implementing a bike share program at San Antonio Missions, this program provides better access to parks while also improving the experience once visitors are there.

We are committed to inspiring a new generation of park stewards through the nurturing of profound relationships and meaningful experiences with today's youth.

*inspire*

# From their very beginnings,

From their very beginnings, America's national parks have depended on private philanthropy. The generosity of individual donors, corporations, and foundations has been essential not only to protect these special places, but to maintain the standards of excellence in our parks that citizens deserve and have come to expect.

As the National Park Foundation joins with its many partners to celebrate and commemorate the National Park Service Centennial in 2016, private philanthropy will be more important than ever to meet the challenges – and opportunities – of an expanding system enjoyed by more than 280 million annual visitors. Meeting today's challenges calls for a new legion of champions to safeguard our national treasures and hallowed places, and to interpret the stories that define who we are and what we value.

The National Park Foundation gratefully acknowledges the many individuals, corporations, and foundations whose contributions are vital to our mission. These gifts demonstrate great acts of benevolence and generosity in the spirit of the founding of the National Park Service.



## 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.

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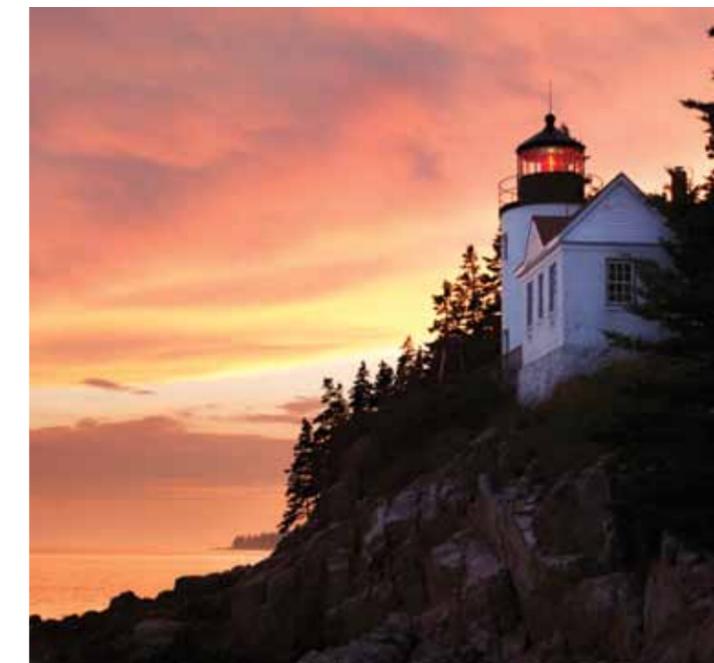
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The National Park Legacy Society recognizes those individuals who have included the National Park Foundation in their estate plans. If you have included us in your will or through other estate plans, please let us know, we would like to thank you and include you as a member of the National Park Legacy Society. To learn more about planned giving, please contact us at [donorservices@nationalparks.org](mailto:donorservices@nationalparks.org) or via phone at 202.354.6470.



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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 protect our national parks.

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Your gift to the National Park Foundation helps ensure that our national parks remain vital and relevant to future generations.

**STEWARDSHIP CIRCLE** The Stewardship Circle represents a group of individuals who have demonstrated a significant commitment to our national parks. Members of the Stewardship Circle make an annual gift to the National Park Foundation.

- **Century Society**  
\$25,000 and above
- **Rockefeller Society**  
\$10,000–\$24,999
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\$5,000–\$9,999
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- **Pioneer Society**  
\$1,000–\$2,499



**MAJOR GIVING** For nearly 100 years, national parks have depended upon the generosity of leading private citizens to strengthen the experience of visiting and enjoying national parks. Contributions of significance of cash or securities to the National Park Foundation enable us to protect national parks, connect new audiences to these treasured natural and cultural resources, and inspire a new generation of park stewards.

**RECURRING GIFTS** Support national parks year-round by making a monthly gift to the National Park Foundation via electronic payment through a credit card or debit card.

**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 the National Park Foundation. To learn more about the range of gift-giving options, please contact us at [donorservices@nationalparks.org](mailto:donorservices@nationalparks.org) or via phone at 202.354.6470.

**TRIBUTE GIFTS** Honor or remember a loved one by making a gift in tribute of their life's accomplishments to the National Park Foundation. We will send a personal card to the tribute recipient acknowledging your gift.

**PLANNED GIVING** The National Park Foundation invites you to establish your legacy by including the national parks in your estate plans. Whether your commitment is to protect and preserve national parks, connect people to these great resources, or inspire the next generation of park stewards – the National Park Foundation can help you achieve your goals.

**MATCHING GIFTS** Many organizations match their employees' contributions to the National Park Foundation, therefore doubling or tripling the impact of an individual gift. Check [www.nationalparks.org](http://www.nationalparks.org) for a current listing of companies with matching gift programs.

**WORKPLACE GIVING** Help support the parks by designating the National Park Foundation in your workplace giving program such as Combined Federal Campaign (CFC#11252) or other payroll-deduction work program.

**BECOME A PARTNER** There are numerous opportunities for your organization to meet its corporate responsibility goals all while supporting America's treasured national parks. The National Park Foundation works with organizations in a variety of ways that not only contribute to the National Park Foundation's mission but also provide sales, marketing, and promotional value to our partners.

**STATEMENT OF FINANCIAL POSITION  
AS OF SEPTEMBER 30, 2013**

	2013
<b>ASSETS</b>	
Cash and Cash Equivalents	9,152,436
Accounts and Other Receivables	599,000
Prepaid and Deferred Expenses	82,318
Pledges Receivable (Net)	5,458,960
Investments, at Market	69,966,929
Furniture and Equipment (Net)	123,833
Conservation Property	37,777
Funds Managed as Agent for Others	18,619,356
<b>Total Assets</b>	<b>104,040,609</b>
<b>LIABILITIES AND NET ASSETS</b>	
Accounts and Other Payables	1,402,011
Deferred Revenue	-
Grants Payable (Net)	650,844
Funds Managed as Agent for Others	18,619,356
<b>Total Liabilities</b>	<b>20,672,211</b>
Net Assets	
Unrestricted	31,622,974
Temporarily Restricted	41,732,034
Permanently Restricted	10,013,390
<b>Total Net Assets</b>	<b>83,368,398</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>104,040,609</b>

**STATEMENT OF ACTIVITY  
AS OF SEPTEMBER 30, 2013**

	UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	TOTAL
<b>REVENUE AND SUPPORT</b>				
Contributions and Gifts	9,045,968	11,511,678	-	20,557,646
Contributed Property, Goods and Services	629,110	287,153	-	916,263
Litigation Settlement Contributions	-	45,170	-	45,170
Federal Grants and Contracts	-	198,000	-	198,000
Management and Other Income	1,592,896	368,733	-	1,961,629
Net Assets Released from Restrictions - Satisfaction of Program and Time Restrictions	13,729,021	(13,729,021)	-	-
<b>Total Revenue and Support</b>	<b>24,996,995</b>	<b>(1,318,287)</b>	<b>-</b>	<b>23,678,708</b>
<b>EXPENSES</b>				
Program Services				
Program Grants	9,842,182	-	-	9,842,182
Program Support	7,049,723	-	-	7,049,723
<b>Total Program Expenses</b>	<b>16,891,905</b>	<b>-</b>	<b>-</b>	<b>16,891,905</b>
Supporting Services				
General and Administrative	3,701,963	-	-	3,701,963
Fundraising	4,069,772	-	-	4,069,772
<b>Total Expenses</b>	<b>24,663,640</b>	<b>-</b>	<b>-</b>	<b>24,663,640</b>
Changes in Net Assets from Operations	333,355	(1,318,287)	-	(984,932)
<b>NON-OPERATING ACTIVITY</b>				
Investment Income	2,886,384	3,533,450	-	6,419,834
Bad Debt Expense	(169,523)	-	-	(169,523)
<b>Total Non-operating Activity</b>	<b>2,716,861</b>	<b>3,533,450</b>	<b>-</b>	<b>6,250,311</b>
Changes in Net Assets	3,050,216	2,215,163	-	5,265,379
Interfund Transfers	(119)	81,909	135,811	217,601
Net Assets, Beginning of Year	28,572,877	39,434,962	9,877,579	77,885,418
<b>Net Assets, End of Year</b>	<b>31,622,974</b>	<b>41,732,034</b>	<b>10,013,390</b>	<b>83,368,398</b>



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