Chartered by Congress in 1967, the National Park Foundation (NPF) is rooted in a legacy that began more than a century ago, when private citizens took action to establish and protect our national parks. Today, the National Park Foundation proudly carries on that tradition as the only national nonprofit whose mission is to directly support the National Park Service (NPS).

The Foundation was founded on, and continues to embody, core values that reflect an unwavering commitment and connection to our national parks.
As we head into a new decade, the National Park Foundation’s outlook for the future is bright and its ambitions are big, thanks in no small part to the support of hundreds of thousands of people – the growing community of national park champions invested in conserving and enhancing our national parks for future generations.

Ultimately, our success and impact reflect the commitment of so many people whose energy, ideas, and financial support make possible the innovative work we do on behalf of our national parks. The National Park Foundation is thankful for the support of our many donors and corporate partners, and the engagement and contributions of its board of directors, with a special acknowledgment to outgoing board chair Bryan Trautber whose leadership guided the Foundation during the past two years.

Among the Foundation’s most important accomplishments in 2019 was the acquisition of Dr. Martin Luther King, Jr.’s two homes in Atlanta. These historic places, so important to the nation’s civil rights movement, will be forever under the stewardship and care of the National Park Service, making these lessons of history more accessible to us all. We owe a debt of gratitude to the Fund II Foundation and the vision of its president, Robert F. Smith, for making this possible. The Foundation and National Park Service accomplished this feat because of our close partnership with the King Center and the estate of Coretta Scott King, and our shared purpose to ensure that the legacy of Dr. Martin Luther King, Jr. endures.

Philanthropist David Rubenstein’s ongoing investment in our national parks is both preserving American history and making these lessons of history forever under the stewardship and care of the National Park Service. The National Park Foundation is thankful for his ongoing investment and the impact it will have on our national parks, ensuring that visitors to Utah’s Zion National Park will always be able to enjoy this remarkable place.

The Foundation is also proud to have worked with Jessamine County and the American Battlefield Trust to stand up Camp Nelson National Monument in Kentucky, the site of the largest African American soldiers during the Civil War. On this small landscape resides a remarkable and untold piece of American history. Through the Foundation’s work, this place will be restored, and the story told for all to hear and appreciate.

Thanks to the timely support of the George S. and Dolores Doré Eccles Foundation and the National Park Foundation’s partnerships with our friends at the Trust for Public Land and Zion Forever, the iconic Zion Narrows trail is protected in its entirety, ensuring that visitors to Utah’s Zion National Park will always be able to enjoy this remarkable place.

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As it looks to the future, the Foundation understands the need to actively engage the next generation of national park stewards. The National Park Foundation connected more than 275,000 kids and adults to parks in 2019 through school field trips, service corps and volunteer projects, and fellowships – all driving towards the goal of growing a community of national park champions who experience and care about these treasured places.

Thank you for the energy and commitment you bring to our national parks now and in the future.

President & Chair
William G. Millholl | Incoming Chair, National Park Foundation
Will Shafoth | President & CEO, National Park Foundation

Deputy Director
David Wei | Deputy Director
Acting with the Authority of the Director, National Park Service

Message from the President & Chair

"This past year, National Park Foundation connected more than 275,000 kids and adults to parks"

Message from the Deputy Director

"National parks capture and reflect our indelible American identity"
OUR AMERICAN INHERITANCE

National parks belong to us all. With every generation, Americans across all walks of life have done their part to protect this glorious heritage. Naturalists, conservationists, and ordinary citizens have come together to preserve pristine lands and historical sites. Philanthropists, foundations, and corporations have given generously to support our parks and enhance the visitor experience. Local communities have rallied to help sustain the natural wonders in their own backyard.

And, for more than 50 years, the National Park Foundation has played a vital role in generating philanthropic support for parks and mobilizing people to accomplish extraordinary things for the benefit of these remarkable landscapes, and the history and heritage we all share.

While philanthropy provides the means to protect what is priceless, people and partnerships drive impact on the ground. To inspire people to connect with and protect America’s national parks, we work together as a growing community of national park champions.

PROTECTING OUR TREASURES

National parks encompass vast landscapes, seashores, mountains, rivers, deserts, and hundreds of historical and cultural sites. In all, they cover an area larger than the state of New Mexico. Protecting these places is truly a monumental undertaking, and we are invested in their success now and in the future.

CONNECTING PEOPLE TO PARKS

Our national parks connect us to nature, our history and heritage, and to ourselves. They tell the story of who we are, and hold the potential to engage and inspire a new generation of park stewards, introducing them to parks as places of learning, community, volunteerism, and service.
ENHANCING THE VISITOR EXPERIENCE

Personal and powerful, visitor experience is the winding wilderness trail you hike with your family, the more complete historical interpretation you come to understand from a ranger, and the inspiration you feel at a national park where, for the first time, you see your own experience reflected in a larger American story. Enhancing the visitor experience is essential to cultivating a deeper appreciation of our shared landscapes, history, and heritage.

PRESERVING HISTORY AT PULLMAN NATIONAL MONUMENT

Residents of Chicago’s Pullman neighborhood, built in the 1880s as a planned community for employees of the Pullman Company, played a historic role in the struggle for civil rights and fair labor standards. Establishing a national park there more than a century later required a new model of public-private partnership to build a visitor center and restore the Administrative Clock Tower as the park’s centerpiece. Sue Bennett, chief of visitor services and community outreach, credits community support and strong public-private partnerships for successfully advancing the project. “It’s a big job and the National Park Foundation was critical in working with the National Park Service to generate support and confidence that there would be a funding stream to develop the visitor center. If not for the advocacy of citizens and many groups like the National Park Foundation, and particularly their ability to find donors who are also passionate about the area and the story, the National Park Service might not have been so well-positioned to share with visitors the many stories that are part of the historical landscape of Pullman National Monument.”

PARKS FOR ALL

“That day was pretty cool, there were so many different things to see.” – Student, Arizona School for the Deaf and Blind

During “White Cane” days at Juan Bautista de Anza National Historic Trail, over 150 students and educators from Arizona School of the Deaf and Blind (ASDB) gave feedback on a new accessible NPS exhibit. Once completed, the exhibit will feature an innovative wayfinding system that allows people with limited sight and mobility to experience tactile signage along the trail. This multi-partner project, supported by the National Park Foundation, will create an accessible section of the trail, informed by ASDB and designed as an inclusive program with features that can be enjoyed by visitors of ranging abilities in sight, mobility, hearing, and language.

ILLUMINATING ARTIFACTS

Wilson’s Creek National Battlefield is home to one of the finest collections of artifacts representing the Trans-Mississippi Theater of the Civil War – more than 8,000 documents and objects. Thanks to public and private support of an extensive expansion of the Wilson’s Creek visitor center, the park’s 200,000 annual visitors will soon be able to experience these artifacts in new and innovative ways. This dramatic transformation will allow fragile artifacts and other items to be rendered in 3D and the new exhibition center will take visitors on a journey back in time.

ICONIC LANDMARK RESTORED

After three years of construction, the Washington Monument elevator is once again welcoming visitors. A fixture in Washington, D.C.’s skyline, the Washington Monument’s observation deck stands at over 500 feet high, offering unparalleled views of the monuments and buildings that make up our nation’s capital. A modernized computer system, as well as refurbished elevator hardware, ropes, cables, conductors, and more, was funded in part by a contribution to the National Park Foundation from David M. Rubenstein and Musco Lighting. This necessary update ensures that the monument’s observation deck remains open, accessible, and safe for all visitors.

ILLUSIONS OF HISTORY

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At the heart of our national parks is our shared history – the wild landscapes, historic landmarks and structures, and irreplaceable artifacts that hold inspiring stories that require care and stewardship. A commitment to preserving both natural and cultural heritage is essential to the work the National Park Foundation does alongside its partner organizations.

**ICONIC CIVIL RIGHTS SITES AT HOME IN NATIONAL PARKS**

The homes where Dr. Martin Luther King, Jr. was born and where he raised his family with Coretta Scott King are now part of the National Park System, thanks to the generous support of Fund II Foundation, led by philanthropist Robert F. Smith.

The civil rights leaders’ daughter, Dr. Bernice King, says her father’s early experiences at his childhood home helped shape him. “I remember my first tour of the Birth Home many years ago. The dining room stood out to me the most because I loved hearing the story of how my grandfather used that time around the dining room table not only to teach and talk to my father and his siblings, but as an opportunity to allow them to express themselves. That was unusual when my father was growing up, because during that time, children were seen and not heard. My grandfather didn’t have that kind of approach. I was excited to hear the story of my grandfather’s approach and the realization of the impact it had on the trajectory of my family.”

Securing the King family home has special meaning for Dr. King. “It was always my mother’s wish that the home my siblings and I grew up in be preserved by the National Park Service and we are honored to have fulfilled her dream. She wanted to make sure future generations would have the opportunity to know the story of my father as a civil rights leader, a father, a husband, a minister, and simply our dad. The National Park Service, with its expertise in historic preservation and interpretation, is the ideal partner to ensure that the King family legacy is shared and made accessible to all. We are honored to have worked closely with the National Park Service and the National Park Foundation to make this possible with the very generous support of Robert F. Smith.”

**A MONUMENT TO FREEDOM**

“When few other places are the stories of these soldiers and their families, journeys on the difficult road to freedom, so well told.”

– James Lighthizer, president of the American Battlefield Trust

During the Civil War, Camp Nelson served as a Union Army recruitment and training center for African American soldiers and as a camp for freed people. Today, it’s considered one of the best-preserved sites of its kind. In partnership with the American Battlefield Trust, the National Park Foundation facilitated the donation of nearly 382 acres, establishing America’s newest National Park System unit: Camp Nelson National Monument. Illustrating the nation’s struggle to define freedom during and after the Civil War, Camp Nelson, in Nicholasville, KY, preserves an integral and lesser-known piece of America’s history.

**A CATCH ABOVE THE REST**

“The return on investment is the ecological restoration of Yellowstone cutthroat trout, sustainable angling, and a chance to glimpse a river otter, osprey or bear catching a cutthroat.”

– Todd Koel, leader of the Native Fish Conservation Program

On a summer day, Yellowstone National Park staff and volunteers splay 40 miles of gillnetting across Yellowstone Lake. By the end of the season, they’ll retrieve enough net to stretch from Los Angeles to Madrid, pulling in over 282,000 invasive lake trout and promoting the growth of the native cutthroat trout population. Elsewhere in the park, a team hikes over 1,200 miles to observe eight wolf packs. Living primarily in the park, to better understand the ecology of wolves in Yellowstone. With support from the National Park Foundation and Yellowstone Forever, these conservation projects will continue to preserve the native wildlife in this iconic landscape for generations.

**HITTING THE TRAIL**

Nearly 1,500 acres of forest in Maine will now be available for backcountry adventures – from strolling by old spruce trees that provide shelter for wildlife, to spotting trout in local ponds. Thanks to the National Park Foundation and partners in the community, a scenic ridge overlooking Bald Mountain Pond will now be managed as part of the Appalachian National Scenic Trail. This change ensures continued public access to the unique ecological features of this iconic landmark, and unobstructed, scenic views of Bald Mountain will be left wild and unspoiled for generations to come.
CREATING A LIFELONG CONNECTION TO PARKS

“When you walk into a park it should be reflective of the diversity of our nation,” says Curt Collier, national program director for Groundwork USA. “We want to ensure that future generations care for these places as much as the previous generations did and the way to do that is to make sure everybody feels welcome.

One of the things that I like about working with the National Park Foundation is that they are constantly thinking of ways to engage new audiences. They’re looking for funding and they’re finding new ways to create new types of experiences.

We need to preserve and protect all the things that the National Park Service originally envisioned, and we also need to think about how we get new audiences to be just as excited about the preservation of these places as our parents were.

When we can bring them into the parks, they realize that they’re part of a larger conservation movement.”

PEOPLE AND PARKS

The National Park Foundation helps connect people from all backgrounds to their national parks, encouraging them to explore and support these special places. By working with dedicated partners, we also help expand access to parks and programs, providing valuable experiences and skills along the way.

PREPARING FOR FUTURE GENERATIONS

“You enable us to provide life-changing opportunities for students, and to bring nature and parks into the lives of kids who otherwise would go without them.”
– Open OutDoors for Kids program manager, Twin Cities

Birdwatching through binoculars, examining plankton under a microscope, touching a turtle shell, or walking through the house of a former president – this year, over 200,000 fourth grade students across the country visited and interacted with local parks through our Open OutDoors for Kids program. Since 2011, the National Park Foundation has supported these types of experiences for over one million young people, as well as cultivated a growing cohort of teachers through ranger-led classroom activities, workshops, and special events. This year, Atlanta, GA and Madison, WI joined ten other focus cities for the program, expanding the program’s network of schools and reach.

Creating a program’s network of schools and reach.

NEW PROGRAM REELS IN YOUTH

“I thought it was really neat to learn what fish live by me.”
– Junior Ranger Angler program participant

Quietly wading in the water, a group of children cast their first fishing line at River Raisin National Battlefield – for most, this is the first time they’ve stepped foot in this park. As part of our new Junior Ranger Angler program in partnership with NPS, fishing clinics are an essential way to encourage youth to discover the adventures and activities outdoors. Supported by the National Park Foundation in partnership with the Veverka Family Foundation, this program encourages students to develop a lasting connection with their local parks and unlock their own potential for discovery.

ACADEMICS IN ACTION

“History is not a book of simple stories. It is being able to see nuances and distinctions, being able to think critically and analyze, and history is about the past, but it is as much about the present as it is the past.”
– Dr. Sylvia Hollis, National Park Service Mellon postdoctoral fellow in gender and sexuality

A team of academic leaders in their respective fields of the legacy of the civil rights movement, labor history and productivity, and gender and sexuality equality are pioneering ways to enhance our experiences in parks. The Humanities Fellowship program, supported by the National Park Foundation in partnership with the National Park Service and the Andrew W. Mellon Foundation, brings thoughtful scholarship and fresh historic interpretation to our parks, enhancing equitable storytelling to widen the exchange between parks and the communities they serve. In a similar program designed to bring cutting-edge science to national parks, Science Fellows tackle pressing concerns thanks to the generous support of Karen and Brian Conway. Fellows are tackling research topics including how the built environment affects migration of Desert Bighorn sheep populations, what deep water coral populations may tell us about critical species, and how to balance human and wildlife needs in parks for long term sustainability.

A FORMULA FOR SUCCESS

“When students have personal memories of a subject, they are able to speak from a completely different perspective than those that have only read about it.”
– Program teacher, Citizen Science 2.0

Across the country, students are enjoying the opportunity to see, touch, and explore concepts they’ve only ever encountered in a textbook. Using their local parks as laboratories to study watersheds and evaluate water quality, students and educators in our Citizen Science 2.0 program are changing the way they approach education by bringing curriculum to life.

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PARK PARTNERS
Active collaboration with partner organizations increases the collective impact of philanthropy benefitting our national parks. More than 200 local philanthropic groups across the country provide critical support to parks and park programs. Together, we are working to increase the ability of park supporters to protect their natural and cultural resources, and to increase access to national parks for all people.

PARTNERING FOR THE FUTURE
“We are grateful for the partnership with the National Park Foundation,” says Deb Yandala, CEO, Conservancy for Cuyahoga Valley National Park. “It has allowed us to have a stronger national focus on philanthropy and utilize best practices.

Here in Cuyahoga Valley National Park, thousands of children have been served thanks to the National Park Foundation. Creative programming such as our citizen science program would not have happened without the National Park Foundation’s support, both in funding and in thought leadership, to help us do our work better.

We greatly appreciate support from the National Park Foundation. Together, we’ve grown support for our national parks and ultimately for the people who enjoy them.”

WITH A LITTLE HELP FROM OUR FRIENDS
“Getting partners, NPS, and national organizations in the same room to talk and discuss (is priceless). Just listening to [other] ideas, concepts, and dreams...”
– Friends Alliance meeting participant

With more than 83 million acres to manage across the country, the National Park Service depends upon the work of its partners, including Friends Groups and Cooperating Associations, that fundraise, engage the community, and coordinate volunteers. The National Park Friends Alliance, which receives financial and technical support from the National Park Foundation, connects these organizations, providing opportunities to build skills, network, and learn from their peers. Supported by NPF’s Strong Parks, Strong Communities initiative, the Friends Alliance hosted four meetings this year, bringing together over 600 park partner staff members. New “affinity groups” – groupings of partner organizations facing similar challenges or opportunities – were created to facilitate brainstorming sessions and the development of collective strategies that directly impact our parks.

STEWARDSHIP SUPERSTARS
Last year, more than 6,400 volunteers provided nearly 18,000 hours of service and maintained over 24,000 acres of land, 105 miles of trails, and 103 miles of waterways. Not to mention that over 1,400 pounds of trash were removed and over 8,600 water samples were collected – and all of this was coordinated through the support of AmeriCorps – Friends Alliance meeting participant

BLAZING A NEW TRAIL
“I have never felt this sense of radical autonomy and resilience. I just hope that there are many queer youth to come who can say they slept upon the earth for five weeks, surrounded by friends, gazing up at our infinite universe, wondering what comes next.”
– Rainbow Crew crewleader

In national parks across the country, service corps crews preserved, rehabilitated, and restored treasured pieces of our national landscape. These crews are comprised of six to twelve young people who devote their summers to improving our parks while gaining valuable leadership skills along the way. Service corps are a wonderful way to engage young people – particularly those who might not feel included in the conservation field – with the stewardship of these special places. The Rainbow Crew, comprised of youth and young adults who identify as LGBTQ, devoted 4,000 hours of service work. The Ancestral Lands Crews – made up of Native American and Indigenous youth – repaired 209 ft of fence and constructed over 3,700 ft of new fence at Grand Canyon National Park alone. Supported by the National Park Foundation in partnership with Northwest Youth Corps, Arizona Ancestral Conservation Corps, and Conservation Legacy, service corps programs are tailored to introduce and inspire groups of young people to love our public lands. In all, NPF support enabled 631 youth to participate in service corps crews.

A MODEL FOR COMMUNITY CONNECTION
“Park neighbors can experience the magic of Kenilworth Aquatic Gardens have family reunions at River Terrace Park, bring their kids to the playgrounds and skate for free at the pavilion.”
– Tara Morrison, superintendent of National Capital Parks – East

A breath of fresh air in our nation’s bustling capital city, Anacostia Park is working hard to raise awareness of the many features and spaces it offers to its surrounding Washington, D.C. community. As part of a three-year revitalization effort supported by the National Park Foundation, the park hired community liaison Akima Price, who spends her time fostering new relationships with partner organizations and visitors to the park, strengthening the park’s place within the local community. Efforts also include the establishment of a Friends Group focused on supporting the park. This groundbreaking model could be used as a template for community engagement in similar national parks across other parts of the country.
Funded projects that protect national parks by:
- Supporting 420 miles of trail building and maintenance
- Protecting the habitat of 14 species
- Planting 7,600 trees and vegetation
- Restoring 190 miles of waterways

Granted a total of $26 million to
- Support preservation of the homes of Dr. Martin Luther King, Jr.
- Protect 393 acres
- Help rehabilitate 48 historic structures

Engaged over 275,300 people in park events and activities
- 154,300 were first-time visitors to the site

Supported 18,800 volunteers
- Who served over 183,000 hours

Supported 18,800 volunteers
- To stand where heroes stood
- Celebrating the stories and contributions of African American leaders

Invited over 46 million people to stand where heroes stood

Granted over $3.5 million to service corps
- For projects at 30 NPS sites
- 129,400 hours of service completed by more than 630 youths

Helped introduce 6,440 kids to the sport of fishing

Granted over $2 million for field trips
- Over 204,000 students visited 147 national parks and public lands
- 83% of participating schools receive Title 1 funding

The National Park Foundation raised nearly $81 million towards ensuring that America’s national parks are protected, people are connected, and parks are enhanced for present and future generations.
FINANCIAL STEWARDSHIP

Careful financial stewardship has guided the National Park Foundation’s work for more than 50 years, resulting in a strong and resilient organization well-positioned to increase the impact of private philanthropy on behalf of national parks through our many innovative programs and partnerships. We thank our board of directors, past and present, for their strategic focus on fiscal responsibility, as well as the many supporters whose generosity has enabled us to advance our mission.
# Financial Summary

## Statement of Financial Position

**As of September 30, 2019**

### Assets

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$12,103,773</td>
<td>$11,447,828</td>
</tr>
<tr>
<td>Accounts and Other Receivables</td>
<td>15,200</td>
<td>6,453,687</td>
</tr>
<tr>
<td>Prepaid and Deferred Expenses</td>
<td>1,483,889</td>
<td>2,498,755</td>
</tr>
<tr>
<td>Pledges Receivable (Net)</td>
<td>53,941,456</td>
<td>57,203,108</td>
</tr>
<tr>
<td>Investments (at Market)</td>
<td>184,986,561</td>
<td>167,884,438</td>
</tr>
<tr>
<td>Furniture and Equipment (Net)</td>
<td>501,637</td>
<td>571,966</td>
</tr>
<tr>
<td>Conservation Property</td>
<td>442,775</td>
<td>702,775</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>253,475,291</strong></td>
<td><strong>246,762,557</strong></td>
</tr>
</tbody>
</table>

### Liabilities and Net Assets

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts and Other Payables</td>
<td>4,466,850</td>
<td>5,727,903</td>
</tr>
<tr>
<td>Grants Payable (Net)</td>
<td>1,746,922</td>
<td>1,442,907</td>
</tr>
<tr>
<td>Notes Payable</td>
<td>183,444</td>
<td>1,142,023</td>
</tr>
<tr>
<td>Deferred Rent</td>
<td>67,184</td>
<td>139,159</td>
</tr>
<tr>
<td>Funds Managed as Agent for Others</td>
<td>40,729,213</td>
<td>40,625,012</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>47,192,613</strong></td>
<td><strong>49,077,004</strong></td>
</tr>
</tbody>
</table>

### Net Assets

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Without donor restrictions</td>
<td>2,191,892</td>
<td>2,263,492</td>
</tr>
<tr>
<td>Undesignated</td>
<td>24,797,312</td>
<td>19,614,791</td>
</tr>
<tr>
<td>Designated</td>
<td>24,694,084</td>
<td>24,463,709</td>
</tr>
<tr>
<td><strong>Total without donor restrictions</strong></td>
<td><strong>49,491,396</strong></td>
<td><strong>44,078,581</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>With donor restrictions</td>
<td>2,402,743</td>
<td>2,378,912</td>
</tr>
<tr>
<td>Permanently Restricted</td>
<td>156,791,282</td>
<td>153,606,972</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td><strong>209,282,678</strong></td>
<td><strong>197,685,553</strong></td>
</tr>
<tr>
<td><strong>Total Liabilities &amp; Net Assets</strong></td>
<td><strong>$253,475,291</strong></td>
<td><strong>$246,762,557</strong></td>
</tr>
</tbody>
</table>

---

## Statement of Activity

**As of September 30, 2019**

### Revenue and Support

<table>
<thead>
<tr>
<th></th>
<th>Without Donor Restrictions</th>
<th>With Donor Restrictions</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions and Gifts</td>
<td>$29,011,120</td>
<td>$25,437,207</td>
<td>$54,448,327</td>
</tr>
<tr>
<td>Contributed Property, Goods, and Services</td>
<td>8,079,120</td>
<td>4,539,867</td>
<td>12,618,987</td>
</tr>
<tr>
<td>Government Grants and Support</td>
<td>-</td>
<td>10,064,169</td>
<td>10,064,169</td>
</tr>
<tr>
<td>Litigation Settlement Contributions</td>
<td>-</td>
<td>18,214</td>
<td>18,214</td>
</tr>
<tr>
<td>Management and Other Income</td>
<td>492,562</td>
<td>489,168</td>
<td>981,730</td>
</tr>
<tr>
<td>Net Assets, Release from Restrictions - Satisfaction of Program and Time Restrictions</td>
<td>40,585,276</td>
<td>(40,585,276)</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Revenue and Support</strong></td>
<td>$78,168,078</td>
<td>($3,651)</td>
<td>$78,131,427</td>
</tr>
</tbody>
</table>

### Expenses

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
<td>$25,619,370</td>
<td>-</td>
</tr>
<tr>
<td>Program Grants</td>
<td>537,000</td>
<td>-</td>
</tr>
<tr>
<td>Program Grants (Land)</td>
<td>15,900,024</td>
<td>-</td>
</tr>
<tr>
<td>Program Support</td>
<td>15,687,309</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Program Expenses</strong></td>
<td>$42,056,394</td>
<td>-</td>
</tr>
<tr>
<td>Supporting Services</td>
<td>16,613,835</td>
<td>-</td>
</tr>
<tr>
<td>General and Administrative</td>
<td>15,687,309</td>
<td>-</td>
</tr>
<tr>
<td>Fundraising</td>
<td>5,412,815</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>74,357,538</td>
<td>-</td>
</tr>
<tr>
<td><strong>Changes in Net Assets from Operations</strong></td>
<td>3,810,540</td>
<td>($3,651)</td>
</tr>
</tbody>
</table>

### Net Assets

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investment Income (Loss) and Other</td>
<td>1,602,275</td>
<td>4,823,236</td>
</tr>
<tr>
<td><strong>Total Change in Net Assets</strong></td>
<td>5,412,815</td>
<td>8,597,125</td>
</tr>
</tbody>
</table>

### Changes in Net Assets

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Assets, Beginning of Year</td>
<td>44,078,581</td>
<td>153,606,972</td>
</tr>
<tr>
<td><strong>Total Change in Net Assets</strong></td>
<td>5,412,815</td>
<td>8,597,125</td>
</tr>
<tr>
<td><strong>Net Assets, End of Year</strong></td>
<td>$49,491,396</td>
<td>$156,791,282</td>
</tr>
</tbody>
</table>

---

**Please see the National Park Foundation’s 2019 Audited Financial Statements for additional details.**
**STATEMENT OF ACTIVITY**

**AS OF SEPTEMBER 30, 2018**

<table>
<thead>
<tr>
<th>REVENUE AND SUPPORT</th>
<th>WITHOUT DONOR RESTRICTIONS</th>
<th>WITH DONOR RESTRICTIONS</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions and Gifts</td>
<td>$26,564,112</td>
<td>$37,495,942</td>
<td>$64,060,054</td>
</tr>
<tr>
<td>Contributed Property, Goods, and Services</td>
<td>9,738,527</td>
<td>667,365</td>
<td>10,405,892</td>
</tr>
<tr>
<td>Government Grants and Support</td>
<td>-</td>
<td>10,280,068</td>
<td>10,280,068</td>
</tr>
<tr>
<td>Litigation Settlement Contributions</td>
<td>-</td>
<td>8,134</td>
<td>8,134</td>
</tr>
<tr>
<td>Management and Other Income*</td>
<td>376,570</td>
<td>1,892,985</td>
<td>2,269,555</td>
</tr>
<tr>
<td>Net Assets, Release from Restrictions - Satisfaction of Program and Time Restrictions</td>
<td>32,751,268</td>
<td>(32,751,268)</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Revenue and Support</strong></td>
<td>69,430,477</td>
<td>17,593,226</td>
<td>87,023,703</td>
</tr>
</tbody>
</table>

| EXPENSES | |
|---------------------|---------------------|---------------------|-------|
| Program Services | 23,048,600 | - | 23,048,600 |
| Program Grants | 27,500 | - | 27,500 |
| Program Grants (Land) | - | - | - |
| Program Support* | 12,336,194 | - | 12,336,194 |
| **Total Program Expenses** | 35,412,294 | - | 35,412,294 |
| Supporting Services | - | 17,603,600 | 17,603,600 |
| General and Administrative* | 15,131,880 | - | 15,131,880 |
| Fundraising | - | - | - |
| **Total Expenses** | 68,147,774 | - | 68,147,774 |
| **Changes in Net Assets from Operations** | 1,282,703 | 17,593,226 | 18,875,929 |

| NOW-OPERATING IN NET ASSETS | |
|-----------------------------|---------------------|---------------------|-------|
| Investment Income (Loss) and Other | 2,120,004 | 4,435,370 | 6,555,374 |

| CHANGES IN NET ASSETS | |
|-----------------------|---------------------|---------------------|-------|
| **Total Change in Net Assets** | 3,402,707 | 22,028,596 | 25,431,303 |
| **Net Assets, Beginning of Year** | 40,675,874 | 131,578,376 | 172,254,250 |
| **Net Assets, End of Year** | $44,078,581 | $153,606,972 | $197,685,553 |

On December 16, 2016, the National Park Service Centennial Act (P.L. 114-289) was signed into law. Among other things, the Act established the Second Century Endowment at the National Park Foundation. The Act also authorized annual appropriations of up to $5 million for the National Park Foundation to support critical national park projects and programs.

**SECOND CENTURY ENDOWMENT**

<table>
<thead>
<tr>
<th>STATEMENT</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Endowment Balance, Beginning of Year</td>
<td>$20,645,879</td>
<td>$10,070,692</td>
</tr>
<tr>
<td>Amounts Receive</td>
<td>10,000,000</td>
<td>10,000,000</td>
</tr>
<tr>
<td>Expenditures*</td>
<td>857,489</td>
<td>575,187</td>
</tr>
<tr>
<td>Endowment Balance, End of Year</td>
<td>$31,503,368</td>
<td>$20,645,879</td>
</tr>
</tbody>
</table>

**ANNUAL APPROPRIATIONS**

In Fiscal Year 2019, $5 million in federal matching funds were made available to be granted toward priority projects. In order to secure federal funds, the National Park Foundation was required to raise philanthropic dollars toward those same projects. The National Park Foundation was able to raise the required philanthropic matching funds and is on track to leverage the full federal match of $5 million toward projects identified.
A COMMUNITY OF CHAMPIONS

From their inception, America’s national parks have depended on the commitment and generosity of private philanthropy to help keep them vital, relevant, and accessible. These generous gifts are essential to the strength and endurance of our National Park System. They are instrumental in advancing our efforts to protect our national treasures, enhance the visitor experience, pursue innovative projects and programs, and connect younger audiences – the next generation of park champions – to the places and stories that define who we are as country.

The National Park Foundation gratefully acknowledges the numerous individuals, corporations, and foundations whose contributions have helped make our work possible.
TEDDY ROOSEVELT SOCIETY

The powerful conservation legacy of President Theodore Roosevelt lives on in the more than 400 national parks preserved across the country. During his time in office, Roosevelt protected over 210 million acres of public lands and signed new legislation that would empower his successors to safeguard cultural landmarks, historic and prehistoric structures, and undisturbed wilderness.

To recognize individuals who share in President Roosevelt’s bold vision, the National Park Foundation is honored to highlight members of the Teddy Roosevelt Society – an alliance of donors who have made an extraordinary commitment to preserving our national heritage and natural wonders with philanthropic support of $1 million or more.

Champions Society members are our leadership supporters who have demonstrated an ongoing commitment to safeguarding America’s most beautiful and hallowed places through their generous annual contributions of $1,000 or more.

---

**$1,000,000+**

Anonymous (5)

Mr. and Judy Hiltz

Hilary Ballon

Connie and Steve Ballmer

Mr. and Mrs. Al Baldwin

Ms. Rhoda L. Altom and Mr. Cory Carlson

Anonymous (4)

**$100,000+**

The Fisher Ichth Family Foundation

Robert and Elizabeth Fisher

Foundation for the Carolinas

Estate of Marjorie C. Kennedy

Robert and Kathleen Brunswick

Hilary Ballon

Connie and Steve Ballmer

Mr. and Mrs. Al Baldwin

Ms. Rhoda L. Altom and Mr. Cory Carlson

Anonymous (5)

**$50,000+**

The Leather, Gay Biennial & Transgender Community Center

Janet and Laurence Half

Gregory Annenberg Weingarten

Winifred O. and Daniel A. Nichols

Estate of Kathryn P. Musette

Cynthia Miscikowski

Linda J. Fisher

Palmer Foundation

San Francisco Foundation

Ms. Cynthia Fisher

**$25,000+**

The Elizabeth Morse Charitable Trust

San Francisco Foundation

Nancy Nordhoff

Nike Foundation

The TJX Foundation, Inc.

Mr. and Mrs. Ernesto and Socorro Tovar

Mr. and Mrs. Glenn Stearns

The Elizabeth Morse Charitable Trust

San Francisco Foundation

Nancy Nordhoff

Nike Foundation

The TJX Foundation, Inc.

Ms. Cynthia Fisher

**$10,000+**

Mr. and Mrs. James H. Hughes

Mr. and Mrs. Al Baldwin

Ms. Rhoda L. Altom and Mr. Cory Carlson

Anonymous (4)

**$5,000+**

Theodore Roosevelt National Park

Mr. and Mrs. James H. Hughes

Mr. and Mrs. Al Baldwin

Ms. Rhoda L. Altom and Mr. Cory Carlson

Anonymous (4)
1916 SOCIETY

Named for the founding year of the National Park Service, the 1916 Society recognizes donors who have chosen to support and protect the future of our national parks through an estate plan gift. In listing the 1916 Society donors who have given permission for their names to be published, we express our gratitude for their commitment to the national parks, both now and in the future. To learn more about how to make a gift through your estate plan, please contact the Office of Planned Giving.

38 | NATIONAL PARK FOUNDATION 2019 ANNUAL REPORT

39 | NATIONAL PARK FOUNDATION 2019 ANNUAL REPORT
OUR CORPORATE PARTNERS

The National Park Foundation depends on corporate partners to enhance and expand the efforts of the National Park Service to protect our parks, improve the visitor experience, pursue new programs, and engage younger generations. For more than a hundred years, America’s national parks have been able to grow and thrive thanks to the continued commitment and generosity of the business community. Today, corporate partners support our continued efforts to steward our national resources and provide meaningful visitor experiences, and we gratefully acknowledge their dedication and loyalty to our mission.

FIND YOUR PARK PARTNERS

**PREMIER**

- American Express
- Budweiser
- HanesBrands
- L.L.Bean
- Nature Valley
- Subaru of America, Inc.
- Union Pacific Railroad
- The Coca-Cola Company

**NATIONAL**

- The Coca-Cola Company

**SUPPORTING**

- Winnebago Industries

CORPORATE PARTNERS

**$500,000+**

- Aramark
- BMW of North America, LLC*
- The Boeing Company
- Crown Media Family Networks
- Nissan TITAN
- The North Face

**$100,000 - $499,999**

- 3M Foundation
- 3M Open Fund
- ABM Industries Inc.
- Alpina
- Chaco
- Chorten
- The Coca-Cola Foundation
- Five People
- GitLighting*
- Google, Inc.*
- The Great American Wine Company
- Harland Clarke
- Joovy
- La Colombe Coffee Roasters
- Musco Lighting*
- Niantic
- Northrop Grumman
- Pendleton Woolen Mills

**$25,000 - $99,999**

- Asset Marketing Services, LLC
- Bandit Wines
- Burt’s Bees
- Celestron
- Columbia Sportswear Company
- Crown Trilby Headwear
- Delaware North
- Eagles Nest Outfitters
- Evolve
- Grand Canyon North Rim LLC
- Greenworks
- Humble Bundle
- Hydro Flask
- Implus
- Nest
- Nike, Inc.
- OARS
- Pendleton Woolen Mills
- REI Co-op
- Sierra
- Sierra Nevada Brewing Co.
- The UPS Foundation
- Wyoming Whiskey

**$10,000 - $24,999**

- Checks in the Mail
- Expedia
- Guest Services
- Hub Group
- Humana, Inc.
- The Lodge at Bryce Canyon LLC
- Worldclass Collections

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*DONATIONS INCLUDE IN-KIND COMPANIES PARTICIPATING IN A MULTI-YEAR PARTNERSHIP AGREEMENTS ARE RECOGNIZED AT THE LEVEL OF THEIR TOTAL COMMITMENT.
WAYS TO GIVE

America’s national parks were established through the efforts of individuals who wanted to protect the places they loved—places they knew would matter long into the future. Today, the National Park Foundation carries on that tradition with your help. Your gift ensures that our national parks remain protected and relevant to future generations. Here is a sampling of ways you can support our national parks.

CHAMPIONS SOCIETY
Members of the Champions Society make an annual gift of $1,000 or more to the National Park Foundation and receive exclusive privileges and benefits.

MAJOR GIVING
Significant contributions of cash, securities, or real estate from private citizens help protect national parks, connect new audiences to these treasured natural and cultural resources, and engage a new generation of park stewards.

ESTATE GIFTS
Ensure the lasting impact of our national parks by including a gift through your estate plans such as a will, trust, life income arrangement, or as a beneficiary of a retirement or life insurance plan.

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

TRIBUTE GIFTS
Make a gift to our national parks in memory or honor of someone special or to celebrate an important occasion, such as a birthday, wedding, or holiday.

MATCHING GIFTS
Many organizations will match their employees’ contributions to the National Park Foundation which can double or even triple the impact of an individual gift. Contact us 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 programs.

BECOME A PARTNER
There are numerous opportunities for your company to meet its corporate social responsibility goals 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.

LEARN MORE
The National Park Foundation is the official philanthropic partner of America’s national parks, working tirelessly to protect our country’s most beautiful landscapes, safeguard our heritage, and engage the next generation of park enthusiasts. To learn more about the range of giving options, please contact us at donorservices@nationalparks.org or via phone at 202.796.2500.