



2019

ANNUAL REPORT



National
Park Foundation



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.

Denali National Park & Preserve

OUR LEADERSHIP

OCTOBER 1, 2018 TO SEPTEMBER 30, 2019

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OUR MISSION

As the official nonprofit partner of the National Park Service, the National Park Foundation generates private support and builds strategic partnerships to protect and enhance America's national parks for present and future generations.

OUR VISION

Inspiring all people to connect with and protect America's national parks.

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MANTAPHOTO /ISTOCK



MESSAGE FROM THE PRESIDENT & CHAIR

Will Shafroth | President & CEO, National Park Foundation
William O. Hiltz | Incoming Chair, National Park Foundation

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 Traubert 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 enhancing visitor experience at a number of iconic park sites dedicated to our American democracy. Most recently, his



generous support was responsible for repairing and upgrading the elevator at the newly reopened Washington Monument, and he has committed to restore and improve exhibit space at the Jefferson Memorial – a tremendous gift, and emblematic of David's practice of patriotic philanthropy.

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.

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 a recruitment and training center for 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.

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.



MESSAGE FROM THE DEPUTY DIRECTOR

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

The National Park Service preserves and protects our nation's most special places and the stories they contain.

My own National Park Service story began in the Youth Conservation Corps, which prepared me for my first seasonal park ranger job, and ultimately a career in public service. Having the opportunity to work in our national parks – from the missions of San Antonio where I learned so much about my own Latino heritage to my current role as deputy director of the National Park Service in the nation's capital – has truly been a blessing.

National parks capture and reflect our indelible American identity, and through them we not only connect with ourselves and one another, but we also embrace the world, as increasing numbers of international visitors are drawn to experience our stunning park landscapes and our shared history and heritage.

Throughout the National Park Service's history, people like you and I have come together to affirm that these varied landscapes and diverse historical and cultural landmarks are priceless and must be protected for future generations. That requires active collaboration and innovative partnerships. Whether leveraging philanthropic funds or building capacity for parks, the National Park Foundation provides a proven and trusted leadership voice in a growing community of national park champions.

I'm especially proud of the partnership with the National Park Foundation that formally brought into the National Park Service the homes where Dr. Martin Luther King, Jr. was born and where he and Coretta Scott King raised their family. We are honored to have worked side by side with the National Park Foundation, the King family, and the Fund II Foundation to achieve what otherwise might not have been possible. The National Park Service, with its expertise in

historic preservation and interpretation, is committed to ensuring the King family legacy is shared and made accessible to all.

As the National Park Service embarks on its second century of service to the

American people, I encourage you to continue to find your park. I promise you it will be well worth the journey, and if your park experience is anything like mine, you'll discover something about yourself – your voice – in a story we all share.

"National parks capture and reflect our indelible American identity"

OUR IMPACT AND REACH



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.



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 contributions 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.



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 81,000 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.



"Present and future generations are now able to learn about the amazing history of the Battle of Wilson's Creek."
– Mike Ussery, president of Wilson's Creek National Battlefield Foundation

ENHANCING SCENIC VISTAS

Activities abound for the thousands of annual visitors to Grand Teton National Park, and at Pacific Creek Landing – a popular river access point along Snake River – new opportunities are coming soon. A rehabilitation project will enhance public access to recreation activities, as well as restore habitats for fish and wildlife. Supported by the Grand Teton National Park Foundation,

the National Park Foundation, and the U.S. Congress, the project will provide bicycle racks, a boat ramp, picnic tables, a renovated parking area, new wildlife viewing areas, and new displays to educate visitors on the role that Snake River plays across the Greater Yellowstone Ecosystem.



SUE BENNETT; PULLMAN, NM - ZACH FRANK / SHUTTERSTOCK;
JUAN BATAISTA DE ANZA NHT - NPS; NATIONAL MALL - ALBERTPEGO / ISTOCK; GRAND TETON NP - ACESHOT / ISTOCK

NATURE AND HERITAGE

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."



DR. BERNICE KING; MARTIN LUTHER KING, JR., CHILDHOOD HOME & LIFE HOME - KATIE BRICKER; BIG THICKET NPRES; CAMP NELSON 1864; SHENANDOAH NP - TOM HAMILTON / SHARE THE EXPERIENCE

RESTORING A SOUTHERN TREASURE

Resistant to wildfire and home to nearly 3,000 bird and plant species, longleaf pine forests once covered 90 million acres – today, only 3 percent of original longleaf pine forests remain in existence. Committed to restoring this vital tree species, the National Park Foundation and partners like the Arbor Day Foundation, American Youth Works, and more, are supporting seedling planting and other habitat restoration

activities across the country. This year, crews of African American and Latinx service corps members, organized in partnership with the Student Conservation Association, helped to establish longleaf pine forest savannahs at Big Thicket National Preserve. A conservation priority, public agencies and organizations across seven states pledged to restore 8 million acres of longleaf pine forests by 2025.



A MONUMENT TO FREEDOM

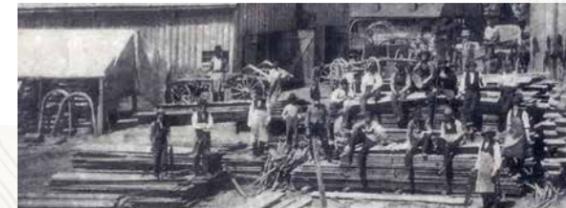
"In few other places are the stories of these soldiers and their families, journeying on the difficult road to freedom, so well told."

– 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

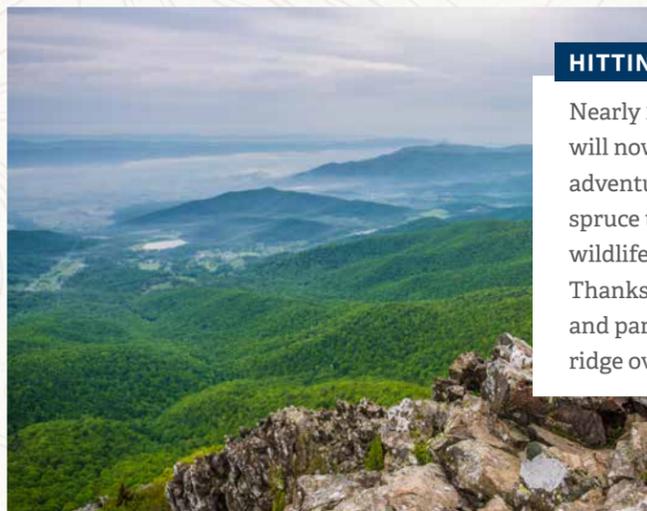
of wolves in Yellowstone. With support from the National Park Foundation and Yellowstone Forever, these conservation projects will continue to preserve the native wildlife in this iconic landscape for generations.



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.



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

“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.”

CREATING A LIFELONG CONNECTION TO PARKS

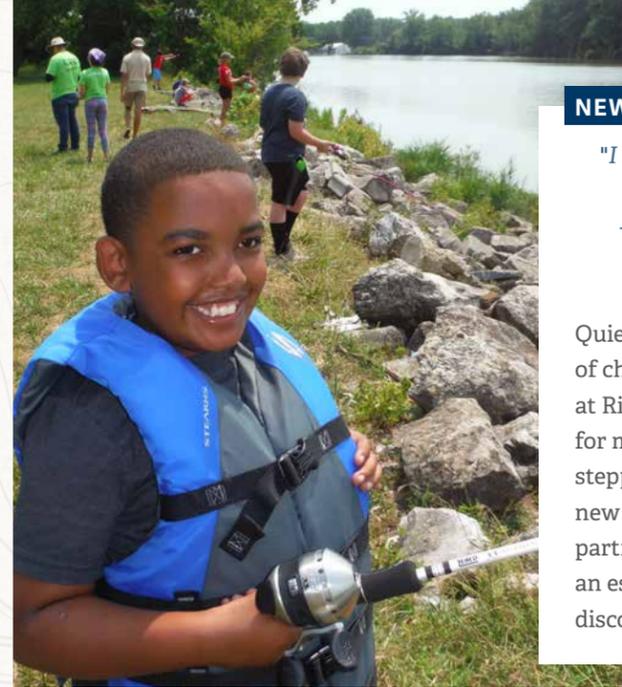
“You enable us to provide life-changing opportunities for students, and to bring nature and parks into the lives of kids who otherwise would go without them.”
– Open OutDoors for Kids program manager, Twin Cities

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.



CURT COLLIER, GATEWAY NRA - ACROTIERON / WIKIMEDIA; NATIONAL MALL AND MEMORIAL PARKS; RIVER RAISIN NBP; MOUNT RAINIER NP - RAINBOW SERVICE CREW; LOWELL NHP - NPS



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

in their local national parks. Nearly 6,000 youth spent the day in the park, learning about this centuries-old skill and sport, creating the next generation of anglers and park stewards. In its first year, NPF helped launch Junior Ranger Angler programs in a total of five national parks including River Raisin National Battlefield Park, Canaveral National Seashore, Biscayne National Park, Cape Hatteras National Seashore, and Cane River Creole National Historical Park.

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

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 track 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.



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



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

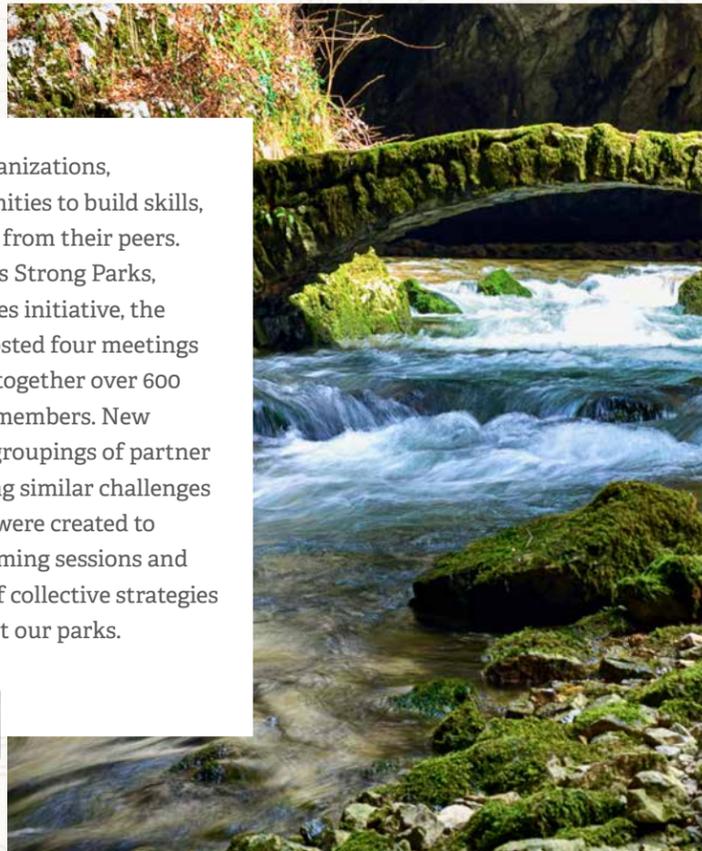
With more than 83 million acres to manage across the country, the National Park Service depends upon the work of its partners, including Friends Groups and Cooperating Associations, that fundraise, engage the community, and coordinate volunteers. The National Park Friends Alliance, which receives financial 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.



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."



DEB YANDALA, CUYAHOGA VALLEY NP - ZRPHOTO / ISTOCK; ROCK CREEK PARK - BLACK SHOGUN / ISTOCK; VOYAGERS NATIONAL PARK ASSOCIATION - CONSERVATION LEGACY; MT RAINIER NP - RAINBOW SERVICE CREW; ANACOSTIA PARK - MELISSA KOPKA / ISTOCK

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



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

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 Akiima 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

to spearheading new programs and supporting fundraising efforts, these full-time VISTAs provided vital staffing in Friends Alliance organizations across the nation.



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.

groundbreaking model could be used as a template for community engagement in similar national parks across other parts of the country.



2019 HIGHLIGHTS



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.

FUNDED PROJECTS THAT PROTECT NATIONAL PARKS BY

- Supporting 420 miles of trail building and maintenance
- Protecting the habitat of 14 species
- Planting 71,600 trees and vegetation
- Restoring 190 miles of waterways



GRANTED OVER \$3.5 MILLION TO SERVICE CORPS

for projects at 30 NPS sites

129,400 HOURS OF SERVICE

completed by more than 630 youth



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



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

CONNECTED OVER 600 NONPROFIT PARK PARTNERS to their peers in the field



INVITED OVER 46 MILLION PEOPLE TO STAND WHERE HEROES STOOD

celebrating the stories and contributions of African American leaders



SECURING OUR FUTURE



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.

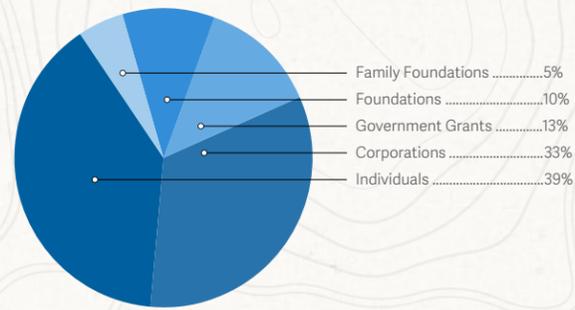
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FINANCIAL SUMMARY

ANNUAL GROWTH IN CONTRIBUTIONS AND GIFTS



ATTAINMENT BY DONOR SOURCE



STATEMENT OF FINANCIAL POSITION

AS OF SEPTEMBER 30, 2019

ASSETS	2019	2018
Cash and Cash Equivalents	\$12,103,773	\$11,447,828
Accounts and Other Receivables	15,200	6,453,687
Prepaid and Deferred Expenses	1,483,889	2,498,755
Pledges Receivable (Net)	53,941,456	57,203,108
Investments (at Market)	184,986,561	167,884,438
Furniture and Equipment (Net)	501,637	571,966
Conservation Property	442,775	702,775
Total Assets	253,475,291	246,762,557
LIABILITIES AND NET ASSETS		
Accounts and Other Payables	4,466,850	5,727,903
Grants Payable (Net)	1,746,922	1,442,907
Notes Payable	182,444	1,142,023
Deferred Rent	67,184	139,159
Funds Managed as Agent for Others	40,729,213	40,625,012
Total Liabilities	47,192,613	49,077,004
NET ASSETS		
Without donor restrictions		
Undesignated	24,797,312	19,614,791
Designated	24,694,084	24,463,790
Total without donor restrictions	49,491,396	44,078,581
With donor restrictions		
Permanently Restricted	156,791,282	153,606,972
Total Net Assets	206,282,678	197,685,553
Total Liabilities & Net Assets	\$253,475,291	\$246,762,557

STATEMENT OF ACTIVITY

AS OF SEPTEMBER 30, 2019

	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	TOTAL
REVENUE AND SUPPORT			
Contributions and Gifts	\$29,011,120	\$25,437,207	\$54,448,327
Contributed Property, Goods, and Services	8,079,120	4,539,867	12,618,987
Government Grants and Support	-	10,064,169	10,064,169
Litigation Settlement Contributions	-	18,214	18,214
Management and Other Income	492,562	489,168	981,730
Net Assets, Release from Restrictions - Satisfaction of Program and Time Restrictions	40,585,276	(40,585,276)	-
Total Revenue and Support	78,168,078	(36,651)	78,131,427
EXPENSES			
Program Services			
Program Grants	\$25,619,370	-	\$25,619,370
Program Grants (Land)	537,000	-	537,000
Program Support	15,900,024	-	15,900,024
Total Program Expenses	42,056,394	-	42,056,394
Supporting Services			
General and Administrative	16,613,835	-	16,613,835
Fundraising	15,687,309	-	15,687,309
Total Expenses	74,357,538	-	74,357,538
Changes in Net Assets from Operations	3,810,540	(36,651)	3,773,889
NOW-OPERATING IN NET ASSETS			
Investment Income (Loss) and Other	1,602,275	3,220,961	4,823,236
CHANGES IN NET ASSETS			
Total Change in Net Assets	5,412,815	3,184,310	8,597,125
Net Assets, Beginning of Year	44,078,581	153,606,972	197,685,553
Net Assets, End of Year	\$49,491,396	\$156,791,282	\$206,282,678

STATEMENT OF ACTIVITY

AS OF SEPTEMBER 30, 2018

	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	TOTAL
REVENUE AND SUPPORT			
Contributions and Gifts	\$26,564,112	\$37,495,942	\$64,060,054
Contributed Property, Goods, and Services	9,738,527	667,365	10,405,892
Government Grants and Support	-	10,280,068	10,280,068
Litigation Settlement Contributions	-	8,134	8,134
Management and Other Income*	376,570	1,892,985	2,269,555
Net Assets, Release from Restrictions - Satisfaction of Program and Time Restrictions	32,751,268	(32,751,268)	-
Total Revenue and Support	69,430,477	17,593,226	87,023,703
EXPENSES			
Program Services			
Program Grants	23,048,600	-	23,048,600
Program Grants (Land)	27,500	-	27,500
Program Support*	12,336,194	-	12,336,194
Total Program Expenses	35,412,294	-	35,412,294
Supporting Services			
General and Administrative*	17,603,600	-	17,603,600
Fundraising	15,131,880	-	15,131,880
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

NATIONAL PARK SERVICE CENTENNIAL ACT

PERIODS ENDED SEPTEMBER 30, 2018 AND 2019

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

STATEMENT	2019	2018
Endowment Balance, Beginning of Year	\$20,645,879	\$10,070,692
Amounts Receive	10,000,000	10,000,000
Expenditures ¹	-	-
Investment Earnings	857,489	575,187
Endowment Balance, End of Year	\$31,503,368	\$20,645,879

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.

STRONGER TOGETHER



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 230 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.



Theodore Roosevelt National Park

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 Hilary Ballon † and Orin Kramer
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CHAMPIONS SOCIETY

Recognizing contributions received from 10/01/18 to 9/30/19

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+

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\$100,000+

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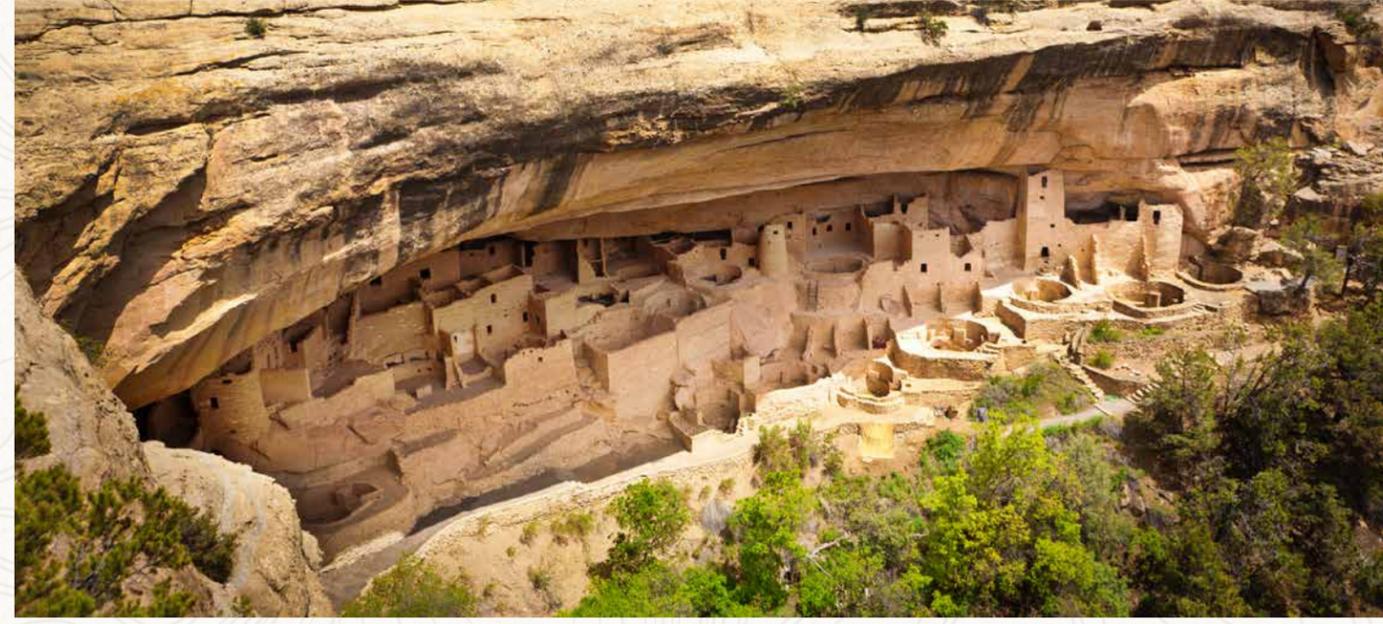


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Joshua Tree National Park

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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.

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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.

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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.



GLACIER NP - TIM RAINS / NPS



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