

 **National  
Park Foundation**  
— WONDER CALLS —



# ANNUAL REPORT

- 2020 -





# NATIONAL PARKS ARE A GIFT WE SHARE

As the official nonprofit partner of the National Park Service, the National Park Foundation works to protect wildlife and park lands, preserve history and culture, educate and engage youth, and connect people everywhere to the wonder of parks. In collaboration with the National Park Service, the park partner community, and the generous support of our donors, the National Park Foundation ensures that America's national parks continue to thrive and deepen their connection to the millions who cherish them.

COVER: BLUE RIDGE PKWY - AHELIN / ISTOCK; GATEWAY ARCH NP - JBYARD / ISTOCK; GREAT BASIN NP - INTERDISCIPLINARY WOMENS RESOURCE CONSERVATION CREW; POTOMAC HERITAGE NST, TUMACACORI NHP - NPS; VICKSBURG NMP - RUSTY426 / SHUTTERSTOCK; SANTA MONICA MOUNTAINS NRA - NPS; YELLOWSTONE NP - JIM PEACO / NPS; DRAGONIMAGES / ISTOCK; ZION NP - SHARI OBERY / SHARE THE EXPERIENCE PHOTO CONTEST NEW RIVER GORGE NP - NPS; LEFT: JOHN MORRISON / ISTOCK; RIGHT: JON BILOUS / SHUTTERSTOCK

## 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.

## VISION

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

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OCTOBER 1, 2019 TO SEPTEMBER 30, 2020

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Gettysburg National Military Park

## MESSAGE FROM THE PRESIDENT & CHAIR

The National Park Foundation has risen to meet an unprecedented moment, finding in the experience of the pandemic a deeper appreciation for the irresistible pull of national parks. The appeal of parks has not diminished as the result of a challenging year, but rather increased. So too has the Foundation's optimism and commitment to ensure the wonder that parks inspire in so many people continues to thrive in the future.

Thanks to the partnership and generosity of a growing community of national park champions, the Foundation did not miss a beat, adapting to change to continue its work protecting national parks and inspiring all people to connect with the natural beauty, history, and heritage parks offer. The pandemic reminded us that national parks make our lives better, richer, and more complete, providing physical and emotional restoration and connection with one another around what we share. Simply put, parks matter. The National Park Foundation is answering the call to bring leadership, energy, and innovation to meet the needs of parks now and in the future.

In 2020, the Foundation helped protect and enhance national park sites that preserve our shared history and heritage. Philanthropist and national park champion David Rubenstein's generous commitment to support the restoration of the Thomas Jefferson Memorial in Washington, D.C. will improve the visitor experience at this iconic national park in the future. The National Park Foundation and its partners also remained committed to protecting critical natural habitats and wildlife across the National Park System, helping to preserve

park landscapes supporting iconic wildlife from bison and wolves to golden eagles and California condors.

Every bit as important as protecting America's monuments and landscapes is preserving America's heritage and culture. The Foundation has expanded its commitment to elevating a greater diversity of voices and experiences as part of the history and cultural heritage national parks preserve. In 2020, the National Park Foundation increased support for its African American Experience Fund and Latino Heritage Fund, and successfully launched the new Women in Parks initiative timed to coincide with the centennial of the ratification of the 19th Amendment – which gave at least some women the right to vote.

*“The Foundation has expanded its commitment to elevating a greater diversity of voices and experiences as part of the history and cultural heritage national parks preserve.”*

Building on a long-standing commitment to engage and educate the next generation of national park stewards, the Foundation increased support of service corps across the country, working with the National Park Service and more than 30 partner organizations representing an increasingly diverse network of service corps crews. The work done in parks by these locally based organizations provides young people with on-the-job training in historic preservation,

trail construction, and habitat restoration. This work helps crew members develop leadership skills and cultivates a stewardship ethic that may inspire them to pursue careers in conservation or public lands management.

The Foundation also celebrated the enactment of the historic Great American Outdoors Act (GAOA) which addresses deferred maintenance needs in national parks and other public lands. National Park Foundation Board members, led by the indefatigable John Nau, contributed mightily to enlisting bipartisan support for the bill in both the House and Senate. Implementation of GAOA is already underway with the National Park Service investing the first \$1.3 billion in funds for much-needed projects across the National Park System. The Foundation is working closely with the National Park Service to explore ways to leverage private philanthropy and innovative public-private partnerships to build upon this tremendous foundational investment in parks.

Fundraising for the year was strong, generating \$110 million in total revenue, thanks to the exceptional efforts of the Foundation's Philanthropy and Corporate Partnership teams. The National Park Foundation Board demonstrated extraordinary initiative and leadership with members Rick and Vicki James initiating a challenge in response to the pandemic.

The Foundation also supported the emerging needs of the park partner community during the pandemic by hosting webinars on the CARES Act and other timely topics and conversations with National Park Service leaders as well as capacity-

building grants to support strategic planning and fundraising. Additionally, the Foundation launched a new Park Partner Resource Portal to help partner groups of all sizes navigate organizational challenges.

Perhaps most importantly, the National Park Foundation brought parks to people, making digital park experiences just a click away for those not able to visit parks in person. Now visitors to the Foundation's website can take virtual tours, explore park webcams, and access online educational activities.

Thanks to strong partners and a very engaged Board and National Council, the National Park Foundation has adapted and embraced change. With great optimism and ambition for the future, the Foundation's leadership and staff look forward to protecting America's national parks and inspiring a deeper sense of wonder for these places that belong to us all.



Will Shafroth  
President & CEO  
National Park Foundation



William O. Hiltz  
Chair  
National Park Foundation

# MESSAGE FROM THE DEPUTY DIRECTOR

The National Park Service is grateful for your continued support. While there can be no question that 2020 presented unprecedented challenges for all of us, it also demonstrated the vital role that our partners play in protecting and preserving parks. The National Park Foundation not only helped us meet these challenges but also advanced important projects and programs.

As the nation moved to slow the spread of COVID-19, the National Park Foundation collaborated with us to ensure that park experiences were just a click away for people who couldn't visit in person. To encourage safe and healthy outdoor recreation, the National Park Foundation worked with us to engage in the #RecreateResponsibly public awareness campaign that launched in April 2020. In addition, consistent funding support continued for service corps and Open Outdoors for Kids, ensuring that through the pandemic and beyond we continue to connect people to park experiences and programs.

more complete American story. From breaking new ground at Pullman National Monument and developing interactive, immersive exhibits at Selma to Montgomery National Historic Trail to honoring ancestral heritage at Berg Bay in Glacier National Park and elevating women's history in national parks as we commemorated the centennial of 19th Amendment, the support of the National Park Foundation helps us prepare for an inclusive, authentic recognition of what the 250th means to all Americans. Generous support from philanthropist and businessman David M. Rubenstein will help bring that inclusive spirit to the Thomas Jefferson Memorial. His \$10 million donation to fund renovation work at the memorial was leveraged with an additional \$26 million investment by the National Park Service, which will improve universal accessibility and design new exhibits to provide a broader, more multi-faceted understanding of President Jefferson's impact and enduring legacy across the centuries of the American spirit.

Passage of the Great American Outdoors Act in 2020 set in motion a tremendous investment in our national parks, American battlefields, historic sites, and recreation in communities across America. The National Park Foundation is with us every step of the way as we leverage these investments in critical infrastructure, conservation, and recreation.

As park partners responded to the COVID-19 pandemic impact, the National Park Foundation lifted up the partner community with outreach and resources to cultivate resilience and foster ongoing connections. Leaning into virtual tools,

the Fall 2020 meeting of the Friends Alliance went online with record attendance, continuing a tradition of peer-learning and collaborative networking. The National Park Foundation's 2020 Park Partner Report provided an in-depth look at more than 450 park partners to help us understand the variety of roles they play, challenges our partner community faces, and their financial impact.

*“Our partnership with the National Park Foundation ensures that our parks and partners are strong and resilient into the future.”*

I am especially grateful to the National Park Foundation for recognizing the vast skillsets and experiences that National Park Service employees provide parks, partners, and visitors in your public awareness campaign: National Park Ambassadors. As we responded to 2020's unique challenges, our employees have been steadfast in their passion, commitment, and strength of purpose in protecting America's extraordinary places and sharing its stories.

Our partnership with the National Park Foundation ensures that our parks and partners are strong and resilient into the future.

Thank you and stay safe.



Shawn Bengel  
Deputy Director  
Exercising the Delegated Authority of the Director  
National Park Service

ZACK FRANK / SHUTTERSTOCK

*“The National Park Foundation is with us every step of the way as we leverage these investments in critical infrastructure, conservation, and recreation.”*

With the 250th anniversary of the Declaration of Independence only five years away, it is more important than ever to ensure that the National Park System tells a



## ANSWERING THE CALL

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Coyotes howl, waterfalls roar, history sings, and wind whispers. From nature to wildlife, culture to history, every national park makes a sound – a gracious invitation known as wonder. However it calls, the National Park Foundation answers. Throughout an exceptionally challenging year, NPF, alongside partners and generous supporters, answered this call in unexpected and innovative ways. From exploring parks digitally and elevating new voices, to expanding support of those who work in parks and the wildlife that call parks home, NPF remained committed to its core values and embraced change. National parks connect us, not only to nature, but to ourselves and to one another. They enrich our lives by providing comfort and a connection to our shared history. Whether it's rugged wilderness, cultural landmarks, historic monuments, or the homes of leaders and visionaries, national parks call to each of us in a variety of ways. NPF is dedicated to supporting our parks for present and future generations, because national parks don't just stand for where America has been – they inspire where we go next.



SLEEPING BEAR DUNES NP - CONSERVATION CORP./ARCHES NP - NPS; CABRILLO NM - IMAGEGOLF / ISTOCK  
GLACIER NP - NPS; YELLOWSTONE NP - JACOB FRANK / NPS; SANTA MONICA MOUNTAINS NRA - YOUTH MENTORING PROGRAM

## MAKING & STRENGTHENING CONNECTIONS

Together with the park community, NPF works to ensure all people can find their own unique connections to parks. Through ongoing efforts, as well as new and innovative strategies developed in response to COVID-19, NPF continues to inspire life-long relationships with parks.

### WONDER CALLS IN NATIONAL PARKS ▶

In the summer months, NPF launched the new brand expression “Wonder Calls” – a way to capture the awe and wonder of our national parks that inspires all the work NPF does. Two “Wonder Calls” video advertisements have earned over 23 million impressions, engaging with the current community of park champions and the parks NPF works to protect, as well as inviting new audiences to connect with our parks.

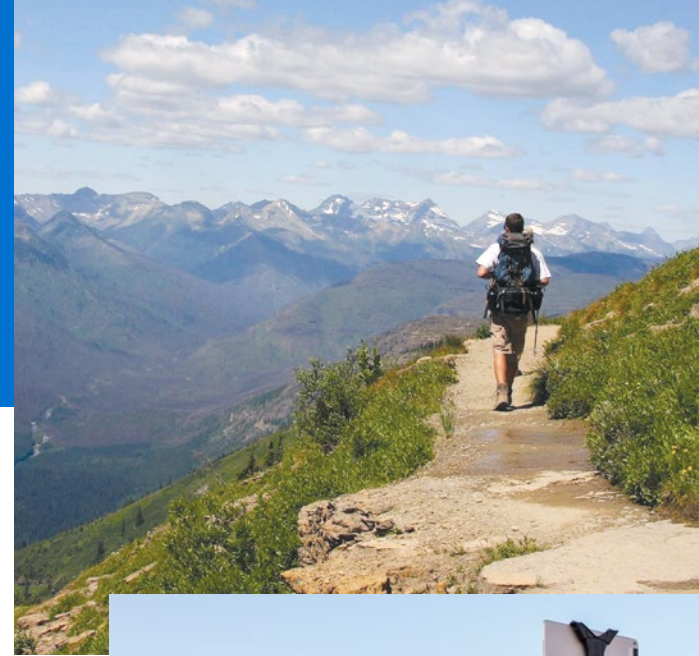


### SUPPORTING THE PARK PARTNER COMMUNITY ▶

NPF’s Community Partnerships team and its partners at Redstone Strategy Group conducted a new research project to provide NPF updated information on the organizations that comprise the Park Partner community, the role they play, and the issues they face. In response to the completed Park Partner Report and feedback from park partner organizations, especially regarding the challenges faced due to the COVID-19 pandemic, NPF developed and shared resources to the park partner community, including a CARES Act webinar, fireside chats with then-NPS Director David Vela, and a Park Partner Resource Portal with educational modules focused on organizational resiliency.



**OVER 450 PARK PARTNERS ENGAGED**



GLACIER NP - HAIZHANZHENG / ISTOCK; STILL TAKEN FROM WONDER CALLS VIDEO; GRAND TETON NP - CHRISTINA HAUSMAN RHODE / FRIENDS ALLIANCE; GLACIER NP - LESMCGILASSON / ISTOCK; JOSHUA TREE NP - HANNAH SCHWALBE / NPS; SDI PRODUCTIONS / ISTOCK

### ◀ ENCOURAGING VISITORS TO #RECREATERESPONSIBLY

As visitors flocked to parks to enjoy the benefits of the outdoors, NPS, NPF, and partners pivoted to #RecreateResponsibly messaging, detailing ways for park lovers to stay safe while visiting parks. With guidelines on how to pack for your trip, travel safely, and keep your distance when in the parks, #RecreateResponsibly messaging is a helpful reminder how small, simple steps can make a big impact on how we all can enjoy our national parks mindfully.

### ◀ GOING THE DISTANCE

A growing necessity for virtual learning has emerged due to COVID-19. NPF worked alongside NPS to facilitate a program design workshop, engaging leading experts in evaluation, digital programming, community organizing, and other areas to advise on best practices for virtual programming. The workshop led to the creation of Open OutDoors for Kids Hybrid Learning, an extension of NPF’s Field Trip Grant program. The Hybrid Learning program will introduce new distance learning techniques to connect students, teachers, and families to the local natural, cultural, and historical resources found in our national parks.



**OVER \$2.1 MILLION GRANTED FOR FIELD TRIPS AT OVER 130 PARKS**

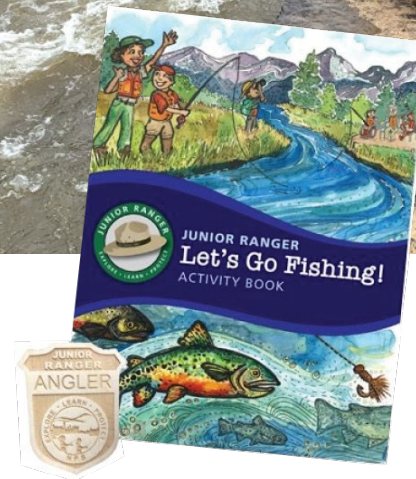
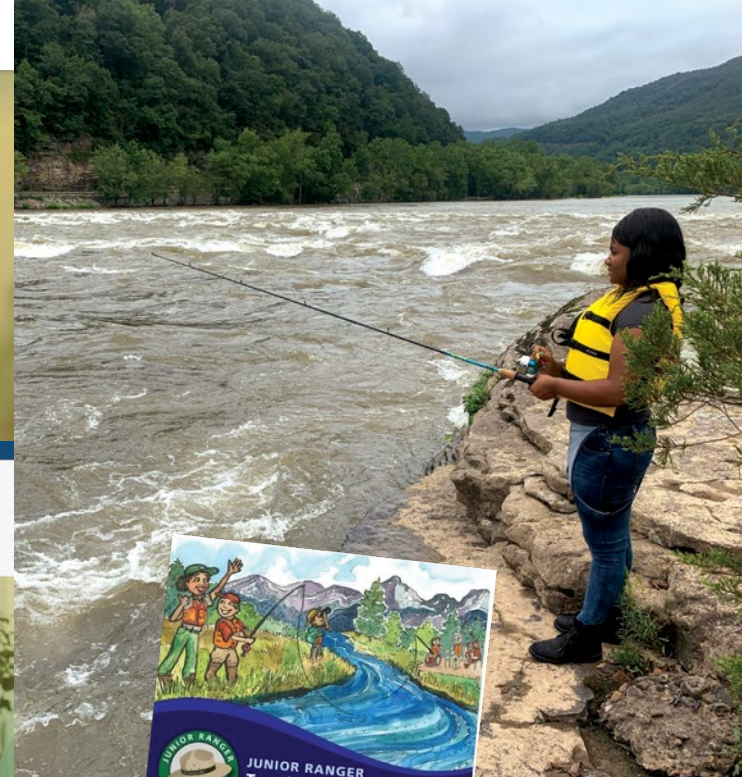
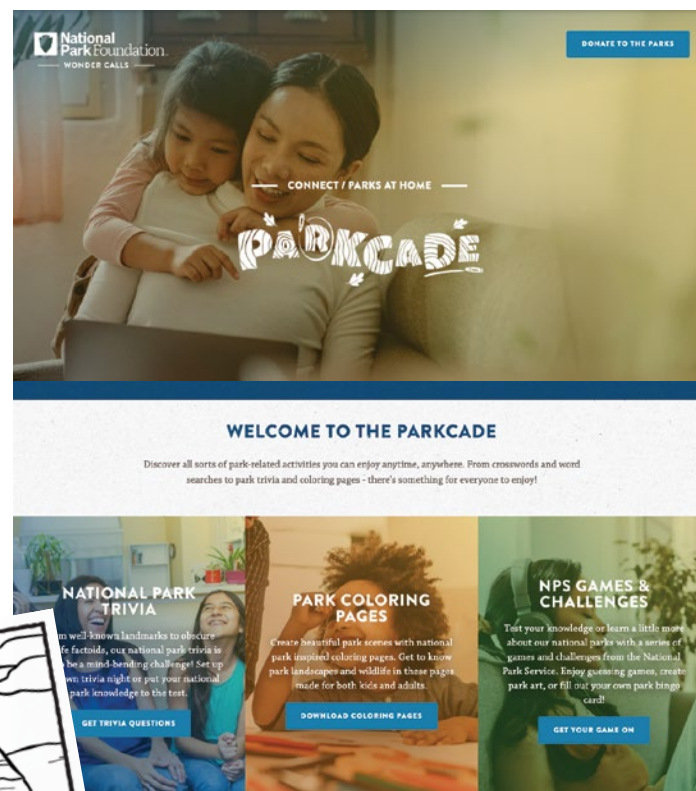
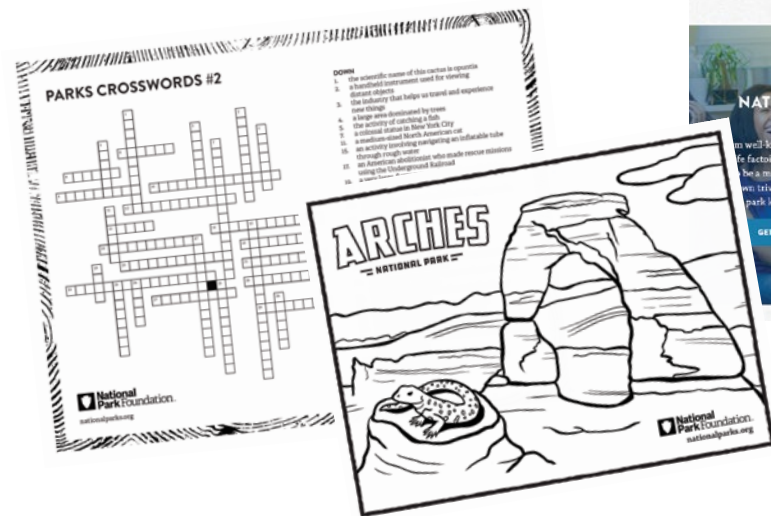
### ▼ CREATIVE THINKING WITH THE LEARNING ALLIANCE

As COVID-19 lockdowns began to disrupt place-based educational programming, like educational programs in parks, the National Park Learning Alliance convened virtual meetings to bring together thought leaders from across the country, helping NPS nonprofit educational partners distribute relevant content, discuss and explore new educational opportunities, and more. Thanks to NPF and a leadership team from North Cascades Institute, Golden Gate National Parks Conservancy, Friends of Acadia, and Friends of Peirce Mill, the National Park Learning Alliance helped each other feel connected and supported through a rapidly changing time.



### ACTIVITIES FOR THOSE “PARKED AT HOME” ▶

Upon the onset of the COVID-19 pandemic, NPF, in partnership with NPS and partners, made efforts to emphasize ways park lovers can engage with parks digitally. Drawing attention to virtual park visits, digital educational materials, and more, NPF and partners encouraged those “parked at home” to Find Your Virtual Park. NPF also created a new collection of park-related activities, including trivia sets and coloring pages, that can be downloaded and enjoyed from wherever you are. Since its launch in April 2020, the hashtag #FindYourVirtualPark has reached more than 76.2 million Twitter accounts.



### ◀ CASTING A WIDER NET

NPF worked with NPS to provide funds to nearly 30 parks where kids will make fishing memories that will last a lifetime. This year, NPF and partners continued the growth of the Junior Ranger Angler program and in some parks, rangers were able to implement social distancing measures to keep everyone safe while they enjoyed the benefits of being outside in a national park. At New River Gorge National River, family units were separated on the riverbank by several hundred yards while educational stations on nearby picnic tables allowed them to attend mini workshops on angling, including tying lines, which fish to keep, and how to handle fish.



### SPOTLIGHTING PARK EMPLOYEES ▶

To celebrate NPS' birthday, NPF launched a new Find Your Park campaign – National Park Ambassadors! Highlighting the efforts of NPS employees and volunteers, this video series offers a behind-the-scenes glimpse at the life and work of those serving in our parks and allows users to submit their own notes of thanks. The initial launch of eight stories earned over 21 million impressions and over 56,000 users visited the page on FindYourPark.com.



*“Not many people can say they have done this type of work and I am doing something that will continue to be done 100 years from now.”*  
- Norman Rutherford, San Juan National Historic Site Employee

SCREENSHOT OF NATIONALPARKS.ORG; SAN JUAN NHS - STILL FROM NATIONAL PARK AMBASSADOR SERIES; NEW RIVER GORGE NR - NPS; ANACOSTIA PARK - AKIIMA PRICE (BOTH PHOTOS)



### ◀ GROWING ENGAGEMENT AT ANACOSTIA

NPF's Community Partnerships team, working closely with NPS' National Capital Parks – East and Anacostia Park Community Liaison Akiima Price, continues to lay the foundation for the creation of a long-term philanthropic partner for Anacostia Park. This year, an inaugural board was established, including representatives from local businesses, philanthropic organizations, local government, and the park's neighboring community. Through the Anacostia Park Meaningful Engagement Cohort, several nonprofit partners grew their capacity to collaborate with NPS and engage with community members through in-park events and workshops.



## PROTECTING AMERICA'S STORIES & LANDSCAPES

NPF is committed to telling a more comprehensive and inclusive American story by safeguarding America's cultural, historical, and natural resources through conservation, preservation, and restoration initiatives.

### PRESERVING THE KING LEGACY ▶

In 2018, NPF facilitated the purchase of Dr. Martin Luther King, Jr.'s birth and family homes and their transfer to Martin Luther King Jr. National Historical Park. In 2020, NPF continued its support of the park. As part of a multiyear grant, NPF provided the funding for staff, materials, and administrative expenses to stabilize and rehabilitate both the birth home and the King family home. 3-D scanning of the birth home, land survey and assessment, as well as a mechanical system evaluation took place in 2020, ensuring the protection and preservation of the buildings for future generations of park visitors.



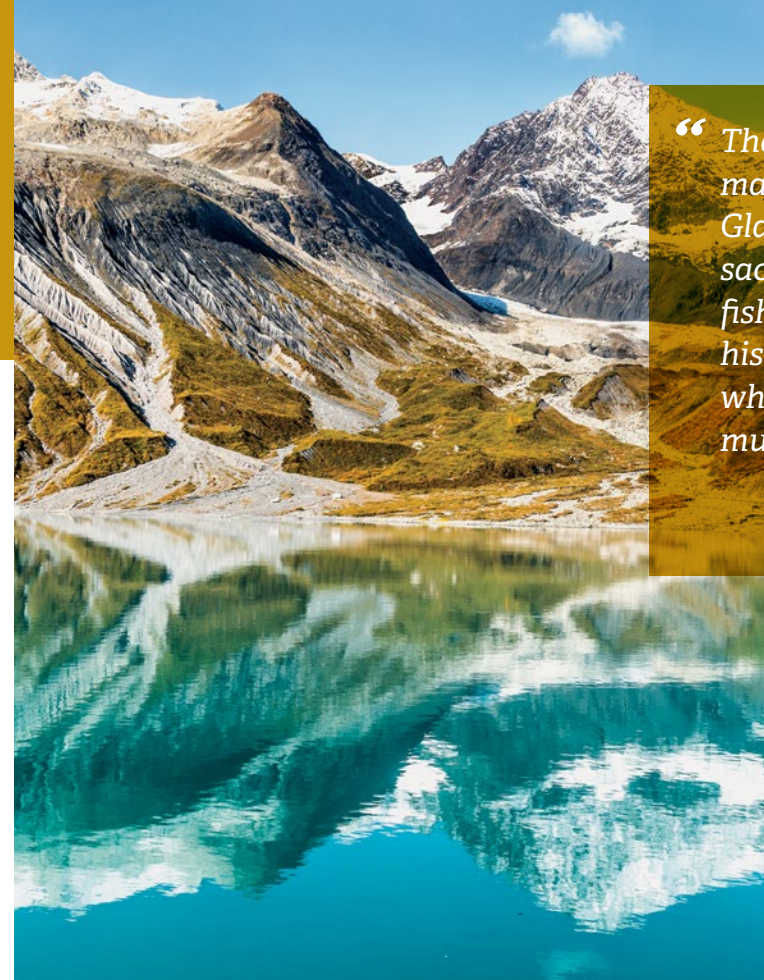
### CLASS IS IN SESSION ▼

The Mellon Humanities Fellows, made possible through the support of NPF and a generous donation from the Andrew W. Mellon Foundation, expand the types of stories told and preserved in our national parks, specifically around the legacy of the civil rights movement, labor history, and the history of monuments and commemoration. This year, the Fellows increased their virtual programming, more than doubling the number of people that participated in their workshops and partner activities.



*“I think in our society we've been told that only some stories matter, and so to go into a park and see yourself reflected in that, especially for young children and young children of color, it gives them hope that maybe someday they can be and do anything that they want to do.”*

– Dr. Mia Carey, NPS Mellon Humanities Post-Doctoral Fellow, Legacy of the Civil Rights Movement



*“The identity of the Huna Tlingit depends on maintaining meaningful connections with Glacier Bay Homeland. Bringing our youth to sacred places like Chookanhéeni to harvest fish, to learn our stories, to be part of our history, and to walk with ancestors – that is what sustains our culture. We cannot and must not let that go.”*

– Bob Starbard, Tribal Administrator for the Hoonah Indian Association

### ◀ HONORING ANCESTRAL HERITAGE

Thanks to a partnership between The Conservation Fund, NPF, the Hoonah Indian Association, and NPS, a 150-acre cultural site located at the head of Berg Bay at Glacier Bay National Park & Preserve will be protected in perpetuity as part of the National Park System. The site is a sacred place for the Huna Tlingit, the people native to Glacier Bay, and encompasses a large portion of Chookanhéeni [Grassy River]: the site of an ancestral Tlingit village and the place of origin of the Chookaneidi Clan.

### ◀ PROTECTING PARK WILDLIFE

NPF helps preserve the precious species and habitats of our national parks, including wolves, golden eagles, and cutthroat trout at Yellowstone National Park, Florida bonneted bats and American crocodiles at Everglades National Park, monarch butterflies at Grand Canyon National Park, salmon at Olympic National Park, and elk at Great Sand Dunes National Park & Preserve. At Glacier National Park, NPF funding is helping prepare for the potential return of bison to the park for the first time in 150 years. This support allows the park, the Wildlife Conservation Society, the U.S. Geological Survey, and the Blackfoot Tribe to evaluate the impact of the bison's return on the park's habitat, diverse species, and cultural resources. To further support environmental research, three distinguished science fellow teams continue their park-based fieldwork, bringing new understanding of diverse species including Desert Bighorn sheep and the mesophotic coral reef ecosystem. Visitor use and human impact on parks are key questions in the NPF Science Fellowship program, which brings fresh science to natural resource management thanks to a generous gift from Karen & Brian Conway.



MARTIN LUTHER KING, JR. NHP - KATIE BRICKER PHOTOGRAPHY; CAPITOL HILL PARKS - NATHAN KING / NPS; GLACIER BAY NPP - MARIDAV / SHUTTERSTOCK; GREAT SAND DUNES NP - NPS







*“The National Park Service offers unique opportunities to learn about women's important contributions and how even their silent and diverse everyday lives formed the foundations of America.”*

- Dr. Turkiya Lowe, National Park Service Chief Historian

**CELEBRATING WOMEN'S HISTORY IN PARKS ▲**

In celebration of the centennial of the 19th Amendment's ratification, NPF announced 23 inaugural grants funded through its Women in Parks initiative, totaling more than \$460,000 granted to parks across the country. Supporting projects like documenting the experiences of Mexican American and Filipina American women in California agriculture, designing a new exhibit honoring Coretta Scott King, and research exploring women's political activity in a Michigan copper mining community, these Women in Parks grants help preserve and elevate women's stories in parks and the contributions women have made and continue to make to our country.

**BRINGING CIVIL RIGHTS HISTORY TO LIFE ►**

Visitors to the Selma to Montgomery National Historical Trail will soon be able to explore the historic 1965 Selma to Montgomery Voting Rights March through new interactive and immersive exhibits designed using oral histories and historical narratives to bring the event to life. NPF and the Fund II Foundation granted a collective \$500,000 to the Montgomery Interpretative Center at Alabama State University in support of the project.



**▲ A CONTINUED COMMITMENT TO TELLING AFRICAN AMERICAN STORIES**

Since its launch in 2001, NPF's African American Experience Fund (AAEF) has supported projects such as the establishment of Charles Young Buffalo Soldiers National Monument. In 2020, AAEF grants supported a wide range of projects that will connect all Americans to the role of African Americans in our country's history, including developing new exhibits at Carter G. Woodson National Historic Site, supporting the restoration of the Thompson Memorial AME Zion Church at Harriet Tubman National Historical Park, and diversifying the field by providing collegiate internship opportunities to African Americans at four national park sites across the country, among other projects.

**▼ INCREASING ACCESS TO MILITARY HISTORY**

Champion Hill Battlefield is the site of one of three historic Civil War battles at Vicksburg National Military Park. NPF supported the planned installation of new interpretive displays that will help visitors understand significant moments in the Vicksburg campaign, as well as the future creation of new trails that provide wildlife viewing opportunities. Additionally, the creation of new facilities, parking lots, and designated pull-off areas for large vehicles will improve visitor safety when touring this important historic site.

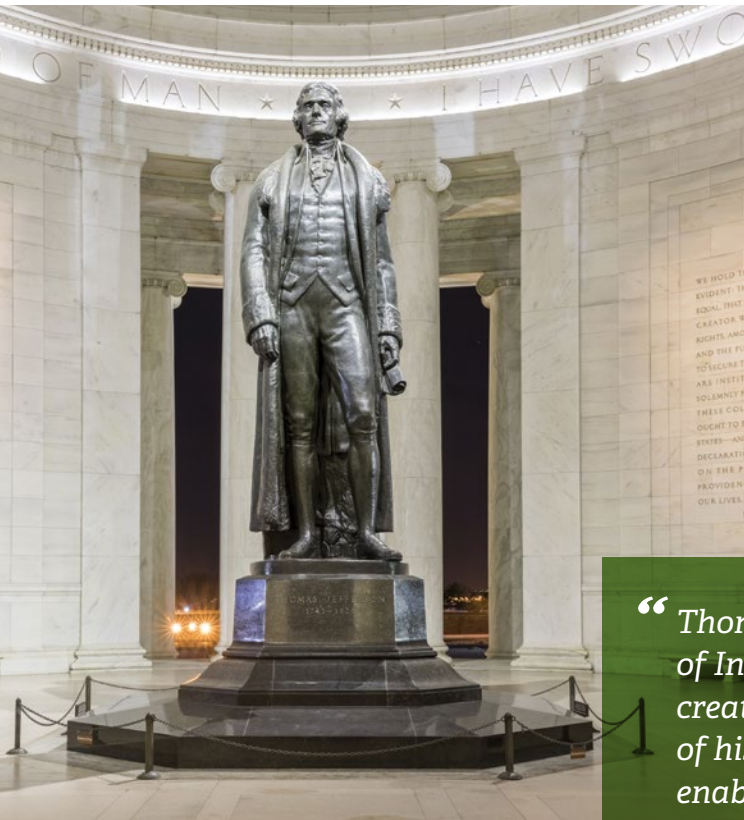
  
**OVER \$34 MILLION  
 GRANTED TO PARKS  
 AND PARTNERS**



NPS WOMEN'S UNIFORM IN 1964 - HARPERS FERRY / NPS; SELMA TO MONTGOMERY NHT - 1965 MARCHES / LIBRARY OF CONGRESS, SELMA TO MONTGOMERY NHT - 1965 MARCHES / NPS; VICKSBURG NMP - NPS; VICKSBURG NMP - MIKE TALPLACIDO / AMERICAN BATTLEFIELD TRUST; CARTER G. WOODSON NHS - VICTORIA STAUFFENBERG / NPS; CARTER G. WOODSON NHS - NPS; WOODSON NHS - NPS; WOODSON NHS - MIKE TALPLACIDO / AMERICAN BATTLEFIELD TRUST

## INVESTING IN THE FUTURE

Enhancing and modernizing the visitor experience is essential in engaging the next generation of park stewards. NPF is helping parks plan for the future by ensuring they are accessible, welcoming, and sustainable.



*“Thomas Jefferson, author of the Declaration of Independence, played a central role in the creation of our country. Telling the story of his greatness along with his failings will enable visitors to better understand his genius and humanity.”*

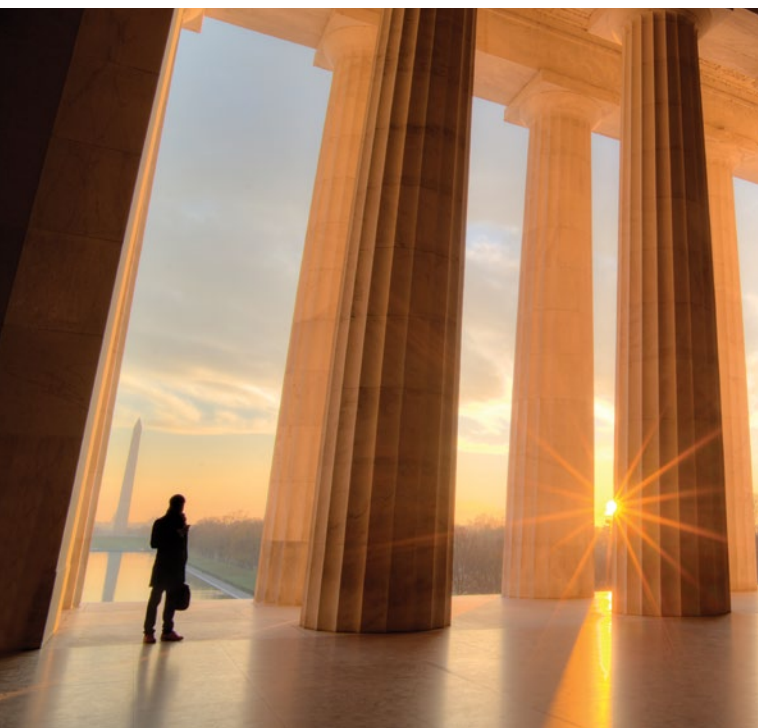
- David M. Rubenstein

### ◀ MAKING A MONUMENTAL GIFT

Thanks to a generous contribution from philanthropist David Rubenstein, visitors to the Thomas Jefferson Memorial in Washington, D.C. will experience state-of-the-art exhibits, which will incorporate new designs with tactile and auditory elements designed with universal accessibility in mind. Updates to the memorial will help ensure that visitors leave with a better understanding of Jefferson's multi-faceted story and his impact on our country.

### ◀ A TRIUMPH FOR PUBLIC LANDS

In a watershed moment in conservation history, the Great American Outdoors Act (GAOA) was signed into law on August 4, 2020. Providing up to \$6.5 billion in federal funding for deferred maintenance and related projects in national parks over five years, GAOA provides critical support for NPS, its partners, and other land management agencies to preserve America's most treasured spaces. This victory positions NPF and other park champions to better leverage resources and support innovative projects that will meet future needs of parks. In addition, GAOA provides for permanent, mandatory funding for the Land and Water Conservation Fund. This hallmark legislation will continue to conserve lands in national parks and provide recreational access in communities nationwide.



  
**OVER 3,200  
VOLUNTEERS  
PROVIDED OVER  
22,000 HOURS  
OF SERVICE**

THOMAS JEFFERSON MEMORIAL - BRIANPIRWIN / SHUTTERSTOCK; LINCOLN MEMORIAL - TOMWACHS / ISTOCK; TUSKEGEE AIRMEN NHS - WALTER BIBIKOW / ALAMY STOCK PHOTO; TUSKEGEE AIRMEN NHS - BRETT WELCHER / SHUTTERSTOCK; LITTLE BIGHORN BATTLEFIELD NM - DIANE BLACKWELL / SHARE THE EXPERIENCE PHOTO CONTEST

### ▶ LAUNCHING AN AVIATION DISCOVERY LAB

Thanks to a grant from the Fund II Foundation to NPF's African American Experience Fund, the Discovery Lab at Tuskegee Airmen National Historic Site will serve as a central location for aviation research, education, training, and public programming. Park visitors and aerospace engineers-to-be will even be able to undertake flight training through a virtual reality flight simulator.

### ▼ WELCOMING VISITORS TO LITTLE BIGHORN

Soon visitors to Little Bighorn Battlefield National Monument will be able to explore the site's history and legacy in a whole new way. A multi-year project is underway to construct a new visitor center that will better protect museum collections, and its contemporary design will blend with the surrounding landscape. Thanks to support from NPF and a generous gift from the Leona M. and Harry B. Helmsley Charitable Trust, the new visitor center will enable greater access to exhibits and enhanced functionality, as well as new areas for interpretive and educational programs. It is a significant step forward as NPS works to make tribal artifacts and interpretation more accessible to tribes and the public.





◀ **BREAKING NEW GROUND IN CHICAGO**

NPF has been an integral partner in getting Pullman National Monument up and running, and in 2020, construction began on a new visitor center at the heart of the site – the Pullman Administration Clock Tower Building. The center will have exhibits that explore the story and legacy of the site’s role in labor and civil rights history. The State of Illinois, Chicago Neighborhood Initiatives, and NPS also broke ground on the improvements to the 12-acre Pullman State Historic Site this year, including developing roads, parking lots, pathways, landscaping, and other amenities that will welcome visitors to the park. The new visitor center and its exhibits are expected to open to the public on Labor Day, 2021. NPF has also worked diligently with the Historic Pullman Foundation as it builds its organizational capacity and supported its journey to become the official nonprofit partner of the park.

**OVER 40,000 POUNDS OF TRASH AND LITTER REMOVED**

**DIVERTING WASTE & GROWING SUSTAINABILITY** ▶

This year NPF continued its innovative partnership with Subaru of America to reduce waste in our national parks. As part of a pilot program, three parks – Denali National Park & Preserve, Grand Teton National Park, and Yosemite National Park – have diverted more than 16 million pounds of waste from landfills since 2015. Last year alone, the three parks cut their landfill waste by nearly half through increased recycling, composting, outreach, and education.



**A TRAIL NETWORK A DECADE IN THE MAKING** ▼

Visitors can once again enjoy one of Zion National Park’s most iconic and accessible trails – Middle Emerald Pools Trail. Originally constructed in 1932, the trail has completed a ten-year restoration project thanks to the support of NPF, S.L. Gimbel Foundation, the Zion Forever Project, and a \$1 million grant from the George S. and Dolores Doré Eccles Foundation. Storms in 2010 made the trail impassable, but through the efforts of an expert team of engineers, geologists, and masons, the Middle Emerald Pool Trail has been restored using historic architecture and design techniques to match its original construction.



◀ **INVESTING IN SERVICE CORPS**

Following in the footsteps of the Depression-era Civilian Conservation Corps, service corps programs have evolved to meet the changing needs of our national parks and our nation’s young people. This year, NPF supported LGBTQ+, American Sign Language, Latino/a/x, Native American, and women service corps crews as part of NPF’s ongoing commitment to advancing equity in the parks community. Conservation Legacy and NPF deployed three all-women crews to Manassas National Battlefield, Shenandoah National Park, Chickamauga and Chattanooga National Military Park, and Blue Ridge Parkway, where they spent the summer addressing critical projects including invasive species removal, trail maintenance, bridge repair, and more. As these young women tackled tough challenges, learned new skills, and celebrated their successes together, they formed strong bonds, defied gender stereotypes, and gained a renewed sense of confidence.



*“One of my favorite moments was a young girl telling her family to look at the ‘trail girls.’ [She] was so excited, and it was amazing to be able to inspire the next generation of women to become more involved in conservation and the outdoors.”*

- Program Participant



PULLMAN NM - EVERETT COLLECTION / SHUTTERSTOCK; GREAT BASIN NP - INTERDISCIPLINARY WOMEN'S RESOURCE CONSERVATION CREW; SUBARU OF AMERICA; ZION NP - ROMANKHOMLYAK / ISTOCK; ZION NP - OLOS / SHUTTERSTOCK



## FINANCIAL STEWARDSHIP

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The National Park Foundation's work has been carefully guided by financial stewardship for more than 50 years, making NPF a strong, resilient organization, well-positioned to increase impact in parks through innovative programs and partnerships.

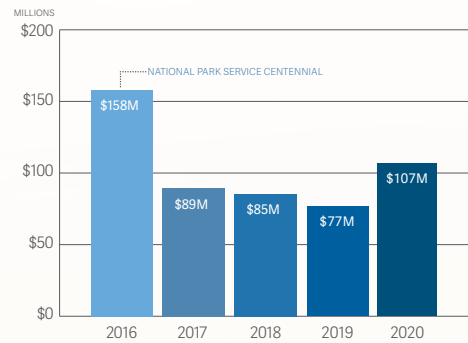
Thank you to NPF's board of directors, past and present, as well as the many donors whose generosity helps advance NPF's mission.



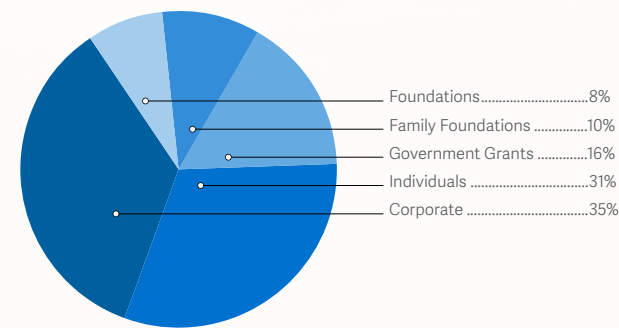
JUAN BAUTISTA DE ANZA NPTA NPS HARRIS FERRY NP - HOWE BILIOUS / SHUTTERSTOCK  
DEVALI NPP - TIM RAINES / NPS - ZACH LUCERO / JAMES HARRIS / SHUTTERSTOCK  
ERKEN / ISTOCK  
GRAND CANYON NP - JACOB JOLIBOIS / UNSPLASH

# FINANCIAL SUMMARY

## ANNUAL GROWTH IN CONTRIBUTIONS AND GIFTS



## ATTAINMENT BY DONOR SOURCE



## NATIONAL PARK SERVICE CENTENNIAL ACT

PERIODS ENDED SEPTEMBER 30, 2020 AND 2019

On December 16, 2016, the National Park Service Centennial Act (P.L. 114-289) was signed into law. Among other provisions, the Act established the Second Century Endowment at the National Park Foundation and 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	2020	2019
<b>Endowment Balance, Beginning of Year</b>	<b>\$31,503,368</b>	<b>\$20,645,879</b>
Amounts Received	10,000,000	10,000,000
Investment Earnings	3,072,158	857,489
<b>Endowment Balance, End of Year*</b>	<b>\$44,575,526</b>	<b>\$31,503,368</b>

## ANNUAL APPROPRIATIONS

In Fiscal Year 2020, \$5 million in federal matching funds were made available for the National Park Foundation to grant toward priority projects. The National Park Foundation raised philanthropic dollars to leverage with federal funds toward those same projects. The National Park Foundation is on track to leverage the full \$5 million in federal funds with \$5 million in philanthropic support, for a total impact of at least \$10 million across the National Park System.

## STATEMENT OF FINANCIAL POSITION

AS OF SEPTEMBER 30, 2020

	2020	2019
<b>ASSETS</b>		
Cash and Cash Equivalents	8,534,240	12,103,773
Accounts and Other Receivables	22,393	15,200
Prepaid and Deferred Expenses	1,112,592	1,483,889
Pledges Receivable (Net)	58,368,445	53,941,456
Investments (at Market)	215,974,720	184,986,561
Furniture and Equipment (Net)	4,260,478	501,637
Conservation Property	493,475	442,775
<b>Total Assets</b>	<b>288,766,343</b>	<b>253,475,291</b>
<b>LIABILITIES AND NET ASSETS</b>		
Accounts and Other Payables	5,622,578	4,387,796
Refundable Advances	5,366,848	-
Grants Payable (Net)	1,831,237	1,746,922
Notes Payable	1,791,500	182,444
Other Noncurrent Liabilities	2,555,377	146,238
Funds Managed as Agent for Others	13,062	40,729,213
<b>Total Liabilities</b>	<b>17,180,602</b>	<b>47,192,613</b>
<b>NET ASSETS</b>		
<b>Without Donor Restrictions</b>		
Undesignated	29,842,356	24,797,312
Designated	27,450,035	24,694,084
<b>Total Without Donor Restrictions</b>	<b>57,292,391</b>	<b>49,491,396</b>
<b>With Donor Restrictions</b>	<b>214,293,350</b>	<b>156,791,282</b>
<b>Total Net Assets</b>	<b>271,585,741</b>	<b>206,282,678</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$288,766,343</b>	<b>\$253,475,291</b>

## STATEMENT OF ACTIVITY

AS OF SEPTEMBER 30, 2020

	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	TOTAL
<b>REVENUE AND SUPPORT</b>			
Contributions and Gifts	33,105,379	30,074,849	63,180,228
Contributed Property, Goods, Services, and Media	3,868,977	29,751,786	33,620,763
Government Grants and Support	-	10,287,943	10,287,943
Litigation Settlement Contributions	-	2,636,601	2,636,601
Management and Other Income	246,142	7,774	253,916
Net Assets, Release from Restrictions - Satisfaction of Program and Time Restrictions	69,002,311	(69,002,311)	-
<b>Total Revenue and Support</b>	<b>106,222,809</b>	<b>3,756,642</b>	<b>109,979,451</b>
<b>EXPENSES</b>			
Program Services			
Program Grants	34,062,523	-	34,062,523
Program Support	39,492,290	-	39,492,290
<b>Total Program Expenses</b>	<b>73,554,813</b>	<b>-</b>	<b>73,554,813</b>
Supporting Services			
General and Administrative	12,697,962	-	12,697,962
Fundraising	16,522,671	-	16,522,671
<b>Total Expenses</b>	<b>102,775,446</b>	<b>-</b>	<b>102,775,446</b>
<b>Changes in Net Assets from Operations</b>	<b>3,447,363</b>	<b>3,756,642</b>	<b>7,204,005</b>
<b>NON-OPERATING IN NET ASSETS</b>			
Investment Income (Loss) and Other	4,353,632	13,028,555	17,382,187
<b>CHANGES IN NET ASSETS</b>			
<b>Total Change in Net Assets</b>	<b>7,800,995</b>	<b>16,785,197</b>	<b>24,586,192</b>
<b>Net Assets, Beginning of Year</b>	<b>49,491,396</b>	<b>156,791,282</b>	<b>206,282,678</b>
Cumulative Effect of a Change in Accounting Principle Related to Revenue Recognition	-	40,716,871	40,716,871
<b>Net Assets, End of Year</b>	<b>\$57,292,391</b>	<b>\$214,293,350</b>	<b>\$271,585,741</b>

## STATEMENT OF ACTIVITY

AS OF SEPTEMBER 30, 2019

	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	TOTAL
<b>REVENUE AND SUPPORT</b>			
Contributions and Gifts	29,011,120	25,437,207	54,448,327
Contributed Property, Goods, Services, and Media	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)	-
<b>Total Revenue and Support</b>	<b>78,168,078</b>	<b>(36,651)</b>	<b>78,131,427</b>
<b>EXPENSES</b>			
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
<b>Total Program Expenses</b>	<b>42,056,394</b>	<b>-</b>	<b>42,056,394</b>
Supporting Services			
General and Administrative	16,613,835	-	16,613,835
Fundraising	15,687,309	-	15,687,309
<b>Total Expenses</b>	<b>74,357,538</b>	<b>-</b>	<b>74,357,538</b>
<b>Changes in Net Assets from Operations</b>	<b>3,810,540</b>	<b>(36,651)</b>	<b>3,773,889</b>
<b>NON-OPERATING IN NET ASSETS</b>			
Investment Income (Loss) and Other	1,602,275	3,220,961	4,823,236
<b>CHANGES IN NET ASSETS</b>			
<b>Total Change in Net Assets</b>	<b>5,412,815</b>	<b>3,184,310</b>	<b>8,597,125</b>
<b>Net Assets, Beginning of Year</b>	<b>44,078,581</b>	<b>153,606,972</b>	<b>197,685,553</b>
<b>Net Assets, End of Year</b>	<b>\$49,491,396</b>	<b>\$156,791,282</b>	<b>\$206,282,678</b>



## THANK YOU

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More than 400 national parks in the National Park System depend upon the commitment and generosity of private philanthropy to help keep them accessible, relevant, and beautiful. Generous gifts to the National Park Foundation help protect our national treasures, enhance the visitor experience, connect us with parks even when we can't visit in person, and support innovative projects and programs that will take our national parks into the future. NPF gratefully acknowledges the individuals, corporations, and foundations whose contributions help make NPF's 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 empowered 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.

Anonymous (5)	Davis Family Foundation	James F. and Karen A. Jenchura	Rocky Mountain Power Foundation
Ms. Rhoda L. Altom and Mr. Cory Carlson	Steven and Roberta Denning	The Honorable Sally Jewell*	Mr. David M. Rubenstein
Mr. and Mrs. ‡ Al Baldwin	Alan and Suzanne Dworsky	Gerald A. and Charlene L. Keller	The Honorable Ken Salazar*
Connie and Steve Ballmer	George S. and Dolores Doré Eccles Foundation	The Honorable Dirk Kempthorne*	David E. Shaw
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Robert and Kathleen Brunswick	James and Catherine Gero	Peter S. Knight and Gail Britton	Nancy and Aden Sowell
Jeffrey L. Clark	Tom and Char Hand	John C. Lubbers	Bryan S. Traubert and Penny Pritzker
Peter Coggan	Mr. Mark W. Headley and Ms. Christina J. Pehl	Ellen R. Malcolm	Mary Jo Veverka
Karen Swett Conway and Brian J. Conway	William and Judy Hiltz	John L. Nau, III	Paul and Rebecca Wallace
Elizabeth K. Cook	Mr. and Mrs. James H. Hughes	Brien M. O'Brien and Mary Hasten	Janet and Laurence Watt
Cornelia T. Bailey Foundation	Rick L. and Vicki L. James	Douglas J. Pahl	Gregory Annenberg Weingarten
Phillip R. Cox	The Honorable Jonathan B. Jarvis*	Roxanne Quimby	Ms. Shelby White
		Sue and Mike Raney	The Honorable Ryan Zinke*
		C. Dean and Kathleen Rasmussen	

## INSTITUTIONAL FOUNDATIONS

Recognizing contributions received from 10/01/19 to 9/30/20

Institutional Foundations provide critical, targeted grant support to the National Park Foundation, helping to protect America's national parks for present and future generations. NPF expresses its sincerest gratitude for their commitment to our national parks.

Agua Fund	John and Marcia Goldman Philanthropic Fund	The Kresge Foundation ♦	Prince Charitable Trusts ♦
The Batchelor Foundation, Inc.	GRoW @ Annenberg ♦	Mars Foundation	The Pritzker Traubert Foundation ♦
The Morris and Gwendolyn Cafritz Foundation	The Leona M. and Harry B. Helmsley Charitable Trust ♦	Robert R. McCormick Foundation ♦	Richard King Mellon Foundation
Fund II Foundation ♦	The Joyce Foundation	The Andrew W. Mellon Foundation ♦	Laurance S. Rockefeller Fund
		Nimick Forbesway Foundation	
		Pisces Foundation	

## CHAMPIONS SOCIETY

Recognizing contributions received from 10/01/19 to 9/30/20

Champions Society members are supporters who have demonstrated an ongoing commitment to safeguarding America's most beautiful and hallowed places through their generous annual contributions.

### \$1,000,000+

Connie and Steve Ballmer	Cornelia T. Bailey Foundation ♦	Davis Family Foundation	Mr. David M. Rubenstein ♦
--------------------------	---------------------------------	-------------------------	---------------------------

### \$100,000 - \$999,999

Anonymous	Amanda and Peter Docter	Rick L. and Vicki L. James	Ellie Rubenstein
Ms. Rhoda L. Altom and Mr. Cory Carlson ♦	Alan ‡ and Suzanne Dworsky	Estate of Michael D. Jones	Schwab Charitable Fund
American Endowment Foundation	Fidelity Charitable Gift Fund	Robert B. Menschel	David and Peggy Sokol *
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### \$50,000 - \$99,999

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Fund



OLYMPIC NP - ZETONG / UNSPLASH; LASSEN VOLCANIC NP - NPS; GREAT BASIN NP - INTERDISCIPLINARY WOMEN'S RESOURCE CONSERVATION CREW; JOSHUA TREE - YONGYUAN / ISTOCK; CHESAPEAKE AND OHIO CANAL NHP - JON BILOUS / SHUTTERSTOCK

♦ MULTI-YEAR COMMITMENT ‡ DECEASED



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Dr. Alistair Cook  
Cosman Family Foundation  
Mr. Brian S. Cromwell  
Crouse Charitable Trust  
Jon Crowell

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Mr. William Damm  
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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. NPF thanks the 1916 Society 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 at [plannedgiving@nationalparks.org](mailto:plannedgiving@nationalparks.org).

Recognizing new 1916 Society members from 10/1/19 to 9/30/20

Anonymous (7)	Barry and Elizabeth Cook	Gary and Joyce Ann Kallsen	Gwen Shoneke
Karen Anderson and David Henderson	Colleen Corcoran	Kim Long	Louisa Sizemore
David Aquilina and Linda Cantu	Cindy G. Dickert	Matt Metzner	Wayne K. Smith
Katherine A. Breen	Elizabeth A. and Jason Scott Embry	Gregory J. Moller	Leon and Debby Stevens
Christine and Jason Broughton	Ruth Guarino	Linda Morris	Denise Ann Stevens and Quentin Lee Panek
Wendy A. Brubaker	Tom and Char Hand	Carla L. Overberger	Phillip and Jeannine Sullivan
Amy and Gary Capshaw	Reed Haney	Louis J. Pecek, Jr.	Lois Cahn Taylor
Mr. Jeffrey L. Clark	Mr. and Mrs. Heidinger	Roger G. Post	Karen Vaage
Peter Coggan	Sandi Heysinger and Dick Williams	Dennis and Linda Reiland	Rebecca Wanagel
Dale Thomas Colclasure	Debra Holcomb and Dale Ashlock	Janice Sears and Tom Brown	Louise Wiedermann
	Liz and Paul Johnson	William Shafroth	

TUMACACORI NHP - NPS; MANASSAS NHP - ABLOKHIN / ISTOCK; CUYAHOGA VALLEY NP - BENEDEK / ISTOCK; WRANGELL - ST. ELIAS NPP - CAPPAN / ISTOCK

# CORPORATE SUPPORT

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 NPF's continued efforts to steward our national resources and provide meaningful visitor experiences, and NPF gratefully acknowledges their dedication and loyalty to the NPF mission.

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Celestron	Harman	Implus	

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LEEMBE / ISTOCK; SEQUOIA AND KINGS CANYON NP - KAPULIYA / ISTOCK

## 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.

### LEADERSHIP 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](mailto:donorservices@nationalparks.org) or via phone at 202.796.2500.



NORTH HATLEY / ISTOCK





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