

2015

ANNUAL REPORT



Everybody needs beauty as well as bread, places to play in and pray in, where nature may heal and give strength to body and soul alike.

– John Muir

Yosemite National Park

The National Park System was born from the minds of impassioned naturalists who understood the value, and the necessity, of preserving our nation's natural and cultural resources. Long before environmentalism and conservation became part of our national lexicon, the idea that our public lands needed to be protected sparked a movement among ordinary citizens.

Public-private partnerships were integral to the designation of Yellowstone, our nation's first national park, and they ultimately led to the establishment of the agency charged with preserving these places in 1916 – the National Park Service.

Today, the National Park Foundation, as the official partner of the National Park Service, carries forth the legacy of public-private partnerships that has enhanced our national parks for nearly a century.

COVER: HOLLY KUCHERA/GETTY IMAGES

MESSAGE FROM THE PRESIDENT



Will Shafroth
PRESIDENT, National Park Foundation

As the official charitable partner of the National Park Service, the National Park Foundation is called upon to provide the philanthropic support that is fundamental to safeguarding our most prized inheritance – America’s national parks. Our mission to protect these magnificent places, to connect all people to them, and to inspire the next generation of national park stewards is a monumental undertaking made possible only by the enduring assistance of donors like you.

I was honored to join the National Park Foundation as president and CEO in 2015. Having dedicated my career to conservation and to connecting people with the great outdoors, the National Park Foundation’s work resonates with me deeply.

Thanks to our incredible community of national park supporters, we helped restore sites like the U.S. Marine Corps Iwo Jima Memorial and designate historic places that tell our nation’s story, such as Pullman National Monument and Belmont-Paul Women’s Equality National Monument, which preserve and interpret the important events that foreshadowed the labor, women’s suffrage, and civil rights movements. They join the ranks of Charles Young Buffalo Soldiers National Monument and César E. Chávez National Monument – past examples of our work in backing the creation of parks that tell a more inclusive American story.

We connected new audiences to parks through the launch of the Find Your Park/Encuentra Tu Parque movement, as well as our support of the White House’s Every Kid in a Park program which sets the ambitious goal of connecting four million fourth graders, many of them underserved, to our national parks. These

initiatives, thanks to your support, help inspire today’s youth to take up their place as guardians of our national parks in the years ahead.

These programs, and others like them, ask us to remember where we discovered our fascination for the natural, cultural, and historical heritage preserved within our national parks. They motivate us to continue exploring and rekindling that passion in the more than 400 parks across the National Park System.

From my own first national park memory at Mesa Verde National Park when I was five years old, to the cherished moments spent at Point Reyes National Seashore with my wife and children, national parks have been the setting for some of the best and most meaningful experiences in my life. These encounters are precisely why national parks are so important to me and why I believe all people, especially our youth, should have the opportunity to connect with these special places.

Of course we are not alone in championing the parks cause. The partnerships we have forged with park-based Friends Groups and with the philanthropic community ensure that our collective work on behalf of parks and park visitors will succeed. And thanks to our close partnership with the National Park Service we identified projects that are critical to park improvement and that also resonate with you. Gifts made in support of these projects are tangible examples of how we, together, can help preserve our treasured national heritage.

I appreciate each of you in the national park community who make our work possible – the impact of your contributions cannot be overstated. Only with your continued support can we ensure that parks will thrive for the next century and beyond.

OUR MISSION

The National Park Foundation, in partnership with the National Park Service, enriches America’s national parks and programs through private support, safeguarding our heritage, and inspiring future generations of national park enthusiasts.

OUR LEADERSHIP

NATIONAL PARK FOUNDATION BOARD OF DIRECTORS FY15 (October 1, 2014 to September 30, 2015)

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MESSAGE FROM THE SECRETARY



Sally Jewell

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

The occasion of the National Park Service Centennial is cause for joyous celebration, and also a time for reflection on how we can ensure the relevancy and protection of national parks for future generations. As many of today's youth spend more time fixated on screens than exploring the great outdoors, the stakes could not be higher – the future of the National Park System rests with this next generation.

If our nation's young people do not feel a personal connection to our public lands, what will move them to continue the long legacy of stewardship for parks? If they have never laid eyes upon the greatness of Denali, or retraced the steps of civil rights leaders at Selma-to-Montgomery National Historic Trail, why would they step forth as guardians of their national inheritance?

To inspire the next generation of park supporters, we must first connect them with our most precious resources – America's national parks. This is exactly why the National Park Foundation's work is so critical.

When President Obama launched the Every Kid in a Park initiative in February 2015, the National Park Foundation championed the effort by expanding its program to award transportation grants for kids to visit parks, lands, and waters. The Foundation also hired six crews as part of the 21st Century Conservation Service Corps to conduct trail restoration work in fiscal year 2015.

Perhaps the most comprehensive work done this year by the National Park Foundation and the National Park Service is the Find Your Park/ Encuentra Tu Parque movement, which is reaching multicultural communities in new and innovative ways. In doing so, the movement is attracting new and diverse audiences to our national parks.

None of this would be possible without the support of National Park Foundation donors. I am ever thankful for those in the national park community who step up to make these opportunities a reality, as these are the types of experiences that change lives.

I am grateful for the National Park Foundation's work that, under the experienced leadership of its president, Will Shafroth, continues its vital mission to protect our national heritage, connect all people to national parks, and inspire the future stewards of these special places.

MESSAGE FROM THE DIRECTOR



Jonathan B. Jarvis

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

I will never forget the feeling that overcame me the day the National Park Service and National Park Foundation launched the Find Your Park/ Encuentra Tu Parque movement. As we stood in the middle of New York City's Times Square, our signage lighting up the digital billboards with stunning imagery of diverse parks from across the system, I felt a profound sense of pride in what we were setting out to do.

Unlike any other time in our 100 years, the National Park Service has focused on inviting new audiences, particularly multicultural youth, to explore the parks and programs of the National Park Service and make meaningful personal connections to the culture, history, and places in our care.

The movement invites the public to see that national parks are more than just places – they can be a feeling, a state of mind, or a sense of American pride. They are more than the sweeping landscapes out west – they include the rich historical, urban, and cultural parks and interpret the stories that make up this nation's heritage.

And the system that encompasses all of these things continues to expand to tell more of our collective history, thanks to the Foundation's support.

A recent example unfolded in February 2015, when Pullman National Monument was designated, becoming Chicago's first national park. Thanks to Foundation supporters, \$8 million in donations jumpstarted efforts to open the park to the

public, sharing its important civil rights, industrial development, and labor relations stories with visitors from around the world. This is one of ten additions to the system in fiscal year 2015 – ten more national parks sites where you can #FindYourPark.

Generous philanthropists throughout history have played a critical role in protecting these special places. This legacy of stewardship and the strength of our partnership thrives today thanks to the Foundation and its new president, Will Shafroth. As our national nonprofit partner, you continue to set an example and serve as the national voice for national park philanthropy.

Public-private support gives our national parks a margin of excellence that would otherwise not be possible. I deeply appreciate the National Park Foundation community's dedication and commitment to ensuring our parks thrive and remain vibrant for the next century and beyond.

OUR WORK

Since our inception in 1967, the National Park Foundation has championed private support for America's national parks. Through our work, we strive to ensure that the natural, cultural, and historical heritage preserved within these incredible places remains vibrant for all time.

We carry forth a legacy that began more than a century ago, when private citizens from all walks of life took action to establish and protect our national parks. We honor that tradition through our dedication to protecting America's national treasures, connecting all people to our national parks, and inspiring the next generation of park stewards.

In celebration of the 100th anniversary of the National Park Service, we launched the Centennial Campaign for America's National Parks, designed to raise \$350 million to fund more than 125 park projects across the nation. As the only national charitable nonprofit whose sole mission is to directly support the entire National Park System, we ensure that our national parks will be enjoyed by this and future generations.



Yellowstone National Park

PROTECTING

*America's national parks through critical conservation
and preservation efforts*

The National Park System is a tapestry of natural wonders, historic sites, and cultural treasures that together encapsulate the essence of America – our lands, our people, our stories. Many of our parks are suffering from the impact of time, weather, changing climate, and heavy use. The National Park Foundation responds to these threats through successful conservation, sustainability, restoration, and preservation initiatives.

The National Park Service operates and maintains more than 67,000 structures, over 84 million acres of landscapes, and 18,000 miles of trails – visited by hundreds of millions of people each year. We help make their efforts more sustainable, from reducing energy and water consumption, to limiting waste that is generated, to introducing electric and hybrid vehicles to transportation fleets within the parks.

The National Park Foundation also works to improve the overall health of our natural environment. The rich and plentiful landscapes within our national parks face threats like never before, the result of ongoing development, climate change, invasive species, and wear and tear. We are committed to restoring, preserving, and conserving our treasured ecosystems and habitats upon which we and so many other species depend.

Together, the National Park Service and National Park Foundation team up to preserve and protect our unique cultural heritage found in America's national parks. These resources educate us about the people, events, buildings, objects, landscapes, and artifacts of our past and about the aspirations and actions that produced these tangible survivors. Through these efforts, we help to ensure that our venerable historic and cultural sites are preserved for future generations.



TRAILS FOREVER

Trails are at the core of how people connect with our parks. By opening 8 miles of new bike trails at Acadia National Park and partnering with the Grand Teton National Park Foundation to reconstruct one of the most iconic and heavily used trails above Jenny Lake in Grand Teton National Park, we are helping to keep them safe and usable while also increasing the number of trails that are fully accessible.



GREENING THE PARKS

From reducing energy and water consumption, to limiting waste, to installing electric-vehicle charging stations at Great Smoky Mountains National Park, and introducing electric-hybrid vehicles to transportation fleets within the parks, we are helping ensure the National Park Service is sustainable. New solar panels, a battery bank, generator, and energy monitoring equipment were also installed at Yellowstone National Park's Lamar Valley Education Center.

IMPACT:
\$14,068,220

PRESERVING HISTORIC PLACES

Our venerable historic and cultural sites must be preserved for future generations. Through our work, we have helped parks protect places that embody pivotal moments in American history such as the home, slave quarters, and gardens of the Robert E. Lee Memorial, Arlington House, three cannons at Fort Sumter National Monument, and the Mess Hall and Little Buckaroo Barn at Rocky Mountain National Park.



NATIONAL PARK SERVICE: DAWN KISH

RESTORING LANDSCAPES AND HABITATS

Ongoing development, natural disasters, climate change, invasive species, and 100 years of wear and tear are degrading our parks like never before. To counter this, we removed more than 11 tons of marine debris from five Alaskan national parks, and over 1,400 acres of invasive species, such as Argentine ants at Channel Islands National Park and noxious weeds at Florissant Fossil Beds National Monument, were cleared.



CONNECTING

all people with our nation's incomparable natural landscapes, vibrant culture, rich history, and the transformative community work of the National Park Service

The National Park Foundation is dedicated to making park experiences available to all people, fostering equal and abundant opportunities for everyone – especially youth, multicultural audiences, and low-income communities – by sharing the diverse stories of the American experience told through our national parks.

Mobile technology is critical to ensuring the relevancy of the National Park System. This will allow people of all ages – especially younger visitors – to readily explore and engage with national parks, onsite and from home, and share their experiences with family and friends through digital channels.

We are reframing the role of parks and public lands as resources for health and wellbeing, helping Americans of all ages improve lifestyle choices and forge new relationships with nature and the outdoors.

We are helping to preserve our nation's sacred cultural sites; bring new sites into the park system that reflect the richness of our nation's peoples, backgrounds, and cultures; and interpret the untold stories of under-represented populations. With a growing number of national monuments and historic sites that speak specifically to the diverse story of America, we will promote and expand opportunities to attract diverse and urban youth and families to these places, and identify and remove barriers to park participation.

Doing so will ensure that a new generation – and those that follow – discovers and embraces the people, places, and events that bring history to life, stretch our minds, and lift our spirits.

USING TECHNOLOGY TO EXPERIENCE YOUR AMERICA

By enhancing the digital experience, we are working to ensure all people can explore and engage with parks across the country, onsite and from home. The Dock building on Channel Islands National Park’s Anacapa Island – home of Channel Islands Live! underwater video programs – was replaced and Distance Learning Systems were installed at nine parks, like Organ Pipe Cactus National Monument and Big Bend National Park.



CONNECTING URBAN COMMUNITIES TO THE OUTDOORS

National parks welcome over 300 million visitors each year, yet far too many people are unaware of, or unable to access their local natural and cultural resources. This disconnect is particularly acute among young, urban populations. To help overcome obstacles to park participation, we awarded grants to 65 national parks and their school partners, enabling more than 70,000 students to play and learn in the outdoors in places like Cuyahoga Valley National Park.



STRENGTHENING HEALTHY PARKS, HEALTHY PEOPLE

To help people of all ages improve lifestyle choices and forge new relationships with nature and the outdoors, we are reframing the role of parks and public lands as resources for health and well-being. More than 575 active trails activities, such as guided hikes, moonlight bike rides, yoga, kayaking, canoeing, and festivals were hosted in 35 national parks. More than 50,000 participants were engaged through these efforts.



NATIONAL CHRISTMAS TREE LIGHTING

On December 4, the National Park Foundation and National Park Service presented the 93rd annual National Christmas Tree Lighting from President's Park, a national park in Washington, D.C. Hosted by actors Tom Hanks and Rita Wilson, the highlight of the evening was the lighting of the National Christmas Tree by the president and first family. Nearly 20,000 attended the celebration, which was also broadcast to millions across America. Google was the presenting sponsor.

IMPACT:
\$16,138,057

RECLAIMING THE FULLNESS OF THE AMERICAN STORY

America’s story is one of many people, backgrounds, and cultures – this diversity is enfolded within our national parks. Through our support, Chicago’s first national park, Pullman National Monument, was designated to interpret and explore African American labor history and its impact on the Civil Rights Movement. We also supported the ongoing development of the LGBTQ Heritage Initiative theme study to identify likely candidates for nomination as National Historic Landmarks.



FLIGHT 93 NATIONAL MEMORIAL

A visitor center complex opened on September 11, 2015, and immediately became the new gateway experience for thousands of visitors to discover the heroic and inspiring story of Flight 93. Located on a ridge overlooking the crash site, the new facilities include a welcome center and extensive permanent exhibition on Flight 93 featuring recovered artifacts, oral history accounts, and some of the nearly 40,000 personal tributes placed at the memorial during the past fourteen years. A nearby learning center accommodates temporary exhibits, lectures, and classroom programs for students. National Park Foundation donors contributed over \$12 million for the visitor center complex.



INSPIRING

lifelong engagement with the next generation of park stewards

Our national parks are unmatched as learning environments and living laboratories. They offer Americans the opportunity to experience nature, history, and culture; to learn about biodiversity and the environment; and to engage with each other in the great outdoors.

Parks are increasingly relevant as educational environments as we confront the serious challenges of our children's lack of historical, scientific, and environmental literacy, as well as an alarming disconnect with the natural world.

The National Park Foundation is enhancing the educational experience, especially in-park learning opportunities, that reflect the latest developments in science, the environment, history, and culture. We are expanding authentic educational experiences that deliver hands-on learning about the scientific concepts relevant to each park, local and national history, and culture.

We are partnering with committed park visitors and volunteers to collect valuable data that can shed new light on a range of scientific topics. These emerging programs are creating a new generation of "citizen scientists" and future park stewards.

We are providing place-based and experience-based field curricula for educators that reinforce both state and federal school standards. We are also empowering teachers to help make parks more accessible through digital experiences.

We are putting America's youth and returning veterans to work for the benefit of our parks and other outdoor settings, giving them valuable training and work experience while pursuing needed conservation and restoration work on public lands, waterways, and cultural heritage sites.



GROWING THE 21ST CENTURY CONSERVATION SERVICE CORPS

Many of our national parks are in dire need of repair and maintenance. Historic buildings are deteriorating, trails are in disrepair, and native species are dying out as invasive ones take over. To help restore our national parks, we helped 28 parks hire 332 youth to serve in the 21st Century Conservation Service Corps (21CSC) in places such as Gateway National Recreation Area, San Antonio Missions National Historical Park, and Wupatki National Monument.



CREATING THE CITIZEN SCIENTISTS OF TOMORROW

Our parks increasingly partner with visitors and volunteers to collect valuable data that can shed new light on a range of scientific topics. By supporting these emerging programs, we are helping to create a new generation of “citizen scientists” and future park stewards. In 29 national parks across the country – including places such as Hawai’i Volcanoes National Park, Saguaro National Park, and Marsh-Billings-Rockefeller National Historical Park – 1,636 high school students conducted year-long service-learning activities.

IMPACT:
\$1,332,010

LAUNCHING A NATIONAL TEACHER CORPS

Teachers are a powerful bridge between youth and parks. We are empowering them to help make parks meaningful for students through digital and real world park experiences by engaging more than 3,400 teachers in Open Outdoors for Kids programs in 93 national parks. Our Albright Wirth grants also helped park rangers from places like Little Rock Central High School National Historic Site and San Francisco Maritime National Historical Park to become better educators.



DAWN KISH: BILL FRANK: FRIENDS OF THE FLORISSANT FOSSIL BEDS/ROGER GREENLAW

PARK PARTNERS PROJECT

The National Park Foundation’s Park Partners Project completed its fourth year of capacity-building activities to support philanthropic partners of the national parks. In 2015, the National Park Foundation worked with seven different organizations over the course of a year, providing counsel and coaching, so they may become more sustainable and effective partners in providing stewardship, philanthropy, and promotion of the country’s national parks.



A full-page background image of a forest with massive sequoia trees. A person with a backpack is standing at the base of one of the trees, providing a sense of scale. The text 'FIND YOUR PARK' is overlaid on the left side in a large, white, outlined font.

FIND YOUR PARK

Launched on March 30, 2015, Find Your Park/Encuentra Tu Parque is a public awareness and education movement to inspire people from all backgrounds to connect with, celebrate, and support America's national parks and community-based programs. #FindYourPark invites people to discover and share their own unique connections to our nation's natural landscapes, vibrant culture, and rich history.

Sequoia and Kings Canyon National Parks



On April 2, Times Square in New York City was filled with national parks. Thanks to the National Park Foundation's partnership with Outdoor Advertising Association of America (OAAA), digital screens and billboards in Times Square were taken over by images of the Statue of Liberty, Mount Rushmore, Little Rock Central High School, Everglades, Mesa Verde, and others, celebrating the kick-off of the Find Your Park/ Encuentra Tu Parque movement.

Secretary of the Interior Sally Jewell, National Park Service Director Jonathan B. Jarvis, National Park Foundation leadership, National Park Service Centennial Ambassadors, Celebrity Ambassador Bella Thorne, and New York City commuters and tourists alike, came together and enjoyed interactive experiences with the Find Your Park Installation and Virtual View Kiosks.

Through a one-minute musical rotation using audio, visual, and geo-location elements, the Find Your Park Installation helped people discover that there are more than 400 national parks, and at least one in every state. With the Virtual View Kiosks, visitors connected directly to National Park Service employees, influencers, and park-goers at sites across the country, including Grand Teton National Park in Wyoming and Martin Luther King Jr. National Historic Site in Atlanta.

Following New York City, the Virtual View Kiosks continued on their mission to connect people to parks with appearances in Los Angeles with Celebrity Ambassador Roselyn Sanchez and in Washington, D.C.

But the fun didn't stop there. Celebrity Ambassadors Bill Nye "the Science Guy," singer Mary Lambert, and TV personality Terrence J. explored parks in New York, Boston, and San Francisco and shared their love of parks in videos and social media posts. Soon enough, park lovers everywhere were joining the movement, inviting family and friends to find their park and sharing the many ways they continue to do so.

After the kick-off, we jumped right into announcing our partnership with actor/director Joseph Gordon-Levitt's collaborative production company, hitRECORD. Boasting a diverse community of artists, hitRECORD

encouraged people to submit personal and creative ideas celebrating parks, spanning mediums from animation, to music, to graphic design. In 2016, 15 of those ideas will be brought to life through collaborative projects.

Moving on to April, we celebrated National Park Week from April 18 to April 26, by continuing to inspire people to discover and share the unique ways they connect to parks. The National Park Service organized a celebratory #FindYourParkInstaMeet at national parks across the country that gathered young people from near and far.

In July, we released new ad creative that included the majestic peaks of Denali National Park & Preserve blending into the Spanish architecture of San Antonio Missions. That particular print version featured the message "Some parks offer breathtaking views. Others will change your perspective." These mashups helped people visualize how national parks are more than trees and grass and how they can tell our collective heritage and stories.

And then the National Park Service turned 99 on August 25. Celebrations included free admission in all national parks and an exciting birthday bucket list titled, "99 Ways to Find Your Park/99 Formas de Encontrar Tu Parque."

In mid-September, we announced the 2015 Find Your Park Expedition participants and their upcoming journey to Great Sand Dunes National Park & Preserve and Mesa Verde National Park. By taking eight diverse social media influencers on a national park adventure, we brought parks to people everywhere. Visit www.nationalparks.org/fypx to read about their experiences in parks.

So far, we've seen incredible engagement with Find Your Park/Encuentra Tu Parque and the best is still yet to come. As we march forward into the National Park Service Centennial year in 2016, we will continue our efforts to create the next generation of park visitors, supporters, and advocates, helping to ensure that our parks are stronger, more relevant, and more vibrant than they have ever been before.



"National parks are critical to communities, and American Express is proud to lead an effort to help develop the next generation of conservation stewards to sustain parks for the next hundred years."

– Timothy J. McClimon
President

American Express Foundation

"America's national parks are some of the most beautiful places on earth, that's why we've joined NPF to drive more young adults to see these sights for themselves."

– Brian Perkins
VP of Global Marketing
Budweiser

"At Subaru, we are dedicated to making a positive impact on the world and preserving our environment and we want to help ensure that the national parks are around for at least another hundred years."

– Thomas J. Doll
President and COO
Subaru

"For over 115 years, Coleman has been committed to encouraging youth and their families to get outside and enjoy the great outdoors. We strive to connect the next generation with America's national treasures."

– Marc Hill
CEO
The Coleman Company

AMERICAN EXPRESS knows that America's national parks contribute to our sense of national identity serve as playgrounds and discovery centers, and are central to healthy communities. That's why the company is proud to be the volunteer partner of the Find Your Park movement, supporting the efforts to engage more community members in helping protect and preserve national parks for future generations.



BUDWEISER brought surprising moments to national parks through a summer music program celebrating the brand's pledge to safeguard these breathtaking landscapes and places of cultural and historical importance. In celebration of the centennial, Budweiser hosted a day of service at Statue of Liberty National Monument – whose namesake appeared on limited edition patriotic packaging – highlighting its commitment to protect our country's greatest treasures.

HUMANA is working with the National Park Foundation to showcase the many ways our national parks can inspire healthy lifestyles, strengthen body and mind, and promote lifelong well-being. During FY15, Humana developed a series of videos promoting America's national parks as a powerful "prescription" for better health, coining the catchphrase "N.E.L.s," or "Nature Engagement Levels," which highlighted the link between achieving better health and the outdoors.



THE WALT DISNEY COMPANY believes that conserving nature begins with connecting to nature. The company immerses kids in the magic of the natural world to ignite their imagination and develop lifelong conservation values. Disney is proud to support the National Park Foundation's Open Outdoors for Kids program, connecting hundreds of thousands of kids to nature through exploration and discovery.

"REI began in the national parks, and part of our job is to protect and steward these inspiring natural, cultural, and historic places so that people can continue to enjoy life outside. To celebrate the centennial, REI has a range of efforts to encourage people to explore the national parks more deeply."

– Marc Borejka
President

REI Foundation

"Great things are ahead of you when your health is ready for them, and national parks are great resources offering a range of options for people of all ages to enjoy being healthy and active."

– Bruce Broussard
President and CEO

Humana

"The more kids are exposed to the great outdoors, the more they appreciate the beauty and wonder of nature. We are proud to make even more park experiences possible, inspiring lifelong conservation values for generations to come."

– Kevin Callahan
VP of Community Engagement
and Strategic Philanthropy
Disney

"Since the 1930s, Coca-Cola has proudly supported the national parks by helping hydrate guests, restore trails, and increase recycling."

– Quinton Martin
VP of Community Marketing
Coca-Cola North America

THANK YOU

Our national parks have long relied on a healthy mix of federal appropriations and private philanthropy to keep them beautiful, vital, and accessible. Private donations and support were and are responsible for significant additions to the National Park System and have contributed to park planning, development, management, and interpretation.

As the National Park Foundation prepares to support the National Park Service in its second century, we recognize the need for generous, committed private support.

The National Park Foundation is honored to recognize the individuals, foundations, and corporations whose extraordinary generosity makes it possible to continue the tradition of philanthropy at the core of our mission.

OUR SUPPORTERS

The National Park Foundation gratefully acknowledges the many individuals, corporations, and foundations whose contributions make our work possible. This vital support helps us succeed in our mission to provide our national parks with the resources needed to maintain their magnificent legacy and ensure their continued relevance for all people.

TEDDY ROOSEVELT SOCIETY

The incredible conservation legacy of President Theodore Roosevelt is still with us today, in over 400 national parks and historic places. In his two presidential terms, he protected over 230 million acres of public lands and signed new legislation that would empower his successors to safeguard cultural landmarks, prehistoric structures, and undisturbed wilderness.

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

Anonymous (2)	Douglas J. Pahl
Al and Deeann Baldwin	Roxanne Quimby
Mr. Phillip R. Cox	Mr. and Mrs. Mike Raney
Mr. and Mrs. Alan Dworsky	C. Dean and Kathleen Rasmussen
Mark W. Headley and Christina Pehl	Mr. David M. Rubenstein
Rick L. James and Vicki L. James	Aden and Nancy Sowell
Peter S. Knight and Gail Britton	Bryan S. Traubert and Penny Pritzker
Hilary Ballon and Orin Kramer	Mary Jo Veverka
Ellen R. Malcolm	Paul and Rebecca Wallace
Brien M. O'Brien and Mary Hasten	Shelby White

STEWARDSHIP CIRCLE

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

\$1,000,000+	John D. and Catherine T. MacArthur Foundation	\$25,000+	\$10,000+
Anonymous	Mars Foundation	Anonymous (2)	Anonymous (9)
Peter Knight and Gail Britton	Robert R. McCormick Foundation	Ms. Rhoda Altom and Mr. Cory Carlson	Thomas and Elizabeth Allan
Hillary Ballon and Orin Kramer	William and Jane Mosakowski	Arbor Day Foundation	Estate of Joseph H. Anderson
Ellen R. Malcolm	David and Susan Rockefeller	Association for Continuing Education	Janice H. Barrow
Brien M. O'Brien and Mary Hasten	Robin Tauck	Nancy and Joachim Bechtle	Rettig and Michelle Benedict
Douglas J. Pahl	Elise W. and Paul B. Schmidt	Mr. and Mrs. Christopher Bianucci	Scott and Jessie Bergman
Popplestone Foundation	Searle Funds at The Chicago Community Trust	California Community Foundation	Ms. Rosemary W. Colgate
The Pritzker Traubert Family Foundation	Fred Stanback, Jr.	Spencer F. and Cleone P. Eccles Family Foundation	John and Jeanine Cushman
C. Dean and Kathleen Rasmussen	Patrick F. Taylor Foundation	Linda J. Fisher	Charles Edmondson
David M. Rubenstein	Ernesto and Socorro Vasquez	Carolyn L. Miller	Mrs. Ellen L. Enochs
Schoodic Woods, LLC		Ms. Cindy Moelis and Mr. Robert S. Rivkin	John and Marcia Goldman
		John and Barbara Nau	Tom and Carol Goss
		Estate of Edna M. Raupp	John A. and Jean M. Grove
		John and Linda Seiter	Mrs. Francis W. Hatch
		David E. Shaw	The Estate of Donna H. Hendrickson
		Mr. Marc Symons	Paul Henkart and Nancy Tomich
		Veverka Family Foundation	Ms. Lucy Hibberd
		The Winnick Family Foundation	Dr. Richard E. Hoffman
			Mr. J. Phillip Holloman
			Ms. Edna M. Hoover
			Barbara and Amos Hostetter
			Roy A. Hunt Foundation

\$100,000+	\$50,000+
Anonymous (5)	Anonymous (9)
Ellen S. Alberding and Kelly R. Welsh	The Estate of Nelda Lois Callarman
Annenberg Foundation	Amanda and Pete Docter
Al and Deeann Baldwin	John and Maureen Hendricks Charitable Foundation
Kathleen Brown	W.K. Kellogg Foundation
Chapman Hanson Foundation	Kevin and Anne Parker
Elliotsville Plantation, Inc.	
Stephen L. Hightower	
Kendeda Fund	

Laurie and Clark Kemble	Janet and Dick Coe
Ms. Allyson C. Louthan	Richard A. Colyer
Ellen Malcolm	Communities Foundation of Texas
Malott Family Foundation	Deborah Copeland
Mrs. Cynthia Morton	Mr. and Mrs. Cheney Cowles
Mr. Henry R. Muñoz III	DEW Foundation
Dennis, Ruth, and Samantha Prescott	



Robertson Charitable Lead Annuity Trust	Eric Friedheim Foundation, Inc.
Dr. Laura J. Schrock	Jeffrey Gardner
Nadya K. Scott	Rolf and Julie Goetze
The Shaw Family Endowment Fund	Michael Greenstone and Katherine Ozment
Dr. Jill Slominski	Gina Marie Greer
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I think protecting the parks is of utmost importance, and the National Park Foundation does a great job in this area, contributing millions to different projects. Donating to the Foundation and adding them as a beneficiary in my will were just a few ways I thought might help.

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The Estate of Nelda Lois Callarman
Ruth L. Fienup Revocable Trust
The Estate of Donna H. Hendrickson
Brian A. Kopf Trust
Virginia McCallum Charitable Trust
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The Walker Family Fund
The Willits Foundation
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My brother was in the National Park Service all of his career. We give in his memory and because our family has enjoyed visiting them all of our lives. Thank you for working to keep them beautiful, interesting, and educational for all.

Allen R.
Jacksonville, FL

If you would like your recognition name listed differently in future annual reports, please contact us at 202.796.2515.

1916 SOCIETY

The 1916 Society is a recognition group made up of current supporters who have included a future gift to the National Park Foundation through their estate plans. If you have included the National Park Foundation in your will or estate plans, please let us know. We would like to thank you and include you as a member of the 1916 Society. To learn more about how to make a planned gift, please contact us at PlannedGiving@nationalparks.org or via phone at 202.796.2526.

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WAYS TO GIVE

Your gift to the National Park Foundation helps ensure that our national parks remain vital and relevant to future generations. There are many ways you can support our national parks. Choose the one that's right for you.

Corporate support has played an important role in the National Park System for more than a century. This tradition of generous, committed support continues today and is critical to the success and vibrancy of our national parks. Many of the national parks and programs that exist today would not be possible without corporate funding. The National Park Foundation depends on its corporate partners to help provide our national parks with the resources needed to maintain their magnificent legacy and ensure their continued relevance for all Americans.

FIND YOUR PARK PARTNERS

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STEWARDSHIP CIRCLE The Stewardship Circle represents a group of individuals who have demonstrated a strong commitment to our national parks. Members of the Stewardship Circle make an annual gift of \$1,000 or more to the National Park Foundation.

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

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

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

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

MATCHING GIFTS Many organizations will match their employees' contributions to the National Park Foundation, thereby doubling or tripling the impact of an individual gift. Check www.nationalparks.org for a current listing of companies with matching gift programs.

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

BECOME A PARTNER There are numerous opportunities for your organization to meet its corporate 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 national charitable partner of the National Park Service. There are many ways to support the important work of the National Park Foundation. To learn more about the range of giving options, please contact us at donorservices@nationalparks.org or via phone at 202.796.2500.

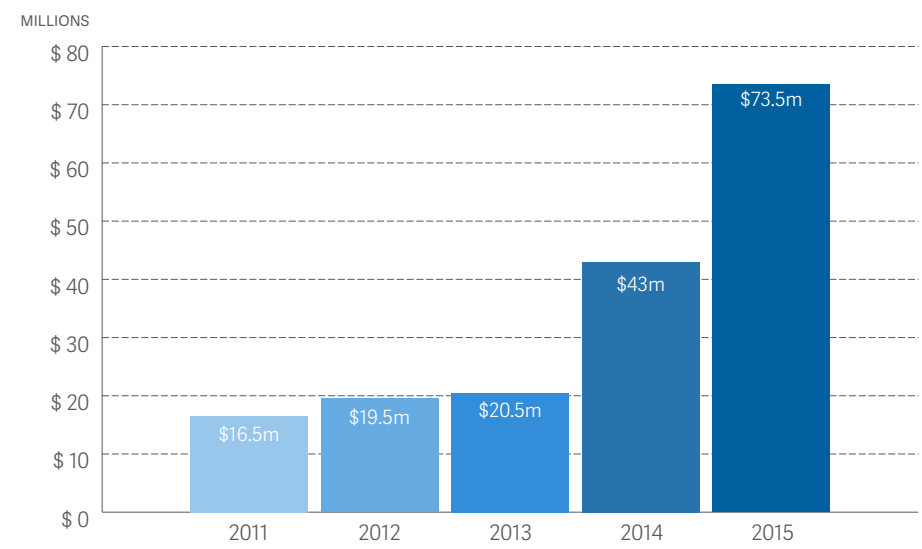


Multi-year partners are recognized at the level of their cumulative giving

**Donation includes in-kind*

FINANCIAL SUMMARY

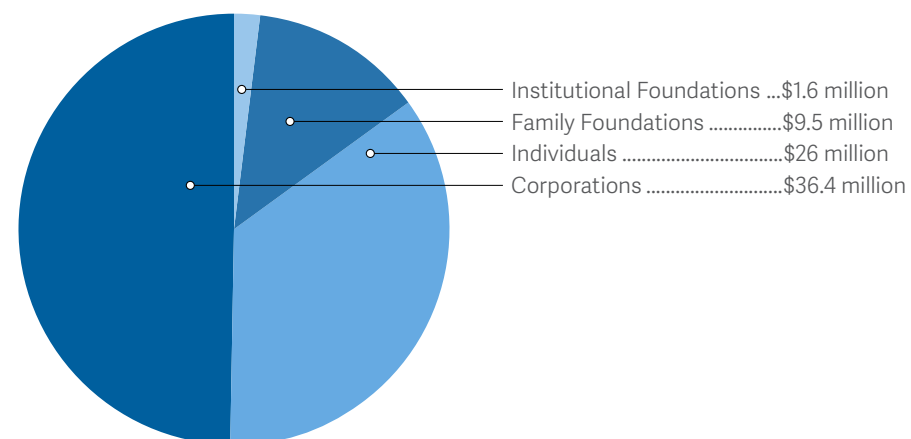
ANNUAL GROWTH IN CONTRIBUTIONS AND GIFTS



Source: annual reports for each year

ATTAINMENT BY DONOR SOURCE

Revenue sources for FY 2015



STATEMENT OF FINANCIAL POSITION

as of September 30, 2015

	2015	2014
ASSETS		
Cash and Cash Equivalents	\$10,203,045	\$9,346,449
Accounts and Other Receivables	16,980	64,569
Prepaid and Deferred Expenses	421,246	242,065
Pledges Receivable (Net)	52,851,158	26,259,524
Investments (at Market)	66,093,020	72,519,915
Furniture and Equipment (Net)	234,381	142,172
Conservation Property	6,887,777	37,777
Funds Managed as Agent for Others	26,205,014	21,953,973
TOTAL ASSETS	\$162,912,621	\$130,566,444
LIABILITIES AND NET ASSETS		
Accounts and Other Payables	2,956,038	1,510,603
Grants Payable (Net)	2,286,519	3,028,926
Deferred Rent	168,905	—
Funds Managed as Agent for Others	26,205,014	21,953,973
TOTAL LIABILITIES	\$31,616,476	\$26,493,502
NET ASSETS		
Unrestricted	30,818,648	30,096,511
Temporarily Restricted	90,014,107	63,513,041
Permanently Restricted	10,463,390	10,463,390
TOTAL NET ASSETS	131,296,145	104,072,942
TOTAL LIABILITIES & NET ASSETS	\$162,912,621	\$130,566,444

STATEMENT OF ACTIVITY
as of September 30, 2015

	UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	TOTAL
REVENUE AND SUPPORT				
Contributions and Gifts	\$15,825,417	\$47,427,994	–	\$63,253,411
Contributed Property, Goods, and Services	849,303	9,415,849	–	10,265,152
Litigation Settlement Contributions	–	134,613	–	134,613
Management and Other Income	1,881,407	225,174	–	2,106,581
Net Assets Released from Restrictions				
Satisfaction of Program and Time Restrictions	30,292,540	(30,292,540)	–	–
TOTAL REVENUE AND SUPPORT	48,848,667	26,911,090	–	75,759,757
EXPENSES				
Program Services				
Program Grants	16,922,034	–	–	16,922,034
Program Support	14,616,253	–	–	14,616,253
Total Program Services	31,538,287	–	–	31,538,287
Supporting Services				
General and Administrative	6,669,127	–	–	6,669,127
Fundraising	9,606,839	–	–	9,606,839
TOTAL EXPENSES	47,814,253	–	–	47,814,253
CHANGES IN NET ASSETS FROM OPERATIONS	1,034,414	26,911,090	–	27,945,504
NON-OPERATING ACTIVITY				
Investment Income (Loss)	(218,616)	(410,024)	–	(628,640)
Gain on Disposal of Equipment	2,903	–	–	2,903
Bad Debt Expense	(96,564)	–	–	(96,564)
TOTAL NON-OPERATING ACTIVITY	(312,277)	(410,024)	–	(722,301)
CHANGES IN NET ASSETS				
TOTAL CHANGE IN NET ASSETS	722,137	26,501,066	–	27,223,203
NET ASSETS, BEGINNING OF YEAR	30,096,511	63,513,041	10,463,390	104,072,942
NET ASSETS, END OF YEAR	\$30,818,648	\$90,014,107	\$10,463,390	\$131,296,145

STATEMENT OF ACTIVITY
as of September 30, 2014

	UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	TOTAL
REVENUE AND SUPPORT				
Contributions and Gifts	\$11,152,091	\$30,972,188	\$100,000	\$42,224,279
Contributed Property, Goods, and Services	623,066	230,165	–	853,231
Litigation Settlement Contributions	–	296,898	–	296,898
Management and Other Income	2,045,174	263,388	–	2,308,562
Net Assets Released from Restrictions				
Satisfaction of Program and Time Restrictions	13,999,911	(13,999,911)	–	–
TOTAL REVENUE AND SUPPORT	27,820,242	17,827,078	100,000	45,747,320
EXPENSES				
Program Services				
Program Grants	12,708,923	–	–	12,708,923
Program Support	8,056,126	–	–	8,056,126
Total Program Services	20,765,049	–	–	20,765,049
Supporting Services				
General and Administrative	4,464,088	–	–	4,464,088
Fundraising	6,058,013	–	–	6,058,013
TOTAL EXPENSES	31,287,150	–	–	31,287,150
CHANGES IN NET ASSETS FROM OPERATIONS	(3,466,908)	17,827,078	100,000	14,460,170
NON-OPERATING ACTIVITY				
Investment Income (Loss)	2,250,884	4,303,929	–	6,554,813
Gain on Disposal of Equipment	(2,229)	–	–	(2,229)
Bad Debt Expense	(308,210)	–	–	(308,210)
TOTAL NON-OPERATING ACTIVITY	1,940,445	4,303,929	–	6,244,374
CHANGES IN NET ASSETS				
TOTAL CHANGE IN NET ASSETS	(1,526,463)	22,131,007	100,000	20,704,544
INTERFUND TRANSFERS	–	(350,000)	350,000	–
NET ASSETS, BEGINNING OF YEAR	31,622,974	41,732,034	10,013,390	83,368,398
NET ASSETS, END OF YEAR	\$30,096,511	\$63,513,041	\$10,463,390	\$104,072,942

“Here is your country. Cherish these natural wonders, cherish the natural resources, cherish the history and romance as a sacred heritage, for your children and your children's children.”

– Theodore Roosevelt



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