



CALIFORNIA  
STATE PARKS  
FOUNDATION

**2014-2015 ANNUAL REPORT**



# thank you

With this 2014-2015 Annual Report, we are celebrating YOU! We are delighted to share highlights from the past two fiscal years and the reflections of a few cherished friends—and we invite you to join in a moment of celebration for all you have helped us accomplish.

We are committed to some ambitious priorities on your behalf—ensuring park excellence through advocacy and policy-making, protecting and improving important natural and cultural resources, supporting meaningful visitor experiences, and building an engaged and diverse constituency for state parks. We come at these goals with a 360-degree view that intertwines policy with programming. So as you look at the highlights from our recent work, know that we are always tackling our goals both strategically and in the most efficient ways possible.

We are pleased to report that our work is now being accomplished within the context of a much more stable and forward-looking state parks system. We are already seeing the fruits of the collective labor of the new Department of Parks and Recreation (DPR) Director Lisa Mangat and the Transformation Team.

In the end, the measure of our impact must be in the ways our work touches California's state parks and the folks who use them each and every day. We continually witness small but

important moments of impact—a child visiting the redwoods for the first time, a family watching birds return to a restored wetland, history coming alive for a fourth grade class, or a single parent finding respite in the oasis of an urban park.



These magic moments are possible because of you. Please do take a moment to congratulate yourself for protecting and improving California's magnificent parklands, beaches, historic sites and recreational resources.

All of us at CSPF are honored and humbled to be your voice for parks. We extend our profound thanks for your continuing trust and support.

David Mandelkern, Chairman

Elizabeth Goldstein, President





# our work

California State Parks Foundation (CSPF) is a member-supported nonprofit dedicated to protecting, improving and advocating for all of California's state parks. With our community of supporters, we deliver innovative solutions for an excellent parks system by facilitating park improvements, inspiring stewardship, supporting partners, advocating for sound policies, and connecting people to parks. Together we ensure that the natural beauty, rich culture and history, and recreational and educational opportunities of our 279 state parks are available for all to enjoy now and for generations to come.



## DID YOU KNOW?

With over **4,500** miles of hiking, biking, and equestrian trails, **3,195** historic buildings, and more than **11,000** archaeological sites, our **279** state parks provide incomparable opportunities for all Californians to connect with nature and family, improve their health, learn and seek inspiration.





# protect

Long-term stewardship of our parks is often forced to take a backseat to short-term threats such as funding cuts and limited resources. CSPF works to identify and pursue areas of stewardship in which we can directly help safeguard California's natural and cultural resources for the future. These projects include native habitat restoration, advancement of resources management, measures to protect parks against non-mission-use proposals, initiatives to strengthen individual parks' capacity to steward their resources, and special parklands and facilities restoration effects.

“We support the restoration of the Pigeon Point Lighthouse because it is an important symbol of California history and a beautiful building. Our daughters visited the site on school field trips, and we had the awesome opportunity to see it lighted prior to the start of the restoration. We hope to see it again in all its glory.”

MARY AND CLINTON GILLILAND, DONORS



## DID YOU KNOW?

Over **80** percent of California's state parks contain sites and artifacts such as gold mines, forts, missions, ghost towns, cemeteries, churches and temples, and lighthouses that illuminate the unique history and culture of the Golden State.



“My love and deep appreciation for parks comes from childhood memories of having a paradise where I could play, dream, run, laugh, and explore nature. I want the same to always be available, especially to our children.”

IRMA MUÑOZ, SUPPORTER

“California’s state parks have so much to offer—history, culture and especially natural habitats. In busy times, we treasure opportunities to share time with our daughters to unplug and enjoy the wonders of the Golden State exemplified by our state parks.”

JOHN AND DIANE FURLAN, CALIFORNIANS LEADERSHIP CIRCLE MEMBERS

### Yosemite Slough

On the southern shoreline of San Francisco, our Yosemite Slough Restoration Project is rehabilitating a 34-acre section of Candlestick Point State Recreation Area and restoring 10 acres of precious wetlands. Phase I, completed in 2012, reclaimed seven wetland acres and created a bird-nesting island. Phase II, scheduled to be completed in 2017, will include a new state-of-the-art education center and will open the north side of the park to public access for the first time in its history.

### Pigeon Point Lighthouse

The lighthouse at Pigeon Point Light Station State Historic Park in Pescadero, one of the oldest and most beloved landmarks on the California coast, is literally crumbling. With CSPF’s Light Up the Future Campaign, we are working to restore the lighthouse to its original glory and re-open this historic treasure to the public.

### Models of Excellence

Through CSPF’s Models of Excellence program, we are creating innovative park stewardship partnerships to advance excellence in all facets of park operations. At Austin Creek State Recreation Area, CSPF has joined forces with DPR, the National Trust for Historic Preservation, and Stewards of the Coast and Redwoods to rescue and restore the historic Pond Farm, once home to the internationally acclaimed ceramicist Marguerite Wildenhain and the Pond Farm Art School Colony. In addition to restoring the buildings and landscape, the project will improve public access

and create appropriate revenue-generating activities to return this nationally significant historic resource to active use as an engaging cultural site.

### Save San Onofre Coalition

For 11 years, CSPF has fought a proposed toll road through San Onofre State Beach that, if realized, would devastate the park and its ecosystem. As a member of the Coalition to Save San Onofre, we have stopped various toll road proposals for the project on six different occasions, with recent victories in March and July 2015.







# improve

CSPF believes that partnerships between state parks and nonprofit and independent operating organizations, local governments, concessionaires, and volunteer groups are critical to the health of our state parks system. To improve parks and build capacity, we support and enhance these collaborative efforts through our competitive grants program, our Technical Assistance Center's consulting and mentoring services, and our year-round Park Champions volunteer program.

## DID YOU KNOW?

California state parks protect **1.5 MILLION** acres of land, **340** miles of precious coastline, the largest stands of old growth redwoods in the world, and over **160** rare, threatened and endangered species.



“The success that Stewards of the Coast and Redwoods has achieved in Austin Creek State Recreation Area is due to the encouragement and financial support of the California State Parks Foundation. Going from campgrounds that were closed, we now offer a new camping reservation system, Junior Ranger programs, overnight programs for youth groups, a well-maintained campground and hiking trails, and back-country camping opportunities in a magnificent wilderness area of Sonoma County.”

MICHELE LUNA, EXECUTIVE DIRECTOR, STEWARDS OF THE COAST AND REDWOODS



“By volunteering in the Park Champions Program, I have seen how much of a difference each of us can make in our state parks. Plus, I’ve learned how to do things I didn’t know about before—like how to identify native plants. I’ve also made some great friends.”

WINNIE WANG, VOLUNTEER

“Because of our experience with CSPF’s Technical Assistance Center, we feel much less isolated and much more connected to the broader world of California state parks nonprofits. Because of CSPF’s help, we are better equipped to continue our support of our five irreplaceable California state parks.”

MARGARET RHYNE, PRESIDENT, POPPY RESERVE MOJAVE DESERT INTERPRETIVE ASSOCIATION

### Grants Programs

In 2014, CSPF completed a major three-year initiative that awarded over \$1.2 million in Park Partnership Grants to 25 partner organizations and 38 state parks to ensure that threatened parks remained open and to support innovative park management models and significant capital improvements. Additionally, in fiscal years 2013–14 and 2014–15, CSPF awarded 96 smaller Park Enrichment Grants totaling over \$425,000 to promote state parks as outdoor classrooms, increase the organizational capacity of partner organizations, safeguard park resources, improve parks through cleanup days and facility upgrades, and much more.

### Technical Assistance Center

CSPF’s Technical Assistance Center (TAC) is the only statewide resource that provides no-cost, expert assistance to park partners—nonprofit park operators, cooperating associations, and other nonprofits—that wish to build their capacity and effectiveness in managing park resources. TAC offers consulting services in fundraising, communications, organizational development and business planning to participating partners and plays a fundamental role in their ongoing success and strengthening of state parks.

### Park Champions

To offset staff shortages in state parks, CSPF’s year-round Park Champions Program trains volunteer teams to plan and lead workdays at parks throughout the state, tangibly improving visitor experiences by making parks safer, more attractive and more accessible. Our 2013–15 projects included:

- Restoration of the bank of the LA River at Rio de Los Angeles State Park, including removing invasive plants and building a series of new gardens, with help from the local Spanish-speaking community.

- Major trails renovation at China Camp State Park, a park that is managed and financed by volunteers.
- Restoration of valuable dune habitat at Silver Strand State Beach, including removing invasive plants, planting native plants, installing rope fencing around sensitive habitat and assisting park ecologists with bird surveys.
- Maintaining remote trails and constructing visitor facilities at the summit of Mount San Jacinto State Park and Wilderness.







# inspire

We want all Californians to have an opportunity to discover and experience the natural environment, heritage, and rich stories that state parks contain. That is why we are focused on programs that introduce people to parks and inspire them to become park stewards. We support ongoing volunteer programs, field trips and transportation initiatives that make it possible for all Californians to experience parks, sometimes for the first time, and meaningful interpretive programs that engage and educate visitors about their parks.

“The partnership with the California State Parks Foundation is a gift for life! During our summer program, LA’s BEST students enjoyed park-based learning through exploratory hikes at Malibu Creek, King Gillette and Bolsa Chica and experienced their very first camping trip in San Clemente. They learned first-hand the importance of preserving the outdoors.”

STELLA OLIVEIRA,  
DIRECTOR OF EDUCATION, LA’S BEST/LAUSD

## DID YOU KNOW?

Each year, nearly a  
**QUARTER MILLION**  
school children attend formal  
interpretive programs in state parks.





## Summer Enrichment Program

The Summer Enrichment Program introduces urban youth to the educational and outdoor benefits of California's state parks. Launched in 2009 as a partnership between CSPF, the David and Lucile Packard Foundation, and DPR, the program is designed to stem the "learning gap" often experienced by underserved youth during the summer, to improve academic performance during the school year, and to foster a new generation of park stewards. To date, more than 15 state parks across California have hosted more than 12,000 youth from Oakland, San Francisco, Gilroy, Sacramento, Los Angeles, and Glenn, San Bernardino, Whittier and Santa Ana counties. Most

students had never visited a state park or gone hiking before participating in the program. Now they have engaged in a variety of outdoor education experiences related to science, natural resources, ecology and more, all designed to improve their academic performance during the year.

## PORTS

CSPF supports Parks Online Resources for Teachers and Students (PORTS), a free distance-learning program that uses the power of interactive videoconferencing to help K-12 schools teach common core state standards through California state parks. Over the past three years, the program has served an average of 45,000 students annually

from over 1,300 classrooms throughout the state. The program provides fully developed and integrated learning units for nine PORTS state park sites as well as live, interactive videoconference presentations on science, history, language arts and other academic topics.

## Earth Day

Our annual Earth Day Restoration and Cleanup event provides project grants to parks in need and bring volunteers to those parks to make direct and measurable improvements. Over the past 17 years, 81,000 participants have contributed more than 334,000 volunteer hours, which are worth \$6.4 million in maintenance and improvements. The 2015 Earth Day

Restoration and Cleanup, presented by Pacific Gas & Electric Company, was a huge success and provided much-needed help to 27 state parks. Over 1,700 volunteers statewide planted 1,235 native trees and plants; removed 630 cubic yards of non-native plants; collected 453 bags plus 56 cubic yards of trash and 37 bags of recycling; installed fences; refurbished picnic areas and campgrounds; restored trails; removed graffiti; painted curbs and buildings; and educated participants about the importance of caring for our state's natural treasures.



“The coordination of the Earth Day events throughout the state was impressive to me. Through the acceptance of the Earth Day grant and with the coordination of the volunteers, we had nearly 300 hours of work performed in a two-day period which would have taken our severely understaffed maintenance workers months to get done.”

CARMEN ZONE, STATE PARK SUPERVISING RANGER





# connect

To ensure the long-term preservation of California's magnificent state parks system, the public must see and understand the value and diversity of our parks. They must know about them, be able to access and experience them and ultimately prioritize them as essential to their quality of life. We are interested in connecting with Californians who perhaps do not yet embrace the value of state parks. Through grassroots outreach, we seek to inspire connections to parks through personal experiences and storytelling. And because we recognize that not everyone has easy access to parks, we are more focused than ever on urban park development so that we can bring parks to where people already are.

“We have an abundance of extraordinary places right here at home—the redwoods, the desert, the mountains and the coastline. Deyea and I feel strongly that we need to protect these special places not just for our enjoyment, but for our children and our grandchildren.”

JACK HARPER, MOTT LEGACY SOCIETY MEMBER

## DID YOU KNOW?

California's **279** state parks attract over **75 MILLION** visits each year.





“State parks are great places to commune with nature and experience the thrill of finally arriving at your destination after a long hike and realizing that you are now at one of the most beautiful places on Earth.”

JEN DAPARMA, GREAT PLACES PARTICIPANT

### Grassroots Support

We engage and activate grassroots park supporters to take action on behalf of state parks. Building on successful public engagement campaigns that we've run since 2008, in 2014, our "State Parks Are Great Places" campaign invited park visitors to share stories and photos about the ways they use state parks, showcasing many unique park features and activities such as swimming spots, food attractions, live performances and more. In early 2015, CSPF expanded the campaign to "State Parks Are Great Places for You and Me" to reinforce the personal connections that Californians have with their parks.

### Urban Parks Models

CSPF has long recognized the need to connect urban populations to open spaces and parks to ensure that everyone has access to the cultural and recreational opportunities they provide. We started this work more than 10 years ago with the wetlands restoration at Candlestick Point State Recreation Area. Today, we have expanded our urban focus to include successful projects at Baldwin Hills Scenic Overlook, Los Angeles State Historic Park and more. In all instances, we partner closely with nearby communities and local organizations to ensure that the history, identity and collective aspirations of our urban communities can be successfully incorporated into our projects.



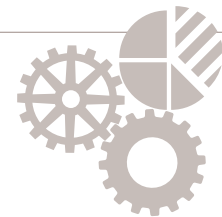
# advocate

CSPF is *your voice* for state parks. As an independent champion of state parks, we are the leading statewide advocate for adequate funding and sound policies for our parks. We bring the collective voice of park supporters to Sacramento, and educate lawmakers and policymakers about park issues through lobbying, advocacy, and sponsoring and influencing legislation. We use grassroots campaigns to engage the public and work with community groups, organizations and stakeholders to strengthen their impact.



“California state parks are open to us, but they are not ours to close. They belong to our grandchildren, to migrating birds, and to students of history a hundred years from now.”

ELIYA SELHUB, PARK ADVOCATE



## DID YOU KNOW?

State parks generate over **\$6 BILLION** in annual economic activity, support over **50,000** jobs in parks and surrounding communities and play a critical role in boosting local businesses and economies.



“Thanks for all your hard work and organization of Park Advocacy Day; our participation in the day’s activities was a pleasure. We are proud to work with CSPF to make a better future for our California state parks.”

BOB BERMAN, VICE PRESIDENT, BENICIA STATE PARKS ASSOCIATION

### Public Policy

CSPF was very active during 2014 and 2015 in response to the Parks Forward Commission, providing public testimony and written responses to draft reports, holding direct meetings with Commissioners and staff and encouraging others to participate in the Parks Forward process. After the February 2015 release of the Parks Forward Report, CSPF accepted DPR’s invitation to serve on its Transformation Team Advisory and Partnership committees, which are working to implement the key recommendations of the Parks Forward Report.

### Park Advocacy Day

Through Park Advocacy Day in 2014 and 2015, CSPF recruited, trained and supported a total of 295 park advocates over two years who traveled to Sacramento to meet with legislators and lobby in support of California’s 279 state parks. In 2015, advocates lobbied for increased youth access to outdoor education and recreation programs, continued support for volunteer efforts that improve state parks, increased state park funding, and sustainable funding from a new park bond initiative.



## Our Board and Staff

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William Penn Mott, Jr.,  
(1909-1992)

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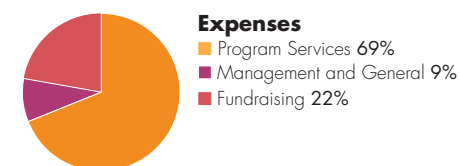
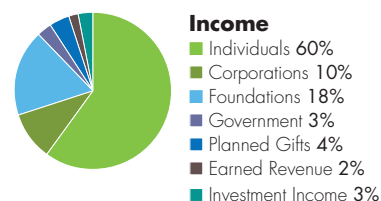
# Where Your Donations Go

## Statement of Activities

	2015				
	UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	2015 TOTAL	2014 TOTAL
<b>Revenue and Support</b>					
Contributions	\$ 1,575,481	\$ 2,364,430	—	\$ 3,939,911	\$ 4,120,472
Membership dues	4,124,899			4,124,899	5,269,909
Grants and project funding				—	709,331
Donated goods and services	718,828			718,828	1,079,562
Bequests	385,323	20,066		405,389	229,400
Investment income, net	800,266	500,624		1,300,890	752,563
Events	419,501	6,621		426,122	17,512
Other income	107,505	20,037		127,542	134,952
Net assets released from restrictions	2,631,389	(2,631,389)			
<b>Total revenues and support</b>	<b>10,763,192</b>	<b>280,389</b>	<b>—</b>	<b>11,043,580</b>	<b>12,313,701</b>
<b>Expenses</b>					
Program services	7,349,675			7,349,675	8,870,697
Management and general	1,014,033			1,014,033	1,461,065
Fundraising	2,371,810			2,371,810	2,521,307
<b>Total expenses</b>	<b>10,735,518</b>			<b>10,735,518</b>	<b>12,853,069</b>
<b>Change in Net Assets from Operations</b>	<b>27,674</b>	<b>280,389</b>	<b>—</b>	<b>308,063</b>	<b>(539,368)</b>
<b>Other Changes</b>	<b>(774,173)</b>	<b>(437,647)</b>	<b>—</b>	<b>(1,211,820)</b>	<b>581,968</b>
<b>Change in Net Assets</b>	<b>(746,499)</b>	<b>(157,258)</b>	<b>—</b>	<b>(903,757)</b>	<b>42,600</b>
<b>Net Assets - Start of Year</b>	<b>7,420,732</b>	<b>6,414,740</b>	<b>2,908,774</b>	<b>16,744,246</b>	<b>16,701,646</b>
<b>Net Assets - End of Year</b>	<b>\$ 6,674,233</b>	<b>\$ 6,257,482</b>	<b>\$ 2,908,774</b>	<b>\$ 15,840,489</b>	<b>\$ 16,744,246</b>

## Statement of Financial Position

	JUNE 30, 2015	JUNE 30, 2014
<b>ASSETS</b>		
Cash and cash equivalents	\$ 7,500,317	\$ 8,288,109
Cash and cash equivalents held on behalf of others	1,050,749	1,099,688
Contributions, grants, and other receivables, net	1,127,531	1,072,046
Merchandise inventory	682,469	—
Investments	9,062,253	9,876,712
Planned gifts	114,201	117,859
Other assets	626,170	716,549
<b>Total assets</b>	<b>\$ 20,163,690</b>	<b>\$ 21,170,963</b>
<b>LIABILITIES AND NET ASSETS</b>		
Accounts payable and accrued expenses	\$ 3,272,452	\$ 3,327,029
Funds held on behalf of others	1,050,749	1,099,688
<b>Total liabilities</b>	<b>4,323,201</b>	<b>4,426,717</b>
<b>Net Assets</b>		
Unrestricted	6,674,233	7,420,732
Temporarily restricted	6,257,482	6,414,740
Permanently restricted	2,908,774	2,908,774
<b>Total net assets</b>	<b>15,840,489</b>	<b>16,744,246</b>
<b>Total liabilities and net assets</b>	<b>\$ 20,163,690</b>	<b>\$ 21,170,963</b>





# Our Donors

California State Parks Foundation deeply appreciates the generosity of individuals, foundations, corporations and government agencies whose financial contributions make our work possible. We are pleased to recognize below the highest level of annual support provided by donors of \$1,000 and above in fiscal years 2013-14 and 2014-15.

We are grateful for each and every contribution to CSPF and have made every effort to ensure the accuracy of this listing. Please contact our development department at 415-262-4408 if you have questions or would like to make a gift.

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With an annual gift of \$1,000 or more, members of the Californians Leadership Circle receive a free annual parks pass as well as invitations to exclusive Insider Tours of featured state parks.

## Make a Legacy Gift

Legacy gifts allow many people to support state parks in a way that they may not be able to do during their lifetimes. For more information about CSPF's William Penn Mott, Jr. Legacy Society, visit [calparks.org/legacy](http://calparks.org/legacy) or contact Director of Major and Legacy Gifts Ziba Marashi at (415) 262-4433 or [ziba@calparks.org](mailto:ziba@calparks.org).

## Volunteer

Volunteers are critical to the work we do for state parks. Together, we can accomplish so much to make our parks safe and enjoyable for visitors and their natural inhabitants. For information about CSPF's volunteer programs, visit [calparks.org/volunteer](http://calparks.org/volunteer).

## Speak Up

Your voice matters! Speak out for parks online, to your legislators or at our annual Park Advocacy Day. For ways to use your voice to help state parks, visit [calparks.org/speakup](http://calparks.org/speakup).

## Connect

California's 279 state parks need you! Please visit them, be inspired, learn, relax and have fun. To stay up-to-date about California's magnificent state parks, connect with CSPF by joining our email list on [calparks.org](http://calparks.org) and following us on Facebook.

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