

2018-19 ANNUAL REPORT



CALIFORNIA
STATE PARKS
FOUNDATION



MISSION

Protecting and preserving the California state parks system, for the benefit of all.



WHAT WE DO

California State Parks Foundation and its 70,000+ members are committed to ensuring that state parks continue to provide adventure, renewal and inspiration, education, historical and cultural awareness, and recreation to all Californians.

These special places provide endless opportunities to engage with nature and the community. From boosting health and creativity to fostering ecological solidarity for people of all ages, access to parks is essential to our shared humanity.

Although Californians love their state parks, these awe-inspiring places are under threat. Maintaining our state's open spaces requires a tremendous amount of stewardship and care – much more than the dedicated park staff can provide. Natural habitats, cultural resources, and visitor amenities are all threatened by a lack of people power and financial resources.

To address these challenges and strengthen the California state parks system, we are mobilizing champions to accomplish our goals of access for all, adequate and sustainable funding, and park protection.



ACCESS FOR ALL:

All Californians should have access to the positive impacts parks have on health, happiness, and quality of life – but not everyone does. By increasing access, more Californians enjoy the benefits of state parks, and we can build the next generation of park stewards.



ADEQUATE AND SUSTAINABLE FUNDING:

Maintaining state parks requires a tremendous amount of support. Wildlife habitats, cultural resources, and visitor services are all threatened by a lack of financial resources. Adequate and sustainable funding provides parks with the means to reach their full potential.



PARK PROTECTION:

State parks face many threats – from the depletion of their priceless resources to dangers like climate change and wildfires. They must be preserved as our state's greatest collection of natural, historic, and cultural treasures.



HOW WE DO IT

POLICY CHAMPIONS

When elected officials, opinion leaders, and decision makers are equipped with information and understand constituent priorities, they are able to make decisions that ensure California’s state parks remain sustainable and relevant for all Californians.

We do this by deploying effective advocacy strategies around impactful and significant policy issues – creating resounding calls to action, engaging people to use their voice, mobilizing coalitions to influence policy, building park champions among influencers and decision makers – in an effort to build an accessible, equitable, and excellent state parks system.

SPOTLIGHTS

LEGACY AWARD HONOREES

Each year, California State Parks Foundation recognizes the efforts of policymakers who have demonstrated an extraordinary commitment to the protection and enhancement of California’s state parks. This year, we honor Assemblymember Monique Limón and Assemblymember Wendy Carrillo. Their continued leadership addresses the social and economic barriers that have prevented many Californians from accessing and experiencing California’s state parks and coastline, and reflects a true sense of legacy in working to preserve California parks system and make them available to all.

■ “In my district, parks and green spaces are limited and we need to work together to protect our natural resources and make them available to everyone,” said **Assemblymember Wendy Carrillo, District 51**. “Having access to the outdoors is so important not only for the people in my community, but for all Californians, so they can experience the many health and wellness benefits they have to offer.”



Assemblymember
Wendy Carrillo

■ “Access to outdoor experiences is often out of reach for communities and students in low-income or underrepresented areas of the State,” said **Assemblymember Monique Limón, District 37**. “Studies have found that students who participate in outdoor education programs experience strong increases in science test scores, and improvements in conflict resolution, problem solving, and learning motivation. It is the goal of the state that all people, including those that have historically not benefited from these experiences, have the opportunity to do so.”



Assemblymember
Monique Limón

■ Assembly Bill 209 (Limón): This bill will establish the Outdoor Equity Grants Program to increase the ability of underserved communities to participate in outdoor environmental educational experiences at state parks and other public lands where outdoor environmental education programs take place. It was signed by Governor Newsom October, 2019.

PARK ADVOCACY DAY WITH FIRST PARTNER JENNIFER SIEBEL NEWSOM

Youth representatives from several of our partner organizations had the opportunity to sit down with **California's First Partner Jennifer Siebel Newsom** to discuss how the outdoors has impacted their lives. "Thanks to the work done by California State Parks Foundation I was able to meet with a remarkable group of kids who shared their stories of the important role nature can play in our lives," Siebel Newsom shared. In addition, we delivered 5,565 petition signatures to Governor Gavin Newsom, urging him and state lawmakers to invest in thriving, accessible state parks for all.

■ "There was a disconnection between me and outdoor spaces. There was no one to take me to the beach, despite the fact that I lived in San Diego. That didn't change until I was 16 and in high school when I was fortunate enough to go on a nature hike at Torrey Pines [State Natural Reserve]," said **Deon West, Outdoor Outreach**. "We build bonds in outdoor spaces. That's what parks are for. For people to bond with each other, for people to spend time with their family and friends, and to create experiences that will stay with them for the rest of their lives."



Holly Martinez, Jennifer Siebel Newsom, and Rachel Norton.





HOW WE DO IT

PARTNER CHAMPIONS

When we connect partner organizations and work toward shared priorities, we mobilize and strengthen the state parks movement. These cohorts of like-minded partners facilitate sharing of tools and strategies and broaden our cultivation of passionate advocates on behalf of California's state parks.

We build effective partnership relations to organize, mobilize, and amplify the important work they deliver to state parks. We do this by providing regularly occurring and facilitated networking opportunities geared toward information-sharing and creating a robust community across the partner network.

SPOTLIGHTS

BUILDING FUTURE PARK STEWARDS

With your help, we provided more than a quarter of a million dollars in youth access grants to 27 organizations last fiscal year. These grants reflect our commitment to increasing youth access to state parks and will be instrumental to our work of bringing more meaningful and highly impactful youth-focused programs into state parks.

THE BIRD SCHOOL

"Funds from California State Parks Foundation will create a bridge from schoolyard to park and from love to stewardship of natural spaces. With these funds, 30 young birders will plan and experience the excitement of a Big Day Bird Count at Natural Bridges and Palm Beach State Parks in Santa Cruz, California!"



RESEARCH

Over the past year, we have been working with a team of researchers from the Institute of the Environment and Sustainability at UCLA to learn more about how state parks can improve the lives of children while fostering the next generation of park stewards. The report found that parks represent a wealth of health opportunities with 57 percent of all Californians living within a walk, bike, or drive for social or recreational purposes. From this research, California and our partners now have the tools to build impactful youth park programs for communities living near our open spaces. To learn more, visit calparks.org/research.





HOW WE DO IT

VOLUNTEER CHAMPIONS

When people have the opportunity to get in the dirt and weeds, literally, and make a personal connection with their local state park and fellow community members, the pride of ownership and responsibility can spur a lifetime of advocacy on behalf of California state parks.

With today's high stress and virtually connected lifestyles, Californians are becoming less connected with the natural world, their communities, and in understanding how they can make a positive difference for both. California State Parks Foundation's volunteerism program aims to address the challenges our state parks face, engage Californians with their public lands, build a community of park stewards, and ensure that state parks are accessible and relevant to all. By maintaining state parks that are well-preserved and vibrant, we provide Californians with excellent resources for recreation, health and wellness, education, socialization, and relaxation.



EARTH DAY OPEN HOUSES

For the first time, we invited the community to join us for five Earth Day Open Houses, which offered opportunities to learn about the unique features of their local state parks and participate in a range of activities. In addition to over 1,200 volunteers participating in workdays across the state, nearly 2,000 park visitors attended these Open Houses. Activities included environmentally-themed arts and crafts, nature walks and hikes, interpretive or educational demonstrations, and booths with information about community partners.

“It’s great to know that, as volunteers, we improve the quality of life not just for us, but for other visitors, employees, and especially the wildlife that lives there every day. The other reward is that different seasons bring something special every time we visit. The fall colors, spring wildflowers, bears, bobcats, eagles, deer, and all the migrating waterfowl remind us as volunteers how lucky we are to have these state parks for now and for future generations.”

JIM AND BROOKE SHAFFER

VOLUNTEERS AT SILVERWOOD LAKE STATE RECREATION AREA

“I, as well as many other volunteers, value our parks and wish to contribute to maintaining them but don’t know where to begin to achieve that goal. California State Parks Foundation does the legwork for me and makes it easy for me to do my part in keeping our parks thriving. All I have to do is show up, and they’ll have a task waiting for me. It could not be easier. I can’t even imagine having to call my local park to ask if I can go in on a Saturday morning to help plant native plants, or weed out invasive species, or maintain trails. I can say with utmost certainty that I would not do that. But luckily, I don’t have to. California State Parks Foundation does that for me.”

BRIAN FRANGE

VOLUNTEER, BALDWIN HILLS SCENIC OVERLOOK

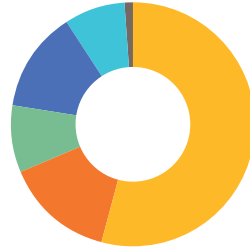


FINANCIALS

Since our founding in 1969, California State Parks Foundation has raised over \$285 million to benefit state parks and park users. **In 2018-19, our supporters contributed \$8.12 million.**

SOURCE OF CONTRIBUTIONS

- Individuals 54.7%
- Legacy Gifts 14.7%
- Foundation 8.8%
- Government Grants 13.4%
- Corporate Gifts 8.2%
- Other 0.1%



*Contribution data is unaudited. California State Parks Foundation's 2018-19 audited financial statements will be posted online when available at calparks.org/financials, where you can also find financial and annual reports from previous years.



THANK YOU FOR YOUR SUPPORT

California State Parks Foundation members and donors are protecting and preserving the California state parks system, for the benefit of all. The generous support of individuals, foundations, corporations, and government agencies makes our work possible, and we are pleased to recognize contributors of \$1,000 or more between July 1, 2018 and June 30, 2019.

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BY THE NUMBERS

12,812

volunteer hours for parks

2,787

volunteers in parks

207

volunteer workdays

27

grants awarded totaling
\$260,000

9,218

action alert responses
asking legislators to
support parks and protect
public land

111

legislative office visits

140

grassroots advocates
engaged at Park Advocacy
Day

91%

of park partners
participating in our
trainings reported that
they gained useful
knowledge and tools



WAYS TO GET INVOLVED

We could not accomplish any of our work without the support of our members, donors, and volunteers. They make an enormous difference in helping us carry out programs and projects for the benefit of state parks and the millions of Californians who use them. Learn more about the many ways you can help support our work:

CONTRIBUTE

Our donors enable us to continue our steadfast support of California's state parks. We welcome and appreciate gifts from individuals, corporations, and foundations, as well as estate gifts and in-kind donations. For more information on ways to donate, visit calparks.org/donate.

DONATE MONTHLY

Monthly giving is an easy way to make a big impact. Your reliable monthly support will ensure we have the resources to protect, improve, and advocate for all of California's state parks — today and in the future. To set up your monthly gift today, visit calparks.org/monthly.

JOIN THE CALIFORNIANS LEADERSHIP CIRCLE

As a member of the Californians Leadership Circle, you can help shape the future of our magnificent parks as one of their most valued leaders. Membership begins with a donation of \$1,000 or more, and benefits include invitations to special events, a California Explorer annual parks pass, and more. Visit calparks.org/leadershipcircle.

VOLUNTEER

Volunteers are critical to the work we do taking care of state parks. Together, we can accomplish so much to make our parks safe and enjoyable for visitors and their natural inhabitants. To sign up for a volunteer day near you, visit calparks.org/volunteer.

SPEAK UP

Your voice matters! Speak out for parks online, to your legislators, or at our annual Park Advocacy Day. To learn more about our ongoing advocacy efforts and how you can take action, visit calparks.org/advocacy.

CONNECT

California's 280 state parks need you! Please visit them, be inspired, learn, relax, and have fun. To stay up-to-date on our projects and programs, park events and activities, and more ways you can support parks every day, visit our blog at calparks.org/blog and connect with us on social media:

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