THEORY OF CHANGE
How we create change for parks

MISSION
WHY WE ARE HERE.
Protecting and preserving the California state park system, for all Californians.

OUR APPROACH
HOW WE DRIVE IMPACT.

LEARN
To determine the best solutions and practices, we work to develop a deep understanding of the issues facing parks and to monitor current trends in the environmental, social justice, and policy spaces.

EDUCATE
The future of parks depends on a diverse and informed constituency of individuals and partners that is engaged and has a voice in the halls of power.

ACTIVATE
California State Parks Foundation activates a base of park supporters, partners, and volunteers to be champions for their parks.

INFLUENCE
We create change by connecting in-the-field learnings and collective wisdom from all constituencies to inform policy solutions in the halls of power, where decisions are made.

GOALS
THE CRITICAL WORK THAT WILL LEAD TO SUCCESS.

CLIMATE RESILIENCY
Building climate resilient parks and communities, so that California state parks can adapt to the impacts of climate change and remain protected and preserved for all Californians.

EQUITABLE ACCESS
Reducing barriers and expanding access to parks so that all Californians have equitable access.

HONORING HISTORY AND CULTURE
Preserving and honoring sites, artifacts, stories, and ideas that represent and reveal the wisdom, contributions, and experiences of everyone who has called California home.

PROTECTING WILDLIFE AND NATURE
Stewarding native habitats so that wildlife and plants in California state parks are protected and preserved for future generations.

PARK EXPERIENCES
Improving parks and innovating programs so that state park visitors have meaningful and relevant experiences while visiting their parks, leading to a lifelong connection.

PARK FUNDING
Advocating so that California state parks have the necessary funding to reach their full potential.

VISION
WHAT CALIFORNIA LOOKS LIKE WHEN WE SUCCEED.
Californians experience, engage with, and champion their state parks, ensuring that they will thrive now and for future generations.

Theory of Change
THEORY OF CHANGE  HOW WE CREATE CHANGE FOR PARKS

Every program, every initiative, every action we take at California State Parks Foundation follows an intentional through-line. The through-line: we learn, we educate, we activate, and we influence. This through-line extends and amplifies our in-the-field learnings, model programs, and innovative solutions to ultimately influence policy and funding decisions in Sacramento and to address the critical needs of our state park system.

The rest of our through-line approach can be applied with flexibility, informed by the goals we are working to fulfill. Every step of the way, we carry our legacy and foundational values. Our Theory of Change is how we drive impact and change.

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