

2022 ANNUAL IMPACT REPORT



**NATIONAL
PARK TRUST**
TREASURE FOREVER

CELEBRATING **40 YEARS**

OUR MISSION:

WE PRESERVE PARKS
TODAY AND CREATE
PARK STEWARDS FOR
TOMORROW.

OUR VISION:

EVERYONE EXPERIENCES
THE ENDLESS
POSSIBILITIES OF OUR
NATION'S PARKS.

BOARD MEMBER PERSPECTIVE

I've always been drawn to wild places. As a youngster in the upper Midwest, Lake Superior's largely empty shores and the Chequamegon Forest's vast expanse provided me countless outdoor adventures. These places led me to more challenging park experiences in the Boundary Waters, the Adirondacks, the Sierras, the Rockies, and so many of the natural places our nation has wisely preserved.

It wasn't much of a leap when a neighbor asked me to consider the National Park Trust board nearly twenty years ago. Little did I know that I was stepping into a challenging transitional period that saw the Park Trust evolve dramatically over the past two decades!

When I arrived, the National Park Trust was a small land trust focused on acquiring privately held land in our parks called "inholdings." Inholdings are common, as park boundaries were often drawn to include publicly and privately owned lands. In many cases, private holdings and adjacent lands are critical to the park's integrity and experience. The Park Trust began its existence forty years ago, working with willing sellers to purchase these inholdings at the request of and in coordination with the National Park Service (NPS).

Back then, the Park Trust was in the throes of extracting itself from an ambitious project — creating a new national park unit in Kansas called the Tallgrass Prairie National Preserve. The politics of creating a national park and gaining acceptance among the local population in a state with little federal land was both fascinating and daunting. To complicate affairs, it was at this time that the then-president of the Park Trust decided to retire.

As the saying goes, with challenge comes opportunity. Stabilizing the Tallgrass Prairie venture with the support of Kansas citizens and The Nature Conservancy provided the Park Trust a reflection period, coinciding with the start of my tenure as board chair 16 years ago.

Among the outreach during that period was a memorable meeting between the Park Trust's new Executive Director Grace Lee, me, and Bob Stanton. Bob was Park Service Director under the Clinton Administration and later served on the Obama Administration's transition team. Bob reminded us that while acquiring critical parcels of land for our parks is necessary, the NPS faced another urgent matter: visitor attendance reflected predominantly older populations. Our public lands cannot be preserved and protected without stewards of all ages and demographics dedicated to that mission – stewards that reflect the rich diversity of our nation.

From that meeting grew a reinvigorated National Park Trust committed to acquiring critical lands for our parks and providing opportunities for the nation's diverse young generation to experience the magic of those parks. This simple but powerful statement led the Park Trust, in 2009, to develop our nationally recognized "Buddy Bison" youth education programs, followed by our annual National Kids to Parks Day celebration each May, our military family programs, our Parkpassport app, our college ambassador program, and much more.

Today working with a robust list of partners, we provide park experiences and education

programs for over 26,000 students annually and an additional 50,000 young people through our grants management program. Our focus is on under-served and urban communities.

What an adventure – one that I could have never envisioned as a youngster tromping through the north woods! The expansion of our lands and youth programs since I became chair has been possible only due to the extraordinary efforts of the talented Park Trust staff, its dedicated board, and its generous supporters.

In addition, the Department of the Interior Secretaries, many park superintendents, and officials around the country have inspired and supported these initiatives.

In reflecting on the evolution of the Park Trust's team over the past two decades, I am incredibly proud of our efforts to ensure that the board and staff reflect the rich diversity of our nation. This is an essential element of the passion that has infused the development and implementation of our youth, family, and land acquisition programs.

For both me and the Park Trust, the future holds more outdoor adventures. The Park Trust is excited to continue our work to ensure that those park adventures include tens of thousands of young people who will learn the importance of conservation by being exposed to all our parks, public lands, and waters have to offer.

Through these efforts and your renewed support, I am confident our national treasures will continue in good hands!



Bill Brownell is joined by Bob Stanton (right) and Ranger Shelton Johnson after the presentation of the American Park Experience Award in Yosemite National Park, CA



Bryce Canyon National Park, UT

Editor's Note: Bill Brownell has been part of the Park Trust family for nearly 20 years, and was elected board chair in fiscal year 2005. His 16 years of transformational leadership were celebrated when he stepped down as chair in June 2022. He practices environmental law at Hunton Andrews Kurth in Washington, DC.

ACQUIRING THE MISSING PIECES OF OUR NATIONAL PARKS

For 40 years, the Park Trust has responded to requests from the National Park Service (NPS) to protect and expand our national parks.

These unique places preserve our country's history and culture, as well as our breathtaking landscapes, natural resources, and ecosystems. However, many of these precious resources remain unprotected on privately owned land and water located within and adjacent to park boundaries. **They are the missing pieces of our National Park System.**

Thanks to our supporters, since 1983, we have worked with NPS providing real estate expertise and resources to acquire numerous parcels of land and water to expand 52 national park units. We can move quickly on these transactions when time is of the essence.

The need for our help continues.



CULTIVATING DIVERSE GENERATIONS OF PARK STEWARDS

Millions of people enjoy our nation's parks every year, but today's visitors don't reflect the rich diversity of our country. Many obstacles prevent these families from discovering and exploring our public lands and waters.

Our numerous youth and family programs address these hurdles so that all feel welcome in our parks. Beginning with our Buddy Bison School Program, which was launched with a handful of schools in 2009, our education initiatives have expanded significantly.

Through our collective partnerships, more than 76,000 youth and adults were connected to the great outdoors in 2022.

We believe that our public parks, lands, and waters should be cared for, enjoyed by, and preserved by all for current and future generations.

OUR IMPACT

Gates of the Arctic National Park and Preserve, AK

Thanks to our donors and partners, our programs continue to help the National Park Service when they call on us, seeking our expertise and support to preserve iconic landscapes, pristine waters, and important historical sites. As a result, since 1983, more than 25,600 acres have been added to our nation's parks in 28 states, D.C., and the U.S. Virgin Islands.

PARK PRESERVATION SINCE 1983:

65

PROJECTS BENEFITING
52 NATIONAL PARKS

35

ICONIC
LANDSCAPES

19

HISTORICAL AND
ARCHAEOLOGICAL SITES

23

WATERWAYS INCLUDING
LAKESHORES, RIVERS,
SEASHORES, AND BEACHES

Since 2009, our rapidly growing youth and family programs have expanded from our single Buddy Bison School Program to now include several national initiatives such as our College Ambassadors and Military Engagement programs.

Our Kids to Parks Day School Grants provided 93 Title I schools from pre-K through 12th grade with resources to discover and explore parks in their communities.

We also manage and administer grants for several national partners, including the National Park Service, US Forest Service, Hydro Flask, and OXO.

OUR 2022 IMPACT FOR ALL YOUTH AND FAMILY PROGRAMS:

76,443

PARTICIPANTS

411

SCHOOLS AND
NONPROFITS SUPPORTED

510

TRIPS (VIRTUAL
AND IN-PERSON)

\$637K +

GRANT MONEY
AWARDED



IMPACT: PARK PROJECTS

FORT WASHINGTON PARK, MARYLAND

Fort Washington was an active military installation (with some decommissioned periods) from 1809 through 1946. It defended the Potomac River approach to Washington, DC, during the War of 1812 and the Civil War.

In 2021, the National Park Service contacted the Park Trust seeking our real estate expertise to acquire the last 4 acres of privately owned land within the boundaries of Ft. Washington Park. Donated by the Tilch Family, the property was conveyed to NPS in June 2022.

“The addition of this land will preserve the historic views of Fort Washington Park along the Potomac River.”
– Tara Morrison, Superintendent, National Capital Parks – East



A photograph of a forest path. The path is covered in fallen yellow and brown leaves. Tall, thin trees line the path, with sunlight filtering through the canopy. The scene is peaceful and natural.

NORTH COUNTRY NATIONAL SCENIC TRAIL, MICHIGAN

The North Country Trail spans 4,800 miles from North Dakota to Vermont. In November 2022, National Park Trust purchased a 3-acre property between Kalamazoo and Battle Creek in Augusta, MI.

The trail had previously run through the acreage, as the previous owners had an informal agreement with hikers. However, when the property was sold, the trail was re-routed through a detour along a local high-speed highway. The Park Trust stepped in to buy a portion of the property, which will be transferred to the National Park Service. Now hikers can continue their journey on the newly expanded trail.

“This success is a testament to the incredible value and importance of National Park Trust’s mission, the exceptional competency and dedication of your staff who achieve it, and will serve as an enduring example of the power of partnerships in completing and protecting the North Country National Scenic Trail.”

— *Christopher E. Loudenslager, Superintendent, North Country National Scenic Trail*

YOUTH AND FAMILY PROGRAMS

Tennessee State University students at Mammoth Cave National Park, KY

COLLEGE AMBASSADOR PROGRAM

Our College Ambassador Program empowers student leaders across the country to introduce diverse college students to the benefits of the great outdoors. In our second year of this program, we expanded from six to 17 ambassadors growing from two to nine colleges and universities, including four Historically Black Colleges and Universities. This year, our ambassadors have engaged more than 250 students and hosted 11 outdoor outings as they paddled, hiked, fished, and completed stewardship projects. For most of these students, we provided their first park experience.



MILITARY ENGAGEMENT

The Park Trust supports a broad range of military communities, including active military and Gold Star Families, military family survivors, national guard, reserve, veterans, and their families. Through funding from the National Park Service, U.S. Forest Service, and the Diana Davis Spencer Foundation, we partnered with national military-focused nonprofits to engage over 637 participants in 15 memorable outdoor experiences. From fishing and hiking at Great Smoky Mountains National Park (TN) to paddling the waters of Mallow's Bay National Marine Sanctuary (MD), families learned about the many educational and health benefits of being outdoors as they developed lifelong recreation habits.



Tragedy Assistance Program for Survivors (TAPS) at Great Smoky Mountains National Park, TN

BUDDY BISON PROGRAMS

Whether it is bringing kids to parks or parks to kids, we supported 256 Buddy Bison school partners and their 20,220 students. Each school uses our parks to 1) enhance their science and history lesson plans, 2) learn about new outdoor recreation opportunities to improve their health and wellness and 3) empower students to become stewards of our public lands and waters.

Our elementary and middle school students represent 30 states, the U.S. Virgin Islands, and Washington, DC.

After the pandemic, students enjoyed returning to parks but also took advantage of live virtual ranger visits with parks across the country.



Our programs help kids believe that “the parks belong to me, and I belong in the parks.”



Juliaetta Elementary School at Hells Gate State Park, ID

NATIONAL PARK TRUST GRANTS PROGRAMS

Throughout 2022, the Park Trust awarded 140 grants to schools and nonprofits that are connecting kids and families to outdoor spaces throughout the country. These grants have provided opportunities for more than 49,000 participants to spend over 445,000 hours in our nation's public lands and waters.

40 YEARS OF MILESTONES (1983-2023)



Original logo



Anniversaries are a time of celebration and reflection. As I look back on all that has been accomplished by the National Park Trust since our founding in 1983, I am so very grateful to those who have faithfully and generously served the mission of this organization – both past and present.

There are many stories that depict the rich history of our organization and our numerous achievements – from the tens of thousands of acres of land and water that we’ve protected to the millions of kids and families that we’ve connected to the great outdoors. Over my 17 years at the Park Trust, I have been privileged to witness first-hand the extraordinary work of our dedicated and passionate board, staff, partners, donors, educators, families and students.

Since we announced our 40th anniversary, many of you have shared your personal Park Trust story. For some, memories have been sparked by our new interactive timeline at parktrust.org, a condensed version of which is featured in this Annual Report.

Do you have a Park Trust story you’d like to share as we commemorate our 40th? We invite you to celebrate with us by sending it to me at grace.lee@parktrust.org.



As I always say, we could not do this important work without you! We look forward to what we will accomplish together over the next 40 years.

Thank you!

Grace Lee
Executive Director

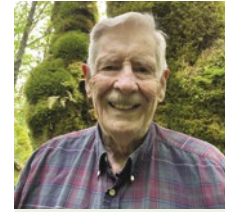
VISIT PARKTRUST.ORG TO READ THE STORIES BEHIND THESE MILESTONES AND MORE ON OUR INTERACTIVE TIMELINE.



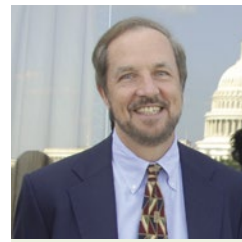
National Park Trust is Established



Land Acquired to Create the Tallgrass Prairie National Preserve, KS



Dale Crane Becomes First Board Chair



Bill Brownell Elected Board Chair



Buddy Bison Makes His Debut



American Park Experience Award Established



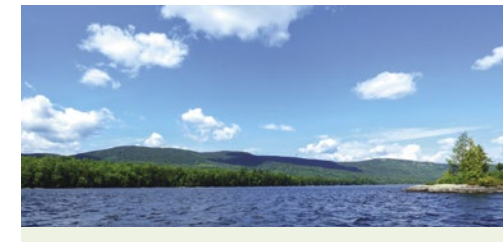
Caesars Foundation Becomes Our First National Education Partner



Work With Military Communities Begin



Treasure Forever Fund for Land Acquisition Established



Work Continues to Expand the Appalachian National Scenic Trail



Launch of College Ambassador Program

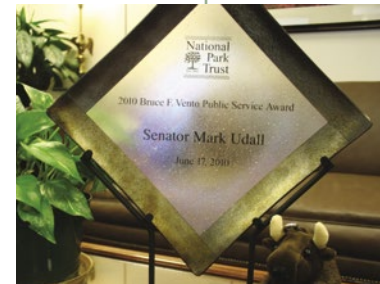


NATIONAL PARK TRUST
TREASURE FOREVER
CELEBRATING 40 YEARS

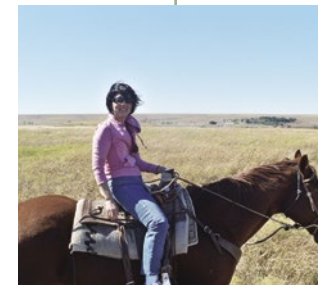
1983 1985 1987 1989 1991 1993 1994 1995 1997 1999 2001 2003 2005 2006 2007 2009 2010 2011 2013 2014 2015 2017 2018 2019 2020 2021 2023



First Park Preservation Project Completed at Gates of the Arctic National Park & Preserve, AK



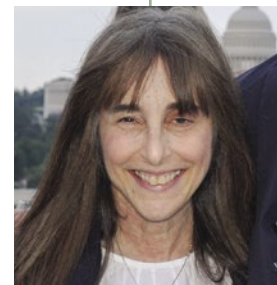
Bruce F. Vento Public Service Award Established



Grace Lee Becomes First Executive Director



First Buddy Bison School Field Trip



National Educator Award for Outstanding Environmental Stewardship Established



First Annual Kids to Parks Day



Desert Tortoise Research Facility in Mojave National Preserve, CA Opens



Launch of Parkpassport Mobile App



Last Inholding in Valles Caldera National Preserve, NM Acquired



San Antonio Missions National Historic Park, TX is Expanded

RECOGNIZING PARK CHAMPIONS



Ranger Shelton Johnson

AMERICAN PARK EXPERIENCE AWARD

Ranger Shelton Johnson

In May, at Yosemite National Park, we recognized Ranger Shelton Johnson with our American Park Experience Award for his lifelong passion and commitment to ensuring that all feel welcome in our magnificent parks. A skilled storyteller, Shelton has used his talents to introduce African American historical figures and events to diverse audiences during his three decades as a park ranger at Yellowstone and Yosemite. Many were mesmerized by his stories featured in the Ken Burns film: *The National Parks: America's Best Idea*.



Leslie Strahl with her students at Red Rock Canyon National Conservation Area, NV

NATIONAL EDUCATOR AWARD FOR OUTSTANDING ENVIRONMENTAL STEWARDSHIP

Leslie Strahl

Each year the Park Trust recognizes an outstanding educator for their passion and dedication for connecting their students to the great outdoors. An instructional coach who mentors teachers in science and math, Leslie Strahl received our National Educator Award in June. Under her leadership, her school, Hollingsworth Elementary in Las Vegas, Nevada, has embraced the Buddy Bison School Program thanks to financial support from the Caesars Foundation. Her students, many of which live at the poverty level, have had their eyes opened to the benefits of our public lands and waters, including Red Rock Canyon National Conservation Area and Lake Mead National Recreation Area. Leslie also is a Youth Programs Fellow serving as an education advisor to our board.



Congressman Fred Upton (center) with Sue Vento and Bill Brownell.

22ND BRUCE F. VENTO PUBLIC SERVICE AWARD

Congressman Fred Upton (MI)

On Capitol Hill, in June, we honored Congressman Upton, representing southwest Michigan, with the Vento Award for his life's work to protect our nation's public lands and waters. Highlights of his 35-year career include his co-sponsorship of the National Heritage Area Act and the Great American Outdoors Act. He is also a passionate advocate for the protection of the Great Lakes. Until his retirement in 2022, he was well known for his bipartisan work in the House, serving on the Bipartisan Climate Solutions Caucus and the Bipartisan Problem Solvers Caucus. The award honors the memory and legacy of Congressman Bruce F. Vento (MN, 4th District), a former champion of our national parks and chair of the House Natural Resources Subcommittee.

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With gratitude for your continued support during the pandemic, the Park Trust is honored to recognize the following generous donors who supported our mission and programs with a gift of \$100 or more during the 2022 fiscal year (July 1, 2021 - June 30, 2022). We have made every effort to ensure the accuracy of this list. If you find an error, please contact Dolores McDonagh at dolores@parktrust.org.

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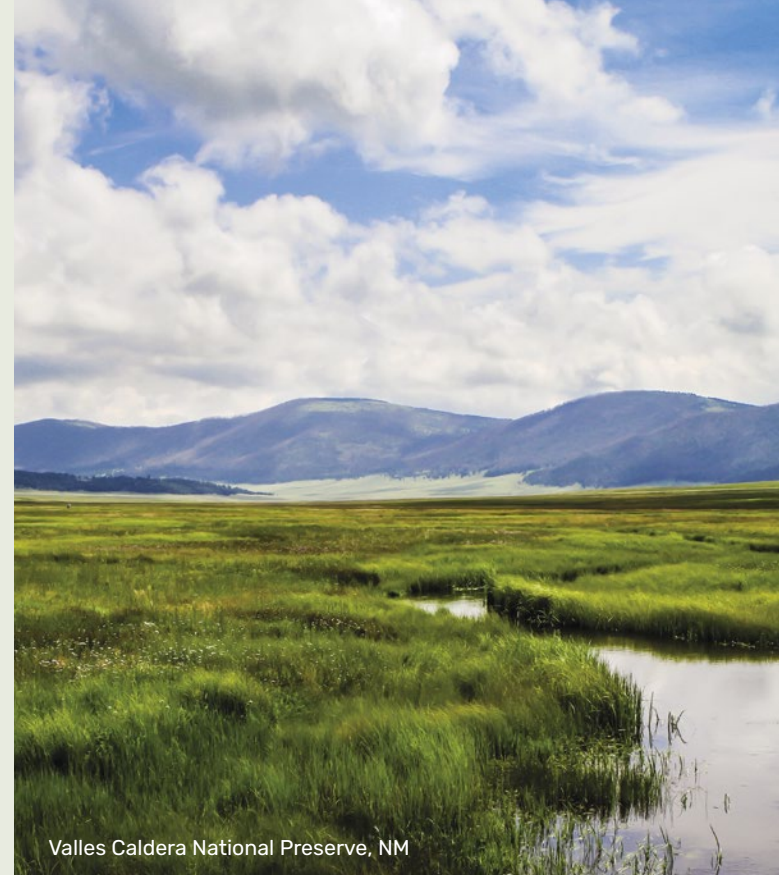
IN-KIND

Caesars - Horseshoe Hammond
Property (IN)
City Experiences
Hunton Andrews Kurth
Hydro Flask
Lerch, Early & Brewer

BISON LEGACY SOCIETY

Many thanks to our members for including us in their estate plans.

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Marion S. Bartlett*†
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Valles Caldera National Preserve, NM

TREASURE FOREVER FUND FOUNDING DONORS

Established in 2019, this revolving fund, now totaling more than \$1 million, supports our land conservation efforts, providing financing to act quickly in response to time-sensitive opportunities. We are pleased to honor these Founding Donors making gifts of \$100,000 or more to the Fund.

Bill and Lynn Brownell
Jon Graham and Elizabeth Ulmer
Rod and Ann Gualtieri
John and Anne Rollins
Kevin and Kendra Seth
Mark Stitzer

CORPORATE DONOR SPOTLIGHT

Hunton Andrews Kurth

As we celebrate the Park Trust's 40th year, it is fitting to highlight some of the outstanding long term partners who have been so pivotal in our journey.

One such partner is Hunton Andrews Kurth, one of America's preeminent law firms. Not only have they supported us financially with leadership gifts since 2002, they have donated hundreds of hours of pro bono legal work supporting us in a myriad of ways. From the protection of our intellectual property including our treasured mascot Buddy Bison, to legal real estate expertise which has been critically important in advancing our complex land acquisition national park projects, our programs and stakeholders have greatly benefited from our partnership.

Over the years, many Hunton attorneys have also become personally engaged in our mission, with several serving on our board of trustees, including our former chair, Bill Brownell, and current member Chuck Knauss. Both their in-kind and robust financial support have been and continue to be critically important as we support the National Park Service by preserving our national parks and getting tens of thousands of underserved kids outdoors each year.

Thank you Hunton!

HUNTON
ANDREWS KURTH



Hunton attorneys (left to right) Fred Eames, Joe Stanko, Bill Brownell and Chuck Knauss pictured with Congressman Fred Upton (center), representing SW Michigan at the 2022 Bruce F. Vento Public Service Award event. Hunton is one of the event sponsors each year.

DONOR SPOTLIGHT

Pat Simons and Rusty Vaughan

We sat down last fall with Pat and Rusty, founding members of our Bison Legacy Society, at an indie bookstore and café in Santa Fe.

Over coffee, it became clear this energetic couple is more than Park Trust supporters – they embody our mission to preserve parks today and create park stewards for tomorrow. Before her retirement, Pat worked with a Baltimore nonprofit connecting youth living in low-income communities to college and career opportunities. Rusty is involved in anti-racism efforts in the Mid-Atlantic States, New Mexico, Utah, and Colorado. And they LOVE national parks!

Shortly before we met them, Pat and Rusty had returned to their home in Albuquerque after a seven-week trip through 17 states, visiting parks all along the way. Pat shared, “We love to travel slowly as we camp with our small travel trailer, take back roads, and sightsee along the way. And we never leave home without our ‘Buffy’ Bison,” who likes to ride on the dashboard of the car where she can see the road ahead.”

Thanks to forward-thinking donors like Pat and Rusty, the road ahead looks excellent for national parks and kids in our Buddy Bison schools. Their



We first met Rusty and Pat’s “Buffy” Bison in 2008 when they sent us photos of their trips together with her that inspired our popular “Where’s Buddy Bison Been?” campaign. Today, they are still going strong in supporting kids and parks!

decision to include National Park Trust in their estate plans ensures that their love of the outdoors will be passed on to a new generation of park stewards.

To learn more about how you can leave a lasting legacy by including National Park Trust in your estate plans, visit parktrust.org/bison-legacy-society or contact Dolores McDonagh at dolores@parktrust.org.

YOU CAN HELP CELEBRATE OUR 40TH YEAR

Donate to National Park Trust to protect our national parks today and create park stewards for tomorrow. Help us celebrate our 40th Anniversary by making a gift that will ensure that our important work continues.

Include the Park Trust in your estate plans. Help us achieve our goal of adding 40 new members to our Bison Legacy Society by including National Park Trust in your will or trust or designating us as a beneficiary of your 401(k) plan, Required Minimum Distribution or Donor Advised Fund. Learn more about planned gifts at parktrust.org/bison-legacy-society.

Double the impact of your annual gift through our 40th Anniversary Challenge Grant. Several generous donors have agreed to match all annual gifts dollar-for-dollar during 2023 up to \$40,000. Use the enclosed envelope or visit parktrust.org/40thanniversary to make your gift and have your support go twice as far for parks and kids.

For more information about how you can make a difference, visit parktrust.org/ways-to-support or contact Director of Development Dolores McDonagh at dolores@parktrust.org; 301-279-7275 ext. 15. National Park Trust is a nonprofit charitable organization 501(c)(3), Tax ID #52-1691924.

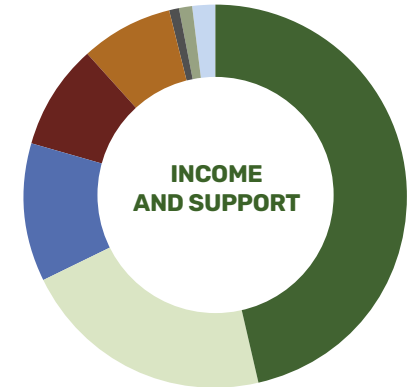
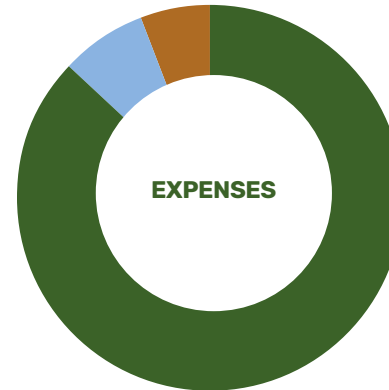
FINANCIAL OVERVIEW

In 2021-22, National Park Trust's income and support allowed us to meet \$2,873,540 in total expenses. 87.1% of our resources were used for our park preservation and youth education programs. In addition, we earned a top ranking of "A" with Charity Watch, have met all 20 criteria of the Better Business Bureau Wise Giving Alliance, and have earned a perfect score of 100/100 from Charity Navigator. We also are a Platinum-Level participant with GuideStar with a demonstrated commitment to transparency. We are good stewards of our parks and your gifts!

FUNDING SOURCES	June 30, 2022
Grants and Contributions	\$4,379,826
Program Service Fee Revenue	68,100
In-kind Contributions	398,000
Product Sales and Other Income	30,193
Investment Income	(76,204)
TOTAL INCOME	4,799,915
Grants and Contributions Restricted for Future Years	(1,047,142)
Prior Years Grants and Contributions Released from Restriction	769,978
TOTAL INCOME FOR 2021-22 OPERATIONS	\$ 4,522,751

EXPENSES	
PROGRAM SERVICES:	
Youth Programs	\$2,311,785
Lands and Parks Programs	282,964
Grants Management	231,937
TOTAL PROGRAM SERVICES	2,826,686
SUPPORTING SERVICES:	
General and Administrative	184,574
Fundraising	232,370
TOTAL SUPPORTING SERVICES	416,944
TOTAL EXPENSES	\$3,243,630

NET ASSETS	
NET ASSETS:	
Without Donor Restrictions	
Undesignated	\$1,463,627
Board-Designated Property Held for Exempt Purposes	1,627,825
Board-Designated Park Preservation Fund	850,000
Total Net Assets Without Donor Restrictions	3,941,452
With Donor Restrictions	2,147,059
TOTAL NET ASSETS	\$6,088,511



- 87.1% Program Services Expenses
- 7.2% Fundraising Expenses
- 5.7% General and Administrative Expenses
- 48% Individuals
- 22% Government
- 12% Foundations
- 9% Corporations
- 8% In-Kind Contributions
- 1% Program Services Revenue
- 1% Product Sales and Other Income
- 2% Investment Income

Our complete audit and IRS 990 are available on our website.



CFC #12213

The Park Trust meets all 20 standards of the Better Business Bureau Wise Giving Alliance.

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Education Coordinator

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Programs Coordinator

Mariana Silva
Administrative Assistant




Park Trust staff and board with Ranger Shelton Johnson at Yosemite National Park, CA, after he received the 2022 American Park Experience Award.



**NATIONAL
PARK TRUST**
TREASURE FOREVER

CELEBRATING **40 YEARS**

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