

2019 ANNUAL IMPACT REPORT



**NATIONAL
PARK TRUST**
TREASURE FOREVER.

OUR
MISSION:
PRESERVING
PARKS TODAY;
CREATING PARK
STEWARDS FOR
TOMORROW

OUR
VISION:
EVERYONE
WILL HAVE AN
AMERICAN PARK
EXPERIENCE



BOARD MEMBER PERSPECTIVE

Every summer from age 8 to 16, I spent three weeks at camp in the Blue Ridge Mountains of western North Carolina. The camp fostered an intentional relationship with nature and encouraged simple living. We spent our days hiking, swimming, and learning basic outdoor skills. I returned to the camp each year because of the friendships I made and how the experiences made me feel – camp was fun! At the same time, I was learning independence and becoming part of a community that shared a deep connection with the outdoors.

I've carried those experiences throughout my life. As an adult, being outdoors refreshes me. It makes me feel grounded and part of something bigger than myself. I see the same connection with the outdoors developing in my children. Reaching a mountain's peak, climbing boulders bigger than cars, or even learning to float makes them feel strong and empowered. It also reminds them that the world is a big and inspiring place, and we have to do our part to protect it.

Every child should have a chance to experience how the wide world can make them feel strong and empowered. I am proud to be a part of National Park Trust's efforts to encourage and provide opportunities for the next generation to establish an intentional and meaningful involvement with the natural world. Through the Park Trust's Buddy Bison Programs, kids in under-served communities receive fully funded park trips that align with classroom curricula, encourage wellness by getting outdoors, and foster future park stewards and outdoor enthusiasts.

In my time on the board, I have seen the impact these experiences can have. Last year, I joined two of our Buddy Bison schools at a D.C. park. After canoeing along the Anacostia River, we met with park rangers who told us about the local habitat and wildlife. We got to touch animal pelts (and guess which animal each pelt came from) and use binoculars to look a little deeper into the woods around us. Some of the children participating had never been in a canoe, never worn a life vest, never met a park ranger, never used binoculars – you get the idea. Now they've had these adventures, and even better, they had them in a local park they can return to in the future!

And to think, Buddy Bison is just one of our ongoing efforts. Another important part of our mission is to “complete” our national parks. In the last two years, the Park Trust has helped to acquire property to expand numerous national park sites including Pictured Rocks National Lakeshore (Michigan), the Appalachian National Scenic Trail (New York, Virginia, and Maine), Zion National Park (Utah), and Valles Caldera National Preserve (New Mexico).

I am so grateful that you have joined me in supporting National Park Trust. I think you will be amazed at how far your gifts go in preserving our national parks and creating meaningful opportunities for kids to connect with the outdoors.

— Regan Herald

(Editor's note: Regan joined the board in 2018 and serves on the youth programs committee. When she and her family are not enjoying parks, she is an Associate General Counsel at Verizon.)

Regan with her family
in D.C. and paddling
in Maine (below).



***“...the world is a big
and inspiring place,
and we have to do our
part to protect it.”***



PRESERVING PARKS TODAY; CREATING PARK STEWARDS FOR TOMORROW

AMERICA'S NATIONAL PARKS BEGAN WITH A COMMUNITY OF DEDICATED PEOPLE

Because of those early park champions, we have inherited a National Park System that shares our history, our values, and our most glorious landscapes.

Even after America's beloved parks were established, hundreds of thousands of precious ecological and cultural resources still remain unprotected on private parcels of land located within and adjacent to park boundaries. Yes, there are millions of acres of valuable parcels of land inside our parks that are privately owned!

Since 1983, our supporters have helped us to preserve these critical parcels to “complete” our national parks.



OUR TREASURED PARKS BELONG TO ALL OF US

Now it's our turn to protect the legacy of America's parks by inspiring a new generation of outdoor enthusiasts. We must give young people a chance to discover the wonder of their parks, and the skills and passion to care for them.

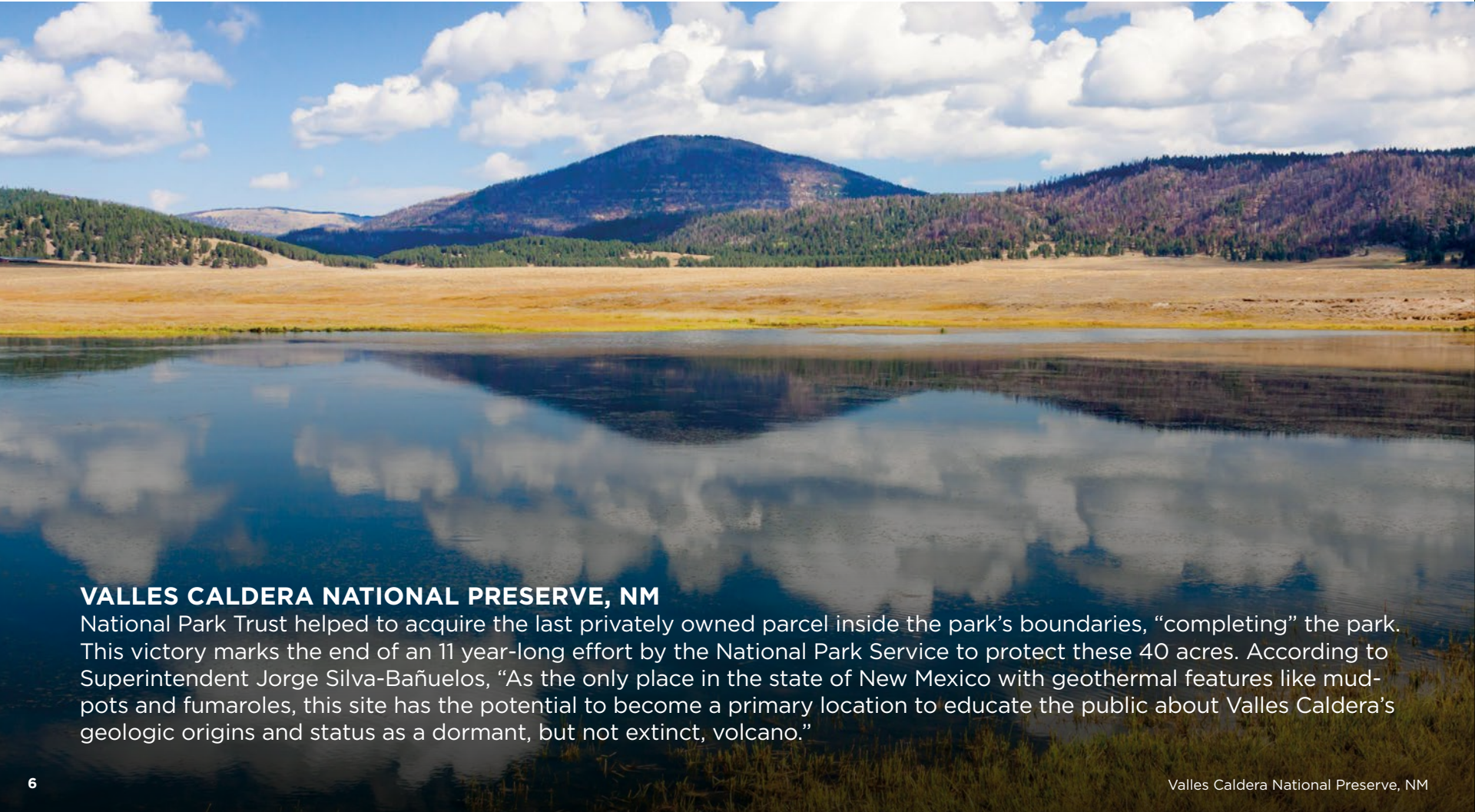
Millions of people enjoy our public lands and waters every year, but today's visitors don't represent the rich diversity of our country. Children and families face many barriers that prevent them from accessing parks.

That's why National Park Trust works every day to help kids feel welcomed and prepared to become America's most diverse generation of park leaders.

Through outdoor education initiatives, including our national Buddy Bison Programs and annual Kids to Parks Day, the Park Trust provides unforgettable experiences for children from under-served communities – because kids need parks and parks need kids.

AN “EXPLOSIVE” YEAR FOR CONSERVATION

Thanks to the generous support from our community of donors, we helped to protect properties in two geothermal parks, incorporating them permanently as part of the National Park System. These parks are two of only five sites in the U.S. boasting this collection of volcanic wonders.



VALLES CALDERA NATIONAL PRESERVE, NM

National Park Trust helped to acquire the last privately owned parcel inside the park's boundaries, “completing” the park. This victory marks the end of an 11 year-long effort by the National Park Service to protect these 40 acres. According to Superintendent Jorge Silva-Bañuelos, “As the only place in the state of New Mexico with geothermal features like mud-pots and fumaroles, this site has the potential to become a primary location to educate the public about Valles Caldera's geologic origins and status as a dormant, but not extinct, volcano.”



PRESERVATION
SINCE 1983

25,428
ACRES PROTECTED

47
NATIONAL PARK SITES

31
STATES, D.C. AND
VIRGIN ISLANDS

20
WATERWAYS INCLUDING
LAKESHORES, RIVERS,
SEASHORES, AND BEACHES

16
HISTORICAL AND
ARCHAEOLOGICAL SITES

31
ICONIC LANDSCAPES

LASSEN VOLCANIC NATIONAL PARK, CA

When the National Park Service (NPS) asked for our assistance to acquire some of the last remaining private properties located in a remote area of the park, we were able to help by quickly securing the appraisals on the properties. As a result, NPS was able to meet a deadline for the purchase of a section of forest along the historic Nobles Emigrant Trail that will now be accessible to the public and permanently protected in its natural state.

YOUTH PROGRAMS

Patuxent River Park, MD

“ I learned a lot of things during the trip, but the most important thing I learned is that all the national parks belong to everyone and not just one person. ”

— Mekhi B., Washington Jesuit Academy (D.C.), 7th grade



MEASURING OUR IMPACT: BUDDY BISON PROGRAMS

17,831

STUDENTS
ENGAGED

279

TITLE I SCHOOLS
SUPPORTED

349

PARK TRIPS
FUNDED

140

NATIONAL, STATE,
AND LOCAL PARKS
VISITED

34

STATES, D.C. AND
PUERTO RICO
REPRESENTED

80%

OF STUDENTS
ARE FROM LOW
INCOME FAMILIES

KIDS TO PARKS DAY

1,102,438

PARTICIPANTS IN ALL 50 STATES AND D.C.

1,500+

PARK EVENTS
HOSTED

460

MAYOR
PROCLAMATIONS

79

PARK GRANTS TO
TITLE I SCHOOLS

1

U.S. SENATE
RESOLUTION
PASSED

36 MILLION

SOCIAL MEDIA IMPRESSIONS

Castle Clinton National Monument, NY



National Park Trust, in partnership with Blue Star Families, continued our effort to give every military family an American park experience. In 2019, we launched the ParkPassport mobile app to provide families with easier access to our public lands and waters. This app helps families enjoy parks and create lasting memories by making it simple to find parks in their communities, connect with other families, share photos, and collect digital badges.

RECOGNIZING OUTSTANDING PARK CHAMPIONS



Senator Burr (center) is joined by Park Trust Board Chair Bill Brownell, Sue Vento, and Buddy Bison students.

19TH BRUCE F. VENTO PUBLIC SERVICE AWARD

National Park Trust honored Senator Richard Burr (NC) with the 2019 Bruce F. Vento Public Service Award for his extraordinary work to protect our public lands and waters.

Senator Burr was recognized for his sponsorship of the Blue Ridge National Heritage Area Reauthorization Act, his ongoing efforts to protect the Corolla Wild Horses, and his leadership in seeking permanent funding for the Land and Water Conservation Fund – a vision he shared with the award's namesake, Congressman Bruce Vento (MN).



Park Trust Executive Director Grace Lee presents Yolanda Smith (left) with the "Buddy" award.

THE "BUDDY" AWARD FOR OUTSTANDING ENVIRONMENTAL EDUCATORS

National Park Trust surprised Atlantic City, NJ teacher Yolanda Smith with our 2019 National Educator Award for Outstanding Environmental Stewardship. Yolanda, an active and enthusiastic Buddy Bison teacher since 2013, enjoys exploring new parks each year with her students. She has also taught her students how to reduce their carbon footprint using the Buddy Bison Carbon Reduction Contest, which resulted in a significant decrease in her school's energy consumption.



Ethan Basile, OR



Joslyn Stamp, NE

The Park Trust expanded the Buddy Bison Student Ambassador Program to create a broader Youth Leadership Program. In addition to two new ambassadors (pictured left), we also welcomed 12 Buddy Bison Representatives. These youth leaders are stewards of our public lands and are passionate about inspiring other kids to get outside and help take care of our parks.

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DONOR SPOTLIGHT



CAROL DEAN PORTER ROLLING HILLS, CA

Carol was the visionary and creator of the Horses for Parks program, a horse rescue initiative. Because of her love for parks, she donated the proceeds of the program to the Park Trust, raising \$200,000 since 1999. We were very sad to learn that Carol passed away in October 2019, but are grateful that her legacy will continue thanks to her close friend Jonelle Ramsay who is now leading the Horses for Parks program.

To learn more about how you can support the Park Trust, contact Erin Mezgar at erin@parktrust.org or call 301-279-7275 ext. 15.



LAWRENCE LEE AND NICK PAVELICH, SAN DIEGO, CA

Lawrence and Nick grew up connected to the outdoors. Exploring old-growth forests and the majestic Rockies as kids and young adults are some of their fondest memories. Lawrence and Nick were already supporting the Park Trust with monthly sustaining gifts. This year, they joined the Bison Legacy Society by including the Park Trust in their will. "It's one of those things we talked about for years. We decided we just need to do it to help kids understand that we are all connected to the earth," stated Lawrence.

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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 2019 fiscal year (July 1, 2018 - June 30, 2019). We have made every effort to ensure the accuracy of this list. If you find an error, please contact Becca Hansell at 301-279-7275 ext. 12.

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FINANCIAL OVERVIEW

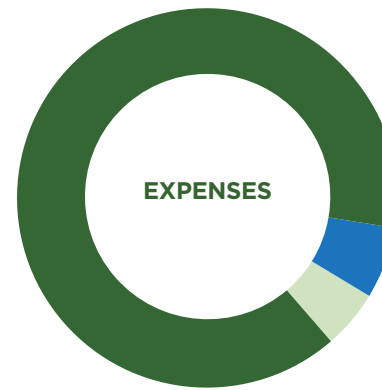
Thanks to our generous family of supporters, National Park Trust is in a strong financial position. In 2018-19, the Park Trust's income and support allowed us to meet \$2,328,238 in total expenses. **85% of our expenses were directly used for our park preservation and youth education programs.**

FUNDING SOURCES		June 30, 2019
Grants and Contributions		\$2,626,314
In-kind Contributions		378,000
Product Sales and Other Income		27,678
Investment Income		23,884
TOTAL INCOME		3,055,876
Grants and Contributions Restricted for Future Years		(1,244,258)
Prior Years Grants and Contributions Released from Restriction		529,950
TOTAL INCOME FOR 2018-19 OPERATION		\$2,341,568
EXPENSES		
PROGRAM SERVICES:		
Youth Programs		\$1,445,040
Lands and Parks Programs		533,444
Grants Management		5,813
TOTAL PROGRAM SERVICES		1,984,297
SUPPORTING SERVICES:		
General and Administrative		232,587
Fundraising		111,354
TOTAL SUPPORTING SERVICES		343,941
TOTAL EXPENSES		\$2,328,238
NET ASSETS		
NET ASSETS:		
Without Donor Restrictions		
Undesignated		\$557,229
Board-designated Property Held for Exempt Purposes		2,855,700
Total Net Assets without Donor Restrictions		3,412,929
With Donor Restrictions		1,538,338
TOTAL NET ASSETS		\$4,951,267

Our complete audit and IRS 990 are available on our website. Visit parktrust.org, and click "About Us."



Rocky Mountain National Park, CO, photo by Wayne Hill



- 85% Program Services Expenses
- 10% General and Administrative Expenses
- 5% Fundraising Expenses



- 23% Prior Contributions Released from Restrictions
- 21% Individuals
- 16% In-kind Contributions
- 16% Government
- 13% Foundations
- 9% Corporations
- 1% Product Sales and Other Income
- 1% Investment Income



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