

2020 ANNUAL IMPACT REPORT



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

Our national parks never looked better than in the middle of a pandemic, in a makeshift office, in the middle of my living room. Of course, the view from my cluttered desk can't really compare to Grand Canyon, Glacier, Olympic, or Yosemite.

I mean, I'd always rather be in a national park. Especially this past year since, for so many, we couldn't travel to national parks.

But watching the National Park Trust overcome every obstacle and continue to serve its mission – particularly staying connected to its Buddy Bison schools and preparing kids across the country for Kids to Parks Day (which, fittingly, became Parks to Kids Day) – I felt every bit as inspired as before any spectacular vista.

What first drew me to the Park Trust was its ability to punch above its weight. Despite its relatively modest size, this is a non-profit that always makes significant contributions to national parks through land acquisitions, educational initiatives, and public service programs.

This past year was no different – and remarkably so. Without missing a beat, the Park Trust acquired 145 acres to expand the **St. Croix National Scenic Riverway** in Wisconsin (see page 6). The pandemic proved no obstacle to the Park Trust's land experts, and the St. Croix Riverway and surrounding community are immeasurably better for it.

For the 300 schools in the Park Trust's Buddy Bison programs, it was a different story. The pandemic grievously impacted students and teachers. Our Title I schools already face great challenges accessing public lands. Last spring's sudden school closures exacerbated those challenges.

Working quickly to assess needs and develop new resources, the Park Trust launched the **Buddy Bison Creative Learning Program**, an innovative online platform with hands-on activities that kept kids connected to the science, history, and beauty of our national parks. For example, kids at West Education Campus in Washington,

DC were able to “travel” to Badlands National Park in South Dakota through a live ranger virtual experience, then dig for specimens with their fossil kits at home.

Last year also marked two decades since the inception of the **Bruce F. Vento Public Service Award**, recognizing political leadership in support of our parks. Normally, the Vento Award gives us a chance to gather in Washington, DC, and celebrate a park champion and the Park Trust's work.

Undeterred, the Park Trust produced a virtual version of the ceremony, honoring **Senator Mazie Hirono** of Hawaii. Remarkably, it reached a far broader audience than our usual in-person event. This continued with the Park Trust's **American Park Experience (APEX) Award**, which recognized **Hydro Flask** for its international Parks for All program. As with the Vento Award, the virtual APEX Award ceremony attracted a wide audience, bringing new friends and supporters into the fold.

Looking ahead, there's still so much work to do. We continue to pursue land acquisitions – the missing pieces of our national parks. We also plan to support more schools through expanded online resources and, once it's safe, connect more kids to parks. And we will continue to recognize political and practical leaders in the hopes of inspiring others to follow their examples.

Despite all we've been through this past year, I can't help but be filled with optimism. As with any organization whose mission compels it to reach ever higher, there will be no shortage of challenges.

But as this past year shows, with your continued support, the National Park Trust will always rise to meet them.

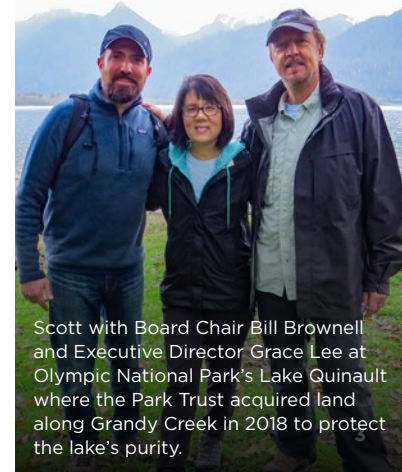
— Scott Stone

(Editor's note: Scott joined the board in 2017 where he serves on the executive committee and chairs the communications committee. Scott is the founder and CEO of Lookfar Conservation and the founding partner of Glencoe Strategies LLC.)



Scott with his wife Julia Watkins and children Eloise and Benjamin.

“What first drew me to the Park Trust was its ability to punch above its weight. Despite its relatively modest size, this is a non-profit that always makes significant contributions to national parks...”



Scott with Board Chair Bill Brownell and Executive Director Grace Lee at Olympic National Park's Lake Quinalt where the Park Trust acquired land along Grandy Creek in 2018 to protect the lake's purity.

ABOUT NATIONAL PARK TRUST

PARKS PROTECT OUR RICH HISTORY AND OUR NATURAL RESOURCES

We have inherited a National Park System that shares our important history, culture, and our most glorious landscapes. Parks tell the stories of our battles for democracy and equality. And they preserve natural resources that benefit our health and wellness. But our national parks are not complete.

Even after America's beloved national park sites were established, hundreds of thousands of precious ecological, historical, and cultural resources remain unprotected on privately owned parcels of land located within and adjacent to park boundaries. **These are the missing pieces of our national parks.**

OUR PARKS BELONG TO ALL OF US

Every person deserves a chance to discover and enjoy the endless possibilities of our parks – and learn how to care for and steward them.

For more than a decade, we've been a leader in breaking down barriers between under-resourced communities and our outdoor spaces. These barriers have only been elevated by the COVID-19 pandemic. Children that already had difficulty accessing the benefits of parks are finding it even more challenging to enjoy green spaces while adhering to physical distancing guidelines.

Our talented team of education experts listened to the needs of our teachers and came up with a solution to connect kids to parks even during the pandemic. Our new **Buddy Bison Creative Learning Program** now brings the wonder of parks to students of all socioeconomic levels.

PARK PROJECTS

“This land adds to the important natural corridor of the Riverway and strengthens protection of its ecological and scenic values. It would not have been possible without the collaboration and commitment of our partners at the National Park Trust and the State of Wisconsin. We are very thankful for their efforts.”

— Julie Galonska, Superintendent of the St. Croix National Scenic Riverway

ST. CROIX NATIONAL SCENIC RIVERWAY, WISCONSIN – 145 ACRES PRESERVED

As one of the last undeveloped, free-flowing waterways in the upper Mississippi River system, the St. Croix National Scenic Riverway remains one of the few truly wild and scenic rivers located within an hour's drive of a major urban center, St. Paul, MN. The 145 acres that we helped add to the riverway protects the clear water that supports fisheries, and provides drinking water and habitat for more than 40 species of freshwater mussels – some of which are endangered.

APPALACHIAN NATIONAL SCENIC TRAIL, VIRGINIA – 239 ACRES PRESERVED

National Park Trust and our partners helped preserve 239 acres of land in Hogan Hollow, VA – one of the most popular areas of the Appalachian National Scenic Trail (AT). Thousands of hikers each year see Hogan Hollow from McAfee Knob, a 3,197-foot overlook and one of the most scenic views on the AT. This view could dramatically change if the property was developed or the trees cut, which happened on neighboring land. This is the third AT project that the Park Trust has worked to complete since 2017.



YOUTH AND FAMILY PROGRAMS

During the pandemic, teachers and school administrators are navigating unprecedented times, as they learn how to educate their students in a safe manner while keeping them engaged. After listening to our teachers' needs, we designed and launched our **Buddy Bison Creative Learning Program**, a multi-dimensional distance learning initiative to support their students.

Whether it be bringing programs into schools, connecting classes to virtual park ranger programs and tours, and/or creating custom park-themed lessons and fun hands-on activities for kids to use independently in their homes, we respond to their ever-changing challenges.

“My students are learning now almost completely on screens. I want their experiences to be as rich and interactive as possible. Having the opportunity to dissect an owl pellet, to talk to a park ranger and see a live owl or raptor, or to have a ranger give them a guided tour of a national park will enrich their learning. They can't easily go out into the world right now, and in Chicago, nature and wildlife seem far away. So, **working with the National Park Trust will bring some of that outside world into my students!**”

— Allyn Teti, 4th-grade teacher, Goethe Elementary School, IL

“They really enjoyed creating their compasses and learning about earth's rotation, the night and day cycles and solar time. We greatly appreciate your coordination of this fun and educational activity that our students were excited to engage in!”

— Kaitlyn Gray, program assistant for elementary and middle school programming, Emily K Center, NC



Student working on a Big Cypress National Preserve activity.

KIDS TO PARKS DAY

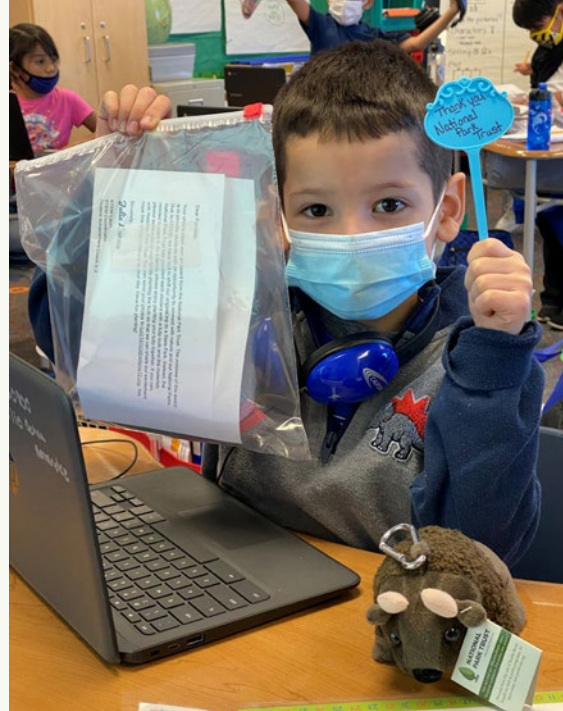
NATIONAL PARK TRUST

Due to the pandemic, National Park Trust took the **10th anniversary of Kids to Parks Day** digital and instead celebrated May 16, 2020 as **Parks to Kids Day**. Our goal was to bring the outdoors to kids and families as they were isolating at home and practicing social distancing.

Understanding that nothing can replace an actual park experience, for Parks to Kids Day, the Park Trust developed a variety of family activities and distance learning opportunities. In addition to online resources, we expanded our free ParkPassport mobile app, in partnership with Blue Star Families, to include more than 500 virtual park experiences such as virtual tours, webcams, and online Jr. Ranger badges.

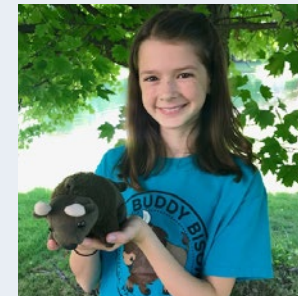
In addition, for the winners of our **Kids to Parks Day National School Contest**, we allowed teachers to get creative and use their grants to bring nature to their students. According to Julie Luoma in Wichita, KS, “Our kindergarten students had originally planned on visiting a park to learn more about the various animal habitats and then pick up the trash around the park before returning to school. Due to COVID-19 restrictions, we were unable to go on any field trips. We then revised our application to revolve around the planting of tulips both at school and at the homes of our students...This hands-on experience was so engaging and beneficial for our students.

Our students learned so much about being stewards of their environment through the Kids to Parks National School Contest award. [They] are now personally invested in their local environment and are looking forward to watching the tulips emerge in the spring. **I can’t stress enough the importance of programs like this for urban students who are not always provided opportunities to interact with our national parks and natural resources.”**

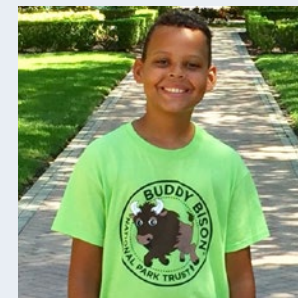


Jardine STEM K-8, Wichita, KS

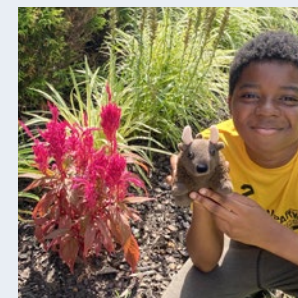
The **Buddy Bison Youth Leadership Program** gives 4th-12th grade students a national platform to share their love of parks and inspire their peers. These student volunteers engage with other kids and families through park stewardship events and social media, empowering others to explore outdoors and take care of our public lands. In 2020, three new students joined the 12 members of our youth leadership team. To learn more about this program, visit parktrust.org.



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RECOGNIZING OUTSTANDING PARK CHAMPIONS



Senator Mazie K. Hirono (HI)

20TH BRUCE F. VENTO PUBLIC SERVICE AWARD

June 25th was a memorable **Bruce F. Vento Public Service Award** event — our first virtual celebration. National Park Trust honored **Senator Mazie K. Hirono (HI)** with the 2020 Vento Award for her extraordinary work to protect our public lands and waters. Senator Hirono was recognized for her sponsorship and co-sponsorship of numerous bills to protect our public lands and waters including the Land and Water Conservation Fund Permanent Funding Act, the Great American Outdoors Act, and a resolution recognizing the 100th anniversary of Hawaii Volcanoes and Haleakala National Parks. Since 2015, she has also co-sponsored the Senate resolution designating National Kids to Parks Day.



Heimy Salgado (Washington, DC)

THE “BUDDY” AWARD FOR OUTSTANDING ENVIRONMENTAL EDUCATORS

National Park Trust surprised Washington, DC teacher **Heimy Salgado** with our **2020 National Educator Award for Outstanding Environmental Stewardship**. Heimy has served as a Buddy Bison School Program teacher at three different schools in the DC area since the inception of the program in 2009. Whenever she was recruited by another school, the Park Trust was able to add that school to our program. Over the course of her 11-year involvement with the Park Trust, she helped us to build a stronger and more impactful program. Heimy also served as an education advisor to our board as our first Youth Programs Fellow.



AMERICAN PARK EXPERIENCE AWARD

National Park Trust honored Oregon-based outdoor brand **Hydro Flask** with the distinguished **2020 American Park Experience Award**, which honors an individual or group that has made extraordinary contributions to enhance the awareness and appreciation of our nation's parks, public lands and waters. For the first time in the history of the award, the Park Trust bestowed this honor not on a person, but on an organization by recognizing Hydro Flask's innovative and impactful Parks For All giving program which has allowed the brand to give in excess of \$1.5M in grants, and more than 26,000 bottles to support the important work of over 90 non-profit organizations.

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DONOR SPOTLIGHT

National Park Trust is delighted to highlight our multi-year partnership with the **Diana Davis Spencer Foundation**. The Park Trust first began working with the foundation in 2016 when its board chair and president, **Diana Spencer** shared her love for national parks and especially camping as a young girl. As a result, she now is passionate about providing those same opportunities for students in the DC-metro area.

Since then, the foundation has supported **25 Buddy Bison elementary and middle schools, a total of 1,575 students**. While some students experienced day trips to local national park sites, 13 of the schools (600 students) enjoyed three-day, two-night camping adventures to Prince William Forest Park (VA), Harpers Ferry National Park (WV), Calvert Cliffs State Park (MD), or Hemlock Overlook Regional Park (VA).

When the pandemic hit and our spring 2020 trips were canceled, the foundation allowed us to provide distance learning opportunities for our students to keep them connected with nature. Now students are enjoying a variety of park experiences from traveling virtually with rangers to Glacier National Park (MT) where they demonstrate geologic forces and formations, to visiting on Zoom with birds of prey at Watkins Regional Park (MD) where they learn about animal adaptations while dissecting owl pellets at home.



More recently, the foundation also provided the Park Trust with support for more than 550 DC-area military families to visit national park sites (in person and virtually) through our partnership with Blue Star Families.

“There is something very memorable about sleeping under the stars and eating a delicious meal after a long hike. We are very grateful for the leadership gifts from the Diana Davis Spencer Foundation which have helped to expand our Buddy Bison School Program by introducing DC-area students to the joys of camping,” said Grace Lee, National Park Trust Executive Director.

To learn more about the many ways you can support the Park Trust, visit our website: parktrust.org or contact Becca Hansell at Rebecca@parktrust.org.

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FINANCIAL OVERVIEW

Thanks to our dedicated and generous family of supporters, National Park Trust is in a strong financial position despite the unprecedented impact of COVID-19. In 2019-20, the Park Trust's income and support allowed us to meet \$2,324,448 in total expenses. 78% of our expenses were directly invested in our park preservation and youth education programs.

FUNDING SOURCES	June 30, 2020
Grants and Contributions	\$2,308,180
Program Service Fee Revenue	245,600
In-kind Contributions	348,650
Product Sales and Other Income	20,697
Investment Income	17,618
TOTAL INCOME	2,940,745
Grants and Contributions Restricted for Future Years	(1,052,234)
Prior Years Grants and Contributions Released from Restriction	526,117
TOTAL INCOME FOR 2019-20 OPERATIONS	\$2,414,628

EXPENSES	
PROGRAM SERVICES:	
Youth Programs	\$1,233,031
Lands and Parks Programs	559,366
Grants Management	31,610
TOTAL PROGRAM SERVICES	1,824,007
SUPPORTING SERVICES:	
General and Administrative	340,065
Fundraising	160,376
TOTAL SUPPORTING SERVICES	500,441
TOTAL EXPENSES	\$2,324,448

NET ASSETS	
NET ASSETS:	
Without Donor Restrictions	
Undesignated	\$306,809
Board-Designated Property Held for Exempt Purposes	3,196,300
Total Net Assets Without Donor Restrictions	3,503,109
With Donor Restrictions	2,064,455
TOTAL NET ASSETS	\$5,567,564

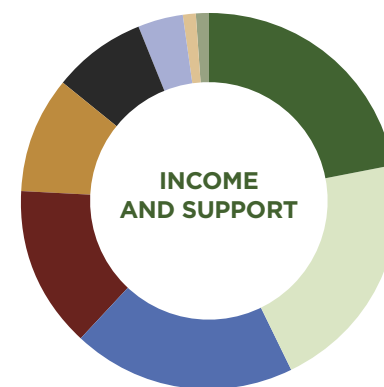
Our complete audit and IRS 990 are available on our website. Visit parktrust.org, and click "About Us."



Glacier National Park, MT



- 78% Program Services Expenses
- 15% General and Administrative Expenses
- 7% Fundraising Expenses



- 22% Prior Contributions Released from Restrictions
- 21% Government
- 19% Individuals
- 14% In-Kind Contributions
- 10% Program Services Revenue
- 8% Foundations
- 4% Corporations
- 1% Product Sales and Other Income
- 1% Investment Income



CFC #12213



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

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NATIONAL PARK TRUST

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