

SUMMER 2015

parks

THE STEWARDSHIP CIRCLE JOURNAL



Grand Teton National Park

National Park Foundation Appoints President and CEO

Will Shafroth will join the Foundation as our new leader in early July, bringing with him more than three decades of experience and knowledge in land conservation and public policy. We're especially excited to have Will at the Foundation's helm as we prepare for the National Park Service's Centennial celebration in 2016. Look out for a message from Will next month!

National Park Service Turns 100!

It's a special moment in history . . . and YOU are part of it!

As we draw closer to the National Park Service's 100th anniversary, I am increasingly excited by the combined efforts of the National Park Service and the National Park Foundation.

The National Park Foundation was chartered by Congress to enrich America's national parks and programs through private support. As the only national nonprofit partner to the National Park Service, the National Park Foundation joins hands with concerned citizens like you to continue a legacy launched 100 years ago. This outstanding partnership is one that enriches the parks and the work of the National Park Service in communities every day. I am proud of how these efforts are garnering more public awareness and support for the parks that make up our nation's exemplary National Park System.

As the summer travel season approaches, we hope you can visit a national park near you. And it should not be too difficult: our national parks encompass 84 million acres, from Yellowstone to Gettysburg, from Denali to Acadia, from the Statue of Liberty to the boyhood home of Martin Luther King Jr. They number 407 in all: landscapes, battlefields, monuments, memorials, historic places, and cultural sites. They showcase the story of our nation, at times grand and inspiring, at times troubled and violent, and repeatedly marked with honor, bravery, and sacrifice.

And you are a critical part of each and every one of them. Members like you help us protect our parks, connect all Americans to these special places, and inspire the next generation of stewards who will ensure that our parks thrive in the next 100 years and beyond.

This newsletter shows the impact you make as committed national park supporters. Because you care about our national parks, we can fund innovative education programs, preservation efforts, and conservation work.

Thank you once again for being a valued member of the national parks community through the Stewardship Circle! Now get out there and find your park!

Susan Newton
Senior Vice President, Grants and Programs

{ FIND YOUR PARK }

HAVE YOU FOUND YOUR PARK?

A Movement to Inspire Americans to Get In Our Parks



Long before Pedro Ramos became the Superintendent of Big Cypress National Preserve in southern Florida, he was a boy in Puerto Rico who visited the San Juan National Historic Site with his friends. Having the chance to run around in green, open spaces catching bugs and flying kites, in the middle of an urban landscape where nature was scarce, made an impact he never forgot. He learned from rangers and other adults about the history of his country and the significance of its culture, and spending time in the park helped forge both his identity and a future career in park management.

Pedro's experience is becoming less common. While overall national park visitation continues to rise, younger generations are not visiting the parks the way they did in the past. As our nation becomes more multicultural, park visitors remain largely Caucasian. Not only are underrepresented populations like minorities and millennials missing out on the positive impact of the parks, but the future well-being of the National Park Service depends on their engagement and support.

In early April, the National Park Service and the National Park Foundation launched a nationwide movement, called Find Your Park, to encourage people to learn about and connect with America's 407 (and counting) national parks. Find Your Park seeks to expand the base of national park supporters across the country by asking people everywhere to find a park that is special to them: it is probably closer than you think. The concept includes FindYourPark.com, a dynamic, bilingual website that invites people to share their stories, photos, and videos about their favorite parks, identify new parks and public lands, and connect with other park enthusiasts.

Find Your Park will be everywhere, including in donated advertising and promotional opportunities across a variety of media, interactive contests, social-media engagement, and influencer relationships. Building through the 2016 centennial year, Find Your Park will educate the public about the important work of the National Park Service and encourage them to get involved. Celebrities such as Bill Nye "the Science Guy," actresses Bella Thorne and Roselyn Sanchez, singer Mary Lambert, and E! News anchor Terrence J. will urge millennials to engage their smartphones to learn about parks—and then turn them off and explore the outdoors.

"When the National Park System was created in 1916, no one would have imagined that technology could someday enable schoolchildren in New York to explore parks thousands of miles away with the touch of a button," said Secretary of the Interior Sally Jewell. "While we never want a virtual experience to replace a genuine connection, we are hopeful that this will provide a gateway to inspire people to visit their parks and fall in love with the beauty, history, and culture that make up our national parks and public lands."

The Difference YOU Make



Our national parks span across all of our states and territories, and we hope you get to enjoy them this summer. Projects and programs made possible with **support from friends like you** have protected our special places, connected more people to them, and inspired a league of champions to defend them for all time. Here are just a few of the things your support has made possible:

PROTECT | Tracking Foxes at Crater Lake



At Crater Lake National Park, National Park Foundation grants provided the opportunity for the park's wildlife team to place 126 cameras throughout the park to determine the distribution of species such as the Sierra Nevada red fox and the Pacific fisher, which are being reviewed for listing under the Endangered Species Act. The park didn't capture any red foxes on the cameras; however, two red foxes were observed by the field crew and park staff. And the cameras also captured an image of a Pacific Fisher, which is the first photo of a fisher in the park!

Already, the park has documented 32 species from the project, and they are awaiting genetic analysis to see if any additional species can be identified. Many of these species are rare within the park (for example, the pine marten, bobcat, mountain lion, porcupine, raccoon), so documenting their presence provides much-needed information

about where these animals roam and how they interact with each other. This information helps park managers make informed decisions about the impacts of management activities for rare species, and plan for the effects of visitor traffic on the animals.

CONNECT | Biking and Hiking for Wellness



Parks provide fitness benefits for people of all ages and are a great way to change lifestyle choices and Americans' relationship with nature and the outdoors. The Wheeling National Heritage Area's "Get Your Tail on the Trail" program is a competitive, cross-generational program that encourages children and their families to increase walking and bicycling on Wheeling's trail system. School-age children and their families began a sustainable exercise program with various activities including a Heritage Trail Bike Tour and a healthy food choices and healthy living series. Participants recorded the number of steps walked on the trail, the length of time spent walking or bicycling, the number of miles biked, the number of family members who joined each young participant, and the number of "history quiz" answers found along the trail.

As one National Park Service ranger put it, "More people [are] interested about getting on the trail, whether walking, running, or biking. I sit near the trail every day at lunch during the week and have had a few people show me that they have their pedometer on and are getting a walk in during their lunch hour. That's great to see!"

INSPIRE | Connecting Native American Youth to Our Parks



The 21st Century Conservation Service Corps (called 21CSC for short) is a national collaborative effort to put America's youth and returning veterans to work for the benefit of our parks and the millions of people who visit them. Canyon de Chelly National Monument partnered with the Student Conservation Association to support a crew made up of local Native American youth. The youth crew participated in a variety of projects, including trail repairs and rehabilitation, watershed restoration through removal and treatment of invasive plants, and the protection of cultural sites by constructing fences and removing debris to protect against damage to valuable archeological sites. The program also provided service learning opportunities and engagement in native traditions and cultural activities with the local community. When previous crew members were asked what they will remember most

about their summer experiences, one replied, "I will remember the commitment to serving a small role in the greater good of the environment and protection of our national parks." Another former crew member shared, "The native youth program has changed the way I see things around me and helped me to realize that I can be part of something bigger. I now know I can do more as part of this incredible land and people to make it a stronger and better place to live."

"National Park Foundation is a great organization and provides great support for youth education and conservation programs. I want to thank the National Park Foundation for their great support for our youth program at Canyon de Chelly National Monument."

– National Park Service Ranger

LET'S GET EVERY KID IN A PARK

A Plan to Bring America's Fourth-Graders to Our Public Lands



Do you remember the first time you visited a national park?

Was it a memorable experience that inspired you to spend more time outdoors, or did you feel "dragged by your parents" even though you later looked back on the trip with fondness? Perhaps you were too young to remember, or it blended in with all the other park experiences from your childhood.

Unfortunately, many children have never had the opportunity to visit a national park at all. To help show kids these amazing places, President Obama announced an initiative called Every Kid in a Park to introduce America's youth and their families to our natural wonders and cultural heritage sites. Starting in September, every fourth-grader in the nation will receive an "Every Kid in a Park" pass that's good for free admission to all of America's federal lands and waters for a full year. This bold program forms the center of a major goal for the National Park Service: to connect with and create the next generation of national park visitors, supporters, and advocates.

The National Park Foundation is the on-the-ground leader in this effort, collaborating with school districts, parks, and park partners to provide efficient transportation support for over one million students to visit these special places and to develop compelling content to engage them once they are there. Every Kid in a Park will reach underserved audiences in every state and provide potentially life-changing experiences for millions of young Americans.

Research shows that spending time outdoors is critical to a child's development, but young people are not visiting parks or public lands in the same numbers they did in the past. Kids are spending more time in front of computer screens than in nature. And parents might not have the time, knowledge, transportation, or inclination to visit parks. The Foundation's past success getting 200,000 kids in national parks over the past three years underscores the potential of this new challenge.

"Every Kid in a Park will give many youth and their families the opportunity to explore our national parks for the first time," said Dan Wenk, Superintendent of Yellowstone National Park. "This aligns perfectly with our mission as we focus on engaging the next generation of park stewards, as well as those who already know and love the parks."

A child visiting Timpanogos Cave National Monument in Utah summed up the value of his park visit when asked what he liked about his school field trip: "I got to be with all of my friends in nature instead in front of a TV."

"This program is getting some young people out of their own neighborhoods for the first time."

— Ranger Anne Doherty-Stephan
Chamizal National Memorial in El Paso, Texas

"These students are living in apartment homes, and most of their parents do not have cars or a driver's license. Visiting Chattahoochee River National Recreation Area was truly a first time experience for the majority of them."

—Ranger Marjorie Thomas
Sandy Springs, Georgia

"Students snapped photos of the fields and barns—anything not paved over, as that's what they said they see at home—and commented, 'Wow this is going on my Facebook page.'"

— Carol Hegeman, speaking about a student visit to Eisenhower National Historic Site in Gettysburg, Pennsylvania

How to Make a New National Park

PULLMAN NATIONAL MONUMENT IN CHICAGO COMMEMORATES OUR SHARED HISTORY

Our national parks range across expansive landscapes, over immense mountains, and across the ocean floors. But did you know they are also in the middle of major cities? Chicago is proud to unveil its first National Park Service site, announced by President Obama this February. Pullman National Monument, located in Chicago's South Side, tells a story that highlights both the promise of the American Dream and the struggles for civil rights and a fair deal.

George Pullman designed the first sleeping railroad car in the 1860s, transforming rail travel in the United States. Soon after the abolishment of slavery, Pullman hired former slaves to work as porters on his deluxe dining and sleeping cars. These workers earned more with Pullman than most other jobs available to them.

As business grew, Pullman built a "company town" for his employees in the 1880s. This complex still surrounds the main Pullman building. The town was intended to provide Pullman employees with a good life and limit the potential for any social unrest that might interrupt company operations. The architecture was beautiful, and the town was clean and safe with good schools—unlike many working-class neighborhoods.

However during an economic downturn in 1894, Pullman lowered wages and required workers to spend longer hours at the plant, but he did not lower the prices of rents and goods in his company town. Employees staged a strike in protest that soon spread across the country, shutting down the company and much American rail travel. Federal troops were called in to restore order, ultimately leading to more than 30 deaths. Immediately after the strike, as a gesture toward the rights of working people, Congress established Labor Day as a national holiday.

In his announcement, President Obama said, "We think of our national monuments as these amazing vistas and mountains and rivers, but part of what we're preserving

here is history. It's understanding that places that look ordinary are nothing but extraordinary."

This project would not have been successful without the significant support of the National Park Foundation and a committed group of philanthropists. The Foundation raised nearly \$10 million to fund the construction and programming costs for a future visitors center with the generous support of many individual, foundation, and corporate donors.

Ellen Alberding, Vice Chair of the Foundation's Board of Directors, said she was struck by the impact of the monument's history on the high school students in the room when the monument was announced. "They were so thrilled that the President was visiting their school, and even more excited to hear him describe the role of the Pullman in the rise of the African American middle class and the history of the labor movement."

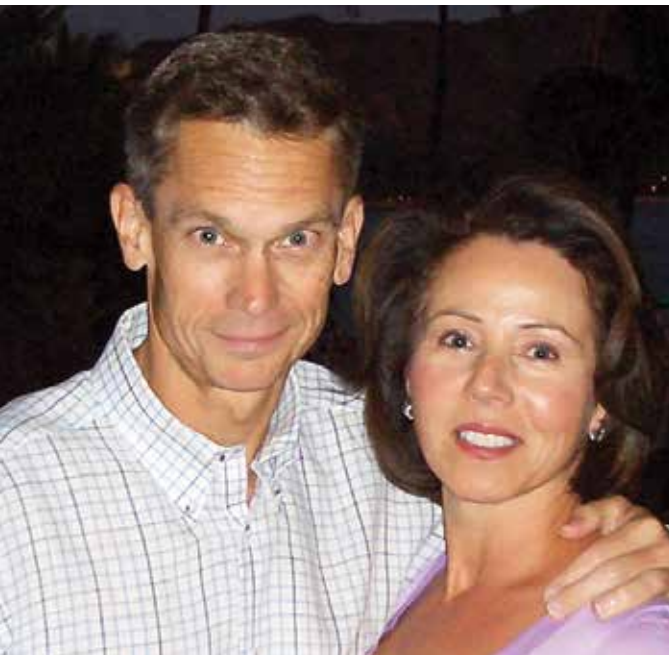


President Obama said to the high school students in attendance, "The place you live is extraordinary, which means you can be extraordinary. You can make something happen, the same way these workers here at Pullman made something happen."

Leaving a Legacy

What Inspired Doug and Linda Pahl to Support Our Parks

The centennial of America's National Parks in 2016 offers the chance to celebrate 100 years of our shared natural wonders and cultural heritage—and to imagine what parks will be like in the next century. It was a passion for the parks' future that inspired Doug and Linda Pahl to make a planned gift to the National Park Foundation last year. "Going back to the time of Teddy Roosevelt, he had the remarkable foresight to protect areas from development," said Doug. "Whatever we can do as a nation to preserve these natural resources is so important."



Originally from Minnesota, Doug has spent the last three decades in Los Angeles, where he is an attorney. Living in a big city provided few opportunities to experience national parks. Recently, though, Doug and Linda discovered a love of hiking, and they have ventured along some of the 18,000 miles of trails that crisscross national parks. Doug sees their gift as helping to maintain and develop trails for public accessibility and enjoyment – though he readily admitted, "sometimes it's nice to blaze your own trail!"

Although they have enjoyed the recreational, health, and social benefits of many national parks such as Bryce, Yosemite, and Zion, of all their travels, they most enjoy Yellowstone. "The amount and diversity of wildlife is incredible," says Doug. "In one place, we can see bison, elk, and other species in their native habitat." Already on their radar as future destinations are Death Valley and Denali national parks.

Doug and Linda want others to know that a planned gift will help to address current and future challenges in national parks. They chose to create a charitable remainder trust. After establishing the trust and naming the National Park Foundation as the beneficiary,

their gift will make payments of a fixed percentage during a specified time. When that time expires, the remainder goes to the National Park Foundation to be used in the parks. For the Pahls, a charitable remainder trust offered them personal financial benefits along with the satisfaction of making a significant future gift to support national parks.

Many of our donors agree with the Pahls and believe "philanthropy is the key to the future of national parks." In fact, anyone can make a future gift to the National Park Foundation through your estate plans. In addition to trusts, there are many types of gifts that cost nothing to set up and can be changed at any time.



{ WAYS TO GIVE }

Legacy Gifts – An Easy Way to Give

Like the story of Doug and Linda Pahl, we often hear from donors that the parks have left a lasting impression on their lives. Perhaps you also realize that the parks hold great personal meaning for you and feel it is important to ensure those memorable experiences are available to future generations. If you have ever wished you could do more to support the parks but are concerned about making a commitment you might not be able to keep, or making a gift with assets you might need in the future, consider making a gift through your estate plans. There are a wide variety of ways you can create a legacy gift now that will allow you peace of mind in the future should your circumstances change.

These gifts are often referred to as gifts "anyone can make," because you can make them now without affecting your cash flow, lifestyle, or family security. In fact, the most popular planned gifts are flexible in that your assets remain in your control during your lifetime; you can change your gift at any time should your circumstances change; there is no minimum amount required; and you can direct your gift to the park that is most important to you.

The wonderful fact of all of these gifts is how simple they are! To learn more about these and other types of legacy gifts, contact Nicole Engdahl, Vice President of Planned Giving, at 202-796-2526 or nengdahl@nationalparks.org

THE MOST POPULAR LEGACY INSTRUMENTS

Here is a brief overview of some of the easiest ways to give a gift through your estate plans:

Wills and Bequests

A gift through your will or trust is a long-established way of ensuring that support of the National Park Foundation continues for future generations. Contact us for sample language.

Retirement Plans

Gifts from retirement funds paid to anyone but your spouse at your passing may come with heavy income and estate taxes, but they are tax-free to charity and take only a few minutes to establish with a simple addition or change to your beneficiary form.

Life Insurance

Perhaps you have a policy that has outlasted its original intended purpose. You can make the National Park Foundation the beneficiary with just the change of a form, or you can sign over a fully paid policy and qualify for a tax deduction.

Gifts from Certificates of Deposit and Other Bank Accounts

Don't forget about all of your other accounts for making legacy gifts. You can name the National Park Foundation as the "pay on death" beneficiary of a certificate of deposit or any bank or brokerage account. Your financial institution can assist you with this easy designation process.

{ GIVE TODAY }

As the official philanthropic nonprofit partner to the National Park Service, the National Park Foundation relies on private support to help protect America's special places, connect more people to them, and inspire the next generation of supporters.

Major Gifts

Gifts at all levels of support are especially critical as we work to commemorate the centennial of the National Park Service in 2016 and prepare our national parks for the next century and beyond.

To learn more about how to make a major gift to a strategic park priority, contact Kirsten Peterson Johansen, Senior Vice President, Individual and Foundation Giving, at 202-796-2510 or kpjohansen@nationalparks.org.

Stewardship Circle

Leadership annual donors to the National Park Foundation are recognized in the Stewardship Circle. Stewardship Circle members provide critical support so the National Park Foundation can meet the challenges of the National Park Service.

For more information, contact Jill Walling, Director of Annual Giving, at 202-796-2513 or jwalling@nationalparks.org.

Legacy Gifts

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To learn more about legacy gifts, contact Nicole Engdahl, Vice President of Planned Giving, at 202-796-2526 or nengdahl@nationalparks.org.

Matching Gifts

Many employers will match charitable contributions made by their employees. To find out if your company will match a gift to the National Park Foundation, visit nationalparks.org/matchinggifts or contact your company's human resources department.

Upcoming Foundation

expeditions



A MONUMENTAL

Journey
A NATIONAL PARK FOUNDATION CURATED TOUR

June 2016

Operated by Globus

Sites May Include

National Mall and Memorial Parks	Fort McHenry National Monument & Historic Shrine
Gettysburg National Military Park	Shenandoah National Park
Wolf Trap National Park for the Performing Arts	Eisenhower National Historic Site
Harpers Ferry National Historic Park	Manassas National Battlefield Park

State of ALOHA TOUR

A NATIONAL PARK FOUNDATION CURATED TOUR

Saturday, October 24 – Friday, October 30, 2015

Optional extension to November 2, 2015

\$3,750 per person

Operated by Globus

Sites Included in the Tour

World War II Valor in the Pacific National Monument
 Honouliuli National Monument
 Kaloko-Honokohau National Historic Park
 Hawai'i Volcanoes National Park
 Ala Kahakai National Historic Trail
 Pu'ukohola Heiau National Historic Site
 Pu'uhonua O Honaunau National Historic Park

Optional Sites include:

Punalu'u Black Sand Beach
 Mauna Kea

Yellowstone IN WINTER

A NATIONAL PARK FOUNDATION CURATED TOUR

Tuesday, January 26 – Wednesday, February 3, 2016

\$4,490 per person

Operated by Tauck Culturios

Sites Included in the Tour

Yellowstone River	Gibbons Falls
Midway Geyser Basin	Mud Volcanoes
Mammoth Hot Springs	Norris Geyser Basin
Grand Canyon of the Yellowstone	Hayden Valley
Cooke City/Snake River	Fountain Paint Pots
West Thumb Geyser Basin	Sulfur Spring
Old Faithful	Black Sand Geyser
Yellowstone Lake	Black Dragon Caldron



Details are subject to change. To be among the first to book your trip, please contact Kerri Mulcahy at 202-796-2528 or kmulcahy@nationalparks.org. Prices are per person, based on double occupancy, and do not include airfare.



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► Learn more at www.nationalparks.org

The background of the lower half of the page is a photograph of two bison silhouettes standing in a grassy field. The scene is misty and backlit by a bright sun low on the horizon, creating a golden glow and long shadows. The sky transitions from a pale blue to a warm yellow near the horizon.

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