



100 YEARS

A NATION'S
PARKS

A NATION'S
STORY

2018 ANNUAL REPORT

Grand Canyon National Park (AZ)



Rocky Mountain National Park (CO)



Buffalo National River (AK)

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Joshua Tree National Park (CA)



MESSAGE FROM YOUR BOARD CHAIR AND PRESIDENT

America's national parks are full of incredible stories.

People who lived thousands of years ago speak to us through petroglyphs at Canyonlands and Joshua Tree National Parks and artifacts such as the stone tools left behind at Bering Land Bridge National Monument.

We commemorate the soldiers who fought for freedom at the American Revolutionary War battlefields at Saratoga and Minute Man National Historical Parks and at the Civil War battlefields at Gettysburg and Chickamauga & Chattanooga National Military Parks.

The tragedy of the forced removal of the Cherokee from their land still echoes along the Trail of Tears National Historic Trail.

We remember the struggle for civil rights that continues to this day and the people who stood up and challenged injustices toward people of color at the Birmingham Civil Rights National Monument.

The stories found in our national parks reflect who we are as a nation and serve as the foundation of our very democracy, which is why we must do all we can to ensure they are recounted and retold, now and for generations to come. It's important for us to embrace



our most defining triumphs as well as reflect and learn from our tribulations — and remember that parks can be places for healing.

There are also stories of those who have given so much of themselves — their time, talents and resources — to make sure all of our 418 national park sites are protected so that others may hike their trails and take in their history. And those stories are worth recounting too.

You'll read about some of those people in this year's annual report. As history continues to unfold, and as parks continue to need advocates, the stories will grow, as will our collective voices to protect them.

This is the story of us all.

Thank you for all you do for the National Parks Conservation Association and our national parks.

Sincerely,

Greg A. Vital
Board Chair

Theresa Pierno
President and CEO

INTRODUCTION

More than a century ago, our national parks began to tell the American story, the story of us.

Over the years, the National Park System has expanded to tell more and more of our diverse stories. Today there are more than 400 national park sites across this country, in every state and territory.

These parks honor America's history and preserve our cultural resources. They anchor many of our most ecologically intact landscapes and play a critical role in maintaining the health of surrounding lands, air, water and wildlife. More than 300 million of us visited our parks last year, generating nearly \$36 billion for the U.S. economy and supporting 318,000 private-sector jobs annually. Much of that directly benefits people in our parks' gateway communities.

Ninety-nine years ago, the National Parks Conservation Association began speaking up for national parks. Our parks depend on us — all of us — to protect them. We are their voices in the face of many challenges, challenges that include years of chronic underfunding and understaffing. Parks are, unfortunately, not a political priority, and many important historical and cultural stories are still missing from the park system.

As our centennial approaches, we are addressing each of these challenges in order to protect and enhance America's National Park System for present and future generations.



THE STORY

We have worked with our bipartisan champions in Congress to win increased funding (see p. 8). We have partnered with local residents to fight threats like two proposed open-pit gold mines at the doorstep of Yellowstone (see p. 20). We have advocated for wildlife, including helping wolves return home to an ecosystem that was suffering without them (see p. 12). We are training seasoned heroes and new voices to speak up and make parks a priority for our political leaders (see p. 24).



Yosemite National Park (CA)

**Our goal is to ensure that
our national parks thrive
for the next 100 years as
they tell the stories of us all.**

OF US ALL

THE NPCA STORY

In the early 20th century, two longtime friends put their grit and connections to work protecting the national parks they loved. Journalist Robert Sterling Yard and industrialist Stephen Tyng Mather built a coalition that led the U.S. federal government to form the National Park Service in 1916.

With Mather as its first director, the NPS began managing a growing collection of national parks that had begun with Yellowstone in the late 1800s. But as the National Park System expanded, Mather and Yard recognized that an outside group would be needed to speak up for the parks — a group free from government influence, whose only focus was national park protection.

So in 1919, Yard left the National Park Service to form what is now the National Parks Conservation Association, using seed money provided by Mather. The new independent advocacy group's mission: Fight to protect and enhance the parks for future generations.

The same grit, connections and coalition-building served the organization well as it became an effective advocate for our nation's parks. Early on, the Board of Trustees included noted conservationists Frederick Law Olmsted Jr., George Bird Grinnell and other well-connected leaders who spearheaded lobbying, testimony and advocacy in the corridors of power. Education and outreach, plus legal muscle, provided an additional one-two punch.

In the century ahead, we will continue to unite Americans from all walks of life to fight the good fight for our treasured parks.

Ninety-nine years later, with more than 1.3 million members and supporters, NPCA is still securing major victories for our parks, as you'll read in this report. Our core mission of park protection still drives and inspires a staff that now numbers more than 150 nationwide. Together, we have made great strides in park funding, management and research while defending parks from threats and working to increase their accessibility and connection to all Americans.

In the century ahead, we will continue to unite Americans from all walks of life to fight the good fight for our treasured parks.



100 YEARS



Gateway National Recreation Area (NY, NJ)

FUNDING FOR UNDERFUNDED PARKS

DISASTER FUNDING

Last year, hurricanes and wildfires left behind unprecedented destruction in our national parks, resulting in million of acres leveled or burned. These natural also caused hundred of millions of dollars in damage to infrastructure, habitat and the livelihoods of disaster-ravaged communities that depend on the parks.

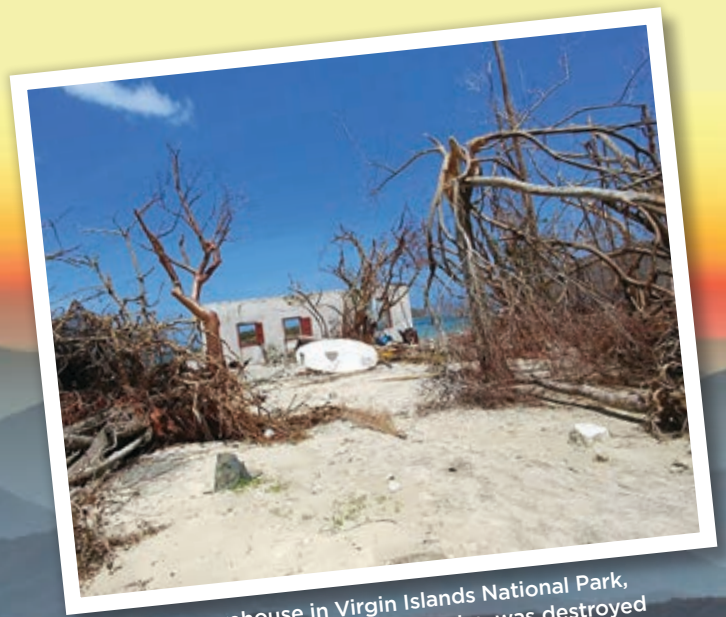
Repairs would have eaten up the National Park Service’s entire maintenance and repair budget. All this at a time when the Park Service was already:

- Underfunded by \$500 million annually
- Facing an \$11.6 billion maintenance backlog
- Struggling with an 11 percent decrease in staffing
- Dealing with a 19 percent increase in visitation

“Thanks to the support we have cultivated among Congress, the Park Service received the full \$207 million needed for recovery.”

— John Garder, NPCA’s senior director of budget and appropriations.

The Park Service also received an additional \$50 million for the Historic Preservation Fund.



The Danish warehouse in Virgin Islands National Park, one of the oldest structures on St. John, was destroyed by Hurricane Irma in September 2017.

ANNUAL OMNIBUS SPENDING BILL

NPCA activated dozens of partners across the country to make last year's annual funding legislation a remarkable success, including:

- 9 percent increase to the Park Service's overall budget
- \$160 million increase for park maintenance
- 20 percent increase in the Historic Preservation Fund with a focus on underserved communities
- Permanent reauthorization of the program to acquire land for existing parks
- Funding fix for catastrophic wildfire



The wildfire fix will help avoid the need for one-off solutions like the disaster funding on previous page. It culminated years of work by NPCA to solve this longstanding problem.

The bill also scored benefits for parks that you can't put a price on, including:

- 15 parks protected from incompatible development
- Many anti-environmental riders removed

GRAND CANYON RESORT AND TRAMWAY STOPPED

For years, developers pushed to build an egregious, massive resort, right on the east rim of the Grand Canyon. They wanted to build it on Navajo land, at the confluence of the Colorado and Little Colorado Rivers — a sacred site for many tribes.

Included in the plans:

- 420-acre resort hotel, motel and RV complex
- Aerial tramway from the rim to the river
- Restaurant and amphitheater on the river

The environmental costs would have been high:

- Noise and light pollution
- Groundwater pumping and sewage disposal

A dedicated group of Navajo residents formed Save the Confluence, a group opposing the resort through dedicated public outreach. The Navajos' efforts were supported by Hopi and Zuni tribes, native pueblo groups and conservation groups, including NPCA.

“NPCA helped get the word out. They reposted what we put out on social media for wider exposure. They were always a friendly face supporting us at meetings and events.”

— Renae Yellowhorse, spokesperson for Save the Confluence and a member of the Bodaway chapter of the Navajo Nation.



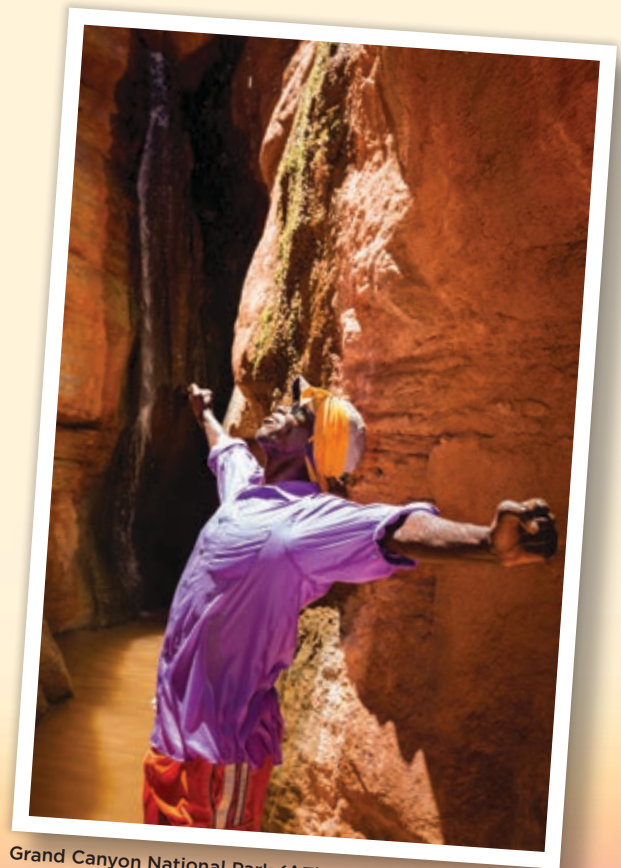
Colorado River in Arizona

The residents asked NPCA for help gathering comments in opposition to the tramway. The response from NPCA members was huge:

- 60,000+ comments gathered in just 5 days

When the developers pointed out that most of the signatures belonged to people who didn't live in the area, Renae responded, "It's the Grand Canyon. It belongs to everyone. Who were they counting on to visit? Those were the people joining us in saying no."

Last fall, the Navajo Nation Council voted down the development. The final win came in early 2018, when the Bodaway/Gap Navajo chapter voted unanimously against allowing it on their land. This stops the resort and tramway once and for all. Speaking in the Navajo language, Chapter Vice President Leonard Sloan said, "Bil ni'dzil gaal," or the development is "clubbed to death."



Grand Canyon National Park (AZ)



RETURN OF THE WOLVES TO ISLE ROYALE

■ **Thirty years ago, there were 50 wolves.**

They'd hunt on this remote island in Lake Superior, coming and going on ice bridges in the winter. The ice bridges are all but gone now, and so are the wolves.

■ **Two inbred, infertile wolves were all that remained.**

With few predators, the growing moose herd were eating more and more vegetation, affecting the health of the island's ecosystem.

In early 2012, NPCA began consulting with experts like Rolf Peterson, a Michigan Technological University researcher who's part of a long-term study of wolves and moose on Isle Royale. NPCA also talked with community leaders. Like many gateway communities, the local economy depends on the national park.

“Business owners have told us seeing moose and hearing wolves at night is important to attracting visitors to the area.”

— Christine Goepfert, NPCA's senior program manager in the Midwest.



A Gray Wolf *Canis Lupus*.

So in 2013, NPCA hosted a forum, headlined by Rolf, to discuss the future of the wolves. To Christine's surprise, more than 100 people showed up.

She recalls, "Seeing all these folks who cared enough about this to come out and talk about it helped us figure out how to direct our efforts."

NPCA park advocates submitted hundreds of comments in favor of introducing wolves to the park. NPCA also engaged with congressional offices to ensure timely completion of the wolf restoration plan.

This year the National Park Service released its final plan:

■ **Introduce 20-30 wolves over a 3-year period**

The next breeding season begins in February 2019, and the first of the new wolves have already arrived. The next chapter in the story of the island's wolves is about to be written.



A close up of a bull moose.



CHACO CULTURE LANDSCAPE SAVED...FOR NOW

Chaco Culture National Historical Park is the hub of a vast prehistoric network of ancient roadways, pueblos and sacred sites that extends well beyond the boundaries of the park. These unique ancestral lands are also home to some of the country's largest oil and gas reserves.

Last year, without first working with local stakeholders, the Bureau of Land Management (BLM) offered a mineral lease sale for the area: 4,500 acres over 25 parcels for lease. In response, NPCA secured:

- **450 comments opposing the sale submitted**

NPCA helped galvanize the opposition, partnering with other conservation groups and especially local tribes.

The tribes' values have informed and driven the work around Chaco because they are the experts on the issue, according to NPCA's New Mexico program manager, Ernie Atencio. It's an approach that some outside conservation groups haven't always followed in the past.

"It's refreshing that NPCA let the tribes draw the broad strategy, and then they try to help where they can. It's a huge shift," says Keegan King, a member of the Pueblo Acema tribe and the All Pueblo Council of Governors Natural Resources Committee.

Fajada Butte in Chaco Culture National Historical Park



The strategy paid off. The outpouring of opposition led then-Interior Secretary Ryan Zinke to cancel the lease sale. A more thorough analysis of cultural and sacred sites is underway. Hopefully, it will lead to a return to the collaborative planning NPCA has long advocated.

Working with local stakeholders makes it possible to protect public lands and sacred places while allowing energy production to continue in a balanced and sustainable way.

“NPCA has been respectful of the sovereign nations, helping us with advocacy with elected officials. It’s given us a basis for ongoing dialogue.”

— Keegan King, member of the Pueblo Acema tribe and All Pueblo Council of Governors Natural Resources Committee



A LEGAL DEFENSE FUND FOR THREATENED PARKLANDS

It happens all the time. You've seen examples of it in this report: A proposal comes along for drilling or development or destructive activities that would forever change a national park — and not for the better.

The Legal Defense Fund enables NPCA to take on more cases like these and effectively prosecute them for as long as necessary. The new five-year target for the fund:

■ **\$50 million goal.**

Increased funding will equip NPCA with the resources to build strong cases, hire experts to provide evidence in court and appeal as needed. Those extra resources are crucial — currently, every week begins with General Counsel Libby Fayad in a huddle with

- **3 fellow NPCA attorneys**
- **1 attorney volunteer**

conferring on

- **25+ cases, including: Defending national monuments against executive action and protecting wolves and bears from inhumane hunting**

With policies that safeguard clean air, water, wildlife and parklands all under attack, their caseload is growing. Week after week, Libby and her team research and develop legal strategy, identify and engage outside counsel, manage cases in numerous courts across the country, analyze legislation and help draft public comments. The team also works closely with NPCA staff across the country to help garner community support for these legal actions.



NPCA's National Parks Legal Defense Fund is working to ensure that places like Jackson Lake in Grand Teton National Park are safe for families to visit and enjoy.

NPCA is fortunate to have many excellent pro bono attorneys to handle litigation and to provide white papers that educate decision makers and stake out claims. Last year that added up to

■ **\$4.7 million in donated legal services.**

These cases can take a decade or more to make their way through the courts. The fight to prevent the world's largest landfill next to Joshua Tree National Park took 15 years to win. As Libby says, "Once we take on an issue, we are in it for the long haul."

Thanks to the fund, we will be able to do everything within our power to defeat the many new threats to our parks — in state and federal courts, and in the court of public opinion.



The National Parks Legal Defense Fund helps support our efforts to make sure the air is healthy to breathe for visitors to parks like Olympic National Park.

THE MISSING GRIZZLIES OF NORTH CASCADES

For thousands of years, grizzly bears helped maintain a healthy ecosystem in what is now North Cascades National Park.

- The park covers 10,000 square miles of remote wilderness
- That's enough to support 200 grizzlies
- Yet fewer than 10 grizzlies remain

Guided by the Endangered Species Act, the National Park Service and the U.S. Fish and Wildlife Service spent two decades studying how to restore the grizzly population.

Meanwhile, NPCA assisted local grassroots grizzly bear advocates with public outreach and education. In addition, NPCA connected them with conservation experts and engaged with congressional representatives. During the comment period on the draft Environmental Impact Statement, NPCA spread the word.

- 126,000 comments were submitted
- 86 percent were strongly supportive of restoring the iconic grizzlies



Grizzly Bear jumping at fish.



North Cascades National Park (WA)



YELLOWSTONE AND GRAND TETON GRIZZLIES MAINTAIN PROTECTED STATUS

Nonetheless, the incoming Trump administration halted progress on the recovery efforts. Then in a turnabout, then-Interior Secretary Ryan Zinke abruptly announced that grizzly bear restoration was back on. Despite that promise, the agency has not yet finalized any recovery plans.

Reaching the target of 200 grizzlies will take 100 years. Brenda Cunningham, a member of a local group of concerned citizens, says that after the roller coaster of the last few years, they can't maintain their efforts without help: "We need NPCA to serve as another pair of eyes to help us keep things on track."

In September of 2018, a federal judge ruled that the removal of Endangered Species Act protections from grizzly bears in the Greater Yellowstone Ecosystem was illegal. The ruling, in response to a lawsuit brought by NPCA, tribes and other conservation organizations, affirmed our concerns that the delisting rule did not ensure the long-term health of the population. It also stopped the first Yellowstone grizzly hunt in more than 40 years from advancing in Idaho and Wyoming. Nearly 40,000 NPCA supporters spoke out against the Wyoming grizzly hunt.



A grizzly bear sow and her cubs.

PROPOSED MINES NEXT TO YELLOWSTONE

At the doorstep of Yellowstone National Park, beginning in 2015 a new threat loomed: two proposed industrial-scale gold mines totaling 30,000 acres just north of the world's first national park. Thankfully, a local group called the Yellowstone Gateway Business Coalition organized to protect the area's economy and the community.

- **425 businesses and landowners joined in opposition**

"It's a really powerful thing, to see this community come together in this way," said Tracy Raich, owner, Raich Montana Properties, LLC.

NPCA backed them up. Two years ago:

- **30,000 NPCA park advocates urged the government to halt the mines**

The messages went to then-Secretary of the Interior Sally Jewell, leading her to announce a two-year moratorium on new gold exploration in the area. In 2017, Montana Senator John Tester (D) and Congressman Greg Gianforte (R) followed the secretary's decision with legislation to permanently protect the area, and NPCA staff headed to Capitol Hill, urging it on toward passage.

Meanwhile, in April 2018:

- **16,000+ park advocates signed our petition to protect Yellowstone from the mines**
- **The petition was presented to the Trump administration's secretaries of Interior and Agriculture**



Yellowstone National Park (ID, MT, WY)

This fall, then-Secretary of the Interior Ryan Zinke doubled down and signed a 20-year ban on new mines to protect the 30,000 acres of public lands just north of Yellowstone from gold mine development.

“This is a major reprieve, but it’s not a permanent solution until Congress passes bipartisan legislation to protect the Yellowstone region,” says Bart Melton, NPCA’s director of the Northern Rockies Region.

Until the gateway to Yellowstone is out of danger, NPCA will continue to support the fight.

SITES FOR PROPOSED GOLD MINES OUTSIDE YELLOWSTONE



FIGHTING FOR HEALTHY AIR AND A SUSTAINABLE CLIMATE

Temperatures in national parks are increasing at twice the rate of the U.S. as a whole. Climate change puts namesake features at Glacier, Joshua Tree and Saguaro at risk. More than 100 parks have levels of ozone pollution that are of "significant concern" for human health.

Yet the Trump administration is working furiously to reverse course on clean air and climate progress. That's why NPCA is fighting harder than ever to mitigate pollution from fossil fuel industries, including:

- **Opposing rollbacks of standards that would limit air and climate pollution from coal plants and oil and gas operations**
- **Litigating to reduce park pollution in states including Texas, Utah, Washington and North Dakota**
- **Advocating for sound science to drive policies that protect air, climate, animals, waters and landscapes that sustain and define our national parks**



Buffalo National River (AK)

“I want clear views, and to ensure that the flora and fauna, and the water and soil, have a healthy environment needed to sustain this area for generations to come.”

— Janet Nye, Trustee for the Parks

Janet wanted to protect parks from pollution, including her beloved Buffalo National River in Arkansas. Because of NPCA’s work and partner advocacy:

- The two largest coal plants in Arkansas will no longer burn coal, resulting in cleaner air and reducing climate-warming carbon dioxide pollution
- Final plans to reduce pollution will improve the air in San Joaquin Valley, California, one of the dirtiest areas in the nation, benefitting iconic treasures like Yosemite National Park

Our work is far from done. Pollution negatively impacts health and reduces scenic park views — in some cases obscuring more than 70 miles of mountains, streams and distant vistas. More pollution means less economic gain as park visitation drops by at least 8 percent when pollution is high.

That’s why NPCA will continue working toward solutions that limit pollution, paving the way to a clean energy grid.



Yosemite National Park (CA)

Saguaro National Park (AZ)

SEASONED HEROES LONGTIME SUPPORTERS SPEAK OUT

STEVE BEAM

Founder, Limestone Branch Distillery and seventh-generation distiller

In 1872, a bourbon salesman visited the nation's first national park. Returning home, he suggested that a big, bold bourbon should be named in honor of the new national treasure: Yellowstone. Surely a product carrying the name of this natural wonder would be a hit. It was and still is.

About a century later, as Yellowstone bourbon bounced around among different distillers, a boy named Steve was exploring Great Smoky Mountains National Park with his family. They picnicked, saw bears and waterfalls. It was the first of many parks Steve would visit with his family, and it started a lifelong bond with nature. His favorite national park? Yellowstone, of course. Though Yosemite is a close second.



After co-founding his own distillery, Limestone Branch, and bringing the Yellowstone brand into the family business, Steve Beam knew: "I wanted to use the distillery to give back to these iconic and special places, one bottle at a time."

This is why, Limestone Branch Distillery, makers of Yellowstone Select Kentucky Straight Bourbon Whiskey, partnered with NPCA to launch a partnership. The goal: Raise awareness about the issues impacting our national parks and help fund our efforts to protect and preserve them.

Yellowstone National Park (ID, MT, WY)

ELIZABETH WADDILL

NPCA board member, community volunteer
and environmental advocate

One Martin Luther King Jr. Day, Elizabeth Waddill was crouched in the piney woods of southeast Texas, planting longleaf pine seedlings. Elizabeth's Beaumont garden club had partnered with NPCA, supporting an annual gathering to plant trees in and near Big Thicket National Preserve.

It felt good to help restore native habitat. She knew she wanted to be a part of a group that preserves and enhances natural spaces and historical monuments for all Americans to enjoy, learn from and experience.

“NPCA plants seeds for the future good, both literally and figuratively.”

— Elizabeth Waddill



She has become a critical reason for NPCA's success. As a board member and vice chair of NPCA's Philanthropy Committee, Elizabeth constantly reaches out to friends and colleagues who share NPCA's conservation priorities and connects them to NPCA. Her commitment and generous support has played an instrumental role in jump-starting young people in advocacy.

Based on her personal experience, Elizabeth believes that seeds of advocacy are planted every time NPCA engages and empowers volunteers, educating them about why our national parks are so important to our country and communities.

← Young participants take part in the longleaf pine planting at Big Thicket National Preserve.



SEASONED HEROES VETERANS TAKE ON A NEW MISSION

U.S. veterans who fought for the freedoms parks represent are eager to explore their country and continue their national service through volunteer projects in parks. So NPCA led opportunities for veterans and their families to enjoy and support national parks in their communities by:

- **Engaging 730+ veterans and families in service projects**
- **Enabling vets to contribute 13,680 volunteer hours**
- **Partnering with 21 veterans service organizations across the country**

One of those partners is The Mission Continues. The nonprofit, nonpartisan organization empowers veterans as they adjust to life back home by leveraging their desire to continue to serve their communities and country.

“It helps us fulfill our sense of purpose and feel plugged in and helpful again.”

— Mary Beth Bruggeman, a Marine veteran with The Mission Continues

In addition to working to fix up parks, veterans are speaking up, too. NPCA provided our Civic Voice Workshop to 450 vets interested in speaking up about issues they care about deeply, including national parks. Equipped with advocacy skills, they called on Congress and the administration to invest in park infrastructure — and were the only NPCA advocates granted a meeting with then-Interior Secretary Ryan Zinke. Veterans are a powerful voice in public life.

Use your social media power:
Join the movement to

#FixOurParks!

Veterans in Dry Tortugas National Park in Florida
rebuild comfort station for campers. ↓



NEW VOICES

NEXT GENERATION ADVISORY COUNCIL PUTS NEW IDEAS INTO ACTION



Next Generation Advisory Council at 2018 Salute to the Parks

Today's young people will be tomorrow's park advocates. With that in mind, NPCA's Next Generation Advisory Council was formed to introduce national parks to the young people who will inherit our nation's park legacy. The council has helped guide our efforts to engage new younger and diverse park advocates since 2014. The council consists of:

- 16 members
- aged 18 to 34

Last year, the council added to its advisory role by putting new ideas into action. Council members took the lead to organize film screenings and promote NPCA's mission on social media. They launched "10 Under 40," a recognition of young park conservationists who make a difference in their communities.

“By celebrating the diversity of voices and stories of those protecting our public lands, we hope to inspire more people to get involved with their national parks.”

— Council members Ashley Mocerro Powell and Alejandro Soto

Nearly 300 applicants competed for nine open positions on the council last year. The current council members' extraordinary skills and life experiences — ranging from environmental science to community organizing — are strengthening and energizing NPCA for the future.

FERNANDO GRACIA

NPCA board member, environmental advocate,
trade analyst

Fernando loved working with his fellow conservationists in his hometown of Roanoke, Virginia, to protect the land around the Blue Ridge Parkway. But within that group, he was the only one of his generation and the only person of color.

When NPCA invited him to serve on the Next Generation Advisory Council, he saw it as a double opportunity: to connect with a nationally recognized organization, and also with a community of diverse millennials working on similar issues.

He points to the way NPCA's Board of Trustees takes the Next Generation Advisory Council's recommendations seriously. Among the council's recommendations that have been implemented: Elect younger and more diverse individuals to the board.

This year, Fernando became the first Next Generation Advisory Council member to join the Board of Trustees. There, he continues to work on the issues he believes in, especially equitable access to national park resources.



Fernando at Yellowstone National Park (ID, MT, WY)

“NPCA makes a genuine effort to connect with individuals and communities that have not been included in this century-old conversation about how to best utilize and protect our public lands.”

— Fernando Gracia

2018 AWARDEES

STORIES OF EXCEPTIONAL ADVOCACY

MARJORY STONEMAN DOUGLAS AWARD

THE MISSION CONTINUES

U.S. military veterans and families are a receptive and powerful national park audience. There is a growing awareness within the military community about national parks, the meaningful experiences they offer and the national park idea itself.

Through NPCA and TMC's partnership, we have established a core network of men and women seeking to continue to serve their nation and eager to support and protect these important American landscapes. In this effort, veterans have demonstrated their commitment to parks through a number of actions including: volunteering their time and skills to repair and improve infrastructure within parks; participating in civic engagement training; and advocating for national park issues with editorial letters, social media posts and in-person meetings with decision-makers.

WILLIAM PENN MOTT, JR. PARK LEADERSHIP AWARD

SALLY JEWELL

Former Secretary of the Interior

Sally served as the 51st U.S. Secretary of the Interior from 2013 to 2017, overseeing public lands, waters, wildlife and science and upholding the rights of Native Americans.

Throughout her varied career, Sally has focused on supporting a robust economy coupled with long-term sustainability of our natural world and its diverse people. Prior to government service, she was president and CEO of outdoor retailer REI and an NPCA board member.

"NPCA's advocacy over the course of its 99-year history has assured that the incredible value our national parks bring to the public is understood across the political spectrum," Sally says.

Today, she continues her outstanding commitment to the protection of America's natural and cultural heritage, helping search for solutions to our environmental challenges at the University of Washington.



Mt. Rainier National Park (WA)

ROBIN W. WINKS AWARD FOR ENHANCING PUBLIC UNDERSTANDING OF OUR NATIONAL PARKS

BETTY REID SOSKIN

Park Service Ranger

Betty is many things: an author, composer and singer; a social and political activist; an entrepreneur, mother, grandmother and great-grandmother; an historian, blogger and public speaker. She is also a National Park Service ranger.

At age 86, Betty was hired by the Park Service at the Rosie the Riveter WWII Home Front National Historical Park in Richmond, California, a job she still holds. There, she helps park visitors grasp the important contributions of women of color in the war effort, ensuring this history is preserved for generations to come.

Betty points out that as the park system has evolved, it has begun to help us better understand and learn from history. She says, “It is now possible to visit almost any era in our nation’s colorful history — to own that history, to process it, in order to begin to forgive ourselves, that we may then move together toward a more compassionate future.”



NORMAN C. SELBY

Entrepreneur and philanthropist

A native New Yorker, Norman’s contribution to conservation began in 1986 when he worked to maintain Central Park’s status as a world-class urban park. He served on NPCA’s Board of Trustees for nearly a decade, strengthening support for all national parks and helping to raise the visibility of New York City’s 10 urban national parks.

“Growing up in New York City, I saw how important parks are for our community. Our National Park System is just as important. All Americans benefit from the hard work of NPCA,” Norman says.

Through Norman’s participation in NPCA’s Board of Trustees, he has helped protect millions of acres of wilderness, stopped development adjacent to parks and improved air quality in and around national parks. His contributions have improved the experiences of visitors to national parks today and for years to come.

NPCA LEADS THE WAY

240

FIELD EVENTS NATIONWIDE

MORE THAN

520,000

ADVOCACY ACTIONS
TAKEN ON BEHALF OF
NATIONAL PARKS



The Mission Continues and NPCA volunteers at Ebey's Landing National Historical Reserve in Washington for National Armed Forces Day and NPCA's 99th Birthday.

13,680

VOLUNTEER HOURS
DONATED TO PARKS

MORE THAN

1.3

MILLION MEMBERS
AND SUPPORTERS



Staff and volunteers working with Alaska residents to speak out against the rollback of AK Hunting Regulations on National Preserves.

AWARDS

DMA Nonprofit Federation –
Nonprofit of the Year

Online awards

Best Environmental Website –
WebAwards (2017 year)

Regional

Lifetime Achievement in Conservation
Award by the Tennessee Wildlife
Federation – Don Barger, Senior
Regional Director, Southeast

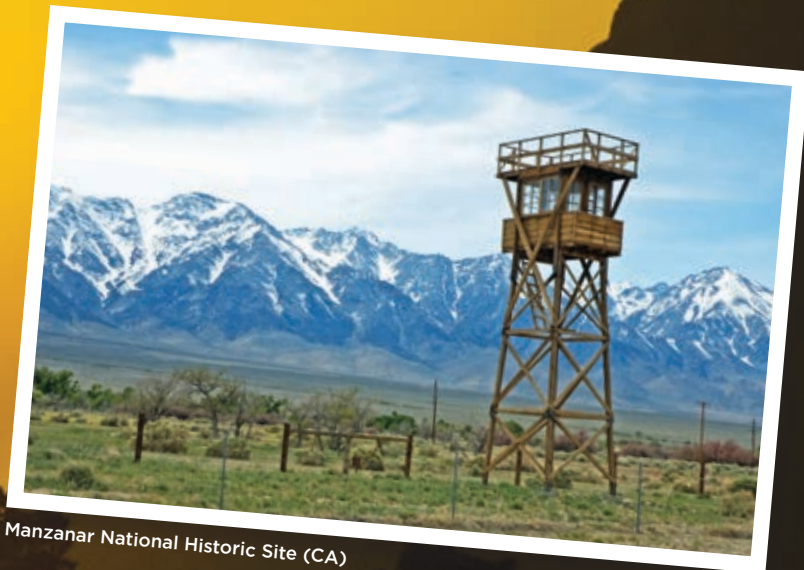
American Society of Landscape
Architects, Honor Award in Planning:
for *Positioning Pullman* – Midwest
Regional Office

Children in Nature Network Austin
Collaborative Award and The Lone
Star Chapter Sierra Club Special
Service Award – Texas Regional Office

Magazine

Lowell Thomas Travel Journalism
Competition – Silver for Overall
Coverage and Bronze for
Environmental Tourism Category
for *A Campsite Grows in Brooklyn*

Folio: Eddie & Ozzie Awards –
First Place for Best Overall Design,
Honorable Mention for Best Full
Issue, Honorable Mention for Best
Use of Photography and
Honorable Mention for Best Single
Article for Nicolas Brulliard's
Story *Return to Manzanar*



Manzanar National Historic Site (CA)

Financial Report

We are grateful for the generosity of NPCA's donors during the fiscal year that ended June 30, 2018. The additional support helped to increase total revenue by more than 10 percent over the previous year. NPCA's total net assets have grown to nearly \$45 million, an increase of more than \$3 million over the last fiscal year. This increased support was instrumental in NPCA's efforts to protect and enhance America's national

parks, efforts made more impactful by good financial stewardship. Additionally, NPCA was able to leverage \$4.7 million in pro bono legal services.

For 100 years, National Parks Conservation Association has been protecting our national parks. Thanks to your ongoing support, we are ready as ever to protect our national parks for the next century.

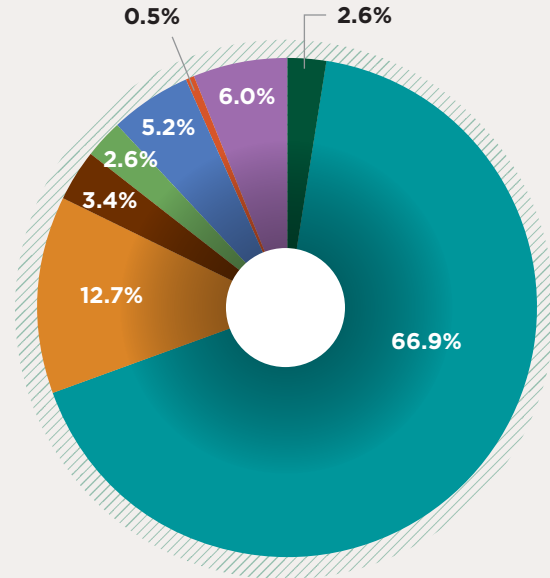
	(Audited)	(Audited)
REVENUE, GAINS AND OTHER SUPPORT	FY2018	FY2017
Membership Dues	1,135,436	1,183,825
Contributions	29,561,258	27,820,176
Grants and Contracts	5,622,767	2,930,257
Proceeds from Special Events	1,520,591	426,411
Marketing Income	1,154,987	1,414,732
Bequests	2,281,017	1,767,892
Other Income	222,534	83,500
Investment Return	2,666,202	4,024,440
Total Revenue, Gains and Other Support	44,164,792	39,651,233
EXPENSES		
PROGRAM SERVICES		
Protect & Restore	15,065,076	12,524,380
Engage, Educate and Empower Americans	15,032,613	13,240,910
Strengthen & Enhance	3,023,819	2,506,525
Total Program Services	33,121,508	28,271,815
SUPPORTING SERVICES		
Management and General	3,037,108	2,812,675
Fundraising	4,676,675	4,380,088
Total Supporting Services	7,713,783	7,192,763
Total Expenses	40,835,291	35,464,578
Changes in Net Assets	3,329,501	4,186,655

	(Audited)	(Audited)
ASSETS	FY2018	FY2017
CURRENT ASSETS		
Cash and Cash Equivalents	7,237,966	6,527,302
Short-term Investments	2,417,614	247,760
Grants and Contributions Receivable, Net	1,806,067	2,069,958
Accounts Receivable	62,275	511,281
Inventory	150	45
Prepaid Expenses	259,685	169,572
Total Current Assets	11,783,757	9,525,918
OTHER ASSETS		
Deposits	32,276	25,325
Investments	38,597,579	37,271,551
Property and Equipment, Net	1,251,555	1,293,506
Grants and Contributions Receivable, Less Current Portion	1,766,633	1,137,957
Total Other Assets	41,648,043	39,728,339
Total Assets	53,431,800	9,254,257
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts Payable and Other Accrued Expenses	2,964,047	2,539,715
Deferred Revenue	599,222	586,951
Deferred Rent, Current Portion	147,659	92,132
Charitable Gift Annuities, Current Portion	338,756	335,085
Total Current Liabilities	4,049,684	3,553,883
NONCURRENT LIABILITIES		
Deferred Rent, Less Current Portion	2,032,492	1,661,185
Charitable Gift Annuities, Less Current Portion	2,487,409	2,506,475
Total Noncurrent Liabilities	4,519,901	4,167,660
Total Liabilities	8,569,585	7,721,543
NET ASSETS		
Unrestricted	15,240,795	13,244,426
Temporarily Restricted	14,839,863	13,506,731
Permanently Restricted	14,781,557	14,781,557
Total Net Assets	44,862,215	41,532,714
Total Liabilities and Net Assets	53,431,800	49,254,257

Financial Report

REVENUE, GAINS AND OTHER SUPPORT

Membership Dues	1,135,436
Contributions	29,561,258
Grants and Contracts	5,622,767
Proceeds from Special Events	1,520,591
Marketing Income	1,154,987
Bequests	2,281,017
Other Income	222,534
Investment Return	2,666,202
Total Revenue, Gains and Other Support	44,164,792



EXPENSES

PROGRAM SERVICES

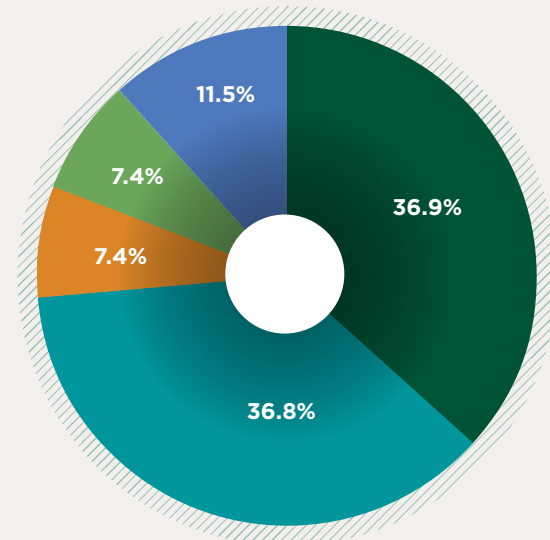
Protect & Restore	15,065,076
Engage, Educate and Empower Americans	15,032,613
Strengthen & Enhance	3,023,819
Total Program Services	33,121,508

SUPPORTING SERVICES

Management and General	3,037,108
Fundraising	4,676,675
Total Supporting Services	7,713,783

Total Expenses 40,835,291

Changes in Net Assets 3,329,501



Endowments

Over the years, donors have sought to provide for the long-term fiscal stability of NPCA and its work protecting America's National Park System. Some endowed funds have been created with gifts in honor of, or in memory of, special individuals. Endowed funds may be restricted for specific programs or aspects of NPCA's conservation work. Such gifts are invested, and only a portion of the annual earnings is available for program expenses each year, as directed by the Board of Trustees.

NORMAN G. COHEN PARK EDUCATION ENDOWMENT

This fund, in honor of a former Board of Trustees chair, supports educational activities for Washington, D.C.-area youth to help them appreciate and understand the parks.

EDAR ENDOWMENT

Created by Armstrong Chinn Jr., this is a permanent endowment fund to further NPCA's mission for the protection and enhancement of the national parks.

FRANK H. FILLEY AND FAMILY ENDOWMENT FUND

This fund provides unrestricted support for park protection programs.

GENERAL NATIONAL PARKS CONSERVATION ASSOCIATION ENDOWMENT FUND

This fund, initiated through the generosity of John and Jane Strandberg, provides perpetual support for NPCA's current programs and park protection initiatives.

GRETCHEN LONG ENDOWMENT

Members of the Board of Trustees established this fund to honor former Board of Trustees Chair Gretchen Long for her outstanding voluntary leadership and service to NPCA.

STEPHEN T. MATHER AWARD FOR EXCELLENCE ENDOWMENT FUND

Endowed by Booz Allen Hamilton, this fund provides yearly cash awards to employees of the National Park Service for exemplary service. The endowment is named for the first director of the National Park Service and founder of NPCA.

NORTHEAST REGIONAL OFFICE ENDOWMENT

This fund was established to support NPCA's work in the Northeast region.

PARK PROTECTION ENDOWMENT

Funded by an anonymous donor, this endowment was established to enhance NPCA's long-term financial base and further the organization's goals of protecting and enhancing national parks.

KATHRYN B. SEHY MEMORIAL ENDOWED INTERNSHIP

This endowed internship was established in memory of Kathryn B. Sehy by her husband, Lawrence Sehy.

H. WILLIAM WALTER ENDOWED INTERNSHIP PROGRAM

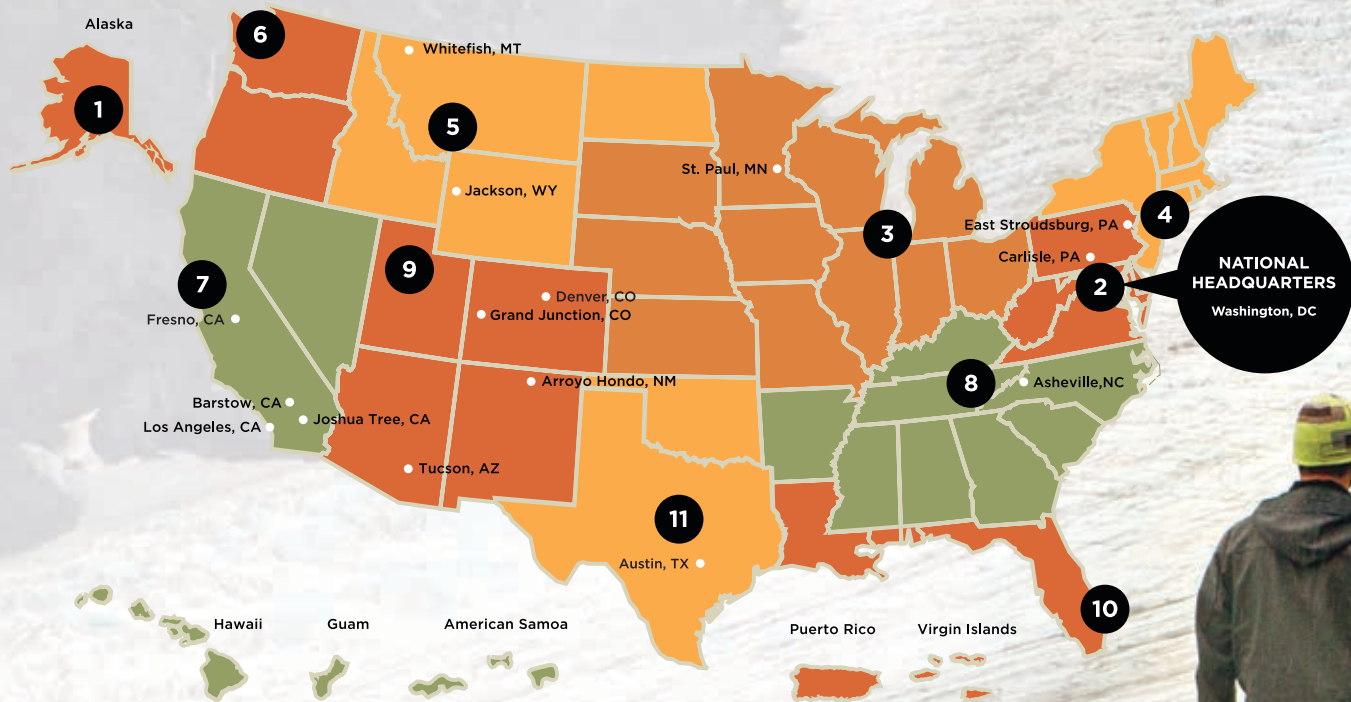
This fund was created to support an NPCA internship program for college and graduate students so they can gain experience at a park conservation organization and possibly pursue a career in the field.

YELLOWSTONE CONSERVATION FUND ENDOWMENT

This fund was created as a permanently restricted endowment for the purpose of supporting, broadly, NPCA's work to protect the Greater Yellowstone Ecosystem.

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Around the Country



36 STAFF AND PROGRAM LOCATIONS, INCLUDING:

Harding Ice Field, Kenai Fjords National Park (AK)

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Glacier National Park (MT)

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Building the future of our National Park System requires hard work and dedication in the face of threats and challenges to park sites, resources and programs. Since NPCA's founding in 1919, we have served as the leading independent voice for national parks. With the help of dedicated and passionate supporters, we advocate for the protection and enhancement of the national parks for present and future generations.

People like you have joined us on community service projects inside parks, participated in our travel program, and provided advice and generous financial support. We are pleased to recognize on the enclosed poster the numerous individuals, foundations and corporations that have provided philanthropic support to NPCA. We are grateful for your role in helping NPCA be a strong voice for our parks.

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To learn more about how you can support NPCA financially, please visit npca.org/donate or call **800.NAT.PARK (800.628.7275)**.

Become an Online Activist

Learn more about the threats facing our parks and take action online at npca.org/advocacy.

Attend an Event

We host volunteer events year-round across the country. Find activities near you and learn more about what you can do to protect parks at npca.org/events.

Travel with Us

Check off a few more national parks from your list! Join NPCA on one of our small-group educational adventures and experience the very best of your national parks, from Denali to Everglades. Tours are limited to just 16 participants plus two guides and include meals, accommodations and on-trip transportation. Find details at npca.org/trips.

Consider a Planned Gift

Many people like to leave a gift to charity in their will or trust because they care about the causes that are important in their lives. To learn more about making America's national parks a part of your enduring legacy, contact our staff at **877.468.5775** or legacy@npca.org, or visit MyParkLegacy.org.



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PROTECTING OUR FUTURE.**

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