2018 ANNUAL IMPACT REPORT
OUR MISSION:
PRESERVING PARKS TODAY; CREATING PARK STEWARDS FOR TOMORROW

OUR VISION:
EVERYONE WILL HAVE AN AMERICAN PARK EXPERIENCE
Dear Friends:

As National Park Trust (NPT) embarks on our 36th year, we are celebrating all that we have accomplished together since 1983 thanks to your generous support. Looking forward, we are excited to continue our work preserving parks today and creating park stewards for tomorrow.

The National Park Trust is proud of its unique mission, which focuses on land acquisition to protect our national parks and park stewardship by getting kids to parks. **No other national land trust has this comprehensive strategy.**

**Often we are asked why does NPT do both – acquire lands and get kids to parks?** There are millions of acres of privately owned land, both inside and adjacent to our national parks that are important to the integrity of our parks. It is critically important to acquire those lands to **“complete” our national parks** (See pages 6-7).

In addition, most visitors to our national parks are older and don’t reflect the rich diversity of our country. So protecting our parks is much more than simply acquiring important parkland today. It also requires getting **kids to parks** to build the pipeline of **future park stewards and advocates**. Our youth will be those future caretakers of our public lands and waters.

**How does NPT identify important, time-sensitive land projects?** All of our land projects have been selected in partnership with the National Park Service. We speak frequently with the NPS regional offices and park superintendents to learn what’s on their “wish list.” And we have the expertise, nimbleness and creativity to get the job done!

**How does NPT cultivate future park stewards?** NPT has two youth education initiatives: our **Buddy Bison Programs** (featuring our woolly mascot, Buddy Bison) and **National Kids to Parks Day** (See pages 8-9). All told, because of our generous supporters, NPT has provided opportunities for more than 1 million kids and families to enjoy our parks and public lands, and resources for **16,480 under-served youth** to fund their park trips. Each year, National Park Trust provides extraordinary park experiences for kids across the country including in Alaska and Hawaii!

**Our work would not be possible without you.** So thank you on behalf of our board and staff. We look forward to our continued partnership in 2019!

With gratitude,

Bill Brownell, Chair
Ann K. M. Gualtieri, Vice-Chair
Grace Lee, Executive Director
Thanks to our supporters, we are protecting our national parks for future generations. Since 1983, 70 land acquisition, restoration, and mitigation projects have benefited 44 national park units.

However, our work is not done. There still are millions of acres of privately owned land, both inside and adjacent to our national parks, lands that are important to the integrity of our parks.

National Park Trust will continue to acquire and preserve these critically important lands to “complete” our national parks.
CREATING PARK STEWARDS FOR TOMORROW

Since 2009, NPT has been working to cultivate the next generation of park stewards through our two national youth education initiatives: our Buddy Bison Programs (featuring our woolly mascot, Buddy Bison) and National Kids to Parks Day.

We provide park experiences that 1) align with classroom curricula, 2) encourage health and wellness through outdoor recreation, and 3) foster future park stewards and conservationists.

Together with your support we are building the pipeline of future caretakers of our parks, public lands and waters.
PARK PROJECTS

Since 1983, NPT completed 70 land projects benefiting 44 National Park Service units. This year, NPT preserved 5 high-priority parcels for the National Park Service.

APPALACHIAN NATIONAL SCENIC TRAIL (NY)

219 acres
This property was the number one priority for the National Park Service nationwide for 2018. If not protected, it could have been turned into a residential subdivision — forever marring the trail’s scenic viewsed.

EBEY’S LANDING NATIONAL HISTORICAL RESERVE (WA)

0.55 acres
This acquisition forever preserves the 150-year-old Haller House and its undeveloped shoreline along Penn’s Cove. By protecting this site, the National Park Service is a step closer to saving the historic landscape and character of the town.
**ZION NATIONAL PARK (UT)**

35 acres
National Park Trust protected land near Firepit Knoll and Tabernacle Dome on the Kolob Terrace, an important section of the park for hikers on the popular Hop Valley Trail. By saving this land from the possibility of development, NPT preserved the natural viewscape of the valley.

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**LAKE MEREDITH NATIONAL RECREATION AREA (TX)**

3.09 acres
With the purchase of this last remaining “inholding,” this project “completed” the park and helped preserve a landscape upon which people lived 13,000 years ago.

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**WASHITA BATTLEFIELD NATIONAL HISTORIC SITE (OK)**

3 acres
This parcel is the best location for viewing the site of the surprise attack on the camp of Cheyenne Peace Chief Black Kettle. With the park “complete,” the National Park Service granted $1 million in federal funds to create a new interpretive overlook and a paved, accessible trail to the site of the camp.
MEASURING THE IMPACT OF OUR BUDDY BISON PROGRAMS:

16,480
STUDENTS RECEIVED PARK TRIPS

215
TITLE I SCHOOLS SUPPORTED

37
STATES AND WASHINGTON, DC

82%
OF OUR STUDENTS ARE FROM LOW INCOME FAMILIES
NATIONAL KIDS TO PARKS DAY 2018

1,012,218
PARTICIPANTS IN ALL 50 STATES AND WASHINGTON, DC

1,200+
PARK EVENTS ON KIDSTOPARKS.ORG

432
MAYORS SIGNED PROCLAMATIONS

109
GRANTS PROVIDED TO TITLE I SCHOOLS

1
SENATE RESOLUTION PASSED

BUDDY BISON GREAT OUTDOORS CHALLENGE

In 2018, NPT launched two separate initiatives to support military families by improving their access to and engagement with public lands and waters. In partnership with the Air Force and the non-profit Blue Star Families, these two programs are using elements of our national Buddy Bison Programs and Kids to Parks Day to support active duty service members and their children.
On June 13, 2018 NPT honored Senator Martin Heinrich (NM) with the 18th Bruce F. Vento Public Service Award. He was recognized for his extraordinary work to protect our public lands, including the Rio Grande del Norte and the Organ Mountains-Desert Peaks National Monuments. He also co-sponsored the Senate resolution designating National Kids to Parks Day and the Every Kid Outdoors bill.

This year, Kevin Seth, partner at Edgewood Management, was enthusiastically elected to NPT’s Board of Trustees where he serves on the finance committee. Kevin shared, “I am excited to be part of an organization that serves the dual mission of helping engage under-served youth to the wonders of our national parks system, while also preserving and protecting our critical park lands.”

On January 16, 2018, NPT surprised Chelsea Vines (center) with our National Teacher Award for Excellence in Environmental Stewardship – “The Buddy Award”. As the lead teacher for the third-grade students at M. Agnes Jones Elementary, Chelsea enjoys using local parks to expand her students’ horizons in science and history.

Last spring, NPT welcomed our 4th Buddy Bison Student Ambassador, Bryan Wilson. A 6th grader, Bryan first learned about national parks thanks to the Every Kid in a Park Pass Program. He currently lives in Navajo Nation (AZ).

Since becoming an ambassador, he has explored 16 national park sites, bringing his total to 44, and he enjoys sharing stories about his adventures with other children.

This year, Kevin Seth, partner at Edgewood Management, was enthusiastically elected to NPT’s Board of Trustees where he serves on the finance committee. Kevin shared, “I am excited to be part of an organization that serves the dual mission of helping engage under-served youth to the wonders of our national parks system, while also preserving and protecting our critical park lands.”
Thanks to our generous family of supporters, National Park Trust is in a strong financial position. In 2017-18, NPT’s income and support allowed us to meet $2,709,502 in total expenses. 88.6% of our expenses were directly invested in our park preservation and youth education programs.

### FUNDING SOURCES

<table>
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<tr>
<th>Category</th>
<th>Amount</th>
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<tr>
<td>Grants and Contributions</td>
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<td>In-kind Contributions</td>
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<td>Product Sales and Other Income</td>
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<td>Investment Income</td>
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**Grants and Contributions Restricted for Future Years**

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**Prior Years Grants and Contributions Released from Restriction**

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<th>Amount</th>
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**TOTAL INCOME FOR 2017-18 OPERATIONS**

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<th>Amount</th>
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<td>2,711,307</td>
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### EXPENSES

**PROGRAM SERVICES:**

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<th>Program</th>
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**SUPPORTING SERVICES:**

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<td>Fundraising</td>
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<td><strong>TOTAL SUPPORTING SERVICES</strong></td>
<td>309,998</td>
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**TOTAL EXPENSES**

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<thead>
<tr>
<th>Amount</th>
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### NET ASSETS

**UNRESTRICTED NET ASSETS:**

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<tr>
<td>Undesignated</td>
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<tr>
<td>Board-Designated Property Held for Exempt Purposes</td>
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<td><strong>Total Unrestricted Net Assets</strong></td>
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<td>Temporarily Restricted Net Assets</td>
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<td>Permanently Restricted Net Assets</td>
<td>39,380</td>
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<td><strong>TOTAL NET ASSETS</strong></td>
<td>4,223,629</td>
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Our complete audit and IRS 990 are available on our website. Visit parktrust.org, and click “About Us.”
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NPT is honored to recognize the following supporters who helped us impact our national parks and the lives of thousands of children this year. Donors listed here have gifted $100 or more in fiscal year 2018 (July 1, 2017 - June 30, 2018). 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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The Minnesota GreenCorps
The North Face
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Olympic National Park, WA
HOW YOU CAN HELP

Your support TODAY will help us protect our national parks – one park at a time. It will also help us foster the future stewards of our parks – one teacher, one student, and one school at a time.

Visit our website: parktrust.org

Call to donate: (301) 279-7275

Email to donate: Rebecca@parktrust.org

Mail to: National Park Trust
401 East Jefferson Street, Suite 207
Rockville, MD 20850

NPT has earned a top ranking of "A" with Charity Watch, has met all 20 criteria of the Better Business Bureau Wise Giving Alliance, and is included in the Catalogue for Philanthropy as “one of the best.” NPT is a Platinum-Level participant with GuideStar demonstrating the highest commitment to transparency. We are good stewards of our parks and your resources!

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Account #: 3801-6879
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parktrust.org