

2010
REPORT TO THE COMMUNITY



PARKS FOR ALL FOREVER™

Building 201, Fort Mason, San Francisco, CA 94123 (415) 561-3000 www.parksconservancy.org



PARKS FOR ALL FOREVER™

GOLDEN GATE NATIONAL PARKS CONSERVANCY

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--



Greg Moore (left) and Mark Buell

The Parks Conservancy has provided more than \$165 million in support to park projects and programs since its inception—and mobilized millions of hours of volunteer time to care for the parks.

DEAR PARK FRIENDS AND SUPPORTERS,

As we embark on a new decade in the Golden Gate National Parks, let’s think back to the parklands as they stood at the beginning of the 21st century.

Ten years ago, the restored Crissy Field was just taking shape, Crissy Field Center was but a budding dream, Lands End was a neglected park, the Alcatraz Gardens were in disrepair, the Presidio was only starting to blossom, and neither Fort Baker with its aging buildings nor Mori Point with its degraded landscape had come yet into the Golden Gate National Parks.

The stories of these places’ stunning metamorphoses—and of people like you who passionately believe in their transformative power—form the core of this year’s *Report to the Community*.

In the following pages, we celebrate not only the Parks Conservancy’s accomplishments in the last year, but also the astonishing park improvements of the last decade and the driving force behind them all—our steadfast partnership with the National Park Service and the Presidio Trust, and your continued generous support.

A decade ago, the Parks Conservancy (then called the Parks Association) helped organize 11,000 volunteers and provided \$11.2 million in aid to the parks. This past year, we supported 23,000 volunteers and provided over \$25.6 million for park projects and programs—boosting the grand total to over \$165 million in support to the parks since the Conservancy’s inception in 1981.

You’ll see evidence of this dramatic growth in care and stewardship everywhere you look across the parks. You’ll see it in the revitalized habitat at Lands End and protected watersheds for endangered species in the Marin Headlands. You’ll see it in the new overlooks and trails in the Presidio, new boardwalk at Mori Point, and new programs at the Institute at the Golden Gate in Fort Baker. And you’ll see it in the delight of schoolchildren camping for the first time and the awe of young leaders discovering their immense potential for environmental change.

Transformation, after all, is written not just across restored landscapes and places but in the renewed spirit and hearts of people. Thank you, once again, for making it all possible. Through all these years and changes, your generous support has been constant—and our gratitude unwavering. We look forward to many more decades of building better parks and stronger communities.

See you in the Golden Gate National Parks!

Mark Buell
Mark Buell
Chair, Board of Trustees

Greg Moore
Greg Moore
Executive Director



Crissy Field, before restoration, circa 1999

CRISSY FIELD

Imagine Crissy Field in the late 1990s. About 70 percent was covered by concrete and asphalt, and the rest of the shoreline was a mash of abandoned barracks, storage sheds, debris-strewn beach, and weed-infested runway. The National Park Service and Parks Conservancy set a vision here for a splendid parkland.

Thanks to the 3,000 volunteers and 2,400 donors who rallied behind the \$15 million lead gift to the Parks Conservancy from the Evelyn and Walter Haas, Jr. Fund, Crissy Field—the former racetrack, airfield, rubble heap, and toxic dump—was transformed from the neglected backyard of the Army to the beloved frontyard for us all. Crissy Field established the standard for our work—and serves as a model for community-led restoration projects around the world.



Building the Golden Gate Promenade



New interim Crissy Field Center



Golden Gate Promenade

OUR THANKS

Key supporters of Crissy Field work include: Evelyn and Walter Haas, Jr. Fund, Colleen and Robert Haas, Bernard Osher Foundation, and the thousands of community members who helped grow Crissy Field



Waters of Crissy Field Marsh flow into the Bay, with Alcatraz in the distance

LEADERS

In 2001, nine high schoolers from five diverse San Francisco neighborhoods became the first class of I-YEL interns (Inspiring Young Emerging Leaders) at the Crissy Field Center. Inspired by this program of environmental learning and activism, they went on to pursue higher education and establish themselves as community leaders. One leader, Jie Chen, had started at the Center as a sophomore in high school. He would later help formulate the I-YEL mission, launch the middle-school stewardship program Urban Trail Blazers, and graduate from UC-Berkeley with a degree in environmental economics and integrative biology. Now he's teaching the next generation of youth at the Center—and demonstrating to new classes of students the power of their passion and actions.



Jie Chen (middle)

“I’m happy to lead young people in the same parks that inspired me.”

—*Jie Chen, Crissy Field Center
youth leadership coordinator*

THIS YEAR’S ACCOMPLISHMENTS

1 million

1 MILLION visitors enjoyed the beauty and history of restored Crissy Field

SUSTAINED the environmental programs of the Crissy Field Center by relocating to new interim “green” facility at East Beach

23 I-YEL (Inspiring Young Emerging Leaders) interns trained and nurtured at the Center

GATHERED diverse communities for educational family campfires at Crissy Field

28,150

28,150 children, youth, and family members served by Center’s programs and events





Presidio Coastal Trail, before remediation and improvements, circa 2006

PRESIDIO

Established in 1776, the Presidio has been a military garrison for Spanish settlers, a trading outpost for Mexican citizens, an army base for American soldiers, and—since its transfer to the National Park Service in 1994—a national park for all.

Long treasured by native peoples for its natural resources, the Presidio is being reclaimed as a place of ecological wonder and historic import. Its evolution springs from the leadership of the Presidio Trust and partnership with the NPS and Parks Conservancy. Its park transformation is supported by the generosity of the Evelyn and Walter Haas, Jr. Fund and a community of volunteers and donors. Its unfolding story is our own.



Renovating Rob Hill Campground



San Francisco National Cemetery

OUR THANKS

Key supporters of Presidio work include: Evelyn and Walter Haas, Jr. Fund, S.D. Bechtel, Jr. Foundation, T. Robert and Katherine Burke, Colin and Anne Lind, The James Irvine Foundation, Charlene Harvey, and Toby Rosenblatt



Presidio Trust Executive Director Craig Middleton at Rob Hill Campground opening



Park visitor winds through the new San Francisco National Cemetery Overlook

FAMILIES

Rob Hill Campground—dramatically improved through the generosity of the Evelyn and Walter Haas, Jr. Fund and the design and management of the Presidio Trust—is a place born of leadership, partnership, and a commitment to future generations. These same ideals motivate the Haas, Jr. Fund. Chair Wally Haas and his siblings Bob and Betsy, who also serve on the Fund’s board, cherish memories of camping trips with their late parents Evelyn and Walter. Their desire to ensure all communities have access to nature inspired the Fund’s historic gifts to the Parks Conservancy for Presidio trails, overlooks, and the expanded Rob Hill Campground. The Haas family understands the value of gathering people together—whether for a worthy civic cause or around a cozy campfire.



*Wally Haas, Betsy Eisenhardt, and Bob Haas
at Rob Hill Campground*

“Our parks are places to connect—
with nature, and with loved ones.”

—Wally Haas,
Parks Conservancy Trustee

THIS YEAR’S ACCOMPLISHMENTS

\$2.5 million

\$2.5 MILLION gift from the S.D. Bechtel, Jr. Foundation helped secure the \$10 million challenge grant from the Evelyn and Walter Haas, Jr. Fund for Presidio trails, bikeways, and overlooks

CELEBRATED the opening of the San Francisco National Cemetery Overlook, a project of the Presidio Trust, funded by T. Robert and Katherine Burke

PARTNERED with the Presidio Trust and National Park Service in improving Lovers Lane, the Presidio Promenade, and Immigrant Point Overlook connector trail

1,507
1,507 young people served through Camping at the Presidio, a program bringing many first-time campers to the park, funded by the Presidio Trust and operated by the Crissy Field Center as a partnership of the Conservancy, Presidio Trust, NPS, and Bay Area Wilderness Training





Slope above Sutro Baths, before restoration, circa 2006

LANDS END

“You can’t even believe it’s the same place.” This astonished reaction to Lands End, from a longtime San Francisco resident and Trail Keeper volunteer, is repeated by any visitor who knew the place before the Parks Conservancy and National Park Service began dramatic improvements in 2006.

The pot-holed parking lot, dangerous pathways, and overgrown vegetation have been replaced by a welcoming trailhead area, accessible trails, thousands of native plants, and a healthy forest opened with new vistas and overlooks. Community volunteers and park stewardship staff have completely transformed Lands End. We proudly recognize their efforts—as we rediscover this once-overlooked gem.



Planting native species in Merrie Way area



Indian paintbrush and seaside daisy on Coastal Trail



El Camino del Mar Trail stairs

OUR THANKS

Key supporters of Lands End work include: Richard and Rhoda Goldman Fund, The Horace W. Goldsmith Foundation, and the California State Coastal Conservancy



Visitors enjoy seating areas and interpretive panels at Lifesaving Station Overlook

REFLECTIONS

A native San Franciscan, Richard Goldman remembers when the northwestern corner of his city—what we now call Lands End—was a center of amusement and delight. He fondly recalls childhood walks there with his father, enjoying the beauty of the coastline. In the 1920s, the area featured the splendor of Sutro Heights Gardens and the Sutro Baths, the elegance of the Cliff House, and the fun of Playland down at Ocean Beach. The decline of facilities during the late 20th century left Lands End a neglected and inhospitable place. Through \$8.6 million in grants from the Richard and Rhoda Goldman Fund, this unique national park has been reborn as a beloved place for rejuvenation and recreation.



“I enjoy with my grandchildren the same vistas I once shared with my father.”

—Richard Goldman,
Founder, Richard and Rhoda Goldman Fund

THIS YEAR’S ACCOMPLISHMENTS

1 million

1 MILLION visitors—from nearby and around the world—delighted by Lands End every year

ENGAGED nearly 900 volunteers in community stewardship programs at Lands End

10,200

10,200 native plants (comprising 68 different species) planted last year to restore the natural landscape; to date over 81,000 have been planted

REHABILITATED forest and native habitat and improved trails and overlooks

PLANNED for a Lands End visitor center and scenic overlooks at two key visitor destinations





Promontory, pre-restoration, covered with aggressive non-native pampas grass

MORI POINT

A snake sheds its skin dozens of times in its life. A landscape, in its myriad forms and purposes, can reveal just as many layers of history. Mori Point, transferred to the National Park Service in 2002, has been the site of a vegetable farm, bawdy roadhouse, Prohibition-era speakeasy, quarry operation, dirt-bike track, and a thwarted development plan.

Through a robust stewardship program uniting neighbors, students, corporate partners, and the Pacifica community, Mori Point is sloughing its scars to display the true markings of a national park—recreational opportunities for visitors and habitat protection for species such as the threatened California red-legged frog and endangered San Francisco garter snake.



Re-establishing wetland habitat



New elevated trail



San Francisco garter snake

OUR THANKS

Key supporters of Mori Point work include: California State Coastal Conservancy, OHMVR Division/California Department of Parks and Recreation, Oracle Foundation, S.D. Bechtel, Jr. Foundation, and Silicon Valley Community Foundation



Restoration involves suppressing invasive species with straw while encouraging native plant growth

LESSONS

Mori Point has become a quintessential national park “classroom” for young people. Middle schoolers from Palo Alto, high schoolers from Oceana High School in Pacifica, college students from City College of San Francisco, students with learning differences from Stanbridge Academy, and youth from the North Bay Conservation Corps have all learned about nature—and service—by volunteering with our stewardship program. The chance to share that lesson was what brought Daniel and Sarah Tu and their four children to Mori Point for a drop-in event. For the Tu kids—and for students from across the Bay Area—our parks are places to have fun with friends and family, to see the beauty and necessity of giving back, and to understand their role in conserving the environment.



“The Conservancy understands the importance of educating the next generation.”

—Daniel Tu, Bay Area parent

THIS YEAR’S ACCOMPLISHMENTS

540

FEET of elevated trail built to protect wildlife and open new visitor experiences

IMPROVED trails throughout this coastal headland to enhance public access and preserve nature

RESTORED habitat corridors vital to survival of rare, threatened, and endangered species

8,600

plants, of 21 different species, planted as part of revegetation effort

REPAIRED deep gullies and reshaped natural slopes to control damaging erosion





Rose Terrace, before removal of invasive arundo grass

ALCATRAZ

By the late 19th century, military prisoners had established Victorian-style gardens on desolate Alcatraz. During the federal penitentiary years, inmates continued to care for the gardens and plant-growing facilities across the island. When the prison closed in 1963, however, these gardens were abandoned. Less hardy plants disappeared, and walls and railings faded into the undergrowth.

In 2003, the Parks Conservancy, Garden Conservancy, and National Park Service launched a volunteer-driven program to restore the beauty and historical integrity of the gardens. Today, visitors can once again enjoy their color and appreciate the hope they symbolized for generations of island residents.



Maintaining the Rose Terrace greenhouse



Fuchsia "Angel's Earrings"



Carola Ashford (middle), 1947-2009, the late Alcatraz Gardens project manager

OUR THANKS

Key supporters of Alcatraz Gardens work include: Save America's Treasures, and contributors to the Carola Ashford Alcatraz Gardens Fund



Volunteer docent points out Officers' Row plantings restored to evoke 1940s-era gardens

EXPERIENCES

Wrapped deep in the Alcatraz fog, Renata Gasperi surrendered her visual senses and instead tuned her ears to the peaceful stillness—and heard the sound of gulls, waves, and the bell on a buoy ringing.

“It was just magical,” she said. Renata was among the first volunteers to help with the Alcatraz Gardens restoration project in 2004.

While she takes pride in seeing the gardens’ ongoing revival, it is not her only motivation. Like the island residents who first tended the gardens during the penitentiary years, Renata treats her time amid the flowers as a kind of blissful escape. Finding that magic in a place is what brings Renata—and so many of our volunteers and visitors—to the parks again and again.



“I love seeing young people care about parks as much as we older people do.”

—Renata Gasperi,
Alcatraz Gardens volunteer

THIS YEAR’S ACCOMPLISHMENTS

1.3 million

1.3 MILLION visitors served through the Parks Conservancy’s Alcatraz tours each year; provided the evening program to over 110,000 people

ADVANCED extensive rehabilitation and restoration of the Alcatraz Gardens, installed waysides, and completed rain catchment system

6,357

6,357 hours of volunteer time given for improvement of Alcatraz Gardens

EXPANDED interpretation of historic gardens with more tours, signs, and new website

GARNERED, in partnership with the Garden Conservancy, the Trustees Award for Excellence from the California Preservation Foundation





Historic parade ground, before restoration, circa 2006

FORT BAKER

In rehabilitating turn-of-the-century officers' homes at Fort Baker, layers of paint were removed from ceiling tiles to reveal dazzling designs underneath. And in revitalizing this former military site, the Parks Conservancy, National Park Service, and Fort Baker Retreat Group uncovered its essence.

In the late 1990s, we realized that this Army post—founded for the protection of our nation—could be repurposed for the preservation of our planet. So Fort Baker became home not just to the environmentally-conscious Cavallo Point lodge but also to the Institute at the Golden Gate—a Parks Conservancy program in partnership with the NPS dedicated to global sustainability. Transformation is an original spirit made new again.



Reconstructing barracks porches



Enclosed porch on officer's house



Paulo Gomes at Turning the Tide

OUR THANKS

Key supporters of Fort Baker work and the Institute at the Golden Gate include: Marin Community Foundation, Bank of America, Pisces Foundation, and Tauck Romano Innovative Philanthropy Inc.



Historic Fort Baker shines with new purpose in the Golden Gate National Parks

COMMUNITIES

The Institute at the Golden Gate, based at Fort Baker, promotes cross-sector collaboration as a key to global sustainability. That ethos of cooperation is found throughout the parks, especially in the public/nonprofit/private partnership behind the post-to-park conversion of Fort Baker. Indeed, many of our park projects and programs speak to the committed support of the Conservancy's corporate partners. At Fort Baker, Bank of America has helped us launch the Institute, fund its signature conference *Turning the Tide*, and gather employees for park stewardship. The Golden Gate National Parks belong to all our communities—from all backgrounds and every field of endeavor.



“I enjoy hiking in Marin but had never volunteered in the parks. Earth Day was a great way to start!”

—Charissa Lee,
Bank of America volunteer

THIS YEAR'S ACCOMPLISHMENTS

WON National Trust for Historic Preservation award and Governor's Environmental and Economic Leadership Award, alongside the NPS and Fort Baker Retreat Group

450

450 cross-sector leaders—from Nobel Laureates to Pulitzer winners—gathered for *Turning the Tide*, the Institute at the Golden Gate's annual environmental conference

CONNECTED the Bay Area with the Institute's "Conversations with Eco-Innovators" lecture series, in partnership with Conservation International

60

60 sustainability and environmental programs hosted at Fort Baker, through the efforts of the Institute at the Golden Gate

ATTAINED, with the NPS and Fort Baker Retreat Group, LEED-Gold status for Cavallo Point—the first national park lodge in the country to attain this certification





ACHIEVEMENTS *across the parks*

The diversity and range of amazing places in the Golden Gate National Parks are matched by the wide variety of projects and programs that the Parks Conservancy supported and led in 2009.



ALCATRAZ ISLAND
The infamous former prison gives visitors a closeup look at a maximum-security, minimum-privilege life. Operated shuttle to cellhouse for wheelchair users and other visitors with mobility needs

BAKER BEACH This mile-long beach offers spectacular views of the Marin Headlands and the Presidio. Improved beach access by completing, in partnership with the Presidio Trust, a connector trail linking Immigrant Point to north Baker Beach

BOLINAS RIDGE The top of this secluded and scenic crest presents views of the San Andreas Rift Zone. Grew native plants for restoration work in Stinson and McKennan Gulches

CHINA BEACH Legend says this sandy patch was named for Chinese fishermen who, long ago, anchored their junks nearby. Performed volunteer outreach and recruitment for stewardship of China Beach and other coastal sites



CLIFF HOUSE Giant windows present a direct view of the Pacific from a world-class restaurant. Provided logistical support for Centennial Gala celebrating 100th anniversary of the 1909 Cliff House



CRISSY FIELD
This historic army airfield now features a beautiful shoreline, restored marsh, and environmental education center. Opened new Beach Hut café, featuring local and organic food, as part of relocated interim Crissy Field Center



FORT BAKER This former army post has been transformed into a LEED-Gold certified national park lodge and home to the Institute at the Golden Gate. Supported National Park Service rangers in providing interpretive programs and tours in this National Historic District

FORT CRONKHITE The fort has one of the only restored barracks in the West that reflects its original appearance. Worked alongside the NPS in developing cultural landscape report to guide future management



FORT FUNSTON
Steady winds and dunes reaching 200 feet high make this rugged stretch a premier hang-gliding spot. Engaged community volunteers in restoration of sensitive dune habitat along the Pacific coast



FORT MASON Park headquarters are located here, while the nonprofit Fort Mason Center occupies the waterfront piers. Improved visitor safety and multi-use access at a critical intersection of the Bay Trail

FORT POINT Imposing Fort Point kept vigil over the bay for almost half a century, and now visitors can explore this brick masterpiece. Held 2009 Trails Forever Dinner at this National Historic Site to raise funds for trail work throughout the park

GERBODE VALLEY A hiker's paradise, this wild backcountry offers a chance to admire wildflowers or spy a bobcat. Offered planning and resource management support for future improvements to the Rodeo Valley Trail



KIRBY COVE Nestled at the foot of the Marin Headlands, the cove offers fabulous views of the Bridge and the City. Maintained control of priority weeds and reduced impacts on mission blue butterfly habitat

LANDS END San Francisco's wildest coast features rocky headlands, intriguing shipwrecks, and new trails. Planted hundreds of native plants and suppressed invasive species on Sutro Slope



MARIN HEADLANDS
This is the place to see migrating birds of prey—as well as bird's-eye views of the Bridge. Celebrated the 25th anniversary of the Golden Gate Raptor Observatory, a pioneering “citizen science” program in cooperation with the NPS

MILAGRA RIDGE Habitat for threatened species like the California red-legged frog, this ridge also affords impressive views of Pacifica and the ocean. Partnered with Oceana High School on a stewardship class that brings students to Milagra Ridge and other sites in San Mateo County

MORI POINT Home to a dazzling endangered snake, this dramatic promontory rewards visitors with gorgeous wildflowers. Performed San Francisco garter snake surveys to monitor populations of this endangered species

MUIR BEACH Picnics are pleasant in this quiet cove while the overlook trail stands out—literally—as a great place to spot gray whales. Teamed with the NPS to create a frog pond, expand tidal lagoon, and grow native flora as part of Redwood Creek restoration



MUIR WOODS This redwood grove—in the words of namesake John Muir—is simply “the best tree-lovers’ monument” in the world. Organized a highly successful Muir Woods Earth Day, one of many community volunteer events throughout the year

OAKWOOD VALLEY This swath is home to coyotes, owls, mission blue butterflies, and the parks’ largest stand of oak and bay forest. Completed removal of almost five football-fields’ worth of invasive cape ivy

OCEAN BEACH A recreational paradise for generations, San Francisco's western flank remains perfect for sunset walks. Partnered with SF Surfrider and other community organizations for beach cleanups and maintenance



OLEMA VALLEY
Grazing cattle and Victorian farms grace this area between Bolinas and Inverness ridges. Continued to produce award-winning interpretive items featuring Michael Schwab icons of Olema Valley and other beloved sites

PHLEGER ESTATE This wildlife corridor at the parks’ southern tip reveals traces of 19th century logging. Offered mapping and monitoring support for trail management to better protect Union Creek



POINT BONITA
Adventurers relish the heart-stopping foot-bridge that leads to the Lighthouse (first lit 1855). Led special sunset hike to Point Bonita as a benefit for Parks Conservancy members



PRESIDIO This national park was once among the oldest continuously used military posts in the U.S. Assisted with safe transfer away from Doyle Drive reconstruction of the only Franciscan manzanita known to exist in the wild

RODEO BEACH Rodeo Valley opens to this windswept beach speckled with colorful pebbles. Helped with outreach and community engagement for California Coastal Cleanup Day work at park beaches



STINSON BEACH
One of the best beaches in northern California, this three-mile stretch of sand is great for picnics. Organized group projects, beach cleanups, and Habitat Restoration Team activities



SUTRO HEIGHTS
The lands of former San Francisco mayor Adolph Sutro showcase a splendid garden. Beautified the area around the South Slope through the combined efforts of Park Service staff and volunteers



SWEENEY RIDGE
Explorer Gaspar de Portola first saw San Francisco Bay more than 200 years ago from the 1,200-foot summit. Trained and deployed volunteer Trail Keepers who monitor Sweeney Ridge and other key park sites

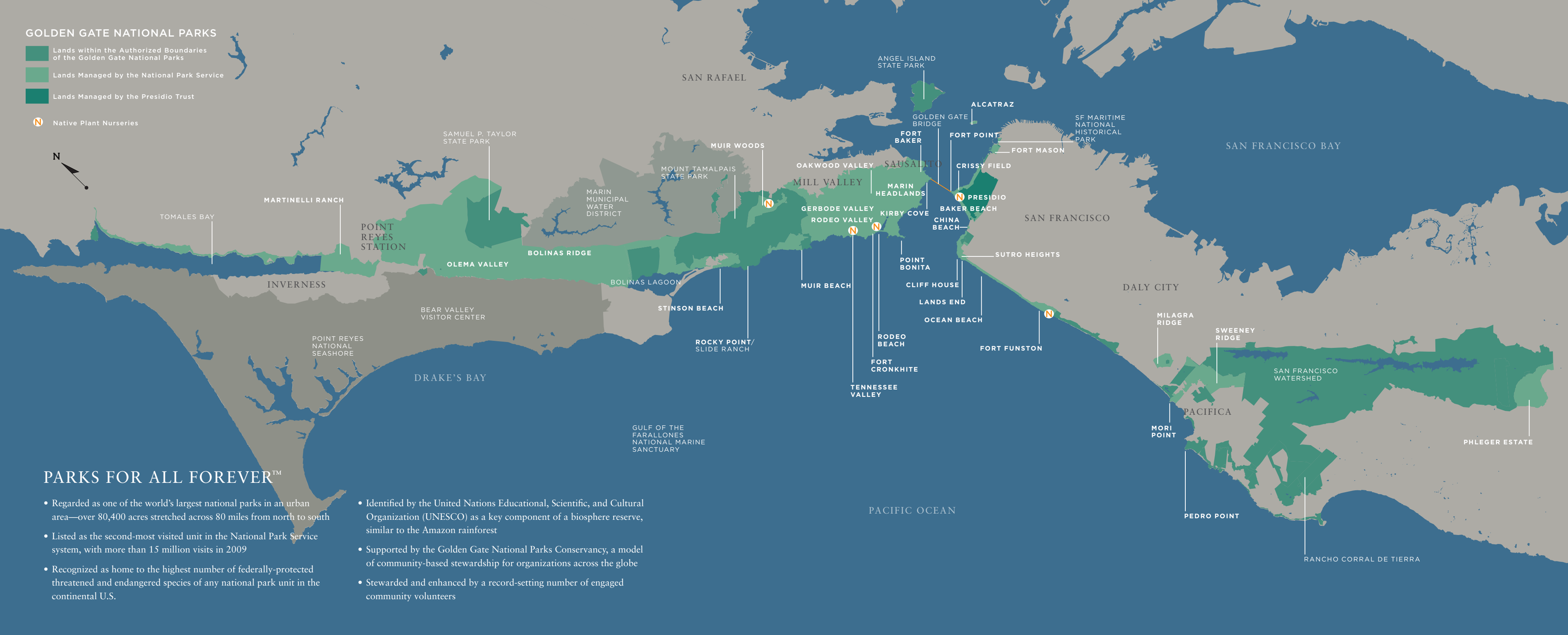


TENNESSEE VALLEY
This valley meanders to a beach near the shipwreck of the SS Tennessee. Managed native plant nursery that grew thousands of plants for projects in Marin

GOLDEN GATE NATIONAL PARKS

- Lands within the Authorized Boundaries of the Golden Gate National Parks
- Lands Managed by the National Park Service
- Lands Managed by the Presidio Trust

Native Plant Nurseries



PARKS FOR ALL FOREVER™

- Regarded as one of the world’s largest national parks in an urban area—over 80,400 acres stretched across 80 miles from north to south
- Listed as the second-most visited unit in the National Park Service system, with more than 15 million visits in 2009
- Recognized as home to the highest number of federally-protected threatened and endangered species of any national park unit in the continental U.S.
- Identified by the United Nations Educational, Scientific, and Cultural Organization (UNESCO) as a key component of a biosphere reserve, similar to the Amazon rainforest
- Supported by the Golden Gate National Parks Conservancy, a model of community-based stewardship for organizations across the globe
- Stewarded and enhanced by a record-setting number of engaged community volunteers



THANK YOU *to our Golden Gate National Parks Volunteers*

Through the cooperative volunteer program of the Parks Conservancy,

National Park Service, and Presidio Trust, about 23,000 community

members grew native plants, restored habitat and historic landscapes,

maintained trails, studied raptors, cleaned beaches, and led public

programs. Special thanks to the following groups who contributed to our

stewardship efforts (between October 1, 2008 and September 30, 2009):

4H Youth Group
7 Teepees
A Home Away from Homelessness
A.P. Giannini Middle School
AAA of Northern California, Nevada & Utah
AAVE Teen Adventures (All About Visiting Earth)
Accenture
ACE Group
Adobe Systems, Inc.
Advanced English Academy
Advanced Global Communications
Advantage Sales & Marketing
Adventures Cross Country (ARCC)
Aim High - Denman Middle School, Marina Middle School, Alameda High School
Alamo Elementary
Alcatraz Bird Docents
Alcatraz Cruises
Alcatraz Historic Gardens Volunteers
Alcatraz Interp Volunteers
Algentis
American Hiking Society
AmeriCorps
Amgen
Angel Points
Aperian Global
Aquarium of the Bay
Arab Culture & Community Center
Archdiocese
Argonne Elementary School
ArlenGroup
Art of Living
Ascent Services Group
Asia-US Service Learning
Autodesk
Avalon Bay
Babcock & Brown

Bain & Co.
Banana Republic
Bank of America
Bare Escentuals Beauty, Inc.
Bay Area Asian Deaf Association
Bay Area Mitzvah Corps
Bay Area Ridge Trail Council
Bay Area Whaleboat Rowing
Bay Area Wilderness Training
Bay Nature
Bay School of San Francisco
Be the Change
Beach Cleanup Volunteers
Big Year
Black & Veatch Construction, Inc.
Blast Radius
BMC Software, Inc.
Booz Allen Hamilton
Bosley Medical
Boy Scouts of America
Boys and Girls Clubs
Brandeis Hillel Day School
Branson High School
Breakthrough SF
Bryant Childhood Development Center
BuildON
Bureau of Prisons (BOP)
Burlingame University High School
California Coastal Commission
California Consolidated Fife and Drum Corps
California Department of Fish and Game
California Native Plant Society
California School for the Blind (CSB)
California State University, East Bay
Calvary Connects
Calvary Presbyterian
Cameron House
Camping at the Presidio (CAP)

Canal Alliance
Carleton College Alumni
Catlin Underwriting Ambition
CAVE (Community Action Volunteers in Education), Chico State University
Center for Volunteer and Nonprofit Leadership of Marin
Centerline Cares
Charles Schwab
Chevron
Chico State University
Children's Day School
Chronicle Books
Church of Jesus Christ of Latter Day Saints
Circle K, Berkeley Chapter
Cisco Systems, Inc.
City College of San Francisco
City Hope Church
Clear Seas Communications, Inc.
CLIF Bar & Co.
Coast Defense Study Group (CDSG)
Coca-Cola Company
Columbia University Alumni
Commodore School
Computer Associates
Concord High School
Conservation Corps North Bay (CCNB)
Convent of the Sacred Heart
Convio, Inc.
Cornerstone Research
Cornerstone Trinity Baptist Church
Cornerstone Trinity High School
CREDO Mobile-Working Assets
Crestmont School
Crissy Field & Area A Volunteers
Crystal Geyser
Cub Scouts of America
Daymon Worldwide

Deloitte
Department of the Interior
DePaul University Alumni
Design Volunteers-In-Parks
Dewey & LeBoeuf, LLP
Dianne Feinstein Elementary
Diller Teen Fellows
Downtown College Preparatory School
Downtown High School
Drew School
Earthworks, Oceana High School
East Side College Prep
EnerNoc
English Studies Institute
Environmental Protection Agency (EPA)
Environmental Resource Management
Ernst & Young
Esurance
Experimental Archeology
Facebook
Farallones Marine Sanctuary
Association
Federal Reserve Bank
FedEx
Fehr & Peers
Filipino Community Center
Fireman's Fund Insurance Company
Flynn Elementary
Forest City
Fort Baker Stewardship Volunteers
Fort Mason Information Center
Volunteers
Fort Point Docents and Re-enactors
Fort Point Garrison Brass Band
Francis Scott Key Elementary
Friends of Mountain Lake Park
Galileo Academy of Science and Technology
GAP

Gateway High School
Genentech
General Service Administration (GSA)
Generation Green
Geographic Expeditions
George Washington High School
Girl Scouts of the USA
Golden Gate Raptor Observatory (GGRO) Volunteers
Golden Gate Trail Crew
Golden Gate University School of Law
Goldman Sachs
Google
Grace Hill AmeriCorps Rangers
Gratton Elementary
Green Team & Fort Funston Nursery
Volunteers
Habitat Restoration Team & Invasive Plant Patrol
Hagens Berman Sobol Shapiro LLP
Hamlin School
Hands on Bay Area
Harvard Club
Harvey Milk Civil Rights Academy
HDR, Inc.
Headlands Institute
Hitachi Consulting
Hoover Middle School
Horse Patrol Volunteers
Hotel Vitale
Hotwire
IKON Office Solutions
Indiana University Alumni
Indianapolis High School
Insurance Industry Charitable Foundation
International Association of Business Communicators (IABC)
IronPort Systems
Irvington High School

Isaacson Miller
I-YEL (Inspiring Young Emerging Leaders), Crissy Field Center
Japanese Community Youth Council
Jefferson High School
Jewish Community Centers, San Francisco and Peninsula
Jewish Study Network
JROTC (Junior Reserve Officers' Training Corps), San Francisco High Schools
Junior Lifeguard Volunteers
Junior Ranger Ecologists, National Park Service
Junipero Serra School
Kaiser Permanente
Katherine Burke School
Kimpton Hotels
Koi Fitness
KZV Armenian School
Lafayette Elementary School
Landon Day Care
Lands End Stewardship Volunteers
Lawton Elementary School
Lead America (Leadership University)
Levi Strauss & Co.
Lexis Nexis
Lick-Wilmerding High School
Life Technologies
LINC (Linking Individuals with the Natural Community), Park Stewardship Program
Lincoln High School
Literacy for Environmental Justice
Live Oak Waldorf School
Los Mejores
Love Awakening
Low Income Investment Fund
Lowell High School
Marin Country Day School
Marin Headlands Interp & Visitor Center Volunteers
Marin Headlands Nursery Volunteers
Marin Primary Middle School
Marriott Hotel
MARSH Inc.
Massachusetts Institute of Technology Club
McGraw-Hill
McKinley Elementary
Meridian
Merrell
Metreon Julian's
Mira Loma Elementary School
Mitzvah Core
MKTG
Monroe Elementary School
Morgan Stanley Group

MTV Networks
Muir Woods Interp & Visitor Center Volunteers
Muslim American Society (MAS), Youth Give Society
National Association of Asian American Professionals (NAAAP)
National Charity League
National Civil War Association
National Environmental Education Foundation
National Park Foundation
National Pollution Prevention Conference
National Student Leadership Conference (NSLC)
Natural Resources Defense Council (NRDC)
Nature in the City
NBC Bay Area Proud
New Resource Bank
NIKE Missile Site Volunteers
Nor-Cal South Advantage Sales and Marketing
Notre Dame University
Nueva School
Oberlin College Alumni
Ocean Shore School
Oceana High School
OceanHealth.org
Ogilvy
Old Navy
Olympic Club
O'Melveny & Myers LLP
One Brick
One Fifty Parker School
Optum Health
Oracle
Our Lady of Perpetual Help School
Outward Bound
Pacific Ridge High School
Pacifica Liaison Committee
Pacifica Neighborhood
Palo Alto Middle School
Park Personnel
Park Stewardship Volunteers
Parkour
Parks As Classrooms Volunteers
Partnership Capital Growth
People To Park Stewards
Pepperdine University Alumni
Peterson Power
PG&E
Pittsburg Center for Biological Imaging (CBI)
Point Bonita Lighthouse Docents
Pomona College
Pottery Barn

Precita Eyes
Premier Retail Network
Presidio Archeology Volunteers
Presidio Compost Volunteers
Presidio Forestry & Gardens Volunteers
Presidio Hill School
Presidio Interp & Visitor Center Volunteers
Presidio Nursery Volunteers
Presidio Park Stewards & Presidio Plant Patrol
Presidio Trail Crew
Presidio Truckers
PriceWaterhouseCoopers
Project 20
Project Regeneration
Project WISE (Watersheds Inspiring Student Education), Galileo
Real Options for City Kids (R.O.C.K.)
Recology
Redwood Creek Nursery & Stewardship Volunteers
Redwood Creek Trailblazers
Redwood High School
REI
Remedy Interactive
Retired Senior Volunteer Program (RSVP)
Ritz Carlton
Romberg Tiburon Center
Rooftop Alternative School
ROTC, San Jose State University, Sacramento State University, University of San Francisco
Sacred Heart Cathedral Prep
Salesforce.com
Salesian High School
San Diego High School
San Francisco Barristers Club
San Francisco Church Group
San Francisco City College
San Francisco Clean City Coalition
San Francisco Community Clean Team
San Francisco Connect
San Francisco Conservation Corps (SFCC)
San Francisco Day School
San Francisco Department of Public Works
San Francisco Department of the Environment
San Francisco Friends School
San Francisco Hillel Day School
San Francisco Maritime National Historic Park
San Francisco Police Academy

San Francisco Recreation and Park Department
San Francisco State University
San Francisco Tri Club
San Francisco Veterans Association
San Francisco Zoo Crew
San Mateo Home School Group
Santa Fe Natural Tobacco
Santiago Community
Schools of the Sacred Heart
SEA
Seattle Waldorf School
Shell Oil Martinez
Shorenstein
Skadden
Skyline College
Slippery Rock University
Snowy Plover Docents
Social Vocational Services
South San Francisco High School
Southwest Community Church
Sports Basement
St. Helena Catholic
St. Ignatius
St. Mark's Lutheran Church
St. Mary's College
Stanbridge Academy
Stanford University
Sterne School
Stuart Hall High School
Student Conservation Association (SCA)
Students and Teachers Restoring a Watershed (STRAW)
Summer Camp Counselors-In-Training, Crissy Field Center
Sun Microsystems
Sunset Ridge
Sunset Scavenger Company/Golden Gate Disposal & Recycling Co.
Surfrider Foundation/San Francisco Chapter
Sutro Elementary
Sutro Slope Volunteers
T. Rowe Price Group, Inc.
Take Pride in America
Tall Ship Academy
Taltours
Taproot
Tauk Foundation/Sparks
Teens on Trails, Trails Forever Program
Temple Emanu-El
Tenderloin After School Program (TASP)
Tennessee Valley Nursery Volunteers
The North Face
Thomson Reuters

Thornton High School
Tides
Toolworks
Toyota Motor Sales
Trail Docents
Trail Keepers
Travelocity, Travel for Good
Treasure Island Job Corps
Triage Consulting Group
Trout Unlimited
Unilever
United Behavioral Health (UBH)
United States Coast Guard
United Way of the Bay Area
Unity Church SF
University High School
University of California, Berkeley
University of California, Irvine
University of California, San Francisco
University of Michigan Alumni Group
University of Montana, OLE
University of the Pacific
University of San Francisco
UPS
Urban School
Urban Trail Blazers (UTB), Crissy Field Center
Volunteer Centers of the Bay Area
Volunteering is Sexy
VolunteerMatch
Volunteers for Outdoor California (VOCal)
Volunteers in Asia
Waldorf High School
Washington High School
Weed Watchers
Wells Fargo
Westborough Middle School
Whole Foods Market & Vendors
Wild Planet
Williams-Sonoma
Wilson West
Wine.com
Women Helping All People (WHAP)
WRA Biological Consultants
XL Insurance
Yeshiva University
Yik-Wo Elementary
YMCA's, Presidio and Richmond
Young Persian Professionals (YPP)
Youth Leadership Institute (YLI)
Zach Pine Earth Day Nature Sculpture
Zion Lutheran School
Zurich Financial Services



FINANCIAL STATEMENTS

Statement of Financial Position for the year ended September 30, 2009. (With summarized financial information for the year ended September 30, 2008.)

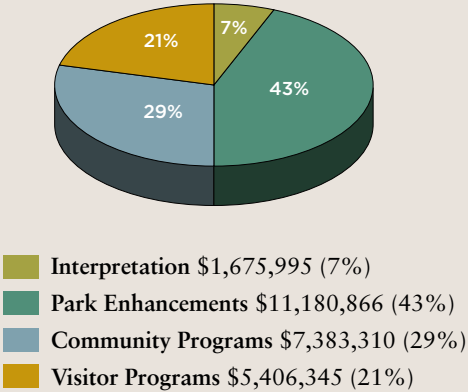
Financial information on these pages is derived from the Golden Gate National Parks Conservancy’s financial statements, which were audited by an independent registered public accounting firm. Copies of the complete audited financial statements are available upon request by calling the Chief Financial and Operations Officer at (415) 561-3000.

ASSETS	2009	2008
Cash and cash equivalents	\$ 4,991,196	\$ 3,374,599
Accounts receivable	4,265,468	5,181,266
Contributions receivable, net	1,517,495	1,638,148
Investments	22,371,347	20,311,198
Inventories	1,540,455	1,857,062
Furniture, fixtures and equipment, net	1,110,959	685,308
Prepaid expenses and other assets	315,670	543,644
Total Assets	<u>\$ 36,112,590</u>	<u>\$ 33,591,225</u>
LIABILITIES AND NET ASSETS		
Liabilities:		
Accounts payable and accrued liabilities	\$ 4,111,873	\$ 2,047,127
Accrued payroll related expenses	1,123,646	1,016,603
Deferred revenue	<u>2,035,222</u>	<u>641,134</u>
Total Liabilities	<u>7,270,741</u>	<u>3,704,864</u>
Net Assets:		
Unrestricted:		
Undesignated	9,872,339	7,813,102
Board-designated for park projects and programs	<u>5,893,995</u>	<u>6,047,584</u>
Total Unrestricted Net Assets	15,766,334	13,860,686
Temporarily restricted:		
For park projects and programs	8,406,238	11,356,398
Permanently restricted net assets	<u>4,669,277</u>	<u>4,669,277</u>
Total Net Assets	<u>28,841,849</u>	<u>29,886,361</u>
TOTAL LIABILITIES AND NET ASSETS	<u>\$ 36,112,590</u>	<u>\$ 33,591,225</u>

FINANCIAL STATEMENTS

Statement of Activities and Changes in Net Assets for the year ended September 30, 2009. (With summarized financial information for the year ended September 30, 2008.)

Golden Gate National Parks Conservancy
Fiscal Year 2009 Aid to the National Parks



Total Aid: \$25,646,516

Total Aid to the Parks (1982-2009):
More than \$165 million

SUPPORT AND REVENUE

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 2009	Total 2008
Gross program revenue	\$ 22,085,150			\$ 22,085,150	\$ 21,294,712
Cost of goods and services	<u>(5,206,394)</u>			<u>(5,206,394)</u>	<u>(5,202,766)</u>
Program Revenue, Net	16,878,756			16,878,756	16,091,946
Contributed income	1,481,773	\$ 3,104,277		4,586,050	8,680,165
Investment income	228,656	190,047		418,703	519,580
Net realized and unrealized (loss) gain on investments	72,511	7,929		80,440	(1,764,199)
Underwater endowments	(146,082)	146,082			
Mitigation awards	4,522			4,522	11,936
State contract-relocation project	2,606,671			2,606,671	
Other income	27,642			27,642	70,050
Cooperative agreement reimbursements	5,669,581			5,669,581	5,713,338
Net assets released from restrictions	<u>6,398,495</u>	<u>(6,398,495)</u>			
Total Support and Revenue	<u>33,222,525</u>	<u>(2,950,160)</u>		<u>30,272,365</u>	<u>29,322,816</u>
EXPENSES					
Program Services - Aid to Park Projects and Programs:					
Interpretation	1,675,995			1,675,995	1,557,307
Park enhancements	11,180,866			11,180,866	13,364,184
Community programs	<u>7,383,310</u>			<u>7,383,310</u>	<u>3,634,685</u>
Total Aid to Park Projects and Programs	20,240,171			20,240,171	18,556,176
Visitor Program Services	<u>5,406,345</u>			<u>5,406,345</u>	<u>4,990,671</u>
Total Aid	25,646,516			25,646,516	23,546,847
Fundraising	660,934			660,934	795,731
Management and General	<u>5,009,427</u>			<u>5,009,427</u>	<u>4,011,505</u>
Total Expenses	<u>31,316,877</u>			<u>31,316,877</u>	<u>28,354,083</u>
Increase (Decrease) in Net Assets	1,905,648	(2,950,160)		(1,044,512)	968,733
NET ASSETS, BEGINNING OF YEAR	<u>13,860,686</u>	<u>11,356,398</u>	<u>4,669,277</u>	<u>29,886,361</u>	<u>28,917,628</u>
NET ASSETS, END OF YEAR	<u>\$ 15,766,334</u>	<u>\$ 8,406,238</u>	<u>\$ 4,669,277</u>	<u>\$28,841,849</u>	<u>\$ 29,886,361</u>

GIVING TO THE PARKS



THANK YOU to the Parks Conservancy’s donors and 12,750 members for your generosity and support! Your contributions improved trails, restored meadows, funded educational programs for youth at the Crissy Field Center and throughout the parks, restored native habitats, and preserved historic treasures.

There are many ways to contribute. An unrestricted gift will support the Conservancy’s priority programs including trail building and stewardship, youth leadership training and education, and volunteer activities. Or you may choose to provide direct support to a project or program. To learn more about gift-giving options, please contact Kathryn Morelli, director of development, at (415) 561-3050 or kmorelli@parksconservancy.org.

THE WILLIAM KENT SOCIETY

Members of the William Kent Society make an annual gift of \$1,000 or more. Providing 70 percent of contributed annual operating revenue, the Kent Society supports essential programs that connect people with the parks. As a member of the William Kent Society you make a real difference in the future of our Golden Gate National Parks—and in the diverse communities that care for them. The William Kent Society offers special outings and events for members throughout the year.

EVELYN AND WALTER HAAS, JR. FUND PRESIDIO TRAILS CHALLENGE

Through your help, the Parks Conservancy raised \$7 million to trigger a generous gift of \$10 million from the Haas, Jr. Fund to build and upgrade the Presidio’s 24-mile system of trails and overlooks. Our thanks to the many donors who made gifts and pledges—ranging from \$100 to \$2.5 million—to help us reach this goal. When you visit the Presidio’s new trails, know that you helped make them possible! With more trail work to be completed throughout the parks, your gifts to Presidio Trails and Trails Forever are still needed and welcome.

GOLDEN GATE KEEPERS

You provide important support for the parks while reducing paper use and postage costs when you contribute monthly by credit card or electronic funds transfer. It’s the “greenest” way to give! Members receive a Conservancy wall calendar and special updates on park news.

SILVER LUPINE CIRCLE

The Silver Lupine Circle recognizes the extraordinary commitment of individuals who include the Parks Conservancy in their estate plans. Through the generosity of Silver Lupine Circle members, future generations will enjoy the beauty and amazing natural resources that we enjoy today. Benefits include special updates, outings, and events.

ENDOWMENT FUNDS

Endowments provide long-term support for youth outreach and education and for trails and natural resource stewardship. Please contact the Parks Conservancy to learn more about endowment giving opportunities.

TRIBUTE AND MEMORIAL GIFTS

Pay lasting tribute to a loved one or commemorate one of life’s milestones by making a tribute gift or establishing a named fund.

MATCHING GIFTS

Make your gift go twice as far by asking your employer to match your contribution to the parks.

VOLUNTEERING

Give back to your national parklands by building trails, restoring habitat, studying raptors, growing native plants, and more. For details on volunteer opportunities, call (415) 561-3077, e-mail volunteer@parksconservancy.org, or visit www.parksconservancy.org/volunteer.

EDUCATION & COMMUNITY PROGRAMS



COMMEMORATED the 25th anniversary of the Golden Gate Raptor Observatory—a path-breaking “citizen science” program that contributes to research through volunteer-driven monitoring, banding, and tracking of birds of prey—by hosting a two-day Raptor Fest open house and holding lectures featuring raptor experts.

- Organized—in conjunction with KQED and in support of the Ken Burns documentary *The National Parks: America’s Best Idea*—a “Parks For All” conference on diversity in the parks that attracted 420 attendees and featured prominent park leaders as well as filmmakers Burns and Dayton Duncan.
- Leveraged the PBS premiere of *America’s Best Idea* by organizing community campfires for underserved audiences as part of a nationwide “Untold Stories” initiative and launching an awareness campaign

that included street banners in San Francisco and a 30-second public service announcement produced pro bono by Goodby, Silverstein & Partners.

- Convened members of the local disability community and interested members of the public in Oakland for a screening of Ken Burns’ *This Is America* companion film and a discussion about accessibility issues in the national parks.

- Served 4,100 K–12 students in urban ecology school programs through the Crissy Field Center.

- Trained 83 middle school and high school interns in leadership development and multicultural environmental education at the Center.

- Guided 45 Galileo Academy of Science and Technology students through a yearlong Project WISE (Watersheds Inspiring Science Education) program, a collaboration of Crissy Field Center and Urban Watershed Project.

- Engaged about 10,000 community members who visited Hawk Hill during the fall migration or attended Golden Gate Raptor Observatory events.

- Enlivened educational programming through the Native Plant Nurseries by successfully piloting Petal Pushers, a 2nd and 3rd grade “junior scientist” program and launching Golden Growers, a new long-term volunteer program.

- Supported NPS school-based programs reaching over 10,000 school children.

PARK IMPROVEMENTS



COMPLETED construction and revegetation in the Marin parklands of a realigned, 1.5-mile, multi-use Dias Ridge Trail, establishing a key link to the Bay Area Ridge Trail while protecting habitat for the endangered coho salmon and steelhead trout in Redwood Creek Watershed below.

- Repaired, improved, built, and maintained nearly 50 miles of trail across the Golden Gate National Parks through Trails Forever—a parkwide initiative sponsored with the National Park Service and Presidio Trust to establish a world-class trail system.
- Rehabilitated nine miles of trail through the efforts of the volunteer-powered Golden Gate Trail Crew.
- Installed 70 new wayfinding signs as part of Trails Forever program.
- Designed and placed viewing platforms, earthen “islands,” and benches along new raised boardwalk at Mori Point to enhance recreational and interpretive use for visitors.
- Finished schematic design for the Presidio Coastal Trail from the Golden Gate Bridge to Baker Beach.
- Supported the Presidio Trust in planning for the Presidio Stewardship and Sustainability Center at Fort Scott—a long-term, “green” vision for greenhouses, a shadehouse, water reuse system, and education/volunteer center.
- Facilitated construction of a cutting-edge, highly energy-efficient Seed and Plant Lab for the Presidio Native Plant Nursery in partnership with the Presidio Trust.
- Improved visitor experience while restoring critical floodplain at Muir Beach as part of the Redwood Creek restoration work.
- Finalized designs for the Headlands Coastal Trail along Conzelman Road and for improvements and habitat restoration at Hawk Hill in Marin County.
- Improved bicycle and pedestrian safety at the Fort Mason “squeeze” where the Bay Trail meets the Marina Boulevard/Laguna Street intersection in San Francisco.
- Supported the Presidio Trust in restoring habitat, protecting significant cultural features, and interpreting the rich history at El Polin Springs—part of a larger Tennessee Hollow Watershed revitalization project.

VOLUNTEER ACCOMPLISHMENTS



ENGAGED 22,973 community members of all ages for park stewardship and volunteer work (totaling 423,143 hours, the equivalent of 203 full-time employees or \$8,568,646 in value), through the Golden Gate National Parks Volunteer Program—a cooperative effort of the Parks Conservancy, National Park Service, and Presidio Trust.

- Organized and facilitated 390 corporate/civic groups for nearly 1,000 volunteer group projects in the parks.
- Received Take Pride in America’s national award for 2009 “Federal Volunteer Event,” recognizing the impact of Martin Luther King, Jr. Day of Service work coordinated by the Golden Gate National Parks Volunteer Program.
- Helped host a series of programs as an integral part of the National Conference on Volunteering and Service in June 2009, including an immersion session in the park for 150 volunteer managers from across the country and the kickoff volunteer event for the Department of Interior’s United We Serve initiative.
- Participated in statewide 25th anniversary California Coastal Cleanup Day by helping to organize 3,000 volunteers at over 20 coastal park sites in Marin County, San Francisco, and Pacifica—with 9,000 pounds of debris collected and/or recycled.
- Led 830 volunteers who contributed over 20,000 hours toward trail projects through Trails Forever, a parkwide initiative of the Parks Conservancy, NPS, and Presidio Trust.
- Supported 25 active Trail Keepers, who walked over 200 miles last year in the parks while monitoring trail conditions, greeting visitors, and helping with park maintenance.
- Organized 291 Golden Gate Raptor Observatory volunteers for hawk-watching and monitoring, banding, and telemetry work (highlights in 2009 include a record 62 merlins banded and 24,800 raptors sighted around Hawk Hill).
- Continued to build a legacy of strong volunteer programs and events, including Teens on Trails, Urban Trailblazers, and special opportunities for National Trails Day, Muir Woods Earth Day, and National Public Lands Day.
- Enriched stewardship skills and experiences for volunteers, interns, and staff through 54 Park Academy classes.

RESTORATION PROJECTS & PROGRAMS



LED restoration efforts across the Golden Gate National Parks through the Park Stewardship Program, with active sites at Lands End in San Francisco; Milagra Ridge and Mori Point in San Mateo County; and Oakwood Valley, Wolfback Ridge, and Muir Beach in Marin.

- Grew over 150,000 native plants for 47 habitat restoration projects across the Golden Gate National Parks, through the efforts of five park-based Native Plant Nurseries and the nursery at Oceana High School in Pacifica.
- Collected approximately 83 million seeds of native plants (207,835 grams worth of seed), for growing plants in nurseries.
- Expanded habitat for the endangered coho salmon and threatened steelhead trout through Muir Beach wetland and floodplain restoration; added breeding habitat for the California red-legged frog; replaced invasive plants with native species; and removed artificial fill and debris.
- Restored and improved Alcatraz features such as the cellhouse shower room, cellhouse terrace, hospital stairway, metal detector building, and quartermaster storehouse.
- Conducted experiments to determine best site-specific restoration methods, as well as monitoring programs to track populations of listed species such as the mission blue butterfly and the San Francisco garter snake.
- Researched various sustainable seed-germination media and advanced research on propagation of Raven's Manzanita, the last plant of which grows in the Presidio.
- Completed 2nd edition of 300-page native plant nursery manual *The Art and Science of Growing Native Plants for Restoration*.
- Contributed to expanding knowledge of birds of prey and conservation science with the publication of two research articles greatly aided by the volunteer-driven efforts at the Golden Gate Raptor Observatory.
- Led 18 students representing 16 local high schools in a six-week-long summer program for teens, LINC (Linking Individuals with the Natural Community), a Park Stewardship program that teaches hands-on ecological and leadership lessons.
- Garnered Governor's Environmental and Economic Leadership Award from the State of California for Fort Baker restoration and conversion, alongside the National Park Service and Fort Baker Retreat Group.

INTERPRETIVE PROGRAMS & VISITOR SERVICES



SERVED 3 million visitors at Alcatraz, Muir Woods, Warming Hut, Crissy Field Center, Presidio Visitor Center, Fort Point Visitor Center, and Marin Headlands Visitor Center; enhanced visitor experiences through Parks Conservancy support of six visitor centers, three cafes, one park store at Pier 39 in San Francisco, and an online store.

- Won, alongside the Presidio Trust and artist Jeannene Przyblyski, the highest Association of Partners for Public Lands' Excellence Award—for "A Lover's Line," a multimedia exploration of a historic Presidio trail.
- Crafted new website to support Ken Burns' *America's Best Idea* national parks documentary, including a series of "Top Five" guides to introduce visitors to new experiences in the Golden Gate National Parks and themed wallpapers and e-cards.
- Worked with the National Park Service to host ranger-led Fort Baker hikes as part of "This Is America" community events in celebration of Ken Burns' film.
- Educated and guided over 47,000 visitors at historical sites in the Marin Headlands (Point Bonita Lighthouse, Nike Missile Site, Battery Townsley) by supporting Park Service interpretive volunteers.
- Connected park supporters through Facebook and Twitter.
- Produced with the help of Doug McConnell and ConvergenceMedia Productions three new public service announcements featuring families speaking Spanish, Hindi, and Chinese (Cantonese) to spread the parks message to a more diverse population.
- Developed and released 35 new publications and products in 2009, including the *Muir Woods Meditations* photo book, sustainable stainless-steel water bottles, and reproductions of historic Alcatraz artifacts.
- Created new commemorative items to mark the 75th anniversary of the founding of the penitentiary on Alcatraz and the 25th anniversary of the Golden Gate Raptor Observatory.
- Tallied 1.5 million interpretive books and park items purchased by park visitors in FY09, the proceeds from which benefited park programs.
- Opened new Beach Hut snack bar—featuring healthy, local, and organic treats—at the interim Crissy Field Center on East Beach, with proceeds benefiting Center programs.



GOLDEN GATE NATIONAL PARKS CONSERVANCY

Building 201, Fort Mason
San Francisco, CA 94123

(415) 561-3000

www.parksconservancy.org

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Follow us on Twitter: parks4all

Parks For All Forever™

MARK BUELL

Chair, Board of Trustees

GREG MOORE

Executive Director

OUR PUBLIC AGENCY PARTNERS



The National Park Service

The National Park Service (NPS) is a federal agency within the U.S. Department of the Interior charged with managing the preservation and public use of America's most significant natural, scenic, historic, and cultural treasures. Established in 1916, the NPS manages 392 sites across the U.S.—including the Golden Gate National Parks. For more information, call (415) 561-4700 or visit www.nps.gov/goga.

FRANK DEAN

*Acting General Superintendent,
Golden Gate National
Recreation Area*

HOWARD LEVITT

*Chief of Communications
& Partner Stewardship;
Liaison to the Parks Conservancy*



The Presidio Trust

Responsible for the transformation of the Presidio from an historic Army post into a premier national park that is financially self-sustaining, the Trust is leading the nation's largest historic preservation project, restoring the park's buildings and landscapes, and creating innovative programs. For more information, call (415) 561-5300 or visit www.presidio.gov.

NANCY BECHTLE

Chair, Board of Directors

CRAIG MIDDLETON

Executive Director



*Frank Dean (left) and Craig Middleton
at the Crissy Field Center reopening*

ON THE COVER

Panorama from Battery East Trail,
The Presidio

ANNUAL REPORT CREDITS

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Writer/Editor: Michael Hsu

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Primary Photography: Mason Cummings

Additional Photography: Drew Altizer,

Tung Chee, Charlotte Fiorito, Michal

Venera, Parks Conservancy staff and

volunteers

Park Icons: © Michael Schwab



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The *Report to the Community* was printed on recycled paper, certified by the Forest Stewardship Council (FSC) and produced by a "clean" mill with a sustainability charter. The paper is elemental chlorine free with 25% post-consumer waste. The FSC promotes environmentally appropriate, socially beneficial, and economically viable management of the world's forests. The printer, Lahlouh Inc., is also FSC certified.

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