



PARKS FOR ALL FOREVER™

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

2011

REPORT TO THE COMMUNITY

{ *Golden Gate National Parks Conservancy* }







Mark Buell

Greg Moore

DEAR PARK FRIENDS AND SUPPORTERS,

Ten years ago, we celebrated the transformation of an old military airfield into a beloved national park.

At the heart and soul of the Golden Gate National Parks, Crissy Field was created through the visionary leadership of the Evelyn and Walter Haas, Jr. Fund, the community members who contributed volunteer time and generous donations, and the efforts of the Golden Gate National Parks Conservancy in support of the National Park Service (NPS). Since its grand reopening on May 6, 2001, that spectacular shoreline park has repaid us with billions of memories—made, kept, and cherished by 10 million visitors to Crissy Field.

On the pages of our *2011 Report to the Community*, you'll meet just a few of them—and see the indelible impact, drawn across their smiles, of these wondrous parklands.

By the beaming faces of visitors, volunteers, and staff, we are constantly reinvigorated to work on behalf of these parks, alongside our partners the NPS and Presidio Trust. By the growing diversity of our park community, we draw inspiration to ensure these natural, cultural, and historic resources are accessible to all. And by the contributions of our 12,750 members and the support of our park friends, we fulfill our mission of *Parks For All Forever*.

In this report, we highlight our projects and programs at Crissy Field, Lands End, and Mori Point; along Redwood Creek; on Alcatraz; and throughout the Presidio and the Marin Headlands—among many more accomplishments across 80,600 acres of national parkland.

We are pleased to share our achievements in trail work, habitat restoration, conservation projects, environmental education programs, community engagement initiatives, and park interpretation and visitor services. We are even more delighted to share with you the joy and pride we experience at Golden Gate—captured in these portraits taken on a day like any other, in a place like no other.

Thank you for all that you do for our parks!

Mark Buell
Chair, Board of Trustees

Greg Moore
Executive Director

BOARD OF TRUSTEES Golden Gate National Parks Conservancy

Officers

Mark Buell (Chair)
Civic Leader, San Francisco

Alexander H. Schilling (Vice Chair)
President, Union Square Investment Company, San Francisco

Lynn Mellen Wendell (Vice Chair)
Civic Leader, San Francisco

David Courtney (Treasurer)
Chief Executive Officer, JiWire, Inc., San Francisco

Michael Barr (Secretary)
Partner, Pillsbury Winthrop Shaw Pittman LLP, San Francisco

Trustees

Betsy Eisenhardt
Civic Leader, San Francisco

Randi Fisher
Pisces Foundation, San Francisco

Jessica Parish Galloway
Civic Leader, San Francisco

John C. Gamble
Managing Partner, Allen Matkins Leck Gamble Mallory & Natsis LLP, San Francisco

Sally Hambrecht
Civic Leader, San Francisco

Linda Howell
Civic Leader, San Francisco

Patsy Ishiyama
Civic Leader, San Francisco

Martha Kropf
Civic Leader, San Francisco

Colin Lind
Managing Partner, Blum Capital Partners, San Francisco

Phil Marineau
Operating Partner, LNK Partners, San Francisco

John E. McCosker, Ph.D.
Chair, Aquatic Biology, California Academy of Sciences, San Francisco

Robert Morris
Managing Director, Goldman Sachs Group, Inc., San Francisco (retired)

John Murray
Chief Information Officer, Genworth Financial Wealth Management, Pleasant Hill

Jacob E. Perea, Ph.D.
Dean, Social Justice Initiatives, San Francisco State University

Rob Price
Co-Chairman & Creative Director, Eleven, Inc., San Francisco

Staci Slaughter
Senior Vice President, San Francisco Giants

Michael Willis
Principal, Michael Willis Architects, San Francisco

Board Associates

Frank Almeda, Ph.D.
Senior Curator, Department of Botany, California Academy of Sciences

Fritz Arko
President and General Manager, Pier 39 (retired)

Leslie Browne
Attorney, SSL Law Firm LLP

Virgil Caselli
Principal, Commercial Property Ventures

Milton Chen, Ph.D.
Executive Director Emeritus, The George Lucas Educational Foundation

Carlota del Portillo
Dean, Mission Campus, City College of San Francisco (retired)

Phelps Dewey
President, Chronicle Publishing Company, Book Division (retired)

Paula F. Downey
President, AAA of Northern California, Nevada, and Utah

Millard Drexler
Chairman and CEO, J. Crew

Gianni Fassio
Restaurateur (retired)

Robert Fisher
Chairman of the Board, Gap, Inc.

David Grubb
Chairman Emeritus, Swinerton, Inc.; Member, Presidio Trust Board of Directors

Walter J. Haas
Member, Board of Directors, Levi Strauss & Co.

S. Dale Hess
Executive Vice President, San Francisco Travel (retired)

Kit Hinrichs
Partner, Pentagram

Amy S. McCombs
Interim President, Presidio Graduate School

Nion McEvoy
Chairman and CEO, Chronicle Books LLC

Regina Liang Muehlhauser
President, Bank of America (retired)

Donald W. Murphy
CEO, National Underground Railroad Freedom Center

Mark W. Perry
General Partner, New Enterprise Associates

Toby Rosenblatt
Former Chair, Board of Directors, Presidio Trust

Helen Schwab
Civic Leader

Alan Seelenfreund
Chairman, McKesson Corporation (retired)

Gail P. Seneca
Civic Leader

West Shell III
Chief Executive Officer and President, Healthline

Rich Silverstein
Co-Chairman and Creative Director, Goodby Silverstein & Partners

Cathy Simon
Principal, Simon Martin-Vegue Winkelstein Moris

Sharon Y. Woo
Civic Leader

Doug Wright
Principal, Douglas Wright Consulting

Rosemary Young
Former Chair, Peninsula Community Foundation

Liaisons

Charlene Harvey
Civic Leader; Liaison to the Presidio Trust

Julie Parish
Landscape Designer; Liaison to the William Kent Society



*{ Love welcoming new audiences
to their national parks }*

*Our national parks are where we
"finally connected with nature"*





Our thanks to the Evelyn and Walter Haas, Jr. Fund and donors to the “Help Grow Crissy Field” campaign

When the Evelyn and Walter Haas, Jr. Fund made a commitment to transform this former Army airfield into a national park, thousands of community members contributed donations and volunteer time to realize that vision in 2001. Alongside the National Park Service, Presidio Trust, and community partners, the Parks Conservancy carries forward that legacy in 2011. Crissy Field lives as testimony to our dedication—and the community’s passion—for growing places of public benefit.

CRISSY FIELD 2010

- 1,000,000 visits made each year by Bay Area residents and people from around the world
- 23,000 young people and community members inspired through Crissy Field Center environmental education programs
- 3,569 bags of invasive vegetation removed by Crissy Field and shoreline volunteers
- 10 years of Crissy Field celebrated, still growing on its 2001 transformation

{ Jessmen Armstead, Vincent Li, Carlos Cardona, and Phillip Tran, middle school students in Urban Trail Blazers, a Crissy Field Center program connecting urban youth with the environment



Our thanks to the Evelyn and Walter Haas, Jr. Fund, S. D. Bechtel, Jr. Foundation, and donors to the Presidio Trails challenge grant

In 2010, the Parks Conservancy was able to trigger—through the generosity of donors such as the S.D. Bechtel, Jr. Foundation—a historic matching grant from the Evelyn and Walter Haas, Jr. Fund to build a world-class network of Presidio trails, bikeways, and overlooks. At places such as the Immigrant Point Connector Trail (above), our partnership with the Presidio Trust and NPS is helping create national park experiences that are accessible, memorable, and unmatched.

PRESIDIO 2010


*Achievements of the Parks Conservancy,
Presidio Trust, and National Park Service (NPS)*

75,263 volunteer hours contributed through
joint programs

3,654 young people and their group leaders
camped at Rob Hill Campground

20 restoration projects supported by work
of the Presidio Native Plant Nursery

4 major trails built or improved,
and two new overlooks completed



*Seeing places where my father
served in the Army, I can
“share memories of his past”*



*Feel very fortunate to be able
to access parks just by
“walking out the front door”*



Our thanks to the Richard and Rhoda Goldman Fund, Horace W. Goldsmith Foundation, California State Coastal Conservancy, and Lands End neighbors

This past year, the Parks Conservancy completed a major new viewing overlook by the USS *San Francisco* Memorial at Lands End, featuring wood benches, new stairs, a repaved parking lot, and extensive revegetation. Thanks to the leadership of the Richard and Rhoda Goldman Fund, Lands End has been revitalized with restored habitat, enhanced trail experiences, and new vista points. All the better, of course, to see yet more park improvements on the horizon at Lands End.

LANDS END 2010

- 10,100 native plants planted
- 9,930 hours of service contributed to restore natural habitat
- 1,099 dedicated volunteers engaged
- 52 plant species added to the landscape
- 1 new overlook built, with infinite Golden Gate views



Our thanks to the Gordon and Betty Moore Foundation, S.D. Bechtel, Jr. Foundation, California State Coastal Conservancy, and Pacifica neighbors

Four years into our restoration project, this beautiful national park site in Pacifica continues to recover from past land use. The ponds are hosting red-legged frogs (a boon to the endangered San Francisco garter snakes that prey on them), trails are being improved, and native plants are taking hold—thanks to the nursery work of Oceana High School students and the service of the Conservation Corps North Bay. Fittingly, the efforts of youth are rejuvenating the land.

MORI POINT 2010

- 12,712 native plants planted
- 10,769 plants grown in nursery by
Oceana High School students
- 5,064 invasive plants removed to restore
natural ecosystem
- 1,723 volunteers engaged at Mori Point,
65% of them youth
- 21 acres of vital habitat restored



*Hiking keeps us active
and healthy—a “good
de-stresser for us”*



*Retired San Francisco
firefighters proud of the Bay
Area for saving open space*



Our thanks to supporters of the Trails Forever initiative—a partnership of the Parks Conservancy, National Park Service, and Presidio Trust to build and care for trails across the Golden Gate National Parks

Imagine you're a raptor, wheeling over the Headlands. Down below, you can see the wide range of Parks Conservancy-supported work—nursery staff growing native plants, park stewards planting them to restore habitat, National Park Service crews building and enhancing trails, docents greeting visitors at historic sites, the Institute at the Golden Gate convening meetings on environmental issues, and Golden Gate Raptor Observatory (GGRO) volunteers monitoring migratory hawks.

MARIN HEADLANDS 2010

- 52,681 native plants grown for restoration through the efforts of the Marin Headlands and Tennessee Valley nurseries
- 45,000 combined hours contributed by GGRO hawk watchers, banders, and trackers
- 1,208 feet of Hawk Hill Coastal Trail built by NPS, with Parks Conservancy support
- 71 environmental programs at Fort Baker, hosted or attracted by the Institute at the Golden Gate



Our thanks to the California Department of Fish and Game, California State Coastal Conservancy, and U.S. Fish and Wildlife Service

Around Redwood Creek and Muir Beach, the Parks Conservancy and National Park Service are working to restore a watershed that extends from Mount Tamalpais through Muir Woods to the Pacific. Together, we're building a new creek channel and creating habitat for the endangered coho salmon and threatened California red-legged frog. This unique project engages the community, protects wildlife, and improves trails and recreational resources. Like the creek realignment, it's a new way forward.

REDWOOD CREEK 2010

11,087 amphibians and fish relocated by hand to protect them during watershed work

550 feet of new creek channel built

3 threatened and endangered species' habitat expanded

2 miles of Coastal Trail drainage improved to re-establish natural flow

1 ecologically significant stream restored



*Enjoy the parks as places
“to play and have fun”*

*The parks have been a “great part”
of our friendship—for 40 years*





Our thanks to donors to the Carola Ashford Alcatraz Gardens Fund, in memory of the project's first manager

In 2010, the Alcatraz Historic Gardens project—a partnership of the Garden Conservancy, Parks Conservancy, and National Park Service—opened a new greenhouse to propagate heirloom roses and other flowers in the gardens once tended by inmates, officers, and other island residents. These improvements, along with other Parks Conservancy-supported projects and services on the Rock, help its natural and cultural resources flourish—and our appreciation for them grow.

ALCATRAZ 2010

- 1,400,000 visitors served by tours and programs provided by the Parks Conservancy
- 21,000 visitors engaged by docents interpreting Alcatraz waterbird activity
- 740 volunteers supported by Alcatraz Historic Gardens (a project of the Parks Conservancy, Garden Conservancy, and National Park Service), which maintained 4.5 acres
- 215 plants planted through Alcatraz Gardens project, bringing total to 1,338 since 2006



OUR PARKS at the Golden Gate

Spanning 80,600 acres across 80 miles from north to south, the Golden Gate National Parks constitute one of the most visited units under the purview of the National Park Service. About 16.4 million people visited in 2010—more than the total visitation at Yosemite, Yellowstone, Grand Canyon, and Glacier National Parks combined.



ALCATRAZ

The Rock, famous for its notorious federal prison, is also known for its seabird colonies and restored gardens once tended by residents.

BAKER BEACH

At the western edge of the Presidio, this beach is favored by wedding photographers—and amateur shutterbugs—for picture-perfect views.

BOLINAS RIDGE

A trail along this secluded ridgeline serves as an ideal spot to survey the San Andreas Rift Zone.

CHINA BEACH

Named for Chinese fishermen who once plied the nearby waters, this little beach affords big-time views of Golden Gate.



CLIFF HOUSE

The third incarnation of this legendary San Francisco landmark features a world-class restaurant with breathtaking ocean vistas.

CRISSY FIELD

Home to an environmental education center, a vast meadow, and a marsh teeming with bird life, the transformed Crissy Field is one of the most spectacular parks in America.

FORT BAKER

Former Army buildings have taken on new life as a LEED Gold-certified national park lodge and the offices of the Institute at the Golden Gate, an environmental program of the Parks Conservancy and National Park Service.



FORT CRONKHITE

Restored oceanside barracks house the staff of the Golden Gate Raptor Observatory and park partner organizations.

FORT FUNSTON

Visitors enjoy beach walks and the spectacle of hang gliders taking to the sky over wind-sculpted dunes.

FORT MASON

A key port of embarkation during World War II, this site now hosts the nonprofit Fort Mason Center, a youth hostel, Golden Gate National Parks headquarters, and Parks Conservancy offices.

FORT POINT

Tucked under the Golden Gate Bridge, this Civil War-era fortress is admired for its magnificent masonry—best appreciated on a candlelight tour.



GERBODE VALLEY

Within the folds of the Marin Headlands, this backcountry paradise feels far more remote than its proximity to the City would suggest.

KIRBY COVE

Known for its popular campsites, this hidden cove offers a one-of-a-kind perspective of the Golden Gate Bridge.

LANDS END

Revitalized in recent years with enhanced trails, gorgeous overlooks, and native plants, this park will soon see a new visitor center.

MARIN HEADLANDS

These majestic hills are dotted with historic batteries and military installations—and lofty perches from which to spy migrating raptors.





MILAGRA RIDGE

A site of intensive stewardship activity, this lovely ridge is one of the last remaining redoubts of the endangered mission blue butterfly.

MORI POINT

Towering bluffs overlook the Pacific—as well as a restored landscape that is home to the endangered San Francisco garter snake.

MOUNT TAMALPAIS

Contained in the authorized boundaries of Golden Gate, Mount Tam is managed by California State Parks, Marin Municipal Water District, Marin County Open Space District, and the National Park Service.



MUIR BEACH

This quiet beach is where Redwood Creek, a site of extensive habitat restoration, empties into the ocean.

MUIR WOODS

Saved by the Kents and named for John Muir, this National Monument is beloved by all for its tall redwoods and serenity.

OAKWOOD VALLEY

Sounds of falls and owls are heard in the parks' largest stand of oak and bay forest.

OCEAN BEACH

In keeping with its tradition as a recreational destination, San Francisco's western flank is great for sunset strolls.

OLEMA VALLEY

Picturesque Victorian farmhouses grace this beautiful valley adjacent to Point Reyes National Seashore.



PHLEGER ESTATE

Union Creek and remnants of 19th-century logging are landmarks in the parks' quietest redwood forest.

POINT BONITA

The Point Bonita Lighthouse—moved to its current spot in 1877—stands sentinel at the edge of the continent.

PRESIDIO

Established by the Spanish in 1776, this post continues to evolve as a national park with new trails, overlooks, bike-ways, and a renovated campground.

RODEO BEACH

This spot, speckled with unique green and red pebbles, sits between the ocean and brackish Rodeo Lagoon—a favorite birdwatching locale.



STINSON BEACH

One of northern California's most popular beaches, this vast stretch of white sand is a delight for swimmers, surfers, and picnickers.

SUTRO HEIGHTS

The former lands of San Francisco mayor Adolph Sutro showcase a charming garden and the nearby ruins of his gargantuan Sutro Baths.

SWEENEY RIDGE

Just as Spanish explorer Gaspar de Portola did in 1769, visitors today can take in stunning 360-degree panoramas of San Francisco Bay.

TENNESSEE VALLEY

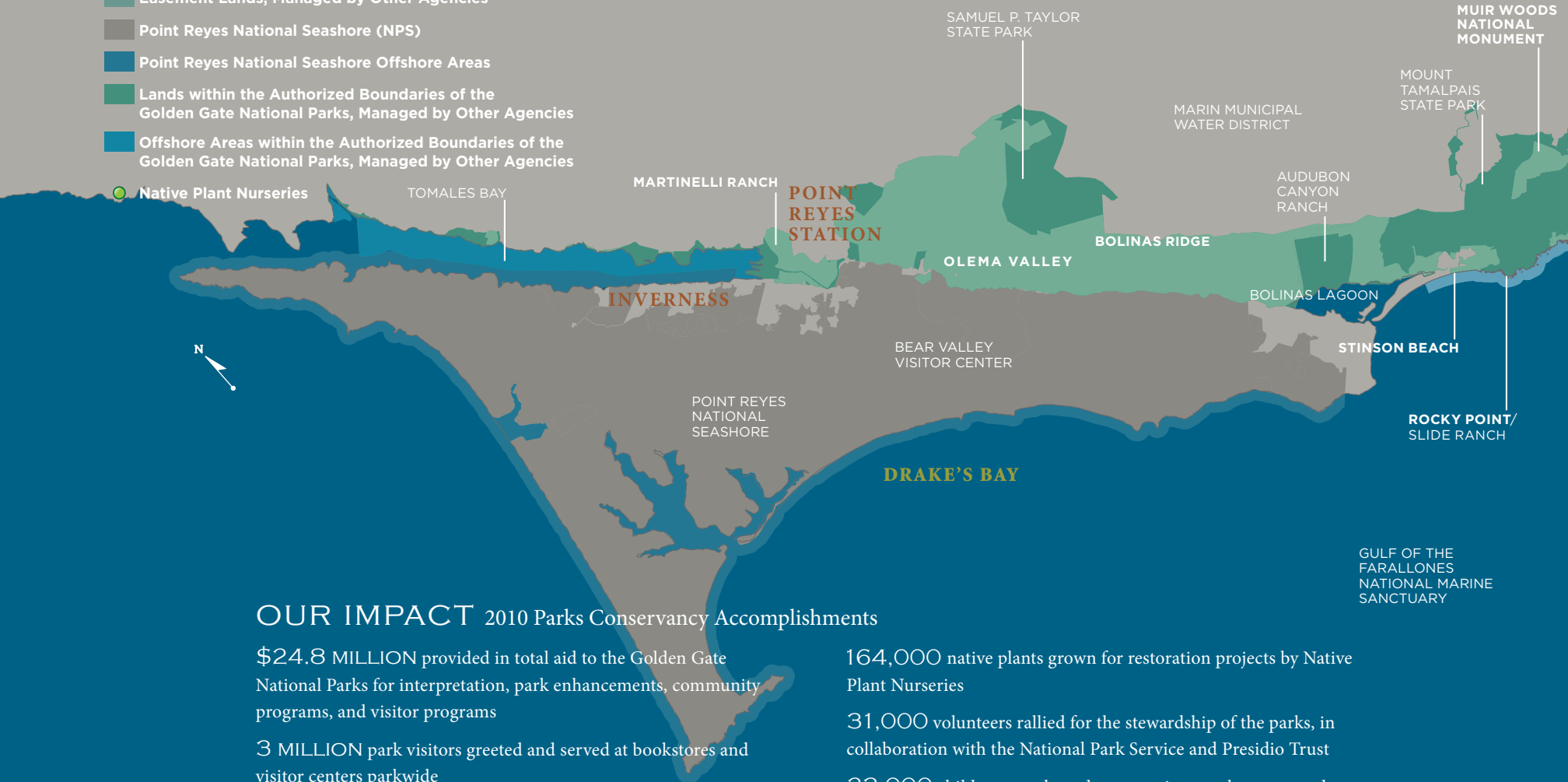
A trail winds through pastoral scenery to a hidden cove named for the shipwreck of the SS *Tennessee*.



OUR REACH Map of the Golden Gate National Parks

- Golden Gate National Parks (NPS)
- Golden Gate National Parks Offshore Areas
- Lands Managed by the Presidio Trust
- Easement Lands, Managed by Other Agencies
- Point Reyes National Seashore (NPS)
- Point Reyes National Seashore Offshore Areas
- Lands within the Authorized Boundaries of the Golden Gate National Parks, Managed by Other Agencies
- Offshore Areas within the Authorized Boundaries of the Golden Gate National Parks, Managed by Other Agencies

● Native Plant Nurseries



OUR IMPACT 2010 Parks Conservancy Accomplishments

\$24.8 MILLION provided in total aid to the Golden Gate National Parks for interpretation, park enhancements, community programs, and visitor programs

3 MILLION park visitors greeted and served at bookstores and visitor centers parkwide

1.4 MILLION visitors served by tours and other interpretive programs on Alcatraz

164,000 native plants grown for restoration projects by Native Plant Nurseries

31,000 volunteers rallied for the stewardship of the parks, in collaboration with the National Park Service and Presidio Trust

23,000 children, youth, and community members engaged through programs of the Crissy Field Center, an urban environmental education center



OAKLAND

ANGEL ISLAND
STATE PARK

GOLDEN GATE
BRIDGE

ALCATRAZ

SF MARITIME
NATIONAL
HISTORICAL
PARK

SAN FRANCISCO BAY

FORT
BAKER

FORT POINT

FORT MASON

SAUSALITO

CRISSY FIELD

OAKWOOD VALLEY

MILL VALLEY

MARIN
HEADLANDS

PRESIDIO

SAN FRANCISCO

GERBODE VALLEY

KIRBY COVE

BAKER BEACH

RODEO VALLEY

CHINA
BEACH

SUTRO HEIGHTS

POINT
BONITA

CLIFF HOUSE

LANDS END

OCEAN BEACH

FORT FUNSTON

RODEO
BEACH

FORT
CRONKHITE

TENNESSEE
VALLEY

MUIR BEACH

DALY CITY

MILAGRA
RIDGE

SWEENEY
RIDGE

SAN FRANCISCO
WATERSHED

PACIFICA

MORI
POINT

PHLEGER ESTATE

PEDRO POINT

RANCHO CORRAL DE TIERRA

PACIFIC OCEAN

THANK YOU 2010 volunteer groups

Many thanks from the Parks Conservancy, National Park Service, and Presidio Trust go to the following groups that helped steward the Golden Gate National Parks (October 1, 2009 –September 30, 2010). About 50% of them are returning groups.

7 Tepees • 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 • Acterra • Acumen Solutions • Advanced English Academy • Adventures Cross Country • Aim High - Denman Middle School, Marina Middle School, Alameda High School • Alcatraz Bird Docents • Alcatraz Historic Garden Volunteers • Alcatraz Interpretation Volunteers • Alexander Group, Inc. • Argentis • Alta Heights Elementary • American Academy of Ophthalmology • American Hiking Society • American Red Cross • AmeriCorps NCCC • AngelPoints, Inc. • Antenna Audio • Appirio • Applied Cultural Training • Aquarium of the Bay • Archstone Consulting • ARUP • Ascent Services Group • Atlassian • Bain & Co. • Bank of America • Bank of the West • Bay Area Mitzvah Corps • Bay Area Mountain Rescue • Bay Area Ridge Trail Council • Bay Area Whaleboat Rowing • Bay Model • Bay School of San Francisco • Bay to Waves • Be the Change • Beach Cleanup Volunteers • Bel Aire School • Beldin Club • Berkeley City College • Beyond Borders • Big Year • Black & Veatch Construction, Inc. • Black Rock, Inc. • Bloomberg • Boise State University • Booz Allen Hamilton • Boston College Alumni • Boy Scouts of America • Boys & Girls Club • Branson High School • Bridge the Gap Breakfast Club • Brooks Elementary School • Bryant Childhood Development Center • Building Futures Mentoring Program • BuildON • Bulgarian Environmental Professionals • Burlingame University High School • California Academy of Sciences • California Coastal

Commission • California Department of Fish and Game • California Institute of Integral Studies • California Native Plant Society • California Wilderness Coalition • CalPIRG • CamelBak • Cameron House • Camping at the Presidio, Crissy Field Center • Capuchino High School • Castro Valley High School • Catlin Underwriting Ambition • CAVE (Community Action Volunteers in Education), Chico State University • Center for Volunteer and Nonprofit Leadership of Marin • Chevron • Chico State University • Children's Day School • Children's International Summer Village • Chinese American International School • Chronicle Books • Church of Jesus Christ of Latter Day Saints • Circle K • Cisco Systems, Inc. • Citrix Systems • City CarShare • City College of San Francisco • Clear Seas Communications, Inc. • CLIF Bar & Co. • Cloudkick • CMS • Coalition Next • College of Marin • Congregation Beth Shalom • Conservation Corps North Bay • Contra Costa Search & Rescue • Convent of the Sacred Heart High School • Convio, Inc. • Cornell Alumni Association of Northern California • Cornerstone Research • Coronado Elementary School • Credit Suisse • Crestmont School • Crystal Geyser • Cub Scouts of America • Cultural Care Aupair • Cytokinetics • Davidson Middle School • Deloitte • Design Volunteers-In-Parks • Disney • Dominican University • Drew School • DriverSide • EarthTeam • Eastside College Prep • EF International Language School • Emory Alumni • Endangered Species Coalition • English Studies Institute • Environmental Protection Agency • Environmental Resource Management • Esurance • Fairmont Hotels • Federal Reserve Bank • FedEx • Fireman's Fund



Insurance Company • First Methodist Church • Fly Program • Foothill College • Forest City • Fort Baker Stewardship Volunteers • Fort Mason Information Center Volunteers • Fort Point Docents and Re-enactors • Fort Point Garrison Brass Band • Friends of Five Creeks • Friends of Mountain Lake Park • Frog Walk • Fulbright Scholars • Galileo Academy of Science and Technology • GAP, Inc. • Gateway High School • Gay & Lesbian Sierrans • Gays for Good • Genentech • Geographic Expeditions • George Peabody Elementary School • George Washington High School • Girl Scouts of the USA • Girls Gone Good • Golden Gate Raptor Observatory Volunteers • Golden Gate Trail Crew • Golden Gate University School of Law • Goldman Sachs • Good Guide • Google • Government Accountability Office • Grace Hill AmeriCorps Rangers • Grand Valley University Alumni • Green Play Camp • Green Team & Fort Funston Nursery Volunteers • Grinnell College • Gryphon Investors • Habitat Restoration Team & Invasive Plant Patrol • Hall Capital Partners • Hamlin School • Hands On Bay Area • Hands On Network • Harlem Globetrotters • Head Royce School • Headlands Institute • Healthline Networks • Hillcrest Elementary School • Hilltop High School • Hilton Hotel • Hitachi Consulting • Home Depot • Horse Patrol Volunteers • Hotel Vitale • Hotwire.com • Ida B. Wells High School • ILM Home School • Indiana University • Institute of International Education • Insurance Industry Charitable Foundation • IronPort Systems • I-YEL (Inspiring Young Emerging Leaders), Crissy Field Center • Jefferson High School • Jewish Community Centers • Jewish Community High School of the Bay • JROTC (Junior Reserve Officers' Training Corps), San Francisco High Schools • Jump Associates • JUMP Start • Junior Lifeguard Volunteers • Junior Ranger Ecologists, National Park Service • Kids Adopt a Beach Day • Kimpton Hotels • Koi Fitness • Kol Shofar Synagogue • Kontera • Korean Journalists • KQED QUEST • La Casa de Cristo Lutheran Youth Ministry • Lands End Stewardship Volunteers • Levi Strauss & Co. • Lick Wilmerding High School • Life Technologies • LINC (Linking Individuals with the Natural Community), Park Stewardship Program • Lincoln High School • Literacy for



Environmental Justice • Little School • Live Oak Waldorf School • Lowell High School • Loyola Alumni • Lucas Arts • Macy's • Marin Country Day School • Marin County Search & Rescue • Marin Headlands Interpretation & Visitor Center Volunteers • Marin Headlands Nursery Volunteers • Marine Mammal Center • Market Tools • Marriott Hotel • MARSH, Inc. • MatchBridge • Mayor's Youth Employment and Education Program • McKesson • Menlo School • Mercy High School • Meridian Art Interns • Meridian International Center • Method • Mission High School • MLK Jr. Middle School • Monroe Elementary School • Moody's • Morgan Stanley Group • Moto Tech LLC • Mountain Hardware • MTV Networks • Muir Beach Stewardship Volunteers • Muir Woods Interpretation & Visitor Center Volunteers • Muir Woods Trading Company • MySpace • National Association of Asian American Professionals • National Charity League • National Environmental Education Foundation • National Park Foundation • National Student Leadership Conference • Natural Resources Defense Council • Nature in the City • Net Impact • Network of Indian Professionals • New Traditions • New Village School • New York Stock Exchange • Newmark Realty Capital, Inc. • NIKE Missile Site Volunteers • Nixon Peabody LLP • North American Federation of Temple Youth • Northwestern Alumni • Novato Elementary School • Novato High School • Nueva School • Oakland Technical High School • Oberlin College Alumni • Ocean Riders • Ocean Shore Elementary School • Oceana High School, Earthworks • OceanHealth.org • O'Melveny & Meyers LLP • One Brick • Optimedia • Optum Health • Oracle • Our Lady of Perpetual Help School • Outward Bound • Pacifica Beach Coalition • Pacifica Garden Club • Pacifica Neighborhood • Park Stewardship Volunteers • Parks Conservancy Members • Partnership Capital Growth • People to Park Stewards • Pepperdine Alumni Association Step Forward Day • Peterson Power • PG&E • Pioneer Middle School • Pittsburg Center for Biological Imaging • Pittsburg High School • Point Bonita Lighthouse Docents • Pottery Barn • Presbyterian Church of Chinatown • Presidio Archeology

Volunteers • Presidio Forestry & Gardens Volunteers •
 Presidio Interpretation & Visitor Center Volunteers •
 Presidio Nursery & Compost Volunteers • Presidio Park
 Stewards & Presidio Plant Patrol • Presidio Shoreline,
 Crissy Field & Area A Volunteers • Presidio Trail Crew •
 PricewaterhouseCoopers LLP • Progress Foundation/Job
 Club • Project Regeneration • Project WISE (Watersheds
 Inspiring Student Education), Galileo Academy • Public
 Policy Institute of California • Recology • Redwood Creek
 Nursery & Stewardship Volunteers • Redwood High School
 • Reefs-to-Rockies • REI • Remedy Interactive • Restoration & Ecosystem Management
 • Retired Senior Volunteer Program • Right Management • Riverbed Technology •
 Romberg Tiburon Center • Rooftop Alternative School • Safeway • Salesforce.com •
 San Domenico School • San Francisco Art Institute • San Francisco Chinese Alliance
 Church • San Francisco City College • San Francisco Clean City Coalition • San
 Francisco Collaborative Courts • San Francisco Community Clean Team • San Francisco
 Community Clinic Consortium • San Francisco Connect • San Francisco Conservation
 Corps • San Francisco Day School • San Francisco Department of Public Works • San
 Francisco Department of the Environment • San Francisco Maritime National Historical
 Park • San Francisco Recreation and Park Department • San Francisco School of the Arts
 Academy • San Francisco State University • San Francisco Triathlon Club • San
 Francisco Unified School District • San Francisco Waldorf Elementary School • San
 Francisco Waldorf High School • San Francisco Zoo • San Mateo Home School Group •
 Sand Paths Academy • Santa Fe Natural Tobacco Company • Schools of the Sacred Heart
 • Serbian Youth Leadership Group • Serra Preschool • Share the Trail • Sherwood
 Design Engineers • Shute, Mihaly & Weinberger LLP • Sierra Club • SIGNS • Slide
 Ranch • Slippery Rock University • Smith Group • Snowy Plover Docents • Social
 Vocational Services • Soka University • Sonoma State University • Sports Basement •
 St. Dominic's Church • St. Finn Bar • St. Ignatius College Preparatory • St. Stephen's
 Church • Staffing Industry Analysts • Stanbridge Academy • Star of the Sea School •



Stuart Hall High School • Student Conservation Association
 • Students Today Leaders Forever • Suffolk University •
 Summer Camp Counselors-In-Training, Crissy Field Center
 • Sunset Ridge • Surfrider Foundation • Sutro Slope
 Volunteers • Swords to Ploughshares • Symantec •
 Tagged, Inc. • Take Pride in America • Tamalpais High
 School • Tamalpais Valley Elementary School • Taproot
 Foundation • Tauck Foundation/Sparks • Team in
 Training • Team-Up for Youth • Teens on Trails •
 Tehiyah Day School • Tencor • Tennessee Valley Nursery
 Volunteers • Terra Nova • The Bridgespan Group • The North Face • The Walt Disney
 Family Museum • Toolworks • Town School • Town School for Boys • Toyota Motor
 Sales • Trail Docents • Trail Keepers • Travelocity, Travel for Good • Treasure Island
 Job Corps • Triage Consulting • Trinity Lutheran Church • Trips for Kids • Triton
 Containers • Trout Unlimited • Tucker Ellis and West LLP • Unilever • United States
 Coast Guard • United States Investigation Services • United Way of the Bay Area •
 University High School • University of California, Berkeley • University of California,
 Davis • University of California, San Francisco • University of Notre Dame • University
 of San Francisco • University of the Pacific • UNTV • Urban School • Urban Trail
 Blazers, Crissy Field Center • U.S. State Department International Visitor Leadership
 Program • Verde Valley High School • Volunteer Centers of the Bay Area • Volunteering
 Is Sexy • Volunteerism: United We Serve • VolunteerMatch • Walden House • Wallace
 Roberts and Todd, Inc. • Washington High School • Weed Watchers • Wells Fargo •
 Westborough Middle School • Whole Foods Market & Vendors • WHOMentors.com •
 Williams-Sonoma • Williams Lea • Wilson Sonsini Goodrich & Rosati • Windrush
 School • Wine.com • Winzler & Kelly • WiserEarth • Women Helping All People •
 Wonders • Woodberry Events, Inc. • WorkShare • Yahoo • Year Up • YMCA (Point
 Bonita, Presidio) • YMHA • Young Nonprofit Professionals Network • Zach Pine Earth
 Day Nature Sculpture • Zion Lutheran School

In October 2010, Secretary of the Interior Ken Salazar visited Crissy Field Center, a national leader in encouraging young people to get active and explore the outdoors.



CRISSY FIELD CENTER 10 YEAR ANNIVERSARY

Achieved through the vision and lead funding from the Evelyn and Walter Haas, Jr. Fund, the generosity of community volunteers and donors, and the support of the Parks Conservancy, the restoration of Crissy Field a decade ago represents how people can transform a place.

Established in 2001 as part of that Crissy Field campaign, the Crissy Field Center shows how places—such as our national parks—can transform people.

A pioneer in environmental education and leadership, the Center—a partnership of the Parks Conservancy, National Park Service, and Presidio Trust—makes an impact by touching the lives of children and youth. By offering relevant, multicultural programs that reach a wide diversity of schools and organizations, the Center encourages new generations to become bold leaders for thriving parks, healthy communities, and a more environmentally just society.

STEP UP FOR THE CENTER

Support the Crissy Field Center's work to deliver engaging and inspiring youth programs, nurture future leaders for our environment, and connect diverse communities with our national parks.

Contribute to the Summer Camp Scholarship Fund or make a special gift to the Center. For more ways to give, please contact Kathryn Morelli, director of development, at (415) 561-3050 or

kmorelli@parksconservancy.org.

HIGHLIGHTS 2001–2011

1,334,000 hours of quality programming provided

590,000 youth and family members engaged

\$256,000 transportation scholarships granted to ensure access

100% public middle and high schools in San Francisco served

370 young people connected with “green” jobs in the parks

Visit www.crissyfieldcenter.org for more information

FINANCIAL STATEMENTS

Statement of Financial Position for the year ended September 30, 2010.

Financial information on these pages is derived from the Golden Gate National Parks Conservancy's financial statements, which were audited by Hood & Strong LLP, an independent registered public accounting firm.

Copies of the complete audited financial statements are available upon request by calling the Parks Conservancy's Chief Financial Officer at (415) 561-3000.

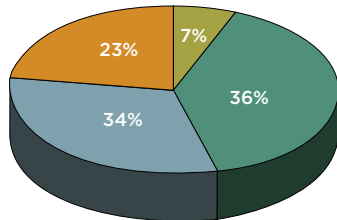


ASSETS		2010
Cash and cash equivalents		\$ 599,163
Accounts receivable		6,821,387
Contributions receivable, net		6,813,330
Investments		30,213,489
Inventories		1,736,917
Furniture, fixtures, and equipment, net		921,391
Prepaid expenses and other assets		<u>395,389</u>
Total Assets		<u>\$ 47,501,066</u>
LIABILITIES AND NET ASSETS		
Liabilities:		
Accounts payable and accrued liabilities		\$ 3,787,399
Accrued payroll-related expenses		1,261,700
Deferred revenue		<u>631,736</u>
Total Liabilities		<u>5,680,835</u>
Net Assets:		
Unrestricted:		
Undesignated		12,243,189
Board-designated for park projects and programs		<u>5,990,283</u>
Total Unrestricted Net Assets		18,233,472
Temporarily restricted		18,848,907
Permanently restricted net assets		<u>4,737,852</u>
Total Net Assets		<u>41,820,231</u>
TOTAL LIABILITIES AND NET ASSETS		<u>\$ 47,501,066</u>

FINANCIAL STATEMENTS

Statement of Activities and Changes
in Net Assets for the year ended
September 30, 2010.

Golden Gate National Parks Conservancy
Fiscal Year 2010 Aid to the National Parks



- Interpretation \$1,873,222 (7%)
- Park Enhancements \$8,826,268 (36%)
- Community Programs \$8,337,214 (34%)
- Visitor Programs \$5,735,930 (23%)

Total Aid: \$24,772,634

**Total Aid to the Parks (1982-2010):
More than \$218 million**

SUPPORT AND REVENUE

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 2010
Gross program revenue	\$23,049,980			\$ 23,049,980
Cost of goods and services	(5,591,719)			(5,591,719)
Program Revenue, Net	17,458,261			17,458,261
Contributed income	1,899,153	\$ 13,859,741	\$ 68,575	15,827,469
Investment income	274,709	88,390		363,099
Net realized and unrealized gain on investments	1,052,039	537,691		1,589,730
Mitigation awards	2,250			2,250
State contract-relocation project	2,442,048			2,442,048
Other income	(764)			(764)
Cooperative agreement reimbursements	6,212,523			6,212,523
Net assets released from restrictions	4,043,153	(4,043,153)		
Total Support and Revenue	33,383,372	10,442,669	68,575	43,894,616

EXPENSES

Program Services - Aid to Park Projects and Programs:

Interpretation	1,873,222			1,873,222
Park enhancements	8,826,268			8,826,268
Community programs	8,337,214			8,337,214

Total Aid to Park
Projects and Programs

19,036,704 19,036,704

Visitor Program Services

5,735,930 5,735,930

Total Program Services

24,772,634 24,772,634

Fundraising

746,061 746,061

Management and General

5,397,539 5,397,539

Total Expenses

30,916,234 30,916,234

CHANGE IN NET ASSETS

2,467,138 10,442,669 68,575 12,978,382

NET ASSETS, BEGINNING OF YEAR

15,766,334 8,406,238 4,669,277 28,841,849

NET ASSETS, END OF YEAR

\$18,233,472 **\$18,848,907** **\$ 4,737,852** **\$41,820,231**

GIVING TO THE PARKS

THANK YOU to the Parks Conservancy's donors, members, and friends! With your support, we built trails and overlooks, restored natural habitat, protected cultural landmarks, and connected schoolchildren with the outdoors through innovative education programs.

There are many ways to give back to the parks that give us so much. An unrestricted gift supports the Conservancy's priority programs in areas such as park stewardship, trail improvements, youth leadership, and volunteer engagement. Or you may choose to provide direct support to a project or program. Other ways to give include:

THE WILLIAM KENT SOCIETY

By making an annual gift of \$1,000 or more, William Kent Society members provide essential support for programs that connect people with the parks. Named for the philanthropist who donated the redwood grove that became Muir Woods, the William Kent Society makes a real difference in our Golden Gate National Parks—and in the many communities that care for them. Members also enjoy special outings and events throughout the year.

PRESIDIO TRAILS & TRAILS FOREVER

The Evelyn and Walter Haas, Jr. Fund issued a challenge to the Parks Conservancy to raise \$7 million to trigger a gift of \$10 million to create a world-class system of trails, bikeways, and scenic overlooks in the Presidio. Many thanks to all of you who are helping us reach this financial and trail-building goal.

With trail construction and stewardship projects continuing in the Presidio and throughout the parklands, we welcome your contributions to our work in the Presidio and the Golden Gate National Parks.

GOLDEN GATE KEEPERS

It's the "green" way to give. By contributing monthly by credit card or through electronic funds transfer, Golden Gate Keepers conserve natural resources that would be used for mailings. Members receive a Parks Conservancy wall calendar and special park updates.

SILVER LUPINE CIRCLE

By including the Conservancy in their estate plans, members ensure that the beauty, history, and relevance of these extraordinary parks are undiminished for future generations. Benefits include special updates, outings, and events.

ENDOWMENT FUNDS

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



TRIBUTE AND MEMORIAL GIFTS

Remember 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

Work on trails, restore landscapes, study raptors, grow plants, lead tours, and more. For details on the many ways to volunteer in the Golden Gate National Parks, call (415) 561-3077, e-mail volunteer@parksconservancy.org, or visit www.parksconservancy.org/volunteer.

FOR MORE INFORMATION

To learn about our gift-giving options, please contact Kathryn Morelli, director of development, at (415) 561-3050 or kmorelli@parksconservancy.org.

VOLUNTEER ACCOMPLISHMENTS

{ Bringing stewardship of the parks into the community }



- Increased number of volunteers by 36% over 2009 figures in partnership with the National Park Service and Presidio Trust, with a record-high 31,268 community members contributing a total of 489,389 hours.
- Completed an estimated 50% of conservation work in the Golden Gate National Parks through volunteer efforts.
- Grew a record 164,247 native plants through the efforts of 1,026 native plant nursery volunteers and staff.
- Counted 17,867 hawks, banded 1,141 raptors, and radio-tracked two red-tails, thanks to 295 volunteers at the Golden Gate Raptor Observatory.
- Organized 1,130 Trails Forever volunteers to build and maintain trails.
- Helped attract 3,500 volunteers to over 20 park sites for California Coastal Cleanup Day/ National Public Lands Day in September.
- Sent volunteer managers to National Conference on Volunteering and Service in June to lead a workshop on localizing national initiatives.

PARK IMPROVEMENTS

Enhancing trails, overlooks, facilities, and sites

- Repaired, improved, built, or maintained 45 miles of trail through Trails Forever—an initiative of the Parks Conservancy, National Park Service, and Presidio Trust.
- Advanced, alongside the Presidio Trust, Presidio trail and overlook projects (Park Trail, Anza Trail, Lobos Valley Overlook, and others).
- Engaged the community in planning and design of Lands End Lookout, a new visitor facility.
- Installed 166 wayfinding signs as part of Trails Forever improvements.
- Supported installation of Coastal Trail segment connecting Hawk Hill with Conzelman Road in the Marin Headlands.
- Completed final design for Phase 1 of Presidio Coastal Trail work, with significant progress on plans for the Golden Gate Overlook and Pacific Overlook.
- Improved Marin Headlands nursery facilities and planned for upgrades to the Presidio Stewardship and Sustainability Center at Fort Scott.





CONSERVATION PROJECTS & PROGRAMS

{ Restoring and protecting our natural and cultural resources }

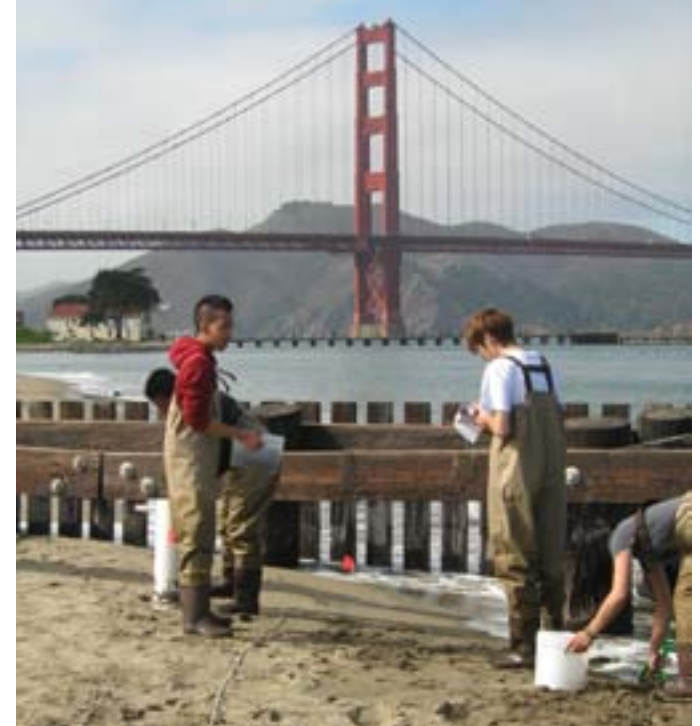
- Supported park stewardship work at Milagra Ridge and Mori Point (San Mateo Co.); Lands End and Presidio Bluffs (SF); and Muir Beach, Alta Avenue, and Wolfback Ridge (Marin).
- Collected 159 pounds of native plant seed, of 215 species, from 15 watersheds/valleys for propagation in Native Plant Nurseries.
- Discovered at Milagra Ridge the San Bruno elfin butterfly, once thought to be locally extinct.
- Grew 67 plant species for El Polin Springs restoration, part of Presidio Trust-led efforts to revitalize the Tennessee Hollow Watershed.
- Helped National Park Service prepare Cultural Landscape Reports for Alcatraz and Fort Mason.
- Collaborated with the Park Service on study of fire-triggered regeneration of silver lupine, host plant of the endangered mission blue butterfly.
- Assisted with archeological studies at Lands End and along the Presidio Coastal Trail.
- Observed the rare sight of a Western bluebird nesting at Lands End, an indicator of restoration success.



EDUCATION PROGRAMS

{ Nurturing future leaders for our parks and environment }

- Served 3,654 participants—many of them first-time campers—through Camping at the Presidio (a collaboration of Crissy Field Center, Bay Area Wilderness Training, and the Presidio Trust).
- Reached 2,574 students through field trips, and 228 young people through summer camp, at Crissy Field Center.
- Guided 15 I-YEL (Inspiring Young Emerging Leaders) interns from diverse backgrounds, working to become active stewards of their environments and communities.
- Supported curriculum-based educational programs parkwide, reaching over 15,000 students.
- Connected 59 Galileo Academy students with Presidio “outdoor classrooms” through Project WISE (Watersheds Inspiring Science Education)—a Crissy Field Center program with the Urban Watershed Project.
- Engaged 18 high schoolers through Park Stewardship’s LINC (Linking Individuals with the Natural Community) program, featuring hands-on ecological lessons and service work.
- Placed 11 LINC alumni into park internships, the next step on a ladder toward environmental careers.





COMMUNITY PROGRAMS

{ Connecting the parks to more people in more meaningful ways }

- Expanded Crissy Field Center's impact in underserved communities by working with over 260 schools and community organizations.
- Launched a Crissy Field Center partnership with Hamilton Family Center—a provider of support for the homeless in San Francisco—to reach out to children in homeless families.
- Held the Turning the Tide conference at Fort Baker, where the Institute at the Golden Gate gathered more than 200 cross-sector leaders to collaborate on sustainability issues.
- Attracted or hosted 71 environmental programs at Cavallo Point (the national park lodge at Fort Baker) through the Institute's efforts.
- Continued the Institute's "Conversations with Eco-Innovators" public lecture series in collaboration with Conservation International.
- Held 42 Park Academy classes, on subjects ranging from bee monitoring to dune ecology, to improve skills of volunteers and staff.
- Planned "Species of the Year" campaign to encourage awareness of and volunteerism for the endangered mission blue butterfly.





INFLUENCE & IMPACT

Leading as an innovator among public lands partners

- Gained national recognition for Conservancy programs, as Crissy Field Center's Youth Leadership Program Manager Ernesto Pepito spoke on a panel for America's Great Outdoors (AGO), a nationwide initiative to connect people with public lands, and met President Obama at the White House release of the AGO report.
- Presented "park prescriptions" report by Institute at the Golden Gate guild members and staff, at a health-oriented AGO session in Chicago.
- Facilitated, through Crissy Field Center training, a youth listening session for AGO in Oakland.
- Connected I-YEL interns with Goldman Environmental Prize winners at a Center reception.
- Hosted Secretary of the Interior Ken Salazar at Crissy Field and NPS Director Jon Jarvis at Fort Baker (top photo), showcasing park programs.
- Garnered award for Lands End revitalization from San Francisco Beautiful civic organization.
- Won, in partnership with the NPS and Fort Baker Retreat Group, a Preservation Award for Fort Baker project from Designing the Parks.
- Honored for innovation with six Media & Partnership Awards from the Association of Partners for Public Lands.



INTERPRETIVE PROGRAMS & VISITOR SERVICES

{ Sharing stories and improving experiences across the parklands }

- Provided support for volunteer docents reaching 42,000 visitors at Point Bonita Lighthouse and 12,000 visitors to the Nike Missile Site and Battery Townsley.
- Welcomed about 1 million park visitors to Muir Woods thanks to Parks Conservancy staff and served over 1 million more at visitor centers and bookstores parkwide.
- Led over 180 interpretive talks and activities through community engagement efforts of the Park Stewardship program.
- Released 20 new, high-quality interpretive items for park stores to enhance visitors' understanding of the parks, emphasizing sustainable materials (such as in these 100% recycled plastic wallets).
- Greeted hawk migration watchers in the Headlands through programs offered by 15 Golden Gate Raptor Observatory docents.
- Encouraged healthy, organic, local ingredients in café offerings at Golden Gate and other parks nationwide.
- Expanded the Parks Conservancy's social media presence to better reach park friends.





PARKS FOR ALL FOREVER™

GOLDEN GATE NATIONAL PARKS CONSERVANCY

Building 201, Fort Mason
San Francisco, CA 94123
(415) 561-3000

www.parksconservancy.org

Join us on Facebook:

www.facebook.com/parksconservancy

Follow us on Twitter: [@parks4all](https://twitter.com/parks4all)

Share with us on Flickr:

www.flickr.com/groups/parksconservancy

MARK BUELL

Chair, Board of Trustees

GREG MOORE

Executive Director



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 394 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

*General Superintendent,
Golden Gate National
Recreation Area*

HOWARD LEVITT

*Chief of Communications &
Partnerships; 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



Craig Middleton, Greg Moore, Frank Dean

ANNUAL REPORT CREDITS

Designer: Ellen Fortier

Writer/Editor: Michael Hsu

Art Director: Bill Prochnow

Communications: Veda Banerjee, David Shaw

Portrait Photography: Christopher Irion

Landscape Photography: Michal Venera

Additional Photography: Tung Chee, Mason

Cummings, Charlotte Fiorito, Walter Kitundu,

and Parks Conservancy, NPS, and Presidio

Trust staff and volunteers

Park Icons: © Michael Schwab

Species of the Year Logo: Thomas Chun



This report was printed on Neenah Sundance and NewPage Sterling Matte recycled papers. Neenah Sundance is Green Seal-certified, indicating that the paper is made with a minimum of 30% post-consumer fiber and that mill processes are environmentally preferable. SW-COC-000885

Sterling Matte carries chain-of-custody certification from the Forest Stewardship Council (FSC), which provides "independent assurance for responsible forest management." The paper is elemental chlorine-free. BV-COC-953662

The printer, Lahlouh, Inc., is also FSC-certified. SCS-COC-00895

