



Parks for all forever

Golden Gate National Parks Conservancy
www.parksconservancy.org



2012 REPORT TO THE COMMUNITY

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DEAR PARK FRIENDS AND SUPPORTERS,

With the launch of Trails Forever in 2002, we took a bold stride off the beaten path. This trail-blazing initiative—aimed at creating and maintaining a world-class trail system in the Golden Gate National Parks—was loosely patterned after a similar program at Acadia National Park in Maine.

Equipped with an ambitious vision, the enthusiasm of the late Superintendent of Golden Gate Brian O’Neill, and the goodwill of supporters like you, we set off into what was largely uncharted territory. And like pioneers in the wilderness, we had no idea what to expect.



Greg Moore and Mark Buell

Ten years into that expedition, we are proud to say that this venture—a collaboration of the Parks Conservancy, National Park Service (NPS), and Presidio Trust—has been an unqualified success. All across the parks, you can see the results of Trails Forever—and your contributions to this ground-breaking initiative.

You can see new trails to remarkable places of natural beauty and history. Breathtaking overlooks at which to rest and reflect. Improved trails made safer and more accessible for hikers, cyclists, equestrians—and people of all ages, abilities, and backgrounds.

You can see restored wildlife habitat protecting endangered species. Kids excited to explore their parks through educational trail programs. Youth engaged in trail projects inspiring future stewardship. And community members energized by volunteer work that ensures the parks—and trails—thrive for generations to come.

In our *2012 Report to the Community*, we’ll take a tour of Trails Forever’s overall achievements, as well as our accomplishments in the past year—at Lands End, on Presidio trails and overlooks, around the Golden Gate Bridge (a world-famous “trail” in its own right), and across 80,000 acres of national parkland.

On Trails Forever’s 10th anniversary, we still haven’t lost our sense of adventure, our thrill in discovery, and our need for camaraderie on the journey. So, we challenge you—our cherished park friends—to continue supporting our innovative efforts toward the goal of PARKS FOR ALL FOREVER.

Now we ask a simple question, a query both posed and answered by the best of trails: *Where to — ?*

With heartfelt appreciation and thanks,

Mark Buell

Mark Buell
Chair, Board of Trustees

Greg Moore

Greg Moore
President & CEO



2011-12 Highlights

- Supported the Presidio Trust in improving El Polín Spring—the heart of Tennessee Hollow Watershed—with a new elevated trail, picnic area, benches, restored habitat, and interpretive signs and programs on area history.
- Repaired, improved, built, or maintained 32 miles of trails through the efforts of Trails Forever and the National Park Service trail crew.
- Built a new Lands End Lookout visitor center.
- Completed a 235-foot pedestrian bridge at Muir Beach.
- Added individual and group picnic sites at Crissy Field's East Beach.
- Advanced planning and design of the new Presidio visitor center, alongside the Presidio Trust and NPS.
- Placed two new bridges and realigned trail segments along Rodeo Valley Trail to improve safety and protect wetlands.

To where a "best idea" gets better

Many thanks to the Evelyn and Walter Haas, Jr. Fund; S.D. Bechtel, Jr. Foundation; Horace W. Goldsmith Foundation; California State Coastal Conservancy; and other contributors to the Haas, Jr. Fund challenge grant for Presidio Trails, Bikeways, and Overlooks.

PARK IMPROVEMENTS

If America's best idea is the national park—as author Wallace Stegner claimed—the trail's the truest way to trace her stroke of brilliance. The Presidio, a jewel of our parks, is etched with improved trails and studded by dramatic overlooks—all made possible through a challenge grant from the Evelyn and Walter Haas, Jr. Fund. In the last year, the Parks Conservancy and our partners completed two new overlooks—



the Golden Gate Overlook and Pacific Overlook—and enhanced the Coastal Trail along Lincoln Boulevard with new bike lanes, multi-use segments, and safety features. Through Trails Forever and other Conservancy projects, we're improving facilities and ecosystems all across our national parks. And while it's challenging to perfect a "best idea," we're realizing that vision. We're following that incandescent trail of thought onward.



The Presidio Coastal Trail →



2011-12 Highlights

- Helped support 131 interns, who built trails, managed volunteers, studied hawks with the Golden Gate Raptor Observatory, and more.
- Delivered about \$11 million in value to the parks, through volunteers contributing 513,884 total hours last year.
- Brought 451 volunteer groups (community, corporate, youth, school, and faith-based) to the parks, eclipsing the previous record number.
- Organized hundreds of volunteers for special events, including Martin Luther King, Jr. Day of Service, Muir Woods Earth Day, and California Coastal Cleanup Day.
- Reached out to the community on potential improvements at Rancho Corral de Tierra, the newest park site.
- Provided 82 Park Academy classes for 847 volunteers, interns, and staff.

To where we connect and care

Many thanks to Oracle, Levi Strauss & Co., Genentech, Gap, Bank of America, and other corporate partners that have brought their volunteers to work on our trails and contributed generous grants to our work parkwide.

VOLUNTEER & COMMUNITY PROGRAMS

Fittingly, some of our commonly used trail tools—Pulaski, McLeod, and Mattock—could also be the names of neighbors. After all, it's not just wood and iron but the spirit and strength of people in our community that keep trails open, enjoyable, and accessible. Since 2002, more than 8,000 volunteers have contributed to Trails Forever projects. Their dedication to service is shared parkwide by hundreds of thousands of volun-



teers who have grown native plants, restored habitat, monitored raptors, and led educational programs. Just last year, our volunteer programs—in partnership with the National Park Service and Presidio Trust—set a new record for engagement, with 34,484 volunteers giving over half-a-million hours. So when it comes to the stewardship of these national parks, you might say that our volunteers' energy and passion are, well, instrumental.

Corporate volunteers on the Golden Gate Promenade, Crissy Field →





2011-12 Highlights

- Gathered 92 pounds worth of seed, from 27 watersheds across the parks for the Conservancy's six native plant nurseries.
- Monitored populations of endangered mission blue and San Bruno elfin butterflies, as well as California red-legged frog egg masses, in San Mateo County.
- Restored the coastal prairie and scrub ecosystem and protected historic batteries at Hawk Hill.
- Held "Species of the Year" activities showcasing the endangered coho salmon and Parks Conservancy conservation efforts.
- Coordinated volunteers to help excavate the Merrie Way amusement park site (late 1800s) at Lands End.
- Partnered with the Garden Conservancy in the ongoing restoration of the historic Alcatraz Gardens.

To where forever begins today

Thanks to the California State Coastal Conservancy, California Wildlife Conservation Board, California Department of Fish and Game, and U.S. Fish and Wildlife Service for their support of our Redwood Creek restoration project.

CONSERVATION PROGRAMS

Streams and creeks are water's pathways through the land—its



more natural flows of water and sediment, and installed a

familiar trails to ocean and river. For the last 10 years, Trails Forever staff and volunteers have restored vital watersheds and riparian corridors across the Golden Gate National Parks. In 2011, we completed a major phase of our restoration work—alongside the National Park Service—at lower Redwood Creek near Muir Beach. We realigned the creek channel, created

235-foot bridge to preserve visitor access while protecting habitat for the endangered coho salmon and threatened California red-legged frog. By conserving precious natural and cultural resources, Parks Conservancy initiatives like Trails Forever recognize that our trails are not merely paths over a distant ridge. They're the surest passage to the parklands' brightest future.

Coho smolt monitoring at Redwood Creek →





2011-12 Highlights

- Guided 33 high schoolers from diverse backgrounds through LINC (Linking Individuals to their Natural Community) and Restoration Youth Crew programs, giving young people an intensive experience in park stewardship.
- Hosted 4,261 children and adults through Camping at the Presidio, providing many of them with their very first camping adventure.
- Engaged 291 kids with hands-on, real-world ecological lessons at Crissy Field Center summer camps.
- Nurtured 22 high school students as environmental leaders through I-YEL (Inspiring Young Emerging Leaders), a flagship program of Crissy Field Center.
- Placed 16 students in advanced internships with park staff and partner organizations, where they received guidance on careers in conservation.

To where the future grows on

Thank you to the Evelyn and Walter Haas, Jr. Fund for supporting the renovation of Rob Hill Campground in the Presidio. Many thanks to Bay Area Wilderness Training for their expertise and partnership on CAP, and to the Presidio Trust for funding this inspiring program.

EDUCATION & YOUTH PROGRAMS

Every incredible day on the trail deserves an unforgettable night under the stars. That's a truth we are thrilled



to introduce to thousands of Bay Area kids, thanks to the Camping at the Presidio (CAP) program of the Crissy Field Center (a partnership of the Parks Conservancy, National Park Service, and Presidio Trust) and Bay Area Wilderness Training. By providing training,

tents, sleeping bags, and transportation, CAP offers an affordable way for group leaders to bring their youth to Rob Hill Campground—

the only facility of its kind in San Francisco. Like the host of other education programs in the Golden Gate National Parks, CAP shares with young people outdoor experiences that last for a lifetime—and lessons to lead them on all their trails ahead.

Happy campers at Rob Hill Campground →





2011-12 Highlights

- Released or developed over 150 new interpretive products and publications for Lands End and the Golden Gate Bridge to celebrate and foster understanding of the parks.
- Served 1.4 million Alcatraz visitors through Parks Conservancy tours and programs.
- Greeted about 1 million visitors to Muir Woods National Monument.
- Catalyzed healthy changes to National Park Service policy through the Institute at the Golden Gate's *Food for the Parks* initiative and influential reports.
- Led, through Park Stewardship programs, over 300 educational talks.
- Engaged about 5,000 Hawk Hill visitors through the efforts of 17 Golden Gate Raptor Observatory docents.

To where places touch our lives

The ongoing revitalization of Lands End is made possible by the leadership gifts of the Richard and Rhoda Goldman Fund, along with major support from the Horace W. Goldsmith Foundation and additional support from the Lisa and Douglas Goldman Fund and California State Coastal Conservancy.

INTERPRETATION & VISITOR SERVICES

A trail is just one way to understand the land, a rule or margin against the wildness of nature and the width of history. In a national park overflowing with ecological riches from our past, present, and future, our interpretive and visitor programs offer stories, meaning, and space for repose and reflection. These functions come together in the Lands End Lookout, the new visitor center built dur-



ing the last year. Made possible by a lead gift from the Richard and Rhoda Goldman Fund, the Lookout blends state-of-the-art "green" features with fascinating exhibits. It provides a place for visitors to begin exploring Lands End—and their own thoughts at the edge of the continent. Indeed, the Lookout shares the promise of the trail—a hope for answers, and a guarantee of adventure in the quest.

Visitors at the Lands End Lookout visitor center →





2011–12 Highlights

- Planned the Golden Gate Bridge's 75th Anniversary celebration in 2012, including a waterfront festival and yearlong "75 Tributes" by community partners.
- Commemorated the 10th anniversary of the transformation of Crissy Field by celebrating with members and releasing a 10-year report for Crissy Field Center.
- Garnered a National Park Service Environmental Achievement Award for Crissy Field Center.
- Co-hosted a momentous *Healthy Parks Healthy People U.S.* conference with the National Park Service and Director Jon Jarvis, with the Institute at the Golden Gate serving as a focal point for collaborations between leaders in public lands and health.
- Received five awards from the Association of Partners for Public Lands.

To where moments bridge us all

Many thanks to our corporate partners on the Bridge's 75th Anniversary. Tower Partners: Genentech, HP, Kaiser Permanente, and Wells Fargo. Cable Partner: Odwalla. Builder Partners: Chevron, Hanson Bridgett LLP, Levi Strauss & Co., PG&E, and Speck Products.

MILESTONES & LANDMARKS

It's a part of the California Coastal Trail, San Francisco Bay Trail, and the Bay



in partnership with the Golden Gate Bridge, Highway and Transporta-

tion District and with the cooperation of the National Park Service and Presidio Trust. In the last year, we have been improving trails at the south plaza, completing new overlooks, renovating the Round House and café, introducing tours and photo programs, installing exhibits and signage, and building a new welcome center—the Bridge Pavilion. The Parks Conservancy is helping enhance and enrich visitor experiences at the Bridge,

tion District and with the cooperation of the National Park Service and Presidio Trust. In the last year, we have been improving trails at the south plaza, completing new overlooks, renovating the Round House and café, introducing tours and photo programs, installing exhibits and signage, and building a new welcome center—the Bridge Pavilion.

Golden Gate Overlook, a gift of the S.D. Bechtel, Jr. Foundation → through the Evelyn and Walter Haas, Jr. Fund Presidio trails challenge



Mileposts & Trailmarkers

2011-12 Accomplishments By The Numbers

14.5 MILLION Visitors to the Golden Gate National Parks last year, an estimated total that makes this park the second-most visited unit of the National Park Service (NPS)

1.4 MILLION Visitors to Alcatraz engaged by Parks Conservancy tours and programs

204,522 Plants grown in six native plant nurseries, a new record, for 63 habitat and landscape restoration projects parkwide



80,000 Acres of the Golden Gate National Parks protected, improved, and nurtured for future generations

\$45,000 Value of full and partial scholarships for Crissy Field Center youth summer camps, granted to families in need of financial assistance

34,484 Volunteers organized by a tri-agency program of the Conservancy, NPS, and Presidio Trust, who combined to give 513,884 hours in service

21,169 Birds of prey (of 17 species) spotted and 1,263 banded, by 297 Golden Gate Raptor Observatory volunteers and four interns during the fall migration season

19,704 Kids and young adults served through all programs of the Crissy Field Center, a partnership of the Conservancy, NPS, and Presidio Trust



4,300 Young people, from 78 schools and community groups, served by Park Stewardship service-learning programs during the school year

1,069 Trail crew volunteers organized through Trails Forever efforts

849 Volunteers engaged to restore and steward 4.5 acres of historic Alcatraz Gardens, through a program of the Garden Conservancy, Parks Conservancy, and NPS

226 Species of plants—from *Abronia latifolia* (yellow sand verbena) to *Wyethia angustifolia* (mule's ears)—grown in Conservancy nurseries for restoration work

113 Young people energized to spend their school day off as a "day on," volunteering in the parks through Teens on Trails events

80 Environmental professionals trained on Google mapping tools to amplify the impact of their causes, through a program of Google Earth Outreach and the Institute at the Golden Gate—exemplifying the Institute's convening role

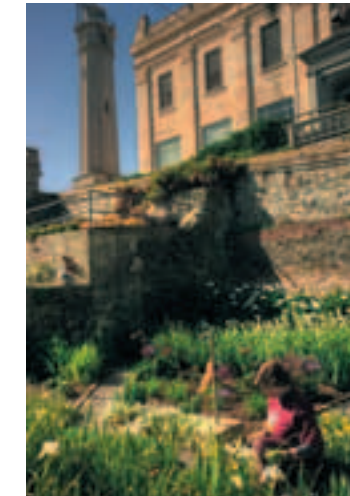


58 Students from Galileo Academy of Science and Technology in San Francisco used the Presidio as an outdoor classroom in Project WISE (Watersheds Inspiring Science Education), a collaboration between the Crissy Field Center and Urban Watershed Project; also engaged 45 students from Wallenberg High School in a WISE short course

46 Middle school students participated in Urban Trailblazers, a Crissy Field Center program mixing outdoor adventures with service in the parks

40 Youth engaged in trail crew projects through partnerships with Student Conservation Association and Conservation Corps North Bay

12 Hours of contact per youth at the Crissy Field Center (up from 7 hours in 2010), indicating success in providing richer, more in-depth national park experiences for young people



5 Wind turbines installed to power Crissy Field Center, advance research on renewable energy, and educate the Center's youth on the latest sustainability solutions

2 *Food for the Parks* reports released by the Institute at the Golden Gate, helping to propel a national movement for sustainable and healthy food in park concessions

1 Nonprofit dedicated to ensuring the Golden Gate National Parks are PARKS FOR ALL FOREVER



2011 VOLUNTEER GROUPS

THANK YOU to the following groups that helped set another record for volunteer participation in the Golden Gate National Parks (October 1, 2010–September 30, 2011). In total, community volunteers contributed 513,884 hours of service in 2011 through the collaborative programs of the Parks Conservancy, National Park Service, and Presidio Trust.

7 Tepees
 A16 Restaurant
 A Home Away from Homelessness
 AAA of Northern California, Nevada & Utah
 Access Communications
 Achaogen
 Advance English Academy
 Adventures Cross Country
 Aim High: Denman Middle School, Marina Middle School, Alameda High School
 Air Force Western Region Environmental Office
 Alamo Elementary
 Alcatraz Gardens Volunteers
 Alcatraz Interpretation and Education Volunteers
 Alcatraz Waterbird Docents
 American Academy of Ophthalmology
 American Hiking Society
 American Society for Quality
 AmeriCorps NCCC
 Amgen
 AngelPoints, Inc.
 Antelope High School
 Antioch High School
 AOL
 Applied Cultural Training
 Aquarium of the Bay
 Archaeology Lab and Stewardship Volunteers

Asian American Bar Association
 Asian American Student Association
 Association of Latino Professionals in Finance and Accounting
 Astreya
 Atlassian
 Audubon Society
 Bain & Co.
 Bank of America
 Bay Area Mitzvah Corps
 Bay Area Mountain Rescue
 Bay Area Ridge Trail Council
 Bay Area Whaleboater Association
 Bay Model
 Bay School of San Francisco
 Beach Program Volunteers
 Bel Aire School
 Belden Club
 Berkeley City College
 Berrett-Koehler Publishers
 Best Buddies
 Bethlehem Lutheran Church
 Black & Veatch Construction, Inc.
 BlackRock, Inc.
 Bloomberg LP
 Bold Earth Adventures
 Booz Allen Hamilton
 Boy Scouts of America
 Branson School

Bryant Elementary School
 Bucknell University
 BuildOn
 Burlingame University High School
 Astreya
 Atlassian
 Audubon Society
 Bain & Co.
 Bank of America
 Bay Area Mitzvah Corps
 Bay Area Mountain Rescue
 Bay Area Ridge Trail Council
 Bay Area Whaleboater Association
 Bay Model
 Bay School of San Francisco
 Beach Program Volunteers
 Bel Aire School
 Belden Club
 Berkeley City College
 Berrett-Koehler Publishers
 Best Buddies
 Bethlehem Lutheran Church
 Black & Veatch Construction, Inc.
 BlackRock, Inc.
 Bloomberg LP
 Bold Earth Adventures
 Booz Allen Hamilton
 Boy Scouts of America
 Branson School

CloudKick
 Coca-Cola Company
 College of Marin
 Columbia University
 Coming of Age Bay Area
 Community United Methodist Church
 CalPIRG
 Cameron House
 Camp Edmo
 Capuchino High School
 Castlight Health
 Castro Valley High School
 Cathedral School for Boys
 CAVE (Community Action Volunteers in Education), Chico State University
 Center for Volunteer and Nonprofit Leadership of Marin
 Change San Francisco
 Charles Schwab & Co., Inc.
 Chevron
 Chico State University
 Children's Day School
 Chinese American International School
 Chronicle Books
 Church of Jesus Christ of Latter-day Saints
 Church of Saint Mary the Virgin
 Citrix Systems
 City College of San Francisco
 Clarendon Elementary School



Cultural Resources Volunteers (Alcatraz and Marin Headlands)
 Cupertino Electric, Inc.
 Current Media
 Cytokinetics
 Dannis Woliver Kelley
 Davidson Middle School
 Daymon Worldwide
 Deloitte
 Denver Academy
 Design Volunteers-In-Parks, Park Photographers, and Marin Headlands Arts
 Dominican University of California
 Downtown High School
 Dr. William L. Cobb Elementary School
 Drew School
 DriverSide
 EarthTeam
 Earthworks
 Eastside College Preparatory School
 Edgewood Center for Children & Families
 El Camino Real High School
 Emeryville Electric
 Endangered Species Coalition
 English Studies Institute
 Entrepreneurs Foundation
 Environmental Law Firm
 Environmental Protection Agency
 Equity Office
 Equity Risk Partners
 Ernst & Young
 Expression College for Digital Arts
 Fairmont Hotels

Fairtex Muay Thai Team
 Federal Reserve Bank
 FedEx
 Fireman's Fund Insurance Company
 Fly Program
 Flynn Elementary school
 Food Film Project
 Foothill Congregational Church
 Fort Funston Nursery and Stewardship
 Fort Mason Visitor Center, Special Park Uses Group (SPUG), and Environmental/Safety Programs Volunteers
 Fort Point Interpretation and Education Volunteers
 Friends of Mission Creek
 Friends of Mountain Lake Park
 Friends of the Urban Forest
 Frog Walk
 Fulbright Scholars
 Galileo Academy of Science and Technology
 Gateway High School
 Gay & Lesbian Sierrans
 Gays for Good
 Genentech
 General Services Administration
 George Peabody Elementary School
 George Washington High School
 Gilead Sciences
 Girl Scouts of the USA
 Gladstone Stem Cell Core



GOGA Landscape and Maintenance Volunteers (San Francisco Shoreline)
 Golden Gate Audubon Society
 Golden Gate Mothers Group
 Golden Gate Raptor Observatory Volunteers
 Golden Gate Trail Crew, Trail Keepers, Teens on Trails (Trails Forever)
 Goldman Sachs
 Gonzaga University
 Good Shepherd United Methodist Church
 Google
 Government Accountability Office
 Grace Hill AmeriCorps Rangers
 GreenPlay Camp
 Habitat for Humanity (East Bay)
 Habitat Restoration Team and Invasive Plant Patrol Volunteers
 Hamilton Family Center
 Hamilton Recreation Center
 Hamlin School
 HandsOn Bay Area
 HandsOn Network
 Head-Royce School
 Headlands Institute
 Health Advances
 Helen Diller Family Preschool
 Hermanas Unidas & Hermanos Unidos
 Hillsdale High School
 Hilltop High School
 Hilton Hotel
 Hoover Middle School
 Hornblower Cruises & Events
 Hosteling International
 Hotel Griffon
 Hotel Vitale
 Institute of International Education
 Insurance Industry Charitable Foundation
 Interlink
 International Language Schools of Canada
 International Surf Foundation
 Intrack, Inc.
 Invasive Species Early Detection Program (Weed Watchers)
 Iolani Community Action Network

Irvington High School
 James Lick Middle School
 Jefferson High School
 Jewish Community Centers
 Jewish Community Federation
 Joint Youth Ministries
 JROTC (Junior Reserve Officers' Training Corps), San Francisco High Schools
 Jump Associates



JUMP Start
 June Jordan School of Equality
 Junior Ranger Ecologists, National Park Service
 Keene State College
 Kehillah Jewish High School
 Kids Adopt a Beach Day
 Koi Fitness
 Kona Electric, Inc.
 KONE Elevators & Escalators
 Korean Journalists
 KPMG LLP
 La Boulange
 La Casa de Cristo Lutheran Youth Ministry
 Lagunitas Elementary School
 Law Enforcement Volunteers: Horse Patrol, Junior Lifeguard, Park Police, and Search and Rescue
 LeadAmerica Youth Leadership Programs
 Leadership High School



Legacy International
 Les Mills
 Levi Strauss & Co.
 LexisNexis
 Lick-Wilmerding High School
 Life Technologies
 Lincoln High School
 Literacy for Environmental Justice
 Live Oak Waldorf School
 Lockton, Inc.
 Low Income Investment Fund
 Lowell High School
 LUNA
 M Squared Consulting
 Macy's
 Marin Country Day School
 Marin Headlands Nursery and Stewardship Volunteers
 Marin Headlands Visitor Center, Interpretation, and Education (includes Battery Townsley, Nike Missile Site, Point Bonita)
 Marin Horizon School
 Marin School
 Marine Mammal Center
 Marriott Hotel
 MARSH, Inc.
 Marshall Elementary School
 MatchBridge
 Matsuyama Middle School

McKesson
 Megan Furth Catholic Academy
 Men's Community Group
 Merck & Co., Inc.
 Mercy High School
 Meridian International Center
 Merritt College
 Method
 Michigan State Alumni
 Mission Neighborhood Centers, Inc.:
 Mission Girls
 Mission Serve
 Mitzvah Corps
 Mixamo, Inc.
 Monroe Elementary School
 Monte Verde Elementary School
 MTV Networks
 Muir Woods Trading Company
 Muir Woods Visitor Center, Interpretation, and Education Volunteers
 National Association of Asian American Professionals
 National Charity League
 National Environmental Education Foundation
 National Iranian American Council
 National Park Foundation
 National Student Leadership Conference
 Natural Resources Defense Council
 Nature in the City

Neighborhood Parks Council
 Net Impact
 New Traditions Elementary School
 New Village School
 Nitro PDF Software
 Nixon Peabody LLP
 North American Federation of Temple Youth
 Northgate Mall
 Notre Dame de Namur University
 Nueva School
 O'Melveny & Myers LLP
 Oakland Technical High School
 Oakland University
 Oakland Zoo Teen Wild Guides
 Oberlin College Alumni
 Ocean Shore Elementary School
 Oceana High School, Earthworks
 OceanHealth.org
 One Brick
 Optum Health
 Oracle
 Oregon State University
 Our Lady of Perpetual Help School
 Outward Bound
 Pacifica Beach Coalition
 Pacifica Garden Club
 Pacifica Neighbors
 Packard Foundation

Park Stewardship Volunteers: Marin, San Francisco, San Mateo, and Oceana Nursery
 Park Stewardship Youth Programs: LINC (Linking Individuals to their Natural Community), Restoration Youth Crew
 Peabody Elementary School
 Pepperdine University
 PG&E
 Pinole High School
 Pittsburg CBI
 Pomona College
 Premier Retail Networks, Inc.
 Presidio and Lands End Interpretation and Education Volunteers
 Presidio Hills School

Presidio Park Stewards, Presidio Plant Patrol, and Rare Plant Patrol
 Presidio Plant Nursery, Compost, and Community Gardens Volunteers
 Presidio Trust Forest, Grounds, and Trail Stewards
 PricewaterhouseCoopers LLP
 Project Regeneration
 Public Programs and Visitor Service
 Volunteers (includes Battery Chamberlin)
 Putney School Alumni
 RBC Capital Investments
 Recology
 Redwood Creek Nursery and Stewardship Volunteers
 REI
 Remedy Interactive
 Robertson Intermediate School
 Romberg Tiburon Center
 Rosie the Riveter National Historic Site
 Rothstein Kass
 Royal Bank of Canada
 RSF Social Finance
 Ruth Bancroft Garden
 Ryukoku University
 Sacred Heart Cathedral Preparatory
 Safeway
 Salesforce.com



Salvation Army (Chinatown)
 San Francisco Art Institute
 San Francisco Baykeeper
 San Francisco Beacon Initiative
 San Francisco Botanical Gardens
 San Francisco City College
 San Francisco Clean City Coalition
 San Francisco Community Clean Team
 San Francisco Conservation Corps
 San Francisco Day School
 San Francisco Department of Public Works
 San Francisco Department of the Environment
 San Francisco Estonian Group
 San Francisco Friends School
 San Francisco Gay Scouts
 San Francisco Maritime National Historical Park
 San Francisco Public Utilities Commission
 San Francisco Recreation and Park Department
 San Francisco School of the Arts Academy
 San Francisco State University
 San Francisco Triathlon Club
 San Francisco Waldorf High School
 San Mateo Home School Group
 San Rafael First United Methodist Church
 Save the Bay
 Schools of the Sacred Heart
 Serra Preschool
 SF DC Test Health
 Shute, Mihaly & Weinberger LLP
 Simon-Kucher & Partners
 Slide Ranch
 Slippery Rock University
 SNAP Artists
 Snowy Plover Volunteers (Plover Patrollers)
 Snyder Capital Management LP
 Social Vocational Services
 SolarCity
 Sonoma State University
 South Asian Americans Leading Together
 Sports Basement



St. Andrew's Cathedral
 St. Dominic's Catholic Church
 St. Ignatius College Preparatory
 St. Ignatius Institute
 St. John the Evangelist Roman Catholic Church
 St. Lucy's Catholic Parish
 St. Philip School
 St. Thomas More School
 Stanbridge Academy
 Stanford University
 Star of the Sea School
 Starbucks
 Step to College
 Stinson-Bolinas Camp
 Student Conservation Association
 Students and Teachers Restoring a Watershed
 Sukyo Mahikari Center
 Summer Search
 Surfrider Foundation
 Swords to Ploughshares
 Synergy School
 Tagged, Inc.
 Take Pride in America
 TAL Tours
 Tamalpais High School
 Tamalpais Valley Elementary School
 Taproot Foundation
 Tauck Foundation/Sparks
 Team-Up for Youth
 Tehiyah Day School

Tenderloin Children's Playground
 Tennessee Valley Nursery and Stewardship Volunteers
 Teva
 The Academy
 The Bridgespan Group
 The Home Depot
 The McGraw-Hill Companies
 The North Face
 The Urban School of San Francisco
 The Village at Corte Madera
 The Wall Street Journal
 Toolworks
 Toyota Motor Sales
 TPG Capital
 Travelocity
 Treasure Island Job Corps
 Triage Consulting Group
 Trinity Lutheran Church
 Trout Unlimited
 Turlock High School
 U.S. State Department International Visitor Leadership Program
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 United Way of the Bay Area
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 University of California, Davis
 University of California, Irvine
 University of California, Los Angeles
 University of California, San Francisco
 University of San Francisco
 University of the Pacific
 UPS
 URS Corporation
 Verde Valley High School
 VerticalResponse
 Volunteer Centers of the Bay Area
 Volunteer Programs Administration and Management Volunteers
 VolunteerMatch
 Walking Eating Network (WEN)
 Walmart
 Watku

Wells Fargo
 West Washington Community Gardeners
 Westborough Middle School
 Westin San Francisco
 Westminster Presbyterian Church
 Westmoor High School: Future Business Leaders of America
 Whole Foods Markets
 Wild Equity Institute
 Williams Lea
 Williams-Sonoma, Pottery Barn, and West Elm



Windrush School
 Winzler & Kelly
 Wix.com
 Women Helping All People
 Wonder Voyage: J2A Pilgrimage
 WorkLink
 World Savvy
 YMCA (Point Bonita, Presidio)
 Young Men's Hebrew Association
 Youth for Fitness
 Zach Pine Earth Day Nature Sculpture
 Zoomerang
 Zurich
 Zynga

Ten years of happy trails

TRAILS FOREVER ACHIEVEMENTS 2002-12



MAJOR PROJECTS

- Batteries to Bluffs Trail
- Bay Area Ridge Trail
- Battery East Trail/Golden Gate Bridge links
- California Coastal Trail
- Dias Ridge Trail
- Fort Baker trails
- Golden Gate Overlook and other Presidio overlooks
- Hawk Hill trails and overlook
- Lands End trails and overlooks
- Mori Point trails and restoration
- Presidio trails and bikeways
- Redwood Creek/Muir Beach trails and restoration
- Rodeo Valley Trail
- Tennessee Valley Trail



KEY STATS

\$70 MILLION in total support* • 8,130 new trail volunteers engaged • 1,200 acres of native habitat restored • 900 new way-finding signs installed • 400 young people inspired through Teens on Trails and Urban Trailblazers • 203 miles of trail improved or maintained • 50 trail interns mentored • 19 new overlooks and trailheads installed • 17 major trails repaired and upgraded • 14 major new trails constructed • 6 miles of bike lanes added • 5 innovative new trail volunteer programs launched • 4 community trailheads opened • 4 major awards • 1 Trails Forever “bunny” logo

**Philanthropic gifts, grants, value of volunteer work, appropriations, and NPS and Presidio Trust funds*



MANY THANKS to key supporters

*Evelyn and Walter Haas, Jr. Fund
Richard and Rhoda Goldman Fund
S.D. Bechtel, Jr. Foundation
Horace W. Goldsmith Foundation
Gordon and Betty Moore Foundation
Tiffany & Co. Foundation
California State Coastal Conservancy
San Francisco Bay Trail Project
Bay Area Ridge Trail Council
Trails Forever Dinner contributors*



GOLDEN GATE NATIONAL PARKS AT A GLANCE

14.5 million visitors (2011)

80,000 acres

1,280 plant and animal species

1,200 historic structures

192 recorded archeological sites

59 miles of coastline
and bay shoreline

36 federally-listed endangered
and threatened species

19 separate ecosystems
(in 7 distinct watersheds)

11 decommissioned
military fortifications

9 cultural landscapes
(including 5 lighthouses)

5 National Historic Landmarks

1 nonprofit dedicated to the
stewardship of all the Golden
Gate National Parks: the Parks
Conservancy



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 BAKER

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 popular 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 astounding 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 now boasts 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

Coyotes, owls, and butterflies make their home 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, bikeways, and a renovated campground.



RANCHO CORRAL DE TIERRA

Added to the Golden Gate National Parks in 2011, this 3,800-acre parcel is one of the largest swaths of open space on the San Mateo peninsula.

RODEO BEACH

This spot, speckled with unique green and red pebbles, sits between the ocean and brackish Rodeo Lagoon—a favorite bird-watching 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*.



FINANCIAL STATEMENTS

Statement of Financial Position for the year ended September 30, 2011

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 Executive Vice President/Chief Operating Officer at (415) 561-3000.

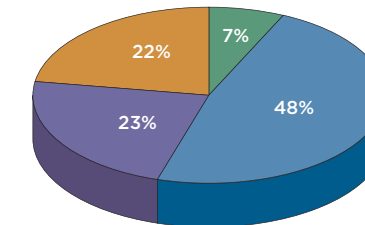


ASSETS	2011
Cash and cash equivalents	\$ 1,127,988
Accounts receivable, net	7,457,069
Contributions receivable, net	4,767,811
Investments	28,929,044
Inventories	1,554,945
Furniture, fixtures, and equipment, net	718,618
Prepaid expenses and other assets	2,310,279
Total Assets	\$ 46,865,754
LIABILITIES AND NET ASSETS	
Liabilities:	
Accounts payable and accrued liabilities	\$ 4,029,712
Accrued payroll-related expenses	1,530,235
Deferred revenue	633,005
Total Liabilities	6,192,952
Net Assets:	
Unrestricted:	
Undesignated	13,476,553
Board-designated for park projects and programs	5,768,116
Total Unrestricted Net Assets	19,244,669
Temporarily restricted	16,371,670
Permanently restricted net assets	5,056,463
Total Net Assets	40,672,802
TOTAL LIABILITIES AND NET ASSETS	\$ 46,865,754

FINANCIAL STATEMENTS

Statement of Activities and Changes in Net Assets for the year ended September 30, 2011

Golden Gate National Parks Conservancy
Fiscal Year 2011 Aid to the National Parks



- Interpretation \$1,922,964 (7%)
- Park Enhancements \$13,081,608 (48%)
- Community Programs \$6,202,031 (23%)
- Visitor Programs \$6,170,133 (22%)

Total Aid: \$27,376,736

**Total Aid to the Parks (1982-2011):
More than \$245 million**

SUPPORT AND REVENUE

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 2011
Gross program revenue	\$ 23,773,580			\$ 23,773,580
Cost of goods and services	(5,668,047)			(5,668,047)
Program Revenue, Net	18,105,533			18,105,533
Contributed income	2,059,995	\$ 5,173,320	\$ 318,611	7,551,926
Investment income	296,967	132,611		429,578
Net realized and unrealized gain (loss) on investments	(326,603)	(273,950)		(600,553)
State contract-relocation project	211,210			211,210
Other income	39,049			39,049
Cooperative agreement reimbursements	7,450,441			7,450,441
Net assets released from restrictions	7,509,218	(7,509,218)		
Total Support and Revenue	35,345,810	(2,477,237)	318,611	33,187,184

EXPENSES

Program Services - Aid to Park Projects and Programs:

Interpretation	1,922,964			1,922,964
Park enhancements	13,081,608			13,081,608
Community programs	6,202,031			6,202,031

Total Aid to Park Projects and Programs	21,206,603			21,206,603
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Visitor Program Services	6,170,133			6,170,133
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Total Program Services	27,376,736			27,376,736
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Fundraising	816,850			816,850
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Management and General	6,141,027			6,141,027
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Total Expenses	34,334,613			34,334,613
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CHANGE IN NET ASSETS	1,011,197	(2,477,237)	318,611	(1,147,429)
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NET ASSETS, BEGINNING OF YEAR	18,233,472	18,848,907	4,737,852	41,820,231
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NET ASSETS, END OF YEAR	\$ 19,244,669	\$ 16,371,670	\$ 5,056,463	\$ 40,672,802
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GIVING TO THE PARKS

THANK YOU to donors, members, and friends of the Parks Conservancy! All of the remarkable projects and programs you see on these pages are the direct results of their generosity and commitment to our national parklands.

Join this extraordinary park community and give back to the Golden Gate National Parks. 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 unrestricted support for priority 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 parks—and in the diverse communities that care for them. Members also enjoy special outings and exclusive events.

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, bike-ways, and scenic overlooks in the Presidio. Many thanks to all of you who helped us

reach this financial and trail-building goal. With trail construction and stewardship continuing, we welcome your contributions to trail work in the Presidio and the Golden Gate National Parks.

Friends of the Golden Gate (FOGG)

Young professionals can join the Parks Conservancy as members of FOGG—a group of dedicated park supporters who raise awareness, support, and engagement with 21–40-year-olds in the Bay Area and engender the next generation of stewards.

Golden Gate Keepers

Go “green” by contributing monthly with credit card or through electronic funds transfer. Golden Gate Keepers conserve resources that would be used for mailings—

and receive a 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 meaning of these parks are sustained far into the future. Benefits include special updates, outings, and events.

Endowment Funds

Endowments provide long-term support for youth education programs, trail projects, and natural resource stewardship across the parks.

Tribute & 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 wildlife habitat, study raptors, grow plants, greet visitors, and more. For details on the many volunteer opportunities in the parks, call (415) 561-3044, e-mail volunteer@parksconservancy.org, or visit www.parksconservancy.org/volunteer.

HOW TO GIVE

For details on our gift-giving options, please contact Kathryn Morelli at (415) 561-3050 or kmorelli@parksconservancy.org.



GOLDEN GATE NATIONAL PARKS CONSERVANCY

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

www.parksconservancy.org

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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 397 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
Director 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.

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