

# California State Parks Foundation

The California State Parks Foundation is the only statewide non-profit organization dedicated to protecting, enhancing and advocating for all of California's state parks. The Foundation's support base of over 75,000 members is dedicated to preserving, protecting and enhancing State Parks. The Foundation's work includes:

- Educational Programs
- Fundraising and Grant Making
- Advocacy
- Promoting California State Parks



**CALIFORNIA  
STATE PARKS  
FOUNDATION**

## Educational Programs

The California State Parks Foundation supports a wide range of state park programs. Such programs include:

- Education grants for FamCamp®, Jr. Rangers, Jr. Lifeguards - programs that introduce "non-traditional" users to our parks
- Coast Alive! - a Foundation sponsored statewide program to provide a multi-media marine education curriculum for 50,000 youngsters
- Bay Youth for the Environment - a Foundation sponsored after school work program for youth ages 16-20 designed to provide youth with environmental knowledge and employment experience while they work to restore local wetlands



FamCamp® Hikers

## California State Parks Foundation (continued)

### Fundraising and Grant Making

Since its inception the Foundation has provided \$120 million in cash, land and collections to California State Parks. Each year the Foundation provides millions of dollars for state park projects:

- Competitive grants to benefit our State Parks System
- Endowed Funds :
  - o Ranger Lane Volunteer Enhancement Fund
  - o Trione Trails Legacy Fund
  - o Park Education Legacy Fund
  - o Vikingsholm Restoration Fund
  - o Chino Hills Endowment
- Earth Day Restoration and Cleanup - an annual program of grants to parks for Earth Day projects. In 2006 over 4,500 volunteers planted 2,159 native trees and over 3,000 native plants; removed over 3,000 bags of trash and recyclables from parks, beaches and waterways; restored close to 15 miles of trails; and installed 84 new recycling bins.
- Restricted Grant Making for key programs such as capital and restoration projects, environmental education, FamCamp®, Jr. Rangers, Jr. Lifeguards, interpretive programs and events.
- Current major site specific fundraising projects that the Foundation has undertaken include:
  - o Restoration of Pigeon Point Lighthouse
  - o Restoration of the Dairy Complex at Año Nuevo State Reserve as the Marine Education Center, a visitor center and volunteer support facility



Yosemite Slough, Candlestick Point SRA. Photo: CSP Foundation

- o Restoration of 34 acres of wetlands at Candlestick Point State Recreation Area

## California State Parks Foundation (continued)

### Advocacy

- Educating elected officials and the general public on funding needs and sound park policy
- Hosting an annual Park Advocacy Day where park supporters volunteer time to visit with their legislators in Sacramento and encourage support for State Parks
- Legislative initiatives to ensure funding for maintenance and operations and capital improvements
- Increasing our base of state parks supporters
- Protecting our state parks from inappropriate use such as the proposed toll road through San Onofre State Beach; the casino at Humboldt Lagoons State Park, and the Sunrise Powerlink in Anza Borrego Desert State Park.



Park Advocacy Day. Photo: CSP Foundation

### Promoting California State Parks

The Foundation is the department's primary marketing partner. The Foundation undertook a branding program for the Department, a new awareness campaign and the Proud Park Partnership program to bring corporate partners to the Department. The awareness campaign includes newspapers, television, magazines, radio and outdoor posters.

The Foundation also develops more extensive promotional projects, including:

**Welcome Kit** - To be distributed by park units and other channels such as Better Business Bureaus, Visitor Centers and Welcome Centers, the Kit includes a map, children's activities,



## California State Parks Foundation (continued)

outdoor tips, valuable offers and discounts. State Parks receives a percentage of the revenue share

**Proud Partners** - Travelocity is the first official Proud Partner. State Parks receives some funding, and Travelocity contributes in-kind promotion:

- 5.2 million impressions on the Travelocity website
- A distinct travel engine on the Travelocity website that will promote visits to State Parks and State Park passes
- A co-branded travel booking engine that will be hosted on the California State Parks Foundation website and linked from the State Parks website. A commission is paid for all travel booked

Travelocity will also be a concessionaire, enabling the company to sell annual state park passes



### Adver-ticket

The Foundation is exploring options for selling the advertising space on the back of the day-use tickets dispensed through ticket machines in our parks.

SACRAMENTO  
STATE MUSEUMS AND  
HISTORIC PARKS  
**Operated by California State Parks**

California State Capitol Museum  
California State Indian Museum  
California State Railroad Museum  
Governor's Mansion State Historic Park  
Leland Stanford Mansion State Historic Park  
Old Sacramento State Historic Park  
Sutter's Fort State Historic Park

  
www.parks.ca.gov

**reserve**  
Ticket sponsored by **america**  
#1 Access Point for Outdoor Recreation  
www.ReserveAmerica.com

## Contact Information

Elizabeth Goldstein, President  
California State Parks Foundation  
800 College Ave  
PO Box 548  
Kentfield CA 94914  
Phone: 415 258-9975  
Fax: 415 258-9930  
www.calparks.org