

2018

ANNUAL REPORT

FOCUSED ON THE FUTURE





CONTENTS

- 4 Mission & Values
- 7 Board Letter
- 9 Map
- 10 Universal Access
- 12 Youth Development
- 14 Community Engagement
- 16 Membership
- 18 Donors/Partners/Volunteers
- 20 Legacy
- 22 Advocacy
- 24 Corporate Projects
- 26 Environmental Stewardship
- 28 Health, Wellness and Safety
– Healthy Parks, Healthy People
- 30 Safety
- 32 Donor List
- 40 Fundraising and Financials
- 41 Board and Staff List

The Regional Parks Foundation supports the East Bay Regional Park District through fundraising to provide universal access, environmental stewardship, educational and recreational programs and the acquisition of parklands.

At the Regional Parks Foundation, we believe connections with nature are critical for leading a healthy, balanced life. Every day, we provide resources to ensure underserved populations have equal access to nature through the

East Bay Regional Park District's parks, trails, programs and services. As a result of what we do, lives are changed, and we inspire the next generation of environmental stewards to value and protect open space and the environment.





\$2,763,603

Raised in 2018, exceeding
RPF goal by 36%

Dear Friends,

The Regional Parks Foundation is rooted in the belief that connectedness to the natural world around us has positive impacts on health and well-being. The Foundation's overarching mission is to ensure "access for all," and for 49 years, the Foundation has provided support to the East Bay Regional Park District to ensure children, seniors, people living with disabilities and those from under-resourced communities have equal access to award-winning educational camps and programs.

As we look forward to 2019 and the celebration of our 50th Anniversary, we can't help but look back and recognize all of the individuals, corporations and foundations who have stood alongside us, providing the vital funding and volunteer support needed to not only reach our goals - but exceed them year after year.

In 2018, we raised \$2,763,603, a 36% increase over our budgeted goal! This is our 10th consecutive year of growth, raising more funds to serve more of your community, and to conserve and protect more land and wildlife habitat.

With your support, nearly 9,500 youth attended environmental education programs, 450 youth attended job fairs, 1,000 seniors participated in outreach events, 300

trees were planted, 35 shoreline sites were cleaned, 15,050 lbs of debris was removed, 5.25 miles of trail improved, a Shorebird Sanctuary was expanded, three health-in-nature studies were continued and so much more!

As we focus on the future and look to our 50th year and the next 50 years to come, we want to first take a moment to reflect on how we got here -through your unwavering generosity and commitment. Thank you for your steady support and thank you for believing in the importance of connecting with nature. Your dedication to the responsibility we have to develop the next generation of environmental stewards continues to propel us forward to reach new heights!

We are honored to call you our partner in this work and we hope you will join us as we celebrate the wonderful years to come.

Sincerely,

A handwritten signature in dark ink, appearing to read "Chip Conradi", written over a horizontal line.

Chip Conradi, *Board President*

25 Million Park District
Visitors in
2018

2.8 Million Residents in Alameda
and Contra Costa
Counties

11,356 Regional Parks
Foundation
members



Boating	Riding	Boating Center
Fishing	Camping	EBRPD Visitor Center
Golfing	Swimming	EBRPD Headquarters
Regional Parklands		



East Bay

Regional Park District

Healthy Parks Healthy People

81 Funded trips
to parks



The Regional Parks Foundation ensures “access for all” by funding programs that make it easy for the most underserved in our community to enjoy their Regional Parks. Programs include transportation through Parks Express, Multi-Cultural Wellness Walks, Senior Outreach, and Camp Scholarships or “Camperships” for youth.



9,839

Total served in Youth Development



7,325

Kids took the Fish Friends pledge at the Mobile Fish Exhibit



914

Youth served through Camp Arroyo



450

Youth served through job fairs



318

Youth received camp scholarships and financial aid



The Foundation invites our community to engage with us by volunteering, donating, becoming a member or attending a variety of educational and outreach events.

Membership. A great way to show support for the East Bay Regional Parks and explore all the parks have to offer while enjoying special discounts and perks! The membership program offers options for individuals, families and special access pricing for veterans, seniors, students and persons with disabilities.

Donations. Gifts to the Regional Parks Foundation provide resources to protect open space, preserve wildlife habitats, and educational and recreational opportunities which inspire the next generation of environmental stewards.

Legacy. Our planned giving program supports donors wishing to leave a legacy through a gift that will help protect their favorite park or continue a program that matters most to them.

Corporate Engagement Program. Every year the East Bay Regional Park District has more than 11,000 volunteers

contribute over 90,000 hours of service to the parks. The Regional Parks Foundation's Corporate Engagement Program provides corporations with volunteer opportunities throughout the year, including shoreline clean-ups, trail building and maintenance, and park stewardship projects. Corporations also participate by providing event sponsorships, matching gifts and grants to support projects.

Advocacy. The Foundation provides financial support for voter education around ballot measures and initiatives that impact parklands and park users.

Outreach Events. What better way to learn about our Regional Parks and the Foundation than gathering for music, food and drinks? With help from the East Bay Regional Park District and corporate sponsors like Drake's Brewing Company and REI, the Regional Parks Foundation holds several family-friendly events throughout the year both in and outside of the parks, which are free for the public to enjoy.

For the first time ever, in partnership with REI, 2018 saw the roll-out of onsite membership sales at ten East Bay Regional parks, five REI stores and on REI's website. This endeavor added over 1,000 members to our community in its first year!



11,356

Members
(up 8%)



398

Donor Circle
members
(up 10%)



1,003

Onsite
memberships
sold



\$153,830

In revenues
from onsite
sales!



\$2.3 Million In Time Donated to the
Park District by Volunteers

11,669 Total Park District
Volunteers

457 Campership
Donors

32 Corporate
Partners

Individuals make an enormous impact by leaving a variety of legacy gifts from cash, stocks, real estate, IRA's, charitable trusts and more. These support the important work to preserve open space, maintain trails, and keep parks beautiful and accessible.



Bequests



Hiram Kato was born in Japan and raised in Scotland. He came to the U.S.

by way of New York, eventually calling the Bay Area home. Hiram loved the outdoors and Redwood was his favorite Regional Park. As such, his bequest was specifically dedicated to the restoration of Lady Bug/Stream Trail at Redwood

\$79,345 Hiram Theodore Kato Estate

.....

Laurie Hill was born in Oakland and was a longtime member of the Regional Parks Foundation and a trails challenge participant. An avid outdoors woman, walking her beloved dogs in the East Bay Regional Parks was a favorite pastime of Laurie's. This love led to the unrestricted bequest that was left to the East Bay Regional Park District by way of the Foundation, where her support will help maintain and build parks for present and future generations to enjoy.

\$508,477 Laurie K. Hill Estate



In 2018, the Regional Parks Foundation contributed \$50,000 toward community education regarding Proposition 68. Passing with nearly 58% of the vote

.....



On a local scale, the Regional Parks Foundation also provided \$150,000 to educate Contra Costa and Alameda County residents on Measure FF



In 2018, the Regional Parks Foundation contributed \$50,000 toward community education regarding Proposition 68. Passing with nearly 58% of the vote, Prop 68 provides \$4B in funding for state and local parks, environmental protection and restoration projects and water infrastructure. The passing of this proposition aligns with the Foundation's mission by investing in the creation and improvement of parks and recreation areas, as well as trail networks that provide access from neighborhoods to parks, wildlife and recreational opportunities -facilitating safe access for all Californians to recreate, exercise and enjoy nature!

On a local scale, the Foundation also provided \$150,000 to educate Contra Costa and Alameda County residents on Measure FF. The measure is an extension of a \$1/month parcel tax (less for multi-unit dwellings) put in place by previously passed Measure CC. Without raising rates to taxpayers, Measure FF: protects against wildfires; enhances public safety; preserves water quality, shorelines, and urban creeks; protects redwoods and parklands in a changing climate; and restores natural areas.

A Record Measure FF passed
with 86.5% of the
vote

\$64 Million In funding from
Measure FF
through 2040!

CORPORATE PROJECTS

\$10,000 – **Drake's Brewing Co.** for trails maintenance

.....

\$20,000 – **Chevron** for youth scholarships for Camp Arroyo in Richmond
– **REI** for construction of a multi-use bridge at Crockett Hills Regional Park

.....

\$25,000 – **Phillips 66** for construction of the Pinole Shores segment of the San Francisco Bay Trail
– **PG&E** for fuels management/fire safety and prevention

.....

\$75,000 – **Marathon Petroleum** for new exhibits at Black Diamond Mines

.....

\$90,000 – **Fremont Bank** for volunteer trail maintenance tools and trailers

.....

\$165,000 – **Kaiser Permanente** for the Kaiser Permanente Trails Challenge, multi-cultural wellness walks, diversity training, and senior and youth development programs



THANK YOU!



KAISER
PERMANENTE®



FREMONT
BANK





300 TREES

Planted at
Oyster Bay
Regional
Shoreline



Our donors, members and volunteers support the Regional Parks Foundation's work to aid the East Bay Regional Park District in its efforts to preserve parklands and open space, and to protect biological, recreational and historically significant resources in the East Bay. In 2018, the Foundation was able to assist the Park District in the following areas



\$75K GRANT

Awarded by ReLeaf/
EarthTeam for tree
plantings at
Oyster Bay



8 EVENTS

Ivan Dickson trails
maintenance events.
5.25 miles of trail
improved



6,647 PEOPLE

Volunteered and
participated in
shoreline cleanups



35 SITES

Shoreline sites
cleaned



15,050 lbs

The amount of
debris removed
from the shoreline



2,200 lbs

Recyclables
collected from
the shoreline

Since 2012, the Regional Parks Foundation has proudly supported the Healthy Parks, Healthy People Bay Area Initiative with programs such as Trails Challenge, Kids Healthy Outdoors Challenge, Parks RX, and our newest program, SHINE (Stay Healthy In Nature Every Day).

Trails Challenge

2018 marks the 25th anniversary of the Trails Challenge, which has been supported by Kaiser Permanente since 2006! This program encourages more than 10,000 participants to both stay healthy through outdoor activity and explore the East Bay Regional parks.

Multi-Cultural Wellness Walks

Co-sponsored by Kaiser Permanente, eight multi-cultural wellness walks were held in 2018 across Alameda and Contra Costa counties. The goal of the walks is to create a communal experience together in the parks, building bridges of understanding and appreciation across cultures. Each walk saw an average 120 attendees, 99% of which

were people of color of Latino, Korean, Chinese, African American, Middle Eastern, Filipino, and South Asian descent. Additionally, walks were multi-generational with children making up about 30% of attendees.

Walk With a Doc

In coordination with Contra Costa Health Services and the East Bay Regional Park District, the Foundation was awarded a \$50,000 grant from the City of San Pablo to pilot a program aimed at reducing childhood obesity. Walk With a Doc will hold several community events that will take a holistic and practical approach to engaging underserved communities to improve everyday health habits.



1,560

Trail users
reached



486

Bicycle bells
installed



832

Youth served through
swim lessons and
junior lifeguarding



In keeping with its mission to provide safe access to the East Bay Regional Parks, the Foundation helps to fund a variety of programs and equipment to protect and educate park guests. From water safety equipment to bike bells and helmets, our goal is to increase safety for human and animal visitors.

Aquatics Outreach and Swim Lessons

With funding from the Regional Parks Foundation, Lifeguard Services provides a variety of high-quality outreach programs in East Bay parks and the community. These include water safety presentations at elementary schools, Aquatic Adventure Camps and Vamos a Aprender at Del Valle Regional Park. In addition, the Foundation provides funding for swim lessons for all ages, including seniors.

Fire Safety and Prevention

With the increasing level of devastation caused by fires in California each year, it is crucial that the Park District implement fire prevention methods. Thanks to a generous grant from PG&E, the Park District was able to carry out

work in Claremont Canyon and Robert Sibley Volcanic Regional Preserves to reduce ladder fuels, or vegetation that could allow a fire to climb the wildland-urban interface.

Share Our Trail

The Foundation provides funding for the Share Our Trail program, a community outreach effort to promote trail etiquette and safety along our regional trails. Each year, the Park District holds six Share Our Trail events where staff provides safety equipment and communicates messages of safety and etiquette to all types of trail users including cyclists, dog walkers, parents with strollers, fitness runners and leisure walkers. The program also offers an opportunity for trail users to provide feedback to the Park District about their own safety concerns.

REVENUE

Revenues

- Private gifts, grants and benefits
- Membership
- Contributed services
- Investment return

\$3,492,872

1,776,777 (51%)

986,827 (28%)

884,630 (25%)

-155,361 (-4%)

2018



\$4,662,776

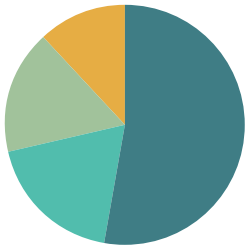
2,466,360 (53%)

863,486 (19%)

787,238 (17%)

545,692 (12%)

2017



EXPENSES

Expenditures

- Support for EBRPD
- General and administrative
- Fundraising

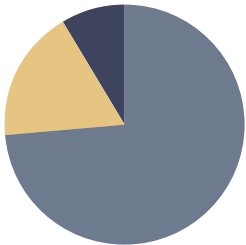
\$2,900,397

2,135,364 (74%)

518,987 (18%)

246,046 (8%)

2018



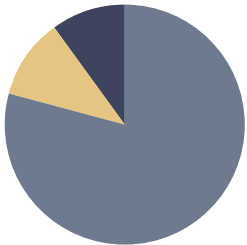
\$2,436,763

1,929,358 (79%)

267,327 (11%)

240,079 (10%)

2017



BOARD AND STAFF LIST

Chip Conradi
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Vice President

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Secretary

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Patricia Deutsche

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Membership and Development Officer

Terri Biondi
Membership and Development Officer



THANK YOU!



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REGIONAL PARKS Foundation

Supporting East Bay Regional Parks

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